Personal and Social Motives Influenced the Decision Making to Participate in Brand Community (A Case Study)

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Abstract

Brand community means to bring together people who have similar interests. The presence of brand community creates a sense of identification in a community which underlies a person's motivation to participate in a community. This study aimed to determine the effect of personal motive and social motive on the decision to participate in a brand community. The research method in this study is based on the implementation of quantitative survey research design. Judgemental sampling which falls into nonprobability sampling category is used to obtain information from specific target groups. The data used were obtained by administering questionnaires to 100 respondents who joined Vespa brand communities in Solo and Salatiga, Central Java. The multiple regression analysis was used to analyze the data. The findings showed that both personal motive and social motive positively influenced the decision to participate in a brand community.

Keyword: personal motive, social motive, decision to participate, brand community

INTRODUCTION

Consumers are people who always have need and desire. They are always being motivated in achieving satisfaction (Suandewi, 2010). The desire to achieve satisfaction implies to their decision making (Fatharani et al, 2009). Analyzing consumer behavior is very complex because it has many variables that affect and interact (Latief, 2011). Kartikasari, et al (2013) explained that marketers who study consumer behavior variables can form a strategy to develop products and obtain maximum sales. Seeing this, the company must be able to analyze and understand consumer behavior patterns in order to succeed in the face of increasingly fierce business competition (Suandewi, 2010).

To survive in business competition, the company required to pay more attention onconsumer's need, especially on strategies to maintain the loyalty (Budiman, 2012). Consumerloyaltycanbe formedby forminga place to bond theconsumer, so thatthey can take ownership ofthe company's brand(Pudyastomoi, 2011).This media canmake the brands a meanstomeet other people, buildrelationships, andfind peoplewhohavesimilar interests(Yuswohady, 2004). This placed is called as communitybrand(brand community).

Brand Community can help companies to attract people and to strengthen relationships with customers,and to establish long-term relationships. The long-term relationships within can make companies more competitive to improve the productivity. Palupi (2011) in her study said that the community can provide the identity of brand to consumers, but also it can be a free campaign for company's products which can ultimately enhance the corporate image and brand image. By seeing this, the company begins to show his awareness for community. This is indicated by the presence of club membership programs established by the company to improve their relationships with customers (Kartajaya, 2008).

Establishment of community membership by profit or non-profit companies have different motives. If profits,it is due to community marketing products so that companies can increase sales. Whereas, if a non-profit company,by utilizing brand communities, it gain to enhance the corporate image and brand image of the product, such as through fundraising activities for social activities. Therefore, the establishment of a very diverse community, there are initiated by the owner of the auto with the same brand, and there is also formed intentionally by car manufacturers (sole agent) (Berlian, 2012).

The presence of the brand creates a sense of community in the identification of members that are the basis of a person's motivation to participate in a community (Muniz & O'Guinn, 2001). Based on the theory of Herzberg (1966), there are two kinds of motivational factors that encourage someone to try achieve satisfaction and keep away from dissatisfaction. Two factors are hygiene factors (motivation from the outside) and motivational factors (intrinsic motivation). Dholakia et al (2004) in his study also states that there are two motivations for someone to participate in a brand community of self-motivation and social motivation.

Consumers who decide to participate in a brand community have many different purposes, for example, because the consumer has with the brand loyalty that is brought into the community (Weman, 2011). This occurs in the scooter community (Vespa) Solo and scooter community (Vespa) Salatiga where are most members formed because there is a similar interest in automotive motors vespa. In this study, there are two communities in Solo and one community in Salatiga who made the object of research. The community was named ISSO, MODS Squad, and PAVESA. This community contains most vehicles manufactured 90s Vespa (ancient) and only a few of vespa is new vehicles, because the new vespa price is quite expensive. This study is the adoption of Sukoco and Wu (2010) research, which in this study the authors only take a few variables have been studied.

