



Effects on Consumers' Behavior through Psychological Brand Community of Well-Being Consumers

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Abstract

Purpose: The purpose of this study was to identify the factors that enhance brand identity among the four relationship factors in the well-being industry: brand relationships, product relationships, employee relationships, and other customer relationships, and to examine the impact between consumers' brand identity and committed behaviors performed by consumers of brand equality, promotion, cooperation, and advocacy. **Research design, data and methodology:** The models designed in this study were proposed based on prior studies and the survey was conducted on well-being consumers for empirical testing of the models. Valid samples of a total of 350 data collected were analyzed using the SAS 9.4 statistical package programs, and the results for the structural equation model analysis are as follows. **Results:** First, the three relationships in the brand community have all been shown to improve brand identity, but the product relationship has had a negative significant effect. Second, consumers' brand identity has had a strong effect of promoting both committed behavior, cooperation and advocacy. **Conclusions:** Based on these analysis results, the theoretical implications of the well-being industry were presented, and effective practical implications were presented to the well-being operators and the community operators of well-being brands.

Keywords : Brand Synonymous, Psychological Brand Community, Consumer Commitment Behavior, Well-Being Brand

JEL Classification Code : M30, M31, M39

1. Introduction

The size of the local well-being market, which has been growing at an annual average of 14 percent since 2015, is estimated at 8.4 trillion won in 2015, of which 2.8 trillion

won is the largest market for well-being shops. However, the average closing rate of well-being franchises in the top 10 companies has reached 24 percent recently. In order to gain their own competitive edge in this overcompetition, existing large well-being brands are engaging in strategic marketing with a different concept by implementing expensive Preset marketing, providing specific locations such as study rooms, and maintaining loyal customers (Alexander, 2009). Among these various strategies, a strong strategy to continuously increase loyal customers is

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to build a customer-centric community (Bengtsson & Firat, 2006). The community is a concept initiated in the sociological realm, based on a tradition formed by shared consciousness and social relationships among members, and a moral obligation by group conventions (Dimofte & Johansson, 2006). The concept, presented by (Hamzaoui-Essoussi et al, 2011) takes the form of being structured into a group where people who adore a particular brand have social relationships beyond geographical constraints. The formation of such a brand community represents a customer-centric, comprehensive relationship that links each of the key customers to the brand, product, employee and other customers (Kapoor & Heslop, 2009). This is based on psychological and social cohesion, so interaction between members is key, and the social impact theory suggests that the presence of others or groups by these interactions affects individuals (Kim et al, 2014). Consumers' buying experience allows them to express their personal value, so buying behavior provides symbolic benefits (Luedicke, 2006). Therefore, consumers will have symbolic consumption for the same time (Moore & Wurster, 2007) that belong to a particular group or are perceived as one. Many marketing analysts and researchers have raised questions based on the concept of brand identity (Nicholls et al, 1999) to explore why and under what circumstances these consumers would seek to have meaningful relationships with a particular company or brand.

2. Theoretical Background

2.1. Psychological brand community

The community is a concept initiated in the sociological realm that is based on a shared consciousness among members, a tradition formed by social relations, and a moral obligation by group conventions (Van Noort et al, 2019). It is based on psychological and social cohesion and is formed by the interaction of members. In other words, the classical community had to be based on geographical proximity. The study of this community of sociological and linguistic domains is based on marketing research as a consumer community (Varadarajan et al, 2006). (Washburn et al, 2004) study, which considered the brand a character, and the brand itself as a human being, has made great strides in corporate and consumer behavior research in the economics of (Alexander, 2009) who presented the brand and consumer relationship as partners from a consumer-centric perspective. Brand is the intangible value of business and goods, which refers to the total of names, symbols, and designs that discriminate against other corporate goods and services, and the brand community,

using the consumer community from the perspective of the enterprise, presented in a specific form of the consumption community (Bengtsson & Firat, 2006).

2.2. Commodity relations

(Kim et al, 2014) defined brand consumers' feelings about products and brand products that have relationships with key consumers. Through the brand community, companies identify information about consumers and through it secure a market for developing and selling new products. For example, as the consumption of well-being increases, the desire to consume more quality well-being is increasing. Reflecting this desire, each well-being brand is rolling out an expensive premium well-being called Specialty. Consumers' changed needs have been reflected in the market to form a market for new products. On the other hand, the formation of strong relationships between consumers and goods can also be a negative factor for businesses, such as resisting changes in existing products through strong communication skills formed through social relationships (Hamzaoui-Essoussi et al, 2011).

2.3. Other Consumer Relationships

The relationship between the core consumer and other consumers is the emotion of the person consuming the brand such as (Kapoor & Heslop, 2009) to other consumers such as the brand community strengthens the interrelationship of individuals within the community, allowing companies to carry out social responsibility projects instead. Not only does it share information about events, well-being brands but it also forms a bond that it prefers the same product or brand, and it also becomes part of a community that realizes social public interest by naming deeply related brands.

