The Relationship between Endorsers' Message Context, Credibility and Brand Loyalty among Young Generations' Fashion Consumers

Muhamad Izzuddin Zainudin[1] Eng Shei Wei[2] and Miza Izwanis Mangsor[3]

[123] Faculty of Applied Communication, Multimedia University, Cyberjaya, Malaysia
`izzuddin@mmu.edu.my`

Abstract. The development of social media platforms as a promotional platform and its advancement have become one of the major challenges for the marketers in the present marketing ecology. It is more prevalent in a fast-moving industry such as the fashion industry. The nature of the business that focuses more on the hedonic benefits and aesthetic values required more than just persuasion to attract purchases. Research on social media marketing is not new, in fact it has been the focus of many researchers recently. However, there is a lack of attention given to the effectiveness of endorsers' message context and their credibility to strengthen brand loyalty especially among young consumers. Most of the research on message context involved understanding the construct from the endorsers' perspective, thus, this research will take another approach to measure the effectiveness of message context from the perspective of the consumers. The methodology used for this research is quantitative and the number of samples for the research is 384 and using purposive sampling design. Data collected using electronic surveys and the result indicates that both message context and credibility of the endorsers' play a role in determining young generation fashion consumption. This research is important for both marketing practitioners and researchers. As for practitioners, understanding this concept will assist them in their decision making to choose credible social media influencers with the right message context as part of their marketing planning. This research will address the gap by proposing a new model to social media marketing and brand loyalty research. As a conclusion, it is advisable for marketers to emphasis on message context and credibility on brand loyalty in young generation fashion consumption.

Keywords: Endorsers' Message Context, Credibility, Brand Loyalty, Consumer Behavior, Z Generations, Brand Management, Brand Equity, Fashion

1   Introduction

In 2019, it is reported that a minimum of 3.5 billion out of a total 7.7 billion people, which is more than 50% of the population globally, know how to navigate social media

[1]. The huge numbers indicate the effect that social media has over humans. In fact, in today's world 90% of marketing practitioners view social media as a compulsory media vehicle that they need to include in their marketing strategies. The advantages of using social media as marketing tools are too great to be ignored. Through social media, marketing practitioners will be able to create a successful branding, retain customers, conduct their marketing research, and even initiate e-commerce sales [2]. However, the most important advantage of using social media for marketing is to use it as a communication tool to speak to the right audiences. The evolution of communication platforms has made marketing campaigns reach their optimum level [3].

Although, the above description on social media usage among marketers seems fantastic but the rapid development of the new media is not without its own challenges. The fast innovation that has been progressively developed from time to time to fulfil human needs for communication and today the functions of social media are becoming more complex than ever from agent of socialization to an essential need for 21st century marketing tools [4]. Up until now most marketers cannot deny the fact that social media works in its own way and is very unpredictable. Some even classified social media as the main determinant to their success and can also be the reason for their failure to maintain relevance in the market. Apart from that, almost all of the marketers have to bow to the fact that they have not figured out a way to fully control the new media. Especially on social media, the ability to communicate two ways with its consumers can backfire at any time. It is almost like they need to always be ready with a contingency plan at any time of the day as compared to the time when they used traditional media as their marketing tools where they have enough time to strategize their move to solve the communication crisis.

Another challenge that proved to be difficult for marketers to grasp is the availability of information on social media. [5], report mentioned that the new ecology of customers that are very much open to consume thousands of commercials daily encouraged new consumption behaviors that are prone towards brand switching is another challenge that needs to be addressed. Consumers are empowered to share their opinions with others is one of the main concerns for the marketers.

The emergence of endorsers such as social media influencers into the marketing scenes and their domination to promote products and services in various products and services areas cannot be taken lightly [6]. Social media influencer is no longer a new concept, in fact it is prevalent in recent years. Brand collaborations with endorsers are very much part of the consumer's expectation in the new landscape of marketing. Customers are perceived to be highly affected by their review of the products and services provided by the brands. This fact is supported by many scholars in their research [7][5]. Influencer Marketing Hub, further supporting this fact by announcing in their report that approximately 50% of Twitter users have made purchases due to a tweet from an influencer [8]. For some, endorsers are viewed as the new gate keepers to marketers' ideas. Although the intensity of the relationship between brand and social media endorsers differs from one industry to another, minimal collaborations need to be executed for the brand to communicate to the right target audiences. Brands that focus more on their hedonic benefits and lifestyles, such as fashion, beauty and even innovative products are expected to involve more of the social media endorsers in their communication campaign.

