



# The Pursuit for Brand Usage Intent: Insight in Higher Education which Used the Compatible Computer

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## ABSTRACT

The brand usage intent would conduct the market position with competitive advantage that could be bridge the right tract for the corporate for not making misguide in the heterogeneous industrial competitiveness and the customer brand engagement determined. This study was inquiry of fulfillment the research gap with the more resonance of the brand with halo effect then the brand equity. Furthermore, the research methods conducted with quantitative methods and design with descriptive correlation also used the confirmed strategy in structural equation modeling. The area sampling was fit with the 107 students in different situations and the result research was entire hypothesis' were confirmed and the marginal fit research model on the market-based management research. The corporate should building best interaction within the compatible smart- computer user with digitalize platform.

**Keywords:** The Brand Equity, Brand Usage Intent, Higher Education

**JEL Classifications:** I23, M3

## 1. INTRODUCTION

The consumer brand engagement has been the interesting of confirmed result of many research in this decade (Vivek et al., 2012), (Hollebeek, 2012), (Harrigan et al., 2017), (Bitter and Grabner-Kräuter, 2016), (Hamilton, 2009). Furthermore, the concept of the brand value were developed until recent decade, (Harrigan et al., 2017), (Anselmsson and Bondesson, 2015; Choi et al., 2016; Gabay et al., 2009; Gillie et al., 2009; Kim et al., 2010; Leek and Christodoulides, 2012; Merz et al., 2018; Rennstam, 2013). Furthermore, the role of communitization on purchase was well to determined by corporations that would be impact to market position and the financial performance. The consumer behavior and the marketing 3.0 could be build the consumer aware and attempt the purchase (Susilo, 2015). Moreover, the consumer brand engagement indicated influenced brand usage and would be the predictor (Harrigan et al., 2017). Hence, in other side the CBE that applied in social media that conducted by Hollebeek et al. (2014), the result research indicated

there was no positive effect the cognitive processing consumer brand engagement to perceived brand usage intent. The finding indicated a research gap, which the inquired could be developing for future research, by mediating approach (Augusty, 2014). However, if consumer brand engagement was recognize for the company to attempt the brand intent become the consequence, as showed that conducted by Harrigan et al. (2017), there is still need to be analysis with adding the moderating variable, that it was could explaining as the process with the antecedent and the consequences variable.

In the current time, the study for inquiry the process for the impact of CEB to BUI by conducted the concept of service dominant logic and assumes that a Customize Offering is essential for pursuit BUI, that individuals would enter and maintain relationships also expected the benefits (Harrigan et al., 2017; Yan et al., 2016). (Evans, 2016; Kuppelwieser and Finsterwalder, 2016; Kuzgun and Asugman, 2015; Wu et al., 2014). The customize offering suggests that could lead the customer dominant and also could

impact to BUI (Kristina et al., 2013; Nguyen and Thuy, 2015; Petri and Jacob, 2016). The objective of this inquiry for develops the new conceptual model to fulfilling the research gap on CBE for increase pursuit the BUI, through the utilization of brand halo effect resonance (Badrinarayanan et al., 2016; Raggio et al., 2014) and the brand equity, that could be improved the product evaluation to attempt for competitive positioning from many the customer responding (Çal and Adams, 2014; Godey et al., 2016; LaPlaca, 2010; Leuthesser et al., 1995).

The marketing actions for the future era should be accountable and the venture has many alternatively in digitalize marketing, always aware with the data, having the competitive intelligent for winning the competition, development for the advantage resources and toward the best market position to global market. Moreover, the corporate could be aware to customer orientation to have the building interaction between consumer and the firm that it was conducted by digitalize. The corporations should be build and mentions to customer more to pursue brand usage intent conduct with newest technologies (Susilo and Yulius, 2013, Aima et al., 2015).

