

## 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<sup>a</sup>, Evo Sampetua Hariandja<sup>b</sup>

<sup>ab</sup>Universitas Pelita Harapan, Tangerang, Indonesia.

Corresponding Email: [evo.hariandja@uph.edu](mailto: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.

### 1. Introduction and Purpose

According to Tradingeconomics (2017), Indonesia consumer spending in July 2017 was approximately 137 IDR billion while in July 2016 was about 127 IDR billion. It is proved that the increase of Indonesia consumer spending implies that the consumption levels of Indonesia increased by about 10 IDR billion in a year. Nielsen-Company (2017) also supports the high consumption level which happens now by stating in its latest global report on "Premium Potential" that 37% of Southeast Asian respondents are willing to spend money buying electronic products and apparel at a premium price. Electronics and apparels were chosen as the most things people would like to pay the premium because they are people's daily needs nowadays. The rapid and stronger development of technology brings the influence of lifestyle in this present age. For instance, easy and quick access to any information about global brand products makes the rise of awareness towards the products. The more people aware of the brands and the products, the more consumption behavior occurs, and the consumption level will increase. Specifically, a brand has a vital role in the success of a product because it has value added and a product with a global brand has a strong brand position with its high brand image for its consumers. Therefore, the high consumption level corresponding to making ownership of the global brand product which now seen as social status and generates a sense of pride in the community. People tend to consume more due to many reasons, and one of them is materialism. The increase in consumption behavior leads to a materialism behavior which describes a person's interest to have the desired goods with the perceptions that others also want

them(Ponchio and Aranha, 2008). The materialism behavior encourages consumers to pay for the premium price because they tend to value more and show ownership to the public; usually, it happens with global brand products (Biçakcioğlu et al, 2017). Global brand products are still viewed with higher brand image and offer better quality than the local brand products.

The materialism behavior draws jealousy if consumers do not have the products, which has become a new trend. Consumers believe that the brand reflects their confidence, status, and standard of living which are seen as ownership especially the highly branded goods. The brand itself can generate emotion in the individual that is shown by materialism behavior that leads to jealousy on specific global brand products. Emotional branding occurs toward consumer if there is a good perception in the mind of the consumer which implies that the brand is strong and has a high position in the consumer's mind compared with other brands. This concept occurs when the individual has a strong attachment and emotional to a particular brand where the individual begins to feel jealousy when the strongly wish for brand is not owned by himself while others already have it first (Biçakcioğlu et al, 2017).

This study is a modification based on the journal of Biçakcioğlu et al,(2017), this present study explores two key issues that differentiate this study from the previous ones. First, adding more antecedents such as brand attachment to see the relationship of its mediator between willingness to pay the premium and brand jealousy, and brand loyalty to inquire into the relationship of brand jealousy on brand loyalty. Second, using young consumers as the respondents with the range of age 16-24 years old who are more exposed to global brand products in their daily lives along with the globalization and current dynamic lifestyle trend (Kowalska, 2013). Moreover, the phenomenon of brand jealousy makes young consumers willing to pay a premium price to get the desired brands which the price of the products may go beyond what they earned. Hence, if young consumers purchase continuously of the brands, then it is a form of brand loyalty of young consumers. Furthermore, this study wants to examine how massive the mediator of materialism and brand attachment to provoke the sense of jealousy towards the consent to pay the premium price for young consumers.

## **2. Theoretical Underpinnings**

### **2.1 Brand Jealousy and Willingness to Pay Premium**

Thomson, MacInnis and Park (2005) said that individuals could develop emotional attachments to the objects, there will arise the desire to maintain a relationship which turns into willing to invest an enormous amount of investments (Biçakcioğlu et al, 2017). The relationship happens due to the social anxiety situation that people afraid of being neglected from their social group (Leary, 1990). Also, one of the characteristics drawn of the brand jealousy from the interpersonal jealousy is possessiveness (Sharpsteen, 1993). In the branding context, brand jealousy considered that if a consumer who does not own the desired brand that owned by other people, the consumer feels more passionate desire to possess the brand because it is inducing brand-jealous (Sarkar and Sreejesh, 2014). Hence, this study proposes:

**H1: There is an impact of Brand Jealousy towards Willingness to Pay Premium.**

### **2.2 Brand Jealousy and Materialism**

Brand-jealous customers, who do not possess the desired brand at that time, induces the jealousy behavior because they consider other people who have the desired brand as their rival (Biçakcioğlu et al, 2017). The concept of being attached to the brands is supported by Thomson et al, (2005) that stated that individuals could develop an emotional attachment to consumption objects. Thus, brand jealousy is stimulated by the intense impulse to possess the desired brand. While in the extant literature, materialism conducts the importance of possession and acquisition to achieve life goals and desired comfort conditions (Kaufmann *et al.*, 2016). Hence,

both brand jealousy and materialism encourage possessiveness. Moreover, in the context of social anxiety, both brand jealousy, and materialism represent the theory. Biçakcioğlu et al, (2017) explained that brand-jealous customer might start to feel being neglected or excluded from the social group because of not being able to possess the desired goods or brands at that time which defines as the result of social anxiety in the performing the self-presentation theory. Therefore, the study proposes:

## **H2: There is an impact of Brand Jealousy towards Materialism**

### **2.3 Materialism and Willingness to Pay Premium**

A Materialist can be classified as an excessive consumer who is continually looking toward their next purchase or acquisition (Belk, 1985; Fournier and Richins, 1991; Richins and Dawson, 1992); Watson, 2003). Materialistic people value possessions for the money that they paid and their ability to confer status than by the satisfaction they yield. Also, consumers will look for the worth of amount which will be the resource for buying goods (Ponchio and Aranha, 2008). Regarding with the studies which investigate how people differentiate by the levels of materialism that will affect to their behavior of spending and saving, highly materialistic people are more likely views as spenders (Watson, 2003). Richins and Dawson (1992) also suggested that the referents for people with high levels of materialism are individuals from a higher socioeconomic status that have the behavior of spending beyond their means. Hence, it could be predicted that people with high levels of materialism are more willing to pay a premium for products they value. Then, the study proposes:

## **H3: There is an impact of Materialism towards Willingness to Pay Premium**

### **2.4 The Mediating Role of Materialism on the Relationship Between Brand Jealousy and Willingness to Pay Premium**

In the context of brand jealousy, social anxiety appears when an individual is facing a threat from the social group because of failure having possession of the desired brand according to the self-presentation theory. Hence, owning possession of the desired brand might become a way to overcome social anxiety. Furthermore, materialists pay more attention to the possessiveness and evaluate themselves into the sense of quality and quantity that they acquired (Belk, 1985; Richins and Dawson, 1992; Veer and Shankar, 2011). Herewith, both brand jealousy and materialism concepts enhance possessiveness, and the anxiety of having dispossession draws inducing jealousy and attitude (Richins and Dawson, 1992; Sharpsteen, 1993; Biçakcioğlu et al, 2017). Thus, both brand jealousy and materialism derive to possessiveness and draws consumer to pay a premium price; it is expected that materialism has a mediating impact on the relationship between brand jealousy and willingness to pay a premium. Hence, this study proposes:

## **H4: Materialism mediates the relationship between Brand Jealousy and Willingness to Pay Premium**

### **2.5 Brand Jealousy and Brand Attachment**

Regarding the interpersonal relationship literature, jealousy is a strong feeling experienced within the scope of a romantic relationship (Zandbergen and Brown, 2014). To the extent of romantic jealousy is the result of threats to attachment relationships (Sharpsteen and Kirkpatrick, 1997). However, interpersonal jealousy explains that this jealousy emotion can also be experienced and developed with consumption objects. Therefore, an individual, who does not have the desired brand at a particular time by some constraints, may experience the feeling of jealousy. The jealousy occurs as a result of a perceived threat when the desired brand has already been purchased by others whom can be viewed as a rival (Sarkar and Sreejesh, 2014; Biçakcioğlu et al, 2017). Thus, in the context of brand jealousy, the emotion of jealousy arises

when an individual faces the threat of being neglected in the social group because of the dispossession of the desired brand. It might lead to possessiveness of the desired brand which draws an attachment to the brand because it involves the jealousy emotion and social anxiety factors that arise in the social group. Hence, a proposition is made as:

#### **H5: There is an impact of Brand Jealousy towards Brand Attachment**

### **2.6 Brand Attachment and Willingness to Pay Premium**

Park et al, (2006) defines brand attachment as the strength of the connection between self and the brand. Japutra, Ekinici and Simkin (2017) stated that brand attachment also refers to the strength of the emotional link that connects the consumer and the brand, involving feelings toward the brand (Malär *et al.*, 2011). Previous research notes that consumers are attached to particular brands because they are anxious about needing symbolic security resulting individuals have a tendency to conduct compulsive buying (Japutra et al, 2017). Pieters (2013) noted that individuals who failed to obtain interpersonal attachment rely on material possessions as a secondary attachment to provide themselves with comfort and security. Therefore, this study proposes:

