

BAB V

PENUTUP

Bab ini berisi mengenai kesimpulan dari keseluruhan penelitian yang peneliti lakukan yaitu mengenai pengaruh sakralisasi merk terhadap niat beli konsumen yang dipengaruhi didalamnya oleh interaksi sosial media, kegunaan sosial media, dan loyalitas merek.

5.1. Kesimpulan

5.1.1. Kesimpulan Analisis Deskriptif

Berdasarkan data yang diperoleh dapat ditarik kesimpulan sebagai berikut:

1. Usia Responden didominasi oleh responden berusia 21-22 tahun dengan persentase 82,2%.
2. Jenis kelamin responden didominasi oleh responden perempuan sebesar 58,9%.
3. Pendapatan/uang saku responden per bulan didominasi oleh responden dengan pendapatan/uang saku $> \text{Rp } 1.000.000 - \leq \text{Rp } 1.500.000$ dengan persentasenya sebesar 36,1%.
4. Sebanyak 94,4% responden membuka akun instagramnya setiap harinya.
5. Waktu yang dihabiskan responden setiap harinya dalam mengakses akun instagramnya didominasi oleh responden yang mengakses selama $> 1 \text{ Jam} - < 3 \text{ Jam}$ sebesar 43,9%.

6. Responden yang mengikuti akun instagram *retailer*/penjual yang menjual merek yang disukainya sebesar 94,4%.
7. Hal-hal yang dilakukan oleh responden saat mengakses akun instagramnya diketahui sebesar 47,9% mengakses informasi (tentang merek yang diminati, berita, penawaran).

5.1.2 Kesimpulan Analisis Regresi

1. Variabel interaksi media sosial berpengaruh positif terhadap variabel sakralisasi merek.
2. Variabel kegunaan media sosial berpengaruh positif terhadap variabel sakralisasi merek.
3. Variabel interaksi media sosial berpengaruh positif terhadap variabel kegunaan media sosial.
4. Variabel interaksi media sosial dan variabel kegunaan media sosial berpengaruh positif terhadap variabel sakralisasi merek.
5. Variabel loyalitas merek berpengaruh positif terhadap variabel niat pembelian *online*.
6. Variabel sakralisasi merek berpengaruh positif terhadap variabel niat pembelian *online*.
7. Variabel sakralisasi merek berpengaruh positif terhadap variabel loyalitas merek.

8. Variabel sakralisasi merek dan variabel loyalitas merek berpengaruh positif terhadap variabel niat pembelian *online*.
9. Variabel kegunaan media sosial mempengaruhi variabel interaksi media sosial terhadap variabel sakralisasi merek.
10. Variabel loyalitas merek mempengaruhi variabel sakralisasi merek terhadap variabel niat pembelian *online*.

5.2. Implikasi Manajerial

Hasil penelitian yang telah dilakukan mengenai pengaruh sakralisasi merk terhadap niat beli konsumen yang dipengaruhi didalamnya oleh interaksi sosial media, kegunaan sosial media, dan loyalitas merek diharapkan memiliki banyak manfaat bagi pihak-pihak yang berkepentingan, terutama bagi pemilik merek tertentu, implikasi manajerial pada penelitian ini antara lain:

1. Bagi pemilik merek tertentu dapat menggunakan media sosial terutamanya media sosial instagram untuk memasarkan produknya dan mengenalkan produknya. Hal ini dikarenakan oleh pengguna yang banyak dan mayoritas membuka aplikasi instagram ini setiap hari dengan intensitas waktu yang cukup lama, selain itu pengguna instagram cenderung mengikuti suatu merek yang mereka minati untuk melihat pembaharuan apa yang ada pada merek yang mereka minati tersebut, hal ini mendorong pengguna untuk membeli produk tersebut pula karena saat merek yang diminati suatu pengguna mengeluarkan suatu pembaharuan produk yang diminatinya maka pengguna

cenderung untuk membeli produk tersebut. Hal lainnya adalah pengguna cenderung melakukan belanja *online* melalui media sosial instagram ini.

2. Banyaknya pengguna dari media sosial instagram ini memungkinkan pengguna untuk bertukar informasi dan mendapatkan informasi dari berbagai sumber mengenai suatu merek yang mereka minati. Pengguna dengan minat yang sama dapat mengikuti suatu akun yang menjual atau membicarakan suatu merek tertentu yang nantinya membantu pengguna untuk lebih mengenal dan dekat dengan merek yang mereka minati.
3. Keterikatan pengguna pada suatu merek dapat menambah niat beli pengguna terhadap suatu produk dari merek tertentu tersebut, sehingga jika pemilik merek dapat memasarkan produknya dan mendapatkan hati dari pengguna media sosial dan membuat pengguna media sosial tersebut menyukasi merek tersebut maka kemungkinan besar pengguna tersebut untuk membeli produk merek tersebut sangatlah besar.

5.3. Keterbatasan Penelitian

Keterbatasan penelitian yang dimiliki dalam penelitian ini adalah sebagai berikut:

1. peneliti tidak mengacu pada suatu merek tertentu yang spesifik sehingga penelitian jadi sedikit melebar karna tidak mengacu pada suatu kelompok merek tertentu atau suatu merek yang pasti.
2. Penelitian ini hanya menggunakan penelitian dari media sosial instagram untuk menguji sakralisasi merek yang mempengaruhi niat beli konsumen. Hasil penelitian ini mungkin akan memiliki perbedaan jika menggunakan media sosial yang lain, seperti facebook, twitter, dan sebagainya.
3. Pengumpulan data dilakukan secara *online* sehingga peneliti tidak dapat melakukan pengawasan dalam pengisian data, termasuk apabila terjadi kesalahan teknis atau kurang jelasnya responden terhadap pertanyaan.
4. Peneliti juga hanya menggunakan media sosial instagram secara luas, padahal didalam media sosial instagram terdapat berbagai fitur khusus yang dapat digunakan pengguna atau pemilik merek tertentu untuk memasarkan produknya, sehingga jika mengacu pada suatu fitur tertentu maka hasil penelitian dapat berbeda.

5.4. Saran

Bagian ini berisi saran peneliti untuk penelitian selanjutnya mengenai pengaruh sakralisasi merk terhadap niat beli konsumen di media sosial instagram.

1. Penelitian selanjutnya dapat menggunakan media sosial yang lain untuk digunakan sebagai pembanding dan menentukan media sosial mana yang paling efektif dalam memasarkan suatu produk, sehingga penelitian selanjutnya dapat lebih berguna bagi khalayak luas. Sehingga ada baiknya pula jika ditambahkan variabel keefektifan media sosial.
2. Penelitian selanjutnya juga dapat mengerucutkan penelitiannya pada suatu fitur tertentu pada sebuah aplikasi media sosial sehingga penggunaan dari media sosial tersebut dapat lebih dimaksimalkan.
3. Penelitian selanjutnya juga dapat membedakan penggunaan media sosial dan niat beli konsumen pada pengguna berdasarkan gender, sehingga hasil yang didapat dapat lebih bermanfaat dan pemilik merek dapat lebih tepat dalam menyasar konsumennya.

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LAMPIRAN 1
KUESIONER

Bagian I: Pertanyaan Filter

Identitas responden:

1. Apakah Anda memiliki akun Instagram?
 - a. Ya
 - b. Tidak
2. Apakah Anda mengikuti akun Instagram suatu merek tertentu?
 - a. Ya
 - b. Tidak

Bagian II: Identitas Responden

3. Usia ... tahun
4. Jenis kelamin:
 - a. Laki-laki
 - b. Perempuan
5. Perempuan Berapakah pendapatan/uang saku per bulan?
 - a. \leq Rp 1.000.000
 - b. $>$ Rp 1.000.000 - \leq Rp 1.500.000
 - c. $>$ Rp 1.500.000 - \leq Rp 2.000.000
 - d. \geq Rp 2.000.000
6. Apakah Anda membuka akun Instagram Anda setiap hari?
 - a. Ya
 - b. Tidak

7. Berapa lamakah waktu yang Anda habiskan tiap harinya dalam mengakses akun Instagram Anda?
- ≤ 1 Jam
 - > 1 Jam - < 3 Jam
 - ≥ 3 Jam
8. Apakah Anda mengikuti akun Instagram *retailer*/penjual yang menjual merek yang Anda minati?
- Ya
 - Tidak
9. Apa yang Anda lakukan saat mengakses Instagram? (bisa pilih lebih dari satu)
- Memposting foto atau video
 - Mengakses informasi (tentang merek yang Anda minati, berita, penawaran)
 - Belanja online
 - Lainnya ...
10. Apakah Anda pernah membeli produk secara online?
- Ya
 - Tidak

Bagian III: Pengukuran Variabel

Berilah tanda (V) pada salah satu pilihan jawaban yang menurut Anda paling sesuai.

STS : Sangat Tidak Setuju

TS : Tidak Setuju

N : Netral

S : Setuju

SS : Sangat Setuju

Interaksi Media Sosial	STS	TS	N	S	SS
Saya sering memberikan umpan balik mengenai merek yang saya sukai di situs sosial Instagram					
Saya kadang memposting update mengenai peluncuran produk baru melalui media sosial seperti Instagram					
Saya berpartisipasi aktif dalam forum diskusi online Instagram					
Saya mengikuti update yang diposkan di situs sosial Instagram berkaitan dengan merek yang saya sukai					
Saya jarang lupa memberikan umpan balik / komentar pada update yang diposting di Instagram					
Kegunaan Media Sosial	STS	TS	N	S	SS
Saya sering bertukar informasi berharga yang berkaitan dengan merek yang saya sukai di situs sosial Instagram					
Saya biasanya menghindari berpartisipasi dalam diskusi yang tidak relevan mengenai merek yang saya sukai di forum Instagram					
Saya selalu berbagi informasi yang mungkin bisa berguna bagi konsumen lain mengenai merek yang saya sukai					
Saya selalu berfokus pada penggunaan media sosial Instagram untuk menyebarkan informasi yang berkaitan dengan merek yang saya sukai					
Saya hanya memberikan update mengenai merek					

yang saya sukai yang dapat mempromosikan merek tersebut					
Sakralisasi Merek	STS	TS	N	S	SS
Saya sangat terikat dengan merek yang biasanya saya sukai untuk dibeli					
Hubungan saya dengan merek yang saya sukai seperti hubungan saya dengan Tuhan					
Saya sangat menyukai merek yang saya pilih untuk dibeli					
Saya menganggap merek pilihan saya sebagai entitas suci					
Saya suka memuja merek yang saya pilih untuk dibeli					
Saya terlibat secara emosional dengan merek yang saya sukai					
Niat Pembelian Ulang Online	STS	TS	N	S	SS
Jika diberi kesempatan, saya ingin berbelanja lagi dari merek yang saya sukai					
Di masa depan saya ingin terus membeli dari merek yang saya sukai					
Saya bermaksud menggunakan merek yang saya sukai untuk pembelian masa depan saya					
Saya memprediksi bahwa saya akan terus membeli dari merek yang saya sukai					
Loyalitas Merek	STS	TS	N	S	SS
Saya ingin terus membeli dari merek yang saya sukai ini					
Saya suka merujuk merek yang saya sukai ini ke teman dan kolega saya					
Saya pasti akan merekomendasikan merek yang saya sukai ini kepada kerabat saya					
Jika merek yang saya sukai ini tidak tersedia, saya pasti akan menunggu sampai tersedia					

The image shows two screenshots of a Google Forms survey. The top screenshot displays the title and introductory text of the survey. The bottom screenshot shows the first question of the survey, which is a filter question with two sub-questions.

