Tales of Brand Admiration: Insight from Automotive Industry in Indonesia

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Article Info	Abstract
	Purpose – This research aims to understand how to build brand admiration and the antecedent to its impact of consumer behavior in the Automotive Industries. This study is conducted in Indonesia because of its market size, increasing purchasing power, and low car ownership, which makes an attractive automotive marketplace. **Methodology** – The design is quantitative used a questionnaire was administered to 510 consumers in Indonesia. The data collected were analyzed using partial least square structural equation modeling. **Findings** – This study finds that an automotive company will have an admired brand if they are able to deliver customer enablement, customer inspiration, and customer excitement. In addition to offering alternate theories for brand management, this study serves as a foundation for further research aimed at enhancing the body of knowledge on brand admiration. This research is expected to provide insight into the importance of making their brand admired, and how to achieve it. **Originality** – This study also contributes a new perspective around branding. Although there are a lot of benefits that an admired brand can get, the previous study on this topic is very limited, especially in emerging markets such as Indonesia.

1. Introduction

Building a stronger consumer-brand relationship is not an easy task. Marketers now struggle to set their products apart from competitors' when their functional features become more comparable. Consumers are constantly exposed by numerous advertisements from a lot of brands. Globalization and technological advancements play a big role in this increasing competition. Prior research indicates that the development of a consumer-brand relationship is more heavily influenced by the emotional bond between the two parties than by functional characteristics (Cardoso et.al. 2022; Cho et.al., 2015). The most widely accepted study on consumer brand relationships by Fournier (1998) argues that "brand can be an active relationship partner for the consumer and provide meanings in a psycho-socio-cultural context." In a long-term context, it may affect consumers' commitment to purchase, consume, and also help to produce, sell and

distribute (Kumar, 2006). Consequently, the importance of consumers' emotional connections to businesses is growing while creating marketing tactics (Sreejesh & Roy, 2015; Veloutsou, 2015).

Over the last decades a lot of literature has emerged attempting to enrich the topic of consumer brand relationships, such as brand trust, brand love, brand attachment, brand communities, and emotional branding (Bairrada et.al., 2018). Brand trust is one of the most frequently studied constructs in marketing. However, in the context of growing competition offering similar product and services attributes, we don't think being trusted is enough to win. Kevin Roberts the president of Saatchi and Saatchi proposed the theory of lovemarks. His fundamental argument is that a successful brand is the one that has love and respect from its consumers which sparks loyalty beyond reason (Chen et.al., 2020). However, in Roberts' Lovemarks model, both brand respect and brand love are independent (Figure 1). It doesn't influence each other. It is difficult to find a literature in psychology that supports this argument. Respect is centered on the product's dependability, which must uphold the greatest standards of quality, as well as its reputation and trustworthiness. Additionally, love comprises three components: intimacy, sensuality, and mystery.

The automotive industry is very competitive. Globalization has made it easier for competitors to make similar offers on competing products. The development of social media has intensified competition in the automotive industry by providing more information and choices to consumers. Consumers are continuously exposed to various advertisements from different brands. Especially since many domestic companies are expanding into the automotive sector, such as Esemka, Gesits, Alva, and Electrum. These brands face various challenges to compete in Indonesia, such as brand loyalty towards established brands and a lack of trust because the new brands do not have a track record. The purchase of automotive products, especially cars, is a high involvement buying decision that requires a significant financial sacrifice from consumers. (Pham & Richard 2015). Often, that purchase is the most expensive purchase after a house. Consumers tend to buy from brands they trust. Brand admiration can help a brand differentiate itself from its competitors.

It is clear that building brand admiration is important to create a competitive advantage in a dynamic business environment. While there are a lot of benefits from having an admired brand, research on brand admiration is still in its early stages. Previous marketing research only used brand admiration as a mediating variable in banking CSR communication (Ahmad et.al., 2021), an independent variable on brand reputation and CSR (Munteanu et.al., 2014), and also examined admiration in the context of country of origin. The idea and model of brand admiration itself are still only briefly covered in the literature. In line with the research done by Park et al. (2016), we find that brand admiration is best described as a higher-order construct that comprises a variety of emotions and behaviors. Meanwhile, from the marketer's point of view, it is necessary to identify what causes these emotions and feelings. This is important so that marketers can gain insight as a basis for shaping consumer emotional experiences. Brand admiration is essentially a consumer's emotional association with a brand. The brand admiration framework in this research is hierarchically organized based on the level of emotions it formed.

