BRAND GRAVITY-RESONANCE CAPABILITY ON BRAND LOVE: A RESOURCE-ADVANTAGE THEORY PERSPECTIVE

Roymon Panjaitan
PhD Student at Faculty of Economics and Business, Diponegoro University
Faculty of Computer and Business, Computer Science and Technology University
Email: roymonpanjaitan@students.undip.ac.id (corresponding author)

Farida Indriani
Faculty of Economics and Business, Diponegoro University
Email: faridaindriani@lecturer.undip.ac.id

Abstract

This research intends to explore the experience of using brands in the past to increasingly love product brands through brand gravity-resonance capability, especially in the competition of the multi-business product sector. The novelty of this study lies in the synthesis of brand gravity variables, and brand resonance provides the proposed brand gravity-resonance capability variables of the resource-advantage theory of competition proposition results. Data were collected from 499 small and medium-sized business respondents through the dissemination of questionnaires and interviews. The SEM-PLS technique analyzes data with a path mediated by brand gravity-resonance capability on brand love. The results showed that brand gravity-resonance capability successfully mediated the brand experience relationship in brand love and the direct connection of brand experience in the past, and brand gravity-resonance capability in brand love managed to increase the sense of brand love. The practical implications of the novelty of this variable provide improvements to MSME managers or businesses to resonate the value of digital aggressiveness, configure science, integrate customer systems, and be oriented towards the creation of new markets. Conceptual implications contribute as new conceptual models that can bridge negative experiences to result in a dynamic and competitive comparative advantage in the market.
Keywords: brand experience; brand gravity resonance capability; brand love.

Abstrak

Penelitian ini bertujuan untuk mengeksplorasi pengalaman menggunakan merek di masa lalu untuk semakin mencintai merek produk melalui kemampuan resonansi gravitasi merek, terutama dalam persaingan sektor produk multi-bisnis. Kebaruan penelitian ini terletak pada sintesis variabel kemampuan resonansi gravitasi merek, variabel kemampuan resonansi gravitasi merek yang diusulkan dari hasil proposisi teori persaingan keunggulan sumber daya. Data dikumpulkan dari 499 responden usaha kecil dan menengah melalui penyebaran kuesioner dan wawancara. Teknik SEM-PLS menganalisis data dengan jalur yang dimediasi oleh kemampuan resonansi gravitasi merek pada cinta merek. Hasil penelitian menunjukkan bahwa kemampuan resonansi gravitasi merek berhasil memediasi hubungan pengalaman merek dalam cinta merek hubungan langsung dari pengalaman merek di masa lalu, dan kemampuan resonansi gravitasi merek berhasil meningkatkan rasa cinta merek. Implikasi praktis dari kebaruan variabel ini memberikan perbaikan kepada manajer UMKM atau bisnis untuk beresonansi nilai agresivitas digital, mengkonfigurasi ilmu pengetahuan, mengintegrasikan sistem pelanggan, dan berorientasi pada penciptaan pasar baru. Implikasi konseptual berkontribusi sebagai model konseptual baru yang dapat menjembatani pengalaman negatif untuk menghasilkan komunikasi yang dinamis dan kompetitif.
***Kata kunci**: pengalaman merek; kemampuan resonansi gravitasi merek; cinta merek.*

INTRODUCTION

Successful brand-building experience in brand management is an essential key to creating brand competencies for micro, small and medium enterprises (MSMEs) (Atandi, 2021; Tewary & Mehta, 2021). Faster business dynamics require the actualization of different brand imagery. The difficulty of maintaining a positive brand experience in the past becomes a necessary urgency of current and future business competition. The complexity of brand relationship quality experience issues (Francisco-Maffezzolli et al., 2014; Ramaseshan & Stein, 2014; Severi & Ling, 2013), brand trust (Menidjel et al., 2017; Polat & Çetinsöz, 2021; Villagra et al., 2021), sensory brand (Iglesias et al., 2019) and convenience brand (Brunetti et al., 2019; Vikaliana et al., 2021) became an essential focus of how consumers continue to love the brand of MSMEs products. Business brand competition globally becomes an obstacle to an individual's love of a brand. Consumer buying intentions can be an initial measure of desire to use the brand, but it cannot guarantee consumers forever love the brand. Then businesses need to trace the brand experience to build a long-term brand love relationship.

In the clothing retail business, the moderate role of brand love can increase the influence of retail experience brand communication (Ferreira et al., 2019; Valta & Vianelli, 2019). In a previous research study conducted in Malaysia by Nikhashemi et al., (2019), the dimension of affective brand experience positively impacted customers. In line with Safeer et al., (2020) research in brand experience has sensory, affective, behavioural and intellectual components. There were positive results from hierarchical analysis in Zhang, (2019) in testing the effects of sensory, emotional and social experiences on brand love. The passionate, emotional attachment to Gen Z consumers in India shows great emotional sensitivity when buying fashion clothing brands, intensifying their social image (Joshi & Garg, 2021). From empirical research in the field of tourism, an extraordinarily positive sensory experience effectively facilitates the brand image of the destination (Lv & Wu, 2021). In another study taken in 13 Asian countries, according to Safeer et al., (2020), sensory and affective experiences directly impact brand love, while intellectual and behavioural experiences have an insignificant effect on brand love.

In this study, the individual attitude to brand love was stimulant from a sense of brand experience in the past. Brand excellence in the past was due to the emergence of values or subjects influenced by feelings and emotions. Conversely, brand negativity will lead to negative brand relationships from brand anxiety through brand hatred (Japutra et al., 2021). Other researchers first discussed the relationship between brand experience on brand love. However, there are still inconsistencies in the concept of the model. Safeer et al., (2020), from the results of their research, there is a negative relationship between brand experience on brand love. However, it is not in line with existing literature-related studies that the brand experience is an essential positive element to influence customer-brand love (Bıçakcıoğlu et al., 2018; C. C. Huang, 2017; Sarkar & Sreejesh, 2014). Negative emotions from the brand experience positively and indirectly impact brand love (P. Rodrigues & Pinto Borges, 2021). Conversely, expressive brands of this form of advertising investment build and amplify the emotions of brand love (Nguyen & Feng, 2021; Platania et al., 2019). Therefore, these inconsistencies are expected to be mediated with brand gravity-resonance capability.

