

Linking Social Media Marketing Activities With Brand Love: Perspective on Brand Fashion

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Abstract: *The purpose of this study is to investigate the impact of social media marketing activities on brand love which resulted in brand loyalty. The sample used was Instagram users who were customers of four fashion brands (Nike, H&M, Zara, Adidas) as many as 280 respondents. The method used is a non-probability sampling using a structural equation model that is run by the AMOS program. The results of this study indicate that social media marketing activities have a positive effect on self-expressive brands (inner and social), social media marketing activities have a positive impact on brand love, self-expressive brands (inner and social) have a positive effect on brand love, brand love has an effect positive for brand loyalty. The managerial implications suggested in this study include fashion social media brands that contain exciting content, managers provide product size customization, easy-to-remember product design, launching the limited edition series, and membership promotion strategies.*

Index Terms: *Brand Love; Brand Loyalty; Self-expressive Brands; Social Media Marketing Activities.*

I. INTRODUCTION

Digital development allows buyers and sellers to meet on the internet, eliminate distribution chains and minimize resource use. According to a report from *We are Social* and *Hootsuite* in January 2018, researched found that users reached 130 million actively in social media, a figure that increased by 23% from the previous year. *We are Social* also found that on average Indonesians spend 3 hours 23 minutes per day using social media. With this digital development, companies need to pay attention to their customer behavior, especially concerning brand loyalty.

Brand loyalty is an essential achievement for every company. Strong brand loyalty can prevent customers from switching to other brands and loyal to one particular brand. One of the factors that drive strong brand loyalty is brand love (Algharabat, 2017). Love brands show the quality of relationships and emotional attachments (Bergkvist & Bech-Larsen, 2010) between brands and customers. Companies that have succeeded in increasing the love of a brand for customers will be more successful and more comfortable in obtaining sustainable profits and defeating competing brands. The love of the brand is also reflected in the increase in sales and valuable brands, including fashion/clothing brands.

Revised Manuscript Received on September 22, 2019.

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Based on the 2018 brand financial report, the American fashion brand Nike has managed to maintain its position as the most valuable fashion brand in the world in 2018. After Nike followed the H&M, Zara, and Adidas brands in fourth place, this success cannot be separated from how Nike continues to strengthen its brand love. The love of the brand increases the bond between the brand and the customer so that it affects brand valuation. Of the many factors that drive the intense love of brands are self-expressive brands.

Consumer self-expressive brands can support the success of a brand. Self-expressive brands are divided into two parts, namely social-self and inner self (Carroll & Ahuvia, 2006). Apart from influencing brand love, self-expressive brands are also affected by social media marketing activities. Today's online retail business uses social media to enhance the consumer experience of being an advertiser through social networking, increasing ties, and helping in making purchasing decisions (Arenas-Gaitan, Rondan-Cataluña, & Ramírez-Correa, 2013). Digital development allows each to show his love for specific brands on social media. One of the most effective social media platforms used by fashion brands/clothing is *Instagram*. Active social media markets help marketers increase the love of brands which ultimately affects brand loyalty (Algharabat, 2017). In general, this study will examine: (1) on self-expressive brands; (2) The positive impact of social media marketing activities on brand love; (3) The positive influence of self-expressive brands on brand love; (4) Positive influence of brand love on brand loyalty.

II. LITERATURE REVIEW

A. Social Media Marketing Activities

Initially, customers operate social media to contact their family and friends. But now, customers can quickly get their favorite brand information on social media such as *Twitter* and *Facebook*. Social media to get information about the latest products, discounts, special promotions, and find out more about the company (Ismail, 2017). Companies have used social media to use customer participation with brands (Okazaki, Díaz-Martín, Rozano, & Menéndez-Benito, 2015). Social media provides opportunities for companies to communicate with the community (Kelly, Kerr, & Drennan, 2013). The way brand content is created, distributed and released from marketers to customers are changed by social media (Tsai & Men, 2013).

Social media can turn customers into marketers and advertisers, can generate, change, and share information online about companies, products, and services. This might attract attention and encourage users to spread it on social media (Agichtein, Castillo, Donato, Gionis, & Mishne, 2008; Zhu & Chen, 2015). Marketers buy goods and services using social media as a driver so they can communicate with customers. Social media marketing activities are part of online marketing activities that complement website-based promotion strategies, electronic mail and advertising on the internet (Ismail, 2017). Social media marketing are divided into five dimensions such as entertainment, interaction, trendiness, customizations, and WOM based on the study launched (Agichtein et al., 2008; Algharabat, 2017; Zhu & Chen, 2015).

