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The role of social opinion as a moderation factors forming the intention to blame local brands

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Abstract

This study aims to examine the relationship or influence of brand incongruence, brand incapability, and brand unqualified which are suspected to be the triggers of individual intentions to behave blame towards local brands. Furthermore, this study also examines the role of social opinion as a moderating variable that is expected to reduce individual intentions to behave blame. The planned sample was 410 respondents taken for 2 months randomly from individuals who behave blame towards local brands, through an online survey. From the sample data collected, 405 were individual data that responded within the specified time limit. However, out of 405 respondents, there were 3 respondents who did not behave blame so they had to be excluded from the study so that the overall data that could be analyzed further were only 402 respondents who behaved blame towards local brands. The usable data was then analyzed using SEM analysis tools. The results of the study indicate that there is a positive relationship between brand incongruence, brand incapability, and brand unqualified towards attitudes to blame local brands, in addition it was found that social opinion is a variable that positively moderates between these hubs. This research, in addition to discussing the relationship between conceptualized variables, also discusses the implications of the research, both theoretically and practically, and future research opportunities.

Keywords

Brand incongruence, Brand incapability, Brand unqualified, Social opinion, Blame behavior

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Introduction

The trigger for the emergence of blame behavior towards a brand that has occurred so far, still indicates an inconclusive opinion from marketing researchers regarding the conceptualized model. From several previous studies observed, the inconclusive opinion is likely caused by the diversity of problems that are of concern to researchers related to the objects and settings that are the focus of the research. This is indicated

by several previous studies such as [1], who conducted a meta-analysis of the relationship between unqualified brands and blame behavior. The results indicate that the main cause of blame behavior is the individual's perception of a brand that is considered to be of poor quality. Furthermore, [2] examined the factors that cause the emergence of blame behavior related to unqualified products that occur due to product failure incidents experienced by individuals to justify the unqualified brand. Next, with the same topic, [3] tried to further exploit that the failure of a brand is caused by technological factors, employee capabilities and wrong company policies and has an impact on the emergence of public blame behavior towards the resulting brand. This finding was further confirmed by [4] and [5] who still focused on the same object and setting, namely local brands marketed in western countries. Furthermore, [6] also identified the sources that caused brand failure in this case due to three causal factors, namely service providers, customers and organizations. The inconsistency of these three factors is thought to have an impact on the emergence of blame behavior, related to the problem of quality standards which have so far been defined as customer perceptions of functional attributes and abstract and global attributes of products/services as with brands [7]. It can be concluded here that unqualified is one of the main factors that is thought to have the potential to cause blame behavior. Several references show a positive relationship between the two variables, meaning that the higher the individual's perception of unqualified products, the higher the blame behavior towards the brand. Furthermore, unqualified is one of the antecedent variables adopted to build a research model.

Furthermore, brand incapability is a variable that has received a lot of attention from previous researchers as another factor that can cause blame behavior. What is meant by brand incapability in this study is the company's inability to adapt to market dynamics. Adaptive incapability can be defined as the company's inability to identify and take advantage of emerging and sustainable market opportunities [8]. [9] focused their attention on the relationship between brand incapability and blame behavior when a social crisis occurred on several social media against an international food company ("Barilla", in Parma, Italy). In this crisis, the company's inability to adapt to the social environment was a variable that was widely exposed through the mass media which had an impact on the public's blame behavior towards the company. The next study conducted by [10] focused on brand incapability which had a negative effect on individual attitudes and beliefs in purchasing mobile phone products in Europe. However, it is different from [11] who define adaptive capability in two ways: (1) the company's ability to solve problems and (2) the company's ability to transfer products. Problem-solving capability is the ability of a company to solve difficult relationship problems, such as modifying products (innovating) to suit the needs of specific customers. It is further explained that blame attribution is a variable that mediates the relationship between customer trust crises and brand evaluations. From the explanation that has been put forward, brand incapability is one of the main variables

that is suspected to be the cause of the emergence of blame behavior which in this study is conceptualized as an independent variable.

Next, brand incongruence is a variable that is found to significantly influence blame behavior. Brand incongruence referred to in this study is customers who tend to divert their negative emotions towards a brand by cognitively separating themselves from the brand identity resulting from errors in identifying the brand (customer-brand disidentification) resulting in a mismatch between self-image and the image of the brand as they have perceived it so far. The definition of customer-brand disidentification is an error in perceiving the similarity of an individual to a particular brand [12]. Although brand identification can provide very beneficial results for consumers and companies [13]; [14], brand identification can also have a dark side that raises consumer concerns [15]; [16]. In fact, consumer-brand relationships can become so problematic and unsatisfying that consumers seek to distance themselves from the brand ([18] ; and [19]). This can be caused by consumers not properly identifying with the brand and the brand community being disrupted by negative events that befall the brand or the brand used by the community is considered no longer good [20].

In short, this research model explains that the causes of blame behavior are incongruence, incapability and unqualified, although theoretically the three variables influence blame behavior attitudes, there has been no research examining other factors that can reduce blame behavior. This is a problem that still requires empirical explanation in the future. In this regard, this study tries to conceptualize social opinion as a moderating variable, this is based on the argument that the process of forming blame in positive social opinion will not occur the process of forming blame, and vice versa.

Literature Review

The initial basis of this study is based on the cognitive psychology theory approach to explain from the beginning a process of forming behavior. Starting from the cognitive structure which is initially in the form of an individual's perception of an external stimulus, then the output of this cognitive structure will lead to an affective structure, which can be felt (feelings) usually expressed in attitudes, then from the process of forming this attitude, it will eventually lead to a conative structure that leads to the intention to behave [21].

This study focuses on individual perceptions that will be used to explain theories related to individual perceptions in revealing the behavior of blame local brands that are still widely found in individuals in general, including the role of emotions in human cognition to predict and shape the behavior of individuals who intend to blame local brands. The perception referred to in this study is that individuals have a high probability of adopting a behavior if the individual has a positive attitude towards the behavior, by getting approval from other individuals who are close and related to the individual's behavior and believe that the behavior can be done well. For that, as the initial basis of this study,

it is based on the cognitive psychology theory approach to explain from the beginning a process about the triggers for the formation of blame behavior towards local brands.