Businesses in the brand competition are faced with the ability to implement and modify brand strategies. The primary dimension in the knowledge to resonant brand attractiveness becomes the primary goal of achieving competitive advantage in line with the resource-advantage theory of competition in premises 1 and 8 (Hunt, 2017). Determining the premise in the brand's superiority is the importance of anticipatory actions of choice, and consumer tastes towards a class of products are very heterogeneous. In addition, creating and choosing the best strategy in premise 8 is the search for comparative advantage over resources is a strong reason why companies use existing resources efficiently and strive to create new resources.

Resource-Advantage theory becomes a perspective for answering solutions. Conceptual solutions from brand gravity-resonance capability come from the results of synthesis that shape the proposition of the concept of innovation resonance capability (Hiong et al., 2020) and brand gravity performance (Rajagopal, 2009). The concept synthesis results produce a proposition that contributes to bridging the optimization of brand experience (BE) relationships on brand love (BL). High brand gravity-resonance capability (B-GRC) is produced from 3 dimensions: integrated selling costumer, digital aggressiveness involvement, and new market segmentation preferential. The positive correlation of one of the B-GRC indicators in BL is that the higher the participation of digital aggressiveness, the higher it becomes a superior brand. B-GRC is, therefore, an effort to echo the brand gravity of products/services that emphasizes the power of brand attractiveness that is integrated, has influence and prioritizes new markets.

The context of the study was conducted on MSMEs in Central Java. The choice of the context of this study is based on the heterogeneity of local brands that grow dynamically. In addition, java island becomes one of the business centers of MSMEs from migrants who become competitors to local brands. So this study is interested in being discussed because previous researchers are still bridging the consistency of brand experience relationships in brand love with brand authenticity (Safeer et al., 2020), brand loyalty (Bıçakcıoğlu et al., 2018) and brand prestige (Syed Hasnain Alam Kazmi; Muhammad Khalique, 2019). So there are limitations of the study of how concrete efforts of business competition to excel with high brand gravity-resonance capability can be achieved when balanced with the increasing brand experience. Therefore, this research is intense to discuss brand gravity-resonance capability because it can increase brand love. This study aims to explore previous findings by bridging inconsistencies through the design of new model concepts.

.

LITERATURE REVIEW
Brand Gravity-Resonance Capability in the Framework of Resource-Advantage Theory

The current successful brand in the competitive market is built on experience (Biedenbach & Marell, 2010; Wang et al., 2018; H. Zhang et al., 2015). This is in line with Resource-Advantage Theory (Hunt & Morgan, 1995). The theory focuses on the efficiency and effectiveness of organizations in creating, discovering, assessing, and exploiting heterogeneous resources to make market offerings and create competitive advantages (Grimmer et al., 2015). The first premise in this theory is explained if the demand is heterogeneous and dynamic because the needs of consumers ranging from products including a variety of features in it. It is also explained further on the premise that management in a business organization has a significant contribution to business success. One can get helpful information from the market and turn it into a new strategy that gives a competitive advantage.

The concept of gravity is based on newton physics. In social sciences, gravitational models are applied in the model of human interaction (Haynes, 1984), in the field of economics for international trade affairs (Bergstrand, 1989; Oguledo & MacPhee, 1994) in marketing such as competitive product studies (Rajagopal, 2009) and brand promotion (Du, 2021) while on the resonance aspect (Hiong et al., 2020). A pleasant experience on a product will encourage consumers to be happy even in a state of satisfaction and love. But not infrequently, this can be inversely proportional in reality. The concept of brand gravity-resonance capability is built on inconsistencies in past research on brand experience on brand love (Bıçakcıoğlu et al., 2018). With dimensions namely Integrated customer management system, Digital aggres-siveness involvement, newmarket segmentation preferential and configure new knowledge and experience allegedly able to answer gap research in previous research.

Brand Experience and Brand Gravity-Resonance Capability

Consumer interaction relates to their shopping experience (Morgan-Thomas & Veloutsou, 2013; van der Westhuizen, 2018). This good service will also encourage consumers to be emotionally loyal to perceived products and services (A. Khan et al., 2020; Liu et al., 2020). This good service will also encourage consumers to be emotionally loyal to perceived products and services (T. L. Huang & Liu, 2021; Mostafa & Kasamani, 2021). So it is crucial to building a good experience between brand suppliers and consumers, which will create an attraction always to make repurchases of the desired goods or services. Then it is relevant if the author submits the following hypothesis:

H1: Brand Experience Positively Affects Brand Gravity-Resonance Capability

Brand Gravity-Resonance Capability and Brand Love

Brands will be successful in the market if associated with consumers. This is because each consumer evaluates each product and service used. Purchasing behaviour is driven by the principle of proximity, participation and consumption. Some of these things become essential factors in building brand gravity in the market (Rajagopal, 2009). This relationship between manufacturers and consumers shows the appeal between individuals and brands to trigger long-term relationships (Huber et al., 2010). If there is a negative effect, then it will lower the image of even the boycott will be brand. The adverse effects of brand mistakes depend on consumer characteristics such as cultural value, consumer idealism. In addition, the perceived gravity of bad behaviour affects the intensity of negative responses (Klein et al., 2004). The study Carroll & Ahuvia, (2006) explained if one of the characteristics of love for the brand is a positive valuation of the brand and a declaration of love for the brand. So it is crucial to keep the brand attractive to create positive emotions towards the brand. Therefore this study compiled the hypothesis:

H2: Brand Gravity-Resonance Capability Positively Affects Brand Love

Brand Experience and Brand Love

Marketing experience is an essential component of brand management and the development of customer relationships with brands. Driven by growth and competition between brands, customers are increasingly focused on the benefits of the experience provided by certain brands to develop brand love relationships. Some literature studies explain this where there is a positive relationship between brand experience on brand love (Khamwon & Masri, 2020; A. Khan et al., 2020), but these findings are not in line with Safeer et al., (2020) which found if the brand

experience has no impact on brand love Then it is relevant if hypothesized:

H3: Brand Experience Positively Affects Brand Love

Brand Experience, Brand gravity-resonance Capability, Brand Love

The study of brand experience towards brand love has led marketing scientists to explore the relationship between the two more deeply. Considering the inconsistency of previous findings of the brand experience of brand love, we include the mediation of brand gravity-resonance capability as a stepping stone to improve brand love. Therefore brand gravity-resonance capability is designed as a mediation variable. Brand appeal is driven by the number of relevant brand associations generated by brand exposure. The more relevant the association is inflicted, the greater the gravity of the resulting brand (McDonald, 2015). Brand

appeal to consumers depends not only on the distance of the brand from the ideal point of the consumer but also on the size of the current brand market and the pattern and volume of consumer purchases (DeSarbo et al., 2002). With the dimensions of B-GRC, namely integrated customer management system, digital aggressiveness involvement, new market segmentation preferential and configured new knowledge and experience, the effect of echoing the brand's attractiveness is expected to be a bridge to overcome inconsistencies of the incident and love of the brand. Thus the hypotheses that are built are:

H4: Brand Experience Positively Affects Brand Love mediated by Brand gravity-resonance capability.