#### **H6: There is an impact of Brand Attachment towards Willingness to Pay Premium**

### **2.7 The Mediating Role of Brand Attachment on the Relationship Between Brand Jealousy and Willingness to Pay Premium**

In the context of brand jealousy, an individual can have an emotional attachment to consumption objects (Thomson, MacInnis and Park, 2005). The jealousy-inducing behavior appears because of failure to obtain the desired brand and has perceived threats of being neglected from the social group which draws to social anxiety (Biçakcioğlu et al, 2017). From the phenomenon, brand jealousy shows possessiveness to the brand which leads to pursue a long-term relationship and maintain it to the brand. The willingness to pay a premium price is supported by the research that stated brand attachment is proposed as the mediating component that increases consumer's tendency to conduct paying a premium price (Japutra et al, 2017). Therefore, the study proposes:

#### **H7: Brand Attachment mediates the relationship between Brand Jealousy and Willingness to Pay Premium**

### **2.8 Brand Jealousy and Brand Loyalty**

The brand jealousy phenomenon indicates the emotion of jealousy which arises when individuals fail to obtain the desired brand and fear of being neglected from the social group as a result of social anxiety in self-presentation theory (Biçakcioğlu et al, 2017). The phenomenon draws possessiveness to the desired brand which including more significant emotional attachment to the brand (Sarkar and Sreejesh, 2014). Besides, loyalty defines as a feeling of attachment to a specific set of brands (Kotler *et al.*, 2005; Jang, and Koh, 2007). It is associated with a psychological 'commitment' of the consumer to that brand. Therefore, brand loyalty depicts the image of the brand and the added value that consumers attribute to the brand. When a brand resonates with its consumers, then it creates loyalty, attachment, community, and engagement (Keller, 2001). Hence, the study proposes:

#### **H8: There is an impact of Brand Jealousy on Brand Loyalty**

From the above hypothesis, this study concluded the modified conceptual framework as shown in Figure 1 below:

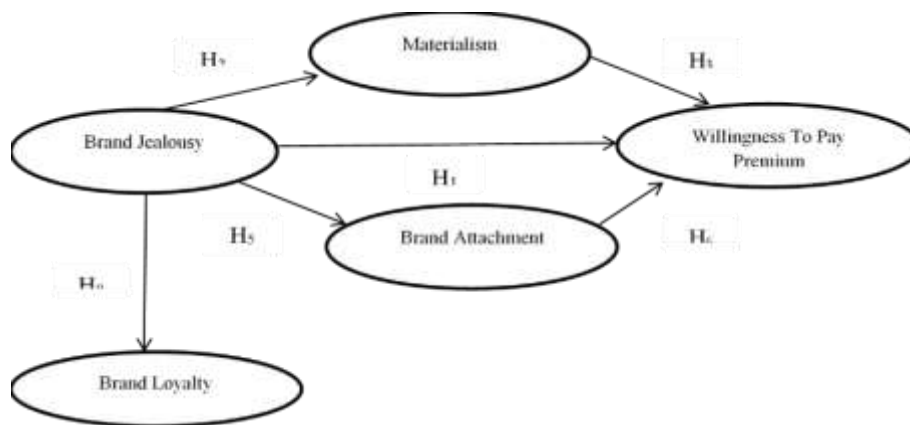


Figure I. Conceptual Model

Source: Modified from Biçakcioğlu et al, (2017)

### 3. Methodology

#### 3.1 Study Context and Sampling Design

The object of this research is global brand products. Before choosing global brand products as the object of this research, the researcher observed how the current position of global brand products in the community of Indonesia Cities such as Jakarta and Tangerang which are the domicile majority of the sample of this research. First, the access to get the object of this research is much easier. Compared to previous years, technological developments significantly improved in the year 2017. With the development of technology, global brand products can be obtained by buying online and not just sold in physical stores. Data from (PwC-Global, 2017) says that 40% of global shoppers prefer to purchase apparels online, while 51% prefer in store. Thus, easy access to global brand products makes global brand products more recognizable. Second, the awareness of global brand products is getting higher. This is supported because of the easy access to get to both the physical store and the online store. With easier access, the consumer level will also increase. Third, with easy access and increasing awareness of global brand products in their respective communities, global brand products are becoming a trend in today's globalization era.

