

Effect of Perceived Personalization and Self Expressive Brand towards Perceived Quality and Brand Loyalty of Local Footwear Brands on Instagram

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ABSTRACT

Along with the increasing level of internet penetration in Indonesia, the current developments encourage people to familiarize themselves and adopt a variety of internet-based products and services, especially Instagram as one of the social media in Indonesia. Amidst these opportunities, businesses that are particularly preferred in current lifestyle like local footwear brands can take advantage by being present on Instagram to foster their relationship with their consumers through personalised advertisement. This quantitative research was aimed to analyse the effect of personalised advertisement by proposing key drivers namely perceived personalization and self-expressive brands that predicts consumer brand engagement, brand attachment and its effect towards perceived quality and brand loyalty. A total of 386 respondents that are Instagram users and consumers of four local footwear brands were collected using purposive sampling method and analysed using Partial Least Squares – Structural Equation Modelling (PLS-SEM). The findings suggest that perceived personalization and self-expressive brands positively impact consumers' brand engagement and brand attachments. Moreover, consumer brand engagement and brand attachment play an important role in affecting the perceived quality. Lastly brand attachment and perceived quality were also found to influence brand loyalty.

Keywords: *Personalised advertisement, Consumer Behaviour, Marketing Communication, Perceived Personalization, self-expressive brand, perceived quality, brand loyalty*

1. INTRODUCTION

Indonesia is embracing digitization and the digital environment is rapidly evolving, especially internet penetration and the adoptions of social media. Social media became one of the most used digital services with active users around 56% out of the total populations of Indonesia, with Instagram and Facebook being two of the most used social media in Indonesia. [1]. Among these two, Instagram has a total of 62 million active monthly advertising audiences that are constantly growing at a rate of 5,1 % quarterly compared to Facebook's audience that had stopped growing [1]. Presented with such opportunities, brands can take advantage of the situations. Referring to [2], personalised advertising can generate positive outcomes toward the brand perception and brand attitude if perceived to match the consumer preferences.

Possessing a similar personalised advertising scheme, Instagram as a photo and video sharing digital service provide Instagram ads to air personalised advertisement to users feeds according to their profile and online behaviour and can be identified with its "sponsored" tag inside the posts [3]. Furthermore, Social media is a rich platform for brands that seek to stimulate consumer's hedonic goals [4], which is commonly associated with fashion shopping, driven by consumer's willingness to learn new styles and trends in fashion [5]. Local fashion and footwear are gaining popularity in Indonesia and currently, it is one of the biggest contributing sub sectors within Indonesia's creative economy and the most purchased categories on e-commerce platforms [6]. Brodo, NAH Project, Geoff Max, and Portee Goods are several examples of popular local footwear brands according to [7] in a *Bisnis Indonesia* article. A consumer insight report published by Deloitte South East Asia asserts that the local

clothing and footwear category are improving in terms of purchase preference with 96% of respondents from the previously 86% in 2018 with the predominant reason being affordable but still heavily competing with foreign brands in terms of quality perception and trust [8]. Therefore, this research will investigate the effect of personalised advertising in Instagram toward consumer brand engagement and brand attachment that predicts perceived quality and brand loyalty of local footwear brands that advertise on Instagram.

2. LITERATURE REVIEW

This research adapted a research model developed by [2] in “Getting to know you: Social media personalization as a means of enhancing brand loyalty and perceived quality”. In addition to that, we also added the variable of self-expressive brand inspired from the study of [9] and [10] as the driver of consumer brand engagement and brand attachment. According [11], personalization can be defined as delivering a personalized advertisement to individuals based on their exclusive preferences. Several research regarding personalization by [12, 13, 14, 15] assert that personalization strengthens consumer attitudes towards a brand in terms of relationship and loyalty to the brand. In the context of Facebook as a social media, the platform offers users the opportunity to interact with the ads by liking, viewing or sharing the ads to their friends on Facebook [16]. Self-expressive brands is the degree to which a brand expresses or reflects a consumer’s inner self and how it enhances his or her self within the social context [17]. According to consumer culture theory, symbolic and experiential features of a brand that consumers experience can enhance one’s self-identity [18] therefore asserting the conceptual relationship of self-expressive brand and consumer brand engagement.