Figure 1 described conceptual of research model.
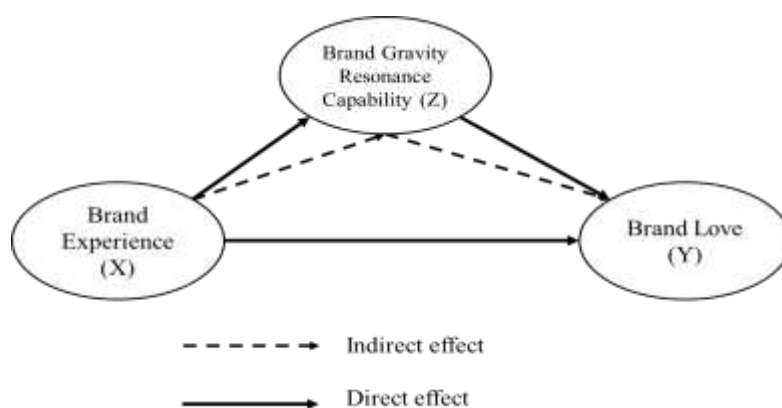
Figure 1. Conceptual Model

RESEARCH METHODS
Sample

This study aims to identify inconsistency in the relationship between brand experience on brand love with brand gravity-resonance capability as a mediator. Respondent data was collected from 499 small and medium business sectors through questionnaires and interviews. Questionnaires are distributed to businesses MSMEs located on the island of Java for four months, namely from Januari to May

2021. SEM-PLS line analysis is used to investigate mediation contributions from brand gravity-resonance capability. The findings of the study successfully bridge the inconsistent relationship of brand experience to brand love. The implications of the ability to resonance with the appeal of a brand trigger a high love of the brand.

The number of samples obtained (499 samples) is considered more than enough for research methods using PLS-

SEM (Joe F Hair et al., 2012; Kock & Hadaya, 2018).

Variabel Measurement

Variable measurement items are adapted from previous research with modifications in adjusting to research objectives. All variables are measured using a five-point Likert scale. Research variables and their measurement indicators can be seen in Table 2.

Data Analysis

The research model was tested using the SEM-PLS (Partial Least Square) structural equation-technique model with smart PLS 3.0 software. SEM-PLS techniques can work effectively on small sample sizes with complex models. Also, SEM Techniques can test the effects of mediation simultaneously (Tabachnick & Fidell, 2012). Model testing on SEM-PLS is conducted in two stages: testing the measurement model (outer model) and structural model (inner model).

Table 1. Demographic Information of the Respondents

No.	Characteristics	Total	%
1.Sex	Male	245	49.0 %
	Female	214	42.8 %
2.Education	Senior High School	275	55.1%
	Bachelor Degree	185	37.0 %
	Master Degree	25	5.0 %
	Doctoral Degree	2	0.4 %
	Others	12	2.4 %
3. Long established a business	< 5 years	324	64.0 %
	> 5-10 years	124	24.8 %
	> 10-15 years	40	8.0 %
	> 15-20 years	11	2.2 %
4.Average Income /month	< 5 Million	354	70.9 %
	> 5 Million – 10 Million	126	25.2 %
	> Rp 10 Million – Rp 15 Million	16	3.2 %
	> Rp 15 Million – Rp 20 Million	3	0.6 %
5. Type of Business Sector	Fashion clothing	27	5.4 %
	Electronic	7	1.4 %
	Food Culinary	138	27.6 %
	Services	120	24.0 %
	Trading	20	4.0 %
	Reseller/dropshipper	187	37.4 %

Source: data collected, 2021

Table 2. Operational Definition of Variables

Construct	Statement	Dimension/Indicator	References
Brand Experience	4 items	- Sensory Brand - Emotional Brand - Behavioral Brand - Action Brand Experience	(Ko & Butler, 2007) (Raine & Pandya, 2019)
Brand gravity-resonance capability	4 items	- Integrated customer management system - Digital aggressiveness involvement - New market segmentation preferential - Configure new knowledge and experience	(Carree & Verheul, 2012) (Abbas et al., 2015) (Dawson, 2017)
Brand Love	4 items	- Super brand - Help creating good feeling - Passionate get this brand - Brand Commitment	(Saura, 2021), (Bissell, 2020), (Met et al., 2020)

Source: Data processed, 2021

RESULT AND DISCUSSION
Measurement Model (Outer Model)

Measurement model testing consists of a test of the validity and reliability of the construct. The validity test consists of convergent validity and discriminant validity. The validity of convergence is used to assess the correlation between two sizes of the same concept. The loading factor value calculates the measurement of convergent validity of the reflective construct and the Average Variance Extracted (AVE) value which is the sum of squared standardized factors divided by the number of measurement items. The validity of convergence requires a loading factor value of 0.7, and the AVE value must be higher than 0.5 (J. F Hair, 2014). While the validity of the discriminant is measured by comparing the AVE value of both constructs with the square of the correlation between the two constructs tested. Discriminant validity is an assessment of how different a construct is from another. According to the (Fornell & Larcker, 1981) criteria, the square root of each construct's AVE value must be higher than the correlation value between constructs in a model. Reliability testing

loading rules meet composite reliability criteria, and Cronbach's alpha is higher than 0.7, where 0.6 is still acceptable (J. F Hair, 2014).

The structural model in Figure 2 explains the direct influence between research variables. Brand experience has a more significant effect on Brand Gravity-Resonance Capability of 0.738 than brand experience with Brand Love of 0.325. Meanwhile, brand gravity resonance capability against brand love 0.627. Brand experience is one of the critical factors in improving brand gravity resonance capability and brand love. Evaluation of the model can be received with a loading factor value of 0.7 where the importance of 0.6 is still accepted, and the AVE value is 0.50 (J. F Hair, 2014).

