Effect of Perceived Brand Matter and Consumer Engagement moderated By Perceived Popularity and Perceived Likelihood on Adding Value of Adidas Brand Co-Promotion on Instagram Users

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Abstract

This research aims to determine the effectiveness of brand matter and customer engagement moderated by perceived popularity and perceived likelihood of adding value to the co-promotion of the Adidas brand for Instagram users. The brand matter consists of Brand Customer Services, Brand Interactivity (I), Brand Intimacy (B.I.), and Brand Satisfaction (B.S.). The research sample used is non-probability sampling with a purposive sampling method, namely consumers who have used the Adidas brand, with 273 respondents Jakarta and Tangerang area. Data Collection for this study is electronically distributed through the google forms and sended the respondents' e-mails. The data analysis technique used regression analysis with structural equation models with AMOS statistical application. Implementing descriptive analysis and discussions showed that all hypotheses are significant and accepted and positively affected the Adidas brand variable. There are several exciting findings in this study that will be presented in the body of this paper because most of the respondents are from the millennial generation.

Keywords: Consumer Engagement, Perceived Popularity, Perceived Likelihood, brand, Adidas.

Biographies
John Tampil Purba obtained a degree Doctor (S3) majoring in Management from De La Salle University Systems Manila, the Philippines, in 2002. He has several managerial experiences in the Service Industries group for more than 25 years. Dr. Purba also has several certifications international Standards in management information systems and technology, among others: MCP, MCSA, MCSE, MCSES, MCSAS, MCDL and MCT from Microsoft Technologies, USA and CSE from Cisco System USA. He is also Professional Membership of IEOM Society since last year. He is currently served as an Associate Professor at the Faculty of Economics and Business Pelita Harapan University, Karawaci Banten, Indonesia.

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