



Enhancing Brand Loyalty through Innovative Branding Initiatives in Home Decor Enterprise

Alisa Aufo Rizkika¹, Dina Dellyana²

^{1,2} School of Business Management, Institute Technology Bandung, Indonesia

ABSTRACT: This research evaluates the brand image, satisfaction, trust, love, loyalty, and overall experience of Benison Gorden, known for high-quality curtains and blinds, as it shifts its market focus from the middle to the upper class. Using a mixed-methods approach, the study gathered data through structured surveys and consumer feedback. Quantitative results showed strong performance across various indicators: brand image scores averaged 4.034, 4.000, and 4.025; satisfaction ranged from 4.084 to 4.139; trust averaged between 4.105 and 4.168; love brand indicators scored 4.109, 4.122, and 4.025; loyalty ranged from 4.088 to 4.164; and brand experience ranged from 4.059 to 4.118. Qualitative feedback revealed that consumers appreciate the premium quality and design of Benison Gorden products, associating them with exclusivity and prestige. However, consumers suggested improvements in customer service, personalization, and product customization. The study concludes that Benison Gorden can successfully shift its target market by maintaining high product quality, enhancing customer service, offering personalization, and expanding product options. This strategy aligns with upper-class consumer expectations and leverages their higher spending power. Benison Gorden's strong performance across key brand indicators provides a solid foundation for this transition. The brand's ability to evoke high emotional attachment and loyalty suggests it can build a devoted upper-class customer base. Positive overall brand experiences indicate the brand's capacity to deliver consistent value, essential for growth in a competitive market. As Benison Gorden navigates this market shift, continuous monitoring of consumer feedback and adaptive strategies will be crucial. The research highlights the need for a comprehensive understanding of both quantitative metrics and qualitative insights into consumer behavior and sentiments. This dual approach provides a robust framework for strategic planning and decision-making, enabling Benison Gorden to effectively target the upper-class market. By leveraging its strengths and addressing areas for improvement, Benison Gorden can enhance its competitive edge and achieve long-term success. The study's findings offer valuable guidance for other brands aiming to shift their market focus, demonstrating the effectiveness of integrating quantitative and qualitative data to inform strategic direction and ensure a successful transition.

KEYWORDS: Brand Image, Brand Loyalty, Branding Strategy, Consumer Satisfaction, Home Decor

INTRODUCTION

Home is the closest space for humans to live; most humans start their activities at home, apartment, boarding house, etc. According to Bickle, a psychological relationship exists between humans and their place called home [1]. Graham also states there is a desire to make the house a personal identity and a comfortable place [2]. One of the ways is by decorating the house. Apart from homes, there are other places such as offices, schools, hospitals, etc. This shows that there are business prospects for home decoration or room decoration.

During the COVID-19 pandemic and after, there was a Homebody Economy phenomenon where people focused on home investment, one of which was home decor. During the pandemic, people were forced to work from home, and after the pandemic, people became more attentive to the items in their homes because they were aware of and accustomed to the function and beauty of these items. This statement is supported by the increase in sales of one of the retail stores, Moda Operandi, which recorded an increase of 97% for homeware products. Then, Statista data also notes that the Home Decor market is expected to grow annually by 5.30% CAGR 2023-2028, the highest increase being held by curtains. Other businesses, such as Ace Hardware, also recorded an increase of 3.9% in 2022 for household products. Entrepreneurial orientation entails social proactivity towards community benefits, social innovation in protecting the environment and local resources, and market risk-taking to gain profit [3]. An industrial cluster is beneficial in developing a regional economy, and since the need for co-creation among cluster members is notable, a suitable co-creation framework is thus required to increase the performance of clusters [4]. The creative economy encompasses a diverse range of sectors,



including digital content production, software development, gaming, design, and various forms of artistry. These sectors are characterized by their propensity to generate high-value intellectual property, foster entrepreneurship, and enhance cultural and creative expression [5]

Even though people will no longer work from home in the future. However, another market is the market of people who buy houses. Real estate growth in Indonesia is estimated to reach 81.24 Billion USD in 2028. Society will also change from generation to generation, so the need for houses and their decorations will continue to grow. Apart from homeowners, there are also types of people who need home decor for offices and boarding houses because working from the office has started to be implemented again, so companies are trying to beautify the office's appearance so that employees feel comfortable. Most people in the capital city also choose to invest their money in the beauty and comfort of their homes by buying a house in a suburban area but with an appearance that suits their wishes.