Entertainment is a manifestation of fun and games that arise from experience in using social media (Agichtein et al., 2008). Previous research has found entertainment as a strong motivation for the use of social media (Muntinga, Moorman, & Smit, 2011; Park & Sullivan, 2009). Previous studies have also found that social media users consume related and relevant content for reasons of pleasure, relaxation, and hobbies (Muntinga et al., 2011). Relations and escape are reasons to seek entertainment and encourage the loading of content on social media (Courtois, Mechant, De Marez, & Verleye, 2009). Furthermore, exchange of information and opinions with others is defined as interaction (Godey et al., 2015). Previous research divided social media into two groups, namely profile-based and content-based (Zhu & Chen, 2015), depending on the type of connection and interaction. Profile-based is a group of social media focuses on individual members which to encourage users of social media to specific information or topics is the main objective. Profile-based social media builds relationships between users on profiles such as *Facebook*, *Twitter*, and *WhatsApp*. Contrarily, group of content-based social media usually focuses more on content, discussion, and comments on the material sent. The essential goal is for users to connect with selected content such as those provided by *Flickr*, *Instagram*, *Pinterest*, and *Youtube*.

Disseminating the latest and trendy information about brands is called as trendiness (Godey et al., 2015). Social media is currently more trusted as a source of information for customers compared to marketing communications conducted by companies (Mangold & Faulds, 2009). Trendy information on social media includes four sub-motivations: supervision, knowledge, pre-purchase information, and inspiration (Muntinga et al., 2011). Supervision portrays the observation and social environment of a person. Knowledge indicates related brand information that customers get from the experience and expertise of other customers to learn more about products and brands. Pre-purchase information shows customers reading product reviews in the brand community to make purchasing decisions that have been well considered. Inspiration-related to customers who follow the information relating to brands to get new ideas and information related to brands provide as a source of inspiration. For example, consumers see pictures of other

people's clothes, that would be an idea of what they want to wear.

The extent to which social media provides a search for information and services that can be adjusted is the definition of customization (Godey et al., 2015). With personalization on the site, brands can adapt and express individuality, build stronger brand affinity and loyalty (Martin & Todorov, 2013). In the world of social media, adjustments refer to the intended message (Godey et al., 2015). Previous studies found two types of delivery on social media, depending on the level of message adjustments, namely messages and customized broadcasts (Zhu & Chen, 2015). Customized messages target specific people or small audiences (such as posting on Facebook). Broadcasts are containing words that target anyone interested (for example, Twitter on Twitter). For example, Burberry and Gucci exist on the internet significantly by sending individual customers their personalized messages which allow them to adjust and design products (Godey et al., 2015). The social media link is eWOM, which is customer interaction with customers about the brand (Muntinga et al., 2011). Studies show that marketers which make information on the Web are likely not higher than eWOM on credibility, empathy, and relevance to customers (Arenas-Gaitan et al., 2013; Karjaluoto, Munnukka, & Kiuru, 2016). Social media marketing is launched by the launched study divided into five dimensions, they are, entertainment, interaction, trendiness, customization (Algharabat, 2017; Mangold & Faulds, 2009; Okazaki et al., 2015).

B. Self-Expressive Brands

Self-expressive brands are customer perceptions of how a brand can improve (self) and (social self) someone to a certain level (Carroll & Ahuvia, 2006). Social self can be interpreted as a form of expression of someone who can connect it with other people whereas the mind is a reflection of one's mind. Self-concept can be divided into ideas about social and inner self (Karjaluoto et al., 2016).

Self-expressive brands refer to the compatibility between brands and consumers, related to individual self-concepts and how brands allow users to utter their opinions to others (Kaufmann, Loureiro, & Manarioti, 2016). Self-expressive brands also serve as an essential tool for social integration, as a symbol of personal achievement, which allows customers to distinguish themselves from others and express individuality (Escalas & Bettman, 2005; Schembri & Merrilees, 2010). Previous research has suggested that "likes" for a brand on a Facebook page indicate customer involvement with a brand so that customers consider the brand as part of self-expression (Trusov, Bodapati, & Bucklin, 2009).