The next big challenge for marketers related to the availability and accessibility of media vehicles that grew rapidly in the current years concerns some marketers. The burnout and anxiety every time a new media vehicle is introduced in the market takes a toll on their performance and goal setting for the marketing campaign. Every introduction of the new media vehicle resulted in the need for marketers to learn its unique functions and a power struggle to identify and determine the authority that will have power to control over the media. Thus, with every introduction of a new social media vehicle, the marketers need to reset their marketing plan to ensure synchronization of their message throughout their media vehicles. Previously, these skills to ensure synchronization of messages on traditional media are an added advantage or optional for marketers but in the current years the tables have turned, and it is a requirement for all marketers to have the ability to create cohesive marketing campaign messages throughout the media vehicle. Consumers are viewed as more IT literate and consistency in marketing campaign messages will determine their trust towards the brand. For example, [9] argued that it is a must for marketers to have concrete ideas and messages to be communicated on various platforms such as Tik Tok and Twitter at the same time. It might sound easy without a proper consideration on the social media strategies but given it a deep thinking, matters such as differences in target audiences, functions, materials, and reachability need to come into play in constructing a strong marketing communication campaign.

1.1 Problem Statement

As mentioned above, the social media influencer industry is growing exponentially every year. In 2021 the industry is said to grow at 13.8 billion dollars [10] and is expected to grow larger every year. This expansion is greatly contributed by the global village culture that connects people from all over the globe. Their ability to create awareness, build engagement, and replenish brand reputation are among the values that are highly needed by the brand to stay relevant in the market. Thus, this development is reflected in many businesses. In 2021, 59% of organizations have a separate budget for content marketing, and 75% of them plan to spend their budget on influencer marketing [11].

Referring to the affected industry due to the development of social media beyond socialization perspectives, industries that are classified under hedonic product categories are viewed as the most affected industries among others. Perhaps this is due to the nature of the product that is highly dependent on the aesthetic and artistic values which are more subjective as compared to those brands that focus on their features and benefits as their main motivation to content ideation.

Apart from that, the hedonic product category is prone to brand switching as it depends on the ever-changing consumer preferences. With that being shared indirectly the market is also one of the hardest to attain and retain their loyal customers. To further explore this problem, the researchers are interested in identifying available secondary data of one of the biggest product categories under the hedonic products segment which is fashion products. According to Statista, Malaysia's fashion industry is projected to reach 2.73 billion dollars in 2022 and is projected to continue its growth. Consumption shows some growth as well. The industry is expected to reach its full potential by 2027 with 18 million users locally. However, one major downfall of the industry is that designers in Malaysia lack knowledge when it comes to branding and marketing efforts [12]. This unfortunately might be the major hindrance to the growth of the industry in totality, in fact, it might be the major contributor to many other uprising problems for the

current and future fashion business. One of the common problems that is commonly discussed by fashion brands is loyalty. There are a few main challenges that contribute to this problems among those issues are lack of interest among consumers as majority of Malaysian still lack of artistic appreciation, stagnant styling which compared to the western fashion industry Malaysia is humid all year long so there is no necessity to explore other design or change clothing every seasons, another problem that might hinder loyalty among fashion consumers in Malaysia is the value for money. Majority of Malaysian consumers are not willing to sacrifice their money for fashion items which is also the main reason for most Malaysian fashion brands being trapped into the price war market.

All the above reasons intrigued researchers to further investigate the gap that should be addressed by Malaysian fashion products. Recently, many researchers have done a good job in discussing issues related to brand loyalty from the perspectives of digital advertising [13], customer experience and store attributes [14], value co creation [15], marketing strategy [16], digital entrepreneurship [17] and many more. However, there is a lack of discussion conducted by researchers to tackle the issue of brand loyalty from the perspectives of communication although as mentioned above, it is vital for all fashion internal stakeholders to understand the effect of persuasive content or message to drive customers' purchases.

In contrast to many opinion that assume fashion industries as glamourous and not as challenging as other industries, they are definitely on the wrong side of judgement because they are undermining the industry although the reality is communicating about fashion products to consumers required many skills and technique from verbal persuasion, knowledge of the intricacy of the products as well as ability to create excellent visual image for the audiences; all need to come into play at once. However, based on the analysis of all the required skills there will be one cohesive concept that binds all the skills together and that is message context. Since there is a lack of studies previously on message context and brand loyalty, this research hopefully will fill this academic gap by examining the effect of message context on the predominant concept of brand loyalty.