The impact of COVID-19 also affects how people shop. Where people are accustomed to digital purchasing methods, digital purchasing makes it easier for people to look for products with low costs, and ultimately, they also look for the lowest prices [6]. This event resulted in a price war. In a situation where people have many product options, the solution given by customers is to give meagre prices [7]. Price wars also impact business processes, where currently, many domestic and foreign suppliers or producers sell products directly to end customers. A real example that is currently happening is the price war on the Tiktok application. In 2023, the E-Commerce Tiktok and Shopee are attracting attention because they significantly impact offline markets such as Tanah Abang. This was stated by the Minister of Cooperatives and SMEs (Menkop UKM) Teten Masduki, that there must be restrictions on business processes, additional taxes, and online sales regulations.

The current price war affects offline sales and small online sellers. They have already experienced digital transformation slowly. However, currently, sellers are waging price wars with significant capital, where producers, importers, and wholesale stores directly sell products to end customers so that parts of the supply chain are removed. The Internet gives buyers more options, but these options lead to price wars [8]. For this reason, both offline and online sellers must have differentiation and competitive advantage for their brands or products to get out of the price war [9].

Based on the results of research conducted by the author in 2021, the second most crucial factor people pay attention to when buying curtains is price. As a result of these factors, the price war phenomenon also occurs in the home decor industry. However, apart from price, other factors can support sales. This factor is obtained from the middle-class customer type from Benison Gorden. However, there are indications of a shift in the target market from middle to low to middle to high. This phenomenon occurred due to increased purchases per person and a change in product purchases from instant curtains to custom curtains. Custom curtains are more expensive than instant curtains.

Market exchange is the exchange of value for money paid [10]. Compared with low prices, some imported products that are more expensive and of higher quality are sold better. The demand is good products, precise and informative service, fast production, and perfect installation results. This means the cheap price factor in the table below has decreased below accuracy. In this thesis, the author will utilize other factors as a branding awareness strategy to avoid price wars. Base on some condition in real life, Brand awareness also leads to brand loyalty which can also avoid price war.

The following is the hypothesis formulation proposed to be tested for truth in research conducted on enhancing brand loyalty through innovative branding initiatives in home décor enterprise :

- H1 : Brand image (X1) positively influences brand love
- H2 : Brand satisfaction (X2) positively influences brand love
- H3 : Brand trust (X3) positively influences brand love
- H4 : Brand experience (X4) has positive impact on brand love
- H5 : Brand love (X5) positively influences brand engagement
- H6 : Brand experience (X6) has positive impact on brand loyalty
- H7 : Brand engagement (X7) has positive impact on brand loyalty

LITERATURE REVIEW

1. Home Decor

Home decor refers to the art and practice of enhancing the interior of a living space to create a comfortable, aesthetically pleasing, and functional environment. It encompasses a wide range of design elements, including furniture, color schemes,



lighting, accessories, and spatial arrangements, all aimed at reflecting the personality, style, and preferences of the occupants. Home decor is not merely about making a space visually appealing but also about fostering a sense of harmony, balance, and wellbeing within the home. At its core, home decor is deeply intertwined with the concept of personal expression and self-identity. People often use their living spaces as a canvas to showcase their individual tastes, interests, and lifestyle choices. Whether it's through the choice of furniture, artwork, or decorative accents, home decor allows individuals to curate a space that resonates with their unique personality and creates a sense of belonging and comfort [11]

2. Brand Satisfaction

Brand satisfaction refers to the level of contentment or fulfillment experienced by consumers in relation to a particular brand's products or services. It encompasses the overall positive perception and feelings that consumers have towards a brand, often influenced by various factors such as product quality, customer service, brand reputation, and value proposition [12]

One of the key determinants of brand satisfaction is the extent to which a brand meets or exceeds consumer expectations. When consumers perceive that a brand consistently delivers on its promises and offers products or services that meet their needs and preferences, they are likely to experience higher levels of satisfaction. This can lead to increased brand loyalty and advocacy, as satisfied customers are more inclined to continue purchasing from the brand and recommend it to others [13]

3. Brand Trust

Brand trust refers to the confidence and reliance that consumers have in a particular brand. It represents the belief that the brand will consistently deliver on its promises, fulfill customer expectations, and act in the best interest of its customers. Brand trust is built over time through positive experiences, consistent performance, and transparent communication, and it plays a crucial role in shaping consumer attitudes, behaviors, and loyalty towards the brand [14]

One of the fundamental aspects of brand trust is the perceived reliability and consistency of a brand's products or services. When consumers perceive a brand to be reliable and consistent in delivering high-quality offerings that meet their needs and expectations, they are more likely to trust the brand. Positive experiences with a brand's products or services reinforce trust and contribute to building a strong emotional connection between the brand and its customers [15]

4. Brand Love

Brand love refers to the deep emotional connection and affection that consumers feel towards a particular brand. It goes beyond mere satisfaction or trust and involves a profound sense of attachment, loyalty, and resonance with the brand's values, identity, and offerings. Brand love is characterized by strong positive emotions, such as joy, passion, and admiration, and it often manifests in behaviors such as repeat purchases, brand advocacy, and enthusiastic engagement with the brand [16]

