

Perceived Brand Value And Consumer Involvement On Brand Loyalty

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Abstract. *This study aims to find out: (1) The Effect of Perceived Brand Value on Brand Loyalty in Suzuki Brand Motorcycle Users in Kolaka Regency. (2) The influence of Consumer Involvement on increasing Brand loyalty for Suzuki Brand Motorcycle Users in Kolaka Regency. This study adopts a quantitative methodology; to collect data, it makes use of observation, literature review, and questionnaire distribution. All riders of Suzuki Brand Motorcycles in Kolaka Regency make up the study's population, whereas 120 persons made up the study's sample. Testing With SPSS 25.0, this research tool does validity and reliability tests. This study employed data analysis methods, specifically, the evaluation of the measurement model (outer model) and the examination of the structural model (inner model) using Smart PLS 4.0. A t-statistic value of 6,545 with a P-Value of 0.000 and a t-statistic value of 2,375 with a P-Value of 0.019, respectively, show that there is a positive and significant relationship between the variable perceived brand value and brand loyalty, and between the variable consumer involvement and brand loyalty.*

Keywords: *Brand loyalty, Consumer Involvement, Perceived Brand Value.*

Abstrak. Penelitian ini bertujuan untuk mengetahui: (1) Pengaruh Perceived Brand Value Terhadap Brand Loyalty Pada Pengguna Sepeda Motor Merek Suzuki Di Kabupaten Kolaka. (2) Pengaruh Keterlibatan Konsumen terhadap Peningkatan Loyalitas Merek Pengguna Sepeda Motor Merek Suzuki di Kabupaten Kolaka. Penelitian ini mengadopsi metodologi kuantitatif. Pengumpulan data menggunakan observasi, kajian literatur, dan penyebaran kuesioner. Populasi penelitian adalah seluruh pengendara Sepeda Motor Merek Suzuki di Kabupaten Kolaka, sedangkan 120 orang menjadi sampel penelitian. Pengujian Dengan SPSS 25.0, alat penelitian ini melakukan uji validitas dan reliabilitas. Penelitian ini menggunakan metode analisis data yaitu evaluasi model pengukuran (outer model) dan pengujian model struktural (inner model) dengan menggunakan Smart PLS 4.0. Nilai t-statistic sebesar 6,545 dengan P-Value sebesar 0,000 dan nilai t-statistic sebesar 2,375 dengan P-Value masing-masing sebesar 0,019 menunjukkan bahwa terdapat hubungan yang positif dan signifikan antara variabel persepsi nilai merek dengan loyalitas merek, dan antara variabel keterlibatan konsumen dan loyalitas merek.

Kata Kunci: Loyalitas merek, Keterlibatan Konsumen, Perceived Brand Value.

INTRODUCTION

Transportation has become an important part of human life in modern times like today. Along with technological developments and developments in all fields. The development of transportation facilities is also taking place rapidly. In terms of transportation, motorcycles are the most popular means of transportation. In general, people buy motorcycles to enjoy two functions, namely as a means for daily activities such as moving from one place to another and transporting goods, and other functions are to get certain satisfaction for someone (Savitri, 2019)

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Perceived Status Enhancement Brand Loyalty And Brand Involvement

**Hussain, Zahid, Khan, Arman, Majeed,
Muhammad Ussama, Albattat, Ahmad**

Perceived Status Enhancement Brand Loyalty And Brand Involvement:

Perceived Status Enhancement, Brand Loyalty and Brand Involvement Chee Piong, 2014-11-25 A sample of 170 Starbucks brewed coffee customers from four Starbucks coffeehouses in South Florida were administered a survey to determine their perceptions of Starbucks brewed coffee as status enhancing as well as their attitudinal and behavioral brand loyalty and their brand involvement Reliability and factor analyses confirmed the internal reliability and unitary structure of the multi item constructs Linear regressions revealed that customers perceptions of the branded product as status enhancing were positively associated with their brand involvement R 174 p 023 and their attitudinal brand loyalty R 214 p 005 but not with their behavioral brand loyalty R 091 p 240 These results add to the theory of status consumption and may aid companies in deciding whether to use status enhancement as a marketing strategy for their brands and products

