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Dear Prof Eka,

Thank you Prof

Regards

Dr. Ni Luh Putu Agustini Karta
Universitas Triatma Mulya



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International (EROT) (Journal of Business on Hospitality and Tourism)

Brand Equity, Cultural Transformation and Changes in Shopping Behavior of Working Women in Bali

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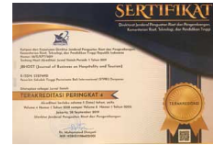
ABSTRACT

Brand equity is an important topic of discussion among working women as a form of self-esteem. The purpose of this study is to analyze brand equity and cultural transformation influencing changes in shopping behavior of working women in Bali. A survey was conducted of 100 female workers in Bali regarding the extent of understanding brand equity and their involvement in various cultural and religious activities in Bali. The findings of this study are: brand transformation in Bali influences the consumption behavior of working women in Bali in multiple ways. Brand perceptions are largely based on the perceived pricing, in a cultural and digital activities in Bali, brands give rise to the patterns of hedonistic behavior, which are not only among the elite, but also among ordinary people. Overall, the study shows that brand equity and cultural transformation can influence the consumption behavior of working women in Bali. This study can also be a reference for related parties to increase brand equity and cultural transformation influencing changes in shopping behavior of working women in Bali.

1. INTRODUCTION

Brand equity is an important topic of discussion among working women as a form of self-esteem. Working women in Bali, being brand equity is a high sense of prestige to be shown in their work environment (Christiana, 2021; Tapan et al., 2021; Guneta & Sula, 2021). Behind it all, there are other attitudes that reflect the consumer culture of women. When viewed from a marketing perspective, it is viewed as a means to increase brand equity and increase brand equity to the highest level. Brands are able to increase product value in the eyes of customers which increases customer in making buying decisions (Chen et al., 2021; Sunarya et al., 2021; Sulita & Rifiana, 2022). The brand product gives satisfaction to the customer, when the customer will make a repeat purchase process and even become loyal and devoted to the brand. Bali as an multicultural island destination, the majority of its people still in the tourism sector (Ni Ketut, 2021). Behind it all, there are other attitudes that reflect the consumer culture of working women in Bali (Christiana et al., 2021; Dharma et al., 2021). They are seen through and are seen with domestic and managerial sources, making the right of working women better income (DPR, 2022).

Brand equity is a symbol of the total area. Working women market segment in Bali. Brand equity becomes more specific because there is a cultural contribution in Bali. Culture is inseparable from traditional activities, religious and social life in this community (Dharma et al., 2021; Nugraha et al., 2022). Various ritual, traditional events in society are always carried out as a form of self-esteem. The traditions of various ritual and traditional events in society are always carried out as a form of self-esteem. The traditions of various ritual and traditional events in society are always carried out as a form of self-esteem. The traditions of various ritual and traditional events in society are always carried out as a form of self-esteem.



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