Within the self-concept theory, individuals can maintain their self-concept by using brand attributes such as promotional messages [19]. As the development of the digital environment becomes richer, the self-concept is expanding towards the digital environment where technology enables brands and customers to easily project their online persona through a simple post, tweets, like, or comment through social media [20]. Instagram as a social network allows the ads to be incorporated with the same interaction function such as like, comment, and share. Therefore, on social networks, such interactions by users in social media asserts the level of engagements in which they consider the brand to be one of their part of online self-expression [21]. Consumer brand engagement is when consumers positively valenced cognitive, emotional, and behavioural brand related activity during consumer and brand interactions [22]. Consumer brand engagement represents multiple aspects consisting cognitive,

affective, and behavioural aspects. Cognitive processing is how consumers process their thoughts during their interaction with a focal brand, affection is the level of consumer positive brand related feelings during their interaction with the brand, activation represent the behavioural facets that address consumers investment on energy, efforts, and time when interacting with a brand in which justify that CBE is a multidimensional construct [22].

Brand attachment is the strength of the bond connecting the brand with the consumer [23]. The strength of connection between the brand and the consumer is characterized by feelings of affection, connection and passion, in which are the three dimensions of emotional brand attachments as a second order construct [24]. Affection is described as a consumer's feeling of peace, love, and friendliness to a brand. Connection is the feeling of bond towards a brand, whereas passion describes a delightful and captivated feeling that consumer experience with a certain brand. [25] defined perceived quality as the consumer's perception that a brand's product or service is reliable and dependable according to their preference, purchase choice, and satisfaction. Brand loyalty can be defined as deep commitment that causes repetitive purchase toward a product or service from the same brand despite other situational factors or marketing effort [26]. Therefore, this research also studies the effect of perceived quality towards brand loyalty, particularly the consumer’s attitudinal loyalty or their commitment [27].

2.1 Hypotheses Development

Perceived personalization is dependent on how the personalized message matches the customer’s preferences [11]. Several researches also point out that a personalized message significantly affects the way consumers see a brand. For example, [28] found that as an advertisement is personalized according to consumer preferences, personalization can help differentiate the ads from spam, which benefits consumer brand engagement. Research by [2] also highlights that perceived personalization is a predictor of consumer brand engagement in social media. Personalised advertisement also allows a brand or organization to foster its relationship with the customers and therefore achieve a higher customer engagement [29].

H1: Perceived Personalization positively influence consumer brand engagement

Brands also began to use personalized advertisements using social media to foster their customer brand attachment [23]. These advertisements are based on consumer preferences, or categorized as personalised message like purchase recommendations, personal price

offerings can positively impact attachment toward the brand [30]. Therefore,

H2: Self-expressive brand positively influences consumer brand engagement

Past research found that consumers have a tendency to think about a particular brand as an extension of themselves through the brand's symbolic design which helps consumers to construct their self-identities [31]. [32] also found that consumer's perception of brands that are self-expressive partly impact their engagement. [33] also asserts there is a positive relationship between self-congruity of a brand and Consumer Brand Engagement. Previous researches assert that self-expressive brand is a direct antecedent that predicts consumer brand engagement [9], [34].

H3: Self-expressive brand positively influences consumer brand engagement

[35] found that when a brand is congruent with one's individual self-concept and allows them to express themselves, it can lead to increased commitment toward the brand. Previous research by [10] also highlights that there is a positive relationship between self-expressive brand and brand attachment where brands assist consumers to enhance their inner self and image through the communicated brands attribute. Therefore, we hypothesize,

H4: Self-expressive brand positively influences brand attachment

Consumer brand engagement is related to perceived quality as the purpose of enhancing consumer brand engagement and perceived quality is to stimulate a positive response by targeting consumer preferences [36]. Consumer brand engagement in social media can have a positive effect toward the brand perceived quality as consumers are given a chance to voice their opinions regarding the quality of the products or service from a brand [2]. [37] also highlight that social media brand communication contents can improve perceived quality through user-generated contents where it acts as source of information for brands quality.

H5: Consumer brand engagement positively influence

perceived quality

[2] found that consumer brand engagement has a positive impact toward the formation of deep commitment toward a brand in the context of personalised advertisements on Facebook. [37] research also found that user-generated social media brand communication positively impacts brand loyalty. Therefore,

H6: Consumer brand engagement positively influence brand loyalty

Consumer attachment towards a brand is based on their emotion in which it drives purchase behaviours [23]. Previous research by [2] highlights that there is a positive relationship between brand attachment towards the quality perception of a brand. [25] also assert that perceived quality is subjective and closely related with consumers' unique needs and length of experience between the consumers and the brand. Therefore,

H7: Brand attachment positively influences perceived quality

Previous research also found that attachment is a predictor of repurchase behaviours [38]. Brand attachment drives repurchase behaviour through brand connection and brand prominence which translates to the extent of attachment between a brand and customer positive feelings driven by memories associated with the brand [23]. Attachment influence consumer purchase behaviour in which as consumers get more attached towards a brand it is more likely that consumers will purchase the products from the same brand in the future [2], [10], [39], [40] Therefore,

