ABSTRACT

The segmentation of product based on consumer involvement has been done by many researchers, but on the contrary, there is not much research that segments the consumer itself. Some research has proven significance relationship between consumer’s personal factor from demography and consumer characteristic has positive relationship with consumer involvement. But how does the degree of consumer involvement relationship with brand attachment?

Although brand attachment is a new concept in marketing it is suggested for brand managers to be able to build emotional relationship (brand attachment) with the consumer, since emotional relationship offers a powerful competitive advantage. Therefore, there is a necessity to find out who is the most potential consumer to build attachment relationship with? Market segmentation is a powerful tool for brand managers to identify their consumer; therefore they can focus their resources to communicate to the right consumer. This thesis study contributes to the brand managers especially for computer devise product, by identifying the market segment that they need to tap the most in order to build brand attachment with the consumer. Segmenting the consumer based on their degree of involvement, managerially, this thesis has several findings (1) Price is the most influential factor when it comes to computer device. Consumer tend to find the product that is worth the price for its utility, instead of its model or style, (2) College students are the most potential consumer since they are the high involvement consumer who are most likely to gain brand attachment with their computer product.

Keyword: Consumer Involvement, Brand Attachment, Segmentation, Relationship Marketing