At the core of brand love is the ability of a brand to evoke powerful emotions and create meaningful experiences for consumers. Brands that excel in delivering exceptional products or services, providing outstanding customer experiences, and fostering genuine connections with their audience are more likely to inspire feelings of love and loyalty. These brands go beyond meeting functional needs and tap into deeper psychological and emotional needs, such as self-expression, belonging, and aspiration, thereby forging strong emotional bonds with their customers [17]

5. Brand Engagement

Brand engagement is a critical aspect of modern marketing strategies, focusing on creating meaningful interactions and connections between consumers and brands. It goes beyond traditional metrics like reach and frequency, aiming to foster active participation, emotional attachment, and loyalty among consumers [18]. One key element of brand engagement is creating compelling and relevant content that resonates with the target audience. This content can take various forms, including social media posts, blogs, videos, and podcasts, and should be tailored to the preferences, interests, and needs of consumers.

In addition to content creation, brands also engage consumers through interactive experiences and two-way communication channels. Interactive experiences, such as quizzes, polls, contests, and gamified activities, encourage consumers to actively participate and engage with the brand in a fun and entertaining way. Moreover, brands leverage social media platforms,



chatbots, and live chat features to facilitate direct communication and dialogue with consumers, allowing them to ask questions, provide feedback, and share their thoughts and experiences in real-time [19]

6. Brand Experience

Brand experience refers to the cumulative impression and perception formed by consumers based on their interactions with a brand across various touchpoints and channels. It encompasses every aspect of the consumer's journey, including pre-purchase, purchase, and post-purchase interactions, both online and offline. Brand experience is shaped by a combination of tangible and intangible elements, including product quality, customer service, brand messaging, visual identity, and overall brand atmosphere [20].

One crucial aspect of brand experience is consistency. Brands strive to deliver a consistent and cohesive experience across all touchpoints to ensure that consumers receive a unified and seamless brand experience. Consistency builds trust, fosters brand recognition, and reinforces brand values and identity. Whether a consumer interacts with a brand through its website, social media, retail store, or customer service hotline, they should encounter a consistent brand identity and messaging that reflects the brand's promise and values [16].

7. Brand Loyalty

Brand loyalty refers to the strong preference, attachment, and commitment that consumers feel towards a particular brand. It is characterized by repeat purchases, positive word-of-mouth, and a reluctance to switch to alternative brands, even when faced with competitive offers or incentives. Brand loyalty is built on a foundation of trust, satisfaction, and emotional connection between consumers and the brand, cultivated through consistent positive experiences and interactions over time [12].

Moreover, brand loyalty is often rooted in emotional attachment and identification with the brand. Consumers develop a sense of affinity and belonging with brands that align with their values, beliefs, and lifestyle preferences. Brands that effectively communicate their story, purpose, and values resonate with consumers on a deeper level, creating emotional connections that transcend transactional relationships and foster enduring loyalty [21]