Furthermore, the researcher divided global brand products into two categories: electronics (smartphones, laptops) and apparels (clothes, shoes, bags). The researcher chose these two categories because the data says that among the product categories, apparel is the category most likely have been purchased in the last 12 months (77%) and over a quarter of their consumer electronics or computer purchases in the last 12 months also (PwC-Global, 2017). Hence, it can be concluded that electronic and apparel could be said the daily needs of Indonesian people nowadays. In this study, the researcher used individuals as the unit of analysis. The individuals used in this study are individuals who are consumers from various regions. Individuals used in this study are also limited only to individuals who know and have bought previous global brand products due to facilitate the respondents to understand the variables that will be asked through the research questionnaire. Consumers were chosen because they were an appropriate sample for this research due to the range of age 16-24 years old categorized as young consumers (Kowalska, 2013). Young consumers are characterized by dynamic changes and dependence on the internal and external factor. Kowalska (2013) explained that internal factor usually caused by psychological such as thought, emotional, and spiritual processing.

### 3.2 Data Collection and Measures

In this research, the researcher decided to research by using questionnaire data collection method. Researcher distributed the questionnaire personally and electronically which use the online questionnaire by Google Form. There are 360 respondents in this research which consist of 249 female respondents by 69.2% and 111 male respondents by 30.8%. Therefore, women dominate the results of this study by 69.2%. This study involves 360 consumers who came from various regions in Indonesia. Most of the respondents have come from Tangerang which is 219 respondents by 61%, the followed by Jakarta of 130 respondents by 36%, Depok of 4 respondents by 1%, and Bogor of 7 respondents by 2%. This study using five major constructs: Brand Jealousy, Materialism, Brand Attachment, Willingness to Pay Premium, and Brand Loyalty. The indicators for Brand Jealousy adopted from Biçakcioğlu, Ögel and Ilter (2017). Materialism adopted from Biçakcioğlu et al, (2017); Kaufmann *et al.*, (2016); Islam *et al.*, (2017). Brand Attachment using indicators that are adopted from Louis and Lombart (2010); Kang *et al.*, (2017); Hew, Badaruddin and Moorthy (2017). Willingness to Pay Premium adopted from Biçakcioğlu, Ögel and Ilter (2017); Şahin et al, (2011); Anselmsson, Bondesson and Johansson (2014). Brand Loyalty was also adopted from Şahin et al, (2011). All scales were measured using a 5-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree).

### 4. Results and Discussions

The acquisition of results obtained from the respondents will be processed through Smart-PLS 3.0 software that will be used to answer research problems that exist using statistical methods and models. In this study, the researcher distributed questionnaires of 360 questionnaires and 360 return questionnaires. The perfect percentage of 100% was obtained from the results of the methods undertaken by researchers using the method of personally administered where the researcher spread the questionnaire – the convergent validity and AVE for each construct as shown in Table 1 below.

**Table 1: Convergent Validity - Factor Loading > 0.70**

Constructs and Indicators	Factor Loading	AVE	Composite Reliability	Cronbach's Alpha
<b>Brand Jealousy</b>		0.808	0.927	0.881
BJ1	0.895			
BJ2	0.917			
BJ3	0.885			
<b>Materialism</b>		0.557	0.883	0.841
M2	0.723			
M4	0.723			
M5	0.74			
M7	0.798			
M8	0.774			
M10	0.716			
<b>Brand Aattachment</b>		0.648	0.928	0.909
BA1	0.742			
BA2	0.815			

BA3	0.815			
BA4	0.825			
BA5	0.85			
BA6	0.8			
BA8	0.785			
<b>Willingness to Pay Premium</b>		0.703	0.904	0.859
WPP1	0.853			
WPP2	0.855			
WPP3	0.853			
WPP4	0.79			
<b>Brand Loyalty</b>		0.626	0.93	0.914
BL3	0.741			
BL4	0.736			
BL5	0.827			
BL6	0.825			
BL7	0.837			
BL8	0.833			
BL9	0.765			
BL11	0.755			