According to [18], credibility of an individual plays an important role to drive purchases among consumers and maintain a good reputation between the consumers and the endorsers. This is because customers need a point of reference for them to feel the satisfaction of the fashion items that they purchased. As mentioned above, most Malaysians lack understanding of artistic values, however, when they find an individual that persuades them on the value of the fashion items, they are most likely easily persuaded to make purchases and be loyal to the brand.

Based on the explanation above, this research will highlight three major problems related to Malaysian fashion consumers' brand loyalty. First is to fill the knowledge and practical gap on brand loyalty and message context. Second is to fill the knowledge and practical gap on brand loyalty and credibility of the marketers or the social media influencer. The last gap that researchers will address through this research is to conduct this research from the realm of the consumers rather than the endorsers (social media influencer and fashion marketers). The main objective of conducting this study is not to explore the effectiveness of fashion brand strategy but rather to measure the effectiveness of these two constructs in attracting the consumers to make purchases.

Based on the problem statement above, below are the research objectives for the study:
1. To examine the relationship between the endorser's message context and brand loyalty intention among young fashion consumers
2. To examine the relationship between the endorser's credibility and brand loyalty intention among young fashion consumers

Based on the problem statement, we can also identify the research questions for the study:
1. What is the relationship between the endorser's message context with brand loyalty intention among young fashion consumers?
2. What is the relationship between the endorser's credibility with brand loyalty intention among young fashion consumers?

2   Literature Review

2.1 Brand Loyalty in Fashion

There are at least eight relevant approaches to defining brand loyalty in the literature[19], which makes it difficult to synthesize and compare points of view in order to properly comprehend the concept of brand loyalty.

The term "brand loyalty" refers to an emotional and behavioral tie to a brand [20]. It demonstrates a customer's loyalty to a brand and indicates recurrent purchases with a good attitude over time [21]. He also stated brand loyalty develops when the consumer's personality is reflected in some way on the brand itself. Other scholars say that customer loyalty is mostly tied to a favorable attitude toward the brand or the amount of distinction between competing brands [22].

According to Aaker, brand loyalty may distinguish between a regular customer and a pleased buyer as well as those who commit to a brand. Based on this, he proposed that brand loyalty measures the chance of a customer switching to a new brand when the brand changes any component of its marketing mix and its 4Ps (Price, Product, Placement, and Promotion). Similarly, the American Marketing Association defines brand loyalty as "the degree to which a consumer regularly purchases the same brand within a product class".

Loyalty customers are less price sensitive and will typically pay a higher price for their favorable products. Furthermore, they are quickly aroused to novel usage scenarios and are likely to raise their brand expenditure [23]. As a result, companies and marketers should prioritize recruiting and increasing loyal customers as efficient and organic growth potential. Nonetheless, many scholars in literature allude to a "Declining Loyalty Era" that has occurred among brands since 1971. As the amount of diversity between brands decreases in this period, brands become increasingly

interchangeable. Consequently, customers become more price-sensitive and less devoted to a specific brand [24].

Nonetheless, despite the diminishing loyalty age, certain companies display high levels of loyalty. These businesses have frequently created brand communities such as Facebook fan pages. The more a consumer is incorporated into the brand community, the more loyal their purchasing behavior will be. Moreover, customers who are members of brand communities are more likely to engage in good word-of-mouth, function as brand ambassadors, and be regarded as a virtual sales force [24]. Therefore, one way brand loyalty adds value is by lowering marketing and communication expenditures as maintaining existing customers is substantially less expensive than recruiting new ones.

Brands seeking to increase brand loyalty should assess and comprehend the extent to which their brand is successfully known in functional, emotional, and symbolic ways. Only after this identification should businesses establish marketing campaigns that are targeted to connect with customers in a way that distinguishes the brand from the competition and strengthens its competitive advantages [24]. Organizations utilize many techniques to enhance brand loyalty by enhancing their client relationships.

2.2 Endorser's Message Context

According to marketing theory, value is generated and transferred through marketing activities, and marketing offerings can meet followers' or customers' demands. From social media influencers' perspective, the factors of online messaging value include message informativeness, entertainment, and irritation. The study also mentioned consumers' perceptions of messaging value positively predicted their attitude towards products or services promoted by social media influencers. Message informativeness refers to the capacity of message context to convey information about alternative products or services to increase consumer buying satisfaction.