C. Brand Love

Brand love is an emotional bond that customers have as a result of satisfaction with a particular brand (Carroll & Ahuvia, 2006). Passion and emotional art attached as two fundamental elements of brand love (Kaufmann et al., 2016; Thomson, MacInnis, and Park, 2005). Passion is a strong desire for a brand that reflects the emotions of great love (Algharabat, 2017; Bergkvist & Bech-Larsen, 2010; Karjaluoto et al., 2016). Emotional bonding is a specific target that is filled with emotions between people and particular objects (Thomson, MacInnis, and Park, 2005). In the context of online social networking, "like" and "heart-shaped icons" based communities (such as on Facebook, YouTube and Instagram) can be considered as a form of brand love that represents a positive consumer-brand emotional connection (Vernuccio, Pagani, Barbarossa, & Pastore, 2015; Wallace, Buil, & de Chernatony, 2014, 2017).

D. Brand Loyalty

Brand loyalty is the customer's commitment to rejuvenate products and services and a strong desire to repurchase in the future, regardless of interests that can change behavior (Oliver, 1999). Loyalty is related to the level of customer participation with a particular brand (Kuşçu & Özçam, 2014; Liu, Li, Mizerski, & Soh, 2012). Another study describes two aspects of brand loyalty, namely behavior, and behavior (Chaudhuri & Holbrook, 2003; Lee & Workman, 2015; Oliver, 1999). The brand loyalty attitude won on the intention to repeat the purchase, the willingness to pay a high price to get one of the desired brands. While WOM represents the desire to convey a positive attitude towards the brand (Arenas-Gaitan et al., 2013; Karjaluoto et al., 2016). Brand loyalty chooses on repeat purchases from the same brand, while brand loyalty determines the customer's commitment to continue to buy the same brand (Chrisjatmiko, 2018, 2019; Pappu, Cooksey, & Quester, 2005).

E. Conceptual Framework

Research related to factors that influence brand love is very diverse, including self-expressive brands (inner and social) (Carroll & Ahuvia, 2006; Wallace et al., 2014). Many factors also influence the self-expressive brands on both social and inner-self. The results of previous studies showed the effects of marketing activities on social media on self-expressive brands both social-self and inner-self (Algharabat, 2017). In addition to seeing the influence of marketing activities on social media on self-expressive brands, this study will also analyze the direct impact of marketing activities on social media on brand love. All in all, this study investigates the influence of brand love on brand loyalty (Wallace et al., 2017). The conceptual framework proposed in this study is presented in Figure 1.

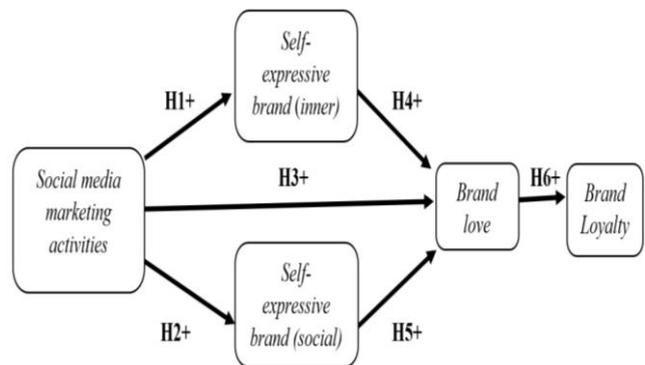


Fig 1. Conceptual Framework

F. Hypothesis

In the entertainment dimension of social media marketing activities, it is explained that social media users consume related content and are suitable for reasons of pleasure and hobbies (Muntinga et al., 2011). This relevant and appropriate content can express themselves both from within and from socially. Interaction on social media also helps users to meet other people with characteristics similar to the brands they like. This causes social media marketing activities to have the opportunity to shape the user's image. In the dimensions of trendiness, consumers utilize the latest information on social media as a source of inspiration in dress (Muntinga et al., 2011). The customization in social media marketing is intended to see the result to which social media can provide searches for information and services that can be adjusted (Godey et al., 2015). This means that the more information and services can be tailored for each user, the higher the user that is reflected. Spreading WOM on social media provides images of users to others. Previous research has found clearly that there is a positive influence from social media marketing activities on self-expressive brands both the inner self and social self (Algharabat, 2017). So that in this study redefined:

H1. There is a positive influence of social media marketing activities on self-expressive brands (inner self)

H2. There is a positive influence of social media marketing activities on self-expressive brands (social self)

In its development, social media has brought closer relations between customers and brands (Okazaki et al., 2015). Social media allows customers to get information about the latest products, discounts, special promotions, and find out more about the company (Ismail, 2017). The shifting of social media from a one-way communication into two directions allows more involvement of customers and creates equality between consumers and brands (Ismail, 2017). The growing role of social media is certainly a factor that drives customers closer and loves their favorite brands. Knowledgeable testing has proven that significant social media marketing activities affect brand love (Algharabat, 2017). So that this research was formulated again:

H3: There is a positive influence on social media marketing activities on brand love.

