

Creating Relationship Bonds: An Exploration of Brand Resonance Research

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Abstract:

Purpose:

Brand resonance is essential for organizations to understand as they seek to build stronger relationships with the public. Brands are expected to understand what drives the relationship between consumers and their brand and take steps to build brand resonance.

Methodology:

This article was prepared using the literature study research method by collecting data from other scientific works such as journals, international journals, and proceedings that discuss matters related to brand resonance, perceived value, brand experience, brand love, and social media marketing through stages of data collection and categorization of data from journals and paper proceedings related to brand resonance, perceived value, brand experience, brand love, and social media marketing.

Findings:

Brand resonance is the highest relationship that can be successfully built between a brand and its consumers in the form of behavioral Loyalty, attitudinal attachment, sense of community, and active engagement.

Implication:

In this literature review, several factors influence brand resonance between consumers and a brand: perceived value, brand experience, brand love, and social media marketing.

INTRODUCTION

Brand resonance is the extent to which consumers develop behavioral, psychological, and social bonds with the brands they consume. Brand resonance is essential to research, considering that brand resonance is an important concept in branding and publications because it includes the emotional connection between consumers and a brand or product and how a person feels the value of a brand. When they feel they have the same values as a brand, consumers will be loyal and make repeat purchases, increasing customer retention and positive word of mouth. Brand resonance is the culmination of all marketing efforts, which is realized through relationships built between brands and consumers.

According to Keller (2013), brand resonance is the highest relationship based on customers' identification with a brand. This relationship refers to how consumers feel "in sync" with their brand. Keller's brand resonance model is known as Customer-based Brand equity (CBBE), depicted in a pyramid, where brand resonance is at the top of the pyramid, which is the highest position of relationship with consumers. Keller specifically divides brand resonance into four categories: behavioral Loyalty, attitudinal attachment, sense of community, and active engagement. Behavioral Loyalty refers to behavior that shows Loyalty to a brand.

Several factors can contribute to brand resonance. One is the quality of the product or service the brand offers. When customers have a positive experience with a brand's products or services, they are more likely to feel a connection with that brand. Another factor is the brand's marketing and advertising efforts. An effective marketing campaign can help create an emotional connection between customers and the brand and can help reinforce the brand's values and message.

Perceived value is the difference between a potential customer's evaluation of all the benefits and all the perceived costs of offers and alternatives (Kotler, 2017). A product is precious if it meets customer's needs, wants, and requests.

Brand experience is the sensations, feelings, cognitions, and behavioral responses evoked by brand-related stimuli that are part of brand design, identity, packaging, communication, and environment (Brakus et al., 2009).

Marketing campaigns are strategic promotions to increase awareness of new products or capture customer feedback. Marketing campaigns involving conventional media and social media are carried out. Marketing

campaigns must be designed to meet the needs and desires of the target market and must provide value to customers (Kotler, 2017). The factors influencing brand resonance can be seen in Table 1.

Table 1. Factors Influencing Brand Resonance

Reference	Factors Influencing Brand Resonance
Impact of Perceived Product Value on Customer-Based Brand Equity: Marx's Theory – Value-Based Perspective	Product perceived value has a positive effect on brand resonance.
Investigating the Relationship Between Brand Experience Dimensions and Brand Resonance through two Different Brands Selected from the Cosmetics and Food Sectors	Affective, behavioral, and intellectual experiences significantly affect brand resonance.
Brand Resonance Capability: The Mediating Role Between Social Media Marketing and SMEs Marketing Performance	Social media marketing has a significant influence on brand resonance.

From the explanation of factors that can influence brand resonance in the introductory section, several influencing factors can be seen, including perceived value, brand experience, and marketing strategy, one of which is through social media.