Kuisiener Pengaruh Sakralisasi Merek Terhadap Niat Beli Konsumen di Media Sosial Instagram

Halo, saya Severus Elmo Wibowo Halim, NPM 140320901, mahasiswa manajemen S1 Universitas Atma Jaya Yogyakarta. Saya sedang meneliti mengenai pengaruh sakralisasi merek terhadap niat beli konsumen di media sosial Instagram. Saya mohon ketersediaan dari teman-teman untuk mengisi kuisiener ini demi kelancaran penyelesaian studi S1 saya. Atas partisipasi teman-teman dalam mengisi kuisiener ini saya ucapkan terima kasih. Tuhan memberkati :D

Section 2 of 10

Pertanyaan Filter

Description (optional)

1. Apakah Anda memiliki akun Instagram? *

Ya

Tidak

2. Apakah Anda mengikuti akun Instagram suatu merek tertentu?

Ya

Tidak

My Drive - Google Drive x Kuisiioner pengaruh sakralisasi x +
https://docs.google.com/forms/d/11ZnHb2Gn6Xllab02QKcn1jwxY13FH1orme7v5yBSSkV/edit

Kuisiioner pengaruh sakralisasi merek terhadap niat beli konsumen

QUESTIONS RESPONSES 207

Section 3 of 10

Identitas Responden

Description (optional)

3. Usia *

Short answer text

4. Jenis kelamin: *

Laki-laki

Perempuan

5. Berapakah pendapatan/uang saku per bulan? *

≤ Rp 1.000.000

5. Berapakah pendapatan/uang saku per bulan? *

≤ Rp 1.000.000

> Rp 1.000.000 - ≤ Rp 1.500.000

> Rp 1.500.000 - ≤ Rp 2.000.000

≥ Rp 2.000.000

6. Apakah Anda membuka akun Instagram Anda setiap hari? *

Ya

Tidak

7. Berapa lamakah waktu yang Anda habiskan tiap harinya dalam mengakses *
akun Instagram Anda?

≤ 1 Jam

10:40 22/09/2018

My Drive - Google Drive x Kuisisioner pengaruh sakralisasi x

https://docs.google.com/forms/d/11ZnHb2Gn6Xllab02QKcn1jwY13FH1orme7v5yBSSkY/edit

Kuisisioner pengaruh sakralisasi merek terhadap niat beli konsumen

QUESTIONS RESPONSES 207

7. Berapa lamakah waktu yang Anda habiskan tiap harinya dalam mengakses akun Instagram Anda?

≤ 1 Jam

> 1 Jam - < 3 Jam

≥ 3 Jam

8. Apakah Anda mengikuti akun Instagram retailer/penjual yang menjual merek yang Anda minati?

Ya

Tidak

9. Apa yang Anda lakukan saat mengakses Instagram? (bisa pilih lebih dari satu)

Memposting foto atau video

Mengakses informasi (tentang merek yang Anda minati, berita, penawaran)

9. Apa yang Anda lakukan saat mengakses Instagram? (bisa pilih lebih dari satu)

Memposting foto atau video

Mengakses informasi (tentang merek yang Anda minati, berita, penawaran)

Belanja online

Other...

10. Apakah Anda pernah membeli produk secara online?

Ya

Tidak

After section 3 Continue to next section

Section 4 of 10

ENG INTL 10:40 22/09/2018

The image shows two screenshots of a Google Forms survey. The top screenshot displays the introduction of Section 4, which asks respondents to select the most appropriate answer from a 5-point Likert scale. The bottom screenshot shows Section 5, which contains two Likert scale questions about social media interaction.

Section 4 of 10

Berikut adalah pertanyaan mengenai interaksi media sosial, kegunaan media sosial, sakralisasi merek, niat pembelian online.

Pada bagian ini responden diminta untuk memilih pada salah satu pilihan jawaban yang menurut Anda paling sesuai.

STS : Sangat Tidak Setuju : 1
TS : Tidak Setuju : 2
N : Netral : 3
S : Setuju : 4
SS : Sangat Setuju : 5

After section 4 Continue to next section

Section 5 of 10

Interaksi Media Sosial

Description (optional)

Saya sering memberikan umpan balik mengenai merek yang saya sukai di situs sosial Instagram *

1 2 3 4 5

STS SS

Saya kadang memposting update mengenai peluncuran produk baru melalui media sosial seperti Instagram *

1 2 3 4 5

STS SS

My Drive - Google Drive x Kuisiner pengaruh sakralisasi x
https://docs.google.com/forms/d/11ZHb2Gn6Xlab02QKcn1jwxY13FH1orme7v5yB5SkY/edit

Kuisiner pengaruh sakralisasi merek terhadap niat beli konsumen

QUESTIONS RESPONSES 207

Saya berpartisipasi aktif dalam forum diskusi online Instagram *

1 2 3 4 5

STS SS

Saya mengikuti update yang diposkan di situs sosial Instagram berkaitan dengan merek yang saya sukai *

1 2 3 4 5

STS SS

Saya jarang lupa memberikan umpan balik / komentar pada update yang diposting di Instagram *

1 2 3 4 5

STS SS

My Drive - Google Drive x Kuisiner pengaruh sakralisasi x
https://docs.google.com/forms/d/11ZHb2Gn6Xlab02QKcn1jwxY13FH1orme7v5yB5SkY/edit

Kuisiner pengaruh sakralisasi merek terhadap niat beli konsumen

QUESTIONS RESPONSES 207

Section 6 of 10

Kegunaan Media Sosial

Description (optional)

Saya sering bertukar informasi berharga yang berkaitan dengan merek yang saya sukai di situs sosial Instagram *

1 2 3 4 5

STS SS

Saya biasanya menghindari berpartisipasi dalam diskusi yang tidak relevan mengenai merek yang saya sukai di forum Instagram *

1 2 3 4 5

STS SS

10:41 22/09/2018

My Drive - Google Drive x Kuisiner pengaruh sakralisasi: x

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Kuisiner pengaruh sakralisasi merek terhadap niat beli konsumen

QUESTIONS RESPONSES 207

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Saya selalu berbagi informasi yang mungkin bisa berguna bagi konsumen lain mengenai merek yang saya sukai *

1 2 3 4 5

STS SS

Saya selalu berfokus pada penggunaan media sosial Instagram untuk menyebarkan informasi yang berkaitan dengan merek yang saya sukai *

1 2 3 4 5

STS SS

Saya hanya memberikan update mengenai merek yang saya sukai yang dapat mempromosikan merek tersebut *

1 2 3 4 5

STS SS

10:42 22/09/2018

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Kuisiner pengaruh sakralisasi merek terhadap niat beli konsumen

QUESTIONS RESPONSES 207

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Section 7 of 10

Sakralisasi Merek

Sakralisasi merek bisa dikatakan sebagai suatu proses di mana konsumen memandang merek sebagai entitas religius atau sakral karna kecintaannya kepada suatu merek tertentu.