Self-expressive brands are defined as consumer perceptions of how a brand can improve (inner-self) and (social-self) someone to a certain degree (Carroll & Ahuvia, 2006). Self-expressive brands explain the relationship between brands and customers (Lee & Workman, 2015). Self-expressive brands measure consumers' inner and social closeness with the brands used. Previous research has shown significant inner and social self-expressive brands have a positive effect on brand love (Carroll & Ahuvia, 2006; Huber, Meyer, & Schmid, 2015; Sarkar, 2014; Wallace et al., 2014). Finally, the proposed hypothesis is as follows:

H4: There are positive influences of self-expressive brands (inner self) on brand love.

H5: There are positive effects of self-expressive brands (social self) on brand love.

Brand love is defined as a deep affection for a brand (Bergkvist & Bech-Larsen, 2010). Meanwhile, brand loyalty is corporate with the level of customer engagement with a brand (Liu et al., 2012). Consumers who have a feeling of pleasure and love for a brand will very likely survive on that brand. Therefore a brand that is able to make consumers happy, joyful, affectionate brings more purchases and loyalty (Chaudhuri & Holbrook, 2003; Park & Sullivan, 2009). The results of previous studies proved that significant brand love positively influences brand loyalty (Bergkvist & Bech-Larsen, 2010; Carroll & Ahuvia, 2006; Wallace et al., 2017). So the hypothesis proposed:

H6: There is a positive influence on brand love on brand loyalty.

III. METHODOLOGY

This research is guided and refers to previous research conducted by Algharabat (2017). The purpose of this study was to analyze the positive influence of social media marketing activities on self-expressive brands (inner and social), the positive influence of social media marketing activities on brand love, and the positive influence of brand love on brand loyalty. This type of research is a Hypothesis Test with a cross-section data collection time frame. The unit of analysis of this research is individuals, customers who purchase one of four fashion brands, namely Nike, H & M, Zara, and Adidas in Indonesia at least three times over the past six months. The types of data obtained are primary data.

The samples obtained in this study were 280 respondents spread across several cities in Indonesia, namely Jakarta, Medan, Samarinda, Makassar, Jogja, Bali, and Sorong with data collection time for 1 month. The number of respondents has met the minimum limit for determining the number of samples based on the theory of Hair Jr, Black, Babin, & Anderson (2014), namely by multiplying the number of indicators with numbers from 5 to 10. The sampling method in this study uses non-probability sampling with purposive sampling technique using structural tools. the equation model run by the AMOS program. The specific criteria are respondents who participated in Instagram from one of the four brands, made at least three purchases in the past six

months, and gave "likes" to the Instagram brand. The following table relating to the profile of respondents:

Table1. Profile of respondents

Category	Frequency	Percentage (%)
Brand		
Nike	67	23,9
Zara	69	24,6
H&M	70	25
Adidas	74	26,4
Amount of purchases in the last 6 months		
More than 8 times	28	10
6-8 times	31	11,1
3-5 times	221	78,9
Like on social media		
Yes	280	100
No	0	0
Duration of using social media per day		
91 – 120 minutes	56	20
60 – 90 minutes	86	30,7
More than 120 minutes	138	49,3
Gender		
Men	108	38,6
Women	172	61,4
Age		
More than 27 years old	15	5,4
18 – 22 years old	117	41,8
23 – 27 years old	148	52,9
Education		
Diploma	62	22,1
Hight School	103	36,8
Bachelor-Doctor	115	41,1
Monthly income		
Rp 1.000.000 - Rp 2.500.000	83	29,6
Rp 2.500.001 – Rp 4.000.000	85	30,4
More than Rp 4.000.000	112	40

Based on Table 1 as many as 280 respondents there are several categories of respondents' profiles. Based on the brand followed on Instagram Adidas (26.4%), H & M (25%), Zara (24.6%), Nike (23.9%). The number of purchases in the last 6 months the majority of respondents did 3-5 times of purchase (78.9%), followed by 6-8 times (11.1%), and more than 8 times (10%). The majority of respondents use social media more than 120 minutes per day (49.3%), followed by 60-90 minutes (30.7%), and 91-120 minutes (20%). Male respondents were 61.4%, the rest were male 38.6%.