H8: Brand Attachment positively influences brand loyalty

Brand loyalty is a deep commitment that leads to repetitive purchase behaviours toward a brand [26]. Brand loyalty can be traced to satisfaction with the quality of a product or service that other brands could not imitate [38]. Subjective judgments of a brand's quality were also found to impact consumer's loyalty toward a brand [2], [41]. Therefore,

H9: Perceived quality positively influence brand loyalty

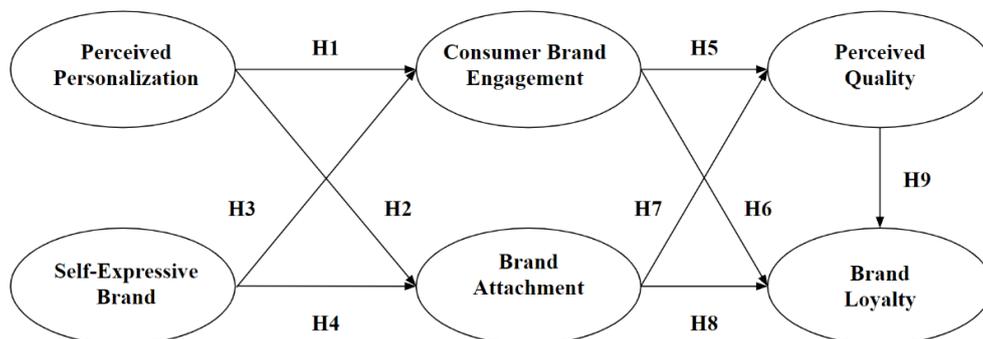


Figure 1 Hypotheses Development

3. RESEARCH METHODOLOGY

3.1 Data collection and sample

We use non-probability sampling in the form of purposive sampling considering the availability of our studied elements and the use of respondent's criteria that fit the research scope through screening questions [42]. Therefore, we determined the sample to be Indonesian consumers and followers from stated brands that are currently active delivering Instagram ads (Brodo, Geoff Max, NAH Project, and Portee Goods). The respondents must also be living in Java island as the highest area populated with internet users and are within the age group of 18 up to 34 years old whose dominating user of internet and social media [43].

Regarding the questionnaire, the measurement items were developed in English then was carefully translated to Bahasa Indonesia. Then, a wording test was performed to ensure consistencies [42]. Following the wording test, pre-test was done to ensure the validity and reliability of each measurement item used. During pre-test, the questionnaire was distributed in the form of a self-administered survey with Google Forms toward 30 respondents. Based on the result, all the items were reliable as all constructs' Cronbach Alpha were above 0,6 [42]. However, one indicator from perceived personalization (PP4) did not meet the requirement of validity where its component matrix and Kaiser-Meyer-Olkin (KMO) was below 0,5 [42] and was removed from further analysis. Then, the main survey was distributed. 386 responses were collected and validated. Demographically, the majority of our samples were males (78,80%), young (18-26 years old: 89,90%), and highly engaged as students (62,40%). Moreover, the majority of our samples reported that they spent 3-5 hour per day when using social media (35,80%).

3.2 Operationalization

The present research adopted measurement scales from the studies by [2] to study the effect of social media personalization. In details, perceived personalization from [44], consumer brand engagement [22], brand attachment [24], perceived quality and brand loyalty from [27], self-expressive brand adapts a scale made by [17] in [9]. All measurement items used 7-likert scales with 1 being "strongly disagree" and 7 "strongly agree". We also inform the respondents that the purpose of the research and main questionnaire items are to measure the role of personalised advertising in Instagram.

4. RESULTS

4.1 Measurement models

The conceptual model was analysed using variance-based structural equation modelling (PLS-SEM) that is less sensitive to the normal distribution assumption [45]. The following measures consider the presence of endogenous hierarchical components model that require follow-up analysis with two-stage approach using latent variable scores of the dimensions as indicators [46]. The two-stage approach uses composite score of each item as input to generate the output statistical measures on SmartPLS3 Software [45]. Within the measurement model, repeated indicator approach was first used to evaluate the lower-order components (LOC) from both Hierarchical Component Model (HCM) [46] Then, the latent variable scores of each dimension were obtained and used as indicators on a separate two-stage analysis.[45] In table 1, the value of Cronbach's alpha and composite reliability (CR) for all constructs were above 0.7 suggesting sufficient consistency [45]. Convergent validity (Table 1) was also achieved since the Average Variance Extracted (AVE) is greater than 0,5 and factor loadings were above 0,7 across all constructs [45]. Discriminant validity was achieved as the finding suggest the square root AVEs were greater than its highest correlation with other constructs (Table 1) [47] and heterotrait-monotrait ratio also confirm that each construct is discrete from each other's value below the threshold of 1 (Table 2) [45]. Therefore, the measurement model assessment was concluded to be satisfactory.

