

The Compassionate Global Brand: A Bridge Between Brand Globalness and Brand Love for Sustainable Brands

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ABSTRACT

Finding out and assessing how global brand compassion affects global brand love and globalness in the direction of sustainable brand is the aim of this study. The primary source of data for this study was the answers that participants gave to the questionnaire items. All MSMEs in Jember Regency that export goods make up the population used. Thus, the study's sample consists of up to 100 MSMEs exporting goods from Jember Regency. The Structural Equation Model (SEM) with SmartPLS is the analytical tool utilized in this work. The findings demonstrated that Sustainable Brand benefits from Brand Globalness. The findings demonstrated that investors in Global Brand Compassion are positively impacted by Brand Globalness. The findings demonstrated that Sustainable Brand is positively impacted by Brand Love. The findings demonstrated that Global Brand Compassion investors benefit from Brand Love. The findings demonstrated the beneficial relationship between Global Brand Compassion and Sustainable Brand. The findings demonstrated that Global Brand Compassion, a component of Global Brand Globalness, positively influences Sustainable Brand. The findings demonstrated that Global Brand Compassion, through Brand Love, has a good impact on Sustainable Brand.

Keywords: Brand Globalness, Brand Love, Global Brand Compassion, Sustainable Brand.



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INTRODUCTION

The industrial era 5.0 has changed the paradigm of the world of work. One of the changes is increased job competition, because the number of jobs available is not proportional to the size of the labor force. This is what encourages people to become more independent and creative in creating new jobs. The Small and Medium Enterprises (MSMEs) sector is one of the independent economic activities in Indonesia. Small and medium-sized businesses are crucial to the expansion of the national economy. But in order to actually see the MSME sector expand and grow, capital is a need for operating a business. (Wahid et al., 2023).

Micro, Small, and Medium Enterprises (MSMEs) play a crucial role in contributing to the attainment of Sustainable Development Goals (SDGs). These enterprises serve as vital pillars capable of

generating a diverse range of high-quality products and services essential for enhancing the overall well-being of the community. In relation to the achievement of SDGs, the role of MSMEs can contribute to 2 SDGs Indicators, namely the point of eliminating poverty, namely decent work and economic growth. The focal point of MSME empowerment in the SDGs has a clear target to improve community welfare (Steenkamp, 2020). The term "sustainable global brand" refers to a business strategy that emphasizes rigorous business practices. The implementation of continuous practice by MSMEs in Indonesia is a crucial step in developing a continuous business. A few sustainability practices that can be used by MSMEs include the use of raw materials made of bamboo, energy efficiency, laser cutting, and keterlibatan in kelanjutan pasok. For example, MSMEs can use bamboo brush wood shavings to reduce environmental noise and enhance employee work satisfaction and retention in Indonesia. In addition to that, MSMEs also has to incorporate their practice of continuous improvement into their business plan, including goals, strategies, and specific plans for implementing their practice of continuous improvement as well as transparency in their correspondence and customer service regarding the agreed-upon value of their continuous improvement. This is the most important step in creating a sustainable global brand that authentically integrates the claim into business plans and development strategies. Sustainability brands must have an integrated culture to achieve success (Vaziri et al., 2023).

Brand significance holds pivotal influence in the purchasing decisions of certain consumers, particularly when considering products labeled as global brands. A global brand is characterized as having extensive regional and global recognition, accessibility, acceptance, and demand. Such brands are frequently identified by a consistent name, positioning, personality, appearance, and ambiance in key markets, facilitated by centrally coordinated marketing strategies and programs. This distinct definition emphasizes the importance of a brand's global presence and its cohesive presentation across various markets (Zhou et al., 2020). The concept of brand love refers to a heightened level of interest and emotional passion that consumers experience when they are deeply satisfied with a particular brand. Individuals who cultivate a sense of affection towards a brand are likely to establish a robust and enduring relationship with it. This emotional connection fosters a unique bond between consumers and the brand, contributing to a more profound and lasting association. The concept of *Brand love* is an emotional connection between customers and a brand that occurs as a response to the suitability of needs that can lead to customer loyalty to a brand (Salnikova et al., 2022). *Global Brand Compassion* can be used to create customer personas. The practice of *Global Brand Compassion* in MSMEs in Jember Regency reflects not only business success internationally but also commitment to social care values. Several MSMEs in Jember Regency have shown this commitment through sustainable business practices and positive impacts on local communities. For example, MSMEs involved in the textile and handicraft industry in Jember Regency, such as local traditional fabric or handicraft producers, may implement fair and sustainable production practices. This can involve paying a living wage, good working conditions, and support for the local community. They have not only managed to expand their market to a global level but also ensured that the positive impact of their business success is felt by the local community. It is important to note that the success of MSME exports is not only measured in economic terms, but also from social and environmental impacts. (Hong et al., 2023).