The main focus of this study lies in individual perception, which will be used to explain theories related to individual perception in revealing individual blame behavior in general, including the role of emotion in human cognition to predict and shape individual behavior that intends to degrade local brands. This study attempts to uncover factors that have the potential to cause individuals to intend to degrade brands by conceptualizing them into a model that is able to uncover and explain the causes of individual intentions to degrade local brands, where the constructed model is based on five variables, namely brand incongruence, brand incapability and brand unqualified as antecedent variables, then intention to blame as the dependent variable and social opinion as its moderator using the cognitive psychology theory approach as its parent theory.

Intention to Blame

Intention to Blame referred to in this study is a form of blame behavior such as insults, as a response or reaction of individuals to stimuli or environments shown in the form of an intention to insult a brand, which is related to the form of responsibility. In a previous study, [2], conducted a meta-analysis which found a significant positive relationship between the severity of negative outcomes on the responsibility measure and the individual's intention to behave blame. The individual's intention to behave blame arises when an incident occurs and the results are getting worse (more failures) will always be associated with the party potentially responsible by observers of the incident [2]. Furthermore, a study conducted by [3], continuing from a previous study conducted by [22], tried to explore the differences in perceptions that customers have of service failures originating from technological failures, employee failures in serving customers, and failures of company policies related to the form of company responsibility by focusing more on the individual's intention to behave blame, especially individuals or groups of individuals in viewing responsibility as a basis for causality. However, in contrast to the study conducted by [6], which identified the source of failure as being caused by factors such as service provider failure, customer failure in obtaining service, and organizational failure, this can occur because service interactions are viewed from the customer's perspective [6].

To decide whether an event is a morally reprehensible act or not, it is also necessary to consider the existence of alternative actions that can be taken and the probability of the results that will be obtained. The party being reviled is always the party that is most unpleasantly affected. The attitude of reviling will be a realistic possibility by considering that the action taken is actually something that can be predicted and avoided by blaming someone for an incident. However, in conveying an attitude, it is also necessary to consider whether or not the party considered most responsible is appropriate to be reviled for a result of the action they have taken [23].

Brand Incongruence

The brand incongruence referred to in this study is customers who tend to divert their negative emotions towards a brand by cognitively separating themselves from the brand identity resulting from errors in identifying the brand (customer-brand disidentification) which causes a mismatch between their self-image and the image of the brand as they have perceived it so far.

As research conducted by [24], which explains brand incongruence is an evaluation of an individual's perception of a brand caused by a mismatch between self-image and brand image, however the level of sensitivity due to brand incongruence between individual expectations and reality will increase in a positive mood compared to a neutral and negative mood. This can be shown through indicators such as differences, opposites, contradictions and incongruence of individual perceptions in portraying themselves towards the brand image in evaluating the product. However, the level of individual sensitivity in evaluating the product always changes, influenced by the mood at that time. The level of individual sensitivity will decrease in a happy mood (positive) compared to a neutral mood and a bad mood (negative). This shows a sensitivity incongruence in the sense that there is a conflict between mood and the evaluation results (information provided) towards the brand becoming inappropriate [25] ; [26]. This is also supported by research conducted by [27], which shows that the discrepancy of evaluation results is greatly influenced by how individuals perceive themselves (individuals in self-image) towards brand image. However, individual perception in evaluating products cannot be separated from the influence of mood, initially it will affect the individual's mood in evaluating in a way that is in accordance with feelings, but in a short period of time the self-description will change to be inconsistent with feelings in evaluating [27]. It can be concluded that there are findings that individual perception in evaluating products is greatly influenced by mood, both positive and negative orientations that reflect the effectiveness of stimulation to increase inconsistent alertness sensitivity, but these findings do not immediately justify the general conclusion about the discrepancy hypothesis.

In situations of customer-brand relationship incongruence, customers will tend to divert their negative emotions towards the brand by cognitively separating themselves from the brand identity, this is also called customer-brand disidentification [28], In the development of recent studies on customer-brand relationship incongruence which emphasizes the role of brand disidentification as a reason for customers to turn against brands that have been used [29]. Consumer-Brand Disidentification is defined as "a customer's self-perceived cognitive separation from a brand, based on perceptions of incongruent values and evaluations between their own identity relative to the brand itself." [30]. Regarding customer-brand relationships, many studies have found that brand disidentification is a reason for customers to turn against brands by behaving in a blaming manner, however, there is still much uncertainty regarding the antecedents of brand disidentification. In line with the balance theory, that self-discrepancy and

emotions, both positive and negative, towards the brand will be related to brand disidentification. [31] in their study found that self-discrepancy is the main driver of customer disidentification with the brand (CBD). Likewise, perceived quality was found to be related to CBD for low levels of self-discrepancy. Furthermore, the following hypotheses can be drawn:

H1: The higher the individual's discrepancy in perceiving self-image with brand image, the higher the individual's intention to blame the brand.

Brand Incapability

It is an individual's perception of the inability of local brands to create products that meet user needs, especially technology-based products. The indicators are such as the brand's inability to advertise products such as informing products to meet user needs, product innovation according to user needs, ease of product operation, product modification according to user needs and product obsolescence. Product advertising techniques that are not adaptive to the dynamics of user needs will have an impact on the emergence of negative market behavior. Adaptive inability can be defined as the inability of a company to identify and utilize developing and sustainable market opportunities such as research conducted by [32]; [33]; and [8].

When a product's innovation fails to meet user needs, it is natural for customers to look for a party to blame and take responsibility for the failure. Negative user perceptions will blame the company as the brand holder who has failed to provide services as the main cause of service failure. Learning from the failure of Google Glass, an innovative high-tech product from Google that turned out to still have problems. The Google Glass case will raise several questions about the negative impact of innovation failure on brands, such as: Will high-tech innovation failure be more detrimental to brands? Will innovative brands be more vulnerable to innovation failure? Are high-tech innovation enthusiasts more vulnerable to innovation failure? [34]. Furthermore, the following hypotheses can be drawn:

H2: The higher the brand's inability to provide benefits to individual needs, the higher the individual's intention to blame a brand.

