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THE CAUSALITY OF BRAND EXPERIENCE, CONTINUANCE COMMITMENT AND AFFECTIVE BEHAVIOR TOWARD BRAND LOYALTY ON THEPERSONAL DEVICES INDUSTRY

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Abstract

The growing market for personal devices has risen the focus of brands to provide a broader line of products of gadgets to be sold to consumers. Personal devices are the digital tools of productivity and is inseparable to their users in the current world that is transforming towards the digital age. During the coronavirus pandemic, people are switching from going to the office and working from home. In addition, people are realizing the importance of devices such as desktop computers and webcams that has risen in sales. The impact is that some these devices are more attractive than they are before the pandemic happened. The purpose of this paper is to study the relationship between Brand Experience, Continuance Commitment, Affective Behavior and Brand Loyalty. A survey based quantitative approach is conducted to test the hypotheses of the theories within the personal devices industry. These variables have already been studied to have connections towards brand loyalty. Purposive sampling was used in selecting the sample in this research. Purposive sampling is used because that the population in this research is the consumers of brands that manufactures personal devices as their products. During this research considerations used to determine sample in this research are community members from Indonesia PC Builders Forum, GeForce Community, PC Enthusiasts Indonesia who have purchased computer hardware, laptops, and desktops. And community members (Indonesia PC Builders Forum, GeForce Community, PC Enthusiasts Indonesia) who are within 20 to 35 years old.

To assess this issue, this quantitative research analyzed the relationships of the variables by surveying 150 consumers who has experiences of making their own decision when they purchased personal devices. By utilizing Structural Equation Modelling (SEM) as the analysis tool. The author expects the findings of this research to contribute towards futureresearch that observes similar variables and their relationship. And this research also offers additional guidelines to managers on how to improve and preserve brand loyalty of personal devices customers in the aftermath of the coronavirus pandemic.

Keywords: Marketing; Personal Devices; Brand Experience; Continuance Commitment; Affective Behavior; Brand Loyalty

Introduction

In this paper we study the possibility for brands to offer a wider range of personal devices such as smartphones, tablets, laptops, desktops and desktop components. The average users are shifting from relying on a single personal device, to have multiple devices accessible to them (Dearman & Pearce, 2008). While smartphones might become the most basic need in gadgets. Some people believe that they no longer need the use of desktop computers but on the contrary, desktop computers have the best price per performance in comparison to laptops or other portable devices (Betts, 2020).

Our study, examines the feasibility for brands to provide customers with an ecosystem of personal devices. The users that work with multiple devices want a seamless experience when interacting across them, the ability to employ their devices as a more integrated whole, rather than as a collection of independent devices. (Pierce & Nichols, 2008) This would need the devices to be able to synchronize. In the present context, a synchronization may be any type of transfer of data from one of the first and second devices to the other, either directly or via one or more third elements, such as servers or the like. (Jensen, S. B., 2012) The development of these devices that are able to sync with each other are much easier if the device platforms have compatibility to each other. Having them made by a single brand would ease the communication of the developer teams in charge of developing these devices to make compatible drivers and hardware which can make the devices sync with each other more smoothly.

Personal devices varies in price, performance and design, which also comes to thepreferences of the users themselves, however according to the research done by Pierce and Nichols in (2008) most of these users are employing more than one device, which leads to their choiceof brands, As brands with a higher profile is easier to build trust from the customers. (Jin et al., 2016) The advantages of having a single brand environment for the users of personal devices is that they already know that they can trust the brand to deliver the same quality and services towards all of their products. Brand loyalty, brand experience and continuance commitment has become the main focus of a different research on the automotive Industry in Norway by Vishas 2014). This paper will study brand experience, continuance commitment, affective behavior and brand loyalty within the personal device industry to provide a view of the possibilities for brands to offer a wider range of personal devices to make a single brand personal device ecosystem.