The phenomenon that is the main highlight in the context of MSMEs in Jember is their journey towards achieving status as a *Sustainable Global Brand*. MSMEs are faced with various challenges related to essential aspects *such as brand compassion, brand love, and the ability to achieve brand globalness*. First of all, they need to understand the importance of having strong *brand compassion*, which involves awareness of the social and environmental impact of their business activities. Successful MSMEs are those that are able to show concern for the surrounding community and practice sustainability values. The creation of *brand love* is a crucial element in building engagement between customers and brands. MSMEs in Jember need to develop marketing strategies that not only highlight products or services, but also emphasize positive experiences and values related to their brands. By creating an emotional bond between customers and brands, MSMEs can increase consumer loyalty and support sustainable growth.

To attain global sustainability, MSMEs in Jember face several challenges such as resource constraints, limited managerial skills, and restricted access to international markets. In the era of

globalization, the significance of competitiveness in the global market is escalating. Consequently, MSMEs must formulate astute expansion strategies, encompassing enhancements in product quality, establishment of robust networks, and alignment with global market trends to navigate and overcome these challenges effectively.

Another big challenge is building a strong brand globalness. MSMEs in Jember must have a deep understanding of the global market, consumer trends, and international regulations. In addition, they need to build a consistent and identifiable brand image around the world. This involves investing in strong brand design, smart global marketing strategies, and operational sustainability that pays attention to international standards. By conducting in-depth research related to this phenomenon, it is expected to provide valuable insights for MSMEs in Jember to overcome this challenge. As a result, they can build sustainable business models, with brand compassion, create emotional bonds with customers through brand *love*, and ultimately achieve the desired global sustainability.

METHODS

Research Design

The goal of causality study is to quantify the degree of association between two or more variables while illuminating the relationship's direction between the independent and dependent variables. Stated differently, causality study raises questions about causal issues.

Population and Sample

Purposive sampling is used in PLS data analysis, where the sampling procedure selects respondents based on predetermined criteria or qualities that align with the study's topic. This study included 100 respondents.

Variable Operational Definition

1. Brand Globalness (X1) terdiri dari indikator perceived value, fungsional value, emotional value, social value, user identification, user engagment
2. Brand Love (X2) terdiri dari indikator passion for a brand, brand attachment, positive evaluation of the brand, declarations of love toward the brand.
3. Global Brand Compassion (Z) consists of perceived quality and credibility indicators.
4. Sustainable Brand (Y) consists of culture and behavior indicators.

Data Analysis Methods

In this work, structural equation modeling (SEM) analysis was the method of data analysis. In this study, smart PLS software will be used for data management. One technique for addressing the shortcomings of the regression approach is structural equation modeling, or SEM. Making predictions is the goal of (Partial Least Square) PLS. which, in addition to assisting academics in their research to determine the value of latent variables that aim to make predictions, predicts the link between constructs. The linear sum of its indicators is the latent variable. The specification of the outer model, which is a measurement model that represents the relationship between indicators and their constructs, and the inner model, which is a structural model that links latent variables, determines the weight estimates for developing latent variable score components. As a result, there is a minimal amount of residual variation for the dependent variable (both the hidden variable and the indicator).(Ghozali, 2017)

RESULTS AND DISCUSSION

Overview

Jember Regency is one of the districts that has many MSMEs considering that there are several educational institutions and office centers. The number of MSMEs in Jember Regency amounted to 4,410 actors, small-scale with 968 actors and medium-scale with 327 actors. MSME actors on a micro scale have very complex problems and the resources owned are very large and potential, the main problem faced is the problem of Human Resources (HR). In addition, the problems faced by MSME actors on a small scale that need to be considered are capital and marketing problems. The Jember Regency Government directs and guides business actors or MSMEs in Jember related to local product export activities. The Jember Regency Government has a cross-border trade work program and entrepreneur empowerment in the form of Export Clinic Assistance. Covering MSME

Assistance Services, MSME Export Product Coaching Clinic, Export Potential Webinar in Europe, Export Import (EXIM) Corner, Village Sobo Export Clinic, and Jhujhur Kiosk.