Brand Unqualified

Unqualified in this study is a product that is still below the requirements of a brand's quality and service standards based on the results of consumer perception evaluations of the quality and service of a brand's products. This is based on several surveys that have informed consumers of dissatisfaction with the level of quality and service of the products they have purchased. Several surveys indicate consumer dissatisfaction with the level of quality and service that is far from what consumers expect from the products they have purchased, one of which is a study conducted by [35] who interviewed several sources including C. D. Edwards, who stated "quality consists of the capacity to satisfy the desires of its consumers", then H. L. Gilmore, who explained "Quality is the extent to which a particular product satisfies the desires of a particular

consumer.", and A. A. Kuehn and R. L. Day, who said "In the final analysis of the market, the quality of a product depends on how well the product fits the consumer's preference patterns". The indicators of quality standards according to [35] are performance, features, reliability, conformance, durability, serviceability, aesthetics and perceived quality. High brand quality can reduce uncertainty caused by self-conformity [36]. In addition, individuals who perceive low levels of self-discrepancy with a brand are more willing to tolerate low levels of quality and still experience brand identification than individuals who perceive high levels of personality dissonance. Similar effects can be expected in the case of positive and negative emotions, several research findings have assessed the positive impact of perceived quality in enhancing customers' positive emotions. Research also shows that lower perceived quality elicits negative emotions in customers ([37] ; [38]). Consistent with these findings and in line with the arguments of balance theory, this study attempts to conceptualize that low perceived quality will weaken the positive relationship between customers' positive emotions and customer identification with the brand, but will on the contrary strengthen the relationship between customers' negative emotions and customers' disidentification with the brand. Furthermore, the following hypotheses can be drawn:

H3: The more negative an individual's perception of dissatisfaction in evaluating the quality of a brand, the higher the individual's intention to devalue a brand.

Social Opinion

Facts show that many people who are constantly exposed to the flow of opinions, suggestions, and judgments of others about political ideas, new technologies, or commercial products can revise their judgments and even reverse direction. When individuals are faced with opinions from colleagues, friends or people in their social environment about a particular issue, people will filter and integrate the social information they receive and revise or even adjust their own beliefs to fit the opinions of many people [39]. Many individuals in making decisions will be different when they are involved in making decisions to buy high-value products such as vehicles and houses, compared to situations of buying low-value products such as daily necessities [40]. Social opinions in various social systems in society will have an impact on individuals who will tend to rely on the results of observations of others in adjusting their behavior, then individuals will revise their judgments, and can even be used as a reference in making decisions [41].

Based on the previous explanation, social opinion can be defined as the opinion of many people in a social environment, which refers to the views, attitudes, beliefs, and collective judgments held by a group of people in providing responses in the form of responses to a particular issue, event, or topic that is relevant in society [42]. Social opinion is the result of interactions between individuals and society who share information, experiences, and views [43]. Social opinion is dynamic and develops over time. Many factors change and influence the way people view the world around them ([44]; [45]). Therefore, understanding social opinion is important in social, political, and

economic analysis. Social opinion is an external factor that is beyond control but can influence the views, attitudes, beliefs and judgments of individuals, then in this study social opinion is included as a moderator in the hope of reducing individual intentions to behave blame towards local brands. Furthermore, the following hypothesis can be drawn:

H4: The more negative social opinion is towards an individual's inconsistency in perceiving self-image with brand image, the higher the individual's intention to devalue the brand.

H5: The more negative social opinion is towards an individual's perception of a brand's inability to provide benefits to an individual's needs, the higher the individual's intention to blame a brand.

H6: The more negative social opinion is towards an individual's perception in evaluating the quality of a brand, the higher the individual's intention to devalue a brand.

From several studies that have been presented previously, it shows that there is still no conclusive definition of the relationship between the causes of individual behavior to intend to blame a brand which is a form of failure of the service provider (organization) towards customers which is associated with the form of responsibility for the occurrence of a failure, inconsistency between self-image and brand image, or the inability of the brand to meet consumer expectations. For that reason, studies on denigration behavior are still very interesting to conduct more comprehensive studies. This study attempts to develop a model that aims to explore factors that are suspected of being the cause of individual intentions to blame and explore factors that are expected to reduce the emergence of individual intentions to blame behavior, especially towards local brands.

Research Model Design

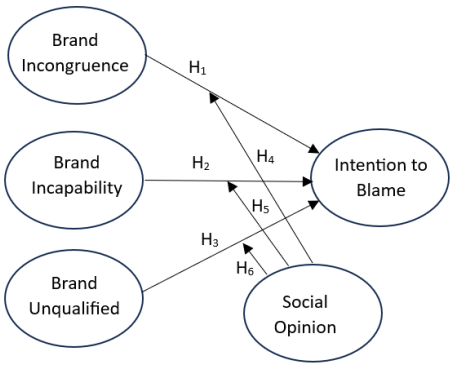

Figure 1. Intention to Blame

This research model aims to explore and explain the emergence of individual attitudes to intend to degrade a brand due to negative behavior towards a brand formed by the existence of brand incongruence between self-image and brand image that occurs when individuals perceive that the brand image is not in accordance with the individual's

self-image so far which will have an impact on dislike of the brand indicated by the individual's negative behavior towards the brand, then what is meant by brand incapability is the individual's perception of product performance that is unable to meet individual expectations, it is also another consideration that can influence the individual's negative attitude towards the product, as well as brand unqualified, which is the individual's perception of product performance that does not meet the requirements or is below the standard of individual perception also has a role in influencing the individual's negative attitude towards a brand, through this negative attitude that ultimately gives rise to the individual's intention to degrade a brand. Furthermore, this study also aims to explore social opinion as a moderator that is expected to reduce the emergence of blame behavior.

Method

Several empirical studies on blaming behavior are based on real events, this is based on previous research [46]. [47] and [48] argue that fictional scenarios do not cover all aspects of the actual experience experienced by consumers with defective products or services. Therefore, fictional scenarios can trigger bias in an effort to explore the factors that shape blaming behavior, so it is expected that in this study there will be real blaming behavior. This study tries to conceptualize a model of blaming behavior by including social opinions that are expected to reduce blaming behavior that occurs in society in general.