Saya sangat terikat dengan merek yang biasanya saya sukai untuk dibeli *

1 2 3 4 5

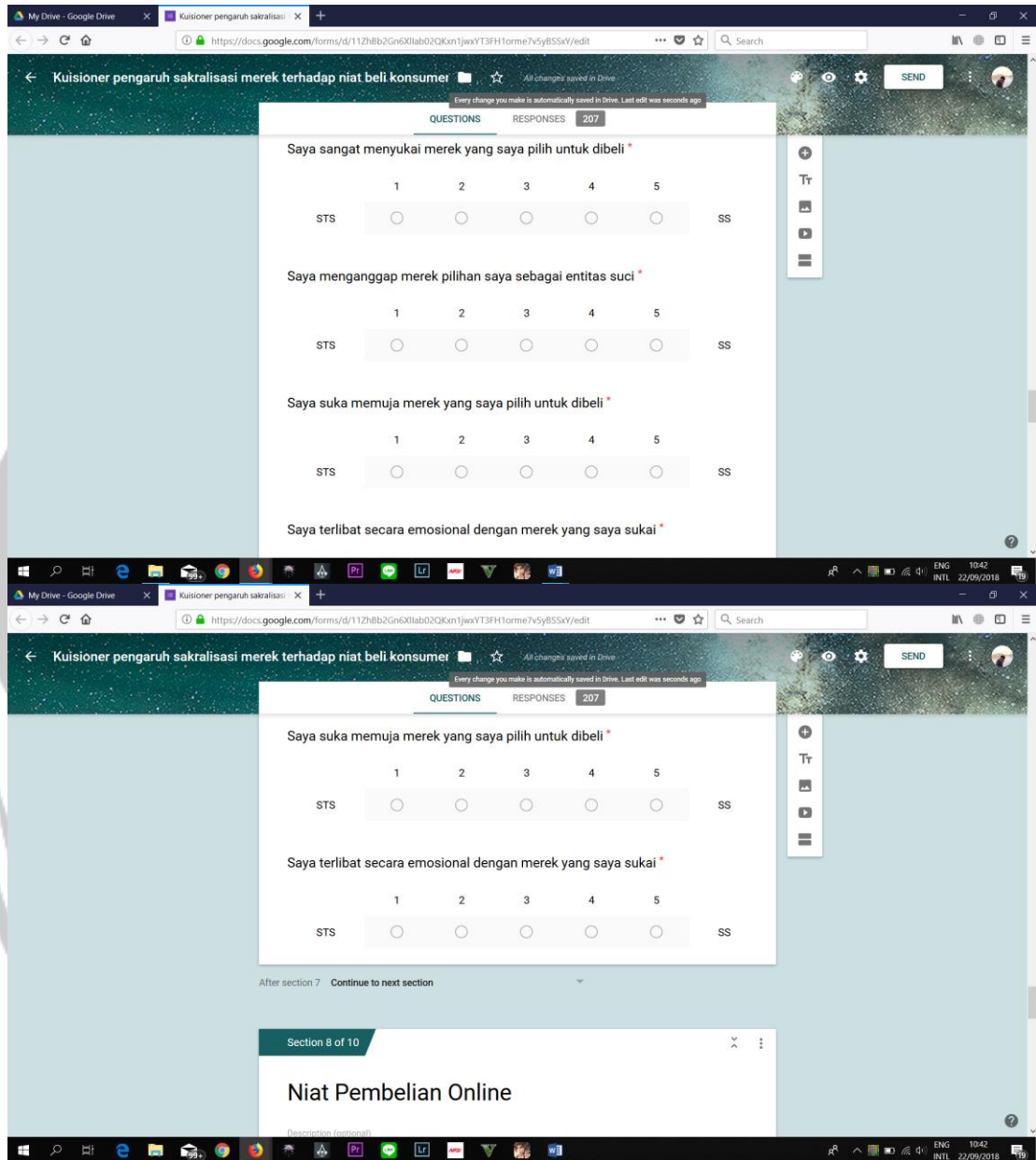
STS SS

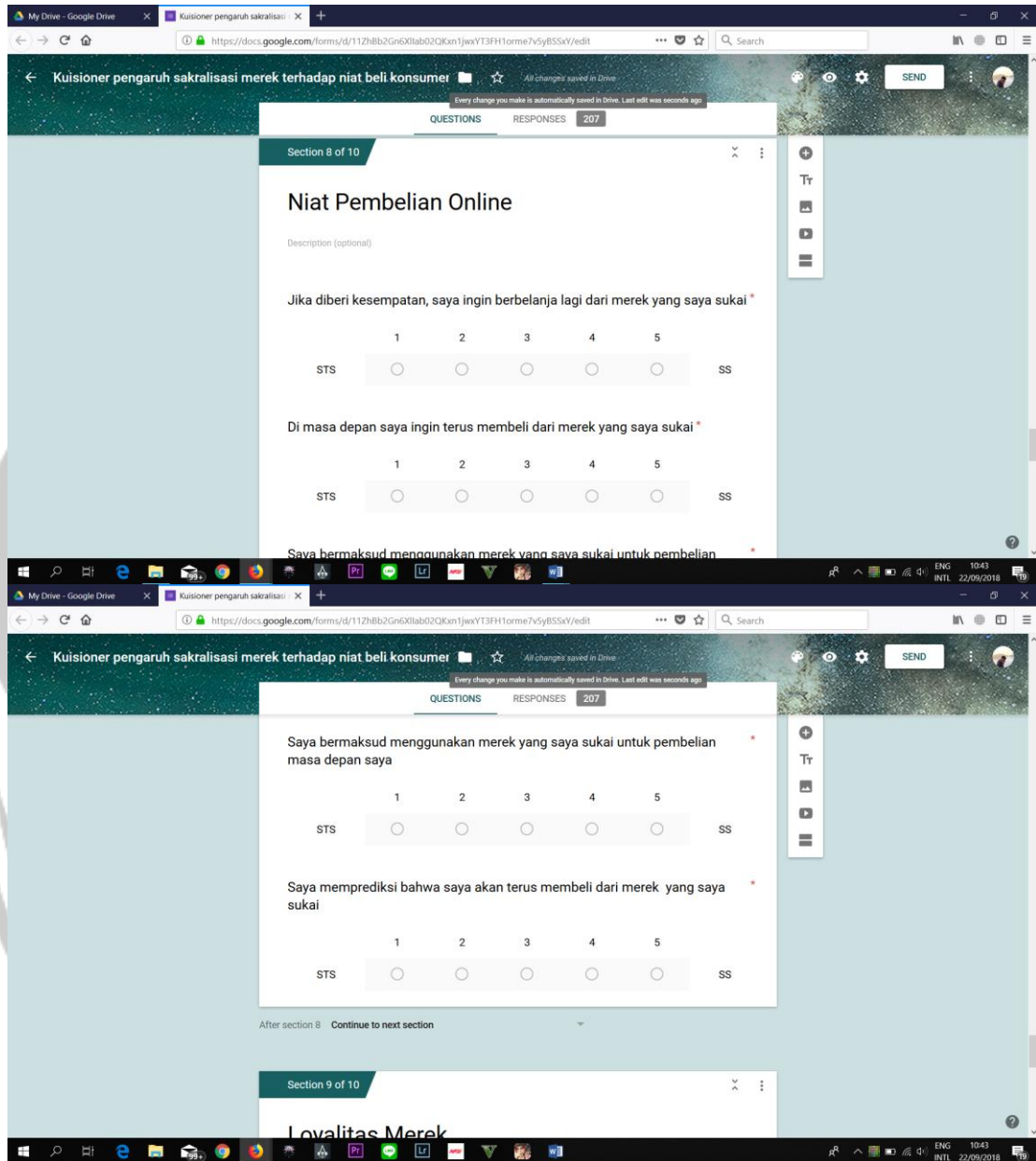
Hubungan saya dengan merek yang saya sukai seperti hubungan saya dengan Tuhan *

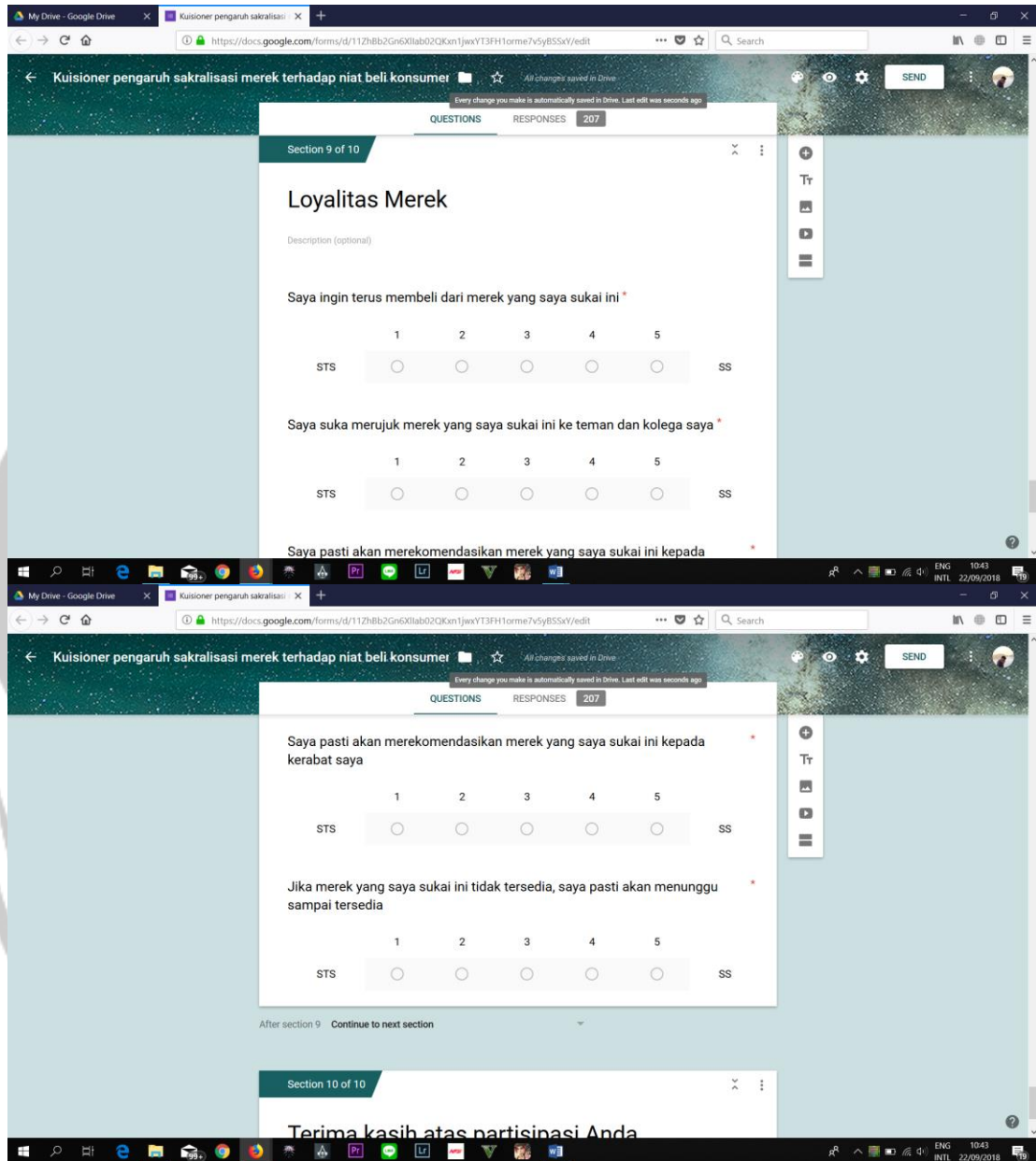
1 2 3 4 5

STS SS

10:42 22/09/2018







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https://docs.google.com/forms/d/11Zhb2Gn6Xllab02QKxm1jwY13FH1orme7vSyBSSxY/edit

Kuisiner pengaruh sakralisasi merek terhadap niat beli konsumen

QUESTIONS RESPONSES 207

ST S

Jika merek yang saya sukai ini tidak tersedia, saya pasti akan menunggu sampai tersedia

1 2 3 4 5

STS SS

After section 9 Continue to next section

Section 10 of 10

Terima kasih atas partisipasi Anda

Tuhan memberkati :)

ENG 10:43
INTL 22/09/2018





LAMPIRAN 2
DATA RESPONDEN

No	Apakah Anda memiliki akun Instagram?	Apakah Anda mengikuti akun Instagram suatu merek tertentu?	Usia	Jenis kelamin	Berapakah pendapatan/uang saku per bulan?	Apakah Anda membuka akun Instagram Anda setiap hari?	Berapakah lama waktu yang Anda habiskan tiap harinya dalam mengakses akun Instagram Anda?	Apakah Anda mengikuti akun Instagram retailer/penjual yang menjual merek yang Anda minati?	Apakah Anda lakukan saat mengakses Instagram?	Apakah Anda pernah membeli produk secara online?				
1	1	1	2	1	2	1	3	1	1	2				1
2	1	1	2	2	1	1	3	1	1	2	4			1
3	1	1	2	2	1	1	2	1	1	2	3			1
4	1	1	2	2	2	1	1	1	1	2	3			1
5	1	1	2	2	2	1	1	1	1	2				1
6	1	1	2	1	3	1	2	1	1					1
7	1	1	1	2	3	1	1	1	1	1	2	3		1
8	1	1	2	2	4	1	3	1	1					1
9	1	1	2	2	1	1	1	1	1	2				2
10	1	1	2	2	3	1	3	1	1	2	3			1
11	1	1	2	2	2	1	3	1	1	2	3			1
12	1	1	2	1	3	2	1	1	1	2				1
13	1	1	2	2	2	1	3	1	1	1	2	3		1
14	1	1	2	1	2	1	2	1	1	2				1
15	1	1	2	2	2	1	3	1	1	1	2	3		1
16	1	1	2	2	3	1	3	1	1	1	2	3		1
17	1	1	2	2	2	1	3	1	1	2				1
18	1	1	2	1	2	1	2	1	1	2				1
19	1	1	2	2	2	1	3	1	1	1	2	3		1
20	1	1	2	1	3	1	3	1	1	1	2	3		1
21	1	1	2	1	2	1	2	1	1					1
22	1	1	2	1	1	1	1	1	1	2				1

23	1	1	1	2	1	1	3	1	1	2	3		1
24	1	1	2	1	1	1	1	1	1	2			1
25	1	1	1	2	3	1	2	1	1	3			1
26	1	1	1	1	1	1	1	1	2	4			1
27	1	1	2	2	4	1	3	1	1	2	3		1
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Keterangan:

Apakah Anda memiliki akun Instagram?

Ya :1

Tidak :2

Apakah Anda mengikuti akun Instagram suatu merek tertentu?

Ya :1

Tidak :2

Usia :

15-20:1

21-30:2

Jenis kelamin:

Laki-laki :1

Perempuan :2

Perempuan Berapakah pendapatan/uang saku per bulan?

≤ Rp 1.000.000 :1

> Rp 1.000.000 - ≤ Rp 1.500.000 :2

> Rp 1.500.000 - ≤ Rp 2.000.000 :3

≥ Rp 2.000.000 :4

Apakah Anda membuka akun Instagram Anda setiap hari?

Ya :1

Tidak :2

Berapa lamakah waktu yang Anda habiskan tiap harinya dalam mengakses akun Instagram Anda?

≤ 1 Jam :1

> 1 Jam - < 3 Jam :2

≥ 3 Jam :3

Apakah Anda mengikuti akun Instagram *retailer*/penjual yang menjual merek yang Anda minati?

Ya :1

Tidak :2

Apa yang Anda lakukan saat mengakses Instagram? (bisa pilih lebih dari satu)

Memposting foto atau video :1

Mengakses informasi (tentang merek yang Anda minati, berita, penawaran):2

Belanja online :3

Lain-lain :4

Apakah Anda pernah membeli produk secara online?

