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THE INIMITABLE BUNDLE CAPABILITIES FOR CUSTOMER RESPONSE: INSIGHT IN HI-TECH PRODUCTS THAT IT CONDUCTS TO MULTIVARIATE DATA ANALYSIS IN THE STRUCTURAL EQUATION MODELLING WITHIN THE MARKETING RESEARCH MODEL

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ABSTRACT

The customer response would conduct to the market position with competitive advantage in entire corporate that it could be the right tract for the firms for should not to misguide within the heterogeneous industrial competitiveness and the customer brand engagement determined and driven by the consumer involvement and trust as moderator latent variable in marketing research model. Moreover, the study was investigation of fulfillment for the research gap with the more resonance of the brand with halo effect resonance. Furthermore, the marketing research methods conducted with quantitative methods and design with pre-experimental also used the confirmed strategy in structural equation modeling base on the multivariate data analysis to be more efficient analysis within two stage data processing. The corporate should building best interaction within the compatible smart- phone user within digitalize platform in multi-tasking ability.

KEYWORDS: The consumer response, multivariate data analysis and SEM.

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INTRODUCTION

Actually, the consumer brand engagement has been investigation of the confirmed result of many research in this decade that it impact to the brand halo effect and brand usage within the hi-tech products base on the newest technology development among electronic industry in the word.(Vivek, Beatty, & Morgan, 2012),(Hollebeek, 2012), (Harrigan, Evers, Miles, & Daly, 2017), (Bitter & Grabner-Kräuter, 2016), (Hamilton, 2009). Furthermore, the concept of the brand value were developed until recent decade, (Harrigan et al., 2017), (Anselmsson & Bondesson, 2015; Choi, Ko,

& Kim, 2016; Gabay, Moskowitz, Beckley, & Ashman, 2009; Gillie, Howard, Jacqueline, & Hollis, 2009; Kim, Kim, & Lee, 2010; Leek & Christodoulides, 2012; Merz, Zarantonello, & Grappi, 2018; Rennstam, 2013). Hence, the consumer brand engagement indicated influenced brand usage and would be the predictor (Harrigan et al., 2017). Therefore, the CBE that it would applied in social media that conducted by Hollebeek, Glynn, and Brodie (2014), the result model show that it no positive affect the cognitive processing consumer brand engagement to perceived brand usage intent. However, if the CBE would recognize for the venture to pursue of the brand usage intent become the consequence by Harrigan et al. (2017), there is still need to be inquiry with halo effect and the consumer involvement and trust as the moderating variable, that it as the process determine to the antecedent and the consumer response.

Indeed, the inquiry the process for the impact of CEB to BUI by conducted the concept of service dominant logic and assumes that a customize offerings essential for pursuit BUI and consumer response and conduct to the trust of consumer as the moderating and BHER as the intervening effect, that its individuals would enter and maintain relationships also expected the benefits (Harrigan et al., 2017; Yan, Wang, Chen, & Zhang, 2016). (Evans, 2016; Kuppelwieser & Finsterwalder, 2016; Kuzgun & Asugman, 2015; Wu, Yeh, Huan, & Woodside, 2014). The customize offering suggests that could lead the customer dominant and also could impact to BUI (Kristina, Tore, & Päivi, 2013; Nguyen Hau & Thuy, 2015; Petri & Jacob, 2016). The objective of this inquiry for develops the new marketing conceptual model to fulfilling the research gap on CBE for increase pursuit the BUI and consumer response, through the utilization of brand halo effect resonance as intervening un-direct effect and the consumer involvement as moderating impact and trust as the moderating to supported for CR (Badrinarayanan, Suh, & Kim, 2016; D. Raggio, P. Leone, & C. Black, 2014) that it could be improved the product evaluation to attempt for competitive positioning from many the customer responding to make choice the hi-technology smart-phone (Çal & Adams, 2014; Godey et al., 2016; LaPlaca, 2010; Leuthesser, Kohli, & Harich, 1995)