Starbucks Coffee as a Veblen Good Chee Piong, 2015 Although purchasing products and brands that are perceived to enhance status has become a widespread phenomenon at all socio economic levels little is known about how customers perceiving a branded product as status enhancing is related to their brand loyalty and involvement Companies therefore lack crucial information when deciding whether to use status enhancement as a marketing strategy for their brands and products This quantitative study helped close the gap in research in this area by investigating whether perceiving the consumption of a particular branded good to be status enhancing was associated with customers attitudinal and behavioral brand loyalty and their involvement with the brand By doing so it went beyond previous research by investigating these relationships for a non clothing good for a specific branded product Starbucks coffeehouse brewed coffee and by using a sample not restricted to college students The sample in this study consisted of 170 Starbucks brewed coffee customers from four different Starbucks coffeehouses in South Florida Customers were engaged via an intercept method on public property near each coffeehouse and asked to participate in the study Willing participants were administered a brief survey to determine their perceptions of Starbucks brewed coffee as status enhancing their attitudinal behavioral and combined brand loyalty and their brand involvement Responses to items were measured on seven point Likert and semantic differential scales Reliability and factor analyses confirmed the internal reliability and unitary structure of the multi item constructs Linear regressions revealed that customers perceptions of the branded product as status enhancing were positively associated with their brand involvement R 174 p 023 and their attitudinal brand loyalty R 214 p 005 but not with their behavioral brand loyalty R 091 p 240 These results add to the theory of status consumption by providing information on how perceiving a branded product as status enhancing is related to brand loyalty and brand involvement for a specific branded good They may also aid companies in deciding whether to use status enhancement as a marketing strategy for their brands and products Several recommendations for practice and for further research were provided

The psychological facets of consumer-brand relationship in the digital world Khalid Hussain, Huayu Shi, Muzhar Javed, Muhammad Junaid, 2023-06-29 Handbook of Research on Consumerism and Buying

Behavior in Developing Nations Gbadamosi, Ayantunji, 2016-05-31 Having a grasp on what appeals to consumers and how consumers are making purchasing decisions is essential to the success of any organization that thrives by offering a product or service Despite the importance of consumer knowledge and understanding research based insight into the buying patterns and consumption habits of individuals in emerging nations remains limited The Handbook of Research on Consumerism and Buying Behavior in Developing Nations takes a critical look at the often overlooked opportunities available for driving consumer demand and interest in developing countries Emphasizing the power of the consumer market in emerging economies and their overall role in the global market system this edited volume features research based perspectives on consumer perception behavior and relationship management across industries This timely publication is an essential resource for marketing professionals consumer researchers international business strategists scholars and graduate level students

Counterfeit Luxury and Consumption Cláudio Félix Canguende-Valentim, António Carrizo Moreira, Vera Teixeira Vale, 2025-06-25 Counterfeiting is a widespread problem in the luxury market To develop appropriate countermeasures a comprehensive understanding of this phenomenon is crucial This book provides a holistic approach to explore counterfeit luxury consumption This edited volume seeks to identify new trends by examining three levels of analysis First it explores the macro level related to the brand including corporate decisions and marketing strategies Second the meso level focuses on the influence of interpersonal and sociocultural contexts Thirdly the micro level examines intrapersonal and situational contingencies With contributions from international experts the book provides broad perspectives from both the demand and supply side of luxury counterfeiting offering valuable insights to help mitigate the issue and improve counter strategies Counterfeit Luxury and Consumption will be of interest to researchers postgraduate students and policymakers across the fields of luxury management marketing consumer behavior brand management and ethical and responsible business

Research Anthology on Social Media Advertising and Building Consumer Relationships Management Association, Information Resources, 2022-05-13 Social media has become a key tool that businesses must utilize in all areas of their practices to build relationships with their customer base and promote their products This technology is no longer optional as those who do not take advantage of the many benefits it offers continue to struggle with outdated practices In order for businesses to flourish further study on the advantages social media provides in the areas of marketing and developing consumer relationships is required The Research Anthology on Social Media Advertising and Building Consumer Relationships considers best practices and strategies of utilizing social media successfully throughout various business fields to promote products build relationships and maintain relevancy This book also discusses common pitfalls and challenges companies face as they attempt to create a name for themselves in the online world Covering topics such as marketing human aspects of business and branding this major reference work is crucial for managers business owners entrepreneurs researchers scholars academicians practitioners instructors and students