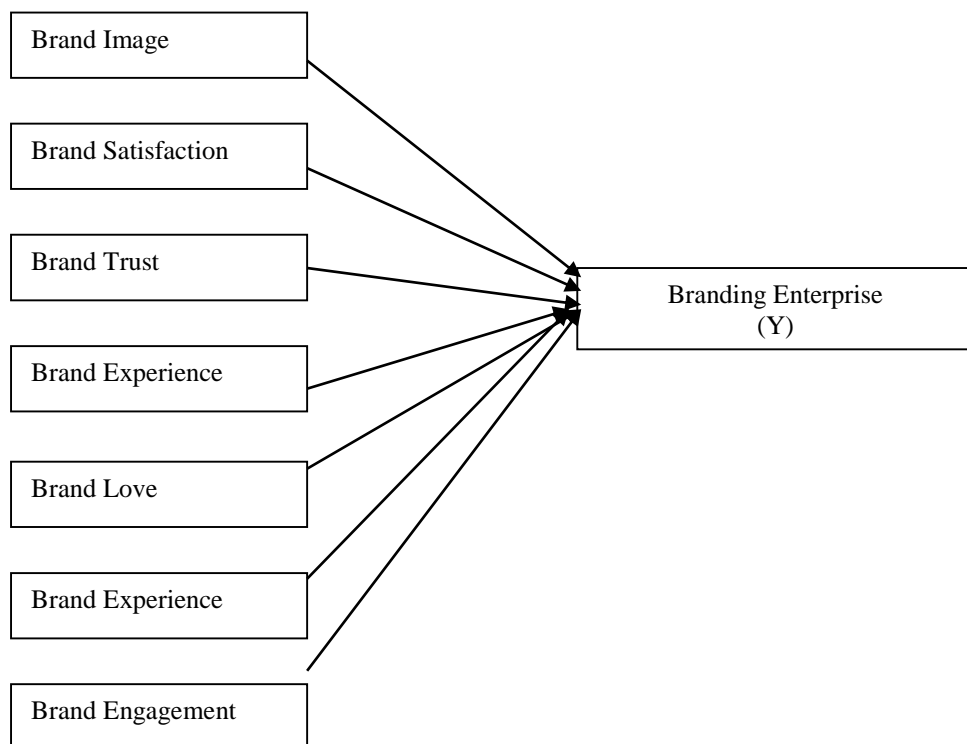


Figure 1. Framework Thinking



METHODOLOGY

In this research, researcher begin by identifying the core problem from existing symptoms in the home decor industry, specifically focusing on the challenges faced by Benison Gorden. The initial step involves a thorough problem identification process were observed and document the symptoms that indicate underlying issues. This is crucial as it sets the foundation for the entire research. Following this, researcher conduct a comprehensive literature review to compare similar occurrences and case studies, not only within the home decor industry but also across different sectors. By examining these instances, gathered insights into potential solutions and gain a deeper understanding of the key variables that play a pivotal role in the research. This comparative analysis helps in framing the research questions and hypotheses accurately.

This research employs both qualitative and quantitative approaches. The qualitative aspect involves conducting indirect interviews, while the quantitative component will be carried out through surveys. Below, the qualitative and quantitative methods are elaborated upon.

The target population for this research consists of primary customers of Benison Gorden, specifically millennials living in the Jabodetabek area. The broader population includes individuals who own homes, have an interest in home decor, and have purchased home decor products. According to Malhotra, a minimum of 200 samples is required for a marketing study [22]. The sampling technique used in this study is judgmental sampling, also known as non-probability sampling, where respondents are selected based on the subjective judgment of the researcher [23]. This technique involves choosing customers who have previously purchased home decor products from Benison Gorden or who share similar characteristics with Benison Gorden's target market to explore new market possibilities.

DISCUSSION

The quantitative approach in this research is used to explore how utilizing services, the sharing economy, and quality as a branding strategy can help a home decor company, particularly in curtain products, shift their target markets. Data collection was conducted through surveys analyzed using the Partial Least Squares (PLS) method. Firstly, the outer loading test was performed to ensure that the indicators used in the model significantly contribute to their respective constructs. High outer loading values indicate that these indicators consistently represent the constructs being measured.

Next, the internal consistency reliability of the constructs was tested using measures such as Composite Reliability (CR) and Cronbach's Alpha. CR and Cronbach's Alpha values above 0.7 are considered to indicate good reliability. Following this, construct validity was assessed through two main stages: convergent validity and discriminant validity. Convergent validity was measured using Average Variance Extracted (AVE), where an AVE value above 0.5 suggests that more than half of the variability in the indicators can be explained by the construct they measure, indicating high correlation among indicators within the same construct. Discriminant validity was tested by examining cross loading, where indicators should have higher loadings on their intended construct than on other constructs. This ensures that the indicators accurately measure the intended construct without overlapping with others. A collinearity test was also conducted to ensure that no indicators are too highly correlated with each other, which could cause multicollinearity and distort the interpretation of the model results.

Finally, the coefficient of determination (R-Square) was tested to assess how well the constructed model explains the variability of the observed data. High R-Square values indicate that the model has good predictive power. To validate the overall model, the Standardized Root Mean Square Residual (SRMR) was used as a goodness-of-fit index, with lower SRMR values indicating a better model fit. Hypothesis testing was conducted to determine the relationships between constructs within this research model. Significant results suggest strong relationships between the variables tested, providing deeper insights into effective branding strategies for shifting target markets in curtain products within the home decor industry.

Class A respondents, representing the upper class, prioritize high service quality (30) and exceptional product quality (30), with less concern for cheap prices (10). They expect detailed informativeness (30), precise product accuracy (30), and high convenience (30). Honesty (30) and variation in products (30) are also highly valued in this segment. This demographic is characterized by a demand for premium products and services, which aligns with their higher purchasing power and preference for top-tier home decor solutions. In contrast, Class B respondents, representing the middle class, expect moderate service quality (20) and good product quality (20), with cheap prices being important but not a priority (10). While informativeness (30) and product accuracy (30) are still appreciated, convenience (20) and product variation (20) are considered but not as critical. Honesty (30) remains appreciated



among this group. This segment reflects a more balanced approach, valuing both quality and affordability, which is crucial for Gorden Benison when developing strategies to cater to a broader market spectrum in the home decor industry.