Brand Resonance. Brand resonance is a term used to describe consumers' connection to a brand. Research by Min Kim (2020) titled "CSR and Brand Resonance: The Mediating Role of Brand Love and Involvement" explores the relationship between CSR (Corporate Social Responsibility) and brand resonance, specifically through brand love and involvement. The four indicators of brand resonance include behavioral Loyalty (continuity of interest in transacting with the brand), attitudinal attachment (viewing the brand in a broader context), sense of community (feeling a kinship with the brand), and active engagement (the desire to invest the resources needed by the brand). This research found that the function of brand love mediates the influence between CSR and brand resonance. Liang (2020) entitled How Brand Experience, satisfaction, trust, and Commitment Affect Loyalty: A Reexamination and Reconciliation among Loyal Users on Amazone MTurk. Measurements were carried out on brand resonance, attitudinal, and behavioral constructs, with indicators of behavioral Loyalty, attitudinal attachment, sense of community, and active engagement. This research found that brand satisfaction significantly influences attitudinal Loyalty more than behavioral Loyalty.

In contrast, brand experience and commitment have a more significant influence on behavioral Loyalty. Meanwhile, Qiao's (2022) research entitled Impact of Perceived Product Value on Customer-Based Brand Equity: Marx's Theory - Value-based Perspective " measures the influence of perceived value on customer-based brand equity through brand resonance among 310 consumers of branded products in China. This research found that product-perceived value does not have a positive relationship with customer-based brand equity, product-perceived value has a significant positive effect on brand resonance, and the indicators used to measure brand resonance are following Keller (2021), namely behavioral Loyalty, attachment, sense of community, and active engagement. Several studies related to brand resonance can be seen in Table 2.

Table 2. Research related to brand resonance

No.	Title, Year, and Researcher	Variable	Results
1.	Title: What Makes Consumers Repeat consumption internet celebrity restaurant? Researcher: Jianxiong Tang, Liping Xie, Qiao Sun, Xian Liu	Y: repurchase intention X1: brand experience X2: Emotion value X3: Brand symbol M: Brand resonance Z1: e-WOM experience Z2: internet exposure	Brand resonance mediates the interaction between emotional value, brand symbol, brand experience, and repurchase intention. e-WOM negatively changes the relationship between brand cognition and brand resonance. Internet exposure helps consumers view brand experiences and brand symbols better.

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| <p>Journal: International
Journal of Contemporary
Hospitality Management
Year: 2023</p> | | |
| <p>2. Title: Investigating the Relationship Between Brand Experience Dimensions and Brand Resonance through Two Different Brands Selected from the Cosmetics and Food Sectors
Researcher: Bora Gunduzyeli
Journal: International Journal of Contemporary Economics and Administrative Sciences
Year: 2022.</p> | <p>Y: Brand resonance
X1: sensory experience
X2: affective experience
X3: Behavioural experience
X4: intellectual experience</p> | <p>Affective experience, behavioral experience, and intellectual experience have a significant effect on brand resonance for the two selected brands.
Sensory experience does not make a statistically significant contribution to explaining brand resonance.</p> |
| <p>3. Title: Brand Resonance of Customer on Caterpillar Electric Power Generator in Myan Shwe Pyi Tractors Limited.
Researcher: Thura Min Swe
Journal: meral.edu.mm
Year: 2022</p> | <p>Y1: brand loyalty
Y2: brand attachment
Y3: brand community
Y4: brand engagement
X1: brand awareness
X2: Brand performance
X3: brand image
X4: brand judgement
X5: brand feelings
M: Customer satisfaction</p> | <p>Antecedents of brand resonance (brand image and brand feelings) significantly positively affect brand loyalty.
The antecedent of brand resonance (brand feeling) has a significant positive effect on brand attachment.
The antecedent of brand resonance (brand performance) significantly negatively affects brand attachment.
Antecedents of brand resonance (brand image and brand feelings) significantly positively affect brand community.
Antecedents of brand resonance (brand image and brand feelings) significantly positively affect brand engagement.
Customer satisfaction mediates brand awareness and brand resonance.
There are five partial mediations in the relationship between brand awareness and brand resonance, brand performance and brand resonance, brand image and brand resonance, brand judgment and brand resonance, brand feelings and brand resonance, and customer satisfaction functions as a mediator.</p> |
| <p>4. Title: The Impact of Various Facets of Customer-Based Brand Equity on Brand Resonance.
Researcher: S. M. Hasin Ishrak, Muhammad Hasan Al-Mamun
Journal: International Journal of Business and Society, Vol. 23 No. 3, 2022, 1649-1673
Year: 2022.</p> | <p>Model 1:
Y1: Bonding from brand resonance
Y2: Intention from brand resonance
X1: loyalty
X2: quality
X3: awareness/associations
Model 2:
Y1: Bonding from brand resonance</p> | <p>Model-1's awareness/associations dimension has a factor loading below the threshold.
CBBE Model-2 has an excellent model fit index.
Willingness to pay a price premium has a relatively low loading factor but is still acceptable.
Perceived quality in CBBE Model-1 does not significantly affect the brand resonance construct (bonding and intention).
Uniqueness has no significant effect on the brand resonance (intention) construct.</p> |

