

ABSTRACT

Corporate Branding, Emotional Attachment, and Brand Loyalty: The Case of Danone Group Indonesia

Fast moving consumer goods industry is definitely one of the biggest industri in the world with business value reaching over USD 8 trillion or around IDR 104 quadrillion in 2014. Therefore, this research is done to know the impact of corporate branding and emotional attachment towards brand loyalty with a study case of Danone Group Indonesia.

In this research, there will be in total 200 questionnaires distributed with clustered sampling method. The analysis technique used in this research is structural equation modelling (SEM), supported with AMOS application for further analysis. The final results indicate that corporate associations will have a positive significant impact towards brand loyalty fully mediated by emotional attachment, while symbolical benefits has no impact at all towards brand loyalty in the case of Danone Group Indonesia.

Keywords:

Corporate Branding, Corporate Associations, Symbolical Benefits, Emotional Attachment, Brand Loyalty, Danone, FMCG