A. Validity And Reliability

Table2. Validity Test Results

No.	Indicator	Factor Loading	Result
1.	The use of brand social media is fun	0,634	Valid
2.	The content of brand social media is interesting	0,536	Valid
3.	Brand social media facilitates information-sharing with others	0,532	Valid
4.	It is possible to converse and exchange opinion though brand social media	0,601	Valid
5.	It is possible to give my opinion through brand social media	0,588	Valid
6.	The content of brand social media posted is the newest information	0,515	Valid
7.	The use of brand social media is very trendy	0,536	Valid
8.	Brand social media offers a customized information search	0,543	Valid
9.	Brand social media provides customized services	0,480	Valid
10.	I would like to exchange information on brand, product, or services from brand social media to my friends	0,670	Valid
11.	I would like to upload content from brand social media to my blog or microblog	0,528	Valid
12.	This brand social media symbolizes the kind of person I really am inside	0,733	Valid
13.	This brand social media suits my personality	0,743	Valid
14.	This brand social media is a reflection of my inner-self	0,790	Valid
15.	This brand social media mirrors the real me	0,792	Valid
16.	This brand social media contributes to my image	0,621	Valid
17.	This brand social media adds to a social role I play	0,702	Valid
18.	This brand social	0,820	Valid

	media has a positive impact on what others think of me		
19.	This brand social media improves the way society views me	0,863	Valid
20.	This brand social media is brilliant	0,556	Valid
21.	This brand social media makes me feel amazing	0,686	Valid
22.	This brand social media is totally awesome	0,627	Valid
23.	I have neutral feelings about this brand social media (-)	0,739	Valid
24.	This brand social media makes me very happy	0,718	Valid
25.	I love this brand social media!	0,692	Valid
26.	I have no particular feelings about this brand social media (-)	0,720	Valid
27.	This brand social media is a pure delight	0,740	Valid
28.	I am passionate about this brand social media	0,725	Valid
29.	I am very attached to this brand social media	0,588	Valid
30.	This is the only brand social media that I will use	0,676	Valid
31.	When I open social media, I focus on this brand	0,730	Valid
32.	If the brand social media is not working, I will postpone looking or open another brand	0,819	Valid
33.	I will "not buying" rather than open another brand social media	0,829	Valid

Validity test with regard to testing carried out to determine the accuracy (valid) items of the statement submitted in measuring a variable (Sekaran & Bougie, 2016). Validity means the extent to which these indicators can be used to measure what should be measured (Hair Jr et al., 2014). Based on the number of samples studied, the factor loading value was used as the basis for the decision on the validity test ≥ 0.35 (Hair Jr et al., 2014). Based on the table above it is known that all indicators have a factor loading value of ≥ 0.35 , so that all indicators can be concluded in measuring validity and reliability test.



Table.3 Reliability Test Results

No.	Variable	Coefficient Cronbach Alpha	Result
1.	Social media marketing activities	0,836	Reliable
2.	Self-Expressive Brands (Inner Self)	0,849	Reliable
3.	Self-Expressive Brands (Social Self)	0,838	Reliable
4.	Brand Love	0,898	Reliable
5.	Brand Loyalty	0,850	Reliable

Testing reliability on a measuring instrument needs to be done to ensure the instrument of the measuring instrument used for this study is consistent and accurate. Reliability is related to the consistency, accuracy, and predictability of a measuring instrument (Hair Jr et al., 2014). According to Sekaran and Bougie (2013), the basis for decision making for reliability testing is Cronbach's Alpha 6 0.6. Based on Table 3 above, it can be seen that all variables have a Cronbach alpha value of more than 6 so that it can be said that all statement items used to measure variables in this study are consistent with each other in measuring variables.