		Y2: Intention from brand resonance	
		X1: Perceived quality/perceived value for the cost	
		X2: uniqueness	
		X3: willingness to pay a price premium	
5.	Title: Enhancing Product Innovation Through Digital Value Resonance: Technology Readiness. Researcher: Luthfy Purnanta, Agustinus Budi Santoso, Roymon Panjaitan, Edwin Zusrony. Journal: Journal of Management and Business Year: 2022	Y: product innovation X: Technology readiness M: Digital value resonance	Digital value resonance avoided the relationship between technological readiness and increased product innovation. The advantages of this research are: Synthesizes the proposed digital value resonance variables from the proposition results of the resource-based view theory, which helps connect the gaps of previous researchers and adds new concepts that can configure digital value at the competitive level and improve MSME product innovation.

Perceived Value. Almquist et al. (The Elements of Value, Harvard Business Review Magazine, 2016) state that customer value can be measured through desired and perceived value. Desire value is the consumer's expectations before using a product, while perceived value is the perceived value, including the costs incurred to consume a product. Cost is the most essential part of customer perceived value and is one of the parameters for measuring potential customers or evaluating competing brands. Consumers' value for a product is not only determined by cost. However, it is also influenced by the total market offer compared to competitors, which consists of emotional benefits, service and support, and product quality and superiority.

Perceived value triggers consumer attitudes and behavior, and the value perceived by consumers cannot be controlled by the organization directly. However, it can be controlled through appropriate marketing actions and tools so that it impacts the value perceived by customers.

In the brand resonance model, perceived value is at the brand performance stage, where perceived value and brand performance explain the value received by consumers, both in terms of excellence in product and service quality, as well as the extent to which the product and service meet consumer expectations and needs functionally, aesthetically and economically.

In Swe's research (2022) entitled Brand Resonance Of Customers On Caterpillar Electric Power Generator In Myan Shwe Pyi Tractors Limited, perceived value in brand performance is measured by measuring reliability, durability, service, and meeting needs compared to competitors. However, it produces a negative influence on brand attachment. It is due to service response, which is considered slow, and stock is limited; this situation negatively impacts brand attachment due to the lack of points of parity, which includes availability and serviceability as the main factors. In research by Ishrak et al. (2022) entitled The Impact Of Various Facets Of Customer Brand Equity On Brand Resonance in the Carbonated Soft Drink Industry, the influence of perceived value on brand resonance is measured by quality, performance, price, value for money, and uniqueness of brand. This research found that perceived value significantly affected the brand resonance model construct (bonding and intention).

In contrast, uniqueness had no significant effect on the brand resonance model construct, namely intention. It shows that the dimensions of the Customer-Based Brand Equity (CBBE) and Brand Resonance (BR) models capture the constructs of brand equity and brand resonance well, so it is necessary to adapt the individual dimensions of CBBE and BR to the convenience and applicability of the organization's product portfolio. In research by Qiao et al. (2022) titled Impact of Perceived Product Value on Customer-Based Brand Equity: Marx's Theory – Value-Based Perspective on Branded Product Users in China, measuring perceived value on brand resonance was carried out through product quality, benefits, and prices (emotional value, functional value, and costs) that consumers must pay. This research found that perceived value significantly affected brand resonance but not significantly on CBBE.