Ya :1

Tidak :2



LAMPIRAN 3
DATA KUESIONER

No	IMS					KMS					SM						NPUO				LM			
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73	3	1	1	4	1	3	4	3	4	3	3	2	4	2	3	3	4	3	3	3	3	3	3	
74	3	1	1	4	3	1	3	2	1	2	1	1	3	1	1	1	5	3	3	3	3	3	3	
75	3	2	3	4	3	4	2	4	2	4	4	2	4	3	3	4	5	4	4	4	4	5	4	

76	4	4	5	3	4	5	4	4	5	3	4	5	4	3	5	3	5	5	5	4	4	5	5	4
77	2	1	1	3	3	2	4	2	1	2	2	1	4	1	1	2	4	3	3	2	3	3	3	2
78	2	2	2	4	2	2	4	4	3	3	4	2	3	1	1	2	3	3	3	3	4	4	4	3
79	4	3	2	3	3	3	5	5	5	3	3	3	3	3	3	4	4	4	3	3	3	3	3	
80	5	3	4	5	5	5	1	5	5	4	5	4	5	4	5	5	5	5	5	5	5	5	4	
81	2	2	1	2	2	1	5	2	2	1	1	1	1	1	1	1	2	2	1	1	1	2	1	
82	4	3	3	3	4	3	3	3	3	3	4	3	4	3	4	4	3	3	3	4	3	2	4	
83	2	1	1	3	1	3	1	3	1	2	1	1	1	1	1	4	2	2	2	2	4	5	3	
84	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	
85	3	2	1	4	3	3	5	4	2	3	2	1	5	2	1	1	5	5	3	3	5	5	5	
86	3	2	2	4	5	2	5	3	3	4	5	4	4	4	4	4	5	4	4	3	4	5	2	
87	4	4	3	3	2	4	3	4	2	4	4	3	3	5	3	2	4	3	2	4	4	3	4	
88	4	4	2	4	2	4	2	4	4	4	2	2	4	2	4	2	4	3	3	2	2	4	4	
89	4	1	3	3	2	2	2	4	4	4	2	1	5	1	1	1	4	3	3	3	3	3	3	
90	3	3	2	4	3	2	3	4	3	3	3	2	3	2	2	3	4	3	4	3	3	4	3	
91	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	
92	3	3	5	5	1	5	3	5	5	5	5	5	5	1	5	1	5	3	3	3	3	5	5	
93	4	5	2	5	2	5	5	5	4	4	4	4	4	1	1	1	4	2	2	1	1	4	2	
94	1	2	1	4	2	2	1	3	2	2	1	1	3	1	1	1	3	3	3	1	2	3	2	
95	1	2	1	5	5	1	5	2	1	1	3	1	3	1	1	1	3	3	3	3	3	4	3	
96	4	2	1	2	2	3	4	4	2	2	1	1	4	1	1	1	4	3	3	2	3	3	3	
97	4	4	2	4	2	4	4	4	5	2	2	1	2	1	1	1	4	2	4	2	2	2	2	
98	5	2	1	5	4	4	2	4	2	2	5	1	5	2	4	4	5	4	2	4	4	4	4	
99	3	1	1	5	1	1	1	5	3	5	5	1	5	1	1	1	5	5	5	5	5	5	5	
100	1	1	2	3	3	4	2	3	5	2	5	2	3	5	1	3	4	1	5	3	4	2	4	
101	1	1	1	3	1	1	5	1	1	1	2	1	3	1	1	1	5	3	3	3	3	3	1	
102	4	3	3	4	4	4	3	4	4	4	4	3	4	3	3	3	4	4	4	4	4	4	4	
103	3	4	2	5	2	2	5	3	5	4	5	2	5	4	3	4	5	3	3	3	4	5	2	
104	5	1	1	4	4	3	2	4	4	4	3	2	4	2	3	3	4	4	4	4	3	4	4	
105	4	4	5	4	4	4	2	4	4	2	4	2	4	3	3	4	4	4	4	5	4	4	2	
106	4	3	3	5	4	4	4	4	4	4	5	2	5	3	4	4	5	5	5	5	5	4	4	
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108	5	3	4	5	2	5	4	4	3	4	4	2	3	4	4	4	4	3	4	4	4	3	4	
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111	4	3	2	5	2	5	1	5	3	5	3	2	4	3	3	3	4	4	4	3	4	4	4	
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113	4	2	2	2	4	4	4	4	4	4	4	2	3	2	2	3	3	3	4	4	4	4	3	
114	1	4	1	5	2	3	4	4	4	4	4	2	4	2	4	4	5	4	5	4	4	5	3	

154	4	1	3	4	3	5	3	5	4	4	4	3	5	3	4	5	5	5	5	5	5	4	3
155	3	3	3	3	3	4	3	4	4	3	3	3	3	3	3	3	3	3	3	3	3	3	4
156	4	4	4	4	4	5	3	4	3	4	4	2	4	3	3	4	4	5	4	4	4	5	4
157	4	4	2	5	2	4	4	5	4	5	4	1	5	2	2	4	5	4	4	2	2	4	2
158	4	3	2	5	2	3	2	3	5	3	2	1	4	1	1	1	5	3	3	3	3	5	1
159	4	4	3	3	3	3	4	4	3	3	3	1	4	1	1	1	5	4	4	4	4	3	2
160	4	2	2	4	4	4	4	2	2	2	3	1	4	1	1	3	4	4	4	4	4	4	4
161	5	5	5	5	5	5	5	5	3	4	5	1	4	4	1	3	4	3	2	3	4	5	5
162	4	3	3	4	3	3	3	3	3	4	3	2	4	3	3	3	4	4	4	3	4	3	4
163	5	4	4	4	4	5	4	4	4	5	5	2	5	2	1	4	4	5	5	5	4	4	5
164	4	2	2	5	4	2	2	2	2	2	5	3	4	4	2	5	5	4	4	5	4	4	4
165	3	2	2	5	2	3	4	2	3	3	4	1	4	3	3	4	5	5	5	5	5	5	3
166	4	2	4	4	4	4	2	4	4	4	2	2	4	2	2	3	4	4	4	4	4	4	4
167	5	1	1	4	1	1	5	1	2	2	1	1	4	1	1	1	4	3	3	3	4	4	1
168	3	2	2	4	3	3	4	2	3	3	3	3	4	2	2	2	4	3	4	3	3	3	4
169	4	4	2	4	3	4	4	4	3	4	3	1	3	2	1	1	4	2	3	4	2	4	4
170	4	3	3	4	4	3	3	4	4	4	3	2	4	2	3	3	4	3	3	3	3	4	3
171	2	2	2	4	4	4	4	4	4	4	2	1	4	2	2	2	4	4	4	2	4	5	4
172	4	2	2	5	5	2	5	3	3	3	5	4	5	4	4	5	5	5	5	5	4	4	4
173	3	2	2	3	3	3	3	4	3	3	2	1	3	1	1	1	3	2	2	1	1	2	2
174	4	1	1	4	5	1	5	5	1	1	1	1	2	4	2	1	4	2	4	1	2	4	1
175	4	3	4	4	2	3	3	4	2	3	3	1	3	2	2	2	4	4	4	4	3	4	3
176	2	2	2	4	2	2	4	4	3	3	4	2	4	2	2	3	5	4	4	4	4	4	3
177	2	2	2	4	2	2	4	5	2	2	4	2	4	2	2	2	4	4	4	3	4	2	2
178	2	1	1	4	4	1	4	4	4	1	1	1	4	1	1	1	4	4	4	1	1	4	1
179	3	1	1	3	1	2	4	2	2	2	1	1	1	2	2	2	4	4	4	4	4	3	3
180	3	2	2	4	4	2	2	4	2	4	4	2	4	3	3	3	4	3	3	4	4	4	3



LAMPIRAN 4
HASIL UJI VALIDITAS
DAN RELIABILITAS

Interaksi Media Sosial

Validitas

Correlations

		IMS1	IMS2	IMS3	IMS4	IMS5	Interaksi Media Sosial
IMS1	Pearson Correlation	1	.369*	.351	.036	.439*	.772**
	Sig. (2-tailed)		.045	.057	.850	.015	.000
	N	30	30	30	30	30	30
IMS2	Pearson Correlation	.369*	1	.480**	-.094	-.004	.638**
	Sig. (2-tailed)	.045		.007	.620	.985	.000
	N	30	30	30	30	30	30
IMS3	Pearson Correlation	.351	.480**	1	.186	.154	.706**
	Sig. (2-tailed)	.057	.007		.326	.417	.000
	N	30	30	30	30	30	30
IMS4	Pearson Correlation	.036	-.094	.186	1	.252	.363**
	Sig. (2-tailed)	.850	.620	.326		.179	.092
	N	30	30	30	30	30	30
IMS5	Pearson Correlation	.439*	-.004	.154	.252	1	.591**
	Sig. (2-tailed)	.015	.985	.417	.179		.001
	N	30	30	30	30	30	30
Interaksi Media Sosial	Pearson Correlation	.772**	.638**	.706**	.313	.591**	1
	Sig. (2-tailed)	.000	.000	.000	.092	.001	
	N	30	30	30	30	30	30

*. Correlation is significant at the 0.05 level (2-tailed).

** . Correlation is significant at the 0.01 level (2-tailed).

Reliabilitas

Reliability Statistics

Cronbach's Alpha	N of Items
.600	5

Kegunaan Media Sosial Validitas

Correlations

		KMS1	KMS2	KMS3	KMS4	KMS5	Kegunaan Media Sosial
KMS1	Pearson Correlation	1	.279	.450*	.558**	.790**	.835**
	Sig. (2-tailed)		.135	.013	.001	.000	.000
	N	30	30	30	30	30	30
KMS2	Pearson Correlation	.279	1	.145	.419*	.234	.533**
	Sig. (2-tailed)	.135		.445	.021	.212	.002
	N	30	30	30	30	30	30
KMS3	Pearson Correlation	.450*	.145	1	.479**	.598**	.710**
	Sig. (2-tailed)	.013	.445		.007	.000	.000
	N	30	30	30	30	30	30
KMS4	Pearson Correlation	.558**	.419*	.479**	1	.530**	.807**
	Sig. (2-tailed)	.001	.021	.007		.003	.000
	N	30	30	30	30	30	30
KMS5	Pearson Correlation	.790**	.234	.598**	.530**	1	.849**
	Sig. (2-tailed)	.000	.212	.000	.003		.000
	N	30	30	30	30	30	30
Kegunaan Media Sosial	Pearson Correlation	.835**	.533**	.710**	.807**	.849**	1
	Sig. (2-tailed)	.000	.002	.000	.000	.000	
	N	30	30	30	30	30	30

*. Correlation is significant at the 0.05 level (2-tailed).

** . Correlation is significant at the 0.01 level (2-tailed).

Reabilitas

Reliability Statistics

Cronbach's Alpha	N of Items
.809	5

Sakralisasi Merek

Validitas

Correlations

		SM1	SM2	SM3	SM4	SM5	SM6	Sakralisasi Merek
SM1	Pearson Correlation	1	.556**	.527**	.662**	.303	.491**	.731**
	Sig. (2-tailed)		.001	.003	.000	.103	.006	.000
	N	30	30	30	30	30	30	30
SM2	Pearson Correlation	.556**	1	.559**	.775**	.517**	.514**	.822**
	Sig. (2-tailed)	.001		.001	.000	.003	.004	.000
	N	30	30	30	30	30	30	30
SM3	Pearson Correlation	.527**	.559**	1	.703**	.504**	.538**	.767**
	Sig. (2-tailed)	.003	.001		.000	.005	.002	.000
	N	30	30	30	30	30	30	30
SM4	Pearson Correlation	.662**	.775**	.703**	1	.599**	.651**	.912**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	30	30	30	30	30	30	30
SM5	Pearson Correlation	.303	.517**	.504**	.599**	1	.716**	.769**
	Sig. (2-tailed)	.103	.003	.005	.000		.000	.000
	N	30	30	30	30	30	30	30
SM6	Pearson Correlation	.491**	.514**	.538**	.651**	.716**	1	.814**
	Sig. (2-tailed)	.006	.004	.002	.000	.000		.000
	N	30	30	30	30	30	30	30
Sakralisasi Merek	Pearson Correlation	.731**	.822**	.767**	.912**	.769**	.814**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30

** Correlation is significant at the 0.01 level (2-tailed).

Reabilitas

Reliability Statistics

Cronbach's Alpha	N of Items
.885	6

Loyalitas Merek

Validitas

		Correlations				
		LM1	LM2	LM3	LM4	Loyalitas Merek
LM1	Pearson Correlation	1	.559**	.365*	.660**	.822**
	Sig. (2-tailed)		.001	.047	.000	.000
	N	30	30	30	30	30
LM2	Pearson Correlation	.559**	1	.763**	.494**	.843**
	Sig. (2-tailed)	.001		.000	.005	.000
	N	30	30	30	30	30
LM3	Pearson Correlation	.365*	.763**	1	.372*	.736**
	Sig. (2-tailed)	.047	.000		.043	.000
	N	30	30	30	30	30
LM4	Pearson Correlation	.660**	.494**	.372*	1	.820**
	Sig. (2-tailed)	.000	.005	.043		.000
	N	30	30	30	30	30
Loyalitas Merek	Pearson Correlation	.822**	.843**	.736**	.820**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Reabilitas