## 2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Indeed, in this study would inquiry with many variables that conducted to attempt the contributions for grand theory of the resources advantage and to the body of knowledge for develop and more scientific and robust in the result, also for the contributions would more sharps to management implications as actions plan and the executive summary for strategies within among firms. Furthermore, in this inquiry conducted with practice theory as below, that supported by R-A theory for attempted the robust competitiveness advantage in market position, which could affect to financial performance entire corporate. The brand management would encourage the consumer as a human resources for more aware and usage intent with the halo effect resonances management. Moreover, the study need describes a social interaction both off line and on-line platform, so the theory that conducted within this explanations used the social exchange theory, that it was would be present and enable to explore and predicted brand consumer engagement, where there were having connection between marketers and many consumers in off line and on line setting. Actually, in the social exchange based on consumers perceived on their smart- computers that they used in daily- work and many consumers would gain the newest information's about the best products (Harrigan et al., 2017; Hunt, 2013; Hunt & Madhavaram, 2012; Yan et al., 2016).

### a) The consumer brand engagement

The consumers have always remembering and think about the brand that daily used and convenience to used that many compatible feature that it was helped more. Moreover, the user would feel positively and proud also never change that feel so good to use this compatible brand, although many new products was appear in the same time. The consumers were always perceived with the own things and would be expressed

that in whole life. In digitalize era, it was will happened support by social media platforms both off line and on line, it was could be enable to encourage doing recommended between people who has used the smart- computers in daily work. The recommended actions for other people in marketing management would be best tools for corporate to making actions plan by managers, which both with off line and on-line platform. Furthermore, the marketers were have making engage with among consumers conducted by social media platform with well connections each other and delivered some information's about the newest product also they were could knowing what the consumers wants, so the information would have helped corporate to making new idea for new-innovation. The CBE in social media are active partner to conducted consumer to enhance that usage media link could explore the sites (Hollebeek et al., 2014),(Hollebeek, 2012), (Brodie et al., 2013).

### b) Pursue the brand usage intent

The consumer was feel very logic to daily use the best brand in compatible computers, without doing comparable with other brand that have the same feature. In customers mind always with the brand that very nice feel. The corporate have many ways to create how delivered the greatest value for the consumers that very loyal for making them would retain for long-run. The new strategies was involved to made the consumers attempt in always use the valuable brand and for increasing the marketing effort, the firms need to have well sales force, media advertising and the customers support also attention to the product position with the good brand image that would improved the market share, so the inquiries in market-based would very effectively.

The customers were wants for daily used with the compatible computer that conducted with user-friendly system in digital era. (Harrigan et al., 2017), (Hollebeek, 2012), Best (2004).

### c) Brand halo effect resonance

The consumer would have use the special brand with many features that very compatible and very convenience to use with utility for making the task would be finished more quickly. The consumers were enable become loyal and proud also in their mind always interactions with other in many situations both in off line and on line setting. Furthermore, the consumers was automatically doing world of mouth in their communities that loyal with the same brand that many opportunity while used this compatible computer brand and they have feel always in their top of mind. The consumers are using the brand while they have a best satisfaction would be inform to other people to use that goods for long lasting. Moreover, the corporate were should aware and create some platform to making the sustainable connections with consumers and facilitated the communities between many people who were using the smart- compatible computers, also the important things was the informations about newest product could be well delivered (Raggio et al., 2014; Her & Seo, 2017; Vance et al., 2016).

### d) The brand equity

The consumers was always making attention more for their compatible computer while their fell nice to the brand and thought all the time when doing to finishing the task, also would used the brand from the best venture that have good in

competitive advantage, and very representative in computerize industrial. The firms would make improve for the market position while their focus to improve the resources-advantage, that they have many premise for vary industrial and costly information's also heterogeneous demand. Furthermore, the consumers doing evaluation the brand that usage had many variety decision, that could impact to making purchase behavior for the future utility (Besharat, 2010; Seo and Jang, 2013).

## 2.1. Proposed the Framework and Hypothesis Development

The research framework see the Figure 1 below, was development to fulfillment the research gap for finding the knowledge to improvement the brand usage intent and contributions the body of knowledge in this inquired, so the brand will interactions with many consumers that have daily used for the compatible computers.

The hypothesis in this study, therefore:

- H<sub>1</sub>: The customer brand engagement is positively related to brand halo effect resonance
- H<sub>2</sub>: The customer brand engagement is positively related to the brand equity
- H<sub>3</sub>: The brand halo effect resonance is positively related to pursue the brand usage intent
- H<sub>4</sub>: The brand equity is positively related to pursue the brand usage intent.