Many surveys are undertaken to find out which businesses people find most admirable. Large computer corporations like Apple often rank in the top three for the past three years, just as they dominate the global economy (Fortune, 2022). This list is based on a poll of analysts and executives. However, what do they tell us about the qualities and characteristics of those companies? Park et al. (2016) argues that the reason behind the success of the most well-known brands, like Apple, Mercedes-Benz, and Nike, is that people admire them. Brand admiration is the foundation for brand respect, trust, and love. The degree to which a brand satisfactorily resolves a

customer's problem is correlated with brand trust. In the meantime, brand respect occurs when a company offers the specifics of a customer's personal benefits, while brand love is focused on how the brand appeals to the customer's senses.
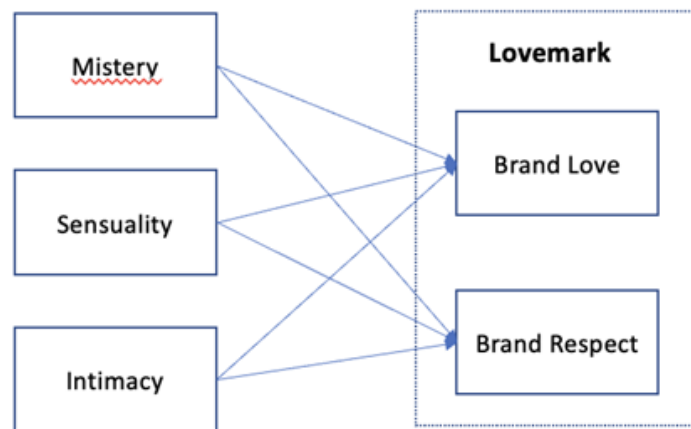

Figure 1. Attributes of Lovemarks

Research conducted by Park et al. (2016) showed that an increase in the company's assets, positive revenue, and skyrocketing profitability happened when a lot of advantages from having a well-liked brand. Even though a well-known brand might reap many benefits, more research has been done on this subject in the past, particularly in developing nations like Indonesia. Former research on brand admiration by Gupta et al. (2021a) discovered the following relationships: brand admiration in the context of the country of origin, brand admiration as an intervening variable between purchase intention and CSR, and brand admiration as a predictor of corporate social responsibility and brand reputation (Gupta et al., 2021b; Ahmad et al., 2021; Munteanu, 2014; Maher & Carter, 2011). There is no attempt to investigate hierarchical theories of brand appreciation except from Park's model. Furthermore, in Park's brand admiration, brand trust, brand respect, and brand love are independent, much like Roberts' lovemarks model.

This study is conducted in Indonesia as a representative of emerging markets. According to information released by the Indonesian government, the automotive industry received USD 9 billion in investments in 2021 (Gaikindo, 2022). Currently, approximately 38 auto makers listed and engage business activities in Indonesia. Most of automaker in Indonesia operated in the greater Jakarta or known as Jabodetabek, also the greater Jakarta is barometer automotive in Indonesia (Syah, 2019a; 2019b & Syah et.al, 2022). Despite the importance of the Indonesian market for cars, there is no research on admired brands in the market. Purchasing automotive products, especially cars, is a high-involvement purchase decision that requires large financial sacrifices for consumers. The study by Pham & Richard (2015) supports it. Meanwhile, Kashif et.al. (2015) states that consumers, especially in developing ASEAN countries, buy a brand not only because of its utility but also to build a reputation and gain recognition from those around them. Often these purchases are the most expensive purchases after the house. This study focuses on Millennials and Gen Z because 63.5% of the total world population (Ramgade & Kumar, 2021) and 53.81% of the total Indonesia population was dominated by these generations.

Although brand admiration has been studied previously, there is currently no widely accepted definition of brand admiration, and previous researchers have used varying conceptualizations of the construct. This can lead to inconsistencies in findings and difficulties in comparing results across studies. Additionally, there is a limited understanding of the antecedents and consequences of brand admiration. Brand admiration occurs due to several factors such as

perceived brand quality, brand trust, brand reputation, and brand innovation. These factors then collectively contribute to a positive brand image which then leads to brand admiration.

This study becomes more important in Indonesia because of its market size, increasing purchasing power, and low car ownership, makes Indonesia an attractive automotive marketplace. As one of the biggest car markets in emerging economies in ASEAN countries. This market opportunity has attracted well-known car manufacturers to build a business in Indonesia. The Indonesian government stated that in 2021 the automotive sector reached IDR 140 trillion worth of investment. Currently, there are 38 car brands registered and doing business in Indonesia. Some of the brand origins are Japanese, Germans, Koreans, and Chinese. Despite the importance of the Indonesian market for cars, there is no research on admired brands in the market. This is supported by the research of Pham & Richard (2015), Kashif et.al. (2015) which states that consumers, especially in developing ASEAN countries, buy a brand not only because of its utility but also to build a reputation and gain recognition from those around them. Purchasing automotive products, especially cars, is a high-involvement purchase decision that requires large financial sacrifices for consumers. Often these purchases are the most expensive purchases after the house.

