

Exploration of Brand Satisfaction on Purchase Decisions: Theory of Planned Behavior Perspective

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Abstract: Brand satisfaction is prominent to bridge purchasing decisions, and it is often linked with perceived value, social media marketing, and brand trust. This study explores the mediating role of brand satisfaction in the relationship between perceived value, social media marketing, brand trust, and purchase decision. The convenience sampling technique was used to collect the data. A self-administered survey from 226 consumers who were sampled in Semarang was involved in this study, and further data was processed using PLS-SEM software. The findings show that perceived value, social media marketing, brand trust, and satisfaction simultaneously have a positive and significant impact on consumer purchasing decisions. The role of brand satisfaction is proven to bridge the relationship between perceived value and the role of social media in purchasing decisions. However, there are negative results related directly or indirectly through brand satisfaction, from brand trust to purchasing decisions. In addition, social media marketing has no impact on brand satisfaction. The findings indicate that brand decisions have yet to become a benchmark for consumers to determine purchasing decisions for shampoo products. The usefulness of this research can trigger product business owners to observe consumer behavior continuously amid fast-moving product innovation competition.

Keywords: Perceived value, Purchase decision, Social media marketing, Brand satisfaction, Brand trust

INTRODUCTION

The market for shampoo products is fragmented, with numerous brands, suppliers, and distribution channels. There are brands within major retail corporations that exhibit market dominance during specific periods. Prominent shampoo brands from the following five companies control more than 60% of the market: Pantene, Unilever, Colgate Palmolive, L'Oreal, and Johnson & Johnson. Shampoo is predominantly sold in and around the capital, with supermarkets accounting for over half of monthly household purchases. As a result of this diversity of shampoo products, purchasing decisions have varying offering values. Consumer satisfaction is thus critical; they must consider factors such as the product's perceived value, social media marketing, and the impact of brand trust (Hafez, 2021; Hanaysha, 2022; Uzir et al., 2020).

The growth of the consumer goods industry is increasingly dynamic in business competition. The advantages of each brand, especially shampoo products, make it a difficult choice for consumers to remain loyal to a brand (Khanam & Rahman, 2022; Thilgavathi & Indirapriyadharshini, 2019). Furthermore, a preliminary study by Anderson and Sullivan (1993) regarding the intention to switch customers due to attitude and quality factors. These two factors cause customer disloyalty, interpreted as the result of disconnecting behavior and moving to a new service provider (Bhatnagar et al., 2019; Zikiene, 2012). Previous research

has explained that the policymaking procedure contrasts substantially by invention type (e.g., Bandyopadhyay et al., 2009; Jeng, 2017; Sinha & Verma, 2020). This becomes the basis that psychological ties determine a consumer decision, whereas, in specific product categories, consumers will behave rationally (Karjaluo et al., 2019; Wlodarczyk, 2021).

In addition to the perceived value for decision-making, the speed at which information is obtained is essential. Thus, the character of social media marketing is necessary in disseminating product and service information (Danniswara et al., 2020; Prasad et al., 2019). The power of social media marketing information with social media influencers is evident in various business units, namely decision-making on tourist destinations (Pop et al., 2022), fashion (Nash, 2019), retail market (Hanaysha, 2018), retail website (Dolega et al., 2021), and retail chain operations (Ramanathan et al., 2017). Apart from the role of social media, perceived value involves the role of brand trust in improving purchasing decisions. Hanaysha (2022) stated that brand trust resolves the relationship between two social media marketing elements (interactivity and informativeness) and consumer purchasing decisions.

Social media marketing provides consumers with recognized benefit, such as the value of the transfer of faith. Consumers' perceived trust will positively influence consumers in social media brand communities, ultimately taking the lead to responsibility for labels and shared mass media (Wang et al., 2021). Therefore, it can be interpreted that brand trust can potentially increase purchasing decisions (Han et al., 2019; Kwon et al., 2021). However, some preliminary studies found inconsistency in the correlation in the middle of variable quantity. For instance, in the context of food labeled organic in Turkey, a consumer's perceived value positively influences purchasing decisions (Konuk, 2018, 2019). Other studies support that consumers' purchasing decisions for organic food from green products in Brazil provide perceived value (De Medeiros et al., 2016). In line with these findings, the decision to purchase arises because there is a perceived positive value from immersive experiences.