2.4. Identifying brands

Brand identity can be defined as a strong psychological bond that projects the consumer's self-concepts to the brand (Varadarajan et al, 2006). The study of the same poem is generally rooted in the theory of social identity and the concept of self. (Moore & Wurster, 2007) said that the identity of a brand is viewed as an integral part of its image and brand image, and that it triggers symbolic consumption in favor of a particular brand through projection, which represents a favorable attitude toward the entity (Washburn et al, 2004). In previous studies, the same brand and the same brand image are used without clearly distinguishing between researchers (Hamzaoui-Essoussi et al, 2011). Based on the theory of social identity, this study aims to define brand identity based on the relationship

between brands and consumers based on interaction. Through community formation, members are known to represent bonds within the same group and exclusivity and disparateness in other groups. The psychological function of the community to represent the bonds within these groups and exclusivity outside the group creates a stronger relationship that increases cohesion within the community (Kapoor & Heslop, 2009).

H1: The relationship with the well-being brand that consumers perceive improves brand identity.

H2: The relationship with well-being products that consumers perceive improves brand identity.

H3: The relationship with employees who are perceived by consumers improves brand identity.

H4: Relationships with other consumers who are perceived by consumers improve brand identity.

2.5. Consumer commitment

Psychologists (Moore & Wurster, 2007) cite commitment-based relationships as a form of defining relationships between customers and companies based on customer spontaneity. Dedication can be defined as an individual's desire to maintain or improve the quality of the relationship for mutual familiarity (Hamzaoui-Essoussi et al, 2011). Using this concept of commitment, (Washburn et al, 2004) considers it important to maintain the relationship between the customer and the company and defines it as a relationship based on commitment, because the customer has a desire to voluntarily and truly maintain the relationship.

2.6. Enhancement Action

Enhancement is the customer's deep and broad bond that encourages the customer to spend more (Moore & Wurster, 2007) in which the consumer places a relatively greater value on the goods purchased (Washburn et al, 2004). For example, customers may purchase limited editions, make constructive proposals, participate in charitable events, etc. (Nicholls et al, 1999). Be willing to buy new menus, buy more advanced menus impulsively at higher prices according to recommendations, or side

products of brands where customers have a deep bond, such as well-being brands.

H5: Brand Identity promotes the behavior of well-being consumers.

H6: Brand Identity promotes cooperative behavior among well-being consumers.

H7: Brand Identity promotes well-being consumers' advocacy behavior.

3. Research Method

3.1. Deriving measurement items

Based on the research by (Nicholls et al, 1999) the psychological brand community modified and used 10 main items on brand relationships, 4 items on product relationships, 3 items on employee relationships, and 3 items on other customer relationships. The brand synchronicity formed a total of 10 measurement items by modifying the (Varadarajan et al, 2006) and based on the research by (Van Noort et al, 2019) consumers' committed behaviors consisted of 4 items for promotion behavior, 4 items for cooperative behavior, and 2 items for advocacy behavior. The 7-point scale was used to measure 'not entirely' (1 point) to 'very yes' (7 point).

3.2. Sampling and data analysis techniques

The survey was conducted on adults aged 30 or older who use certain well-being brands more than 4 times a week. Online surveys using the Amazon M Turk survey program were conducted for 30 days from January 1 to January 30, 2020. Of the total 350 copies of the questionnaire distributed, 290 were used for analysis, excluding 60 non-responsive and unfaithful responses. The collected data part 290 used the SAS 9.4 program to identify the characteristics of the sample through Multivariate Statistics and Exact F Statistics for hypothesis testing.

4. Result

Table 1: Multivariate Statistics and Exact F Statistics

	Error Matrix (E)
20.36	
	Hypothesis Matrix (H)

12.59					
Multivariate Statistics and Exact F Statistics					
S=1 M=0 N=7.5					
Statistic	Value	F Value	Num DF	Den DF	Pr > F
Wilks' Lambda	0.62	5.26	2	17	0.0167
Pillai's Trace	0.38	5.26	2	17	0.0167
Hotelling-Lawley Trace	0.62	5.26	2	17	0.0167
Roy's Greatest Root	0.62	5.26	2	17	0.0167

4.1. Reliability and Feasibility Test of Measurement Scale

Verifiability and validity of the measured items and components were tested, and the results of the first measurement of the model fit.

Table 2: Validity of Model Fit

Number	Change	R-Square	Change Note
1	0.05	0.33	0.45
2	0.02	0.17	0.47
3	0.01	0.10	0.48
4	0.02	0.04	0.49
5	0.03	0.02	0.44
6	0.04	0.01	0.43
7	0.05	0.05	0.42
8	0.07	0.08	0.41
9	0.08	0.09	0.49

3. Research Method

This study was conducted to identify the factors that make consumers feel brand identity among consumers' psychological brand communities for well-being brands, and to empirically test the impact factors on consumers' active commitment behavior when a sense of unity between consumers and brands has been formed. In summary, the analysis results of this study are as follows First, it was found that the four components of the relationship between brands, product relationships, employee relationships, and other consumers, all of which had a significant impact on consumers and that the brand

relationship had the strongest impact. Consumers want to match the image they want to consume with the symbolic image of a particular well-being brand (Bengtsson & Firat, 2006) as well as to follow the primary purpose of purchasing the well-being product when purchasing well-being, and can interpret when the relationship with these brands is strong.

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