The Influences of Social Media Marketing Activities Towards Brand Loyalty

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Abstract. Social networking was first intended to be entertaining. It is currently used as a more important topic, particularly as a platform for commercial promotion. One sector that uses social media as a marketing tool is the fashion industry. In Indonesia, online buying for apparel has become more commonplace during the past several years. More local fashion brands, especially for women, enter the market as demand for fashion goods rises. According to the author's preliminary survey, brand loyalty among local women's fashion brands is thought to be poor among consumers nowadays. As a result, fashion companies must learn how to increase and strengthen brand loyalty through social media. This study aims to examine how social media marketing initiatives affect brand loyalty in local women's fashion brand components and provide advice that the owner might put into practice. To get the essential data for this study, quantitative methods are used. 225 respondents who met the author's criteria were able to complete a google form-based online survey that was used to collect the data. The author uses descriptive analysis and partial least squares-structural equation modeling (PLS-SEM) for the analysis to look into the links between the variables. The results from this research show that Social Media Marketing Activities (SMM) does not directly have a positive influence on Brand Loyalty (BLOY). Social Media Marketing Activities positively influence Brand Love (BL), Brand Consciousness (BC), and Value Consciousness (VC). Brand Love (BL) and Brand Consciousness (BC) positively influence Brand Loyalty (BLOY). Value Consciousness (VC) does not influence Brand Loyalty (BLOY), which means it is not a mediator. Brand Love (BL) and Brand Consciousness (BC), fully mediated Social Media Marketing Activities and Brand Loyalty (BLOY). This study offers some recommendations for enhancing social media marketing campaigns to increase brand loyalty. The results of this study will help local women's fashion business owners by providing an in-depth understanding of how social media could affect brand loyalty by utilizing brand love and brand consciousness.

Keywords: Brand Loyalty · Local Women Fashion Brand · Online Survey · PLS-SEM · Social media Marketing Activities

1 Introduction

Social media was mostly developed for amusement in the beginning. However, it is currently utilized as a company marketing platform, which is a more significant matter. Heinig claims that there are seven benefits to using paid social media advertising

in 2018 including the capacity to increase a brand's reach, accommodate any budget, enhance targeting, promote brand awareness, maximize marketing materials, gain access to mobile consumers, and gather market insight [1].

Nowadays, a wide range of business sectors, including those in the foods and beverages, real estates, services, and property sectors, as well as the fashion industry, involve social media as a marketing tool to build their brands.

A preliminary survey was carried out by the researcher to address the issue in this study. Using a google form, the preliminary survey was distributed to100 participants. According to the poll, 77% of respondents are not frequent buyers of local women's fashion brands, the researcher discovered. According to the survey, 97% of respondents have expressed interest in purchasing products from local women's fashion firms as a result of social media, and 99% believe that social media could foster brand loyalty among consumers for local women's fashion brands. The research contradicts the majority of people not being loyal while using social media and believing that it may foster brand loyalty. As a result, the purpose of this study should be to determine how social media marketing efforts affect customer loyalty to local women's fashion firms. The preliminary poll also suggests that most respondents (71.7%) choose well-known brands when purchasing fashion products, proving that this is a necessary sign of brand consciousness and supporting the findings. The percentage of respondents who said they have a local fashion brand they adored was 87%, which is a sign of brand love. One of the answers given by respondents when asked why they purchased local fashion items was because the price matched their budget and the quality was high, which is a sign of value sensitivity.

To compete in the hectic business environment of today, you need a strong social media strategy. In a previous study, Tsimonis and Dimitriadis [2] found that social media is at the core of modern corporate strategy and that marketers engage in social media marketing due to its popularity, cost-saving methods, and competitors' social media activities [2]. Social media marketing initiatives have a positive effect on brand loyalty, according to a Turkish study [3]. A significant percentage of social media marketing operations expose consumers looking for fashion products to the companies, educating them about them [4]. Consumers with a high level of brand consciousness are more likely to be brand loyal, according to an earlier study by Giovannini [5], and there is a positive significant correlation between brand loyalty and purchase intention [5]. Additionally, a previous study by [6] found that brand love might exist on social media since users of the network can develop an emotional bond with certain brands. Additionally, Rahman, Langner, and Temme highlighted in their study that brand loyalty is a good behavioral result of brand love [7]. Ismail [4] asserts that social media marketing has influenced brand adherents who are cognizant of their values [4]. Consumers that place a high priority on value consciousness are worried about product quality and low pricing, claims Sharma [8]. As a result, they would reject the product because it was too pricey for them and search for another brand with a lower cost [4]. This study differs from all of the aforementioned other studies in that it does not concentrate on Indonesian local women's fashion brands.