## 3. RESEARCH METHOD

### a) Sample and data collection

The respondent which participated came from the higher education that daily used the compatible computer which have the newest product within total sampling (Mathwick et al., 2010; Thomas, 2013). The data was collected from the higher education in the central Jakarta, which used the compatible computer in daily and them enrolment in the classroom. The sample in this study conducted with area sampling to the particular locality of the classroom to the entire students (Sekaran U and Bougie R(2016).

### b) Measurement of variables

The instrument was conduct with self administered questionnaire that uses the rating scale for latent variables in management to make the response for use the compatible computer brand usage. (Sekaran U and Bougie R, 2016). Moreover, the instrument was distributed with the independently cross-sectional collected method and conducted with the rating scale as an interval data scale (1-10 very agree). Hence, the validity and reliability construct test that conducted with measurement model in the first phase process in structural equation modeling among variables (Babin and Anderson, 2010).

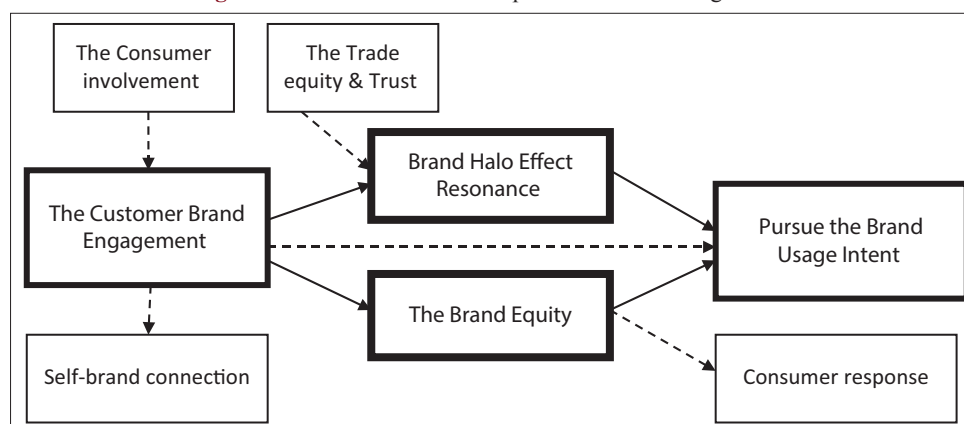
## 4. DATA ANALYSIS AND FINDINGS

### a) Data analysis

The data analysis method was conducted with the structural equation modeling, because the variables were latent characteristics'. The software was conducted with the lisrel to the principles of structural equations modeling, with the two step approach that pertains; measurement model and the structural hybrid full model. The confirmatory strategies was conducted in this inquiry, with the first step was testing the validity and the reliability construct and then to testing the fitting model and hypothesis proved (Susilo and Yulius, 2017). The research result would have for the data analysis pertain:

- The sensitivity analysis: the test indicated did not have the outlier and missing value that conducted with SPSS and the z value <2.50 and there were no missing value and 107 data were valid.
- The outcome of an univariate and multivariate of normality test: The univariate data from Table 1, below were have indicated well the normal distribution that confirmed with t value more than 2 and P-value >0.05. Furthermore, the result for the test of multivariate normality for continuous entire variable indicate more than 0.05, but the data still robust while the sample >100.
- The measurement model (Fitting Model, Validity and Reliability test): The output of measurement model for among variables would be show on Table 2.
- The structural model (fitting model and the confirmed - t-test):The measurement of research model within goodness of fit was could determined in Table 3. The GOF model was indicated marginal fit model and it was could be assessed for the next evaluation for

**Figure 1:** The research model to pursue the brand usage intent



hypothesis testing within the output of hybrid model, that it was indicated conducted with t value, on Figure 2.

b) Hypothesis testing

The hypothesis would be tested conducted with t value >1.98 and indicated could be confirmed from data to the research model as the Table 4.

