Global Brand Commitment in International Market: The Factors Affecting Global Brand Commitment

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Abstract

This quantitative research is to find out the effect of the independent variables such as brand innovativeness, brand customer orientation, brand self-relevance, and brand social responsibility towards global brand commitment in international market. Data collection was done using electronic questionnaire where a series of indicators derived from previous research from various scholars were used to assess the perception of respondents towards the research variables. 138 respondents that participated in this research are Indonesian citizens that lives in Jakarta area and therefore the data gathered from the respondents are further assessed using Stata. The result of measurement for hypothesis testing on global brand commitment factors turned out to be supporting the hypothesis and leaving only one hypothesis unsupported. At the end, the research has proposed some managerial implications that can be used by international brand managers as advice or feedback for their global brand marketing.

Keywords
Global Brand Commitment, Brand Innovativeness, Brand Customer Orientation, Brand Self-relevance, Brand Social Responsibility.

1. Introduction

The world today is in a highly globalized phased where everyone is connected. Therefore, the term globalization defines: the relationship in between people is not limited by the borders of nation. From this state, given the flexibility and connectivity, international business is formed where any business activities such as sales, marketing, investments, transactions, and supply chain can occur in more than one country (Daniels, Radebaugh, & Sullivan, 2015)**.** For example, I can take place in several countries due to cost factor or it could be because of product specialization of a country (Budiono & Purba, 2019). This resembles a global supply chain that involves more than one country for a product's production. The drivers behind this in general is due to several reasons such infrastructure development in a country, technical skills of labor and communication development. Consequently, a business should decide what type of strategy they will adapt in its international business sector so that it can compete in the highly globalized world today (Rosneva & Hraskova (2020); Purba & Budiono (2019); Rajagukguk et al, (2020)).

There are four business strategy that multinational business can adopt to their international operations. International strategy is when a business reproduces their exact core competencies into the foreign market(S. Budiono, Purba, & Adirinekso. G.P., 2020). On the other hand, multidomestic strategy is when a business adapts its value and activities according to local condition in the foreign market. In a situation when a business decides to create a uniform standard across its operation in the foreign market, global strategy is adopted to its international operation. Lastly, transnational strategy is a win-win solution where a business emphasizes global integration but also able to capture the local values in the foreign market into their core competencies (Daniels et al, (2015); Purba & Panday (2015); Budiono & Purba (2020)).

Developing a global brand creates a global perspective for people as a way of building a marketing strategy in a globalized world, thus this business operation falls under global business strategy. In this situation, a company will sell their products or services in a standardized manner all over the world without any local market adaptation. An effective and successful global branding will create cognitive perception of the brand in the international market. As a result, it contributes positively to international marketing performance of the business. This phase of international business has given companies bigger opportunities to expand their operations into other countries by the development of a global brand (Small, Melewar, Yin Wong, & Merrilees, 2007). The global brand created by the international operating company has become one of the most important assets and tools for a company's brand name in today's business, in terms of expansion beyond country of origin. The role of it causes an increase in communicating the brand internationally in terms of promoting its common goals, and values or identity) to their global customers (Purba et al, 2020).

Therefore, this research will measure how global brand can sustain their brand commitment in the international market, by assessing the factors affecting brand commitment such as brand innovativeness, brand customer orientation, brand self-relevance, and brand social responsibility.

2. Literature Review

2.1. The Variables in Research

Brand is one the biggest asset a company owns, not only the names and symbols that is physically seen, but a brand represents the point of view a customer sees on the given product or service a company offers as a value. Therefore, a brand that is successful in doing so has developed brand equity as a response towards the customers in terms of marketing needs on how good a company can catch consumer value that creates loyalty due to a link and relation formed in between product/service creator and its users. When a brand is committed, it has implemented four marketing perception which are: differentiation that makes the product/service different from others, relevance in fulfilling the needs of users, knowledge on responding customer knowing on the brand and esteem on how consumer acts towards the brand. As an overall, a committed brand creates a brand value which can be measured on numerical basis on the financial value of the brand itself (Kotler & Armstrong, 2018).