The purpose of this study is to see whether have the same outcome variables when applied within the smaller object. Moreover, the authors also further explore what more motivation arising from personal and social dimensions to join the brand community. In research conducted by Sukoco and Wu (2010) stated that personal motivation refers to the member's personal interest to acquire the knowledge, enjoyment, and appreciation. While social motivation refers to interest members acquire a social status and affiliation with other members in a community. In this study, the authors add brand's interests dimension to the personal motives and add dimension of innovation for social motives.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Consumer behavior is activities of individuals who are directly involved in obtaining and use of goods and services, including the decision-making process of preparation and determination of these activities (Swastha & Handoko, 2008). Keller and Kottler (2009) mentions consumer behavior is the study of how individuals, groups, and organizations select, purchase, use, and how the goods, services, ideas, or experiences to satisfy their needs and desires. From two definitions Latief (2011) concluded there are three important elements of consumer behavior that are decision-making process, behavior of individuals or organizations, and related all physical activities to assess, acquire, and use of goods and services.

According Sunarto (2004) factors that influence consumer behavior include cultural factors, social factors, and psychological factors. The third addition to the consumer behavior is also influenced by personal factors that contains elements of the age and stage of life cycle, occupation, economic circumstances, lifestyle, and personality and self-concept (Kartikasari et al, 2012). These factors describe the activities of consumers who believed consumers in making a decision (Latief, 2011).

Brand Community

Brand community is a customer centric, presence and sense of community are inseparable from the consumer experience of the brand (McAlexander et al, 2002). Brand community can't be separated from the interaction between members in community to order strengthen solidarity (Basalamah, 2010). Consumer community formed because of the need to exchange knowledge and share experiences on the same products and brands that can give contribution to the company (Hasto, 2007). Members of the brand community determine the agenda and activities of certain communities based of interest among members who have the same loyalty, and when they exchange information about a brand (Muniz and Schau, 2005).

According Resnick (2001) there are several consumer needs can be met in community there are :

a. information : Consumers are given the freedom to share information about their experiences with their products, so as to assist in determining which products will be used.

b. communication : The real proof of a community is the lack of communication of each of its members. Communication can be a media of information for consumers to know more about the product.

c. Entertainment : In the community are usually provided entertainment so that the members can enjoy the entertainment by following all the activities held by the community.

d. Productivity : Through the community, consumers can increase their productivity in providing input for product and company development. Community provides access to members to distribute a wide variety of useful information for the company or other related parties.

e. feedback : Members share information use the facilities in the community to provide feedback (feedback) to the company about their likes and dislikes in a product that has been consumed.

The formation of the brand community will be good for the company because it can be the best marketing channels as members of a community that users can directly affect each other and recommend to others (Ricardo, 2007). But in community building is not easy, it takes marketing capabilities to gather individuals who have the same goal loyalty to enjoy the company's products amid fierce competition (Carlson, 2005). There are two forms of brand community among other communities directly face to face and virtual communities formed through social-media (Kuzgun, 2012).

Motivation

Motivation is the change energy in person that marked by emergence of feeling and preceded by response to any destination (Sardiman, 2009). In addition, according to the (Siswanto, 2003) defines motivation as a state of mental control, channeling, or directs behavior towards the achievement of the requirements that give satisfaction or reducing the imbalance. Based on the theory of Herzberg (1966), known as two-factor theory, there are two factors of motivation that drives a person attempt to achieve satisfaction and distance themselves from the insurrection. Two of these factors is factor of higiene (external motivation) and factors motivators (internal motivation). According to Gunarsa (2003), there are two basic motives that drive consumer behavior, biological motives which are related to the need to maintain the life and social motives related to social needs. In the context of the brand community, the motivation is defined as customer interest (Celsi & Olson, 1998) to interact with the other members of the community. According to Weman (2011) someone join the community has some motivation among others there are to have benefited in practice, social benefits, entertainment, economy, and made sense of loyalty with products. While according to Sukoco and Wu (2010) there are two motivations for consumers to join brand community related personal and social motivation. Related personal motivation refers to the personal interest of members to take experience, improve the personal ability to use product and maintain their personal dignity. While social motivation refers to the interest of members of the community to gain affiliation and social status in the brand community . A person's motivation to participate in the community show up when they feel happy and cared for (Casalo, et al, 2008) this is be aware by company.