The result of the validity test presents that all indicators and variables are valid using the standard of loading factor value  $> 0.7$  and AVE value  $> 0.5$ . Accordingly, on the reliability test, the results show with the range from 0.841-0.93 indicates high reliability for survey instruments. All the Cronbach's Alpha and composite reliability are measured with minimum value are 0.7 for each construct. Based on the results of the study, the first hypothesis stated "There is an impact of brand jealousy and willingness to pay a premium" is proved that the hypothesis is not supported because it does not perform the rule of thumb of T-statistics  $> T$ -value 1.96 which resulted as 0.113. In this relationship, it is said to be emotionally bound to an object encourage maintaining a relationship with the object that can be realized by making a large investment to the object. Also, there is a possibility that there is no jealousy to the global brand products because of the constraints, so nothing to encourage them to be willing to pay premium prices. Also, there is a possibility of error in the response of respondents because of the questionnaire as the method of data collection. Respondents may have the possibility of not responding honestly or misinterpretation of the questions. Therefore, those possibilities result to unsupported hypotheses.

Moreover, the second hypothesis declared "There is an impact of brand jealousy towards materialism" shows that the hypothesis is supported because it is confirmed the criteria of T-statistics  $> T$ -value 1.96 which resulted as 12,477. Likewise, Biçakcioğlu, Ögel and Ilter (2017) also obtained similar results with this study that each hypothesis has a significant result in the relationship of brand jealousy towards materialism. The result of this hypothesis is supported by the previous theory that states brand jealousy, and materialism occur because of the effect of social anxiety. Furthermore, the third hypothesis stated "There is an impact of materialism towards willingness to pay the premium" verified that the hypothesis is supported because it is confirmed the criteria of T-statistics  $> T$ -value 1.96 which resulted as 3.927. Likewise, Biçakcioğlu, Ögel and Ilter (2017) also obtained similar results with this study that

each hypothesis has a significant result in the relationship of materialism towards willingness to pay the premium. The result of this hypothesis is supported by the previous theory that states people who are said to have high materialism levels usually come from high economic class. Because of the source of that status, materialistic people are viewed as spenders. As a result, this hypothesis proves its significance of the relationship of brand jealousy and willingness to pay the premium.

Subsequently, the fourth hypothesis affirmed "Materialism mediates the relationship between brand jealousy and willingness to pay the premium" is proof that the hypothesis is supported because it is confirmed the criteria of T-statistics  $>$  T-value 1.96 which resulted as 3.564. Likewise, Biçakcioğlu et al, (2017) also obtained similar results with this study that each hypothesis has a significant result in the relationship of brand jealousy towards willingness to pay premium mediated by materialism. This research examined from this hypothesis that Materialism has the role of full mediation given to the model. Full mediation interpreted from the insignificant value of the first hypothesis and the significance of indirect effects to both independent and dependent variables with the involvement of the mediation variable. Thus, the mediation role of materialism occurs due to the lack of ownership of the desired brand, hence stimulates jealousy and become willing to pay the premium price to get the desired global brand products.

Moreover, the fifth hypothesis stated that "There is an impact of brand jealousy towards brand attachment" and this was proved that the hypothesis is supported because it is confirmed the criteria of T-statistics  $>$  T-value 1.96 which resulted as 11.315. The previous research did not include the Brand Attachment to the model; therefore this study is the modification from the previous research. The result of this hypothesis is supported by the previous theory that states jealousy does not only happen to a person but also an object. It is stated when someone does not have the desired brand while there is a strong emotional attachment. Brand attachment is also an emotional link that connects consumers to the brand. Thus, the research proves the significance of the relationship of brand jealousy and brand attachment.

Furthermore, the sixth hypothesis declared "There is an impact brand attachment towards willingness to pay premium" is proven that the hypothesis is supported because it is confirmed the criteria of T-statistics  $>$  T-value 1.96 which resulted as 9.699. The previous research did not include the brand attachment to the model; therefore this study is the modification from the previous research. The result of this hypothesis is supported by the previous underpinnings theory that states consumers are bound to some brands because they feel that the brand has become their identity and leads to tending compulsive buying. That way, this hypothesis is supported because it proves its significance on the relationship between brand attachment brand and willingness to pay the premium.