Reliability Statistics

Cronbach's Alpha	N of Items
.812	4

Niat Pembelian Ulang Online

Validitas

Correlations

		NPUO1	NPUO2	NPUO3	NPUO4	Niat Pembelian Ulang Online
NPUO1	Pearson Correlation	1	.780**	.696**	.628**	.844**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	30	30	30	30	30
NPUO2	Pearson Correlation	.780**	1	.868**	.736**	.945**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	30	30	30	30	30
NPUO3	Pearson Correlation	.696**	.868**	1	.711**	.913**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	30	30	30	30	30
NPUO4	Pearson Correlation	.628**	.736**	.711**	1	.877**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	30	30	30	30	30
Niat Pembelian Ulang Online	Pearson Correlation	.844**	.945**	.913**	.877**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

** . Correlation is significant at the 0.01 level (2-tailed).

Reabilitas

Reliability Statistics

Cronbach's Alpha	N of Items
.910	4



LAMPIRAN 5
HASIL OLAH DATA
REGRESI LINEAR
SEDERHANA

Pengaruh Interaksi Media Sosial terhadap Sakralisasi Merek

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Interaksi Media Sosial ^b	.	Enter

a. Dependent Variable: Sakralisasi Merek

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,588 ^a	,346	,342	,73171

a. Predictors: (Constant), Interaksi Media Sosial

b. Dependent Variable: Sakralisasi Merek

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	50,354	1	50,354	94,050	,000 ^b
	Residual	95,300	178	,535		
	Total	145,654	179			

a. Dependent Variable: Sakralisasi Merek

b. Predictors: (Constant), Interaksi Media Sosial

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,554	,227		2,441	,016
	Interaksi Media Sosial	,717	,074	,588	9,698	,000

a. Dependent Variable: Sakralisasi Merek

Pengaruh Kegunaan Media Sosial terhadap Sakralisasi Merek

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Kegunaan Media Sosial ^b		Enter

a. Dependent Variable: Sakralisasi Merek

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,547 ^a	,300	,296	,75708

a. Predictors: (Constant), Kegunaan Media Sosial

b. Dependent Variable: Sakralisasi Merek

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	43,631	1	43,631	76,122	,000 ^b
	Residual	102,023	178	,573		
	Total	145,654	179			

a. Dependent Variable: Sakralisasi Merek

b. Predictors: (Constant), Kegunaan Media Sosial

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,513	,256		2,006	,046
	Kegunaan Media Sosial	,661	,076	,547	8,725	,000

a. Dependent Variable: Sakralisasi Merek

Pengaruh Interaksi Media Sosial terhadap Kegunaan Media Sosial

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Interaksi Media Sosial ^b	.	Enter

a. Dependent Variable: Kegunaan Media Sosial

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,663 ^a	,439	,436	,56088

a. Predictors: (Constant), Interaksi Media Sosial

b. Dependent Variable: Kegunaan Media Sosial

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	43,876	1	43,876	139,474	,000 ^b
	Residual	55,996	178	,315		
	Total	99,872	179			

a. Dependent Variable: Kegunaan Media Sosial

b. Predictors: (Constant), Interaksi Media Sosial

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,299	,174		7,471	,000
	Interaksi Media Sosial	,669	,057	,663	11,810	,000

a. Dependent Variable: Kegunaan Media Sosial



LAMPIRAN 6
HASIL OLAH DATA
REGRESI LINEAR
BERGANDA

Pengaruh Interaksi Media Sosial dan Kegunaan Media Sosial terhadap Sakralisasi Merek

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Kegunaan Media Sosial, Interaksi Media Sosial ^b		Enter

a. Dependent Variable: Sakralisasi Merek

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,625 ^a	,390	,383	,70849

a. Predictors: (Constant), Kegunaan Media Sosial, Interaksi Media Sosial

b. Dependent Variable: Sakralisasi Merek

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	56,806	2	28,403	56,583	,000 ^b
	Residual	88,848	177	,502		
	Total	145,654	179			

a. Dependent Variable: Sakralisasi Merek

b. Predictors: (Constant), Kegunaan Media Sosial, Interaksi Media Sosial

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,113	,252		,448	,655
	Interaksi Media Sosial	,490	,096	,402	5,123	,000
	Kegunaan Media Sosial	,339	,095	,281	3,585	,000

a. Dependent Variable: Sakralisasi Merek



LAMPIRAN 7
HASIL OLAH DATA
REGRESI LINEAR
SEDERHANA

Pengaruh Loyalitas Merek terhadap Niat Pembelian Ulang Online

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Loyalitas Merek ^b	.	Enter

a. Dependent Variable: Niat Pembelian Online

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,759 ^a	,577	,574	,50656

a. Predictors: (Constant), Loyalitas Merek

b. Dependent Variable: Niat Pembelian Online

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	62,240	1	62,240	242,553	,000 ^b
	Residual	45,675	178	,257		
	Total	107,915	179			

a. Dependent Variable: Niat Pembelian Online

b. Predictors: (Constant), Loyalitas Merek

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,855	,183		4,684	,000
	Loyalitas Merek	,782	,050	,759	15,574	,000

a. Dependent Variable: Niat Pembelian Online

Pengaruh Sakralisasi Merek terhadap Niat Pembelian Ulang Online

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Sakralisasi Merek ^b		Enter

a. Dependent Variable: Niat Pembelian Online

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,555 ^a	,308	,304	,64780

a. Predictors: (Constant), Sakralisasi Merek

b. Dependent Variable: Niat Pembelian Online

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	33,218	1	33,218	79,156	,000 ^b
	Residual	74,697	178	,420		
	Total	107,915	179			

a. Dependent Variable: Niat Pembelian Online

b. Predictors: (Constant), Sakralisasi Merek

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,352	,152		15,447	,000
	Sakralisasi Merek	,478	,054	,555	8,897	,000

a. Dependent Variable: Niat Pembelian Online

Pengaruh Sakralisasi Merek terhadap Loyalitas Merek

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Sakralisasi Merek ^b	.	Enter

a. Dependent Variable: Loyalitas Merek

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,567 ^a	,321	,317	,62330

a. Predictors: (Constant), Sakralisasi Merek

b. Dependent Variable: Loyalitas Merek

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	32,733	1	32,733	84,254	,000 ^b
	Residual	69,154	178	,389		
	Total	101,887	179			

a. Dependent Variable: Loyalitas Merek

b. Predictors: (Constant), Sakralisasi Merek

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,283	,146		15,587	,000
	Sakralisasi Merek	,474	,052	,567	9,179	,000

a. Dependent Variable: Loyalitas Merek



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REGRESI LINEAR
BERGANDA

Pengaruh Sakralisasi Merek dan Loyalitas Merek terhadap Niat Pembelian Ulang Online

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Loyalitas Merek, Sakralisasi Merek ^b		Enter

a. Dependent Variable: Niat Pembelian Online

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,774 ^a	,600	,595	,49413

a. Predictors: (Constant), Loyalitas Merek, Sakralisasi Merek

b. Dependent Variable: Niat Pembelian Online

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	64,699	2	32,349	132,491	,000 ^b
	Residual	43,217	177	,244		
	Total	107,915	179			

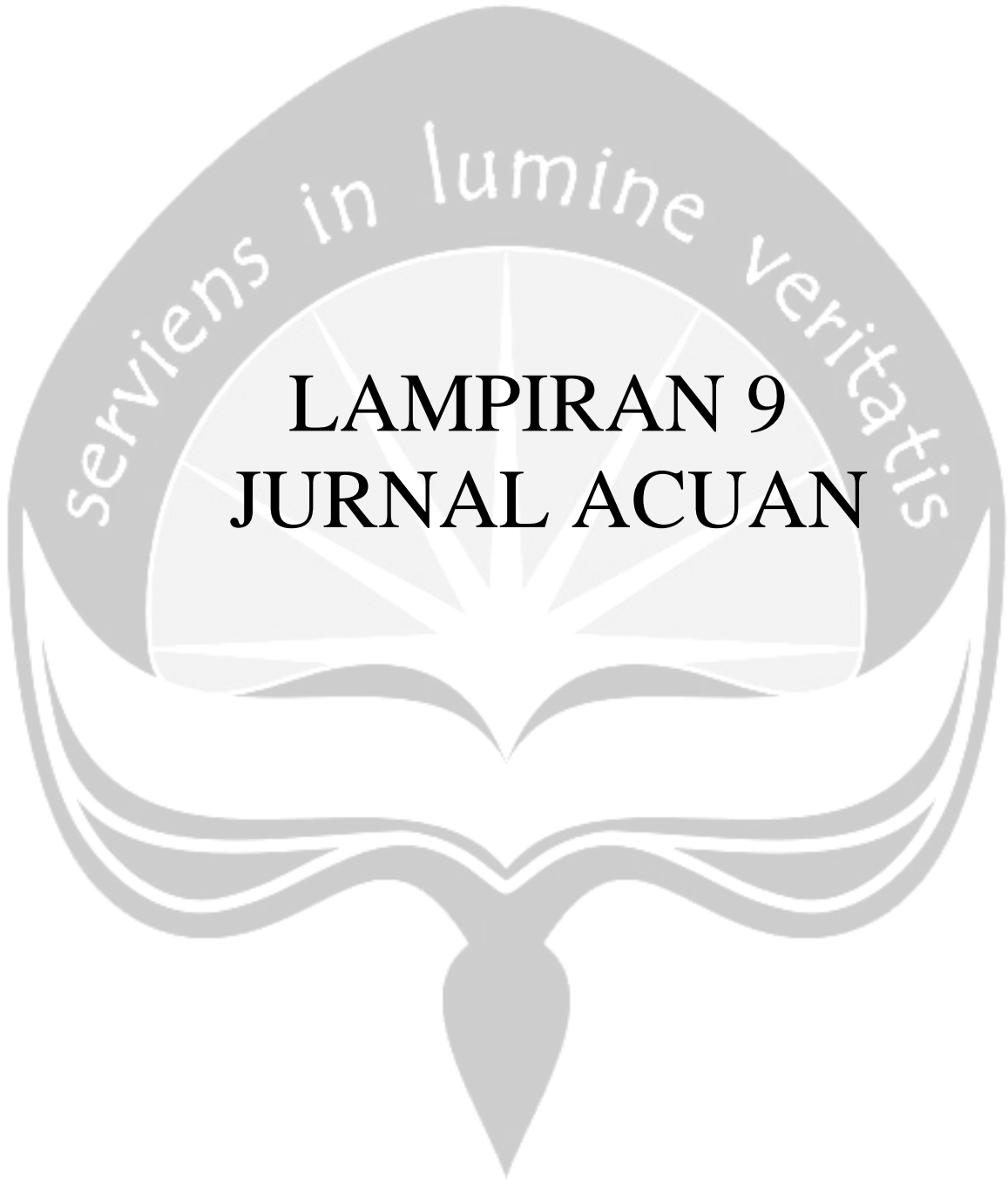
a. Dependent Variable: Niat Pembelian Online

b. Predictors: (Constant), Loyalitas Merek, Sakralisasi Merek

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,811	,179		4,542	,000
	Sakralisasi Merek	,158	,050	,183	3,173	,002
	Loyalitas Merek	,675	,059	,656	11,355	,000

a. Dependent Variable: Niat Pembelian Online



LAMPIRAN 9
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South Asian Journal of Global Business Research

Evaluating the influence of social media on brand sacralization: An empirical study among young online consumers

Payel Das, Santanu Mandal,

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Evaluating the influence of social media on brand sacralization

An empirical study among young online consumers

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Abstract

Purpose – The purpose of this paper is to reveal the influence of social media in the development of brand sacralization in young consumers in emerging Asian market. Brand sacralization is the phenomenon where consumers (especially young) become an adherent of brands and consider brands as sacred entities. The paper specifically explores the influence of social media interaction and social media usability on brand sacralization and consequently its influence on online purchase intention (PI) and brand loyalty.