As a business operates in a host country, the image of the home country and environment of the host country affects the image and branding of the foreign busines. At this point, the country of origin of a business plays a significant role as some people in foreign market dislikes a certain brand due to disliking its country of origin. However, at the same time some customers will prefer the brand coming from a foreign market comparing to local brand offered in their country and most likely choose the foreign brand as their main preference. Therefore, government do play a significant role in this term as the relationship of host country government and home country government of the business does affect the perception of customers towards the brand significantly (Adirinekso et al (2020); Budiono (2020)). The condition above describes the environment business need to take in account when operating internationally. Consequently, this business environment causes an indirect effect to a firm's branding and marketing strategy due customer perception in the host country the business of the brand is operating (Adirinekso et al, 2020).

A global brand is a brand created by a company that is aware of the global trend, available, accepted, desired and presents its brand positioning and brand image based on a centralized marketing coordination from country-of-origin headquarters. In global branding management, there are some additional management point a company should pay extra attention comparing to local branding. A global approach is where the products or services of a global brand is consistent and rarely adapted to local standards or can be said the company must be able to develop a product that is standardized. Also, in managing a global brand, customers demand social responsibility as part of the brand operation standard in the market where the brand is also sold (Ozomer et al, 2012).

Brand innovativeness is a measure on how customer sees and value a company's product in a way it provides useful solution that meets the customer needs. When a brand sometimes creates something new, although it is not possible to use yet due to incompatibility with support infrastructure, it is still considered as brand innovativeness. Customers also value and see a brand innovativeness based on the creativity and usefulness of the product in the near future (Shams, Alpert, & Brown, 2015).

A business is considered customer orientation when a brand focuses on their customer needs, fulfilling customer needs and retain the generation of customer feedback to build a relationship with customers. Therefore, to achieve this state, brand must be able to take in feedback from their customers and fulfill the needs of the customers.

If a brand sets its customer orientation as priority, therefore customer fulfillment is important when designing products or services to be offered to their customers (Buttenberg, 2017).

Brand self-relevance is a feeling formed when the user or customers is using the product from the brand and by that the person's characteristic is created, expressed, and shown by the products being used. Therefore, brand self-relevance creates a consumer self-image by using relevant products created by the company with its given brand (Rahman & Noor, 2014).

Corporate social responsibility (CSR) is implemented in a firm corresponding to building business ethics that shows company's duty to the surrounding. Therefore, brand social responsibility is how a brand is responding to the social public surrounding of the business by their related CSR activities for the society's welfare, including meeting legal regulations, meeting social expectations and commitment to the society. A firm is usually socially responsible when the brand successfully implemented and created social responsibility activities that is accepted by the society and therefore affects the firm's performance in terms of enhancing corporate identity (Wang, Chen, Yu, & Hsiao, 2015).

2.2. Relationship between variables

Brand Innovativeness and Brand Commitment

Innovation plays a significant role in when a company is trying to maintain its position in the market and being able to sustain its competitive advantage. An innovative brand is described to be the first in the market to introduce something new and this holds the brand in the market to be able to build positive customer-based loyalty. Also, when a firm is considered as innovative, the innovation can influence the brand performance positively as in a competitive global market, customer's needs and wants evolves while thinking for repurchasing a product and innovation is a way for a brand to create a perception for its customer to consider a repurchase. Customers will consider a brand innovativeness to be positive when a firm's product is unique or different from its competitor in terms of features, functionality, and usefulness. These factors are considered as added value of a brand in its product that cannot be found from competing brand (Hanaysha & Hilman (2015); Purba (2015))

The research source above concludes that brand innovativeness is significant towards brand commitment. As the firm tries to innovate to create new quality products, it attracts new customers and sustain existing customers and therefore shows that the brand is committed towards maintaining quality relationship and its value between its existing and new customers by brand innovativeness. Therefore, the hypothesis proposed based on the studies conducted by Hanaysha & Hilman (2015) is H1: Brand innovativeness has a positive effect on brand commitment.