Convergent Validity

For variable reliability testing, we tested Cronbach's alpha coefficient to measure the reliability of each core variable in the measurement model. The results showed that all of Cronbach's alpha coefficients ranged from 0.817 to 0.823 higher than the mentioned value of 0.7 (Bagozzi & Yi, 1988; Fornell & Larcker,

1981). In addition, to test the consistency of variable reliability, all-composite reliability index values ranged from 0.883 to 0.979 higher than 0.7 (Kline, 2015), which reasonably indicates that construct reliability was met, as shown in Table 3. Therefore, Cronbach's alpha and the composite reliability achieved for all variables is considered consistent and adequate to inform those variables to be error-free.

From the test results in Table 3 it can be known that the value of Composite Reliability (CR) greater than 0.7 is measured by construct reliability index (CRI) $\geq$ 0.70 (J. F. Hair et al., 2010). The results are brand experience (X) 0.979, brand love (Y) 0.883 and brand gravity-resonance (Z) 0.883 until it can be concluded that the data is reliable. The average measurement of extracted variance (AVE) resulted in brand experience (0.645), brand love (0.655) and brand gravity-resonance capability (0.655). All AVE criteria are above the cut-off value of 0.50 indicating that the validity of the instrument used for this study has been accepted.

The Table 3 shows the value of R square brand experience influence of 54.5%. That is, brand gravity resonance capability can be explained by brand experience. Other unscrutinized variables explained the remaining 45.5%. R square influence of brand experience and brand gravity resonance capability on brand love (Y) by 62.7%, the remaining 37.3% is explained by other variables that were not studied.

Discriminant Validity

Based on the Table 4, the brand experience variable (0.803) is higher correlated than the brand love variable (0.710) and brand gravity resonance capability (0.738), as is the brand love variable (0.809) connected higher than brand love (0.710) and brand gravity resonance capability (0.761). The brand gravity resonance capability variable (0.809) correlated higher than brand love (0.761) and brand experience (0.738). So it can be concluded that the model already has good discriminant validity.

Hypothesis Testing

The brand gravity resonance capability variable is chosen as mediation between brand experience and brand love. This is done to fill the research gap on brand experience and brand love influence that needs to be explored. This research needs to test the mediation function of brand gravity resonance capability as a new variable concept. Test results showed the effect of brand experience on brands that changed higher (β = 0.325 rose to β = 0.385) and significantly with a probability value below 0.01 (t = 5.567), indicating a partial mediation effect on brand experience. These results align with the findings of brand experience research having a significant positive impact on customer experience value and brand resonance (Sharma & Jasrotia, 2016). From Table 5, the results of the first hypothesis above showed be had a positive effect on BGRC, the second hypothesis of BGRC had a positive impact on BL, the third hypothesis of BE had a positive impact on BL. The fourth hypothesis proves that brand gravity resonance capability contributes to enhancing brand experience in brand love.
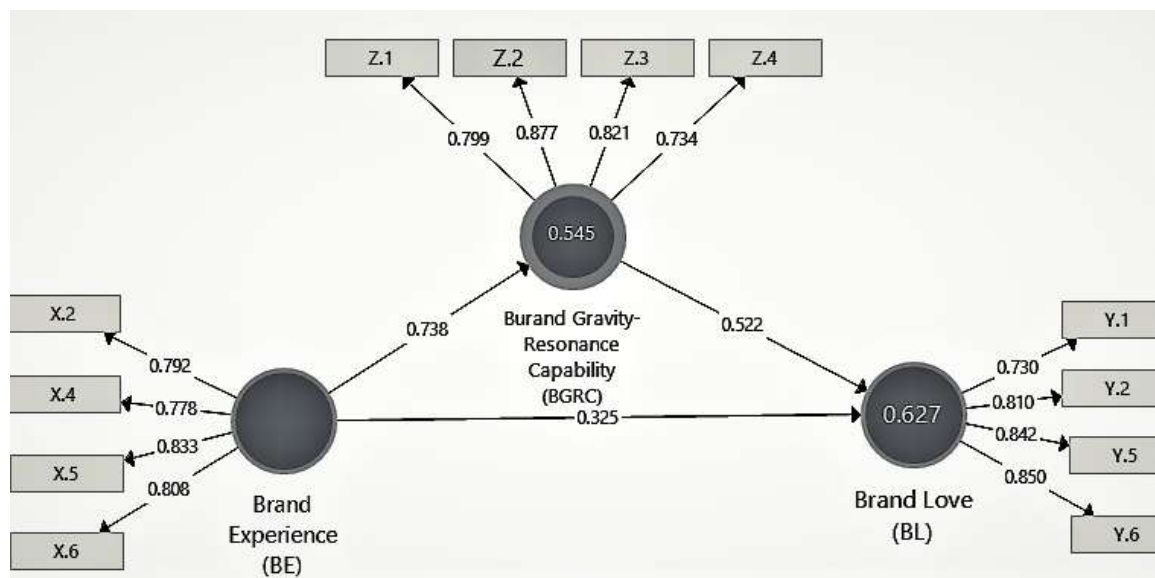
Figure 2. Full Structural Model of Brand Experience and Brand Love

Table 3. Convergent validity, Cronbach alpha and average variable extract

Construct	Indicator	STD. Loading	Cronbach Alpha	Status
Brand Experience (X)	X.2	0.792	0.817	Valid
AVE = 0.645	X.4	0.778		Valid
CR = 0.979	X.5	0.833		Valid
	X.6	0.808		Valid
Brand Love (Y)	Y.1	0.730	0.823	Valid
AVE = 0.655	Y.2	0.810		Valid
CR = 0.883	Y.5	0.842		Valid
	Y.6	0.850		Valid
Brand Gravity-Resonance Cap (Z)	Z.1	0.799	0.823	Valid
AVE = 0.655	Z.2	0.877		Valid
CR = 0.883	Z.3	0.821		Valid
	Z.4	0.734		Valid
R-square (R^2) – Brand Love	0.627			
R-squared (R^2) – Brand Grav Res	0.545			
Adjusted R Square Brand Love	0.623			
Adjusted R Square Brand Grav-Resonance Capability	0.542			