Metaverse and Sustainable

Business Models in SMEs Hussain, Zahid, Khan, Arman, Majeed, Muhammad Ussama, Albattat, Ahmad, 2025-01-31 Small and medium sized enterprises SMEs face unique challenges and opportunities in achieving sustainability goals Through actionable strategies for leveraging the metaverse though it becomes possible to build sustainable business models through metaverse powered product development enhanced customer engagement optimized supply chains and blockchain based solutions The impact of metaverse initiatives implemented in SMEs on sustainability is informative for future trends and policy recommendations Metaverse and Sustainable Business Models in SMEs explores the transformative potential of the metaverse for SMEs seeking sustainable growth by bridging the gap between emerging technology and environmental responsibility providing practical guidance for SMEs to harness the metaverse s immersive and interactive nature Ultimately this book empowers SMEs to become leaders in the metaverse economy while contributing to a more sustainable future Covering topics such as brand accessibility service dynamics and carbon neutrality this book is an excellent resource for business leaders policymakers computer scientists professionals scholars researchers academicians and more *Smart and Sustainable Solutions: Global Perspectives on Computer Science and Business Management* Prof. (Dr.) Ajay Sharma, Mr. Kapil Saini, Dr. Neeraj Rana, Prof. (Dr.) Vivek Rastogi, Dr. Poonam, 2025-04-21 *BRAND* R. Shanthi, P. Murari, M. Rafeeqe Ahmed, M.P. Suganya, 2019-06-19 **BRANDING MAGNITUDE IN THE COMPETITIVE MARKET PLACE CONSUMER BONDING TOWARDS BRANDS FDI IN RETAIL BUSINESS RETAIL CHANNELS PEOPLE PERSPECTIVE IN RETAIL BUSINESS OTHER AREAS OF BUSINESS** India was one of the most attractive destination for foreign investment in retail sector According to Global Retail development Index GRDI India placed into fifth attractive destination for investment in 2012 but its falls to 14th position during 2013 and it drops to 20th place its lowest ever ranking in the GRDI India remains an appealing long term retail destination for several reasons starting with its demographics a population of 1.2 billion people half of the population are younger than 30 and roughly one third of them lives in cities Indians disposable incomes are increasing they are trying to spend more on new products brand and categories while spending a lower proportion on food Furthermore the new governing party of the Indian Nation Bharathiya Janata Party has promised more pro business policies many experts have positive feeling on India s long term GDP outlook and Industry growth Still India accounts for 8% of modern formats India s ecommerce market is expected to grow more than 50% in the next five years as its young population increasing internet access AT Kearney 2014 But now Government has revised its decision on FDI in Retail so that would have greater impact in Single and Multi brand retailing in the mere future The retail industry has been seen as the indicator of economic growth and spending power globally It has transformed itself into global phenomena and has been a scene of constant change and innovation This growth has come along with some serious challenges whilst increased competition added by economic slowdown which has had a negative impact on profit margins Brand is a static asset in the current scenario In a Fiercely Competitive market place Brand marketers need innovative ideas and strategies that will make their brand stand out in a

clutter and result in definite sales Core issues in the leading with the strategic brand management in the competitive market are discussed in detail in this book this book help to understand concepts of brand extension brand positioning brand building models for successfully managing brands in a competitive business environment

Customer Relationship Marketing: Theoretical And Managerial Perspectives Naresh K Malhotra,James Agarwal,2020-12-04 Customer relationship marketing CRM opportunities are embedded in the entire customer journey spanning several touch points across all stages including prepurchase purchase and postpurchase stage Customer relationship marketing evolved from traditional marketing concept and has broadened its scope today intersecting with the following domains namely customer buying behavior process models customer satisfaction and loyalty service quality customer relationship management tools and strategies customer centricity and customer engagement activities A comprehensive state of the art textbook Customer Relationship Marketing Theoretical and Managerial Perspectives is organized as follows