Brand Customer Orientation and Brand Commitment

In terms of business trying to market their product or service, the firm as the seller in this context acting as service provider will interact with its existing and prospective customers. Customer orientation involves business activities such as to recognize, examine, recognize, and fulfill customer needs. A customer-oriented firm is a company that has a shared belief or culture in terms of organizational belief to pay attention to their customer and prioritize customer first interest. The company will try to enhance every customer's experience. Also, any input or feedback from customer will be used to enhance the quality of product and service as customer will be treated as concern of the company. Therefore, when a company serves as a customer-oriented firm, it shows that any individual's experience is significant to the firm. From this, the business is able to build customer satisfaction that is based on loyalty towards customer that relates as an effect of brand commitment towards its customer (Hong & John (2010); Purba (2020)).

Apart from the studies above, previous research also indicates that besides the firm trying to build positive customer orientation in a way such as fulfilling and prioritizing customer's interest; sometimes the customer demanded more as in some circumstances where the customers really demanded high satisfaction level to see brand commitment from the aspect of customer orientation. Therefore, the firm is unlikely to get customer loyalty relationship by only following the customer's input and interest where the firm needs to exceed the customer's satisfaction level. By doing so, the customers will see brand commitment that results to repeated buying. Consequently, customer satisfaction is not enough but more to the emphasis of customer's trust in the brand to provide beyond their expectation (Hidayanti, Nuryakin, & Farida (2018); Purba et al (2020)).

From the research source shown above based on previous research, when a firm emphasizes its operation based on customer orientation, prioritizing their customer interest as their first concern and affects the business significantly. Therefore, the business is creating brand commitment to their customers based on customer orientation.

That being so, the hypothesis proposed based on the studies by Hong & John (2010) is H2: Brand customer orientation has a positive effect on brand commitment.

Brand Self-Relevance and Brand Commitment

Self-relevance is a state when consumer identify oneself by the brand, they use (Rahman & Noor, 2014). The context of self-relevance is based on the study of social identification theory where one person would associate him or herself with a social category where the social category itself represents their self-esteem and this person would follow the trend as to show attractiveness of their selves because the social category will represent his or her characters. When this concept is applied to business marketing, a person would identify themselves with a certain brand and by that brand his or her social class identity would be represented. A brand that is consistent in showing prestigious and satisfaction when being used and this factor is being used by people to represent their self-value. Overall, this concludes that a brand can define a person personal identification and a brand acts as an instrument showing a person's identity in the community equivalent to the value shown by the brand itself (Larasati & Hananto, 2013).

Based on the research above, this shows that brand self-relevance is significant towards a person's value in the society when using a certain brand due to the image formed by the brand itself. Therefore, when a brand is committed in showing its value given to consumer, the hypothesis proposed based on the study of Larasati & Hananto (2013) is H3: Brand self-relevance has a positive effect on brand commitment.

Brand Social Responsibility and Brand Commitment.

Today's trend found in consumer of many businesses is that social responsibility of the business plays a significant role as the consumer starts to concern about the environment and the impact of the business activity towards its surrounding social environment. One of the activities a business can perform to maintain social welfare is Corporate Social Responsibility (CSR) and a consumer is able to measure a brand's commitment in terms of fulfilling its promise and effort towards the well-being of the society. When a company can increase the CSR activities, it shows its commitment and initiatives towards the environment thus fulfilling its promise at the beginning to show care to the community. This factor becomes an indicator for customer to evaluate and relate how the brand is fully committed towards its saying and brings advantage to the brand where customer trust can is built resulting a long-term brand image in consumer's mind (Fatma, Khan, Rahman, & Pérez, 2020).

Concluded by the research above, when a brand promises to do CSR activities as social welfare and a successful CSR can show the quality of promise of a brand and also shows how it is committed towards its responsibility. Therefore, the hypothesis proposed based on research by Fatma, Khan, Rahman, & Pérez (2020) is H4: Brand social responsibility has a positive effect on brand commitment