Brand Experience. Brakus et al. (2009) conceptualize brand experience as sensations, feelings, cognition, and behavioral responses evoked by brand-related stimuli that are part of brand design and identity, packaging, communication, and the environment. Brakus distinguished several dimensions of experience and developed a brand experience scale that includes four dimensions: sensory, affective, intellectual, and behavioral. Defining and conceptualizing the construct of brand experience begins with research into when and how the experience influences judgments, attitudes, and other aspects of consumer behavior. Next, a literature review in philosophy, cognitive science, and applied management was conducted to distinguish brand experience dimensions and develop a brand experience scale. Next, an examination of the psychometric properties was carried out, and finally, a test was carried out to see whether brand experience influenced consumer satisfaction and Loyalty. Sensory experience is a response to consumer sensations that arise from brand-related stimuli, which are elements of brand design and identity, packaging, communication, and the environment. Affective experience is a response that appears in the form of feelings and emotions related to a brand, which is an element of brand design and identity, packaging, communication, and the environment. Intellectual experience is a consumer's cognitive response caused by brand-related stimuli. These stimuli relate to design, identity, packaging, communication, and brand environment. Behavioral experience is a consumer's behavioral response that arises from brand-related stimuli that are part of the brand design and identity, packaging, communication, and environment. Wilson et al. (2020) stated that brand experience is a reaction and response to a brand that appears as a result of stimulation from the first interaction between a customer and a brand, which results in a perception of that brand. Brand experience is not only an emotional relationship concept but also combines cognitive and behavioral concepts (Tarigan et al., 2019).

Madeline et al.'s (2019) research entitled *The Impacts of Brand Experiences on Brand Love, Brand Trust, and Brand Loyalty: An Empirical Study* examines the influence of brand experience on brand loyalty through brand love and brand trust. The brand experience dimensions used are sensory, intellectual, and behavioral experience, and it was found that all dimensions of brand experience tested had a significant positive effect on brand love and brand loyalty. Meanwhile, in Wilson et al. (2020) research entitled *Brand Experience, Perceived Value, Brand Trust to Predict Brand Loyalty: Brand Love as a Mediating Variable in Instant Food Consumers*, the indicators of brand experience used in this research are sensory, affective, intellectual and behavioral. Moreover, it was found that brand experience is a negative and significant predictor of brand loyalty, one of the dimensions of brand resonance, in Liang's (2020) research entitled *How Brand Experience, satisfaction, trust, and Commitment Affect Loyalty: a reexamination and reconciliation among loyal users on Amazon MTurk*, the indicators of brand experience used are sensory, affective, intellectual, and behavioral. This research found that brand experience has a more significant influence on behavioral Loyalty than attitudinal Loyalty, both of which are dimensions of brand resonance.

Brand Love. Brand love is defined as the consumer's level of satisfaction and strong emotional attachment to a brand with indicators of most use, passion, attachment, positive evaluation of the brand, positive emotions in responding to the brand, statements of love for the brand (Carroll & Ahuvia, 2006). Several approaches have been used to measure brand resonance attachment's second component (attitudinal attachment), which some researchers characterize as brand love. Keller (2013) mentions several studies that mention the dimensions of brand love, one of which is research by Florence et al., 2008 which found that 11 (eleven) dimensions build brand love, namely passion, duration, self-congruity, dreams, memories, pleasure, attraction, uniqueness, beauty, trust, declaration of effect. Carroll and Ahuvia (2006) stated that brand love is measured through 10 indicators, namely: (1) This is a beautiful brand; (2) This brand makes me feel good; (3) This brand is incredible; (4) I have neutral feelings about this brand (reverse coded item); (5) This brand makes me very happy; (6) I love this brand; (7) I have no particular feelings about this brand (reverse coded item); (8) This brand is a pure delight; (9) I am passionate about this brand; and (10) I am very attached to this brand. In research by Giantari et al. (2020), which was conducted on fashion product purchases, the brand love indicators used were: This is a beautiful brand, this brand makes me feel good, this brand is fantastic, this brand makes me very happy, I love this brand, and This brand is a pure delight.