Materials and Methods

Brand Experience

According to (Brakus et al., 2009) Brand experience occurs directly when consumers shop, buy, and consume products The conceptualization of brand experience is as a subjective, internal consumer response (sensations, feelings, and cognitions) and behavioral responses that are induced by brand-related stimuli which are a part of the brand's design and identity, packaging, communications, environment. Brand experiences may promote strong emotional responses from consumers which can lead, for instance, to satisfaction, commitment, or loyalty. (Iglesias et al., 2011)

Brand experience is gained when customers use the brand, communicate to others about the

brand, seek out information regarding the brand, promotions, and events, and other brand-related attributes (Grayson & Ambler, 1999) Brand experience is what people feel when they can identify the identity of the brand. brand experience can be defined as the perception of the consumers, at every moment of contact they have with the brand, whether it is in the brand images projected in advertising, during the first personal contact, or the level of quality concerning the personal treatment they receive. (Alloza, 2008) Brand experiences vary in strength and intensity; that is, some brand experiences are stronger or more intense than others. As with product experiences, brand experiences also vary in valence. That is, some are more positive than others, and some experiences may even be negative (Brakus et al., 2009).

Affective Behavior

Behavioral brand loyalty can be defined as a customer's overt behavior towards a specific brand in terms of repeat purchasing patterns (Back and Parks, 2003). Affective behavior is the behavior of customers towards the brands that they currently have had an experience with. Affect refers to feelings, moods, or emotional responses that can be measured by collecting verbal reports or by physiological responses. (Back and Parks, 2003) These affective responses can range from extremely positive to extremely negative and can be located on an evaluative dimension of meaning. (Eagly & Chaiken, 1993)

For instance, a customer initially becomes cognitively loyal based on beliefs about the brand attribute only. Then he or she may become affectively loyal, with pleasurable fulfillment based on brand performance. Then he or she may become conatively loyal, exhibiting a brand-specific commitment (Oliver, 2010). The affective component of attitude contains some involvement, liking, and caring (Yuksel et al., 2010). A customer may have an affective behavior towards a brand because they need to have a sense of involvement with their peers who are also using that brand.

Continuance commitment

A consumer which is in this paper is the users of personal devices is likely to be committed to a relationship if he or she faces concrete switching costs or if the benefits that he or she receives from the partner are not easily replaceable from other potential exchange partners. (Bendapudi & Berry, 1997) Customers who commit to a brand will tend to return to brands with a purchase intention. Brand commitment is conceptualized as the consumer's desire to maintain a relationship with the brand, which has a direct influence on their reluctance of the customers to switch brands. (Maheshwari et al., 2014). Continuance commitment represents a constraint-based force that binds the customer to the service or item provider (Bansal et al., 2004). Continuance commitment is also known as calculative commitment (Srivastava & Owens, 2010) Customers who are attached to a brand through continuance commitment are attached to the brand by force and they have lesser options to migrate to another brand.

Continuance commitment is associated with the perceived cost associated with discontinuing a course of action (Meyer & Herscovitch, 2001). and with the perception that there is a lack of alternatives available (Meyer & Allen, 1997).
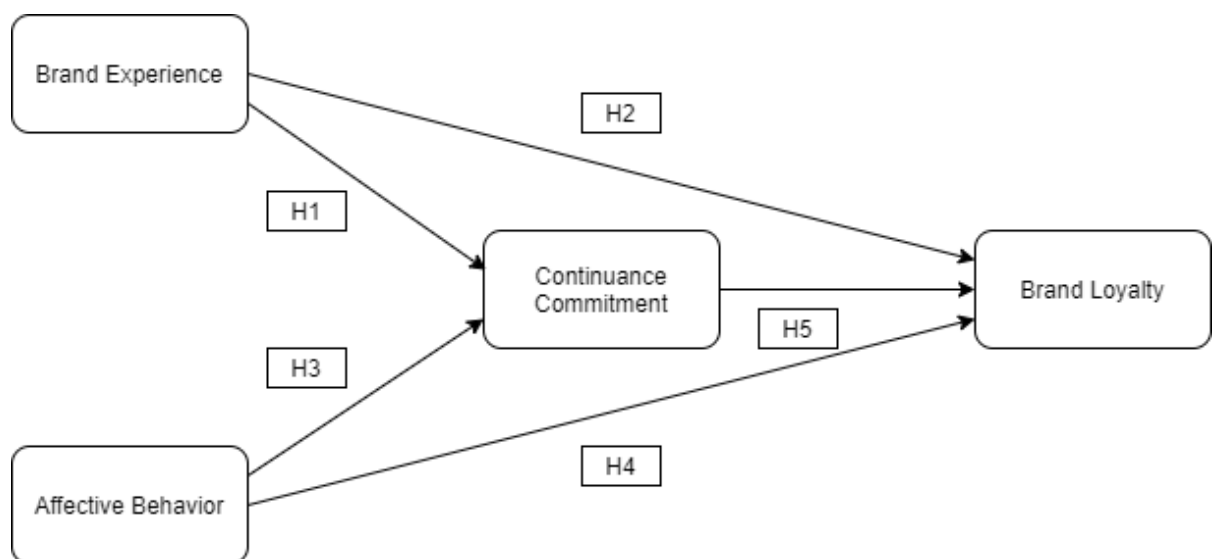
Brand Loyalty