The main objective of this study is to propose a model that forms brand admiration and in it authors investigate the relationship between brand trust, brand respect, and brand love. Our study makes the following theoretical contributions: (1) This study will complement extant theories related to brand admiration, specifically contributing to the development of brand admiration by investigating the relationship between brand trust, brand respect, and brand love. (2) Authors are the first in Indonesia to look at brand admiration in the automotive sector using this research approach. The paper is structured as follows. First, we provide a theoretical background by reviewing relevant literature. Then, conceptualizing the model for building brand admiration, third part, authors explain the research methodology; fourth, presenting and discussing the results and finally, concluding with theoretical and managerial implications, limitations and suggestions for further research, whether there is impact brand trust towards brand respect, brand love and brand admiration in automotive industry?

Psychology literature mentioned that admiration arises from a response to something extraordinary, excellence, and competence above standards (Algoe & Haidt, 2009). The emotion that best embodies gratitude, which also involves respect, is admiration. In order to evoke admiration, authors have to like the object. It also depends on the level of interest of the individual on that particular topic. Therefore, the personal background plays an important role in admiration toward something. Somebody can admire individuals like a political leader, an entity like a soccer team, a culture, a beautiful landscape, and many other objects. More broadly, social learning both within and within social groupings is facilitated by collective admiration. Admiration helps people acquire and internalize goals, ideals, and values. In summary, appreciation plays crucial roles in social interaction by encouraging people to grow as people, form stronger ties with others, and learn from outstanding role models.

As one of the most recent branding constructs, brand admiration is expected to broaden the spectrum of relationship between consumers and brands. In a business context, brand admiration is found to be a key sign of a strong consumer-brand relationship. When consumers admire a brand, the brand will be top of mind when consumers need something from that product category (Park et al., 2016). Academic literature describes the importance of brand admiration to purchase intention, loyalty, brand prestige, and product extension (Hartoyo et al., 2023). Brand admiration also maintains premium prices, creates barriers for competitors to enter, and helps recruit talented employees (Park et al., 2016).

This research adapted the brand admiration model introduced by Park et al., (2016) which argues that brand admiration is elicited by brand trust, brand respect, and brand love. In addition to that, authors seek to understand the relationship between brand trust, brand respect and brand love (Figure 2). This examination is important because we assume that those three variables are often intertwined. Based on that background, the objective of this research is to develop a model that forms brand admiration, and within it, an investigation will be conducted into the relationship between brand trust, brand respect, and brand love. This investigation of the variables has not been conducted in previous research. (Park et al., 2016). On the other hand, as quoted by Ching & Chan (2020), mentioned that respect and trust are the foundations of love. So this, research only will test only role of variable important to be a bridge between antecedent variables and consequences without using mediation.
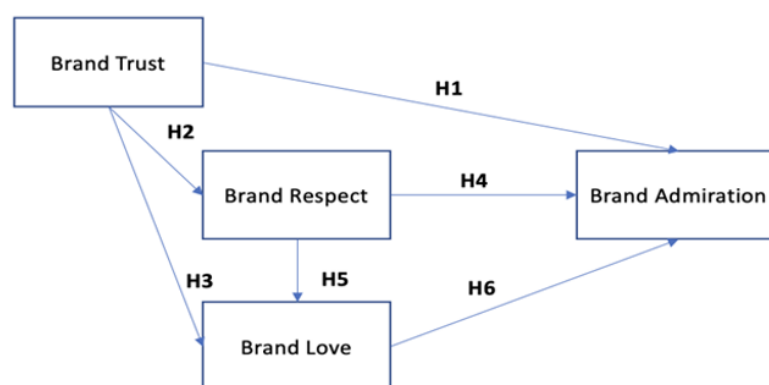

Figure 2. Proposed Research Model

Brand trust is the foundational construct of creating brand admiration. A brand will not be admired if the brand cannot be trusted. The existence of brand trust will encourage consumers to believe that the admired brand will be able to eliminate negative thoughts and bring results as expected by consumers. When consumers trust a brand, their loyalty and the possibility of buying will be greater (Sari & Widowati, 2014; Hartoyo et al., 2023). According to Park et al., (2016), brand admiration is the degree to which consumers have a strong personal relationship with the brand, which is based on trust (brand trust). In light of this, we suggest the following:

H₁: Brand trust is positively related to brand admiration

The existence of trust in a brand can encourage consumers to respect the brand. Trust is one of the key elements of respect (Hartoyo et al., 2023). Ching & Chan (2020) also argue that a brand is respected when a brand is trusted. Respect also grows with the good performance of the brand. Consumer evaluation of brand performance can be done by evaluating a collection of previous consumer experiences of the brand. The sense of security felt by consumers when interacting with a brand will be based on the perception that a brand can be trusted and is responsible towards its consumer. This is the sense of security that consumers have in their interactions with the brand, based on the perception that the brand is reliable and responsible for the interests and well-being of consumers. The dimension of brand trust variability has a technical nature because it involves the perception that the brand can meet or satisfy consumer needs. This is related to the individual's belief that the brand fulfills its value promise.In light of those mentioned above, we hypothesize:

H₂: Brand trust is positively related to brand respect

Positive correlation between brand trust and brand love has been found in several previous literature The influence of brand trust on brand love fosters because consumer trust a brand will carry out its functions, this trust will direct consumer love for the brand (Albert & Merunka, 2013; Khan et. al., 2020). Brand trust together with Consumers' love for a brand is primarily influenced by brand trust and brand familiarity, and brand love manifests as a result of such variables (Carroll & Ahuvia, 2006; Chaudhuri & Holbrook, 2001; Khan et al., 2020). In light of the review above, we create the following hypothesis:

H₃: Brand trust is positively related to brand love

Admiration is generated by extraordinary figures who represent certain ideals or values (Schindler et. al., 2013). An admired brand can encourage their consumer that their idea and aspiration is possible to be actualized. Customers will seek to affiliate and imitate the behavior of the admired object (Schindler, 2014, Algoe & Haidt 2009; Aquino et. al., 2011). On the other hand, respect is the fundamental basis of human relations. Before a brand is admired, customers will assess its performance and see what the brand is capable of. Departing from this understanding, brand respect caused by inspirational benefits contributes to the formation of brand admiration. With the review mentioned above, we create the following hypothesis:

H₄: Brand respect is positively related to brand admiration

Brands may earn a special place in consumers' hearts and minds, just like human relationships do. Lovemarks theory states that respect is a key element for building brand love (Roberts 2005) and respect is needed to build a long-term relationship. The category created by Daniel Goleman as quoted from (Ching & Chan (2020) states that trust and respect (together with acceptance, friendship, kindness, close feelings, and devotion) are elements included in love as basic emotions. Consequently, we suggest the following:

H₅: Brand respect is positively related to brand love

Bergner (2000) argues that in a love-relationship idealization may wane overtime, but there remains a deep admiration for the partner. From a marketing perspective, this is consistent with the claim made by Park et al. (2016) that, while love is essential for establishing customer relationships, it is insufficient on its own to foster fruitful customer relationships over time. To sustain this relationship, a brand has to become admired (Park et al. (2016). Based on the above, we propose the following:

H₆: Brand love is positively related to brand admiration

2.   Research Methods

2.1   Research Design

This study had a quantitative design with explanations based on correlation and description. Notably, Indonesia has a large number of islands, making it difficult owing to time and resource limitations to collect data from the total population. Jakarta as a barometer in Indonesia is frequently utilized as a point of reference for the growth of future vehicle buyers, it was selected as the automotive consumer. For this study, information from 510 car buyers was collected. Due to the COVID-19 outbreak that is still going on in Jakarta, information was gathered via electronically connected surveys. In accordance with preset criteria, such as having a car or at least intending to have one, being in Jakarta, and being classified as millennials and Gen Z, purposeful sampling was carried out beforehand.

2.2 Data Collection

The "10-times rule" method, as stated to Hair et al. (2010), is a regularly employed minimum sample size estimation method in PLS-SEM. Regarding the idea that the number of inner or outer model linkages pointing at any hidden variable in the model should be more than ten times the sample size. In order to obtain primary data, over 510 respondents corresponded directly. We conducted a pilot study to confirm the validity of the questionnaire for larger-scale research. The respondents comprised 51.5% male and 48.5% female consumers aged between 17 and 39. Due to time constraints, the study also used a cross-sectional approach. We adopted a five-point Likert scale to collect the data, 1 representing "strongly disagree" and 5 representing "strongly agree." Cronbach's alpha determines the reliability, which is acceptable beyond the threshold of 0.7. (Hair et al., 1998).

Testing the conceptual model will help to guarantee that it will materialize into reality. SmartPLS 3.0, a PLS-SEM program suggested that applications and terminology could be clarified if measurement models/constructs are identified as "composites", and that terminology began to be adopted by PLS methodologists (Hair et al 1998). Next, Sarstedt et al. (2016) published an article that referred extensively to the term composites, even going so far as to suggest that CB-SEM constructs and PLS-SEM constructs are both composites that estimate proxies for theoretical concepts/constructs. The procedures used in the data computation process include the Partial Least Square (PLS) and Bootstrapping methods, which generate computed data that is then evaluated and approved for use in the conceptual model. Following SmartPLS testing, analysis will be done to evaluate the outer, inner, and hypothesis models.

2.3 Measurement

Table 1 shows that three items from the Park et al. (2016) scale were used to gauge three different concepts: brand trust (BT), brand respect (BR), and brand love (BL). The test findings demonstrated that every item value had a loading factor greater than 50, providing a circumstantial basis for the convergent validity of the measurement model. The results were higher than the 0.7 threshold (Hair et al., 2010). The construct indicators, whose composite reliability ranges from 0.76 to 0.96, are expressed as a subset of latent variables. Convergent validity was confirmed by the average variance extracted (AVE), which includes all fluctuations in the indicator representing latent components and satisfied the study's suggested threshold of 0.5 (Fornell & Larcker, 1981; Hair et al., 2010).