Before distributing the final version of the questionnaire, an initial trial was conducted on 30 respondents to determine whether the instrument was valid and reliable. In order for the research target to be achieved, respondents were selected randomly using the snowball sampling technique, then the questionnaire distribution method was carried out using an online survey, so that it was hoped that the respondents who participated were not limited to one area and were more diverse. After the initial trial, the questionnaire was distributed to respondents. Of the 410 questionnaires that were planned to be distributed to respondents who had negative experiences with Polytron randomly, only 405 respondents answered by filling out the questionnaire completely during the specified period of 2 months.

After the data was collected, there were 3 respondents who gave answers that did not meet the criteria, namely having negative experiences so that they could not be used for further data analysis or were excluded from the study, so that the number of respondents became 402 respondents. From the 402 respondents, a descriptive analysis was then carried out, this needs to be done to find out a general picture of the respondents used in the study, after conducting a descriptive analysis, a significance test is then carried out, this is important to confirm a latent variable together with other variables using probability values, the next test is to conduct a validity test, this is also important to do to find out whether the sample data can be used to measure the variables used in the model and the next reliability test, this is also important to do to

test the consistency of the sample data used in the study, then a discriminant validity test is carried out, the discriminant validity test is also very important because it is related to the principle that different construct variables should not be highly correlated. The discriminant validity test is assessed based on the cross-loading of measurements with their constructs. The last stage is to test the strength of the model and test the hypothesis. For the measurement scale of each question in the questionnaire, it is measured using a five-point Likert scale format. The question items for measuring the variables can be shown in Table 1.

Table 1. Construct Variables and Measurement Indicators

Construct	Indicators	Author(s)
Brand Incongruence	This brand is not a part of me and who I am. My feelings towards this brand are not personally connected. I feel no emotional attachment to this brand. This brand doesn't tell others anything about who I am. This brand often does not come automatically to my mind and feelings.	Park et al., 2010
Brand Incapability	I think this brand is difficult to apply. So far I feel that this brand is less able to exploit new knowledge. In my opinion, the company is less able to implement positive experiences towards the brand. In my opinion, this brand is not technologically proactive. This brand is unable to innovate.	Phuong, 2022
Brand Unqualified	For me, the performance of this brand is not good. In my opinion, the features provided by this brand are still below those of its competitors. I feel this brand is less reliable. In my opinion, this brand is difficult to service. I can feel that the quality of this brand is still below its competitors.	Garvin, 1984; Kostopoulos, 2014
Intention to Blame	I took the initiative to ask the company to take responsibility for the resulting brand failure. I want to slam the company for its unexpected brand failure. I tend to disparage the company because of the negative effects on the brand. I tend to complain about the company's failure to plan the brand. I would like to demand that the company be held accountable for its mistakes, unless it can justify its behavior. I feel like criticizing a company for playing a significant role in creating a negative effect on a brand.	Vassilikopoulou *et al.*, 2018
Social Opinion	Many people criticize this brand. Many people are criticizing, this brand is problematic. The public gave a bad assessment of the brand. There are many opinions in various media that blame the quality of the brand. People often underestimate the brand so that it appears inferior to other brands. The experience of many people who have used it, try to avoid this brand.	Karakaya and Barnes, 2010

Results and Discussion

Result

From a total of 402 respondents who have provided complete answers, a descriptive analysis will be conducted to determine the characteristics of the respondents. The results obtained, the characteristics of respondents based on age groups are more dominated by the age group of 16 to 25 years as many as 295 respondents (73.83%), then the characteristics of respondents based on their last education are more dominated by high school graduates followed by 276 respondents (68.66%), with income levels, dominated by respondents with incomes between Rp1,500,000.00 to Rp2,300,000.00 as many as 289 respondents (71.89%). For more details, see Table 2 below.

Table 2. Description of Research Respondents

Respondent Characteristics	Group	Total	Percentage
Gender	Male	150	37.31%
	Female	252	62.69%
Age	16-25 old	295	73.83%
	26-35 old	41	10.20%
	36-45 old	41	10.20%
	46-55 old	19	4.73%
	56-65 old	5	1.24%
	66 or more…	1	0.25%
Last education	Elementary School/Junior High School	0	0%
	Senior High School	276	68.66%
	Associate Degree 3	39	9.70%
	Bachelor's Degree / Master's Degree / Doctoral Degree	87	21.64%
Respondent Activity	Study	227	56.47%
	Working and studying	66	16.42%
	Work	83	20.65%
	Other	26	6.47%
Income	Rp1.500.000 - Rp2.300.000	289	71.89%
	Rp2.400.000 - Rp3.2000.00	25	6.22%
	Rp3.300.000 - Rp4.1000.00	24	5.97%
	Rp4.200.000 - Rp5.0000.00	17	4.23%
	> Rp5.000.000	47	11.69%

Significance Test Results

The significance test is used to confirm a latent variable together with other variables by using probability values, the strength of the relationship between dimensions in forming the latent variable can be analyzed using the t-test on the regression weight which can be seen in Table 3.

Table 3. Significance Test

Correlation			Estimates	S.E.	C.R.	Probability	Information
Bla	<---	Inco	0.300	0.111	2.693	0.007*	Significant*
Bla	<---	Inca	.000	0.096	0.004	0.997	Not Significant
Bla	<---	Unq	0.579	0.142	4.065	.000*	Significant*

Information: *) Sig. α = 0.05

Results of Instrument Validity and Reliability Tests

To test the validity of the construct variables, researchers used the Average Variance Extracted (AVE) method by assessing the loading factor > 0.4 and the value of its AVE > 0.5 [49]. Meanwhile, to test reliability using Composite Reliability (CR), with a CR value > 0.7 so that the construct test can be accepted according to [50]. However, [51], and [52] stated that in exploratory research, reliability between 0.5 - 0.6 is acceptable.

As shown in Table 4.3 which informs the results of the validity test where the loading factor shows > 0.4 so that the data tested has met the criteria [49]. Furthermore, the AVE value for the brand incongruence variable obtained a result of 0.547 while the brand incapability variable obtained a result of 0.692, and for the brand unqualified variable the result was 0.522 so that the AVE value was > 0.5 in accordance with [49]. For the reliability test, all construct variables met their reliability, where the CR value for brand incongruence was 0.854, for brand incapability the CR value was 0.918, while for brand unqualified the CR value was 0.841 so that the data consistency was in accordance with [50], where CR > 0.7.