Rahman et al. (2021) conducted research using the antecedents of brand love: brand uniqueness, brand satisfaction, brand pleasure, brand fit with the inner self, and personal experiences. Saputra et al. (2021) researched to create a conceptual model that can explain the process of building and increasing brand resonance by building consumer perceptions of a brand, one of which is brand love from owners and users of Toyota brand vehicles in 5 (five) big cities in Indonesia, namely: Yogyakarta, Semarang, Bandung, Jakarta, and Surabaya. In this research, it was found that brand love has a positive influence on brand resonance. Kim et al. (2020) research, which examined

brand love and involvement to explain the relationship between a company's corporate social responsibility (CSR) activities and brand resonance, was conducted in Busan using a simple random sampling technique among respondents at Silla University. In this research, it was found that brand love mediates the influence of CSR and brand resonance. Madeline et al. (2019) found that brand love positively affects brand resonance. It is supported by Zhang et al. (2020), who found that brand love positively affects brand resonance.

Social Media Marketing. Social media are applications, tools, systems, or platforms supporting community collaboration and content sharing (Kaplan & Haenlein, 2010). Interaction on social media involves two-way communication and sharing information or ideas with others with similar interests (Cheung et al., 2020c). Such interactions between consumers and brands facilitate a cognitive understanding of brand values (Cheung et al., 2020a). This perceptual understanding can create a strong brand and consumer bond. Marketers can increase interactions between brands and consumers by activating sharing or discussion features about the brand (Dessart et al., 2015). Trendiness shows how much brand information on social media is up-to-date with updates, news, and trendy or hot topics (Naaman et al., 2011). With the increasing popularity of social media, consumers seek instant access to brand information through platforms because they consider this information source to be valuable and up-to-date compared to other traditional media (Liu et al., 2021). Zarella (2010) stated that social media is essential for big brands, small businesses, and consumers. There are several types of social media use: blogging, Twitter and microblogging, social networking, media sharing, social news and bookmarking, ratings and reviews, forums, virtual worlds, strategy, tactics, practice, and measurement.

Althuwaini's (2022) research entitled *The Effect of Social Media Activities on Brand Loyalty for Banks: The Role of Brand Trust* examines the influence of social media marketing activities on brand loyalty, one of the dimensions of brand resonance. It was found that social media marketing activities with customization, entertainment, and promotions indicators significantly affect brand loyalty. Meanwhile, in research by Fetais et al. (2022) titled *Do Social Media Marketing Activities Improve Brand Loyalty? An Empirical Study on Luxury Fashion Brands* examines the influence of social media marketing activities (SMMa) on brand loyalty, with the indicators used being entertainment (the ability to create exciting content), customization (personalization approach), interaction (sharing and two-way communication), trendiness (the ability to convey the latest information from the brand), and electronic word of mouth (eWOM) (communication with other consumers, whether actual, potential or previous users regarding opinions and experiences). Research by Ibrahim et al. (2020) entitled *Impact of Social Media Marketing on Brand Love: Promoting Loyalty in the Restaurant Landscape of Pakistan*, which examined the influence of the relationship between social media marketing and brand love in restaurants in Pakistan, found that the indicators of social media marketing, namely: word of mouth (WOM), trendiness, and customization have a significant effect on brand love. Based on those above, this study tries to understand the factors that influence the brand resonance of a brand.

METHODS

This article was prepared using the literature study research method by collecting data from other scientific works such as journals, international journals, and proceedings that discuss brand resonance, perceived value, brand experience, brand love, and social media marketing. This research was carried out through stages of data collection and categorization of data from journals and paper proceedings related to brand resonance, perceived value, brand experience, brand love, and social media marketing.

The data sought from these proceedings and journals are variables that influence brand resonance and the influence of perceived value, brand experience, brand love, and social media marketing on brand resonance. The data is searched through Google Scholar to obtain results, and documents appropriate to the discussion topic are selected.