Table 4 shows that the Fornell-Larcker criterion was applied to assess the discriminant validity of the model. This criterion compares the square root of AVE to the correlation between variables. The results confirmed adequate discriminant validity, as the roots of AVE exceeded the correlation values between variables in the model. These findings align with the guidelines established by Hair et al. (2010).

Table 1. The measurement Items of The Constructs

Construct	Measurement Item	Reference
Brand Trust	I trust the brand The brand is more trustworthy compared to the other brands I believe the brand will consistently provide a high quality product	Park et.al., (2016)
Brand Respect	I respect the brand I think the brand true to their values I think the brand is sincere	Park et.al., (2016)
Brand Love	I love the brand I am attached to the brand I am passionate about the brand	Park et.al., (2016), Carroll & Ahuvia (2006)
Brand Admiration	I admire the brand The achievements of the brand impress me I admire the character of the brand I admire the capabilities of the brand	Schindler (2014)

The combination of convergent and discriminant validity indicates that the measurement model is robust and reliable. By meeting the thresholds for loading factors, composite reliability, and AVE, the model ensures internal consistency and proper representation of latent variables. Furthermore, the application of the Fornell-Larcker criterion strengthens the validity of the constructs, making the findings credible for further analysis and interpretation.

3.   Results and Discussions

3.1   Characteristics of Respondents

The profile of the 501 respondents in this study indicates that the majority, 55.9%, are members of Generation Z (ages 18-24), while 44.1% are millennials (ages 25-39). These two generations represent the largest consumer segments in Indonesia. This finding aligns with the 2020 Indonesian Population Census, which reported that Generation Z makes up 27.94% of the population, while millennials account for 25.87%. The gender distribution among respondents is relatively balanced, with 51.5% male and 48.5% female, providing a representative sample for the study.

Table 2. Profile of Respondent

Gender	Percentage	Generation	Percentage	Education	Percentage
Woman	48.5%	Millenial	44.1%	Senior High School	41.7%
Man	51.5%	Generation Z	55.9%	Diploma	12.4%
				Degree	41.3%
				Master	3.6%
				Ph.d	1%

Source: processed data

In terms of educational background, most respondents (41.7%) have a senior high school education, followed by 41.3% who have completed an undergraduate degree. Additionally, 12.4% hold a diploma, 3.6% have a master's degree, and 1% have attained a Ph.D. This variation in educational levels reflects a diverse group of respondents, enhancing the study's ability to capture insights from multiple perspectives. The inclusion of respondents with higher education levels also ensures the study benefits from more informed opinions.

3.2 Outer Model Evaluation

The following factors make up the path diagram for this research that we constructed using a structural model: Brand Love (BL), Brand Trust (BT), Brand Respect (BR), and Brand Admiration (BA) are the first four. Table 1 provides the Cronbach's alpha test findings for the following values: BT = 0.845; BR = 0.850; BL = 0.857; BA = 0.845. Tests used in the multivariate factual examination include factor loadings, convergent validity, discriminant validity checks, and assessments of the explained variance (R^2), predictive relevance (Q^2), t-test (5,000 bootstrapping), and effect size (f^2) of the structural equations model (Hair et al., 2022). A structural equation model using partial least squares was used to create the test.

If all loading factors of research indicators have satisfied convergent validity because they have a value >0.5, then the construct's convergent validity is still considered acceptable. (Fornell & Larcker, 1981; Hair et al. 2022). Table 1 shows that all 10 constructs are legitimate as measurements because all-composite reliability scores are more than 0.80. Table 3 demonstrates that all of the constructs used had AVE (Average Variance Extracted) values greater than 0.50 and Composite Reliability values greater than 0.7. To put it briefly, all of the variables have good dependability.

Table 3. Outer Model

Construct	Item	Factor	CR	AVE	CA
Brand Trust	BT1	0.868	0.803	0.716	0.845
	BT2	0.812			
	BT3	0.861			
Brand Respect	BR1	0.845	0.818	0.733	0.850
	BR2	0.866			
	BR3	0.858			
Brand Love	BL1	0.873	0.810	0.695	0.857
	BL2	0.883			
	BL3	0.739			
Brand Admiration	BA1	0.832	0.854	0.695	0.845
	BA2	0.807			
	BA3	0.853			
	BA4	0.843			

Source: processed data

A strong brand character reflects the brand's values, personality, and unique identity. A brand with a strong character is often perceived as trustworthy, authentic, and consistent, which can help build consumer admiration. When a brand has a strong character, it can also help differentiate it from competitors and create a unique positioning that can be easily recognized by consumers. This is very important in an increasingly competitive market where there are many similar products or services available.