Understanding the behavior of respondents when choosing or purchasing home decor products is essential for enhancing branding strategies and boosting product sales. Based on the data from Table 2.1, we can identify the differences in preferences between two main customer segments: Class A (Upper Class) and Class B (Middle Class). This in-depth knowledge of their preferences can help the company craft more effective and targeted marketing strategies.

For Class A customers, service quality is the top priority with the highest score of 30. They expect services that are not only prompt but also efficient and professional. In contrast, Class B is more accepting of moderate service quality. Low price is not a major concern for Class A, scoring only 10, indicating that they prioritize product and service quality over price. On the other hand, Class B considers low price important but not a top priority, also scoring 10, showing that while price matters, the quality of products and services still holds more importance for both classes.

Product quality is a crucial factor for both groups. For Class A, exceptional quality is a must, scoring 30, highlighting that the products they purchase must meet the highest standards. Class B also values good product quality but is more tolerant of products that may not be perfect, scoring 20. In terms of informativeness, Class A expects detailed information about the product, such as materials used, manufacturing process, and origin, scoring 30. While Class B appreciates detailed information, they do not deem it as essential, scoring the same at 30, indicating their greater flexibility in this regard.

This knowledge of preferences is crucial for companies in designing branding and sales strategies. To attract Class A, companies should focus on enhancing service and product quality, providing detailed information, and ensuring honesty in every aspect. On the other hand, strategies for Class B should emphasize a balance between competitive pricing and good quality, offering adequate product variety, and ensuring a convenient purchasing process. By understanding and meeting the specific needs of each customer segment, companies can increase customer loyalty and achieve greater success in the home decor market.

Descriptive analysis is a statistical method used to summarize and describe the main features of a dataset. It provides a comprehensive overview of the data, allowing researchers and analysts to understand its characteristics and patterns without making inferences or drawing conclusions about the broader population.

Firstly, descriptive analysis involves summarizing the central tendency of the data, which includes measures such as mean, median, and mode. These measures provide insights into the average or typical value of the variables under study, helping to identify trends or patterns within the dataset. For example, in a survey of home decor preferences, descriptive analysis may reveal that the median age of respondents is 35 years old, indicating the typical age range of the target demographic.

Secondly, descriptive analysis also encompasses measures of variability or dispersion within the data, such as range, variance, and standard deviation. These measures quantify the spread or distribution of values around the central tendency, providing information about the diversity or consistency of responses. For instance, in the same home decor survey, descriptive analysis might indicate a wide range of preferences for color schemes among respondents, with a high variance in color choices across different age groups.

Lastly, descriptive analysis involves presenting the data visually through charts, graphs, and tables to enhance understanding and interpretation. Visual representations such as histograms, scatter plots, and pie charts help to illustrate patterns, trends, and relationships within the dataset in a clear and concise manner. By visually summarizing the data, descriptive analysis enables stakeholders to identify key insights and communicate findings effectively. Overall, descriptive analysis serves as a foundational step in the data analysis process, providing valuable insights into the characteristics and trends of the dataset under examination.

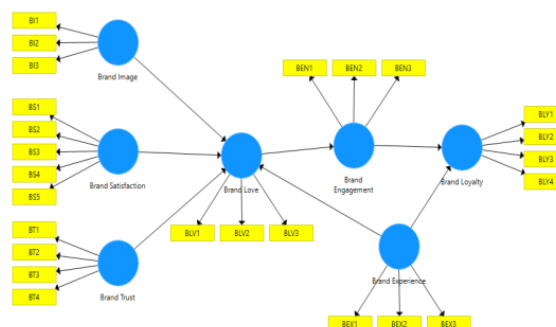


Figure 2. Partial Least Square (PLS-SEM)



The theoretical model outlining the hypothesis will be depicted in a flow diagram to visually illustrate the causal relationships under investigation. Flow diagrams are invaluable tools for organizing and presenting complex theoretical frameworks in a clear and systematic manner. By mapping out the connections between variables, factors, and outcomes, the flow diagram provides a visual roadmap for understanding the proposed relationships and their potential implications. In the flow diagram, each variable or factor identified in the hypothesis will be represented as a node, with arrows indicating the direction of causality or influence between them. This visual representation helps researchers and stakeholders grasp the interdependencies between different components of the theoretical model and identify key points of interest for further investigation. Additionally, the flow diagram may include annotations or labels to provide context and clarity regarding the nature of the relationships being examined. Overall, the flow diagram serves as a powerful tool for elucidating the theoretical underpinnings of the research hypothesis and guiding subsequent empirical inquiry.

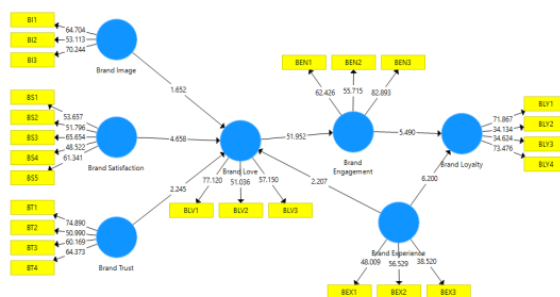


Figure 3.