[Navigating AI and the Metaverse in Scientific Research](#) Al Aqad, Mohammed H.,Sorayyaei Azar, Ali,Albattat, Ahmad,Singh, Amrik,2025-04-24 The rapid advancements in artificial intelligence AI and the emergence of the metaverse have transformed various fields of research offering unprecedented opportunities for innovation collaboration and exploration These technologies have enabled researchers to simulate complex phenomena analyze large datasets with precision and create immersive environments for experimental studies As AI algorithms continue to evolve and the metaverse becomes more accessible the scientific community is poised to leverage these tools to push the boundaries of traditional research methodologies However this paradigm shift also introduces new challenges including ethical concerns data security and the need for interdisciplinary expertise Navigating AI and the Metaverse in Scientific Research raises questions about data privacy algorithmic bias and the ethical implications of automated decision making It explores how AI and the metaverse can be leveraged for research and development in various sectors and assesses the implications of these technologies on research ethics education and public policy Covering topics such as academic standards personalized learning experiences and research integrity this book is an excellent resource for industry practitioners policymakers educators professionals researchers scholars academicians and more

[Digital Content Marketing](#) Agata Krowinska,Christof Backhaus,Benjamin Becker,Fabian Bosser,2023-11-23 Digital Content Marketing Creating Value in Practice introduces the principles of the content marketing discipline and serves as a guide to any professional or student who wants to learn how to successfully plan and implement digital content marketing strategies and tactics Filled with contemporary examples of the most successful creative content marketing practices case studies and professional advice from subject experts this text offers an in depth view of the world of content marketing from a value based perspective The textbook also includes practical advice on content marketing ideation content management and content curation as well as offering recommendations for the best content marketing software The textbook offers a good balance of both theory and practice and is suitable for advanced undergraduate students and postgraduate students studying

content marketing digital marketing or social media marketing Support material includes an instructor manual chapter by chapter PowerPoint slides and a test bank of exam questions Handbook of Customer Engagement in Tourism Marketing Raouf A. Rather, Haywantee Ramkissoon, 2023-10-06 Providing an overview of current research and empirical applications this Handbook serves as an authoritative and comprehensive guide to customer engagement in the tourism industry Addressing important challenges contributions from a global range of scholars explore an array of strategic and tactical issues including understanding and managing customer engagement as well as the metrics for capturing measuring and implementing engagement methods **Emerging Trends and Innovation in Sports Marketing and Management in Asia** Leng, Ho Keat, 2015-01-31 Once only associated with North America and Europe formal athletic events are now becoming more prevalent in Asia as well With the expansion of this industry there is a need for efficient and strategic advertising to promote competitions events and teams Emerging Trends and Innovation in Sports Marketing and Management in Asia brings together research and case studies to evaluate and discuss the effectiveness of current methodologies and theories in an effort to improve promotional activities and the organization of all aspects of the sports industry This publication is an essential reference source for academicians researchers industry practitioners and upper level students interested in the theories and practices of sports marketing and management with a special focus on Asia *New Paradigms in Management* S. Vijay Mallikraj, C. Muthuvelayutham, T. Hemalatha, New Paradigms in Management is a seminal edited volume that represents a significant contribution to the field of management studies The book explores innovative and evolving paradigms within the management discipline addressing contemporary challenges and opportunities faced by organizations in a dynamic and competitive environment Each paper delves into critical aspects of management ranging from strategic planning organizational behavior and human resource management to technological advancements marketing strategies and financial management Consumer Behaviour and Branding: Concepts, Readings and Cases - The Indian Context S. Ramesh Kumar, India is one of the emerging markets that pose a unique set of challenges to marketers The importance of the context and the usefulness of concepts in the Indian context is the core proposition of Consumer Behaviour and Branding Concepts Readings and Cases The Indian Context The diversity of a mix of factors such as cultural aspects lifestyles demographics and unbranded offerings make consumer behaviour a fascinating study and this book focuses on the behavioural principles of marketing and its application to branding in the Indian context *Let's Get Engaged! Crossing the Threshold of Marketing's Engagement Era* Michael W. Obal, Nina Krey, Christian Bushardt, 2015-12-12 Founded in 1971 the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory research and practice Among its services to members and the community at large the Academy offers conferences congresses and symposia that attract delegates from around the world Presentations from these events are published in this Proceedings series which offers a comprehensive archive of volumes reflecting the