Design/methodology/approach – Perceptual responses were gathered from 232 undergraduate and postgraduate students (age: 17-27 years) studying in an Indian private university and is subsequently analyzed using structural equation modeling. The young population is chosen as the target sample as they possess majority stake in final product purchase decision nowadays and also contribute as a dominant consumer category in online market places.

Findings – The researcher found a strong positive influence of social media interaction and social media usability on brand sacralization. Further, brand sacralization is found to have a positive and significant influence on online PI and brand loyalty of young consumers. However, social media interaction does not contribute significantly to usability of social media. The researcher has also found a significant influence of brand loyalty on online PI for these young shoppers.

Originality/value – The study is the foremost to investigate the influence of social media in developing brand sacralization and its influence on online PI and brand loyalty. Further the study is the first to develop a measurement instrument for brand sacralization. The study is the foremost in developing measures for social media interaction and social media usability.

Keywords Social media, Purchase intention, Loyalty, Online shopping, Brand sacralization, Young consumers

Paper type Research paper

Retraction notice

The publisher wishes to retract the paper “Evaluating the influence of social media on brand sacralization: an empirical study among young online consumers” authored by Payel Das and Santanu Mandal, in *South Asian Journal of Global Business Research*, Vol. 5 No. 3, 2016. It has come to the attention of Emerald that subsequent to a corrigendum to the article (*South Asian Journal of Global Business Research*, Vol. 5 No. 3, 2016) the validity of the data and reported findings in this paper are flawed and cannot be independently verified. The authors and *South Asian Journal of Global Business Research* sincerely apologise for this error.



Corrigendum

It has come to the attention of Emerald Group Publishing that the EarlyCite version of the paper “Evaluating the influence of social media on brand sacralization: an empirical study

among young online consumers,” published in *South Asian Journal of Global Business Research*, Vol. 5, Issue 3, 2016, did not fully attribute one of the sources drawn upon. This was: Hong, I. B., and Cho, H. (2011), “The impact of consumer trust on attitudinal loyalty and purchase intentions in B2C e-marketplaces: Intermediary trust vs. seller trust,” *International Journal of Information Management*, Vol. 31 No.5, pp. 469-479.

Referencing and bibliography have been expanded to reflect this source and to support the methodological approach applied to goodness of fit index (GFI) and root mean square error of approximation (RMSEA) thresholds (see Section 4.3 “Reliability and validity”). Subsequently, data in the “Goodness of fit test” (Table IV) has been updated to the correct degree value of 242. These oversights occurred through author error and have now been corrected in the published, electronic version of the paper. The authors sincerely apologize for the oversight.

1. Introduction

With the development of social media platforms (e.g., Twitter, Facebook), the traditional marketing and advertising landscape has changed considerably. Social networking allows consumers to produce and share self-created content, enabling those to connect while using the firm along with consumers. People are no longer passive recipients involving marketing communications, but they actively build relationships over social networks and exchange product/service experiences (Chu and Kim, 2011). Consumers take part in numerous online things, for example product or service discovery in addition to recommending, organizing and participating in discussions.

All these have enhanced the way people use social media tools to interact and like a brand. A brand may be liked less or more nowadays can be largely attributed to the kind of information being shared across the social media. Further, there has been a growth in studies aimed at understanding the buying behavior and purchasing decision-making process of young consumers. Kubacki *et al.* (2015) undersigned the importance of social marketing principles in urging young students to emphasize on increased physical activity for obesity reduction. Because of growth in online markets; studies have showcased the importance of customer participation and their ratings in influencing buying decisions (Langhe *et al.*, 2015; Ngai *et al.*, 2015). Studies have explored the purchase decision-making process and subsequent adaptations in mature adults (Yoon *et al.*, 2009; Lee *et al.*, 2010; Park *et al.*, 2013; Ellis *et al.*, 2010). Yoon *et al.* (2009) argued that mature adult consumers are rational and their decision-making process follows a structured pattern and subsequent adaptation based on situational needs; however, the social networks have a tremendous influence on the decision-making process of mature adult population (Lee *et al.*, 2010). Mature customers normally would attempt to avoid their attachment for brands if perceived value is found unsatisfactory (Park *et al.*, 2013). Further, the default decision-making process and logical mind frame changes considerably with age as cognitive capabilities change with time (Healey and Hasher, 2009). Accordingly, the decision-making process between mature adults and the young generation differs considerably (Bolton *et al.*, 2013; Wang *et al.*, 2015). Further, there is also a growing concern regarding the ethical attitudes and habits of young online shoppers; due to which studies have urged for more concrete understanding of their buying decision-making process (Mitchell *et al.*, 2015). This calls for further empirical exploration of understanding the decision-making process in young adults influenced by social media (Bolton *et al.*, 2013; Melancon *et al.*, 2015; Mitchell *et al.*, 2015; Ngai *et al.*, 2015). As companies can use social media for creating engagement with a brand (Malhotra *et al.*, 2013); our research explores how social medias like

Facebook, Twitter etc. develop this engagement to such an extent that brands are being considered as sacred entities.

As young adults are more exploiting emerging technologies; in the process of experimentation they develop a liking for a brand to such an extent that they becoming “devoted” to them. Brands are perceived by them as sacred or equivalent to “God” (Sarkar *et al.*, 2015). This phenomenon is known as brand sacralization. Pichler and Hemetsberger (2007) state that individuals can assign extraordinary importance to consumption objects and treat them as religious or sacred entities.

The young population in major part of the world are generally surrounded by multitude of social marketing websites (e. g., Facebook, Myspace, Myspace, LinkedIn) in addition to spend major resources being familiar with their social media ecology. They are often interacting with their peers exchanging information about various brands and products and services launched by them. Brands just like CocaCola, Starbucks, Red Bull, in addition to Converse each boast in excess of 35,000 fans in Facebook and spend significant organizational sources managing these. In this backdrop there is a critical requirement to comprehend the influence of social media in making this young population “devoted” to a brand. The current study takes on an empirical perspective on the role of social media interaction and social media usability on brand sacralization and how the same influences purchase intention (PI) and brand loyalty for young consumers. Further, a dominant contribution of our study is the development of measurement scales for social media usability and brand sacralization. We evaluate the proposed relationships based on youngsters belonging to a brand community. A brand community is a special niche that is non-geographically bounded and developed based on admirers of a brand. We select such niche of youngsters as our target population as we propose to evaluate the influence of social media in developing brand as a sacred entity in these young mindsets. The young mindsets represent a majority stake in final decision making and also represent a significant niche of online shoppers (Kaplan and Haenlein, 2010).

Specifically, research questions are:

- RQ1.* What are the influences of social media interactions and social media usability on brand sacralization?
- RQ2.* What are the influences of brand sacralization on online PI and brand loyalty?
- RQ3.* What are the measurement instruments for social media usability and brand sacralization?

The paper has been arranged as follows. The next section discusses the literature on social media and subsequently about the antecedents of social media interactions and social media usability. Further it discusses the literature on brand sacralization, PI and brand loyalty.

2. Literature review

2.1 Social media interaction

Social media is a compilation of applications for the internet generated using Web 2.0 to let people develop and share self-created content (Kaplan and Haenlein, 2010). Social media interaction refers to the information being exchanged in different forms, e.g. messages, videos, images, etc. relating to a brand or product or service over social media among online members. Firms have welcomed social networking to realize its potential in engaging and collaborating with partners. With active social media participation and interaction, entities in medical supply chains may gain undistorted patient insights

relatively faster and may increase motivation and commitment. Investigations on service platforms have urged on using social media for obtaining strategic benefits in terms of market share and competitive advantage (Ngai *et al.*, 2015; Malhotra *et al.*, 2013).

While Zynga has already reached over 90 percent of social media end users (comScore, 2011; Pew Research Centre, 2012); YouTube, Instagram in addition to Twitter were actually on a growing spree. By mid-2013, Twitter had 200 million effective users (Rusli, 2013). A number of researchers suggested that managers may reap benefits of social networking by framing consumer conversations (Kaplan and Haenlein, 2010; Mangold and Faulds, 2009; Hoffman and Fodor, 2010). The literary works on the employment of social press by festivity organizers is additionally quite constrained, but a more recent research found that for destination advertising and marketing organizations on the whole, all social networking sites and tools were utilized: Facebook (64 percent), Twitter (26 percent), TripAdvisor (4 percent), Vimeo (3 percent) in addition to Foursquare (1 percent) (Sparkloft Media, 2011).

However studies on social media have lately been recognizing its potential in building brand relationships, related emotions and word of mouth. Hudson *et al.* (2015) explored and found a positive relationship of social media interaction with brand relationship quality, emotions and word of mouth. We argue that such interactions in the social media bear the potential of recreating the perception of brands as sacred to young consumers in Asia. Drawing from social identity theory, Saboo *et al.* (2015) explored the way consumers engage with brands on social media and how it influences their purchase process. It was found that consumers engage in three social media activities to enhance the attractiveness of their brands: sampling music, following music artists and commenting on the artists' social media websites. This engagement influences significantly their purchase process and allied decisions. Hence, young customers are more engaged and connected over social media globally. Hence it is imperative to explore how their interactions over social media is motivating them for perceiving brands as sacred and going for a purchase decision. Further, Hsu and Lawrence (2015) examined the effect of social media usage for product recall on a company's shareholder value. Findings suggested that such recalls culminate in negative returns. Thus, social media is directly linked with the success of firms in influencing their customers for product purchase decisions (Saboo *et al.*, 2015; Hsu and Lawrence, 2015). In this backdrop we propose that social media will have a dominant effect on the perception of brands in the young mindset as being sacred.

2.2 Social media usability

In the realm of human computer interaction, usability has received substantial attention. Although no clear agreement exists on the available definitions of usability; it refers to ease of use of a product or service. ISO/IEC 9126-1 defined usability to be associated with product attributes that makes them amenable and comprehensible for easier use (Bevan, 2001). Another conceptualization of usability similarly undersigns usability as the extent of easiness with which end users can utilize and the basic operation of a product or service (Nielsen, 1999). We define social media usability as the attributes of social media that make them easily comprehensible, learnable, make them easy and attractive to use for the end user. Research on social media usability has been scarce (Hudson *et al.*, 2015; Saboo *et al.*, 2015). While Mangold and Faulds (2009) argued social media as the new emerging key for promotion for business firms; Kaplan and Haenlein (2010) argued that it's a real challenge for business firms to devise strategies for deployment of social media for influencing customers and motivating them positively with their purchase decisions.

Lenhart *et al.* (2010) examined the pattern of mobile usage among young adults and argued that the usage of social media is becoming all the more important for mobile sales among the young population. Lee *et al.* (2015) included two key dimensions of usability, namely, simplicity and interactivity in the mobile handsets context and explored how these influences user's satisfaction, trust and brand loyalty. Using these impetuses, we argue in this study that social media usability will have a dominant influence on the perception brands as sacred to the young generation.