Immersive experiences have a significant positive impact on sustainable purchase intentions (Hewei & Youngsook, 2022). Acquisition plan is a substantial value in customer satisfaction and loyalty (Hsin Chang & Wang, 2011). However, on the other hand, some studies (e.g., Ullrich & Brunner, 2015; Weisstein et al., 2017) stated that the perceived value of negative reviews has a more substantial negative impact on purchasing decisions. In line with these reviews, the interaction of negative emotions in reviews has significant negative implications for consumer purchasing decisions (Kang et al., 2022). Therefore, to find out the negative value responses, it is necessary to have social media marketing that can respond to the adverse effect values.

Furthermore, technological changes are driving the social media marketing competition to become more dynamic. The dynamics of change in the digital marketing system have two sides of view. On the one hand, it helps buyers interact with information quickly. On the other hand, it raises doubts about a product's quality in determining purchasing decisions. The investigation by Staniewski and Awruk (2022) showed that advertising on Instagram social media does not change purchasing decisions. Different views in the context of hotel selection decisions

through social media help clients collect news and make decisions about products and services (Gupta, 2019). In addition to the inconsistency in the link between social media marketing findings and purchasing decisions, brand trust must be more conclusive in several studies.

Perspectives regarding brand trust in different types of shampoo products still need to be studied amid competitive product innovation. Brand trust will create suspicion that drives the behavior under the control of the will. Hence, trust is described as an individual's decision-making motivation (Nosi et al., 2021). Decisive decision-making decreases skepticism (Bae, 2018), decreases perceptions of risk and self-doubt (Dutta & Bhat, 2016), and foster a high enthusiasm to maintain long-term trust (Tong & Su, 2018). Different findings state that negative comments from specific brand posts reduce brand trust and influence sharing intentions (Bhandari & Rodgers, 2018; Bigne, 2020). Therefore, brand satisfaction's critical role will bridge inconsistencies' findings to improve purchasing decisions. Purchase decisions can be increased if brand satisfaction is considered higher.

This research concentrated on shampoo clients spread across various parts of Java Island because the population growth rate in Java Island is higher than other islands in Indonesia. In addition, social media marketing caught on faster, and overall consumer spending on products was higher. In addition, the theory of planned behavior by Ajzen (1987) provides a tool for predicting behavior in which the person does not have complete control over his or her own will. Individuals use the information to systematically consider the effects of their actions before making choices, which results in reasonably rational individual buying decisions. Consequently, a central tenet of the theory of reasoned action and planned behavior is that people reason about their actions and the consequences of those actions.

Prior studies still focus on purchasing decisions for well-known products in large-scale industries. However, household consumer products such as shampoo are still limited to be discussed further. This study aims to build an empirically new concept of the role of brand satisfaction in improving shampoo purchasing decisions. The contribution of this research is that it has the first ability to span the contradictions in the impact of perceived value, social media marketing, and brand trust on purchase decisions. Second, brand satisfaction is a reference for shampoo companies in Indonesia to increase consumer purchase decisions. Therefore, the two research questions are: first, what are the reasons consumers make purchasing decisions for certain shampoo brand products? second, how do the role of brand trust, profit value, and social media marketing improve purchasing decisions? Hence, this study will further explore the role of brand satisfaction as a mediator.

METHODS

Design and Data Collection

A self-administered survey with an online questionnaire is the primary tool for gathering data. To verify the validity and reliability of the test results collected, namely through validity and reliability testing. Using a Google form, questionnaires were distributed in Indonesian to every shampoo consumer throughout Java. Following data collection, experimental tests were conducted utilizing convenience

sampling and non-probability sampling strategies. There are 400 respondents in the Central Java region, but only 226 of them completed the questionnaire, making it valid for further processing. The period of collection begins in January and ends in February 2023. The number of sections is based on Hair et al. (2013), who state that a minimum of 100 samples and a maximum of 500 samples should be used for data analysis using PLS-SEM. The conceptual picture of the model is shown in Figure 1.