The hypothesis testing results provide valuable insights into the relationships between different constructs within the context of the structural equation model. These findings guide our understanding of how various factors influence brand perception and consumer behavior, informing strategic decisions for home decor companies aiming to target specific market segments through branding strategies such as utilizing service, sharing economy, and emphasizing quality.

The results indicate that while Brand Image does not have a statistically significant effect on Brand Love, Brand Satisfaction, Brand Trust, and Brand Experience all demonstrate a positive and significant impact on Brand Love. This suggests that emphasizing satisfaction, building trust, and enhancing the overall experience are effective strategies for fostering love and affinity towards a brand within the home decor industry.

Moreover, the analysis reveals that Brand Love significantly influences Brand Engagement, Brand Loyalty, and Brand Experience positively. This underscores the importance of cultivating love and emotional attachment among consumers, as it directly influences their engagement with the brand and their likelihood of remaining loyal over time.

Considering these findings, home decor companies can leverage branding strategies centered around customer satisfaction, trust-building, and delivering exceptional experiences to cultivate love and affinity towards their brand. By prioritizing quality, providing excellent service, and embracing the principles of the sharing economy, companies can resonate with their target market segments and create lasting connections with consumers.

Utilizing service can involve offering personalized assistance, expert advice, and tailored solutions to meet the diverse needs and preferences of customers. Embracing the sharing economy can involve promoting sustainability, eco-friendliness, and community engagement through initiatives such as recycling programs, collaborative consumption platforms, and partnerships with local artisans and craftsmen.

Furthermore, emphasizing quality as a branding strategy involves ensuring that products meet the highest standards of craftsmanship, durability, and design excellence. By focusing on quality, companies can differentiate themselves from competitors, build trust among consumers, and establish a reputation for reliability and excellence in the home decor market. In conclusion, by strategically leveraging branding strategies such as utilizing service, embracing the sharing economy, and emphasizing quality, home decor companies can effectively target and engage specific market segments, cultivate love and affinity towards their brand, and ultimately drive long-term success and sustainability in the competitive marketplace.



In this qualitative approach, two main methods are employed to understand customer preferences in selecting brands and to link hypotheses with the strategies previously undertaken by home decor brands, particularly within the sample of Benison curtains.

The first approach involves analyzing customer preferences in brand selection, explored through open-ended questions in the questionnaire. Data obtained from these open-ended questions are then analyzed using open coding methods. Through open coding, information from customer responses can be categorized and coded openly, allowing researchers to identify patterns and key themes emerging in customer preferences towards home decor brands. This approach provides deep insights into the factors most influencing brand choices in the home decor market.

The second approach entails analyzing the relationship between the proposed hypotheses and the strategies previously implemented by home decor brands, especially within the sample of Benison curtains. Researchers will delve into how the strategies undertaken by these brands influence the relationships between the variables proposed in the hypotheses. Additionally, researchers will identify unique or significant findings from the hypotheses analysis, particularly those related to the highest values. This will help home decor brands better understand the most influential factors in achieving their objectives and discover their competitive advantages in the competitive market. With this qualitative approach, researchers can gain profound insights into customer preferences and the effectiveness of brand strategies, which can inform decision-making and strategic planning in the future.

When exploring customer preferences regarding home decor brands, several aspects emerged as particularly appreciated by respondents. The open coding data revealed that product quality was the most commonly cited aspect, with 26% of respondents expressing admiration for brands that consistently offered high-quality products. This emphasis on quality suggests that customers prioritize durability, functionality, and overall craftsmanship when selecting home decor brands. Additionally, 18% of respondents mentioned product design/model as a key factor influencing their preference for a brand, indicating a preference for brands that offer innovative and aesthetically pleasing designs that resonate with their personal style and preferences. Affordability also emerged as a significant consideration, with 11% of respondents highlighting the importance of brands that offer competitive pricing without compromising on quality. Trustworthiness (10%), positive store reviews (8.5%), and excellent service (8.5%) were also factors that influenced customer preferences, emphasizing the importance of building trust and credibility with customers through transparent and reliable business practices. Furthermore, factors such as store/website appearance (7%), brand awareness (6%), and fabric selection (5%) were also mentioned by respondents, underscoring the multifaceted nature of customer preferences within the home decor industry.