Source: data processed, 2021

Table 4. Discriminant Validity

Variable	BE (X)	BL (Y)	BGRC (Z)
Brand Experience (X)	**0.803**		
Brand Love (Y)	0.710	**0.809**	
Brand Gravity-Resonance Capability (Z)	0.738	0.761	**0.809**

Source: data processed, 2021

Table 5. Hypothesis Testing

Hypothesis	Direct & Indirect Effect	Original Sample	Standard Deviation	T-Value	P - Values
H1	BE (X) → BGRC (Z)	0.738	0.046	4.428	0.000
H2	BGRC (Z) → BL (Y)	0.522	0.085	15.965	0.000
H3	BE (X) → BL (Y)	0.325	0.073	6.121	0.000
H4 (Me)	BE (X) → BGRC (Z) → BL (Y)	0.385**	0.069	5.567	0.000

Source: data processed, 2021

Me = Mediation effect; BE = Brand Experience; BGRC = Brand gravity-resonance capability; BL= Brand Love

Discussion

This study examines the brand experience of brand love through brand gravity-resonance capability. The concept of brand gravity-resonance capability was chosen to solve the gap in the influence of brand experience on inconsistent brand love. This research will increase business practitioners' understanding of improving the brand experience that contributes to a brand's love through brand gravity-resonance capability. In this study, we found the brand experience has a positive relationship to brand gravity-resonance capability. Creating an attraction or stimulation to return to the brand is strongly influenced by a good experience when consumers shop (A. Khan et al., 2020; Liu et al., 2020). Experience is a collaborative process in which consumers contribute to value creation. Throughout the process, consumers have blended in with the brand, or in other words, have become part of an organization that delivers certain products and services, recognizing brand resonance thereby becoming a loyal client of the brand owner (L. Huang & Huang, 2012).

Second, our research found that brand gravity-resonance capability has a significant influence on brand love. Products will provide a more diverse experience to consumers through the development of products and services built together with vital improvements, thus contributing to improved performance & business (Prahalad & Ramaswamy, 2003). This positive bond between manufacturers and consumers shows the attractiveness between individuals and brands that will

have an excellent long-term effect between the two (Huber et al., 2010). This means that the higher the brand's attractiveness, namely brand gravity-resonance capability, the brand's love can be achieved.

Third, our research confirms that the brand experience has a positive relationship to brand love. This corroborates the findings of (Khamwon & Masri, 2020; A. Khan et al., 2020; Safeer et al., 2020) that the better the brand's experience, will have a good impact on the love of the brand itself. So the brand experience is considered vital in modern marketing strategies that have a sustainable effect on consumers and can be used as the right marketing tool to maintain business sustainability (Mathew & Thomas, 2018; C. Rodrigues et al., 2018; Shamim & Mohsin Butt, 2013).

Fourth, the findings are a practical solution in this study. Namely, we found if the role of brand gravity-resonance capability mediation to brand experience over brand love is positive and significant. This means that the concept of novelty in this research, namely brand gravity-resonance capability, is proven to mediate the influence of brand experience on the brand love of MSMEs in Central Java. So when integrated selling costumer, digital aggressiveness involvement and new market segmentation preferential and configure science is good, it will potentially increase the brand's love. So when the brand experience is good, it will also be good brand resonance (Jang et al., 2021). MSME actors who give an impression to good customers from the shopping experience can echo the brand

gravity of the product/service that emphasizes the strength of brand attractiveness to win consumers in competitive markets. A pleasant experience arising from a quality of products and services that provide a guiding emotional impression such as positive signals used by the brain to be consistent on future choices to stay afloat and love and loyalty to a brand.

CONCLUSION AND RECOMMENDATION

This research aims to build a conceptual model on how to maintain a brand experience in the past that can increase brand love through the synthesis of brand-gravity resonance capability. Our proposed acceptance hypothesis provides some input in maintaining the brand's experience to stay brand love. Strengthening R-A Theory based on McBee-Black & Ha-Brookshire, (2021) experience creating clothing brands in the past and collaborating with Tommy Hilfiger brands built the advantages of the first adaptive clothing line's primary competitive resources for children. This strategic competitive resource trigger proved to be an effective tool to enhance brand gravity-resonance capability that strengthens brand love studies (Albert & Merunka, 2013; J. Khan et al., 2021; Kumar et al., 2021; Le, 2020; Shahid & Zafar, 2021). The logic behind this model that brand experience is the first step to improving capabilities echoes the brand's appeal to intangible entities that enable companies to generate valuable market offerings effectively and or efficiently. Brand gravity-resonance capability was developed to identify the search for comparative identity excellence over resources. Be a positive relationship on BL has logical implications with the higher the brand experience, the higher one's brand love on a product or service. Then, from the BE relationship in B-GRC, there is a positive relationship where the height of B-GRC can be increased while the higher the brand experience. Another thing about B-GRC relationship in BL is that the higher B-GRC, the higher the brand love will be followed. From this model, it can be assumed that B-GRC can mediate complex debate inconsistencies from previous studies on BE correlation in BL.

Acceptance of hypotheses reveals practical managerial implications, especially for MSMEs striving for better performance in competitive markets. First, a manager's experience based on the emotional bonding, affective relationships, behaviours, and actions created gives a positive resonance effect. The findings prove that the more a product echoes the appeal of more, the more a manager can further provide the value of love of his brand to the market segment of the product. But this research has limitations in making knowledge of brand love only from the consumer side. In addition, the reach of respondents in the study was only for a local scale. Researchers should further develop brand gravity resonance capability on an international scale by developing variable shopping value resonance, brand authenticity resonance in measuring brand love. The love of the product's brand for an MSME actor needs to be explored further so that past brand experiences produced in the past can undoubtedly motivate and reflect the success of the product brand creation experience in the past.

REFERENCES

Abbas, U., Arfeen, I. U., Mothi, W., & Aslam, U. (2015). Investigation of personality traits for predicting the entrepreneurial satisfaction. *City University Research Journal*, *5*(1), 64–79.

Albert, N., & Merunka, D. (2013). The role of brand love in consumer-brand relationships. *Journal of Consumer Marketing*, *30*(3), 258–266. https://doi.org/10.1108/07363761311 328928.