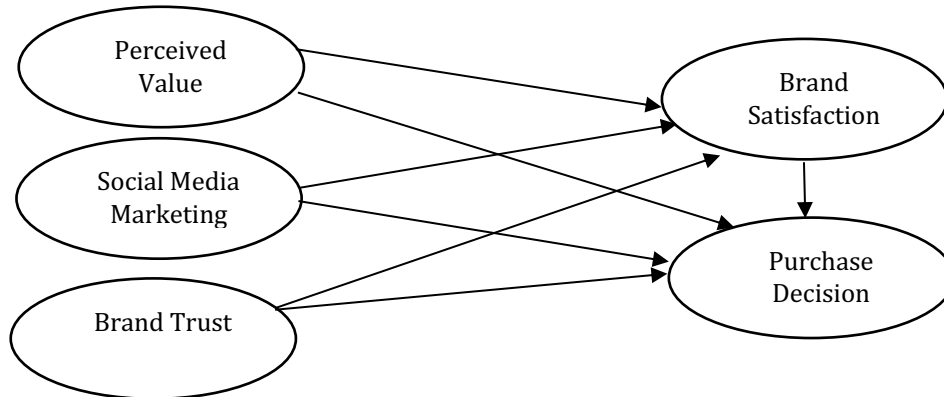


Figure 1. Conceptual Model

The following are the hypothesis proposed in this study based on Figure 1:

- H1: Perceived value has a significant impact on purchase decision
- H2: Social media marketing has a significant impact on purchase decision
- H3: Brand trust has a significant impact on purchase decision
- H4: Perceived value has a significant impact on brand satisfaction
- H5: Social media marketing has a significant impact on brand satisfaction
- H6: Brand trust has a significant impact on brand satisfaction
- H7: Brand satisfaction has a significant impact on purchase decision
- H8: Brand satisfaction has a significant mediating effect from perceived value on purchase decision
- H9: Brand satisfaction mediates the effect of social media marketing on purchase decision
- H10: Brand satisfaction mediates the effect of brand trust on purchase decision

Measures

The instruments in this research were developed from preliminary studies and relevant theories. Perceived valued measured using instruments from Chen and Chang (2012); Solakis et al. (2022), while social media marketing was measured using instrument from Ahmed (2022); Shareef et al. (2019). In addition, brand trust was measured using instruments from Bezbaruah et al. (2022); Husain et al. (2022) and brand satisfaction was measured using instruments from Dirsehan and Cankat (2021); Pabla and Soch (2023). Lastly, purchase decision was estimated using instruments from (Lu et al., 2020); Zafar et al. (2021). Table 1 presents indicators and reference sources that are used as references in this study.

Table 1. The measurement of variables

Variable	Item	Source
Perceived Value (PV)	I paid a reasonable amount for this item.	Chen and Chang (2012); Solakis et al. (2022)
	The advantages offered by this product follow the price tag	
	I am happy with this device and how it works	
Social Media Marketing (SM)	Compared to other business products, this product has a more affordable price.	Ahmed (2022); Shareef et al. (2019)
	The advertising that this product uses to market its goods is amazing	
	The product description meets my requirements	
	The description of this product suits my purpose.	
Brand Trust (BT)	The data provided by these merchandises on social media networking sites are up-to-date.	Bezbaruah et al. (2022); Husain et al. (2022)
	In this substance, I have confidence	
	I feel safe using this product.	
Brand Satisfaction (BS)	I have confidence that this product will be delivered as advertised.	Dirsehan and Cankat (2021); Pabla and Soch (2023)
	This product has the potential to meet my expectations.	
	It was wise to choose the name of this product.	
	When using this product, I feel satisfied.	
Purchase Decision (PD)	I always use this substance because of its brand name.	(Lu et al., 2020); Zafar et al. (2021)
	Many people love this trade.	
	The brand identity of this product influenced my decision to buy it.	
	The benefits of the product influenced my decision to buy it.	
	The price of this product influenced my decision to get it	
	I can buy this product more easily because it is easy to find.	