Subsequently, the seventh hypothesis affirmed "Brand attachment mediates the relationship between brand jealousy and willingness to pay the premium" verified that the hypothesis is supported because it is confirmed the criteria of T-statistics  $>$  T-value 1.96 which resulted as 7.091. The previous research did not include the brand attachment to the model. However, this study examined brand attachment as the mediation variable in the relationship of brand jealousy towards a willingness to pay the premium. Similarly, both the mediation variables of materialism and brand attachment have a role of full mediation given to the model. Full mediation interpreted from the insignificant value of the first hypothesis and the significance of indirect effects to both independent and dependent variables with the involvement of the mediation variable. The attachments of global brand products occur from the high brand image and perceived values of global brands which make a secure attachment to the consumer. Hence, this hypothesis is supported and proved to be significant.



Last, the eighth hypothesis declared "There is an impact brand jealousy towards brand loyalty" shows that the hypothesis is supported because it is confirmed the criteria of T-statistics > T-value 1.96 which resulted as 7.478. The previous research did not include the brand loyalty to the model; therefore the variable was added to be observed with the model. The result of this hypothesis is supported by the previous theory that states there is the application of self-presentation theory here where someone belongs to a community. This community tends to have one single brand. That is why this hypothesis proves significant. The results of all hypothesis as depicted in Table 2 below.

Table 2: Hypotheses Testing Result Direct Effects and Indirect Effects

Hypotheses	Original Sample	T-statistics	Sig P-value	Hypotheses Analysis
H <sub>1</sub> : There is an impact of Brand Jealousy towards Willingness to Pay Premium	0.005	0.113	0.910	Not Significantly Positive & Not Supported
H <sub>2</sub> : There is an impact of Brand Jealousy towards Materialism	0.498	12.477	0.000	Significantly Positive & Supported
H <sub>3</sub> : There is an impact of Materialism towards Willingness to Pay Premium	0.230	3.927	0.000	Significantly Positive & Supported
H <sub>4</sub> : There is an impact of Brand Jealousy towards Brand Attachment	0.492	11.315	0.000	Significantly Positive & Supported
H <sub>5</sub> : There is an impact of Brand Attachment towards Willingness to Pay Premium	0.536	9.699	0.000	Significantly Positive & Supported
H <sub>8</sub> : There is an impact of Brand Jealousy towards Brand Loyalty	0.356	7.478	0.000	Significantly Positive & Supported
<b>Hypotheses Testing Result Indirect Effects</b>				
H <sub>4</sub> : Materialism mediates the relationship between Brand Jealousy and Willingness to Pay Premium	0.115	3.564	0.000	Significantly Positive & Supported
H <sub>7</sub> : Brand Attachment mediates the relationship between Brand Jealousy and Willingness to Pay Premium	0.263	7.091	0.000	Significantly Positive & Supported

Source: Data Analysis

## 5. Conclusions

Looking from the international business perspective, global brand products have great brand equity to consumers. The brand image of global brand products is considered high which has become a strong brand that could affect the consumers' emotional attachment. Global brand products show as a part of identity especially to the young consumers nowadays. Young consumers which considered to be 16-24 years old are more exposed to global brand products because the advanced technology and globalization. In summary, the relationships of brand jealousy and willingness to pay premium is affected with indirect effects of the mediating role of materialism and brand attachment. The brand attachment has more mediation effect towards the brand jealousy and willingness to pay premium than materialism which seen from the higher significant value. Moreover, brand jealousy also found to have an impact to brand loyalty. This study is a conceptual modification research from previous research done by (Biçakcioğlu et al, 2017). As a modification of previous research, the brand attachment variable is added as a mediation variable on the relationship of brand jealousy and willingness to pay premium.

Managerial implication that can be given from this research is a marketing strategy that can be applied to global marketing strategy, especially in global brand products. Brand Jealousy and its relationships to the variables in this study can be used as a marketing strategy for global products. Global marketer can analyze what the antecedents of consumer to induce a brand jealousy and use it as a strategy to market their products across countries through building a strong brand that will result in high positioning in the minds of consumer. In this study, there are several limitations that need to be considered toward expanding the present research. First, the results from the data collected are based on the honesty of respondents which may impact to the accuracy of data analysis. Second, the interpretations of results generalized are varying depending on the context. Third, there is time-constraint limitation. Furthermore, the present research suggests several additional choices for future research. First, adding different mediator or moderator variable that might have an effect towards brand jealousy and other global marketing problems, such as price, country of origin, brand image, and social pressure. Second, use more respondents with a wider geographical location. Third, future research may apply this theory for comparing with the local products to signify the characteristic of a product that would make the consumer induce a brand-jealous of local product other than global brand product.

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