4.2 Structural Model

Within the structural model evaluation, the first step is to evaluate whether there are multicollinearity issues by looking at inner variance inflation factor (VIF) value. The results showed there are no multicollinearity issues as the inner VIF value of all latent variables ranges from 1,305 – 2,673 which is below the threshold value of 5 [45]. We also found that the coefficient of determination R^2 for CBE = 0,466, BA = 0,480, PQ = 0,304, and BL = 0,495. The assessment of f^2 also conducted [45]. The result showed that SEB contributed the highest toward the R^2 of CBE and BA with f^2 value of 0,291 and 0,450 respectively, CBE to PQ (0,085) and BA to BL (0,241). Bootstrapping procedure with 5000 sub-samples was used to test the proposed relationship. We used one-tailed tests with 0,05 significance level where the relationship is deemed positive when the t-value is above 1,645 and negative when it exceeds -1,645 (Malhotra, 2010). We found that PP positively impacted CBE (H1: $\beta = 0,340$, $t = 7,109$), and BA (H2: $\beta = 0,228$, $t = 4,935$). SEB had a significant impact on CBE (H3: $\beta = 0,450$, $t = 8,831$) and BA (H4: $\beta = 0,553$, $t = 11,823$). We also found CBE had a significant impact on PQ (H5: $\beta = 0,382$, $t = 4,586$) but did not significantly impact BL ($\beta = 0,016$, $t = 2,409$) therefore, H6 is rejected. BA had a significant impact toward PQ (H7: $\beta = 0,200$, $t = 2,409$) and BL (H8: $\beta = 0,554$, $t = 9,713$).

Table 1. Loadings and Validity

Items		Sample size: n = 386				Loadings
		α	CR	AVE	$\sqrt{AVE} > Corr.$	
Perceived Personalization	Srinivasan et al., 2002	0,767	0,851	0,588	0,767 > 0,558	Loadings
PP1: this ad makes purchase recommendation that match my needs.						0,755
PP2: I think that this ad enables me to order products that are tailor-made for me.						0,804
PP3: Overall, this ad makes me feel that I am a unique customer.						0,733
PP4: This ad makes me feel that I am a unique customer (Removed)						Removed
PP5: I believe this ad is customized to my needs.					0,775	
Self-expressive brand	Carroll and Ahuvia, 2006	0,937	0,952	0,799	0,894 > 0,663	Loadings
SEB1: The brand's advertisement In Instagram symbolizes the kind of person I really am inside.						0,886
SEB2: The brand's advertisement in Instagram reflects my personality.						0,897
SEB3: The brand's advertisement in Instagram is an extension of my inner self.						0,926
SEB4: The brand's advertisement in Instagram mirrors the real me.						0,919
SEB5: The brand's advertisement in Instagram contributes to my image.					0,840	
Consumer Brand Engagement	Hollebeek et al., 2014	0,785	0,874	0,699	0,836 > 0,771	Loadings
Average Scores of ECP Items						0,806
Average Scores of EAF Items						0,855
Average Scores of EAC Items					0,846	
Brand Attachment	Thompson et al., 2005	0,886	0,929	0,814	0,902 > 0,771	Loadings
Average Scores of AAF Items						0,917
Average Scores of ACC Items						0,903
Average Scores of APS Items					0,886	
Perceived Quality	Yoo and Donthu, 2001	0,883	0,915	0,682	0,826 > 0,536	Loadings
PQ1: This brand is of high quality.						0,846
PQ2: The likely quality of this brand is extremely high.						0,832
PQ3: The likelihood that this brand would be functional is very high.						0,845
PQ4: The likelihood this brand is reliable is very high.						0,859
PQ5: This brand must be of very good quality.					0,744	
Brand Loyalty	Yoo and Donthu, 2001	0,834	0,900	0,750	0,866 > 0,676	Loadings
BL1: I consider myself to be loyal to this brand.						0,889
BL2: This brand would be my first choice.						0,869
BL3: I will not buy other brands if this brand is available at the store.					0,839	

Table 2. Discriminant Validity by HTMT Ratio

Variable	BA	BL	CBE	PP	PQ
BL	0,778				
CBE	0,916	0,679			
PP	0,596	0,478	0,715		
PQ	0,557	0,579	0,649	0,529	
SEB	0,728	0,574	0,709	0,566	0,400

Lastly, PQ had a significant impact toward BL (H9: $\beta = 0,221, t = 4,310$). All results are summarized in table 3.