3.3 Evaluation of the Inner Model and Hypothesis Testing

In order to obtain point measurements of the change and determine their relevance, the influence of the 5,000 bootstrapped samples from the first 510 examples was investigated in a direct effect structural equations model (Hair et al., 2022). The structural equations model was estimated using the Partial Least Square (PLS) measurement model (for which this study has a copyright license; Hair et al., (2022). Table 4 displays the direct effect model measurement. Four criteria were used to analyze the direct and indirect effects of structural equation models. For endogenous latent variables, we use R2 to quantify the variance of each construct in addition to evaluations of impact magnitude (f2), estimated significance (Q2), and path coefficient.
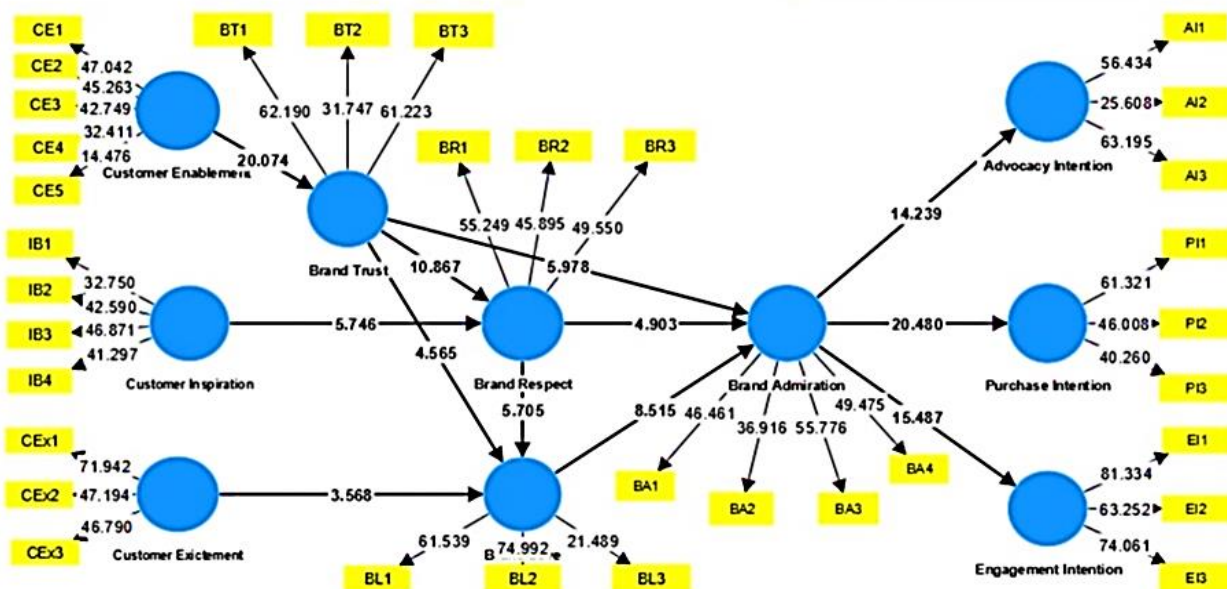

Figure 3. Brand Admiration Model

In the Figure 3, the R^2 number shows how much endogenous variables vary as a result of external stimuli (Hair et al., 2022). The findings presented in Table 5 corroborate the hypotheses H_1, H_2, H_3, H_4, H_5, and H_6. Specifically, the direct relationship between brand trust and brand admiration (b = 0.281, t = 5.978, p < 0.000), brand trust and brand respect (b = 0.517, t = 10.867, p < 0.050), brand trust and brand love (b = 0.27, t = 4.565, p < 0.050), brand love and brand admiration (b = 0.224, t = 4.903, p < 0.000), brand respect and brand love (b = 0.427, t = 5.705, p < 0.000), and brand love to brand admiration (b = 0.432, t = 8.515, p < 0.000) were all positive and significant. Based on the F^2 also the values range from 0.000 to 0.050 it means have the consider a good model. Based on table 6, R^2 is presented the all influence independent variable are 0.699 or 69% can be influence by the independent variables.

Table 4. Discriminant Validity Fornell-Larcker Criterion

Variable	BA	BL	BR	BT
BA	0.834			
BL	0.778	0.834		
BR	0.721	0.707	0.856	
BT	0.721	0.666	0.680	0.846

Source: processed data

Currently, car manufacturers are focused on creating car interiors that are comfortable, safe, and soothing within their vehicles. For example, many automotive companies are incorporating advanced safety features such as lane-assist systems, blind spot monitoring, and adaptive cruise control to make driving safer and more comfortable for consumers. Additionally, car manufacturers are also integrating features like ambient lighting, massage seats, and noise-canceling technology.

Table 5. Inner Model

Relationship between SD Variables of Research	T-Value	Direct Effect	p-values	F^2	Hipotesis
BT => BA	0.047	5.978	0.061	0.000	Accepted
BT => BR	0.048	10.867	0.517	0.050	Rejected
BT => BL	0.059	4.565	0.027	0.000	Accepted
BR => BA	0.046	4.903	0.024	0.000	Accepted
BR => BL	0.075	5.705	0.027	0.000	Accepted
BL => BA	0.051	8.515	0.032	0.000	Accepted

Source: processed data

The concept of brand love refers to the strong emotional attachment felt by consumers towards a brand, which can lead to loyalty and advocacy. One factor that can contribute to brand love is the level of attachment consumers have towards that brand. Consumers who have a higher level of attachment to a brand are more likely to experience brand love. For example, a study by Park et al. (2005) found that consumers with a higher level of attachment to a brand are more likely to have a positive attitude towards that brand and engage in positive word-of-mouth behavior.