c) The structural equations of hybrid model:

$$\text{BHER}=0.73 \times \text{CBE}, \text{Errorvar.}=0.46, R^2=0.54 \quad (1)$$

$$\begin{matrix} (0.11) & (0.11) \\ 6.82 & 4.12 \end{matrix}$$

$$\text{BE}=0.59 \times \text{CBE}, \text{Errorvar.}=0.66, R^2=0.34 \quad (2)$$

$$\begin{matrix} (0.13) & (0.22) \\ 4.43 & 2.97 \end{matrix}$$

$$\text{BUI}=0.55 \times \text{BHER}+0.25 \times \text{BE}, \text{Errorvar.}=0.52, R^2=0.48 \quad (3)$$

$$\begin{matrix} (0.14) & (0.11) & (0.21) \\ 3.80 & 2.16 & 2.49 \end{matrix}$$

Actually, basis from the result above that the entire hypotheses were significant and could confirmed the data from hybrid model (the t value >1.96). The greatest estimate value for the prediction was 0.73, in the hybrid full model was the customer brand engagement leads to the brand halo effect resonance and implication to best affect to pursue the brand usage intent (0.55). The brand halo effect resonance in marketing perspectives have sustainable connected with the among consumers, could improvement in the consumers loyalty that affected within product quality. The brand halo effects have some consumers value to retain the compatible computer

Figure 2: An output hybrid model with t value

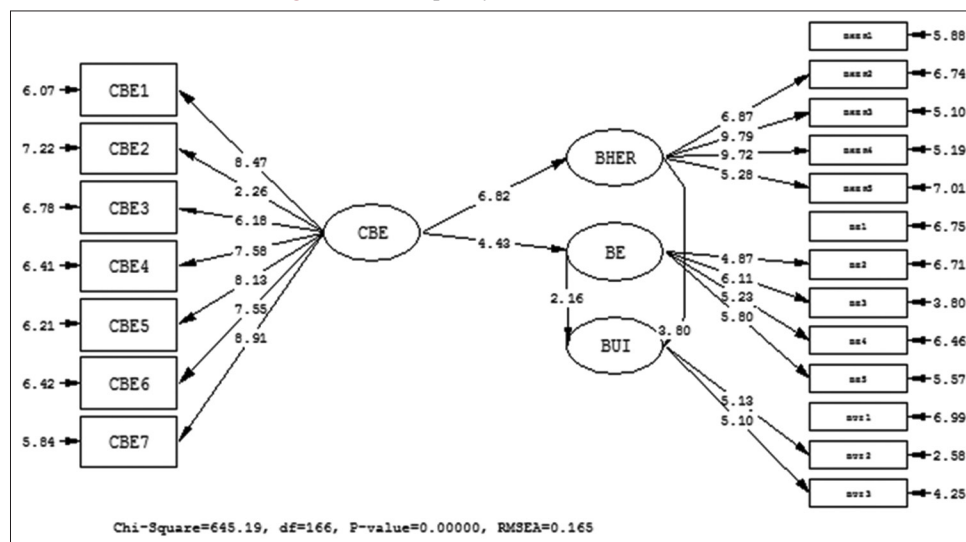


Table 1: The output of univariate and test of multivariate normality for continous variables

Variable	Z-score	P-value	Z-score	P-value	Chi-square	P-value
CBE1	-0.194	0.846	-0.216	0.829	0.084	0.959
CBE2	0.109	0.913	-0.142	0.887	0.032	0.984
CBE3	-0.199	0.842	-0.472	0.638	0.263	0.877
CBE4	-0.406	0.685	-0.466	0.641	0.382	0.826
CBE5	-0.340	0.734	-0.335	0.738	0.228	0.892
CBE6	-0.060	0.952	-0.005	0.996	0.004	0.998
CBE7	0.235	0.814	-0.750	0.453	0.618	0.734
BHER1	-0.154	0.877	-0.380	0.704	0.168	0.919
BHER2	-0.143	0.886	-0.445	0.656	0.219	0.896
BHER3	-0.024	0.981	0.142	0.887	0.021	0.990
BHER4	0.100	0.920	-0.192	0.848	0.047	0.977
BHER5	-0.293	0.770	-0.351	0.725	0.209	0.901
BE1	-0.428	0.669	-0.658	0.510	0.617	0.735
BE2	-0.428	0.668	-0.336	0.737	0.296	0.862
BE3	-0.236	0.813	-0.427	0.669	0.238	0.888
BE4	0.012	0.991	-0.060	0.952	0.004	0.998
BE5	-0.004	0.996	0.056	0.955	0.003	0.998
BUI1	-0.172	0.863	-0.317	0.751	0.130	0.937
BUI2	-0.053	0.958	0.010	0.992	0.003	0.999
BUI3	0.103	0.918	-0.358	0.720	0.139	0.933