Data Analysis

This study involved PLS-SEM (Partial Least Square- Structural Equation Model) with Smart-PLS version 3.0 in dealing with study model and research questions. The PLS-SEM approach is highly efficient in handling intricate models with limited sample sizes. This study is more appropriate to use the structural type of PLS-SEM because the model framework is created for theory development, while covariance-based structural equation modeling (CB-SEM) is for testing theory or justifying testing a complex series of analysts. Furthermore, the SEM approach has the capability to assess mediation effects concurrently (Tabachnick et al., 2013). In PLS-SEM, model testing is conducted in two distinct stages: the evaluation of the measurement model (outer model) and the examination of the structural model (inner model).

RESULTS AND DISCUSSION

Demographic Characteristics

Table 2 informs the demographic characteristics of respondents. Based on gender characteristics, the number of men is more dominant at 54% than the number of women at 46%. In terms of age, the age over 25 is greater than the age under 25. Regarding employment, the highest number of respondents with student status was 31%, followed by students at 22%, and employees at 20%. Furthermore, in terms of education, the highest number of undergraduate educations is 32%, the second senior high school is 26%, the third is at the master's level at 18%, the fourth is 14%, and the lowest number is 10%. Apart from the education side, as long as you know the highest products from shopping places, 39% of advertising, followed by 26%, comes from other people's knowledge. While the demographic character of respondents for the reason for changing shampoo brands is mainly because they are comfortable with the product (39%), the desire to just try (33%), and according to needs (28%).

Table 2. Demographic Characteristics

Description	Amount	Percentage	
Sex	Male	103	46%
	Female	123	54%
Age	< 25 years old	145	64%
	> 25 years old	81	36%
Job	Student	50	22%
	University students	69	31%
	Employee	45	20%
	Businessman	37	16%
	Others	25	11%
Education	Senior high school	58	26%
	Bachelor's degree	72	32%
	Master's degree	41	18%
	Doctoral degree	32	14%
	Others	23	10%
Product knowledge resources	Advertising	79	35%
	From someone else	58	26%
	Outlet shopping center	89	39%
The reason for changing brand	Brand is just trial	74	33%
	Comfortable with the product	88	39%
	According to the needs	64	28%
Total	226	100%	

Outer Model Test Results

Testing correctness and reliability forms an external model. We fact-check how well the tool measures variables (Bougie & Sekaran, 2019). Validity testing includes convergent validity and discriminant validity. Loading factor and average variance extracted (AVE) are convergent validity criteria. Some more than 0.6 is considered valid in the loading element, and the AVE must be more than 0.5 (Hair et al., 2019). In detail, the outer model evaluation is shown in Table 3.

Table 3. Loading Factor Analysis Results

Item	Perceived Value	Social Media Marketing	Brand Trust	Brand satisfaction	Purchase Decision
PV01	0.618				
PV02	0.735				
PV03	0.764				
PV04	0.726				
SC02		0.844			
SC03		0.700			
SC04		0.689			
BT01			0.733		
BT02			0.714		
BT03			0.791		
BT04			0.819		
BS01				0.845	
BS02				0.812	
BS03				0.823	
BS04				0.721	
PD01					0.769
PD02					0.636
PD03					0.750
PD04					0.695

Table 4. Composite Reliability (CR), Average Variance Extracted (AVE), and R-Squared

	CR	Cronbach's Alpha	AVE	R-Squared	Adjusted R-Squared
Perceived value	0.804	0.690	0.508		
Social media marketing	0.790	0.615	0.559		
Brand trust	0.857	0.778	0.601		
Brand satisfaction	0.878	0.813	0.643	0.674	0.669
Purchase decision	0.806	0.679	0.510	0.522	0.514

In the composite reliability (CR) value test (see Table 4), if the data is said to be reliable, then the value is more significant than 0.7 by Fornell and Larcker (1981), contained in the variables perceived value, social media marketing, brand trust, brand satisfaction and the variable purchase decision (Y) shows a value of >0.7 of 0.806. That is, all indicators have consistency. Cronbach's alpha can be considered reliable when the value of higher than 0.6. Reliability tests determine how consistently an instrument can measure variables (Bougie & Sekaran, 2019). The construct is said to have good convergent validity when the AVE value is above 0.5 (Hair et al., 2011). The variables of perceived value, social media marketing, brand trust, brand satisfaction and purchasing decisions have an average variance extract (AVE) > 0.5, meaning that there is a correlation between two different instruments (Fornell & Larcker, 1981).