Organizations and firms' value loyal customers highly as they are representing a core segment for sales of products (Elliot et al., 2014.) researchers agree that brand loyalty can create firm

benefits such as reduced marketing costs (Chaudhuri & Holbrook, 2001), positive word of mouth (Sutikno, 2011), increased market share and a competitive advantage in the market (Iglesias et al., 2011). Loyal customers have a tendency to trust the brands to deliver the same experience given by the brand to the customers which provides them a sense of satisfaction that they would like to re-experience in their next affiliation with that brand.

There are a few indicators that show brand loyalty exists in the customers of brands. Indicators for brand loyalty consists of favorable behavioral intentions consisting of positive word of mouth (WOM) and unfavorable behavioral intentions consist of switching behaviors and complaining behaviors (Ong, L, 2019).

A quantitative approach was used to test the research framework and the hypothesis mentioned in the previous part of this research. This study focuses towards brand experience, continuance commitment, affective behavior and brand loyalty. In this research there are five Hypotheses that are to be tested, namely:

Figure 1. Research Model

H1: "Brand Experience" Has a significantly positive effect towards "Continuance Commitment"

H2: "Brand Experience" Has a significantly positive effect towards "Brand Loyalty"

H3: "Affective Behavior" Has a significantly positive effect towards "Continuance Commitment"

H4: "Affective Behavior" Has a significantly positive effect towards "Brand Loyalty"

H5: "Continuance Commitment Has a significantly positive effect towards "Brand Loyalty"

Data Gathering

During the time on which the research is conducted, numerous data will need to be accumulated and processed in order to achieve a scientific result and conclusion, as mentioned previously the data that will be used in this research is a quantitative data (numeric data) where it came from various quantitative variables which the values can be determined from giving scores to the corresponding respondent's answer towards questions that are asked to them through the survey or questionnaire.

The sources of data that will be used in the research will include the following.

Primary data sources

Primary data consists of data gathered from first-hand information, therefore for the purpose of this research the response obtained from the respondents of the survey will be the source for primary data.

Secondary data sources

The secondary data sources are data that is from a second person or other sources that are available before this research is conducted, hence the secondary data that will be used in this research was obtained from books, scientific journals, past studies, and previous research that will contribute as theoretical references.

During the time this research is conducted, there is a social limitation on which the movements of individuals are controlled and social encounters are reduced as an effort to contain and mitigate the impacts of a worldwide virus outbreak. In order for the survey to reach respondents from the general public, the author used Google Form service to formulate online questions that can be accessed and answered easily by the general public, As an additional effort to gain more respondents under these conditions, the author will also use various methods to distribute them such as Email and Facebook groups relating to the research subjects.

Sampling

Using proportional random sampling the sample in this research was able to be determined. Because of the total population of this research is non-finite, then the population variation is assumed to be heterogenous (with the proportion of 50:50).
The level of trust used is 95%, and error sampling is 10% (0.1). Based on such a survey plan, the sample size can be calculated as follows:
! $N = (1.96)^2 \times 0.5 \, (1 - 0.5) \div (0.1)^2 = 96.04$

Based on the calculation in the above formula, it can be known that the minimum number of samples for this research is 96 samples. The sample was drawn randomly from the population of users of personal devices that are active on forums within social media in Indonesia
After the survey was conducted, the research gained 150 respondents. The description of the respondents is listed in table 1. The respondents were asked to report their demographic information including gender, age, education and occupancy.