Characteristics Responden

Tabel 2. Characteristics Responden

Category	Value	Persentase (%)
Age	21 – 30 years	52,8
	31 – 40 years	33,3
	41 – 50 years	13,9
Gender	Man	55,1
	Woman	44,9
Recent Education	SD	10,3
	SMP	24,2
	SMA	56,3
	Bachelor	9,2
Total		100%

Source: Primary data processed, 2023

Based on Table 2, the number of respondents who are between the ages of 17 and 25 is 55 (55%), followed by those who are between the ages of 26 and 34 (33%) and 35 and 43 (12%). There were 32 women and 68 males among the responders (32% and 68% respectively). Nine (9% of the interviewees) reported having completed elementary school, twenty-one (21%), twenty-eight (28%), and forty-two (42%), had completed high school.

Partial Least Square SmartPLS 6.0

The data collected can be utilized to provide an answer to the study's hypothesis. In this study, the hypothesis is tested by examining the T-Statistics and P-Values values. If the P-Values result is less than 0.05, the research hypothesis can be deemed acceptable. The outcomes of the hypothesis test that this study's inner model enabled are as follows:

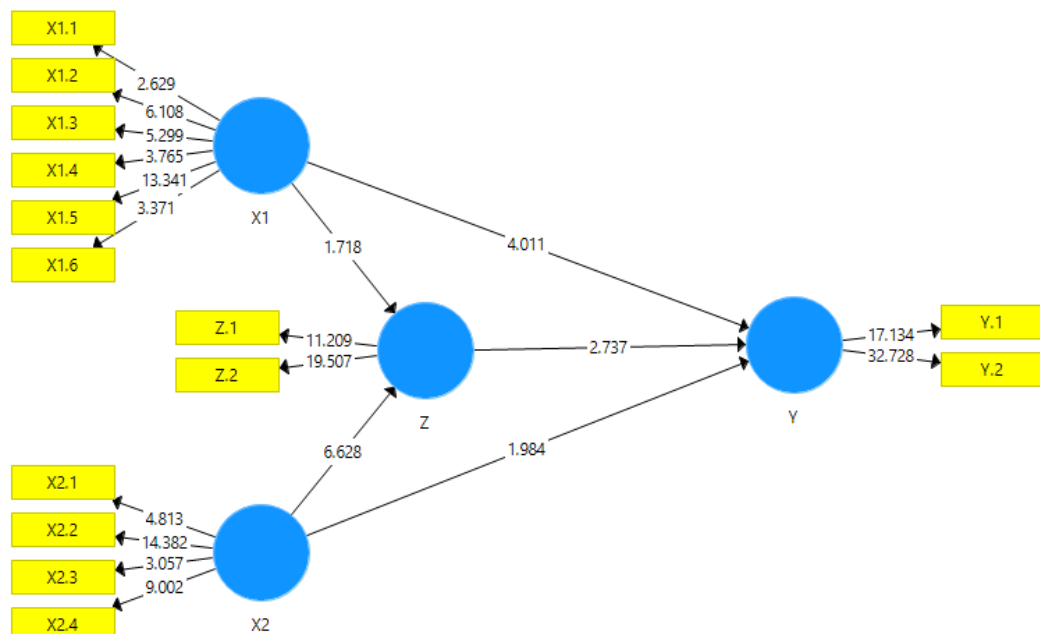


Figure 1. Result Test SmartPLS 6.0

Source: Data processed, 2023.

From the results of the research hypothesis testing model using SmartPLS 6.0 as shown above, then it can be known the direct influence or indirect influence of the relationship between the variables.