Table 4. Composite Reliability and AVE Test of Research Model

Variable	Indicator	Loading Factor	C.R.	AVE
Brand Incongruence	Inco1	0.733	0.854	0.547
	Inco2	0.489		
	Inco3	0.782		
	Inco4	0.855		
	Inco5	0.784		
Brand Incapability	Inca1	0.789	0.918	0.692
	Inca2	0.844		
	Inca3	0.851		
	Inca4	0.866		
	Inca5	0.808		
Brand Unqualified	Unq1	0.696	0.841	0.522
	Unq2	0.798		
	Unq3	0.709		
	Unq4	0.447		
	Unq5	0.606		

Discriminant Validity Test Results

Discriminant validity is related to the principle that different construct variables should not be highly correlated. Discriminant validity tests are assessed based on the cross loading of measurements with their constructs. Another method used to assess discriminant validity is by comparing the root of the average variance extracted (AVE)

for each construct with the correlation between the construct and other constructs in the model. A model has sufficient discriminant validity if the root of the AVE for each construct is greater than the correlation between the construct and other constructs in the model [53].

The test results show that the constructed variables do not have a high correlation. Discriminant validity occurs if two different instruments measuring two constructs that are predicted to be uncorrelated produce scores that are indeed uncorrelated see Table 5.

Table 5. Discriminant Validity

	Mean	SD	Inco	Inca	Unq	Bla
Inco	3.115	0.9359	0.792			
Inca	3.156	1.0423	0.321	0.867		
Unq	2.831	0.8134	0.337	0.368	0.729	
Bla	2.080	0.9621	0.335	0.189	0.438	0.881

Goodness of Fit Index Test Results on Unconstrained Model

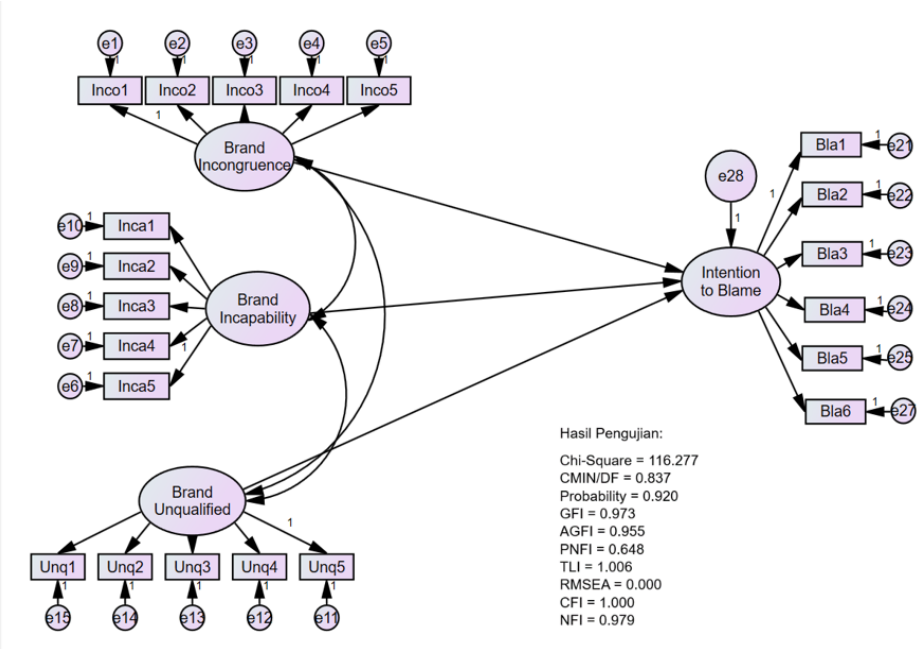

Figure 2. Goodness of Fit Index Test on Unconstrained Model

The Chi-square (X2) test is a fundamental measuring tool for measuring overall fit, so it is sensitive to the size of the sample used. If the number of samples is less than 200 samples, then Chi-square must be accompanied by other testing tools [54]; [55]. The results of the research that has been conducted show that the goodness of fit index on the unconstrained model shows that the results of the model's suitability test with the research data obtained are very good as indicated by Chi-square (X2) with a result of 116,277 and Probability (P) = 0.920. This shows that the model developed is in accordance with the recommended standard > 0.90 [56]. Meanwhile, for the test results of CMIN/DF which is one of the indicators to measure the level of fit of a model produced from the Chi-Square (CMIN) test divided by the Degree of Freedom (DF), the expected

CMIN/DF is ≤ 2.0 which indicates acceptance of a model. The test results of the model obtained CMIN/DF = 0.837, this indicates acceptance of the model, this result is in accordance with [52]. Next, GFI can be adjusted to degrees of freedom to test whether a model is accepted or not. The weighted proportion of the fit index to calculate the variance in the sample covariance matrix explained by the estimated population covariance matrix [57]; [58].

The non-statistical measure of GFI has a range of values between 0 (poor fit) to 1.0 (perfect fit). High values in this index indicate a "better fit". The expected GFI is ≥ 0.90. Furthermore, the results of the Goodness of Fit Index test obtained were GFI = 0.973, this indicates that there is acceptance of the developed model that is in accordance with the theory and actual data in the field so that the model can be accepted. For the recommended level of acceptance of the Adjusted Goodness of Fit Index, if AGFI has a value of ≥ 0.90. Values > 0.95 can be interpreted as a good level (good overall model fit) while values between 0.90 - 0.95 indicate a sufficient level (adequate model fit). The Adjusted Goodness of Fit Index test results obtained AGFI = 0.955 so that it can be interpreted as a good level (good overall model fit). While the Comparative Fit Index (CFI), the magnitude of the CFI index is in the range of 0 - 1, where the closer to 1 indicates the highest level of model acceptance. CFI is not affected by sample size because it is very good for measuring the level of acceptance of a model [59]. The test results obtained CFI = 1,000, this result indicates a level of acceptance of the model that is "better fit". Tucker Lewis Index (TLI), the expected TLI value as a reference for the acceptance of a model is ≥ 0.95 and a value close to 1.0 indicates that the model is very appropriate to the actual data in the field.