Table 1. Respondents Description

Variables		Frequency (Number of People)	Ratio (%)
Gender	Male	61	41%
	Female	89	59%
Age	20 – 25 Years old	80	54%
	25 – 30 Years old	32	21%
	30 – 35 Years old	38	25%
Education	Highschool Graduate	56	38%
	Associate's Degree	11	7%
	Bachelor's Degree	72	48%
	Master's Degree	8	5%
	Doctorate Degree	3	2%
Occupancy	Students/ Scholars	50	34%
	Employees	57	38%
	Entrepreneurs	17	11%
	Civil Servant	5	3%
	Teachers	14	9%
	Unemployed	7	5%

Data Analysis Technique

Structural Equation Model (SEM)

For an in-depth analysis of the data that would be obtained when conducting the research, the author will be using PLS-SEM analysis for more in depth by using the inner and outer model. Structural Equation Modelling (SEM) is a method of multivariate analysis. This study requires multivariate analysis because multiple variables are applied.

Reliability and Validity

Table 2. Reliability and Validity Results

Name of Variable	Indicator	Loading Factor	Cronbach's Alpha	Composite Reliability	Average Variance Extracted
Brand Experience	BE1	0.602	0.886	0.904	0.443
	BE2	0.781			
	BE3	0.625			
	BE4	0.655			
	BE5	0.539			
	BE6	0.754			
	BE7	0.655			
	BE8	0.709			
	BE9	0.611			
	BE10	0.676			
	BE11	0.654			
	BE12	0.688			
Affective Behavior	AB1	0.766	0.844	0.896	0.683
	AB2	0.872			
	AB3	0.879			
	AB4	0.782			
Continuance Commitment	CC1	0.487	0.557	0.742	0.432
	CC2	0.490			
	CC3	0.770			
	CC4	0.810			
Brand Loyalty	BL1	0.812	0.892	0.914	0.571
	BL2	0.828			
	BL3	0.731			
	BL4	0.858			
	BL5	0.689			
	BL6	0.754			
	BL7	0.685			
	BL8	0.664			

Based on the data provided in table 2 it can be understood that the value of each variables has a composite reliability greater than 0.7 therefore according to the value of Composite Reliability the variables are Reliable. However, it can be seen that Continuance Commitment and Brand Experience has an AVE Value of below 0.5 and one variable has a Cronbach's alpha value of below 0.7 therefore it can be concluded that there is some inconsistency on the questionnaires and some part of theory sources might not fit with the variable.

Table 3. Results of Coefficient of Determination and Predictive Relevance

Name of Variable	R^2 Adjusted	Q^2

	0.430	0.170
Continuance Commitment	0.430	0.170
Brand Loyalty	0.677	0.381

Based upon the value of the R- Square (R^2) Adjusted in Table 4.3, in which the value is converted to percentage in order to produce the determination of the coefficient value of Continuance Commitment 43% and Brand Loyalty 67.7% which can be understood that 43% of the movement of Continuance Commitment and 67.7% of the movement of Brand Loyalty are able to be explained by the model, and the rest can be explained by conducting further research.

Table 4. Hypothesis Result

Hypothesis	Original Sample	T-Statistic	P-Value	Notes
H1: "Brand Experience" has a significantly positive effect towards "Continuance Commitment"	0.468	4.363	0.000	Accepted
H2: "Brand Experience" has a significantly positive effect towards "Brand Loyalty"	0.113	1.828	0.068	Rejected
H3: "Affective Behavior" has a significantly positive effect towards "Continuance Commitment"	0.315	3.599	0.000	Accepted
H4: "Affective Behavior" has a significantly positive effect towards "Brand Loyalty"	0.533	9.828	0.000	Accepted
H5: "Continuance Commitment" has a significantly positive effect towards "Brand Loyalty"	0.335	0.064	0.000	Accepted