After aligning data from both qualitative and quantitative research, the author developed branding strategies using a framework comprising brand core, brand positioning, and brand persona. These strategies were compared with other home decor companies remembered by customers in Jabodetabek. The brand core emphasizes Benison Gorden's premium quality, sophisticated design, and exclusivity. Brand positioning differentiates Benison Gorden by highlighting customizable options and personalized customer service. The brand persona reflects an aspirational and luxurious lifestyle, creating a strong emotional connection with consumers. Comparing Benison Gorden to other companies revealed that while many competitors focus on quality and design, Benison Gorden excels in customization and personalized experiences. By aligning its brand core, positioning, and persona with upper-class market preferences, Benison Gorden can effectively shift its market focus and maintain a competitive edge.

CONCLUSION

This study indicates that Benison Gorden has built a strong brand image with the average values of brand image indicators (BI1, BI2, BI3) being 4.034, 4.000, and 4.025, respectively. This strong brand image reflects high perceptions of quality, reliability, and trust among consumers. In efforts to shift the target market from the lower-middle class to the upper class, a branding strategy focusing on service, shared economy, and quality is crucial. By emphasizing exceptional customer service experiences, such as personalized design consultations, seamless delivery options, and responsive support channels, Benison can enhance its reputation and attract a new customer segment.

Furthermore, the high level of brand satisfaction, as evidenced by the average values of brand satisfaction indicators (BS1 to BS5) ranging from 4.084 to 4.139, indicates that consumers are very satisfied with Benison's products and services. To strengthen this brand satisfaction, the company can enhance customer service initiatives, leverage technology and innovation to provide a seamless shopping experience, and emphasize sustainability and ethical practices in their operations. With transparency in communication and



honesty, as well as maintaining consistent product quality, Benison can uphold high customer trust, with brand trust indicators (BT1 to BT4) having average values ranging from 4.105 to 4.168.

Lastly, the love brand indicators show a high level of affection and emotional attachment from consumers towards the Benison brand, with average values of BLV1, BLV2, and BLV3 being 4.109, 4.122, and 4.025, respectively. To enhance this attachment, Benison can focus on increasing customer engagement and creating meaningful brand experiences. The brand loyalty indicators (BLY1 to BLY4), ranging from 4.088 to 4.164, show strong customer loyalty, which can be further enhanced by improving brand experience (BEX1 to BEX3) with average values from 4.059 to 4.118. By integrating a comprehensive branding strategy that focuses on customer experience, engagement, and product quality, Benison Gordon can successfully shift its target market and capitalize on new growth opportunities.

Besides of it, the qualitative approach also included some conclusions that From the data, it is evident that customers prioritize several key factors when selecting a home decor company. The most significant desire is product quality, with 26% of respondents highlighting the importance of durability, functionality, and overall craftsmanship in their home decor choices. Additionally, customers value innovative and aesthetically pleasing product designs, with 18% indicating a preference for brands that offer stylish and personalized decor options. Affordability also plays a crucial role, as 11% of respondents seek competitive pricing without compromising on quality. Trustworthiness, positive store reviews, and excellent customer service are also important, as they build credibility and foster long-term customer relationships. Other factors such as store/website appearance, brand awareness, and fabric selection contribute to a holistic customer experience, emphasizing the multifaceted nature of consumer preferences in the home decor market.

REFERENCES

1. Bickle, M. C., Buccine, R., Makela, C. J., & Mallette, D. (2006). Consumers' uniqueness in home decor: Retail channel choice behaviour. *International Review of Retail, Distribution and Consumer Research*, 16 (3), 317–331. <https://doi.org/10.1080/09593960600697030>
2. Graham, L. T., Gosling, S. D., & Travis, C. K. (2015). The psychology of home environments: A call for research on residential space. *Perspectives on Psychological Science*, 10(3), 346–356. <https://doi.org/10.1177/1745691615576761>
3. Permatasari, A., Dhewanto, W., & Dellyana, D. (2023). Creative Social Entrepreneurial Orientation: Developing Hybrid Values to Achieve the Sustainable Performance of Traditional Weaving SMEs. *Journal of Social Entrepreneurship*. <https://doi.org/10.1080/19420676.2022.2148715>
4. Dellyana, D., Arina, N., & Fauzan, T. R. (2023). Digital Innovative Governance of the Indonesian Creative Economy: A Governmental Perspective. *Sustainability*, 15(23), 16234. <https://doi.org/10.3390/su152316234>
5. Dellyana, D., & Hardjakaprabon, B. (2021). Co-creation framework in cluster industry with limited resources. *International Journal of Business and Globalisation*, 29(2), 178–197. <https://www.inderscienceonline.com/doi/pdf/10.1504/IJBG.2021.118232>
6. Choi, M., Dai, A. Y., & Kim, K. (2018). Consumer search and price competition. *Econometrica*, 86(4), 1257–1281. <https://doi.org/10.3982/ecta14837>
7. Heil, O. P., & Helsen, K. (2001). Toward an understanding of price wars: Their nature and how they erupt. *International Journal of Research in Marketing*, 18(1-2), 83–98. [https://doi.org/10.1016/s0167-8116\(01\)00033-7](https://doi.org/10.1016/s0167-8116(01)00033-7)
8. Lal, R., & Sarvary, M. (1999). When and how is the internet likely to decrease price competition? *Marketing Science*, 18(4), 485–503. <https://doi.org/10.1287/mksc.18.4.485>
9. Ushchev, P., & Zenou, Y. (2018). Price competition in product variety networks. *Games and Economic Behavior*, 110, 226–247. <https://doi.org/10.1016/j.geb.2018.04.002>
10. Zhang, T. C., Jahromi, M. F., & Kizildag, M. (2018). Value co-creation in a sharing economy: The end of price wars? *International Journal of Hospitality Management*, 71, 51–58. <https://doi.org/10.1016/j.ijhm.2017.11.010>
11. Sun, P., Zhang, N., Zuo, J., Mao, R., Gao, X., & Duan, H. (2020). *Characterizing the Generation and Flows of Building Interior Decoration and Renovation Waste: A Case Study in Shenzhen City* Word count: 8454 *Characterizing the Generation and Flows of Building Interior 2 Decoration and Renovation Waste: A Case Study in Shenzhen City*