Literature Review and Hypothesis Development

Actually, the investigation would inquiry with six latent-variables in marketing evolved science that conducted to pursue 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 of the marketing research, also for the contributions would be evolve to management implications as actions plan and the executive summary for strategies within entire corporation. Hence, the study would conduct with grand- marketing theory as below, that supported by R-A Theory for increasing the robust competitiveness advantage in market position within emergence market, which it could have an impact to financial performance entire firms. The brand management would encourage among the consumer as a human resource for more aware and usage intent with the halo effect resonances management to improve BUI among hi-tech consumer products. Moreover, the inquiry could describes a social interaction both off line and on-line platform base on the business policy within among corporate, so the theory that it conducted within this explanations to the social exchange theory, that it was would be present and enable to predicted of the brand consumer engagement, where there were having connection between marketers and many consumers in off line and on line

setting. In the social exchange based on consumers perceived on their smart- cell phone that they used in daily- work and among consumers would gain the newest information's about the best products from corporation involvement. (Harrigan et al., 2017; Hunt, 2013; Hunt & Madhavaram, 2012; Yan et al., 2016)

The Consumer Brand Engagement, Brand Usage in Hi-Tech Product and the Consumer Involvement as the Moderator

The user would feel positively and proud also never change that feel so good to use this compatible hi-tech brand, although many new products was appear in the same time and more distribute among market-place. The consumers would perceive with the own things and it be expressed that in whole life in the technological era. Hence, in digitalize era, it was supported by social media platforms both off line and on line and it be enabling to encourage doing recommended between people who has used the smart-cellphone to communicate and in daily work. The recommended actions for other people in marketing management would be best tools for corporate to making focus on actions plan by managers within among corporate, which both with off line and on-line platform. Furthermore, the marketers in among venture 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 and its active partner to conducted consumer to enhance that it conduct to media link and it could explore the sites to gain some informational(Hollebeek et al., 2014),(Hollebeek, 2012), (Brodie, Ilic, Juric, & Hollebeek, 2013)

The consumer was feeling very logic to daily use the best brand in compatible cellular phone, without doing comparable with another brand that it has the same feature and compatible one. Hence, in customers mind always with the brand that it in the top of consumer mind and the corporate have many ways to create how delivered a value for the consumers that their loyalty for making them would be retain for long-run of the hi-tech cellphone. 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 improve the market share in the same industry, so the study in market-based would very effectively. The customers were wants for daily used with the compatible CP and low-price hi-tech products that it conducted with user-friendly system in digital era. (Harrigan et al., 2017), (Hollebeek, 2012), Best (2004)

Brand Halo Effect Resonance, Consumer Respond And The Trust As The Moderating

The consumers could be the top of mind 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 some community who were use the smart- compatible cellphone, also the important things was the information's about newest product could be well delivered by among firms(D. Raggio et al., 2014; Her & Seo, 2017; Vance, Raciti, & Lawley, 2016).The consumers was always making attention more for their compatible CP while their fell top of mind to the brand and

thought all the time when doing to finishing the task, also would use the brand that it have good in competitive advantage, and very representative in the hi-tech products industry. The firms would pursue improvement for the market position of the firms while their focus to attempt the resources-advantage in the hi-tech industry, that they have many premises for vary industrial and costly information's also have the heterogeneous demand within hi-tech technology era. Furthermore, the consumers doing evaluation the brand that usage had many variety decision, that could impact to making purchases behavior for the future utility (Besharat, 2010; Seo & Jang, 2013).

Proposed the Framework and Hypothesis Development

The research framework was development to fulfillment the research gap for finding the knowledge to improvement the brand usage intent in hi-tech products and contributions the body of knowledge in this inquired, so the brand will interactions with many consumers that have daily used for the compatible CP.