IV. RESULTS AND FINDINGS

Testing of the appropriate hypothesis for this study is by statistical methods that use structural equation model (SEM) analysis because according to Sekaran & Bougie (2016), this method can predict changes in the dependent variable that is associated with changes that occur in an independent variable. In this study, there are 6 (six) hypotheses that refer to previous studies conducted by Algharabat (2017). The error tolerance limit used is 5% ($\alpha = 0.05$) on the basis of decision making as follows:

1. If $p\text{-value} \leq 0.05$, then H_0 is rejected, meaning there is a significant relationship. The hypothesis is supported.
2. If $p\text{-value} > 0.05$, then H_0 is accepted, meaning there is no significant relationship. The hypothesis is not supported.

Table.4 Hypothesis Test Results

Hypothesis	Estimate	p-value	Result
Social media marketing activities → self-expressive brands (inner self)	0,829	0,0000	Supported
Social media marketing activities → self-expressive brands (social self)	0,864	0,0000	Supported
Social media marketing activities → brand love	0,203	0,0145	Supported
Self-expressive brands (inner self) → brand love	0,318	0,0000	Supported

Self-expressive brands (social self) → brand love	0,146	0,0005	Supported
Brand love → brand loyalty	0,790	0,0000	Supported

The results of testing carried out using a structural equation model (SEM) analysis show that all hypotheses are supported. In the first hypothesis the p-value of 0,000 is thus (H1) proved significant and the value of β 0.829 shows the direction of positive influence. So it can be concluded that there is a positive impact of social media marketing activities on self-expressive brands (inner self). That is, the higher the level of marketing activity of the brand social media, the higher the level of self-expression (inner) towards the brand to the customer. In the second hypothesis, the value of p-value 0,000 thus (H2) proved to be significant and the value of β 0.864 shows the direction of positive influence. So that it can be concluded that there is a positive impact of social media marketing activities on self-expressive brands (social self). That is, the higher the level of marketing activity of the brand social media, the higher the level of self-expression (social) towards the brand to the customer. In the third hypothesis, the p-value of 0.0145 thus (H3) proved significant and the value of β 0.203 showed the direction of positive influence. So that it can be concluded that there are positive influences. social media marketing activities towards brand love. That is, the higher the level of marketing activity of the brand's social media, the higher the brand's love for the customer. In the fourth hypothesis, the p-value of 0,000 is thus (H4) proven significant and the value of β 0.318 shows the direction of positive influence. So that it can be concluded that there are positive influences of self-expressive brands (inner self) on brand love. That is, the higher the level of self-expression (inner) towards the brand, the higher the love of the brand to the customer. In the fifth hypothesis, the p-value of 0,0005 is thus (H5) proven significant and the value of β 0.146 shows the direction of positive influence. So that it can be concluded that there are positive effects of self-expressive brands (social self) on brand love. That is, the higher the level of self-expression (social) towards the brand, the higher the love of the brand for the customer. In the sixth hypothesis the p-value of 0,000 is thus (H6) proved significant and the value of β 0.790 shows the direction of positive influence. So that it can be concluded that there is a positive influence of brand love on brand loyalty. That is, the higher the love for the brand, the higher the brand loyalty to the customer.

V. CONCLUSION

A. Implications

Based on the results of the research that has been done, the managerial implications that can be input for the four fashion brands are Managers can improve social media marketing activities by creating content that tells stories that inspire the brand.



For example, the content tells us that the brand is used by persons with disabilities and able to achieve achievements in *the Asian Paragames 2018*. Managers can improve self-expressive brands (inner self) by providing product size customization options intended for users with special body shapes and people with disabilities. Managers can improve self-expressive brands (social self) by innovating to create different designs and launch a limited edition series on certain products. Managers can increase brand love by making a membership promotion strategy to customers to get discounts and merchandise from the brand. Managers can increase brand loyalty by making product designs that are easily remembered by customers so that customers directly focus on the brand and do not pay attention to competing brands.

B. Limitations and Future Research

This study only uses four fashion brands (Nike, H & M, Zara, Adidas) as the object under study, so it cannot be generalized to the overall fashion brand. Subsequent research can use more fashion brands such as watch brands, glasses, bags so that they can see antecedent phenomena of broader brand loyalty so that they can represent the overall fashion brands. In addition, this study only consists of 5 variables, namely social media marketing activities, self-expressive brands (inner self), self-expressive brands (social self), brand love, and brand loyalty. The next researcher should be able to add other variables that influence brand loyalty such as variable brand identification according to Bergkvist & Bech-Larsen, (2010).

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