3. Methods

Based on the problems and possible causal relationships between Brand Innovativeness with Brand Commitment, Brand Customer Orientation with Brand Commitment, Brand Self-Relevance with Brand Commitment and Brand Social Responsibility with Brand Commitment, then we compile an economic model as outlined in the figure 1.
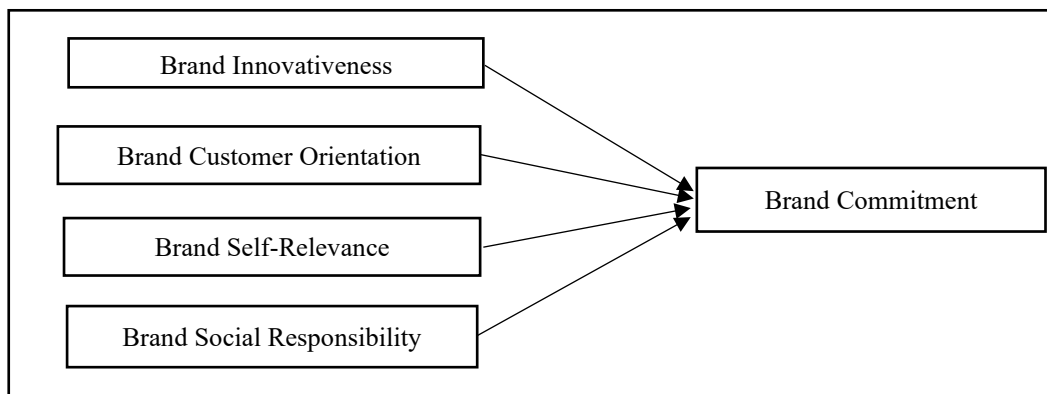

Figure 1 Research Model.

This research is conducted based on quantitative paradigm where hypothesis is tested using series of collected data from electronic questionnaire. The five-level Likert scale was used to measure the perception of Indonesian citizen towards global brand commitment as the dependent variable followed by dependent variables such as brand innovativeness, brand customer orientation, brand self-relevance and brand social responsibility as factors affecting global brand commitment. The indicators used for measurement are gathered from previous research as shown below in the table 1 and are applied into the electronic questionnaire. The scaling used in the questionnaire for this research ranks from (1) strongly disagree to (5) strongly agree.

Table 1 Research Variables and Indicators

Variable	Indicators	Scale	Source
Brand commitment	[BC1] I feel loyal towards [brand name]. [BC2] I will repurchase this brand in the year to come. [BC3] Even if [brand name] would be more difficult to buy, I would still keep buying it. [BC4] I am willing "to go extra mile" to remain a customer of [brand name]. [BC5] I would love to use this brand continuously.	Likert scale: 1: Strongly disagree 2: Disagree 3: Neutral 4: Agree 5: Highly agree	(Eisingerich & Rubera, 2010) (Hur, Ahn, & Kim, 2011)
Brand innovativeness	[BI1] [Brand name] provides effective solutions to customer needs. [BI2] Customers can rely on [brand name] to offer novel solutions to their needs. [BI3] How often does [xxx] come up with innovative products, services, and ideas? [BI4] Brand's ability to introduce innovative products totally new to the market. [BI5] Brand's ability to introduce products that cause significant changes in the marketplace.	Likert scale: 1: Strongly disagree 2: Disagree 3: Neutral 4: Agree 5: Highly agree	(Eisingerich & Rubera, 2010) (Doorn, Onrust, Verhoef, & Bügel, 2017) (Pappu & Quester, 2016)
Brand customer orientation	[BO1] Always responds effectively when we ask them to make changes. [BO2] [Brand name] tries to make every customer feel like he/she is the only customer. [BO3] Never stops short of fully accommodating our requests for changes. [BO4] Is always flexible to adapt to changes we ask for. [BO5] [Brand name] is famous for its attentiveness to customer needs.	Likert scale: 1: Strongly disagree 2: Disagree 3: Neutral 4: Agree 5: Highly agree	Eisingerich, and Rubera (2010) (Blocker, Flint, Myers, & Slater, 2011)
Brand self-relevance	[BS1] This brand expresses what I find important in life. [BS2] [Brand name] means a great deal to me. [BS3] This brand represents exactly how I see myself. [BS4] This brand helps me to focus my thoughts on myself. [BS5] [Brand name] is one of the best things in my life.	Likert scale: 1: Strongly disagree 2: Disagree 3: Neutral 4: Agree 5: Highly agree	Eisingerich, and Rubera (2010) (He & Lai, 2014)
Brand social responsibility	[BR1] I consider [brand name] as a socially responsible brand. [BR2] Respecting ethical principles has priority overachieving superior economic performance for this brand.	Likert scale: 1: Strongly disagree 2: Disagree 3: Neutral	(Eisingerich & Rubera, 2010) (Phua & Kim, 2015)

| | [BR3] This brand is more beneficial to society's welfare than other brands. [BR4] This brand respects the law when carrying out its activities. [BR5] This brand is careful to respect and protect our natural environment. | 4: Agree 5: Highly agree | |