Table 5 demonstrates the rate of the influence of R-square on purchasing decisions of 52.2% which is explained by the variables perceived value, social media marketing, brand trust and brand satisfaction. In comparison, the remaining 47.8% is explained by other variables. The Adjusted R-Square value of the purchase decision is 0.514 or 51.4%. The remaining 48.6% is influenced by variables that

need to be studied. Table 3 shows that higher PV03 and PV02 indicators correlate with perceived value variables. SC02 and SC03 indicators have a higher correlation with social media marketing variables. Then for the brand trust variable, there are indicators BT03 and BT04. The indicators BS03 and BS01 have a higher correlation with brand satisfaction. Furthermore, the indicators PD01 and PD03 correlate more with brand purchasing decision variables. Thus, the model already has good discriminant validity.

Table 5. Q-Square Test Analysis (Q^2)

Variable	Q-Square
Brand satisfaction	0.425
Purchase decision	0.246

Hair et al. (2019) stated that Q-square (Q^2) > 0 means this research variable has a good model. While the Q^2 value is more than zero, the value is good—the Q^2 values of the brand satisfaction variable are 0.425 and the purchase decision variable 0.246. The mediation procedure used in this research has three roles. First, the value of the mediating function of brand satisfaction from the perceived value of purchasing decisions has a significance value of 0.010. This value is smaller than the alpha level of 0.05. This is also shown by the statistical t-value of 2.569, more excellent than 1.989 (t-table). Therefore, the mediating variable of brand satisfaction drives purchasing decisions from perceived ease of use.

Second, the indirect influence value for the influence of social media marketing on purchasing decisions through brand satisfaction has a significance value of 0.000. This value is smaller than the alpha level of 0.05. The statistical t-value meets the criteria above 1.989. The brand satisfaction variable can mediate the relationship between social media marketing and purchasing decisions. Third, the value of 0.106 does not significantly impact the mediating role of brand satisfaction. This value is greater than the alpha level of 0.05. In addition, the t-value of the mediation function does not have the potential to impact purchasing decisions based on brand trust positively. This value is shown in Table 6, where the t-statistics value is less than 1.989 (t-table).

Table 6. Hypothesis Test Result

Description	t-statistic	p-value	Decision
Perceived value → Purchase decision	2.140	0.032	Supported
Social media marketing → Purchase decision	3.401	0.001	Supported
Brand trust → Purchase Decision	0.302	0.760	Not Supported
Perceived value → Brand satisfaction	3.005	0.002	Supported
Social media marketing → Brand satisfaction	1.861	0.063	Not Supported
Brand Trust → Brand satisfaction	10.729	0.000	Supported
Brand satisfaction → Purchase decision	4.207	0.000	Supported
Perceived value → Brand satisfaction → Purchase Decision	2.569	0.010	Supported
Social media marketing → Brand satisfaction → Purchase decision	3.700	0.000	Supported
Brand Trust → Brand satisfaction → Purchase decision	1.616	0.106	Not Supported