The TLI test results obtained TLI = 1.006, this indicates that the developed model gets the highest level of model acceptance. Normed Fit Index (NFI) is a measure of comparison between the proposed model and the null model. The NFI value will vary from 0 (no fit at all) to 1 (perfect fit), but researchers generally recommend > 9.0 [56]. The test results obtained an NFI value = 0.979, this result indicates a very good level of model acceptance in accordance with the suggestions of researchers [56]. The Parsimonious Normal Fit Index (PNFI) is a modification of the NFI by including the number of degrees of freedom used to achieve the fit level, the higher the PNFI value the better, but if used to compare alternative models there is no recommended value as an acceptable fit value.

However, if comparing two models, the difference in PNFI between 0.6 and 0.9 indicates a significant difference in the model [56]. The PNFI test results obtained were PNFI = 0.648, indicating that there is a significant difference in the model, this indicates that the model developed is quite good. The Root Mean Square Error of Approximation (RMSEA), RMSEA value ≤ 0.08 is an index for model acceptance. The RMSEA index can be used to compensate for chi-square statistics in large samples. The RMSEA value indicates the goodness of fit that can be expected when the model is estimated in the population [49]. The RMSEA test results obtained RMSEA = 0.000, this indicates that

the RMSEA value ≤ 0.08 is an index for the acceptance of the developed model and is in accordance with [60].

Goodness of Fit Index Test Results on Constrained Model

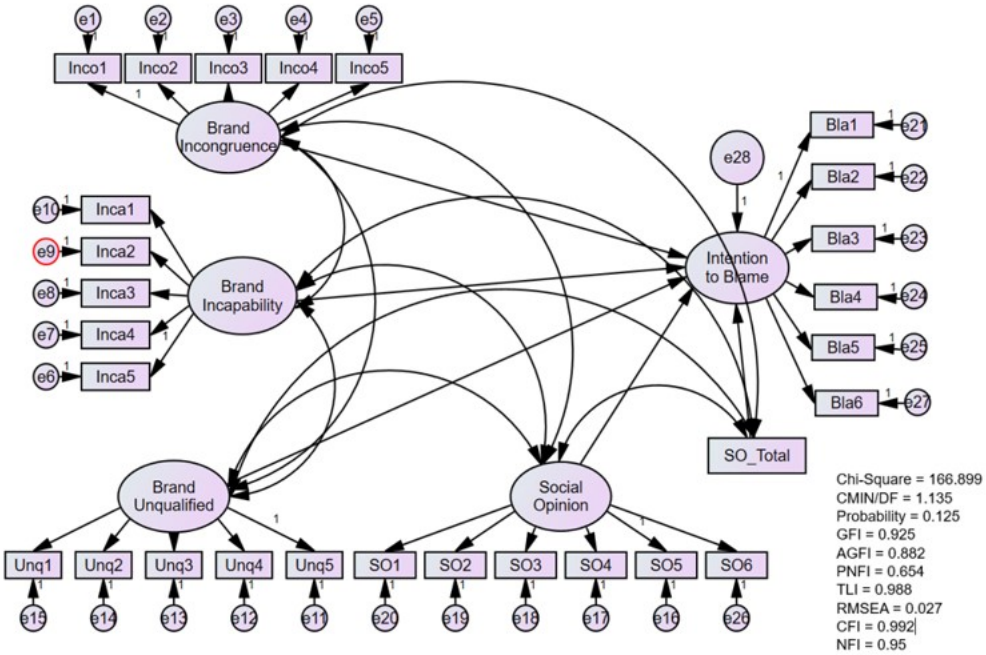

Figure 3. Goodness of Fit Index Test on Constrained Model

For the goodness of fit index test using a constrained model, the test results that have been carried out show that the goodness of fit index on the constrained model indicates that the test of the model's suitability with the observed research data with the predicted ones is significantly different by producing a probability (p) smaller than the significance level (α), as indicated by Chi-Square (X2) with a result of 166,899 and Probability = 0.125. This indicates that the model developed is in accordance with the recommended standards [56]. Furthermore, the test results from CMIN/DF which is one of the indicators for measuring the level of fit of a model, are produced from the Chi-Square (CMIN) test divided by the Degree of Freedom (DF) or CMIN/DF which is expected to be ≤ 2.0 which indicates acceptance of the model. The test results of the model obtained CMIN/DF = 1.135, then this indicates acceptance of the model, so this result is in accordance with [52].

For further testing, GFI can be adjusted to degrees of freedom to test whether a model is acceptable or not. The weighted proportion of the fit index to calculate the variance in the sample covariance matrix explained by the estimated population covariance matrix [57]; [58]. The non-statistical measure of GFI has a range of values between 0 (poor fit) to 1.0 (perfect fit), the closer to 1.0 indicates a high level of model acceptance or "better fit", for that the expected GFI value is ≥ 0.90. The results of the Goodness of Fit Index test obtained were 0.925, this result indicates that the developed model is in accordance with the theory and facts in the field so that the model can be accepted. Next, for the recommended acceptance level of the Adjusted Goodness of Fit Index if AGFI has a value of ≥ 0.90. Value > 0.95 can be interpreted as a good level (good overall

model fit) while values between 0.90 - 0.95 indicate a sufficient level (adequate model fit). The results of the Adjusted Goodness of Fit Index test obtained a value of 0.882 which is still slightly below 0.9, but for the Comparative Fit Index (CFI), the magnitude of the CFI index is in the range of 0 - 1, where the closer to 1 indicates the highest level of model acceptance. CFI is not affected by sample size therefore it is very good for measuring the level of acceptance of a model ([59]; [61]). The test results obtained CFI = 0.992, this result indicates the highest level of model acceptance. Tucker Lewis Index (TLI), the expected value for acceptance of a model is ≥ 0.95 and close to 1.0. The results of the TLI test obtained TLI = 0.988, from the results of this test indicate that the model developed is in accordance with the actual data in the field so that it gets the highest level of model acceptance.

Normed Fit Index (NFI) is a measure of comparison between the proposed model and the null model. The NFI value will vary from 0 (no fit at all) to 1 (perfect fit), but researchers generally recommend > 9.0 [56]. The test results obtained an NFI value of 0.95, this result indicates a very good level of model acceptance. Parsimonious Normal Fit Index (PNFI) is a modification of NFI by including the number of degrees of freedom used to achieve the fit level, the higher the PNFI value the better, but if used to compare alternative models there is no recommended value as an acceptable fit value. However, if comparing two models, the difference in PNFI between 0.6 and 0.9 indicates a significant difference in the model [56].