Source: Designed for this research

4. Data Collection

Based on elements of research design in the book written by Sekaran and Bougie (2016), there are several ways to obtain data for research such as primary data collection and secondary data collection. Primary data collection in business research are made up of methods such as data collection method for research such as: observation, interview, and questionnaires where these methods are used to obtain data from respondents (Sekaran & Bougie, 2016, p. 111). Secondary data are those data obtained or collected from existing sources such as statistical bulletins, government publications, published or unpublished information, website, or Internet (Sekaran & Bougie, 2016, p. 37)

In this study the method to be used is cross-sectional. This was chosen, because this research is a descriptive study to observe correlational situation so that no changes will be set by the researcher. The research will assess the factors affecting global brand commitment and therefore the study will be conducted only once per individual to see the correlation between the independent and dependent variable.

The unit of analysis in a study means that it is the level of cluster in the data collection that will be collected in data analysis stage. The level of analysis are individuals, dyads, groups, organization, and culture. Individual level of analysis means that one's response will be treated as an individual data source. Individual respondents can also be informed of dyads meaning a pair of two individuals as for example husband and wife relation and the relationship is going to be the object of studies. Respondents in the form of groups can be in one organization. It is a group analysis where a group of people at the same level will be used to represent an organization. For example, a group of people consisting of supervisor level staff in a company will be taken as one group to represent one company's voice Lastly, collecting data from more than one nation counts as studying the difference between culture of nations (Sekaran & Bougie, 2016, pp. 102-103).

In this study, unit of analysis taken is individual. Therefore, one person as one unit will represent him/herself as one respondent in the survey where the respondent will represent themselves as one of the citizens of Indonesia living in Jakarta region. There are 138 respondents collected.

5. Results and Discussion

5.1. Validity and reliability testing

After obtaining primary data from the research instrument, the data will be assessed for its validity and reliability. In this study, the research instrument used is the electronic questionnaire which consist of research indicators as shown in the table 1 for each research variables. The electronic questionnaire has collected 138 respondents as primary data from Indonesian citizen living in Jabodetabek (metropolitan area) as the respondents of this research.

Table 2: Validity and reliability testing

```
Test scale = mean(standardized items)


                                           average
                        item-test  item-rest  interitem
Item        Obs   Sign  correlation correlation correlation    alpha

bc1         138    +      0.7188     0.6851     0.3465       0.9271
bc2         138    +      0.6457     0.6053     0.3505       0.9283
bc3         138    +      0.7330     0.7006     0.3457       0.9269
bc4         138    +      0.7596     0.7300     0.3442       0.9264
bc5         138    +      0.7185     0.6847     0.3465       0.9271
bi1         138    +      0.6048     0.5610     0.3528       0.9290
bi2         138    +      0.5230     0.4733     0.3574       0.9303
bi3         138    +      0.4646     0.4113     0.3606       0.9312
bi4         138    +      0.4292     0.3740     0.3626       0.9318
bi5         138    +      0.3174     0.2572     0.3688       0.9334
bo1         138    +      0.6795     0.6421     0.3487       0.9278
bo2         138    +      0.5910     0.5462     0.3536       0.9292
bo3         138    +      0.6671     0.6285     0.3493       0.9280
bo4         138    +      0.5937     0.5491     0.3534       0.9292
bo5         138    +      0.6692     0.6308     0.3492       0.9280
bs1         138    +      0.5905     0.5456     0.3536       0.9292
bs2         138    +      0.7126     0.6783     0.3468       0.9272
bs3         138    +      0.6728     0.6348     0.3490       0.9279
bs4         138    +      0.7015     0.6661     0.3474       0.9274
bs5         138    +      0.7346     0.7024     0.3456       0.9269
br1         138    +      0.5402     0.4917     0.3564       0.9300
br2         138    +      0.5622     0.5152     0.3552       0.9297
br3         138    +      0.5575     0.5102     0.3554       0.9298
br4         138    +      0.5445     0.4963     0.3562       0.9300
br5         138    +      0.6420     0.6013     0.3507       0.9284

Test scale                                    0.3523       0.9315
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Source: *Designed for this research*

The basis for decision making in the reliability test is the Cronbach's Alpha value of $0.9315 > 0.60$, so the questionnaire or questionnaire is declared reliable or consistent. The validity testing based on Stata software shown in table 2. The item-test correlation on the table 2 is also showing result of validity based on r-table, which in this research all item-test correlation that more than value r-table.

5.2. Application of linear regression analysis

Next stage after performing the validity and reliability test above, hypothesis testing was done to answer the research. Data analysis conducted in this research is based on robust method done in Stata software where linear regression was performed aiming to assess the t-value of each variables using 95% confidence interval. The table below shows the linear regression results for the data used in this research where from the four independent variables, three variables are significant, and one variable turns out to be not significant. The one tail t-test was conducted using the one tail test benchmark for t-value of $t = 1.65$. Therefore, the hypothesis will be rejected if the t-value is not equal or does not exceed the value of $t = 1.65$.

Table 3. Linear Regression

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Linear regression                          Number of obs   =        138
                                           F(4, 133)       =      59.98
                                           Prob > F        =     0.0000
                                           R-squared       =     0.6841
                                           Root MSE        =     .44245


                          Robust
          BC      Coef.   Std. Err.      t    P>|t|     [95% Conf. Interval]

          BI   .2500022   .0758185     3.30   0.001      .100036    .3999683
          BO   .1557053    .104616     1.49   0.139    -.0512212    .3626317
          BS   .5747599   .0786284     7.31   0.000      .419236    .7302838
          BR   .1313696   .0722832     1.82   0.071    -.0116037    .2743429
        _cons  -.4087235   .3292026    -1.24   0.217    -1.059874    .2424265
```