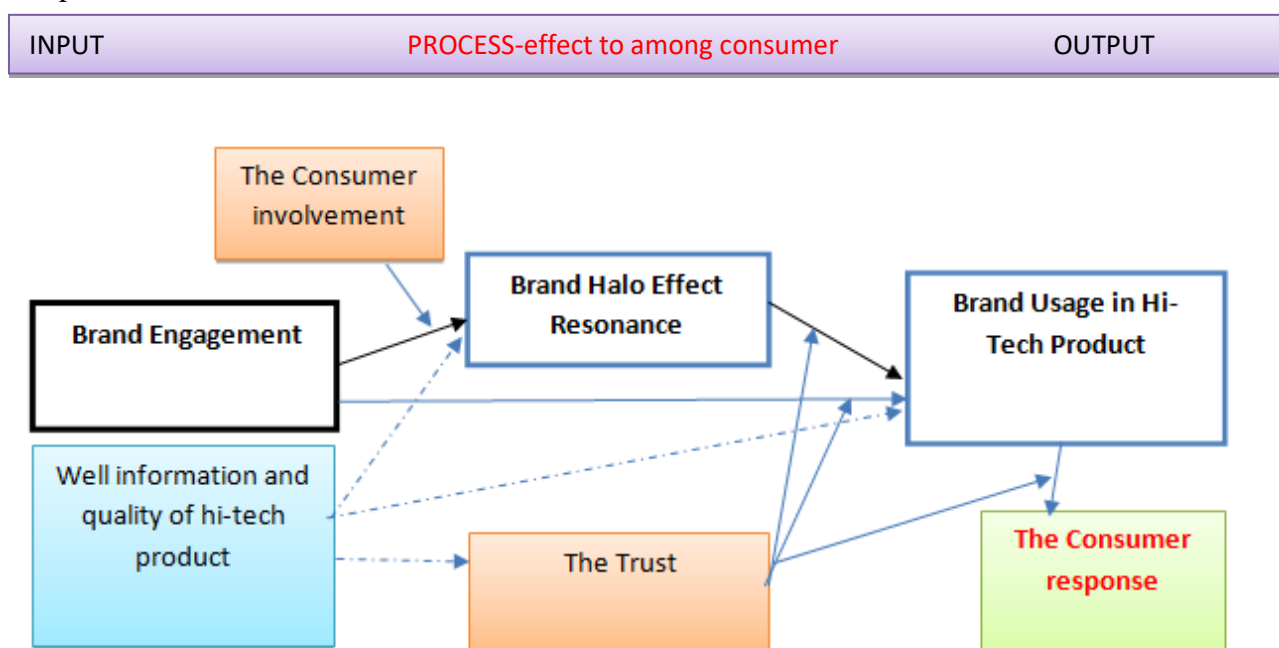


Figure.1. the Research Model to Pursue the consumer respond in hi-tech Product Development

The hypothesis in this study, as follow:

H1. The customer brand engagement in hi-tech smart phone is positively related to brand halo effect resonance, usage and enhancing the consumer response and conduct to the consumer involvement and trust as the moderating.

Research Method

The study conduct to the qualitative method and marketing research design was drive by the pre-experimental that it involved in the basic research in management science. The respondent which selected from the doctoral class- higher education that daily used the compatible CP which have the newest product within the cluster sampling(Mathwick, Wagner, & Unni, 2010; Thomas, 2013). The data was collected from selected of the higher education in the central Jakarta, which used the compatible CP in daily and them enrolment in the multivariate-classroom. (Sekaran U and Bougie R (2016).

The measurement tools was conduct within self-administered questionnaire that uses the rating scale for latent variables in management to make the response for use the compatible CP to improve the consumer response. (Sekaran U and Bougie R (2016). Hence, the instrument was distributed with survey in the cross-sectional time and collected method and conducted with the rating scale as an interval data scale (1 to 10 very agree).Hence, the validity and reliability construct test that conducted with measurement model in the first phase process in structural equation modeling with lisrel software among marketing latent variables within hybrid marketing model to increased more customer response to the CP (Hair, Black, Babin and Anderson, 2010).

Data Analysis

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 were 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 W H and Yulius Y, 2017).The data processing conduct to the structural equation within the multivariate data analysis as follow scheme 2, below:

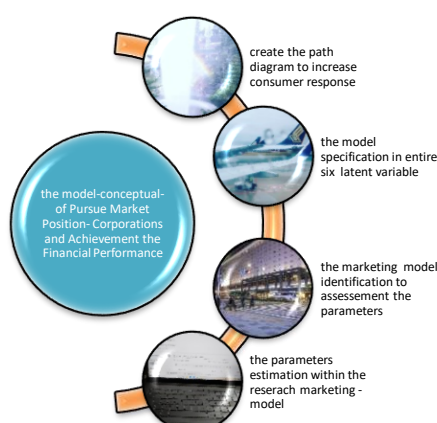


Figure 2. The data processing of the research Marketing- Model to Pursue the consumer respond in hi-tech Product Development conduct to the structural equation within the multivariate data analysis