12. Hwang, J., Choe, J. Y. (Jacey), Kim, H. M., & Kim, J. J. (2021). Human baristas and robot baristas: How does brand experience affect brand satisfaction, brand attitude, brand attachment, and brand loyalty? *International Journal of Hospitality Management*, 99. <https://doi.org/10.1016/j.ijhm.2021.103050>
13. Iglesias, O., Markovic, S., & Rialp, J. (2019). How does sensory brand experience influence brand equity? Considering the roles of customer satisfaction, customer affective commitment, and employee empathy. *Journal of Business Research*, 96, 343–354. <https://doi.org/10.1016/j.jbusres.2018.05.043>
14. Huaman-Ramirez, R., Merunka, D., & Brand, D. M. (2019). Brand experience effects on brand attachment: The role of brand trust, age, and income. *European Business Review*, 31(5). <https://amu.hal.science/hal02118504>
15. Kim, R. B., & Chao, Y. (2019). Effects of brand experience, brand image and brand trust on brand building process: The case of Chinese millennial generation consumers. *Journal of International Studies*, 12(3), 9–21. <https://doi.org/10.14254/2071>
16. Szymańska, A. I. (2021). The importance of the sharing economy in improving the quality of life and social integration of local communities on the example of virtual groups. *Land*, 10(7). <https://doi.org/10.3390/land10070754>
17. Palusuk, N., Koles, B., & Hasan, R. (2019). ‘All you need is brand love’: a critical review and comprehensive conceptual framework for brand love. *Journal of Marketing Management*, 35(1–2), 97–129. <https://doi.org/10.1080/0267257X.2019.1572025>
18. Cheung, M. L., Pires, G., & Rosenberger, P. J. (2020). The influence of perceived social media marketing elements on consumer–brand engagement and brand knowledge. *Asia Pacific Journal of Marketing and Logistics*, 32(3), 695–720. <https://doi.org/10.1108/APJML-04-2019-0262>
19. Fernandes, T., & Moreira, M. (2019). Consumer brand engagement, satisfaction and brand loyalty: a comparative study between functional and emotional brand relationships. *Journal of Product and Brand Management*, 28(2), 274–286. <https://doi.org/10.1108/JPBM-08-2017-1545>
20. Asbari, M., Purwanto, A., Maesaroh, S., Hutagalung, D., Mustikasiwi, A., Ong, F., Andriyani, Y., Insan Pembangunan, S., Pembangunan, S., & Gajahmati, S. N. (2020). *Impact Of Hard Skills, Soft Skills And Organizational Culture : Lecturer Innovation Competencies As Mediating*.
21. Xu, L., Peng, X., Pavur, R., & Prybutok, V. (2020). Quality management theory development via meta-analysis. *International Journal of Production Economics*, 229. <https://doi.org/10.1016/j.ijpe.2020.107759>
22. Malhotra, N. K. (2016). *Marketing Research: An Applied Orientation* (7th ed.). Pearson
23. Yeo, V. C. S., Goh, S. K., & Rezaei, S. (2017). Consumer experiences, attitude and behavioral intention toward online food delivery (OFD) services. *Journal of Retailing and Consumer Services*, 35 (December 2016), 150–162. <https://doi.org/10.1016/j.jretconser.2016.12.013>

Cite this Article: Alisa Aufa Rizkika, Dina Dellyana (2024). Enhancing Brand Loyalty through Innovative Branding Initiatives in Home Decor Enterprise. International Journal of Current Science Research and Review, 7(7), 4912-4921