Message entertainment is consistent with assumptions established in uses and gratification study, which classifies message as media content and refers to message context's potential to entertain people . Message irritation highlights how message context can irritate, insult, and influence customers as well as redirect their focus away from worthwhile aims. Therefore, message informativeness and entertainment convey message context's positive cognitive and emotional values, whereas irritation reflects consumers' negative reactions to message rather than its value. Social media messaging value impacts consumers' brand loyalty. They indicated that message informativeness, entertainment, and credibility of endorsers determined consumers' perceptions of message value, which in turn influenced their brand loyalty.

Endorsers create regular social media updates in their areas of expertise, where they convey fundamentally persuasive messages to their followers that are both

informative and entertaining. Influencer-generated posts influence their followers about product alternatives or other useful information. Furthermore, endorsers add distinctive aesthetic touches and personality twists to their postings which typically provide an entertaining experience for their followers. Whether the endorsers choose to publish sponsored branded posts to their followers or not, the perceived informative and entertaining value of their posts in general may impact how followers react to specific branded posts. As a result, the model's first two components are perceived informative value and entertainment value of influencer-generated posts.

2.3   Endorser's Credibility

The perceived credibility of an individual is key in the persuasion process [25]. Influencer marketing generates buzz about a company or product through word-of-mouth that is reliable and credible [26]. In advertisements, endorsers often play the same function in the persuasive process that message providers do. Earlier researchers applied source credibility to determine a source's influence on the effectiveness of persuasive messages. Expertise and trustworthiness are two indicators of source credibility [27]. On the other hand, several previous research utilized trustworthiness and attractiveness to assess the dependability of source expertise [28]. The competency or qualification of a source to make such claims on a certain subject or problem, including the source's knowledge, is referred to as expertise [29]. The recipient's evaluation of the source as trustworthy, authentic, or sincere is factored into the source of trustworthiness [30]. Similarly, the dimension of credibility refers to the similarity between the endorsers and their followers. Source attractiveness refers to the perceived attraction of the source which includes the source's face, physical beauty, sensuality, and liability in conveying the message online. Source Credibility Theory has been applied in various aspects between competing brands [31].

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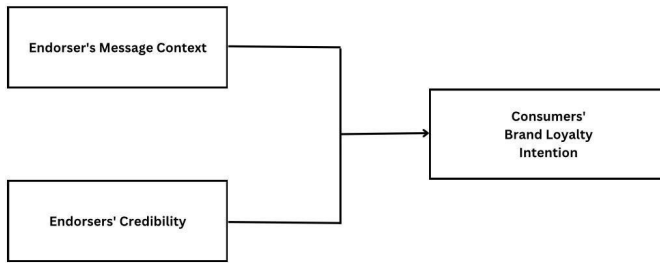
2.4   Conceptual Framework

Fig. 1. Illustrate the conceptual framework proposed for the research.

Based on the figure, below are the hypothesis for the research:

H1: There is a significant relationship between Endorser's Message Context with Young Consumers' Brand Loyalty Intention

H2: There is a significant relationship between Endorser's Credibility with Young Consumers' Brand Loyalty Intention

3   Research Methodology

The populations for this research are young Malaysian fashion consumers that are well informed on the functions of endorsers in attracting fashion consumers. The research focuses on young generations due to their IT literacy and their digital native nature [32]. Besides, young generations are classified as more brilliant in identifying and analysing message context on social media. They are not easily influenced by the information that appears on the internet and they are willing to do extensive research before they make their choice on how they will be reacting to the news served to them. According to World Population Review 2022 , Malaysia's population is currently 32.37 million people. and young consumers make up around 9 million of Malaysia's total population. This is a generation in which 99% of them belong to a phone, and they have a distinct ability to seamlessly navigate between the online and offline worlds [32].

The sampling technique that will be implemented on this research is purposive sampling. Purposive sampling is a sampling method that requires the researchers to set some special criteria to collect the data. These criteria will be used as requirements in choosing the right respondents to fulfil the objective of the research. Below are some of the criteria that will need to be fulfilled by the respondents before the researchers proceed with the data collection. Other than that, it is a common sampling technique used to gather data that is rich with information but hard to find sources.

1) The respondents must be from the age of 16.23.
2) The respondents must have knowledge and experience in purchasing fashion products online.
3) The respondents must have a basic knowledge about fashion product endorsement and must have at least one favorite brand that they can relate to while answering the survey.
4) Respondents prefer to be the residents of Klang Valley.