Decisions to Participate in Brand Community.

Participation is a form of action a person to engage in activities that are carried out in a some community (Shang et al, 2006). Before participation in community people is starting to have an intention that comes from themselves or from the surrounding environment. According Ouwersloot and Schroder (2007) someone decides to participate in a community brand influenced by several factors :

1. There is a need to obtain information about the desired product and to exchange experiences with other members.
2. To show or express involvement with the branded product.
3. There is the opportunity to use same branded product with other members
4. The existence of the symbolic function of the brand.

Meanwhile, according Pentina et al (2008) someone decides to participate in the community has three objectives, namely to fulfill social needs, to obtain information and to meet with other people. A person participating in the actual brand community has its own motivation is to distinguish between cognitive needs associated with the need to obtain information and affective needs associated with the desire to experiment (Gupta & Kim, 2007).

According Perugini and Bagozzi (2001) states that a person who decides to join brand community has an attitude that serves as the basis for the individual's desire to establish a commitment to action. One of the attitudes that support a person to join the brand community is anticipated emotions. Anticipated emotions is an emotional and interest attitude by people from external community about products that used in brand community (Sukoco 2011).

Hypothesis Development

Member participation in community activities is due to the need for self-improvement, through personal motivation (Tajfel & Turner, 1985). Sukoco and Wu (2010) says there are three basic motives that directs members to integrate into brand community, namely knowledge, enjoyment, and esteem. First, the dimensions of knowledge refers to consumers' desire to learn and more understand about how to operate the product.Desire to know the benefits of the product led members to keep each other up to date about their product knowledge, learning, and actions, and thus develop a pool of collective knowledge which transcends any individual's knowledge and which is openly accessible to all members of the community (Brown & Duguid, 2000). Second, the enjoyment refers to a pleasant feeling that stimulates and energizes an individual to be a member of brand community (Wann, Schrader, & Wilson, 1999). Schouten et al (2007) report that consumers who participate in brand community activities can experience flow via a transcendent customer experience, which stimulates them to participate in future activities. Third, the self-esteem motive refers to customers interest to create and maintain a positive self-concept by participating in brand community activities (Sukoco & Wu, 2010). In addition to the three dimensions above, the authors adds a dimension of motivation that comes from personal motivation is interest motivation. Consumers would be interested in participating in a some brand community if the community provides activities that can attract the attention of consumers (Ryan & Deci, 2000). Based on the aforementioned argument, the research therefore proposes that :

H_1: personal motive positive influence on the decision to participate in brand community

For social-related motivation, based on Sukoco and Wu (2010) research there are two basic motives for members to integrate into a brand community: affiliation and social status. The affiliation motive refers to consumers interest to have relationships with others inside the community. The desire to make relationships with others is a basic human need (Ainsworth et al 1978). When each member has a strong interest in the brand will create a solid relationship (Muniz & O'Guinn, 2001). Second, social status based on the acceptance and approval of a certain individual's contributions to the community (Baumeister, 1998). Muniz and Schau (2005) states that members enjoy their social status in such groups, such as expert status. In addition to the two dimensions that have been raised, the author adds the dimensions of innovation for social motives. A person who participates in the brand community for motivation of the environment would think came forward to perform a variety of innovations to demonstrate the achievements of the environment (McClelland, 1987). Based on the aforementioned argument, the research therefore proposes that:

H_2: Social motive positive influence on the decision to participate in the brand community
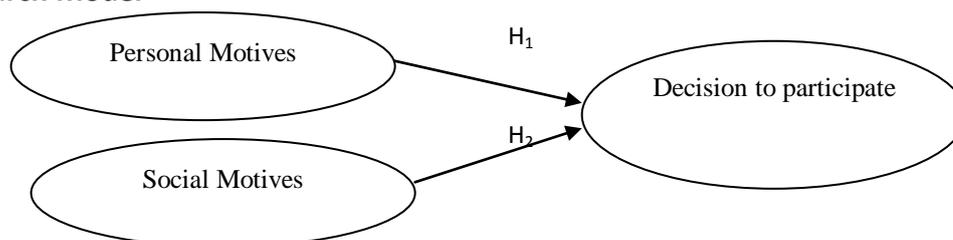
Research Model

Figure 1. Research Model

RESEARCH METHODS

This study was a quantitative study. The data were collected through questionnaires. The population in this study was Scooter Community (Vespa) Solo and Salatiga and the sample size of this study was five times as large as the number of measurement items. So, the sample size used in this study was 100 respondents. The criteria of the respondents are the members of the community scooter (Vespa) in Solo or Salatiga and follow the activities held by the community.

Concept measurement of the variables used a Likert scale. The measurement for personal motive were measured by using seven items that modified from Dholakia et al.(2004) and Sukoco & Wu (2010). While the decision to participate in the brand community had six items which modified from Bergami and Bagozzi (2000). Then, it analyzed by multiple linear regressions.

RESULTS AND DISCUSSION

The construct reliability and validity is assessed using the guidelines in Hair et al (1998), the criteria of a reliability test is that the Cronbach's coefficient alpha must exceed 0.60, and the criteria of validity test is the value of corrected item-total correlation of idicator variable more than r table.Preliminary research has been done by distributing questionnaires to 30 respondents who are members of the Vespa community in Solo, to check the validity and reliability of each of the indicators that will be used as a statement in the questionnaire. The preliminary data showed that the personal motive variables declared reliable and valid. Those indicators couldbe used for collecting data.Based on the output that has been generated, the social motives indicators were reliable. But, one indicator in social motives was reduced and was not used in the actual research. The statement was "*Vespa brand community following the invitation of a friend*".

Description of the Respondents

Table 1. Description of the Respondent

No	CategoriesSub CategoriesF		%	
1	Gender	Male	97%	97%
		Female	3%	3%
2.	Age	<20 years old	17	17%
		20-40 years old	78	78%
		>40 years old	5	5%
3.	Occupation	Student	10	10%
		Undergraduate Student	29	29%
		Professional	41	41%
		Entrepreneur	6	6%
		Others	14	14%
4.	Place of Stay	Solo	69	69%
		Salatiga	31	31%

5	Income per month	Rp 500.000-Rp750.000	27	27%
		Rp 750.000- Rp 1.000.000	33	33%
		>Rp 1.000.000	40	40%
6.	Years of participation	< 5 years	57	57%
		5 – 10 years	35	35%
		>10 years	8	8%

Source: Primary data (2014)

The respondents' characteristics were as follows: there were only 3 female respondents and there were 97 male respondents. Respondents aged 20-40 years old dominated the survey (78%), followed by less than 20 years old age (17%), while only5% were over 40 years old. Consistent with the age of the respondents that is dominated by people aged 20-40 years old, Professional (41%) were the primary contributor of this research, followed by 39% student. There were only 6% who worked as entrepreneur and another 14% respondents who filled in this question about occupation with their own answers other than the provided answers. Finally, about 57% respondents had joined vespa community for less than 5 years, followed by 35% who joined vespa community between 5 and 10 years, and the rest had joined for more than 10 years.