The PNFI test results obtained were PNFI = 0.654, meaning that the value obtained > 0.6 from the test results indicates that the developed model has a significant difference so that the model acceptance is quite good. The Root Mean Square Error of Approximation (RMSEA), RMSEA value ≤ 0.08 is an index for model acceptance. The RMSEA index can be used to compensate for Chi-Square statistics in large samples. The RMSEA value indicates the Goodness of Fit that can be expected when the model is estimated in the population [62]. The RMSEA test result obtained 0.027 so that the RMSEA value ≤ 0.08, this test result indicates an index for model acceptance, this is in accordance with [62].

Comparison of Goodness-of-Fitness Tests of Constrained and Unconstrained Models

In the next stage, a comparison was made between the results of the model test without including constraints (unconstrained model) and the results of the model test by including constraints (constrained model), and the following results were obtained:

Table 6. Comparison of the Results of the Unconstrained Model and Constrained Model Suitability Tests

		Unconstrained Model			**Constrained Model**		
	Goodness of Fit Indices	Model Test	Cut – Off Value	Result	Model Test	Cut – Off Value	Result
Model Suitability	*Chi–Square* (X^2)	116.277	Expected Small	*Good*	116.899	Expected Small	*Good*
	Probability (P)	0.920	≥ 0.05	*Good*	0.125	≥ 0.05	*Good*

		Unconstrained Model			Constrained Model		
Parsimonious Conformity Comparative Suitability	*GFI*	0.973	≥ 0.90	*Good*	0.925	≥ 0.90	*Good*
	RMSEA	0.000	≤ 0.08	*Good*	0.027	≤ 0.08	*Good*
	AGFI	0.955	≥ 0.90	*Good*	0.882	≥ 0.90	*Marginal*
	CMIN/DF	0.837	≤ 2.00	*Good*	1.135	≤ 2.00	*Good*
	CFI	1.000	≥ 0.95	*Good*	0.992	≥ 0.95	*Good*
	TLI	1.006	≥ 0.95 – 1.0	*Good*	0.988	≥ 0.95 – 1.0	*Good*
	NFI	0.979	> 9.0	*Good*	0.935	> 9.0	*Good*
	PNFI	0.648	0.6 – 0.9	*Good*	0.654	0.6 – 0.9	*Good*

Moderation in this study is social opinion with a nominal scale based on the strength or weakness of the influence of social opinion, so the moderation test is carried out by creating a split sample. Respondents who have social opinion values above the average are grouped into a group with strong social opinion, while respondents with social opinion values below the average are grouped into a group with weak social opinion.

Multigroup test is conducted by testing between constrained and unconstrained models, this is done to determine whether there is a significant difference between the two model groups. For this reason, it is necessary to conduct a comparison test between the chi-square table value (χ^2) and the difference in the calculated chi-square value ($\Delta\chi^2$). If the chi-square table (χ^2) > the difference in the calculated chi-square ($\Delta\chi^2$) then the constrained model is indicated to be significantly different from the unconstrained model (Marsh et al., 2010).

In this study, respondents were divided into two categories based on the average value of all indicators. In this study, the average result was 2.61, so that samples with a value of ≥ 2.61 were categorized in the social opinion group with strong constraints and samples with a value of <2.61 were categorized in the social opinion group with weak constraints. In this study, samples with a strong social opinion category were 186 respondents, while 216 respondents were categorized as weak social opinions.

Table 7. Comparison of Constrained-Unconstrained Models

Model	DF	CMIN	P
Constrained-Unconstrained	8	50.622	-0.795

Hypothesis Test

Data analysis to test the structural relationship between brand incongruence, brand incapability, brand unqualified as exogenous variables and social opinion as a moderator of individual behavior to intend to blame as its endogenous variable, it is necessary to conduct a Z-test, by grouping social opinion into two groups, namely a strong social opinion group and a weak social opinion group. The Z-test in this study is used to determine whether the two groups of social opinion have significant differences in several influences of exogenous variables towards the construction of endogenous variables.

The results obtained for brand incongruence and brand unqualified have met the required level with a probability level of more than 1.96 with a p-value <0.05, while brand incapability has not met the required level, because the p-value> 0.05. For more details, see table 7. According to Werner based on the estimate value, the CR value (Critical Ratio), and the P value (p-value), to determine the relationship between the three variables can be seen from the estimate value which is positive and negative, where a positive estimate value indicates a positive relationship and vice versa. Then the CR and P values indicate the significance of the relationship between variables, where a CR value greater than 1.96 and a P value lower than 0.05 indicate a significant relationship, conversely a CR value lower than 1.96 and a P value greater than 0.05 indicate an insignificant relationship between variables (see Table 8).

Table 8. Influence of Independent Variables on Objective Variables

	Unconstrained				Constrained								Z-Value	Result
					Strong				Weak					
	β	S.E.	C.R	P	β	S.E.	C.R	P	β	S.E.	C.R	P		
IBla ← BInco	0.274	0.060	4.584	0.000	0.300	0.111	2.693	0.007	0.175	0.061	2.878	0.004	3.630*	Supported
IBla ← BInca	-0.014	0.051	-0.282	0.778	0.000	0.096	0.004	0.997	-0.027	0.052	-0.507	0.612	0.845	Not Supported
IBla ← BUnq	0.455	0.085	5.328	0.000	0.579	0.142	4.065	0.000	0.260	0.102	2.558	0.011	7.783*	Supported

Comparison of Constrained-Unconstrained Models:

Model	DF	CMIN	P
Constrained-Unconstrained	8	50.622	-0.795

Information:

IBla: Intention to Blame, BInco: Brand Incongruence, BInca: Brand Incapability, BUnq: Brand Unqualified

* Significant at p-Value 0.05

In this study, it can be seen that not all hypotheses have a significant effect. The first hypothesis states that the higher the brand incongruence between self-image and brand image, the higher the individual's intention to blame. The results of the study obtained indicate that there is a positive relationship between brand incongruence and intention to blame (β = 0.274; S.E. = 0.060; C.R. = 4.584, P = 0.000), while the results after being moderated by weak social opinion constraints (β = 0.175; S.E. = 0.061; C.R. = 2.878, P = 0.004) also indicate no difference. However, the results after being moderated by strong social opinion (β = 0.300; S.E. = 0.111; C.R. = 2.693, P = 0.007) indicate that there is a strong relationship between brand incongruence and intention to blame. This is because the C.R. value obtained is 2.693 > from ±1.96 and P is 0.007 <0.05, with a significance level of 0.05 or 5%. This means that the incongruence variable will have a positive effect on the intention to blame before being moderated by social opinion, but its influence will decrease after being moderated by strong social opinion, the results of this study are in accordance with previous studies [63], This also answers the fourth hypothesis [64]; [65]; [66], namely the higher the individual's perception in self-image, the stronger the influence of brand incongruence on product assessment, the higher the individual's behavior to intend to blame. This is because strong social opinion will influence and be followed by many individuals around them so that it will influence individual behavior to intend to blame, especially local brands.