Next, the justifications of the criteria will be elaborated. This research as mentioned will focus on the young generations, specifically from the age of 18-30. The reason is because the younger generations are perceived to be more responsive towards fashion products. Besides, they are more flexible and exposed to the latest fashion trends and subcultures.

The respondents are also expected to at least have basic knowledge or experience in purchasing fashion products online. Their fashion consumption will be filtered twice. During the screening process and in the demographic section of the survey. This is important to ensure that the respondents can recall their experience purchasing the fashion product while answering the survey because they need to group and classify their perceptions pertaining to their experience going through the process of purchasing fashion products.

The respondents are also expected to show their interest in fashion products and be able to explain about fashion product endorsement and how the message was communicated to them by the endorsers. Apart from that, respondents are also expected to have at least one favorite brand that they can relate to as reference while answering the survey questions.

The last criteria are the respondents are expected to reside in Klang Valley since residents in Klang Valley are most likely to have the purchasing power for fashion products due to the attention given to image and dress code. Secondly, it is because Klang Valley might have a better infrastructure and facilities for fashion products including information about the latest fashion brands and products.

The sampling size used for this research was based on [33] table which indicate no matter how large the population presented in research, the sample of 384 is adequate to represent the population.

The data for this research will be collected using a quantitative method. The method was chosen based on objective fulfilment and the nature of the research. This research is centralized around the Quantitative method because it is required for the researchers to measure the effects of the endorser's message context and the endorser's credibility on the concept of fashion consumers' brand loyalty intention. Apart from that, based on the research objective, the predicted results will be generalized to measure perceptions of respondents pertaining to the potential existence of the relationship between the independent and dependent variables.

Another reasonable explanation for choosing quantitative methods as compared to qualitative methods is because the outcome is perceived to be more objective rather than subjective which is the main criteria for majority of marketing research due to the nature of understanding the coherence nature of consumption among consumers which make it more relatable and easily justified as a scientific method in collecting data [34]. Besides, quantitative data is more consistent. Moreover, the scales

provided by quantitative method data will assist researchers to create a concrete unit of analysis on Malaysian fashion consumption.

The population for this research is young Malaysian fashion consumers that are well informed on the functions of endorsers in attracting fashion consumers. The research focuses on young generations due to their IT literacy and their digital native nature [35]. Besides, young generations are classified as more brilliant in identifying and analyzing message context on social media. They are not easily influenced by the information that appears on the internet and they are willing to do extensive research before they make their choice on how they will be reacting to the news served to them. According to World Population Review 2022 Malaysia's population is currently 32.37 million people and young consumers make up around 9 million of Malaysia's total population. This is a generation in which 99% of them belong to a phone, and they have a distinct ability to seamlessly navigate between the online and offline worlds [32].

Before the actual data is collected, screening or preliminary assessment will be executed to ensure the respondents meet all the criteria set by the researchers as a requirement for purposive sampling. Once the respondents pass the preliminary questions then researchers will forward to them the questionnaires for them to answer.

The data will be collected using quantitative methods through online surveys. The surveys will be distributed using Google form to the respective respondents. Online survey was chosen as a distribution method because it is faster and quicker to analyze as well as it is easy for researchers to distribute in a shorter time frame [36]. The time required to conduct online surveys is often two-thirds that of traditional research methods [36] .

Due to their rapid distribution researchers are not required to wait for the surveys to be returned physically which saves a tremendous amount of time. Moreover, the result can be analyzed quicker at any time. This enhanced the efficiency of data collection and during the crucial time frame that extensive analysis is required, data is instantaneously available and may be simply exported into specialized statistical tools or spreadsheets.

Once the data is collected, the data will be analyzed using SPSS software for analysis and the result will be mapped to the research objectives set by the researchers. As mentioned earlier this research will be using purposive sampling residing around Klang Valley. Thus, screening tests will be conducted to ensure the respondents fulfil all the requirements set by the researchers to ensure the validity and reliability of the data collected.

4   Result

The findings of the research are presented in this section. The findings are summarized and discussed using tables and figures to ensure thorough explanations are provided

for better understanding. To make sure that there is no violation of association assumption, preliminary analysis was conducted using Pearson correlation coefficient. This is to ensure that the variables are related to one another before the researcher proceeds with the hypothesis testing using multiple regression [37]. Taylor (1990) [38] added that correlation analysis represents the concept of association between the independent variables and dependent variables that are fundamental to regression analysis; it is a prerequisite that should be fulfilled before any simple or multiple regression analysis could be performed. The findings are presented in Table 4.1.