Multiple Linear Regression Analysis

Table 2Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	Sig.
1	(Constant)	.929	.299		3,107	.002
	Motif_Personal	.601	.072	.613	8,336	.000
	Motif_Sosial	.223	.066	.248	3,366	.001

a. Dependent Variable: Keputusan_Berpartisipasi
Source: Primary Data (2014)

Regression coefficient table above displays the numbers that can form the regression equation as below:
Decision Participate = 0,929 + 0,601Motif Personal + Social 0,223Motif

The first hypothesis in this research proposes that: "*personal motive positive influence on the decision to participate in brand community vespa".* Based on the result in Table 4above, the regression coefficient (β) of personal motive was 0.601with the value of t statistic for 8,336. With significance level of 0.000, personal motive is a significant predictor of the dependent variable (0.000 < 0.05). Thus, H1 is supported.

Personal motives have a more dominant influence than social motives to participate in community Vespa brand. This is appropriate with Weman (2011). The interest that arises from within oneself will further motivate someone to join a community of brand and would recommend to others. This study is also in line with study done by Kartikasari et al (2012). It showed that a consumer's behavior is influenced by personal factors that contain the elements of the age, lifestyle and personality. Then prove that the motivation of yourself more arise when someone is interested in the product.

The second hypothesis in this research proposes that: "*social motive positive influence on the decision to participate in brand community vespa*". Based on the result in Table 2 above, the regression coefficient (β) of social motive was 0.223 with the value of t statistic for 3,366. With significance level of 0.001, social motive is a significant predictor of the dependent variable (0.001 < 0.05). Thus, H2 is supported.

This study in line with Tsai *et al* (2011) and Sukoco & Wu stated that social motives positive influence on the decision to participate in the brand community.The desire to meet with people who have similar interests is a contributing factor to the outside for someone to join the brand community. In this study, looking at the description of the respondent through at the occupation, it is likely they follow vespa community has a goal to make friends with similar interests outside their work may be limited. It was similar withthe findings from Pentina *et al* (2008) which stated that a person follows the community is to hold a meeting with others who have similar interests. Muniz and O'Guinn (2001) also stated the members need to be affiliated with the same brand owners that can organize regular activities for members of the community to experience feelings of deep friendship. In addition to meeting with someone who has the same interests, other motives that cause a person to participate in the community is to create something brand new in the community. Mzoughi et al (2010) states that when someone joins without coercion then there will take action to make himself and those around him feel comfortable in the community. In this study, some respondents have held several community activities that support this displacement in order to run. The activities included touring, attending a particular event to show off the product, as well as social activities such as fundraising to help others in need. This activity allows the community alive and able to attract the public to participate.

Another reason that supports a person joins a community that is there are some people who have a need to gain social status in the community that followed. In the study done by Sukoco & Wu (2011) stated that the procurement of social status in the community has an important role in the continuation of one's participation in community activities. Similarly, the majority of respondents wanted to gain social status in the community.

CONCLUSION

Based on the analysis of the results of research and discussion that has been described previously, the conclusions of this study are as follows:
1. Personal motive positive influence on the decision to participate in the community Vespa.
2. Social motives positive influence on the decision to participate in the community Vespa.

Implications

This study found a positive effect on personal motives to participate in community decision brand. This study is in line with research Weman (2011) which stated motivation arising from within will attract community members to participate in the brand and are willing to recommend to others to participate in the brand community. Personal motives have more to do with one's personal interest to participate in the brand community which includes the motivation to meet the needs of information, pleasure, and communication. In this study also found that social motives positive influence on the decision to participate in the brand community. It can make inputs for companies to understand their social related motivation of members, such as research conducted Muniz and O'Guinn (2001) which states that the members need to be affiliated with the same brand owners that can organize

regular activities for members of the brand community to experience feelings of deep friendship.

Limitation

This study has the following limitations:

a. Respondents were used in this study did not focus on one area, but must be split into two areas, namely Solo and Salatiga because of the lack of respondents who are still actively participating in community vespa.

b. This study examined the limit for respondents who interact in the community brand offline.

Suggestion

Suggestions for future research should be able to look for a brand community with members of the larger size and can focus on one area, so we need more in-depth survey. In addition to further research can also integrate brand communities that interact offline and online, so as to give an idea of how people decide to join a virtual brand community.

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