Table 6. R Square

Variable	R-square	R-square adjusted
Brand Trust	0.405	0.403
Brand Respect	0.51	0.509
Brand Love	0.581	0.578
Brand Admiration	0.701	0.699

Source: processed data

A strong brand character reflects the brand's values, personality, and unique identity. A brand with a strong character is often perceived as trustworthy, authentic, and consistent, which can help build consumer admiration. When a brand has a strong character, it can also help differentiate it from competitors and create a unique positioning that can be easily recognized by consumers. This is very important in an increasingly competitive market where there are many similar products or services available.

3.4   Discussion

This research aims to understand how to build brand admiration. This study's finding shows that there is a positive relationship of brand trust, brand respect and brand love on brand admiration. A brand will not be admired if it cannot be trusted. Brand trust is the foundational construct of creating brand admiration. It will encourage consumers to believe that the admired brand will eliminate negative thoughts and bring results as promised. The hipotesis is accepted, except the brand trust into the brand respect. Trust cannot predict the respect from the customer. According to this study finding, before a brand is admired, it must be respected. It also proves that brand love is important to form brand admiration. The positive relationship between love and admiration will help maintain and develop relationships (Ching & Chan, 2020). In addition, brand love has been found to explain variations in "positive WOM (words of mouth) and consumer aversion to negative information about brands" (Batra et al., 2012). This research result supports the argument from Park et.al., (2016) that the more a brand gets trust, love, and respect from its consumers, the more highly admired it will be. Thus, Research indicates that brand admiration and appreciation are significantly influenced by brand trust, brand respect, and brand love. The relationship between brand respect and brand trust is not supported by this research. While brand love is positively impacted by brand respect and trust. Consumers in Indonesia who possess or plan to buy a car are the subjects of this poll.

The other aim of this study is to investigate the relationship of each construct that forms brand admiration. Brand trust is found to have a positive impact on brand love. Brand trust will increase consumer confidence in certain products in carrying out their functions. This trust will create a sense of consumer love for the brand. It is also shown that brand love occurs because of brand respect (other than because of brand trust). This result is supported by previous literature related to emotions which states that there are several emotions categories; basic, primary, or fundamental emotions. Watson in Ortony & Turner (1990) argues that love is one of the basic emotions. Ching & Chan (2020) states that trust and respect (along with acceptance, friendship, kindness, close feelings, and devotion) are elements that are included in love as a basic emotion. Therefore, when consumers trust and respect a brand, brand love will appear. In theoritical lens, a good brand will succeed in transforming consumers' fears, anxieties, and pessimism into positive emotions and experiences. Consumers will feel confident in a brand because the brand provides benefits that offer a sense of safety, peace, calm, and comfort to consumers both physically and mentally Ching & Chan (2020). Consumers will feel that a brand that can help them save their resources, whether it be mental, physical, time, or money, is a trustworthy brand (Park et al. 2016).

On the other hand, there is little correlation between brand respect and brand trust. Customers may not respect a brand, but they will evaluate its utilitarian qualities and have faith in it. The result shows a deviation from what was expected. The existence of trust in a brand does not necessarily encourage consumers to have respect for the brand. This result is contradictory with several research arguing that trust is an important element of respect (Pawle & Cooper, 2006; Cho et al., 2015). To be respected, automotive companies are expected to be at the forefront of introducing innovative new technologies. For example, Tesla introduced electric and self-driving

cars. Tesla also has sustainable initiatives because today's consumers have high environmental awareness and value brands that demonstrate a commitment to sustainability. Car brands that invest in sustainable initiatives, such as using recycled materials or reducing carbon emissions, can inspire consumers and earn their respect.

This finding is extending the current thinking and practice of how to build strong brands. Brand admiration provides an alternative to the current paradigm of branding. By using the brand admiration model, marketers know which pathways to maximize the return on investment of brand-admiration-increasing efforts. This research proves that when brand admiration is strong, the consumer-brand relationship will also be strong. For instances, it is clear that automotive companies such as BMW, Mercedes-Benz, and Toyota are successful partly because their brands are admired. Their brands are often top of mind, used loyalty, and customers discussed about them as often as possible to friends and relatives (Park et.al., 2016; Carroll & Ahuvia, 2006). Customers will seek or join a community of people who are enthusiastic about the brand (Park et.al., 2016).