Test of multivariate normality for continuous variables

Skewness		Kurtosis		Skewness and kurtosis	
Value	z-score	P-value	Value	Z-score	P-value
186.812	24.430	0.000	557.684	10.243	0.000

**Table 2: The output of validity and reliability entire variables**

No.	Variable	The output of 1 <sup>st</sup> CFA	SLF and error	VE and CR	Remark
1	The customer brand engagement		CBE1 = 0.69/0.53 CBE2 = 0.14/0.98 CBE3 = 0.74/0.45 CBE4 = 0.87/0.24 CBE5 = 0.83/0.24 CBE6 = 0.52/0.73 CBE7 = 0.56/0.69	CR = 0.82 > 0.7	An entire indicators were valid but CBE2 need to be determined and reliable
2	Brand halo effect resonance		BHER1 = 0.82/0.33 BHER2 = 0.62/0.61 BHER3 = 0.88/0.23 BHER4 = 0.84/0.30 BHER5 = 0.48/0.77	CR = 0.85 > 0.7	An entire indicators were valid and reliable
3	The brand equity		BE1 = 0.86/0.26 BE2 = 0.87/0.24 BE3 = 0.64/0.59 BE4 = 0.44/0.80 BE5 = 0.51/0.74	CR = 0.8 > 0.7	An entire indicators were valid and reliable
4	Pursue the brand usage intent		BUI1 = 0.49/0.76 BUI2 = 0.90/0.19 BUI3 = 0.86/0.25	CR = 0.65 < 0.70 VE = 0.56 > 0.5	An entire indicators were valid and reliable with variance extracted

Source: The prime data

**Table 3: The fitting hybrid full model**

The measurement of GOF	The targeted	Output	Level of fitting model
Chi square/df	Chi square/df < 3	607.78/166 = 3.66	Marginal fit
The P value 0.00 < 0.05		0.00 < 0.05	
Root mean square error of approximation RMSEA P (close fit)	RMSEA ≤ 0,08	0.17	Marginal fit
Normed fit index (NFI)	NFI ≥ 0,9	0.81	Marginal fit
Non fit index (NNFI)	NNFI ≥ 0,9	0.83	Marginal fit
Comparative fit index (CFI)	CFI ≥ 0,9	0.85	Marginal fit
Incremental fit index (IFI)	IFI ≥ 0,9	0.85	Marginal fit
Relative of fit index (RFI)	RFI ≥ 0,9	0.78	Not fit
Goodness of fit index (GFI)	GFI ≥ 0,9	0.62	Not fit
Adjusted goodness of fit index (AGFI)	AGFI ≥ 0,9	0.52	Not fit

Source: Prime data

**Table 4: The hypothesis testing with t-test within structural model**

No.	Hypothesis	T <sub>table</sub>	T <sub>value</sub>	Estimate <sub>value</sub>	Remarks
1	H <sub>1</sub> : The customer brand engagement is positively related to brand halo effect resonance	1.96	6.82	0.73	The entire hypotheses were confirmed (the t value > 1.96). The greatest estimate value for the prediction was 0.73, in the hybrid full model was the customer brand engagement leads to the brand halo effect resonance and implication to best affect to pursue the brand usage intent (0.55)
2	H <sub>2</sub> : The customer brand engagement is positively related to the brand equity		4.43	0.59	
3	H <sub>3</sub> : The brand halo effect resonance is positively related to pursue the brand usage intent		3.80	0.55	
4	H <sub>4</sub> : The brand equity is positively related to pursue the brand usage intent.		2.16	0.25	

Source: Prime data



brand usage intent for long-run entire consumers activities. (Badrinarayanan et al., 2016; Harrigan et al., 2017; Her and Seo, 2017; Joel et al., 2007; Jung et al., 2017; Leuthesser et al., 1995; Nadeem et al., 2015; Oyedele and Simpson, 2018; Vance et al., 2016).