The results of testing the direct influence of relationships between variables using SmartPLS 6.0 can be seen in the following table:

Table 5
Influence Between Variables

Variable	Path Coefficients	P-value	Result
<i>Brand Globalnes - Sustainable Global Brand</i>	0.337	0.000	Significant
<i>Brand Globalnes - Global Brand Compassion</i>	0.172	0.049	Significant
<i>Brand Love - Sustainable Global Brand</i>	0.245	0.048	Significant
<i>Brand Love - Global Brand Compassion</i>	0.637	0.000	Significant
<i>Global Brand Compassion - Sustainable Global Brand</i>	0.342	0.006	Significant
<i>Brand Globalnes - Sustainable Global Brand through Global Brand Compassion</i>	0.059	0.018	Significant
<i>Brand Love - Sustainable Global Brand through Global Brand Compassion</i>	0.218	0.007	Significant

Source: Data processed, 2023.

1. The value of the Path Coefficients of *Brand Globalness to Sustainable Brand* is $\beta = 0.337$. The *p-value* of 0.000 is significant because the *p-value* is less than 0.05.
2. The value of the Path Coefficients of *Brand Globalness to Global Brand Compassion* is $\beta = 0.172$. The *p-value* of 0.049 is significant because the *p-value* is less than 0.05.
3. The value of the path coefficients of *Brand Love to Sustainable Brand* is $\beta = 0.245$. The *p-value* of 0.048 is significant because the *p-value* is less than 0.05.
4. The value of the Path Coefficients of *Brand Love to Global Brand Compassion* is $\beta = 0.637$. The *p-value* of 0.000 is significant because the *p-value* is less than 0.05.
5. The value of the Path Coefficients of *Global Brand Compassion to Sustainable Brand* is $\beta = 0.342$ which is positive. The *p-value* of 0.006 is significant because the *p-value* is less than 0.05.
6. The value of Path Coefficients of *Brand Globalness to Sustainable Brand through Global Brand Compassion* is $\beta = 0.059$. The *p-value* of 0.018 is significant because the *p-value* is less than 0.05.
7. The value of Path Coefficients from *Brand Love to Sustainable Brand through Global Brand Compassion* is $\beta = 0.218$. The *p-value* of 0.007 is significant because the *p-value* is less than 0.05.

Discussion

Brand Globalness Presence's Effect on Sustainable Brands

The findings, when examining the level of significance of 0.000, indicated that Brand Globalness had an impact on Sustainable Brand. The regression coefficient indicates a positive effect, indicating that the Sustainable Brand will rise in proportion to the Globalness Brand. Elements such as perceived value, functional value, emotional value, and social value in brand globalness not only create a global appeal but also sustainably affect brand related behavior and culture for MSMEs in Jember. Global customers find MSMEs in Jember with a high perceived value to be more appealing. This is a result of the tendency of global customers to seek out goods and services that offer significant value. Furthermore, MSMEs with a high perceived value will also have an easier time retaining customers. Additionally, functional value refers to the value that customers see as a result of the advantages that a brand's goods or services offer. Because it may serve as the foundation for international appeal, its functional value is significant for MSMEs in Jember. Global consumers are

more likely to demand MSMEs with high functional value goods and services. Emotional value, which is equally significant, is the value that customers perceive as a result of the emotions that the brand evokes. It will be simpler for MSMEs to establish relationships with global consumers if they can elicit favorable feelings from them. Lastly, the value that customers perceive as a result of the brand's favorable influence is known as social value. Because it has the potential to enhance brand value, this social value is significant for MSMEs in Jember. Global customers will place a higher value on MSMEs with a strong social component. The results of this study are in line with previous research conducted by (Riefler, 2020), (Ali & Ahmed, 2023), (A. Srivastava et al., 2020), (Lang et al., 2023) It claimed that the impact of Brand Globalness on Sustainable Brand is both favorable and substantial.