5. DISCUSSION

We found that PP positively impacts both CBE and BA in which shows personalised ads allow brands deliver interactive experience that stimulate users to engage with the brands which promotes two-way communication between the consumer and the brand [2]

Table 3. Hypothesis Test Result

H	Path Coefficients		Standard Deviation	t-value	Results	p-value
H1	PP → CBE	0,340	0,048	7,109	Accepted	0,000
H2	PP → BA	0,228	0,047	4,935	Accepted	0,000
H3	SEB → CBE	0,450	0,051	8,831	Accepted	0,000
H4	SEB → BA	0,553	0,047	11,823	Accepted	0,000
H5	CBE → PQ	0,382	0,083	4,586	Accepted	0,000
H6	CBE → BL	0,016	0,062	0,249	Rejected	0,402
H7	BA → PQ	0,200	0,083	2,409	Accepted	0,008
H8	BA → BL	0,554	0,057	9,713	Accepted	0,000
H9	PQ → BL	0,221	0,051	4,310	Accepted	0,000

and enabling brand to reach audience with matching preference and create sense of relationship that positively affect their emotions [23]. Our research found that respondents see the brands to reflect themselves through its ads, as SEB positively impacts CBE and BA. Previous research asserts brand's generated content that is seen as congruent with oneself encourages online self-expression [9] and the congruence of the brand and the self promotes stronger attachment toward the brand [10]. Furthermore, we found CBE to positively impact PQ which indicates that consumer and brand interactions as facilitated by Instagram ads help consumers acquire information regarding the brands' quality attributes, therefore asserting positive relationships between CBE and PQ [2]. Even so, the relationship between CBE and BL are found insignificant which rejects Hypothesis six (H6). According to [48], the relationship between CBE and BL can reach optimal points where it is less effective on generating enhanced loyalty of the highly engaged consumers. Within the context of Instagram ads, there are possibilities that respondents came across repetitive advertisements they have interacted with and no longer stimulate enhanced commitment toward the brand.

BA was found to positively impact PQ and BL. Strong positive emotion toward a brand influences the subjective definition of the consumers toward the brands' quality [23]. The relationship of BA and BL is also positive in which emotional attachment to a brand explains the consumers' positive emotions and experience that enhance consumers commitment toward the brand [38]. PQ also positively impacts BL which indicates that good quality perception generates a strong brand-directed preference that impacts their commitment with the brand [49].

5.1 Implication for Practice

Several implications can be made for local footwear brands that advertise on Instagram. First, brands can tweak advanced targeting options on Instagram ads to target audiences with lookalike characteristics and preference. Then, introducing customization offerings for the products in the pre-order scheme then strengthen the lead with call to action buttons to redirect the

consumers toward the website. Second, regarding SEB, brands can provide relatable promotional contents that resonate with the consumer self on Instagram ads that encourage self-expression as a form of engagements and attachments with the brand. Improving CBE, brands can foster engagements by adding a variety of call to action (CTA) buttons and optimizing the engagement levels based on user's active time where consumers are more likely to pay attention and interact with the brand through the ads. Then, to increase BA to foster PQ and BL, brands can carry inspiring promotional contents that associate with consumer goals such as using influencer as a role model for more personal approach. Lastly, we advise local footwear brands to consistently inform their brands' quality attributes that resonates with consumers preferences and sets it apart from alternatives.

5.2 Research Limitations and Future Research

Our research is not without limitations. First, there is domination from certain groups of respondents that limit the generalizability of this research. Second, there are limitations on the concept of perceived personalization and the research context of personalised advertising in social media. Third, as Instagram ads are very similar to Instagram organic posts, there is a possibility that respondents refer to the Instagram organic posts without the "sponsored" tag to answer the questionnaire. The nature of cross-sectional type of data also limits the generalizability of this research. Therefore, future research can implement a better definition of samples to improve generalizability while also the possibility to implement similar research in other geographical settings to validate the model.

6. CONCLUSION

This research can conclude that personalization on Instagram ads positively impact CBE and BA. This research also found that through personalised ads, brands can project their desirable attributes that match the consumer self that encourage self-expression in social media and positively impact CBE and BA. Furthermore, CBE also impacts PQ positively. Even so, CBE did not significantly impact BL. BA was also found to positively impact PQ and BL which highlight

the importance of local brands to connect emotionally with their consumers in social media. Lastly, this research also found that perceived quality positively impacts consumer willingness to commit with their preferred local footwear brands.

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