Furthermore, in the second hypothesis, the higher the brand incapability in serving user needs in making products, the higher the behavior to intend to blame. The results of the study obtained for unconstrained (β = -0.014; S.E. = 0.051; C.R. = -0.282, P = 0.778), while for constrained with weak social opinion the results were obtained (β = -0.027; S.E. = 0.052; C.R. = -0.507, P = 0.612), thus for strong social opinion the results were obtained (β = 0.000; S.E. = 0.096; C.R. = 0.004, P = 0.997). From the studies that have been conducted, the C.R. value was obtained <± 1.96 and P> 0.05 for both unconstrained and constrained with weak and strong social opinion groups. The results of this study explain that there is no significant relationship between brand incapability and individual behavior to intend to blame. This also rejects the fifth hypothesis, the higher the individual's perception in providing an evaluation of the brand's brand incapability in serving user needs, the higher the individual's behavior to intend to blame [67].

Next for the third hypothesis, the more negative the individual's perception of the unqualified brand, the higher the individual's behavior to intend to blame. From the results of the study that has been conducted, it was obtained for the unconstrained group (β = 0.455; S.E. = 0.085; C.R. = 5.328, P = 0.000), this indicates a significant influence between the unqualified brand and the individual's behavior to intend to blame. After being moderated by weak social opinion, the results were obtained (β = 0.260; S.E. = 0.102; C.R. = 2.588, P = 0.011), also indicating a significant influence between the unqualified brand and the individual's behavior to intend to blame. Furthermore, with strong social opinion moderation, the results were obtained (β = 0.579; S.E. = 0.142; C.R. = 4.065, P = 0.000), also indicating a significant influence, where the C.R. value > ± 1.96 and P < 0.05, this indicates that there is a significant relationship between individual perceptions of unqualified brands and individual behavior to intend to blame, where the results of this study support previous studies ([68]; [65]; [66]). This also answers the sixth hypothesis, namely, the stronger the influence of social opinion in portraying unqualified brands on local product assessments, the higher the individual's intention to blame local brands.

Discussion

Theoretical Implications

This finding provides valuable evidence regarding the relationship between brand incongruence, and the inability of a brand to serve customer needs both in terms of service quality and product quality or services from a brand below standard which is predicted to be the cause of the emergence of blame behavior from customers. This finding shows a positive and significant impact of brand incongruence and the quality of a brand, however this study also found different results with the inability of a brand to serve customer needs so far. This result illustrates that if a brand can plan products or services according to market segments and is able to maintain and improve the quality of products or services compared to its competitors, then the brand will be able to survive and even become a market leader in the segment entered by the brand [35].

When Polytron can make products according to the image of customers so far and is able to maintain and even increase the quality of its products, then Polytron can significantly improve their performance and can reduce customer behavior to blame the brand image that they have built so far, but for people in Indonesia, the inability of local brands to serve customer needs both in terms of service quality and product quality which is predicted to be able to trigger the emergence of customer intentions to intend to degrade the brand, this does not happen in Indonesia. It is suspected that this occurs because there is still a sense of tolerance, maturity (religiosity), culture and nationalism of the community not to intend to degrade local brands and defend local brands. However, the opposite is true if it is associated with the inconsistency between self-image and brand image, it is predicted to be the cause of the emergence of individual intentions to degrade local brands, likewise with local brands that are still perceived as below the quality standards of foreign brands, it is predicted that they can trigger the emergence of individual intentions to degrade local brands. The findings of this study provide reliable evidence to reveal the phenomenon of blame behavior so far so that decision makers are expected to plan better strategies to reduce customer intentions to behave degradingly, especially local brands, and can improve the brand image that has been built so far.

Practical Implications

The results of the study clarify the important role of brand capabilities, especially local brands, in the ability to innovate and branding capabilities, showing a direct impact on company performance so that brand owners are expected to prepare strategies to strengthen technology absorption, innovation capabilities, and branding capabilities [35]. Based on the findings, several recommendations for decision makers are suggested to focus on improving employee capabilities in terms of absorbing expertise according to their respective fields, then managers must focus on innovating and taking more initiative in seeking, learning, and obtaining the latest external knowledge and technology. To assimilate and transform external knowledge effectively, managers need to improve employee qualifications, thus it is expected to increase the initiative, adaptability, and creativity of the organization as a whole, which will lead to improving brand image and customer trust, especially in local brands.

Conclusion

Based on cognitive psychology theory, through empirical studies, the results of this study are expected to contribute to academics and marketers through theory development so that this study can enrich marketers' knowledge regarding the direct impact of the mismatch between self-image and brand image, the brand's inability to meet customer needs and substandard service quality on triggers for the emergence of blame intentions, especially for local brands. Furthermore, the results of this study try to reveal the influence of social opinion as a moderator that is expected to reduce the emergence of individuals to intend to blame local brands. However, there are several

limitations in this study. First, this study is only limited to testing through the mismatch between self-image and brand image, and the company's inability to meet customer needs through the products produced, as well as the product quality that is still below standard so that it is possible that not all factors triggering the emergence of individual intentions to behave blame local brands can be brought into the research model, there are still many other factors outside the study that have not been identified in this study. Second, the empirical context is relatively limited to one brand, so the findings cannot be generalized to other contexts. Different findings are very likely to emerge with a wider sample of companies with a greater variety of companies, industries, or countries.

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