Global Brand Compassion and the Impact of Brand Globalness

Based on the level of significance 0.049, the results indicated that Global Brand Compassion is influenced by Brand Globalness. According to the regression coefficient's positive influence, global brand compassion will rise in proportion to brand globalness. Brand globalness is measured using user engagement, perceived value, functional value, emotional value, and social value indicators. These results show that brands contribute positively to global brand compassion at the MSME level when they have values that customers understand and value, offer concrete practical advantages, foster good emotional experiences, and develop high social value and user involvement. These results demonstrate that perceptions of brand quality and credibility are important elements in creating a sense of brand care globally, particularly in the context of MSMEs in Jember. Global Brand Compassion is measured by perceived quality and credibility indicators. In order to create sustained Global Brand Compassion and promote the growth and sustainability of MSMEs in the local business environment, brands must uphold the integrity and quality that customers trust in them. The findings of this investigation align with earlier studies by (Nie & Wang, 2021), (Garcia, 2021), (Swoboda & Sinning, 2021), (Özturan & Grinstein, 2022) which demonstrated that Global Brand Compassion is positively and significantly impacted by Brand Globalness.

Brand Love's Effect on Sustainable Brands

The results, when viewed at the 0.048 level of significance, indicated that Brand Love has an impact on Sustainable Brand. The regression coefficient indicates a positive effect, indicating that the Sustainable Global Brand will rise in proportion to the level of Brand Love. Indicators of a brand's passion, brand attachment, favorable assessment of the brand, and expressions of affection for the brand are used to gauge brand love. These findings demonstrate that the growth and sustainability of global brands at the MSME level in Jember are positively impacted by consumer enthusiasm, emotional attachment, positive judgment, and expression of love for a brand. Indicators of behavior and culture are used to gauge sustainable global brands. This finding thus emphasizes that brand-related culture and behavior among MSMEs in Jember can be sustainedly influenced by factors such as consumers' emotional attachment to brands. Creating a culture and behavior that supports the expansion and sustainability of MSME firms in the area, Building Brand Love not only improves consumer preferences but also helps establish a sustainable brand identity. The present investigation's findings are consistent with other studies by (Strizhakova et al., 2021), (Cleveland & Bartikowski, 2023), (Laroche et al., 2021) which indicated that Brand Love exerts a noteworthy and affirmative influence on Sustainable Global Brand.

Brand Love's Effect on Global Brand Compassion

At the 0.000 level of significance, the data showed that there is a connection between global brand love and global brand compassion. According to the regression coefficient, there will be a positive correlation between global brand compassion and brand love. This research demonstrates that brand love, passion, emotional attachment, and positive judgment all positively influence the growth of brand awareness at the MSME level in Jember on a worldwide scale. The metrics of perceived quality and credibility are used to quantify global brand compassion. The association between Brand Love and the expansion of Global Brand Compassion among MSMEs in Jember is strengthened by the perception of brand quality and credibility, as this conclusion highlights. Increasing the perceived quality and legitimacy of a brand among consumers can help it gain more worldwide traction and support. Consequently, raising the degree of Brand Love in the context of Jember's MSMEs can be a useful tactic to reinforce Global Brand Compassion by enhancing the perception of quality and

brand credibility. The investigation's results are in line with previous research by (Davvetas et al., 2020), (Leite, 2022), (Wahid et al., 2023), (Steenkamp, 2020) which demonstrated that Brand Love has a significant and positive influence on Global Brand Compassion.

The Influence of *Global Brand Compassion on Sustainable Brands*

At the 0.006 level of significance, the data indicated that Global Brand Compassion has an impact on Sustainable Brand. The regression coefficient indicates a positive effect, indicating that Sustainable Brand will rise in proportion to Global Brand Compassion. This research demonstrates that, within the MSMEs in Jember setting, consumer perceptions of strong brand quality and credibility positively influence worldwide brand growth and sustainability. A solid basis for developing Sustainable Global Brands is the sense of quality and credibility in Global Brand Compassion. Sustainable Global Brands are brands that are committed to upholding cultural and behavioral standards that promote sustainability, with an emphasis on metrics related to behavior and culture. As a result, businesses that exhibit high levels of global brand compassion typically cultivate cultures and practices that encourage sustainability in MSME operations in Jember. In conclusion, one factor contributing to the sustainable expansion of global brands among MSMEs in Jember is the rise in global brand compassion. It is imperative to prioritize quality, trustworthiness, culture, and brand behavior while constructing a long-lasting base and assisting MSMEs in their local and international expansion. The present study's findings are consistent with other studies by (Vaziri et al., 2023), (Zhou et al., 2020), (Salnikova et al., 2022), (Hong et al., 2023) that demonstrated the beneficial and noteworthy impact of global brand compassion on sustainable brands.