The study included a number of shortcomings that indicated the need for additional research. First, future study can categorize the non-admired brands using the brand admiration model and see what are the common traits in each category. Second, the sample size was restricted to Indonesian-based businesses in the automotive sector. Future research should therefore include a more comprehensive representation of the automobile industry in other regions or in other industries. Third, the cross-sectional approach and use of a single data source in this study resulted in generalizations between variables and a shared bias. Therefore, future research should employ a longitudinal strategy to gather information from diverse sources. To increase generalizability, a longitudinal strategy with a larger sample size should be taken into account. In order to get more data, future study may involve interviewing a representative sample of various stakeholders (such as owners, customers, the government, and associations).

3.5   Managerial Implications

Businesses must continuously develop the relationship between their brand and customers. In order to provide value and remain relevant in the face of constantly shifting consumer demand. Achievement tale A study conducted on well-known car brands, such as Mercedes-Benz, BMW, and Harley Davidson, revealed that people, and particularly their customers, liked these brands. The difficult thing is that in order to win over customers' admiration, a business must understand both their characteristics and the reasons behind their admiration. Additionally, the reasons behind and methods by which consumers appreciate a certain brand—particularly a competing brand, for example. Regretfully, the scope of this research was limited to Indonesian-owned businesses in the automotive sector in Jakarta. If a larger sample size had been used, the results would have included a representative sample of Indonesian car consumers as well as a thorough mapping of the country's automotive industry's brand admiration.

In a perfect world, studies on car brands would also concentrate on context adoration, as did the study conducted by Hartoyo et al. (2023) on the Indonesian auto industry, in addition to the themes of brand admiration, trust, respect, and love. According to Hartoyo et al. (2023), that. Three customer groupings are driven by the outcome: the Dreamer, who has high expectations but has never bought a car, is the first. The second group is Working for Success; they recently upgraded from their basic automobile to a nicer one. Thirdly, the Family Oriented, who are guided by their family in valuing a car brand, have the highest after-tax income. This research has not yet provided a thorough explanation for the lack of a positive correlation between brand respect and brand trust. The sole explanation for why Indonesian car buyers discovered no correlation between the two

factors appears to be that, in the case of automobiles, a consumer's level of trust in a brand does not always translate into their level of respect for it.

In order to build admiration, good marketer should need to discern the prospective clients they must focus on. Marketers cannot satisfy every consumer that have different types with provide one automobile type. The reason marketer cannot satisfy all consumer level because different consumers need different need, preferences and dissimilar treatment. That is way segmentation is inevitable. As Elliot & Barth (2012) mentioned that segmentation can be implemented based on several criteria such as demographics, geography, and also psychographics, etc.

Marketers policy must present all the previously mentioned offers in a style that evokes excitement. For example, they must create promotional strategies, advertisements, and messages that are emotionally stirring, visually appealing, pleasant to hear, and excite consumers. Marketers can use the brand admiration framework to identify which paths can yield the maximum investment related to efforts to enhance brand admiration. Efforts to build brand admiration have proven to create a stronger emotional connection with the brand. When consumers admire a brand, they will engage, advocate, and purchase more from that brand. In addition to understanding how to build brand admiration, marketers must understand who their consumers are, what motivates them, why they will admire a particular brand, and how they will admire it. This research produces three consumer segments, namely: The Dreamers who dream big but have never bought a car before, The Working for Success who currently own an entry-level car and are looking for an upgrade. Lastly, The Family Oriented who have the highest disposable income and are influenced by their family when admiring a car brand. In contribution theoritical lens, a strong brand would be able to convert the negative feelings and concerns of its customers into positive ones. Customers will have faith in a brand if it offers advantages that give them a feeling of security, tranquility, and comfort on a mental and physical level. Customers will perceive a business as trustworthy if it can assist them save resources, whether they are financial, time, physical, or mental.

4.   Conclusions

In conclusion, the relationship between brand respect, brand trust, and brand love and brand appreciation was scientifically explored in this study. Apart from the relationship between brand respect and trust, all the hypotheses were validated. Research indicates that brand admiration and appreciation are significantly influenced by brand trust, brand respect, and brand love. The relationship between brand respect and brand trust is not supported by this research. While brand love is positively impacted by brand respect and trust. Consumers in Indonesia who possess or plan to buy a car are the subjects of this poll. admiration-based segmentation might offer insightful information about the psychological forces influencing consumer behavior in the car sector. Automotive firms may gain a competitive edge and thrive in today's fast changing industry by utilizing this information to develop focused marketing strategies, foster brand loyalty, innovate product offers, and keep an eye on brand reputation. From an academic perspective, this division can aid scholars and researchers in comprehending the psychological forces that influence consumer behavior. Researchers can learn more about how emotions play a part in consumer decision-making and discover new elements influencing consumer behavior by examining the traits and actions of brand aficionados. Furthermore, the creation of new theoretical frameworks that more effectively describe the intricate interaction between brands and consumers might result from admiration-based segmentation. Through considering the affective elements that propel brand adoration, scholars might create novel models and theories that offer a more thorough comprehension of consumer conduct. This research only limits the study to Jakarta. While is a

major urban center, consumer behavior in other parts of Indonesia may differ significantly, and these limitations can expand further to enhance the result of this research.

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