Source: Designed for this research

Based on the results of data processing from the table 3, we can formulate the following econometric equations.

$$BC = -0.409 + 0.25\ BI + 0.15\ BO + 0.57\ BS + 0.13\ BR \tag{1}$$

The F-test value of 59.98 and p-value = 0.00 explains that the equation model is goodness of fit, all independent variables affect the brand commitment variable.

For this research, brand innovativeness is significant towards brand commitment as stated from the results above. The t-value is 3.30 where it is greater than 1.65 found on the t-table for 0.05 or 5% error. Overall, the result of this research variable is supporting the hypothesis formulated in the beginning of the research.

As the hypothesis formulated in the beginning is supported, the formulation was derived based on previous research by Hanaysha & Hilman (2015) when constructing the linkage between the two variables. This clearly states that when a firm tries to create new product or invest in innovating, it shows that the brand is committed to their customer and loyalty from the customer will be formed in return as a result from conducting positive innovation for a brand. As from the indicator used in the research questionnaire, the respondents really value a brand's ability to introduce new products that causes significant change in the marketplace as this indicator scored high in the scaling shown in the descriptive statistics scale.

The second hypothesis of this research is supported in this research due to the result of the t-test in the research turns out to be not significant. It was since the t-value is smaller or less than 1.65 which is 1.49. The result turns out to be the opposite of the prediction done in the beginning where it was proposed based on Hong & John (2010) stating that brand commitment will increase when a firm operates based on customer orientation where customer was prioritized as the businesses' first interest. In other condition, proven alongside other previous research conducted by Hidayanti, Nuryakin & Farida (2018), shows that customer orientation that is built based on fulfilling and prioritizing customer's demand in some circumstances shows that by building only brand customer orientation, it is not enough to create brand commitment from the customer's perception. Therefore, the firm needs to exceed or run over the customer's interest creating the ultimate customer's satisfaction level. So, the insignificant result as the hypothesis is not supported in this research is based on the result which is confirmed by other researcher showing that it is possible where customer orientation is not enough or insignificant to create brand commitment in such environment where the customers are highly demanding more and more. As this condition wraps up the condition of the Indonesian market where the consumer will demand more or in other words the global brand should be able to exceed customer's expectation in order to see the positive brand commitment shown by the global brand.