The Influence of *Brand Globalness on Sustainable Brands through Global Brand Compassion*

Using a significance threshold of 0.018, the results demonstrated that Brand Globalness influences Sustainable Brand through Global Brand Compassion. The regression coefficient indicates a positive effect, indicating that a higher level of Brand Globalness will lead to a higher level of Sustainable Global Brand through Global Brand Compassion. Perceived value, functional value, emotional value, social value, user identification, and user engagement indicators are all included in the notion of "Brand Globalness," which emphasizes the vital role that these elements play in fostering global brand awareness and growth. All of this points to the fact that UMKM in Jember can use effective strategies to build a Global Brand that will strengthen the Sustainable Global Brand through the development of Global Brand Compassion, which can strengthen components such as perceived quality and credibility. This is a critical step for UMKM in Jember to develop business strategies and management plans focused on global values, user behavior, and business ethics to support the company's growth in both local and international markets. The results of this study align with those of previous research conducted by (Riefler, 2020), (Ali & Ahmed, 2023), (A. Srivastava et al., 2020), (Lang et al., 2023) which discovered that global brand compassion cultivates a significant and favourable association between brand globalness and sustainable brand.

The Influence of *Brand Globalness on Sustainable Brands through Global Brand Compassion*

By examining the degree of significance, which is 0.007, the results demonstrated how Global Brand Compassion influences Sustainable Brand through Brand Love. The regression coefficient indicates a positive effect, indicating that a higher level of Brand Love will lead to a higher Sustainable Brand through Global Brand Compassion. Indeed, this study demonstrates that, particularly when considering Micro, Small, and Medium-Sized Enterprises (MSMEs) in Jember, Global Brand Compassion has a beneficial impact on Sustainable Brands through Brand Globalness. It was discovered that Sustainable Brands grow more through the Global Brand Compassion factor the higher the degree of Brand Globalness. For MSMEs, global brand attractiveness and sustainability are mostly determined by brand globalness, which is comprised of perceived value, functional value, emotional value, social value, user identification, and user engagement indicators. The focus on global brand compassion, which encompasses elements of perceived quality and credibility, serves as a crucial link between the development of sustainable brands locally and brand globalness, as demonstrated in Jember. This conclusion gives MSMEs in Jember a thorough understanding of how to apply the ideas of global brand compassion and brand globalness as essential tactics for creating long-lasting brands. MSMEs can fortify their position in the local market and get ready to meet the challenges of an increasingly competitive global market by implementing global values, recognizing

the importance of user interaction, and caring for the quality and integrity of their brands. The present study's findings are consistent with earlier studies by (R. K. Srivastava, 2021), (Nie & Wang, 2021), (Garcia, 2021), (Swoboda & Sinning, 2021) which indicated that global brand compassion has a positive and significant impact on sustainable brands as a result of brand globalness.

CONCLUSION

The study's findings indicate that the relationship between brand globalness and brand love for sustainable brands is significantly influenced by global brand compassion. Because brand globalness builds a solid and dependable brand image in the global market, it has a beneficial impact on worldwide brand compassion. Customers' enthusiasm for the brand may grow as a result of their increased trust in it due to its strong brand image. Because brand love fosters a sense of intimacy and emotional attachment among customers, it also has a favorable impact on global brand compassion. Customers may be more receptive to and supportive of the brand as a result of this emotional connection, especially in terms of sustainability. Because it shows the brand's dedication to social and environmental responsibility, global brand compassion has a good effect on sustainable brand. This dedication may raise consumer interest in the brand by fostering a greater sense of consumer trust in it. The study's findings support the notion that customer interest in sustainable brands can be raised in large part by global brand compassion. Consequently, companies need to cultivate their worldwide Brand Compassion if they hope to draw in customers in the worldwide market. Through cultivating Global Brand Compassion, brands might enhance their prospects of triumphing in the worldwide

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