Atandi, F. G. (2021). Role Of Entrepreneur's Competence On Growth Of Small And Medium Enterprises. *International Journal of Management & Entrepreneurship Research*, *3*(2), 84–96. https://doi.org/10.51594/ijmer.v3i2.211

Bagozzi, R. P., & Yi, Y. (1988). On the evaluation of structural equation models. *Journal of the Academy of Marketing Science*, *16*(1), 74–94. https://doi.org/10.1007/BF02723327

Bergstrand, J. H. (1989). The Generalized Gravity Equation, Monopolistic Competition, and the Factor-Proportions Theory in International Trade. *The Review of Economics and Statistics*, *71*(1), 143. https://doi.org/10.2307/1928061

Biedenbach, G., & Marell, A. (2010). The impact of customer experience on brand equity in a business-to-business services setting. *Journal of Brand Management*, *17*(6), 446–458.

Bissell, D. (2020). Affective platform urbanism: Changing habits of digital on-demand consumption. *Geoforum*, *115*, 102–110. https://doi.org/10.1016/j.geoforum.2020.06.026

Bıçakcıoğlu, N., İpek, İ., & Bayraktaroğlu, G. (2018). Antecedents and outcomes of brand love: the mediating role of brand loyalty. *Journal of Marketing Communications*, *24*(8), 863–877. https://doi.org/10.1080/13527266.2016.1244108

Brunetti, F., Confente, I., & Kaufmann, H. R. (2019). The human dimension of a brand influences brand equity: an empirical examination in the context of a luxury and a convenience brand. *Journal of Brand Management*, *26*(6), 634–645. https://doi.org/10.1057/s41262-019-00162-w

Carree, M. A., & Verheul, I. (2012). What Makes Entrepreneurs Happy? Determinants of Satisfaction Among Founders. *Journal of Happiness Studies*, *13*(2), 371–387. https://doi.org/10.1007/s10902-011-9269-3

Carroll, B. A., & Ahuvia, A. C. (2006). Some antecedents and outcomes of brand love. In *Marketing Letters* (Vol. 17, Issue 2, pp. 79–89). https://doi.org/10.1007/s11002-006-4219-2

Dawson, C. (2017). Financial Optimism and Entrepreneurial Satisfaction. *Strategic Entrepreneurship Journal*, *11*(2), 171–194. https://doi.org/10.1002/sej.1244

DeSarbo, W. S., Kim, J., Choi, S. C., & Spaulding, M. (2002). A Gravity-Based Multidimensional Scaling Model for Deriving Spatial Structures Underlying Consumer Preference/Choice Judgments. *Journal of Consumer Research*, *29*(1), 91–100. https://doi.org/10.1086/339923

Du, X. (2021). Coastal atmospheric climate based on remote sensing images and corporate Weibo brand marketing. *Arabian Journal of Geosciences*, *14*(11), 1–16.

Ferreira, P., Rodrigues, P., & Rodrigues, P. (2019). Brand Love as Mediator of the Brand Experience-Satisfaction-Loyalty Relationship in a Retail Fashion Brand. *Management and Marketing*, *14*(3), 278–291. https://doi.org/10.2478/mmcks-2019-0020

Fornell, C., & Larcker, D. F. (1981). Evaluating Structural Equation Models with Unobservable Variables and Measurement Error. *Journal of Marketing Research*, *18*(1), 39. https://doi.org/10.2307/3151312

Francisco-Maffezzolli, E. C., Semprebon, E., & Muller Prado, P. H. (2014). Construing loyalty through brand experience: The mediating role of brand relationship quality. *Journal of Brand Management*, *21*(5), 446–458. https://doi.org/10.1057/bm.2014.16

Grimmer, L., Miles, M. P., & Grimmer, M. (2015). A research note on the effect of entrepreneurial orientation on small retailer performance: a resource-advantage perspective. *International Entrepreneurship and Management Journal*, *11*(2), 409–424. https://doi.org/10.1007/s11365-013-0279-y

Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate data analysis: Global edition.* Pearson Education Limited.

Hair, J. F. (2014). *Multivariat Data Analysis 7th Edition* (7th ed.). USA: Pearson Education Limited.

Hair, Joe F, Sarstedt, M., Ringle, C. M., & Mena, J. A. (2012). An assessment of the use of partial least squares structural equation modeling in marketing research. *Journal of the Academy of Marketing Science*, *40*(3), 414–433.

Hair, J. F., Black, W. C., Babin, B. J., & R. E. D. (2014). *Multivariat Data Analysis. 7th Edition (7th ed.)*. USA: Pearson Education Limited.

Haynes, K. (1984). Gravity and spatial interaction models: Kingsley E. Haynes, A. Stewart Fotheringham. Scientific geography series; v. 2. Beverly Hills. London. Sage.

Hiong, L. S., Ferdinand, A. T., & Listiana, E. (2020). Techno-resonance innovation capability for enhancing marketing performance: A perspective of RA-theory. *Business: Theory and Practice*, *21*(1), 329–339. https://doi.org/10.3846/BTP.2020.12117

Huang, C. C. (2017). The impacts of brand experiences on brand loyalty: mediators of brand love and trust. *Management Decision*, *55*(5), 915–934. https://doi.org/10.1108/MD-10-2015-0465

Huang, L., & Huang, R. (2012). Study on the relation between brand experience and customer satisfaction in the tourism-destination hotel. In *2012 9th International Conference on Service Systems and Service Management - Proceedings of ICSSSM'12* (pp. 469–472). IEEE. https://doi.org/10.1109/ICSSSM.2012.6252280

Huang, T. L., & Liu, B. S. C. (2021). Augmented reality is human-like: How the humanizing experience inspires destination brand love. In *Technological Forecasting and Social Change* (Vol. 170, p. 120853). Elsevier BV. https://doi.org/10.1016/j.techfore.2021.120853

Huber, F., Vollhardt, K., Matthes, I., & Vogel, J. (2010). Brand misconduct: Consequences on consumer–brand relationships. *Journal of Business Research*, *63*(11), 1113–1120.