An information to consumers more wider and delivered best consumer value to achieve brand loyalty, also the consumers used the compatible smart computers to be very important and impact to the firm for doing the capital investment within the brand equity and brand usage intent for attempt the marketing- investment (Lee and Chang, 2014) effectiveness strategy. (Chan and Park, 2013; Huang, 2015), and an internal investment (Fazal e Hasan et al., 2014; Smyth and Lecoivre, 2015). The successful administration of the capital investment pertains; the proposals, an estimations of cash flow, an evaluation, the selections within the acceptance criterion and the continual-revaluation of investment on building the branding for the compatible smart computers. Hence, the classifications (Brown et al., 2011) of the branding analysis should be determining as follow; the new product, expansion, buildings, research and development and exploration (Kim et al., 2016; von Wallpach et al., 2016; Yeh et al., 2016).

Recently, the important of the capital-budgeting has been doing the estimation of the cash-flow for the future business, within the brand usage intent could have well and positively respond for the consumers and than make the revenue from the successfully sales would be significantly increased and improvement to the consumers loyalty (Abiola and Emmanuel, 2013; Shujaat et al., 2016; Tumwine et al., 2012; Yu et al., 2013). The brand with the level of top of mind could be cause to the big cash inflow within the investment need to the well planning. The firm have the best in brand usage intent need to high cash flow with good budgeting and affected to weighted average cost of capital within increased the corporate value. (Ickis, 2016).

## 5. CONCLUSIONS, RESEARCH CONTRIBUTION AND DIRECTION FOR FUTURE RESEARCH

### a) Conclusions

Indeed, our research result were successfully to confirmed entire hypothesis', and the greatest value was the customer brand engagement affect to brand halo effect resonance that impact to pursue the brand usage intent. The fulfillment model was effectively to building effect resonance and the corporation within compatible smart computer should have building the connection with compatible computer user both in off line and on line platform.

### b) Research contribution

The research contributions were within 2 (two) area that pertain; first, the contributions for theoretical implications, indeed the conducted with social exchange theory as the

explanations and predicted the relationship for the customer brand engagement to brand halo effect resonance and brand equity also an implication to pursue the brand usage intent, could confirmed and be useful for the compatible smart computer markets research. Actually, the result finding shows that the indicators have great impacts with the best standardized loading factors value were included; (1). The customer brand engagement: CBE4 (0.87), CBE5 (0.83), (2). Brand halo effect resonance: BHER3 (0.88), BHER4 (0.84), (3). Brand equity: BE2 (0.87), BE1 (0.86). (4). Brand usage intent: BUI2 (0.90) and BUI3 (0.86). The contribution of the finding results in this study to the body of knowledge for the social exchange theory in interactions others aspect and R-A theory in resources dimensions were pertains; the consumers perceived were would convenience and proudly for use the product that could making well engage the corporate with consumers and also loyal with the computers brand and always happy to doing word of mouth with each other people. Moreover, the consumers were always considering the computer brand in daily used and they were thought for the brand of the compatible smart- computers. Finally, the pursue the brand usage intent with the indicators consumers always used the smart computers although they were other within the same feature and the consumers always utilize for long-life.

The second contributions were for managerial implications, the corporate were could determining from the result of this study for making strategic planning and action plan for attempt the corporate goals. The corporate could increase the pursue the brand usage intent conducted with to facilitated the off line and on-line setting as the platform for customers making interaction with other and corporate itself, so the customers interrelation would have the bigger halo effect resonance for the smart computers brand. The corporate was always production the compatible smart computer for making customers convenience and proud while used the computers and could increase the customer brand engagement.

### c) Limitations and Future research

Actually, the amount of 107 sample was not adequate that only gain the marginal fitting research model, the development for inquiry for the future used more large sample and proportionally random sampling. The user of smart compatible computers must be segmentations for limited heterogeneous demand. Hence, the future research could more parameters and variables for increase the goodness of fitting model and the determination of R square value. Moreover, the variable that could added in new model pertains; the differential of brand effect (Raggio et al, 2014), the consumer involvement and attempt the self-brand connection (Hollebeek et al, 2014, Harrigan et al, 2017).

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