This study aims to find out how loyal consumers are to local women's fashion brands when buying fashion products. This study also examines the connection between social
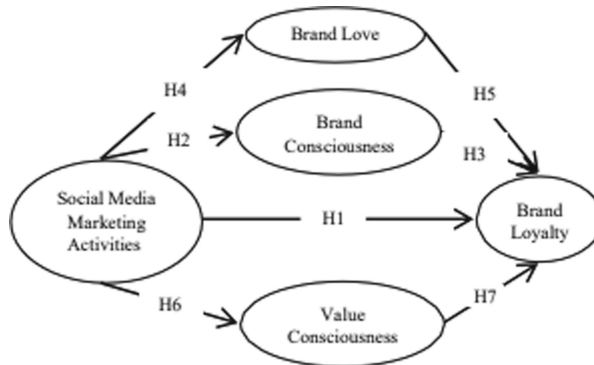
Fig. 1. Research Framework

media and brand loyalty to a local women's fashion brand, which is based on a prior study. In this study, brand love, brand consciousness, and value consciousness are also added as potential mediators between brand loyalty and social media marketing efforts.

2 Method

2.1 Hypothesis Development

The author develops a hypothesis regarding the impact of social media marketing activities on brand loyalty using the groundwork from the prior study. Research framework shown in Fig. 1.

The Fig. 1 shows the research framework of this research. It is constructed from the hypothesis development based on the idea of the prior research that the author has previously explained. The following study framework will be utilized to determine how social media marketing initiatives affect consumer brand loyalty. The framework is based on four previous studies: The Mediating Effect of Brand and Value Consciousness on Brand Loyalty [4], Luxury Fashion Consumption and Generation Y Consumers: Self, Brand Consciousness, and Consumption Motivations [5], Linking Social Media Marketing Activities with Brand Love: Mediating Role of Self-expressive Brands [9], and An Investigation into the [10].

2.2 Data Collection Method

A quantitative method was used in this study since it aimed to validate whether social media marketing has an impact on brand loyalty and to illustrate the link between variables. In detail, a survey was realized through questionnaire.

2.3 Population and Sample

Members of the Gen Z and millennial generations who reside in Indonesia, regularly use social media, and have an interest in buying fashion products are the study's target respondents. They are between the ages of 18 and 40.

This study will use a methodical approach to focus on certain groups that fit the requirements. The minimal sample size for this study, according to Malhotra, will be 200 respondents, which is the industry norm for marketing research [11].

2.4   Method of Analysis

The data will be analyzed and described in the following chapter once the quantitative investigation has been completed. Using descriptive analysis and PLS-SEM, the researchers will examine the survey data.

Descriptive Analysis

A sort of data analysis known as descriptive analysis focuses on describing and understanding the traits of the object and subject being studied in order to generalize research findings. The descriptive analysis aids in providing a concise summary of the data gathered so that the reader can more easily understand it. The outcomes of the descriptive analysis can be utilized to back up how the findings are interpreted.

PLS-SEM

The researcher utilized the PLS-SEM method to analyze the data for the questionnaire-derived quantitative research data. A multivariate statistical method called partial least squares, or PLS used to simultaneously solve a number of explanatory and response variables. The data were validated by the author using convergent validity testing with average variance extracted (AVE). A convergent validity test can establish if a variable is valid or not by looking at the Average Variance Extract (AVE) value. The AVE must be larger than 0.5 in order to be legitimate [12].

For the reliability test, the author used Composite Reliability over Cronbach Alpha. Variables are considered reliable when the composite reliability rating is greater than 0.7 [12].

The result of all the data is valid and reliable since it has matched all of the minimum requirements of AVE, convergent validity, and Cronbach Alpha. The bootstrapping procedure should then be applied. This is the process utilized in SmartPLS to locate the hypothesis link by looking at the internal and external models. Using this method will let the author decide whether to accept or reject the hypothesis. The T- Statistic, with a recommended value of 1.96 or above, can be used to assess the significance of the relationship between each variable and the other variables. P value is another instrument for evaluating the significance of an effect. A P-value is regarded as statistically significant when it is less than 0.05. The variable has an impact when the T-Statistic is positive; when it is negative, the variable has an impact.

3   Research and Discussion

3.1   Descriptive Analysis

The highest mean value is the value consciousness variable, especially VC 1 with the statement of "The respondents are very concerned about low prices, but also equally concerned about the product quality". It means that the respondents prioritize value consciousness when purchasing fashion products from local women's fashion brands.

Meanwhile, the lowest mean score goes to BLOY 8 with the statement "I will not buy from other brands even though they offer something similar products". This means that the respondents do not necessarily stick to a particular brand when they want to purchase fashion products from local women's fashion brands, which also means that the respondents have relatively low brand loyalty.

3.2 PLS-SEM

Since the 225 total respondents meet the minimal criteria for target respondents for this study, the author is able to evaluate the data from this sample. In order to do PLS-SEM, the author used a program named Smart-PLS.

Hypothesis 1 with the statement "Perceived social media marketing activities have a positive influence on brand loyalty" is rejected because perceived social media marketing efforts have no direct beneficial impact on brand loyalty. Hypothesis 1's T- Statistics value is 0.069. The aforementioned T- Statistics are less than 1.96 and the P-Values are 0.945, which is greater than 0.05. This runs counter to earlier research by Ibrahim and Aljarah (2018), who found that brand loyalty is positively impacted by social media marketing activity [13].