Hunt, S. D. (2017). Strategic marketing, sustainability, the triple bottom line, and resource-advantage (R-A) theory: Securing the foundations of strategic marketing theory and research. *AMS Review*, *7*(1–2), 52–66. https://doi.org/10.1007/s13162-017-0090-y

Hunt, S. D., & Morgan, R. M. (1995). The Comparative Advantage Theory of Competition. *Journal of Marketing*. https://doi.org/10.2307/1252069

Iglesias, O., Markovic, S., & Rialp, J. (2019). How does sensory brand experience influence brand equity? Considering the roles of customer satisfaction, customer affective commitment, and employee empathy. *Journal of Business Research*, *96*, 343–354. https://doi.org/10.1016/j.jbusres.2018.05.043

Jang, K. K., Bae, J., & Kim, K. H. (2021). Servitization experience measurement and the effect of servitization experience on brand resonance and customer retention. *Journal of Business Research*, *130*, 384–397. https://doi.org/10.1016/j.jbusres.2020.03.012

Japutra, A., Kumar Roy, S., & Pham, T. A. N. (2021). Relating brand anxiety, brand hatred and obsess: Moderating role of age and brand affection. *Journal of Retailing and Consumer Services*, *60*, 1–9. https://doi.org/10.1016/j.jretconser.2021.102465

Joshi, R., & Garg, P. (2021). Role of brand experience in shaping brand love. *International Journal of Consumer Studies*, *45*(2), 259–272. https://doi.org/10.1111/ijcs.12618

Khamwon, A., & Masri, P. (2020). Brand experience, brand love, and brand advocacy: A case of premium smartphone. *International Journal of Technology Management and Information System*, *2*(3), 24–30.

Khan, A., Chenggang, Y., Hussain, J., Bano, S., & Nawaz, Aa. A. (2020). Natural resources, tourism development, and energy-growth-CO2 emission nexus: A simultaneity modeling analysis of BRI countries. *Resources Policy*, *68*(10), 1–12. https://doi.org/10.1016/j.resourpol.2020.101751

Khan, J., Pelet, J. E., & Zamani, S. (2021). Tickle me on WeChat Moments: the role of brand love. *Journal of Product and Brand Management*. https://doi.org/10.1108/JPBM-10-2019-2597

Klein, J. G., Smith, N. C., & John, A. (2004). Why we boycott: Consumer motivations for boycott participation. *Journal of Marketing*, *68*(3), 92–109.

Kline, R. B. (2015). *Principles and practice of structural equation modeling*. Guilford publications. https://books.google.co.id/books?hl=en&lr=&id=Q61ECgAAQBAJ&oi=fnd&pg=PP1&dq=related:qCXy7oBoMyUJ:scholar.google.com/&ots=jFhnXoxbsi&sig=dbuImxSdXtASvnbRf4nZtAELqV8&redir_esc=y#v=onepage&q&f=false

Ko, S., & Butler, J. E. (2007). Creativity: A key link to entrepreneurial behavior. *Business Horizons*, *50*(5), 365–372. https://doi.org/10.1016/j.bushor.2007.03.002

Kock, N., & Hadaya, P. (2018). Minimum sample size estimation in PLS-SEM: The inverse square root and gamma-exponential methods. *Information Systems Journal*, *28*(1), 227–261.

Kumar, S., Murphy, M., Talwar, S., Kaur, P., & Dhir, A. (2021). What drives brand love and purchase intentions toward the local food distribution system? A study of social media-based REKO (fair consumption) groups. *Journal of Retailing and Consumer Services*, *60*, 1–13. https://doi.org/10.1016/j.jretconser.2021.102444

Le, M. T. H. (2020). The impact of brand love on brand loyalty: the moderating role of self-esteem, and social influences. *Spanish Journal of Marketing - ESIC*, *25*(1), 156–180. https://doi.org/10.1108/SJME-05-2020-0086

Liu, Y., Hultman, M., Eisingerich, A. B., & Wei, X. (2020). How does brand loyalty interact with tourism destination? Exploring the effect of brand loyalty on place attachment. In *Annals of Tourism Research* (Vol. 81, p. 102879). Elsevier BV. https://doi.org/10.1016/j.annals.2020.102879

Lv, X., & Wu, A. (2021). The role of extraordinary sensory experiences in shaping destination brand love: an empirical study. *Journal of Travel and Tourism Marketing*, *38*(2), 179–193. https://doi.org/10.1080/10548408.2021.1889447

Mathew, V., & Thomas, S. (2018). Direct and indirect effect of brand experience on true brand loyalty: role of involvement. *Asia Pacific Journal of Marketing and Logistics*, *30*(3), 725–748. https://doi.org/10.1108/APJML-08-2017-0189

McBee-Black, K., & Ha-Brookshire, J. E. (2021). "I am going to educate the industry": how an advocate became a key competitive resource for the adaptive apparel market. *Journal of Fashion Marketing and Management*, *25(4)*, 1–16. https://doi.org/10.1108/JFMM-10-2020-0218

McDonald, P. W. (2015). *Brand gravity®: why line extensions of national brands attract one another and line extensions of store brands repel one another: a thesis submitted in fulfilment of the requirements for the award of the degree of Doctor of Philosophy from Macquarie Unive.*

Menidjel, C., Benhabib, A., & Bilgihan, A. (2017). Examining the moderating role of personality traits in the relationship between brand trust and brand loyalty. *Journal of Product and Brand Management*, *26*(6), 631–649. https://doi.org/10.1108/JPBM-05-2016-1163

Met, İ., Uysal, E. U., Özkaya, K. S., & Orç, E. (2020). Key Success Factors for Strategic Management in Digital Business. In *Contributions to Management Science* (pp. 283–304). https://doi.org/10.1007/978-3-030-29739-8_13

Morgan-Thomas, A., & Veloutsou, C. (2013). Beyond technology acceptance: Brand relationships and online brand experience. *Journal of Business Research*, *66*(1), 21–27.

Mostafa, R. B., & Kasamani, T. (2021). Brand experience and brand loyalty: is it a matter of emotions? In *Asia Pacific Journal of Marketing and Logistics* (Vol. 33, Issue 4, pp. 1033–1051). Emerald. https://doi.org/10.1108/APJML-11-2019-0669

Nguyen, H. T., & Feng, H. (2021). Antecedents and financial impacts of building brand love. *International Journal of Research in Marketing*, *38*(3), 572–592. https://doi.org/10.1016/j.ijresmar.2020.10.001

Nikhashemi, S. R., Jebarajakirthy, C., & Nusair, K. (2019). Uncovering the roles of retail brand experience and brand love in the apparel industry: Non-linear structural equation modelling approach. *Journal of Retailing and Consumer Services*, *48*(2), 122–135. https://doi.org/10.1016/j.jretconser.2019.01.014

Oguledo, V., & MacPhee, C. R. (1994). Gravity models: a reformulation and an application to discriminatory trade arrangements. *Applied Economics*, *26*(2), 107–120.