The structural model (Fitting Model and the Confirmed - t test), and the measurement of the marketing research model within goodness of fit was could determine in table 1 below:

The measurement of GOF	The Targeted
Chi Square & P	Chi Square / df < 3
Root Mean Square Error of Approximation RMSEA P (close fit)	RMSEA ≤ 0,08
Normed Fit Index (NFI)	NFI ≥ 0,9
Non-Fit Index (NNFI)	NNFI ≥ 0,9
Comparative Fit Index (CFI)	CFI ≥ 0,9
Incremental Fit Index (IFI)	IFI ≥ 0,9
Relative of Fit Index (RFI)	RFI ≥ 0,9
Goodness of Fit Index (GFI)	GFI ≥ 0,9
Adjusted Goodness of Fit Index (AGFI)	AGFI ≥ 0,9

Table 1. The Fitting Hybrid Full Model-GOFI indexes

Hypothesis Testing

The hypothesis would conduct with t value >1.98 and indicated could be confirmed from data to the marketing research model as follow figure 3, below:

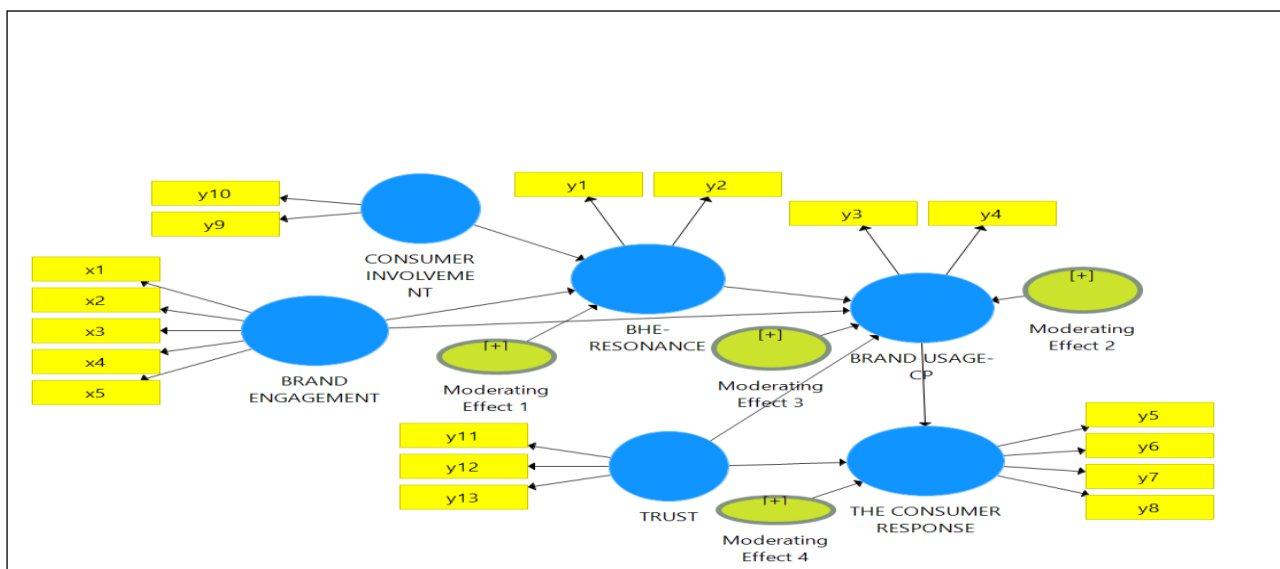


Figure 2. The data processing of the research Marketing- Model to Pursue the consumer respond in hi-tech Product Development conduct to the structural equation within the multivariate data analysis

Conclusions, Research Contribution and Direction for Future Research

Indeed, our research result should to confirmed entire hypothesis', and the greatest value could be impact to pursue the brand usage intent and consumer response. The fulfillment model was effectively to building effect resonance and the corporation within compatible smart phone should have building the connection with user both in off line and on line platform to gain increase the customer response that it conduct with 2 moderator variable such as the customer involvement and trust of the CP hi-tech product development.

The research contributions was the contributions for theoretical implications and evolve the marketing science and the conducted with the R-A theory and the social exchange theory as the explanations and predicted the relationship for the customer brand engagement to the BHER and its implication to pursue the brand usage and the customer response and it could confirmed and be useful for the compatible smart CP markets research.

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