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Brand Creation and Management in the Phygital Era
Djakeli, Kakhaber, 2025-05-29 In the evolving digital era the fusion of physical and digital brand experiences known as phygitalization has become essential for brand relevance and success As consumers increasingly expect seamless meaningful interactions across both online and offline spaces brands must strategically balance digital innovation with emotional authenticity Effective brand management today involves not only delivering quality and efficiency but also creating culturally resonant personalized experiences that inspire loyalty and action This shift transforms branding from a corporate asset into a cultural symbol deeply embedded in the identity and values of the communities it serves This ability to master this synergy defines a brand's competitive edge in the 21st century Brand Creation and Management in the Phygital Era discusses in depth how to create and manage brands in physical and digital environments taking into consideration the complexities and opportunities of phygitalization It offers practical strategies research insights and neuro branding techniques to build emotionally resonant and culturally relevant brands in a hybrid world Covering topics such as brand credibility influencer marketing and virtual reality VR this book is an excellent resource for entrepreneurs marketers managers students educators business leaders researchers academicians and more

Recent Research in Management, Accounting and Economics (RRMAE)
Hafinaz, Hariharan R., R. Senthil Kumar, 2025-03-07 The conference brought together innovative academics and industrial experts to present novel contributions related to real world aspects of Economics Management and Accounting The primary goal of the conference was to promote research and developmental activities in these three fields Another goal was to promote scientific information interchange between researchers developers engineers students and practitioners working in and around the world

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Table of Contents Perceived Status Enhancement Brand Loyalty And Brand Involvement

1. Understanding the eBook Perceived Status Enhancement Brand Loyalty And Brand Involvement
 - The Rise of Digital Reading Perceived Status Enhancement Brand Loyalty And Brand Involvement
 - Advantages of eBooks Over Traditional Books
2. Identifying Perceived Status Enhancement Brand Loyalty And Brand Involvement
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Perceived Status Enhancement Brand Loyalty And Brand Involvement
 - User-Friendly Interface
4. Exploring eBook Recommendations from Perceived Status Enhancement Brand Loyalty And Brand Involvement

- Personalized Recommendations
- Perceived Status Enhancement Brand Loyalty And Brand Involvement User Reviews and Ratings
- Perceived Status Enhancement Brand Loyalty And Brand Involvement and Bestseller Lists
- 5. Accessing Perceived Status Enhancement Brand Loyalty And Brand Involvement Free and Paid eBooks
 - Perceived Status Enhancement Brand Loyalty And Brand Involvement Public Domain eBooks
 - Perceived Status Enhancement Brand Loyalty And Brand Involvement eBook Subscription Services
 - Perceived Status Enhancement Brand Loyalty And Brand Involvement Budget-Friendly Options
- 6. Navigating Perceived Status Enhancement Brand Loyalty And Brand Involvement eBook Formats
 - ePub, PDF, MOBI, and More
 - Perceived Status Enhancement Brand Loyalty And Brand Involvement Compatibility with Devices
 - Perceived Status Enhancement Brand Loyalty And Brand Involvement Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Perceived Status Enhancement Brand Loyalty And Brand Involvement
 - Highlighting and Note-Taking Perceived Status Enhancement Brand Loyalty And Brand Involvement
 - Interactive Elements Perceived Status Enhancement Brand Loyalty And Brand Involvement
- 8. Staying Engaged with Perceived Status Enhancement Brand Loyalty And Brand Involvement
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Perceived Status Enhancement Brand Loyalty And Brand Involvement
- 9. Balancing eBooks and Physical Books Perceived Status Enhancement Brand Loyalty And Brand Involvement
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Perceived Status Enhancement Brand Loyalty And Brand Involvement
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine Perceived Status Enhancement Brand Loyalty And Brand Involvement
 - Setting Reading Goals Perceived Status Enhancement Brand Loyalty And Brand Involvement
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Perceived Status Enhancement Brand Loyalty And Brand Involvement

- Fact-Checking eBook Content of Perceived Status Enhancement Brand Loyalty And Brand Involvement
- Distinguishing Credible Sources

13. Promoting Lifelong Learning

- Utilizing eBooks for Skill Development
- Exploring Educational eBooks

14. Embracing eBook Trends

- Integration of Multimedia Elements
- Interactive and Gamified eBooks

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