



2nd International Conference on Multidisciplinary Academic Research
(ICMAR-2019), Bali, Indonesia

ISBN: 978-0-6482404-5-7

Asia Pacific Institute of Advanced Research (APIAR)

www.apiar.org.au

BRAND JEALOUSY, WILLINGNESS TO PAY PREMIUM, AND BRAND LOYALTY: THE MEDIATING ROLE OF MATERIALISM AND BRAND ATTACHMENT OF GLOBAL BRAND PRODUCTS

Elizabeth Christine Carolina Simangunsong^a, Evo Sampetua Hariandja^b

^{ab}Universitas Pelita Harapan, Tangerang, Indonesia.

Corresponding Email: evo.hariandja@uph.edu

Abstract

Increased Indonesian people's consumption level along with the rapid and stronger development of technology brings the influence of lifestyle in this present age. Easy and quick access to any information on global brand products makes the rise of awareness towards the brands and products which leads to the increase of consumer behavior and consumption level. The aim for this study is to understand the relationships between brand jealousy, willingness to pay the premium and brand loyalty. Materialism and brand attachment as mediator in that relationship. The results of this study revealed that there is no significant relationship between brand jealousy and the willingness to pay the premium. The role of materialism and brand attachment mediated that relationship. There is a relationship between brand jealousy and brand loyalty. The discussion about theoretical, managerial, and future research implications will be explored in this paper.

Keywords: Brand attachment, Brand Jealousy, Brand Loyalty, Materialism, Willingness to Pay the Premium.