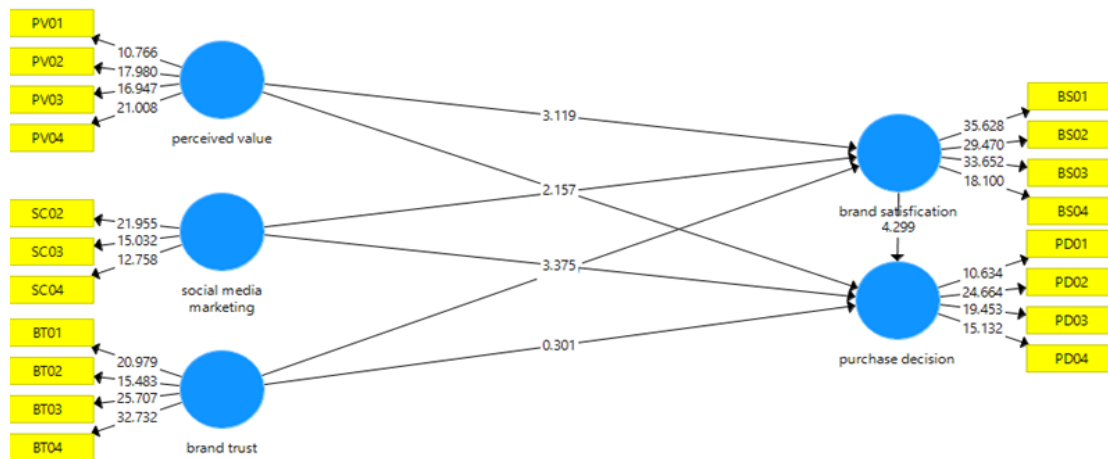


Figure 2. Full-Structural Model Purchase Decision

Discussion

The first finding indicates that perceived value can positively increase purchase decisions, accepting H1. This result remarks that there is a higher perceived value in the learning process, and the perceived value is proven to encourage consumers to make purchasing decisions for new products. As stated by Al-Jundi et al. (2019), the learning process reaches the purchase intention decision, starting from a rational attitude of perceived value. However, consumers must understand negative reviews before purchasing (Fernandes et al., 2022). Reviews on online media platforms trigger consumers to know product information before purchasing. Online platforms can be used as a trigger for measuring issues affecting shopper opinions in the direction of social media marketing (Akar & Topçu, 2011).

In the theory of planning behavior (Ajzen, 1987), the media influences the individual's subjective judgments of the world around them and provides an understanding of themselves and their environment. The more aggressively marketing products through social media marketing, the more specific the perception of individual control is obtained over the views of other people related to it. Social media marketing is helpful and major to buying judgments, then H2 is accepted. However, it should be considered that excessive use of social media can harm identity integration and self-control (Staniewski & Awruk, 2022). The role of trust serves as a direct antecedent of shampoo user consumer intentions, as well as the most endorsed attitudes, subjective norms, and perceived behavioral control in the theory of planned behavior model.

Furthermore, the quality of the supermarket and customer relationships can affect customer intentions to engage in behavior (Potdar et al., 2017). Customers will choose a quality product if the selling place or service is comfortable for shopping. However, negative comments from specific posts can reduce brand trust and influence sharing intentions (e.g., Bhandari & Rodgers, 2018; Bigne, 2020), rejecting H3. On the other hand, in this study, it was noticed that there is a positive connection among perceived value and brand satisfaction, accepting H4. The relationship between consumers and product owners is attached to the company's brand reputation and environmental reputation (Opoku et al., 2023; Susanti & Samudro, 2022). Thus, customers will evaluate product performance and indicate

brand satisfaction as more representative of consumer strength with the brand of choice.

A different view from the findings of Ahmadi and Ataei (2022), which remarked that consumers need guarantees about the service ability of new products for the reason that the early stages of product development and innovation involve a high degree of freedom. Then this slogan will cause a negative perception of the product brand among consumers. Satisfaction with a product brand has been shown to increase with incessant social media marketing, confirming H5. This shows the acceptance of information technology based on one's desire to accept the application of information technology. In line with the discoveries of Yang et al. (2020), using social media marketing strategies has significant importance for customers and marketers. Ultimately, it is proven that social media marketing gives consumers satisfaction. In addition, it was found that customer pride with brand pages will increase significantly in providing value to customers (Chow & Shi, 2015).

In determining purchase decisions, purchases through Web Trust have the ability to relieve consumers from worrying about online transactions and thus decide on purchase intentions. Expectations and intentions should increase online purchase intentions (Chang et al., 2012). Web security guarantees through online transactions give consumers initial trust (Hu et al., 2010), accepting H6. This implies that brand satisfaction has a positive effect on increasing purchasing decisions. In addition, this study found a mediating function of brand satisfaction from the impact of perceived value on purchasing decisions. Furthermore, the mediating role of brand satisfaction using online shopping recommendations has the potential to lead to higher satisfaction, trust, and purchase intention (Dabholkar & Sheng, 2012).