According to the data available on table 4. It can be interpreted that H1, H3, H4 and H5 is accepted therefore it can be understood that Brand Experience does not have a significantly positive effect towards Brand Loyalty. According to Brakus et al. (2009) brand experience may vary in valence, strength and duration. For instance, some brand experiences may be more positive or negative than others, and also could be perceived to be stronger or more intense than others. Furthermore, brand experiences may occur spontaneously or deliberately, and could be short-lived or be sustained over time. The brand experience stored in the consumer's memory over a period of time may influence how he or she feels about the brand. Therefore, from that statement it can be understood that brand experience does not have a significant effect towards brand loyalty as it has many variations that some may be more positive or negative, stronger or weaker and it can also be short lived or sustained over time.

Figure 2. Structural Model Test Result
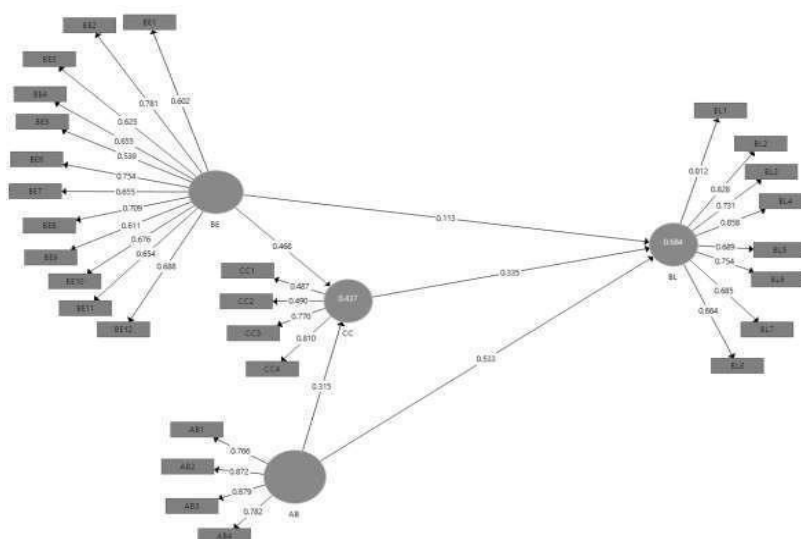
The structural model test result indicates that Brand Loyalty was able to be 68.4% explained by Brand Experience, Continuance Commitment and Affective Behavior. Therefore, indicates that the Brand Loyalty of personal devices customers are driven by their Brand Experience regarding the brand, Continuance Commitments that they have toward the brand and Affective Behavior that emerges when they are faced with that brand itself. It can also be understood that 43.7% OF Continuance Commitment was able to be explained by Brand Experience and Affective Behavior.

Conclusion and Research Limitations

It can be concluded that Brand Experience and Affective Behavior has a significantly positive effect towards Continuance Commitment, and both Continuance Commitment and Affective Behavior does have a significantly positive effect towards brand loyalty within the personal devices industry. Therefore, the results of this research points out that personal device consumers who are faced with lower quality alternatives for products would feel that there are some benefits that they need to sacrifice when they are switching to another brand would be more likely to turn into being a loyal customer to the brand that they are currently using and or have an affective behavior towards at. Also, customers who feels an attachment towards the brand with the sense of involvement towards the brand would become loyal towards the brand. Therefore, brands of personal devices must consider the aspects of continuance commitment and affective behavior to maintain brand loyalty to be able to provide a single brand personal device environment to the customers in the personal devices industry.

The results of this research are also in line with some previous journals and articles. A similar hypothesis to the first hypothesis of this research was also rejected which is the higher the brand experience for an individual the higher the individual's brand loyalty towards that brand (Iglesias et al., 2011). The journal was studying the relationship of brand experience towards brand loyalty on several markets which are automotive, sneakers and laptops which is similar to the topic of personal devices that is discussed in this study.

The limitation of this research is that one variable has a Cronbach alpha value of below 0.7 and therefore it can be understood that the research can be further improved to remove any inconsistency within the questionnaires and target theories that are much more relevant and in-line towards this case.

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