The path in between brand self-relevance and brand commitment represented by the third hypothesis in this research has shown to support the hypothesis of the research formulated for the relationship in between the two variables. For significancy, the relationship is based on factual data where t-value for this variable linkage is 7.31 where it is abundantly more than 1.65. It shows that brand self-relevance is significant towards brand commitment.

Since the result of the research conducted successfully supports the hypothesis created in the beginning, it proves that the prediction stated at the first place during the hypothesis forming is correct. The hypothesis was formulated based on previous research by Larasati & Hananto (2013), where brand self-relevance comes from social studies where a person will see that by using certain brand with certain characteristics, it shows or represent the person who is using it as it shows attractiveness to the public. In business wise said the researcher shows that by using a certain brand, a person would gain social class such as prestigious gain. In this research, this theoretical foundation is confirmed by indicators where the indicator describes that the global brand means a lot and it is a big deal for the respondent. Therefore, it shows that the respondents are on the same perception of the theory as they think that by using that particular global brand in their mind is related to showing prestigious and showing attractiveness to the society as it represents one's characteristic shown by brand self-relevance.

The fourth hypothesis which is based on the relation path between brand social responsibility and brand commitment turns out to be supported in this research. The main reason of the cause of positive relationship is due to the factual data obtained from hypothesis testing although the t-value is 1.82 which is greater than 1.65. As a result, this condition is considered as a positive relationship. Consequently, the formulation based on the theoretical foundation by Fatma, Khan, Rahman, & Pérez (2020) is applicable in the condition of this research.

As the research conducted turns out to be supporting the initial hypothesis, it proves that the prediction or formulated hypothesis is correct. The theoretical foundation used to create the hypothesis was based on Fatma, Khan, Rahman, & Pérez (2020). The research shows that the customer in the market today start to cares about the environment. Thus, they have a concern towards the social environment and the factor and necessity of conducting social welfare is starting to be realized by customers. Therefore, the concern of using products or services from a brand that fulfills its corporate social responsibilities behavior, respecting the law and is committed towards the social welfare shows that the brand is committed due to the effort in terms of building a positive brand image in their consumer's mind and the trust and long-term relationship can be formed. An indicator for social responsibility research variables has also shown that customers appreciate the business that respects the local law on social welfare. As a conclusion, this shows that the literature review used for this research is valid and shows confirm that the perception of people being aware of a brand's social responsibility activities and action.

6. Conclusion

Overall, this research containing four independent variables and one dependent variable participated by 138 respondents which are Indonesian citizen has drawn the following conclusion based on the significance level or hypothesis analysis towards the proposed hypothesis in the beginning of the study:

Brand innovativeness has a positive effect towards brand commitment.
Brand customer orientation have a positive effect towards brand commitment, but it is not significant in 5%
Brand self-relevance has a positive effect towards brand commitment.
Brand social responsibility has a positive effect towards brand commitment.

Thus, from the five research variables, managerial implications can be drawn from this research as follows especially for international marketing managers who are in responsible in marketing when designing their global brand commitment. The data below is based on the context of Indonesian market as all participants are Indonesian citizen:

- Brand commitment: When the customer considers a brand is fully committed and has positive relationship in between the customers and the business, therefore the customers are willing to spend or give some effort to retain using goods or received services from that brand as the value derived is more than the extra effort spent by the customers.
- Brand innovativeness: As some scholars above mentioned that the global brand should be able to capture the global trend and create solution towards it, therefore a global brand should be able to provide solution for customer and let them rely on it in terms of providing ways to solve problems and providing the solution needed.
- Brand customer orientation: This research shows that the customer in Indonesia demands more than customer orientation of a firm that fulfill the needs of the customer based on the discussion and furthermore the customers

expect the firm to exceed their expectation. Therefore, the firm needs to create and give value that is beyond the standard of their customers.

- Brand self-relevance: The brand should be able to produce value that the customer will consider by using that product, it will represent themselves attractive and have in mind that the product from the brand becomes one of the best things they consider having in their life.

- Brand social responsibility: The firm or business of the brand should implement or invest in their social responsibility areas as one of the ways in it to show its brand commitment. The people are more aware now, having a perception towards the need of contributing to the society and also the business needs to consider this point as well to comply to local government standard in each international market. Overall, by having a proper social responsibility plan and actions, the brand is believed to show their commitment from the customers perspective.

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