Hypothesis 2 stated that "Perceived social media marketing activities have a positive influence on brand consciousness". The T-Statistics value is 10.497, which is above 1.96, and the P-Value is 0, which is below 0.05, showing in the hypothesis testing table that it may be accepted. The influence is likewise favorable because the T-statistic value (10.497) is positive. It is in accordance with earlier research done by Ismail in 2016, social media marketing is an excellent method for brand awareness and is regarded as being helpful for customers to acquire up-to-date information about the products [4].

Hypothesis 3 with the statement "Brand Consciousness has a positive influence on brand loyalty" is also acknowledged. This is so because the P-Value is 0 and the T-Statistics value is 6.2 which is higher than 1.96. The T-Statistic score is positive (6.2), indicating that it has a positive impact. According to a Giovannini study from 2015 [5], customers that have a high level of brand awareness are more likely to remain loyal to that brand [5]. Palumbo and Herbig [14], who advocated that consumers should first be aware of the brands that are available to them, supported the idea that in order for customers to be brand loyal and make repeat purchases of the brand's products [14].

Hypothesis 4 with the statement "Perceived social media marketing activities have a positive influence on brand love" is accepted, given that the T-Statistics is 1.45 (above 1.96) and the P-Value is 0 (below 0.05). The T-Statistic score in this instance is positive (21.45), indicating a positive influence. This is consistent with Chen and Qasim's study from 2020, which claimed that brand love may be increased through social media marketing activities [15].

Hypothesis 5 stated that "Brand love has a positive influence on brand loyalty". The T-Statistics score is 4.243, which is higher than 1.96, and the P-Value is 0, which is below 0.05, hence the statement can be accepted. It has a positive T-Statistic (4.243), which indicates a positive influence, according to the findings. It is in accordance with a recent study by Unal and Aydm [10], satisfaction is not enough to build a lasting bond between customers and businesses. To capture the emotional connection that exists between loyal customers and the company, brand love should be generated [10].

Hypothesis 6 stated that "Perceived social media marketing has a positive influence on value consciousness". The P-Value is zero, which is less than 0.05, and the T-Statistics value is 5.672, which is higher than 1.96. The T-Statistic outcome demonstrates that it is positive (5.672). The claim can therefore be accepted. This suggests that the assertion that social media platform offers "cheap pricing and high-quality products" will appeal to budget-conscious consumers and pique their interest in making a purchase agrees with a prior study that was conducted by Khan in 2019 [16].

Hypothesis 7 stated that "Value consciousness has a negative influence on brand loyalty". The P-Value is 0.721, which is above 0.05, and the T-statistics is 0.357, which is below 1.96. As a result, neither a positive nor a negative T-Statistics matter because the T-Statistics is already below 1.96, indicating that it has no effect on brand loyalty. Value consciousness, therefore, has no positive or negative impact on brand loyalty. The statement can be rejected as a result. It contradicts the assertion made in a prior study by Ismail [4] that consumers would reject products if they were too expensive for them and look for a less expensive brand [4]. It turns out that just because respondents score well on value consciousness does not necessarily suggest that they are brand loyal or not. This study also demonstrated that value consciousness is not a mediator connecting social media marketing efforts with brand loyalty. Results of Demographic and Behavioural Questions shown in Table 1.

Table 1. Results of Demographic and Behavioural Questions

Parameter	Frequency	Percentage
Demographic		
Gender		
Male	1	0.4%
Female	224	99.6%
Total	225	100%
Age		
<18 years	0	0%
18–28 years	195	86.7%
29–39 years	23	10.2%
>40 years old	7	3.1%
Total	225	100%

(*continued*)

Table 1. (*continued*)

Parameter	Frequency	Percentage
Behavioural		
OwnSocialMedia Account		
Yes	224	99.6%
No	1	0.4%
Total	225	100%
Bought Products from Local Women Fashion Brands Because of Social Media		
Yes	201	89.3%
No	24	10.7%
Total	225	100%

Table 2. Hypothesis Testing Using T-Statistics and P-Values

Hypothesis	Structural Path	T-Statistics	P-Values	Result
H1	Social Media Marketing Activities → Brand Loyalty	0.069	0.945	Rejected
H2	Social Media Marketing Activities → Brand Consciousness	10.497	0.000	Accepted
H3	Brand Consciousness → Brand Loyalty	6.200	0.000	Accepted
H4	Social Media Marketing Activities → Brand Love	21.450	0.000	Accepted
H5	Brand Love → Brand Loyalty	4.243	0.000	Accepted
H6	Social Media Marketing Activities → Value Consciousness	5.672	0.000	Accepted
H7	Value Consciousness → Brand Loyalty	0.357	0.721	Rejected

Hypothesis Testing Using T-Statistics and P-Values shown in Table 2.

4   Conclusion

This study's online questionnaire with 225 respondents revealed that brand loyalty is not directly impacted by social media marketing activity. The mediator variables (brand love and brand consciousness) are necessary for social media marketing operations to connect with and increase client loyalty. On the other hand, it turns out that when purchasing fashion items, value consciousness does not always have an impact on brand loyalty.

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