The next stage is data categorization. At this stage, the collected data is sorted according to the understanding of brand resonance, the variables that influence it, and the relationship between perceived value, brand experience, brand love, and social media marketing on brand resonance.

RESULTS AND DISCUSSION

Brand resonance is a term used to describe the relationship between customers and branded elements, such as products or services. It refers to how well customers can relate to the brand and its values or goals. The brand

resonance model is used to help organizations build stronger relationships with their customers by understanding what drives their relationships with brands.

One of the most widely observed brand resonance models is the Keller Model, which outlines six stages in building brand resonance: salience, performance, imagery, judgments, feelings, and resonance. The first stage, salience, refers to how easily and frequently customers think of the brand. The second stage, performance, focuses on how well the product meets the customer's functional needs. The third stage, imagery, relates to how well the product meets the customer's psychological needs. The fourth stage, judgment, involves the customer's opinion about the product. The fifth stage, feelings, refers to the customer's emotional response to the product. Finally, the sixth stage, resonance, is customer identification with the product.

Brand resonance is essential because it can help organizations build stronger customer relationships. Regarding experience, when customers feel a strong connection with a brand, they tend to remain loyal and continue to buy products from that brand. Additionally, when customers feel that a brand has value, they are likelier to recommend it to others.

Several factors can help build brand resonance. One is to measure the indicators that matter and react faster and more relevantly. Another factor is leveraging efficiencies in growing markets to secure a larger market share. Consumer perception of a brand also depends on several factors or variables that form brand equity. According to several existing studies, several factors that influence the brand resonance of a brand include:

- 1) **Perceived Value.** Perceived value is the value of the benefits consumers feel for the costs incurred in products and services from using a brand compared to competing brands, which will trigger consumer behavior. According to Keller (2013), the brand resonance model explains how to create intense and active customer loyalty relationships. The model considers how brand positioning influences what consumers think, feel, and do and how they resonate or connect with a brand, ultimately creating brand equity or value. Perceived value is the perceived value, including the costs incurred to consume a product. Cost is the most essential part of customer perceived value and is one of the parameters for measuring potential customers or evaluating competing brands. Consumers' value for a product is not only determined by cost. However, it is also influenced by the total market offer compared to competitors, which consists of emotional benefits, service and support, and product quality and superiority. Research by Ishrak et al. (2022) found that perceived value has a significant effect on the construct of the brand resonance model (bonding and intention); this is in line with research by Qiao et al. (2022), which found that perceived value has a significant effect on the brand resonance of the brand, and with research by Jeon et al. (2020), that perceived value has a significant effect on brand loyalty, which is an indicator of brand resonance. Saputra et al. (2021), in their research, found that all hypotheses were accepted, where customer value had a positive effect on brand resonance. It was also supported by Putra et al. (2020) that perceived value had a significant effect on one of the indicators of brand resonance, namely Loyalty. Brand Experience Brand experience is a cognitive and behavioral response from brand-related stimuli imprinted in consumers' long-term memory.
- 2) **Brand Experience.** Brand experience is a cognitive and behavioral response from brand-related stimuli imprinted in consumers' long-term memory. Brakus et al. (2009) explain that brand experience is conceptualized as sensations, feelings, cognition, and behavioral responses evoked by brand-related stimuli, which are part of brand design and identity, packaging, communication, and environment, which can be classified into four dimensions, namely: sensory, affective, intellectual, and behavioral. Relationship marketing must build a comprehensive brand experience to strengthen consumer bonds. Bernd Schmitt (Keller, 2016) explains that experiential marketing is usually broadly defined as any form of customer-focused marketing activity at various touch points that creates a sensory-emotional relationship with customers. Schmitt details five different types of marketing experiences that are becoming increasingly important for consumer perceptions of brands, namely: sense marketing appeals to consumers' senses (sight, sound, touch, taste, and smell), sense marketing appeals to customers' most profound feelings and emotions (starting from mood relatively positive, intense emotions of joy and pride, cognitive experiences and problem-solving that engage customers creatively, act marketing targets physical behavior, lifestyle, and interactions, relate marketing creates experiences by taking into account the individual's desire to be part of a social context (e.g., self-esteem, being part of a subculture, or brand community).

