

Peran Brand Identification dan Brand Passion pada Compulsive Buying = The Role of Brand Identification and Brand Passion on Compulsive Buying

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Abstrak

Studi sebelumnya pada *brand community* menunjukkan pengaruh positif pada perilaku konsumen. Namun, itu bisa bertindak seperti pedang bermata dua dan memiliki sisi gelap yang berpotensi merusak *brand*. Penelitian ini menyelidiki *brand identification* dan *brand passion* dalam pengembangan perilaku *impulsive* dan *obsessive-compulsive buying*. Metode kuantitatif dengan survei online digunakan untuk melihat perilaku 533 tanggapan survei dari salah satu *brand community* di Indonesia. Hasil penelitian menemukan bahwa *brand identification* berpengaruh positif terhadap *harmonious brand passion* dan *obsessive brand passion*. Hanya *obsessive brand passion* yang ditemukan secara langsung memengaruhi *impulsive* dan *obsessive-compulsive buying*. Penelitian ini juga menguji efek moderasi dari *community identification*, *idea shopping*, dan *social shopping motivation*. Penelitian ini berkontribusi pada literatur tentang studi *compulsive buying* dari perspektif *brand community*. Saran praktis untuk pemasar tentang cara mencegah dan menghadapi perilaku konsumen ini juga disertakan.

.....Prior studies on brand communities showed a positive influence on consumer behavior. However, it could act like a double edge sword and possess dark sides that potentially could harm the brand. The present study investigates the role of brand identification and brand passion in the development of behaviors like impulsive and obsessive-compulsive buying. A quantitative method using an online survey was used to see the behavior of 533 survey responses from a brand community in Indonesia. The result found that brand identification positively influences harmonious brand passion and obsessive brand passion. Only obsessive brand passion was found to directly influence impulsive and obsessive-compulsive buying. This study also tested the moderation effect of community identification, shopping motivation of idea shopping, and social shopping. The research contributes to the literature on the study of compulsive buying from the brand community perspective. Practical suggestions for marketers on how to prevent and face these consumer behaviors are also included.