2.3 Brand sacralization

Belk *et al.* (1989) traced the origin of "sacred" to theological literature. Such literature connotes sacred as faith on an object of belief that has the potential to provide spiritual experiences beyond the materialistic feelings (Roberts, 1984). The term sacred therefore connotes some extraordinary qualities that makes an individual religious (Belk *et al.*, 1989). Literature further suggests sacredness as the core philosophy and tenet of religion (Marshall, 2010). When certain special characteristics are usually possessed by an object that lead to unique spiritual feelings and experiences for an individual, such object is considered as sacred (Marshall, 2010). Extending this concept of sacredness to brand customer relationships and in line with extant literature (Sarkar *et al.*, 2015), we define brand sacralization as the process in which consumers perceive brands as religious or sacred entities.

A key component of brand sacralization is also brand devotion (Sarkar *et al.*, 2015). Brand devotion is an essential ingredient of brand sacralization as the former makes the customers devoted to brand. Once devoted to a brand, customers start considering the brands as sacred entities. Initial works on brand sacralization has got strong impetus from allied works on brand love. Brand love is referred to as the extent of deep emotional attachment a satisfied consumer has for a particular trade name (Albert *et al.*, 2008). As the literature on brand prototype suggests (Ahuvia, 2005): brand love stresses feelings for a brand; involvement and positive examination of the brand. Still, we agree that customers usually take the word love in a casual manner in connection with commercial products (Albert and Valette-Florence, 2010). Further, multiple situations of brand love may not be equated with significant interpersonal love forms (Ahuvia, 2005; Oliver, 1999). However, research has proven that brand love and satisfaction are different factors.

The study actually considers brand sacralization as a higher form of affection for a brand, that may be referred to as brand love (Fournier and Alvarez, 2012; Batra *et al.*, 2012). The influence of consumer personality and its extended self has also a significant role in the development of such brand attachments (Belk, 1988). Brands in reality can impart its users a capability of doing their job more effectively by increasing their self-confidence. With such an effect of the brand name on the consumer, individuals could substitute faith with brand name (Shachar *et al.*, 2011). Prior empirical research implies that a person might devalue religion with respect to brand if the brand is usually incorporated into the self (Shachar *et al.*, 2011; Cutright *et al.*, 2014). Although substantial investigations exist on customer-brand psychological associations (Carroll and Ahuvia, 2006; Thomson *et al.*, 2005; Pichler and Hemetsberger, 2007), research is yet to be done to explore the contribution of social media in the development of brand sacralization.

2.4 Online PIPi

Online PI signifies the evaluation of parameter assessment of buyers regarding internet site characteristics, experience survey, instruction search and also post purchase analysis (Poddar *et al.*, 2009; Hausman and Siekpe, 2009). It demonstrates the end users

aspiration to make online purchases. Extant studies has undersigned facets of online PI. For example, Liang and Lai (2002) identified that consumers will probably purchase online if the online portals provides remarkably desirable functions, including a program catalog, Google search, and intelligent agents for cost comparisons, searching carts, e-payment strategies and searching mechanisms.

Moreover, there are dominant influences of website design on online PI (Vijayasathya, 2004). Again, online purchases are vastly different from traditional marketing as the former involves the element of trust more compared to the latter (Jarvenpaa and Staples, 2000). Further, safety, website attributes, confidentiality levels along with information quality are important parameters for B2C internet websites (Ranganathan and Ganapathy, 2002). Overall, technology characteristics, purchasing circumstances and product attributes play a crucial role in forming the particular complex response of online PI (Schiffman and Kanuk, 2000; Ha and Stoel, 2013). Comprehending the significance of each of these factors is deemed important for attracting and retaining online shoppers, particularly the young population.

2.5 Brand loyalty

Brand loyalty is a process where end users aim to sustain a strategic association with a brand and do not prefer switching to other brands. There is a high degree of consensus among brand analysts regarding one of several principal outcomes of developing and enhancing social media interactions and associated consumer experience. The core objective of all these to increase brand loyalty (Schau *et al.*, 2009; Zhou *et al.*, 2011). The research on brand loyalty has been significantly resorting to holistic models for development of brand loyalty. However, often it is observed that brand itself (i.e. brand identity) was neglected in the allied process along with consumers' association with a brand. According to the main tenets of social identity theory, customers involve in pro-brand behavior as they can relate their self with established names and the consequence if brand association and relationships arising due to self-identity (Ahearne *et al.*, 2005). There is a greater stress on brand association and identification based on social identity paradigm. Brand association enhances brand-enduser relationships (Madhavaram *et al.*, 2005). For example, de Chernatony (1999) stressed on managing brand associations for developing awareness for the brand. Madhavaram *et al.* (2005) advocated that managing brand associations would lead the platform for developing promotional strategies for enhancing loyalty. However, with unexpected experiences with a brand for consumers, there is an increase in their emotional attachment which further enhances loyalty (Dunn and Hoegg, 2014). Further, innovation in branding can seriously lead to enhancement of brand loyalty initiatives by companies (Pappu and Quester, 2016). There is actually a bi-directional relationship between innovation management and brand loyalty and studies suggest that companies should focus more on developing loyalty programs complemented by innovative strategies (Brexendor *et al.*, 2016). Such innovative strategies have tremendous influence in the decision-making process of consumers, especially in the younger adults (Dunn and Hoegg, 2014; Brexendor *et al.*, 2016). Bhattacharya and Sen (2003) and He and Mukherjee (2009) suggest that brand identity (as manifested in properties such as prestige and distinctiveness) leads to stronger customer relationship. Making young customers more and more loyal to a brand is a daunting task for many companies because of the increased dynamicity in their tastes and preferences. The current research contends that if young consumers consider a brand as sacred entity; they will be loyal to that brand.

3. Hypotheses development

Social media is a compilation of applications for the internet generated using Web 2.0 to let people develop and share self-created content (Kaplan and Haenlein, 2010). With increased interactions being taking place in the everyday world, especially among the young population; social media is becoming all the more impactful in determining the success of firms in businesses. In line with our earlier discussion on the powerful impact of social media in influencing customer choice, emancipating positive emotions regarding a product/service and enhancing brand relationships (Hudson *et al.*, 2015); we posit that social media acts as positive enabler of enhancing brand perception. With increased dynamicity in tastes and preferences of young population (Alexander *et al.*, 2005); brand perception as a sacred entity is all the more important for a business's firms success (Sarkar *et al.*, 2015).

Interaction among these young populations over social media is therefore can have dominant influence in shaping the perception of brands as being sacred among the young consumers (Sarkar *et al.*, 2015). Positive discussion about brands over social media among the young population can enhance the chances that this young generation become devoted to such brands and consider them as sacred. Earlier research on social media has shown that advertising and word of mouth through different media has differential yet positive implications for enhancing the image of a brand (Stephen and Galak, 2012). De Vries *et al.* (2012) suggested that such positive brand images also culminate from positive posts (e.g. messages, videos, quizzes and allied information) that youngsters made on the brand pages on social sites and subsequently have a long-term effect in boosting product sales. Further, many customers, especially the young population frequently share such messages, videos and posts on social blogs which also influence in developing positive/negative images of a brand and consider them as sacred entities (Van Laer *et al.*, 2013). Based on this rationale we posit our first hypothesis:

H1. Social media interaction has a positive influence on brand sacralization.

Social media usability is defined in this study as the attributes of social media that make them easily comprehensible, learnable, make them easy and attractive to use for the end user. This frequently occurs through increased information exchange over social media platforms regarding the overall experience associated with a brand. As young shoppers spread positive word of mouth concerning a brand, many of the young online shoppers may develop positive perceptions regarding the brand. Companies can use such interaction strategically to enhance sales and boost organizational performance (Wei *et al.*, 2014). Social media posts, for example messages, videos etc. regarding a brand determines the effect it's going to have on the greater number of young internet users and shoppers. The effect is most pronounced on young online shoppers as their tastes are more dynamic and their decision making regarding a brand is more complex (Brexendorf *et al.*, 2016). The study contends that positive messages, posts, videos, pictures relating to a brand on the social media can actually have a long-term usability in developing positive notions regarding the same (De Vries *et al.*, 2012). Such positive influences can reshape the brand image among the young online shoppers to such an extent that they may start considering them as sacred entities (Van Laer *et al.*, 2013). Accordingly, we posit that social media usability might have positive influence on brand sacralization. This gives our next hypothesis:

H2. Social media usability has a positive influence on brand sacralization.

Usability of social media is largely contingent on the nature of interactions taking place among the young online shoppers. This largely refers to the quality and relevance of the

information that is being exchanged on any social media forum (Stephen and Galak, 2012; De Vries *et al.*, 2012). This includes every form of information exchange on social media, e.g. chat messages, posts, videos, pictures, etc. (Van Laer *et al.*, 2013). While social media interaction focuses on the information exchange over social networks; social media usability denotes if the exchanged information is relevant. Every interaction taking place on a social media must exchange relevant and valid information relating to a brand. Unless the interactions taking place on social media forums by and among online shoppers result in a benefit for each other; social media may not be considered as useful. Elkaseh *et al.* (2016) extended the perceived ease of use and usefulness from technology acceptance model for young population. It was observed that perceived ease of use and usefulness of a social media are strongest factors for young population to determine their social media usage. Siamagka *et al.* (2015) argued that firms are adopting social media to promote their products and services especially considering the interactions and information exchange going on over them. They highlighted interaction pattern over social media plays a pivotal role in determining its usability for a brand's products and services. Accordingly, we frame our next hypothesis:

H3. Social media interaction has a positive influence on social media usability.

As youngsters are getting devoted to a brand and consider them as "sacred" entities; business enterprises would focus more on promotional efforts through social media. There is a higher chance of getting a brand into purchase decision set of young shoppers once they start considering the same as "sacred." Literature suggests that attachment to a brand considerably increases considerably the likelihood of purchasing the same by young consumers (Dunn and Hoegg, 2014). Further, the social identity of a brand and its image has considerable influence on its sales and customer word of mouth (Urde, 2016). Sarkar *et al.* (2015) argued into their empirical exploration that the tendency to categorize brands as sacred entities among the young population can influence PIs through increasing brand loyalty. This suggests that as youngsters start considering brand as sacred entities; they also become more loyal to them in the course of the process. Recent studies have argued in favor of brand loyalty and PI development aided with brand attachment (Wang *et al.*, 2015; Ngai *et al.*, 2015). As brand sacralization is a higher form of brand attachment, we posit that brand sacralization must have a positive influence on both online PI and brand loyalty. This leads to our next hypotheses:

H4. Brand sacralization has a positive influence on online PI of young online shoppers.

H5. Brand sacralization has a positive influence on brand loyalty of young online shoppers.

Further, in line with Sarkar *et al.* (2015) we also contend that the tendency to consider brands as sacred entities might increase the intention to purchase online among young consumers through increasing brand loyalty. In that case, we posit that brand loyalty to have a positive influence on online PI. Hong and Cho (2011) argue that customer's loyalty toward a brand or a product has to do with their behavioral intentions to purchase a product. Kamariah and Salwani (2005) argued that website quality and loyalty both influences considerably consumer online shopping intention. Wang *et al.* (2006) concluded loyalty as significant predictor of online purchase behavior. Hence firms that have developed significant brand loyalty among its customers must be experiencing enhanced sales. Hence, youngsters having a loyal attitude for brands are

likely to have a strong behavioral intention for purchasing online from those brands. Accordingly we posit that:

H6. Brand loyalty positively influences online PI of young online shoppers.

Figure 1 summarizes the proposed hypotheses in a conceptual model.

4. Research methodology

4.1 Sample

The target set of respondents were so chosen as to represent brand community members and frequent online shoppers. A brand community is a “specialized, non-geographically bound community, based on a structured set of social relations among admirers of a brand” (Muniz and O’Guinn, 2001). The purpose of these communities is the utilization of a good or service. In the context of young online shoppers, we define brand community as a specialized niche where young online shoppers interact and exchange information regarding a product or service belonging to one or several brands. As Laroche *et al.*(2013) undersigns that the main reason for such community development are timely information exchange, sharing the development of a brand, providing help and support to customers.