Research by Wang et al. (2021) found that experience value has a significant effect on brand resonance; likewise, in research by Shieh et al. (2017), it was found that experience has a significant effect on brand resonance. Tang's research (2023) found that brand experience as an indicator of brand cognition had a significant effect on brand resonance, and in research by Madeline et al. (2019), it was found that all dimensions of brand experience tested had a significant positive effect on brand love and brand loyalty. Liang (2020) found that brand experience has a more significant influence on behavioral Loyalty than attitudinal Loyalty, both of which are indicators of brand resonance.

- 3) **Brand Love.** Brand love is a term used to describe the solid emotional attachment that consumers can develop towards a particular brand and represents a deeper and more personal connection between consumers and brands. Brand love can be characterized by feelings of passion, affection, and connection towards the brand, and brand love will build positive word of mouth (WOM), repeat purchases, and even defend the brand from criticism. Brand love can be developed through various marketing strategies to build emotional consumer relationships through personalized marketing, exciting storytelling, and extraordinary service.

Research by Babakus et al. (2004) shows that perceived quality can increase satisfaction, and satisfied consumers will be more committed to loving the brand. In the brand resonance model, brand love is a feeling that is felt before brand resonance develops. Ahmed et al. research (2021) found that store love has a significant positive effect on store loyalty and mediates social media marketing with store loyalty, in line with research by Madeline et al. (2019), which found that brand love has a positive effect on the dimensions of brand resonance, namely attitudinal and behavioral Loyalty. It is also supported by Nilowardono et al. (2020), who found that brand love significantly and positively affects brand loyalty.

- 4) **Social Media Marketing.** Social media marketing is a marketing activity that utilizes online applications supported by algorithms, tools, systems, and platforms that allow brands to interact two-way with consumers and build strong bonds with consumers. Communication plays a vital role in building brand resonance. Even more important is that communication can occur interactively so that the communicator and the communicant can understand each other's message. Communication also plays an essential role in managing social media; the communication used in social media is interactive; one of the interactive communication models is the Schramm communication model (1954). According to Nuryanto (2021), Schramm's communication process model has a psychological perspective, which is essential to highlight because the communication process only occurs among humans as social creatures and, simultaneously, as personal creatures with a psychological dimension. Murniati (2019) states that Wilbur Schramm emphasized that a person will determine his actions to communicate if he realizes that some hopes or benefits are more significant than his effort. The existence of a relationship of overlapping and equal interests between the communicator and the communicant can strengthen the communication process carried out and further intensify the process. This interactive communication can be applied on social media to build close engagement and increase brand resonance.

Fetais et al. (2022) found that social media marketing activities have a significant effect on community engagement, which is an indicator of brand resonance and love mark, while Althuwaini (2022) found that social media marketing activities with indicators of customization, entertainment, and promotions have a significant effect. High on brand loyalty, in line with research by Haudia et al. (2022), social media marketing positively influences brand loyalty. Bhanot (2021) found that indicators of social media marketing activity, namely online campaigns, updating information, popularity among friends, and social media platforms, have a significant effect on brand loyalty, while research by Munir et al. (2021) found that social media marketing has a significant effect on brand resonance capability. Social media marketing is a marketing activity that utilizes online applications supported by algorithms, tools, systems, and platforms that enable brands to interact in two ways with consumers and build strong bonds with consumers.

CONCLUSION

Brand resonance is essential for organizations to understand as they seek to build stronger customer relationships. By understanding what drives customer relationships with their brands and taking steps to build brand resonance, which involves considering factors like perceived value, brand experience, and brand love, while leveraging the power of social media marketing to build stronger relationships with their customers, organizations can increase customer loyalty and increase their market share. Based on this understanding, brand resonance is the

highest relationship that can be successfully built between a brand and its consumers in the form of behavioral Loyalty, attitudinal attachment, a sense of community, and active engagement.

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