Platania, S., Santisi, G., & Morando, M. (2019). Impact of emotion in the choice of eco-luxury brands: The multiple mediation role of the brand love and the brand trust. *Quality - Access to Success*, *20*(12), 501–506.

Polat, A. S., & Çetinsöz, B. C. (2021). The Mediating Role of Brand Love in the Relationship Between Consumer-Based Brand Equity and Brand Loyalty: a Research on Starbucks. *Journal of Tourism and Services*, *12*(22), 150–167. https://doi.org/10.29036/jots.v12i22.252

Prahalad, C. K., & Ramaswamy, V. (2003). The new frontier of experience innovation. *MIT Sloan Management Review*, *44*(4), 12–18.

Raine, A. L., & Pandya, M. (2019). Three keys to entrepreneurial success: curiosity, creativity, and commitment. *Entrepreneurship Education*, *2*(3–4), 189–198. https://doi.org/10.1007/s41959-019-00019-y

Rajagopal. (2009). Brand gravity and performance in satellite markets. *Journal of Transnational Management*, *14*(4), 292–308. https://doi.org/10.1080/15475770903325050

Ramaseshan, B., & Stein, A. (2014). Connecting the dots between brand experience and brand loyalty: The mediating role of brand personality and brand relationships. *Journal of Brand Management*, *21*(7–8), 664–683. https://doi.org/10.1057/bm.2014.23

Rodrigues, C., Rodrigues, P., Billore, S., & Tetsuhisa, O. (2018). the Role of Brand Experience and Brand Authenticity in Creating Brand Love: a Cross-Cultural Comparative Study. In *Global Fashion Management Conference* (Vol. 2018, pp. 1447–1447). Global Alliance of Marketing and Management Associations. https://doi.org/10.15444/gmc2018.12.03.03

Rodrigues, P., & Pinto Borges, A. (2021). Negative emotions toward a financial brand: the opposite impact on brand love. *European Business Review*, *33*(2), 272–294. https://doi.org/10.1108/EBR-12-2018-0221

Safeer, A. A., He, Y., & Abrar, M. (2020). The influence of brand experience on brand authenticity and brand love: an empirical study from Asian consumers' perspective. *Asia Pacific Journal of Marketing and Logistics*, *33*(5), 1123–1138. https://doi.org/10.1108/APJML-02-2020-0123

Sarkar, A., & Sreejesh, S. (2014). Examination of the roles played by brand love and jealousy in shaping customer engagement. *Journal of Product and Brand Management*, *23*(1), 24–32. https://doi.org/10.1108/JPBM-05-2013-0315

Saura, J. R. (2021). Using Data Sciences in Digital Marketing: Framework, methods, and performance metrics. *Journal of Innovation and Knowledge*, *6*(2), 92–102. https://doi.org/10.1016/j.jik.2020.08.001

Severi, E., & Ling, K. C. (2013). The mediating effects of brand association, brand loyalty, brand image and perceived quality on brand equity. *Asian Social Science*, *9*(3), 125–137. https://doi.org/10.5539/ass.v9n3p125

Shahid, S., & Zafar, S. (2021). The Moderating Role of Market Mavens in Explaining the Impact of Brand Positioning Strategies on Brand Love. *South Asian Journal of Management Sciences*, *15*(1), 29–51. https://doi.org/10.21621/sajms.20211 51.03

Shamim, A., & Mohsin Butt, M. (2013). A critical model of brand experience consequences. *Asia Pacific Journal of Marketing and Logistics*, *25*(1), 102–117. https://doi.org/10.1108/13555851311 290957

Sharma, A., & Jasrotia, V. (2016). Managing Customers Brand Experience for Creating Brand Resonance in Smartphones. *International Journal on Customer Relations*, *4*(1). https://doi.org/10.21863/ijcr/2016.4.1. 014

Syed Hasnain Alam Kazmi; Muhammad Khalique. (2019). Brand Experience and Mediating Roles of Brand Love, Brand Prestige and Brand Trust. In *Market Forces* (Vol. 14, Issue 2). https://doi.org/http://www.pafkiet.edu .pk/marketforces/index.php/marketfor ces/article/view/399/345

Tabachnick, B. G., & Fidell, L. S. (2012). *Using multivariate statistics (6th ed.).* Pearson.

Tewary, A. K., & Mehta, R. (2021). Brand development and entrepreneur's role in small businesses. *Journal of Research in Marketing and Entrepreneurship*, *23*(1), 159–174. https://doi.org/10.1108/JRME-06-2020-0074

Valta, M., & Vianelli, D. (2019). Brand Experiences, Retail Scenarios, and Brand Images in the Fashion Industry. In *Sustainable Business* (pp. 1085–1107). https://doi.org/10.4018/978-1-5225-9615-8.ch049

van der Westhuizen, L.-M. (2018). Brand loyalty: exploring self-brand connection and brand experience. In *Journal of Product & Brand Management* (Vol. 27, Issue 2, pp. 172–184). Emerald. https://doi.org/10.1108/jpbm-07-2016-1281

Vikaliana, R., Panjaitan, R., Adam, E., Fasa, M. I., & Roslan, A. H. (2021). Brand loyalty in the smartphone user's: The role of brand credibility and consumer convenience. *Estudios de Economia Aplicada*, *39*(4), 1–15. https://doi.org/10.25115/eea.v39i4.44 77

Villagra, N., Monfort, A., & Sánchez Herrera, J. (2021). The mediating role of brand trust in the relationship between brand personality and brand loyalty. *Journal of Consumer Behaviour*, *20*(5), 1153–1163. https://doi.org/10.1002/cb.1922

Wang, K., Chen, Y. J., & Pan, H. C. (2018). Determinants of brand loyalty in online brand communities: The view of place attachment. In *ACM International Conference Proceeding Series* (pp. 1–5). ACM Press. https://doi.org/10.1145/3227696.3227 709

Zhang, H., Xu, F., Lu, L., & Lei, Y. (2015). Cultural Capital and Destination Image of Metropolitans: A Comparative Study of New York and Tokyo Official Tourism Websites in Chinese. *Journal of China Tourism Research*, *11*(2), 121–149. https://doi.org/10.1080/19388160.201 4.997414

Zhang, X. (2019). Research on the Impact of Brand Experience on Brand Love. *American Journal of Industrial and Business Management*, *09*(04), 898–903. https://doi.org/10.4236/ajibm.2019.94061