The experience of perceived value positively becomes a source of consumer confidence to decide on a purchase. This finding is supported by the results of Aman et al. (2021), which found that perceived value influences purchasing decisions through product brand trust, meaning that purchasing decisions increase if the product provides a high perceived value, supporting H8. Another finding that can determine purchasing decisions is the role of consumer trust in the social media marketing function. It is proven that the more products marketed through social media, the higher brand trust. In the end, individual behavior and violence will be formed by belief in the ability to control. This view is expressed by Chen and Lin (2019) that the implications of social media affect brand satisfaction, which then influences the intention to continue, the intention to participate, and the intention to buy.

The more satisfied consumers are, the higher the decision to make a purchase. Thus, H9 is accepted in this study. However, consumer confidence in product innovation has not guaranteed purchasing decisions. That is, purchasing decisions have not been able to be influenced, even though consumers are satisfied with their trust in the brand. Furthermore, negative comments from certain brand posts reduce brand trust and influence sharing intentions (Bhandari & Rodgers, 2018). With this support, the results of H10 are rejected, or brand satisfaction has not been able to bridge the relationship between brand trust and purchasing decisions.

CONCLUSION

The objective of this survey is to bridge the inconsistency of the findings of perceived value, social media marketing, and brand trust in purchasing decision-making. Thus, the contribution of this empirical study strengthens the role of brand satisfaction in increasing purchasing decisions. There is limited evidence, and the research examination is not yet conclusive, hence the need for a new concept with the proposition of brand satisfaction. Consumers can measure satisfaction with a brand when choosing and feel for themselves that the choice of brand used is appropriate or confident in the choice of the shampoo brand. In addition to the belief in the right choice, that consumers even though there are other new brand innovations, consumers will always use these shampoo products.

The map of the findings from these results proves that the high consumer decision to use brand shares can increase from higher realized profit, community agent sales, and brand satisfaction. However, brand trust has not been able to determine the high purchase decision. That is, the brand of trust that exists in individuals has reasoned actions to make decisions because there are reasons for logical consequences to be considered in subsequent purchasing decisions. Second, brand satisfaction can be higher the higher the perceived value and brand trust from users of the shampoo brand. However, social media marketing has not been able to stimulate brand satisfaction positively or significantly. People still tend to feel satisfied when they experience the benefits of a product after using it, rather than buying it because they are only influenced by advertising.

Third, the important role of brand satisfaction is proven to be able to bridge the inconsistency of the link between perceived value and social media marketing on purchasing decisions. In addition, the higher the perceived value of social media marketing, the higher the brand satisfaction. However, efforts to measure consumer brand satisfaction through brand trust have not been accepted by consumers. This shows that consumers need different times and tastes to be able to increase their rational confidence in making a purchase decision.

The study suggests that humans filter information rationally and methodically. If the behavior produces good results, consumers will buy it. A person's behavior comes from their stable outlook. The perception of behavioral control varies by case and behavior. Thus, consumer brand satisfaction will influence their behavior. An individual's goal in displaying behavior is a combination of subjective attitudes and norms, which has practical and theoretical implications for creating a theory of planned behavior. Individual attitudes toward behavior include beliefs, outcome assessments, subjective norms, normative beliefs, and motivations for obedience. If a person considers a behavior to be good, he will like it. Thus, brand satisfaction is planned with purchasing choices based on perceived value, brand trustworthiness, and social media marketing.

The limitations of this research are limited to specific product units to measure satisfaction and purchasing decisions of a type of product. In addition, the data used were taken in the form of cross-sectional unsustainable or longitudinal, so that changes in decisions could not be observed further. In addition, the limitations of researchers only take data with objects scattered in Semarang. Thus, suggestions for subsequent researchers of the consequences of limitations can be to use different

methods in data collection, a more comprehensive selection of objects, and time with longitudinal or long-term data collection. Researchers to investigate further by proposing brand-relationship closeness, brand empathy and digital-brand resonance variables. This variable can be measured in detail regarding consumer and producer behavior to improve business innovation performance.

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