Variable	SD	Mean	1	2
Mean_Message_ Context	7.5977	3.7827		
Mean_Credibility	7.2868	3.7845	0.734**	
Mean_Brand_ Loyalty	7.9524	3.9092	0.623**	0.603**

Table 4.1 Correlation Analysis
Source: Study (2023)

Table 4.1 depicted the outcome of correlation between endorsers' message context, endorsers' credibility, and consumers' brand loyalty intention. From the finding, endorsers' message context has moderate correlation with consumers' brand loyalty intention ($r = 0.623$, $p < 0.01$). Endorsers' credibility also has moderate correlation with consumers' brand loyalty intention with ($r = 0.603$, $p < 0.01$).

To answer the first and the second research objectives, multiple regression analysis is conducted to measure the relationship between independent and dependent variables. Analysis will be presented by Table 4.2

Model	Standard Coefficients Beta
Endorsers' Message Context	0.391**

Endorsers' Credibility	0.305**
R	0.659
R Squared	0.434
Adjusted R Squared	0.431
F Value	147.638
Significance F Change	< 0.001
Durbin-Watson	1.666

Table 4.2 Multiple Regression between Endorsers' Message Context, Endorsers' Credibility and Consumers' Brand Loyalty Intention Source: Study (2023)

As illustrated in Table 4.2, the F value was 147.638 and this is significant (p < 0.01). The F-value explained the details of the relationship between the regression and the residuals. The R squared of 43.1 per cent was the variance in the consumers' brand loyalty intention which could be predicted by endorsers' message context and endorsers' credibility. Based on the findings, both independent variables are proven to have a significant relationship with the dependent variable at (p<0.01). Therefore, it can be concluded that the hypotheses are accepted, and null hypotheses are rejected. Based on the result of the analyses below we can conclude that there is a significant relationship between both independent variables with the dependent variable. The conclusion is represented below:

H1 There is a significant relationship between endorsers' message context and consumers' brand loyalty intention.
H2: There is a significant relationship between endorsers' credibility and consumers' brand loyalty intention.

Based on the result of the analyses below we can conclude that there is a significant relationship between both independent variables with the dependent variable. The conclusion is represented below:

Hypotheses	Result
H1 There is a significant relationship between endorsers' message context and consumers' brand loyalty intention	Supported
H2: There is a significant relationship endorsers' credibility and consumers' brand loyalty intention	Supported

Table 4.4 Hypotheses Result Source: Study (2023)

This research was conducted to analyze the relationship between endorsers' message

context and endorsers' credibility with consumers' brand loyalty intention. It is proven through this research that for an endorser, be it marketers, social media influencers or brand ambassador, learning about creating great content that will engage the audience is very important. The current consumers no longer use media to gratify themselves, in fact they used media for information searching and knowledge sharing, thus, their content must be deemed as valuable enough by the viewers for them to stay relevant in the market before they can start to persuade the viewers to purchase or follow their recommendations. Zhang and Choi (2022) [39] suggested social media influencers, marketers, or brand ambassadors to focus on finding the balance of emotional attachments and information quality. In their research they further elaborate on the concept of emotional attachment which consist of interesting elements as a hook to attract audiences, followed by novelty which refers to the originality of the content produced, reliability which refers to consistent presentation of the information and understandability which touch on simple and concise message context. Another aspect that should be considered while choosing or writing social media content is informativeness. Informativeness on the other hand only focuses on reliability and understandability. In other words, the content that you share with your audience should be trustworthy enough to your audience and straight to the point. It is also vital for the endorsers to remember that keep the message simple is the key to persuasiveness because complex ideas will only fasten audience attention to drift away especially in this modern era attention lifespan of our audience is getting shorter, Apart from that it is important for marketers to consider both the type of message context and credibility that the endorsers used in their promotional materials before making a decision to do a collaboration with them.

This research contributed to academic research by suggesting a new model to attract young consumers' loyalty to fashion brands. This research hopes to initiate more discussion on message context effectiveness to attract loyalty among consumers. Some suggestions for future research are to further understand the context deeper. It will also be fruitful to discover dimensions of message context from the social media marketing perspectives. Other than that, future researchers are also encouraged to formulate more comprehensive branding strategies and measure the independent variable construct used in this research on other outcome variables.

As a conclusion this research provides a new method to encourage brand loyalty among young generations fashion enthusiasts especially in Malaysia. It is suggested for the marketers to use this conceptual framework as part of their criteria in choosing the right endorsers for their products and services.

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