Accordingly, for data collection we interviewed students in a private university in a premier city in India that satisfied the following criteria: they fall in the age group 17-27 years; they spent most of the time in one or several of these social media exchanging information about brands, products and services; and they are updated with latest technologies and product information in at least of these product categories: mobile handset, tablet, and notebook. The above categories of products are chosen since youngsters are more active in buying, using and selling of these three electronic products. In this way we make sure the target population can at best represent as members of brand communities. Further, the respondents were chosen from a particular age group because the study was directed mainly to understand the influence of social media on buying decision process of young generation. Based on a total available population of around 1,100 students; actually applying the three criteria coupled with convenience sampling we obtained total 544 students. Finally, 232 agreed to participate in the survey resulting in 232 completed responses. The respondents were given a recharge coupon as a small gift for participating in the interview. We resorted to face-to-face interview technique as the same has been found to yield more accurate results and higher response rate compared to surveys and greater

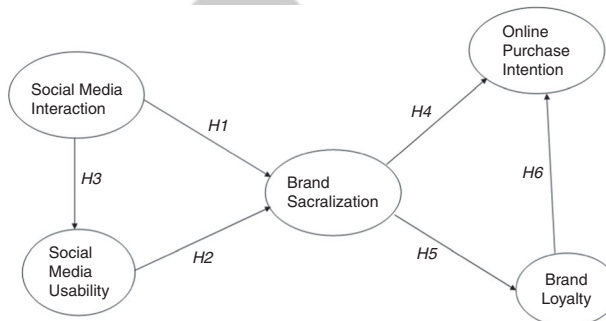


Figure 1.
Theoretical model

control can be exercised over the respondent (Szolnoki and Hoffmann, 2013). This method of data collection further helped to make the respondents understand the actual objective of our study and to explain the literal meaning of each and every questionnaire item. Table I shows the sample profile.

Among the total responses, male category represented 54.7 percent with female being 45.26 percent. Further, a major part were between the ages of 22-27 years (53 percent) and rest between 17-21 years (46.98 percent). Most of the respondents reported to spend around eight hours on internet of which approximately five hours daily are spent on social sites like Facebook, Twitter, Myspace, etc. In all, 31.8 percent of the respondents reported to use the internet for less than eight hours a day while 68.11 percent use more than eight hours a day. In total, 8 percent of the respondents booked online flight tickets, 13.36 percent purchased electronic gadgets only online; 9.91 percent purchased only clothing online but 68.5 percent of the respondents purchased all of these online. Again, a significant chunk (89.66) reported to purchase more than once every month. Lastly, 81 percent reported to use Google as search engine while online shopping and internet use; while a minute portion prefers Yahoo (13.79 percent) and Bing (5.18 percent).

4.2 Measures

Our study employed all the constructs as first order measures as the main objective in this empirical exploration was to identify the relationship between the factors and their theoretical implications for the young online shoppers. We followed Churchill's (1979) guideline for developing measures for most of the constructs utilized in the study. The items were measured on a seven-point Likert scale with (1 = "Strongly Disagree"; 4 = "Neutral"; 7 = "Strongly Agree"). The measures were developed after thorough literature review coupled with expert panel feedback. The expert panel constituted of two senior faculties who are well known experts in online shopping and e-commerce. Further, we pre-tested the measures with a sample of 35 students in the same university (that satisfied the criteria mentioned earlier for participation) and this

Attribute	Value	Frequency	%
Gender	Male	127	54.74
	Female	105	45.26
Age (years)	17-21	109	46.98
	22-27	123	53.02
Internet usage(daily)	Less than 8 hours a day	74	31.89
	More than 8 hours a day	158	68.11
Time spent on social sites(daily) (hours)	Less than 5	65	28.02
	More than 5	167	71.98
Products purchased online	Flight tickets	19	8.18
	Electronic gadgets	31	13.36
	Clothing	23	9.91
	All	159	68.55
Frequency of online purchase	Once every month	24	10.34
	> than once every month	208	89.66
Search engines used	Google	188	81.03
	Yahoo	32	13.79
	Bing	12	5.18

Table I.
Respondents profile

resulted in rewording and modification of many of the items that were incorporated for final interview and data collection. Table AI shows the constructs with their final measurement items. To test the proposed relationships, the study employed SPSS 17 for Windows and Amos 17.0.

4.3 Reliability and validity

Reliability indicates the extent to which an instrument evaluates the same way with similar subjects under identical conditions repeatedly (Hong and Cho, 2011). As per established guidelines, reliability in our study was assessed through examining reliability coefficients, i.e. Cronbach α s. As observed from Table II, for all factors the α s were well above the recommended value of 0.7 (Nunnally and Bernstein, 1978). Further, similar cut off criteria is well satisfied by all the constructs in our study for composite reliability coefficients. Hence the measures were found reliable for subsequent procedures. With reliability, construct validity must be examined for complete measure assessment. Construct validity suggests the extent of conformity of a construct and its operationalization (Hong and Cho, 2011). Following guidelines of Anderson and Gerbing (1988), we evaluated construct validity of the constructs through assessment of their uni-dimensionality, convergent validity, discriminant validity and nomological validity. Using confirmatory factor analysis, we assessed uni-dimensionality. Uni-dimensionality measures the extent to which the examination evaluates only that identical construct. Confirmatory factor analysis is deployed to evaluate whether a construct's measurement items are in sync with the investigator's comprehension about that construct's nature (Hong and Cho, 2011).

Construct	Variable	Std. loadings	<i>t</i> -value	SMC	CR α	Composite reliability	AVE
Social media interaction no. of items = 5	SMI1	0.792	11.458	0.627	0.879	0.921	0.701
	SMI2	0.893	10.498	0.797			
	SMI3	0.833	13.782	0.694			
	SMI4	0.862	17.004	0.743			
	SMI5	0.804	11.489	0.646			
Social media usability no. of items = 5	SMU1	0.823	12.890	0.677	0.881	0.915	0.682
	SMU2	0.789	11.083	0.623			
	SMU3	0.891	15.392	0.794			
	SMU4	0.758	19.401	0.575			
	SMU5	0.863	15.882	0.745			
Brand sacralization no. of items = 6	BS1	0.892	11.492	0.796	0.897	0.933	0.698
	BS2	0.884	19.903	0.781			
	BS3	0.801	13.693	0.642			
	BS4	0.856	9.378	0.733			
	BS5	0.744	8.391	0.554			
	BS6	0.829	20.344	0.687			
Online purchase intention no. of items = 4	PI1	0.766	18.389	0.587	0.873	0.896	0.683
	PI2	0.809	20.418	0.654			
	PI3	0.855	13.591	0.731			
	PI4	0.873	17.723	0.762			
Brand loyalty no. of items = 4	LOY1	0.842	16.903	0.709	0.908	0.922	0.748
	LOY2	0.851	17.448	0.724			
	LOY3	0.894	20.391	0.799			
	LOY4	0.873	17.502	0.762			

Table II.
Reliability and
uni-dimensionality

We assessed uni-dimensionality for the measurement scales, to refine and improve the measurement items. We found all the items were loaded on their respective constructs with standardized loadings > 0.70.

Convergent validity denotes the extent of compliance observed when different steps are taken to evaluate the same construct through radically different procedures. The recommended cut-offs for convergent validity are critical ratios > 2; standardized loadings > 0.5 and average variance expected > 0.5 (Fornell and Larcker, 1981; Hair *et al.*, 2006). With reference to Table II, the minimum critical ratio was 8.391 and hence satisfied > 2 criterion; the minimum standardized loading was 0.744 and hence satisfied > 0.5 criterion; and the lowest AVE was 0.682 and hence satisfied > 0.5 criterion. Hence our measurement model demonstrated acceptable convergent validity.

Next, discriminant validity was examined through evaluation of the inter-construct correlation coefficients (ref. Table III). For a measurement model to possess acceptable discriminant validity; the minimum AVE should be higher than the squares of between-construct correlation coefficients (Hong and Cho, 2011). With reference to Table III, the highest correlation coefficient was 0.589 and the square of this number (= 0.347) does not exceed 0.682, the smallest average variance extracted. Consequently, the measurement model has acceptable discriminant validity.

Further, nomological validity denotes the degree to which extant research and theories complements the measured factor. We assessed nomological validity through correlation coefficients (ref. Table III). With moderate correlations present, for example 0.589; the study deployed a multicollinearity test. As per Hair *et al.* (2006) guidelines, we have VIFs (2.517-4.193) and hence satisfying the recommended cut-off (< 10). Hence, there is no multicollinearity threat in this study suggesting presence of acceptable nomological validity.

Following Hair *et al.* (2006) complemented with Hu and Bentler (1999), we evaluated the measurement model fit. Examining the absolute fit indices, we observed standardized $\chi^2 = 1.781$. This is regarded as an acceptable fit (Hair *et al.*, 2006). Further, SRMR was observed as 0.0523 satisfying the recommended threshold (< 0.08) (Hu and Bentler, 1999). Further, NFI, TLI and CFI were found to satisfy the recommended threshold (> 0.9) (Hair *et al.*, 2006). The recommended cut off for GFI is > 0.9. However, considering other fit measures satisfying their recommended cut-offs; a cut off of 0.8 can also be considered as an adequate fit (Baumgartner and Homburg, 1996; Doll *et al.*, 1994). Hence our GFI of 0.867 can be regarded as an adequate fit. Further RMSEA observed was 0.062 which is slightly > 0.06 (Hu and Bentler, 1999). However considering the other fit measures meeting their recommended cut-offs; a cut off of 0.7 can be adopted (Steiger, 2007; Hooper *et al.*, 2008). Hence our RMSEA of 0.062 can be deemed adequate (Steiger, 2007; Hooper *et al.*, 2008). So there is appropriate fit of the model with the data (Table IV).

Construct	Mean	SD	X1	X2	X3	X4	X5	AVE
Social media interaction (X1)	3.72	1.06	1					0.701
Social media usability (X2)	4.46	0.92	0.458	1				0.682
Brand sacralization (X3)	4.02	0.74	0.522	0.433	1			0.698
Online purchase intention (X4)	4.79	0.67	0.518	0.589	0.403	1		0.683
Brand loyalty (X5)	3.93	1.18	0.279	0.371	0.278	0.513	1	0.748

Table III.
Correlation matrix of the constructs

Table IV.
Goodness of fit test

Category	Measure	Acceptable values	Value
Absolute fit indices	χ^2		430.86
	df		242
	χ^2/df	1-3	1.781
	GFI	0.90 or above	0.867
	SRMR	0.080 or below	0.0523
Incremental Fit indices	NFI	0.90 or above	0.921
	IFI	0.90 or above	0.945
	TLI	0.90 or above	0.936
	CFI	0.90 or above	0.947
	PNFI	0.60-0.90	0.739
Other fit indices	RMSEA	0.050-0.060	0.062

4.4 Structural model results

We utilized CV-SEM using AMOS 17 to test the significance of the proposed paths based on the collected data. Table V summarizes the results of hypotheses testing (Figure 2).

5. Discussion and implications

There is a discussion going on to investigate several facets of the social media particularly in the realm of marketing and strategy (Laroche *et al.*, 2013) and how these issues influence the online PI of young mindsets (Wang *et al.*, 2015). In this context, there

Table V.
Results of
hypotheses testing

Hypotheses	Path	Std. coefficient	CR(t-value)	Result
H1	Social media interaction → Brand sacralization	0.283***	4.297	Accepted
H2	Social media usability → Brand sacralization	0.219**	3.161	Accepted
H3	Social media interaction → Social media usability	0.092	0.59	Rejected
H4	Brand Sacralization → Online purchase intention	0.295***	5.073	Accepted
H5	Brand sacralization → Brand loyalty	0.355**	6.115	Accepted
H6	Brand loyalty → Online purchase intention	0.197**	4.833	Accepted

Notes: ** $p < 0.05$; *** $p < 0.01$

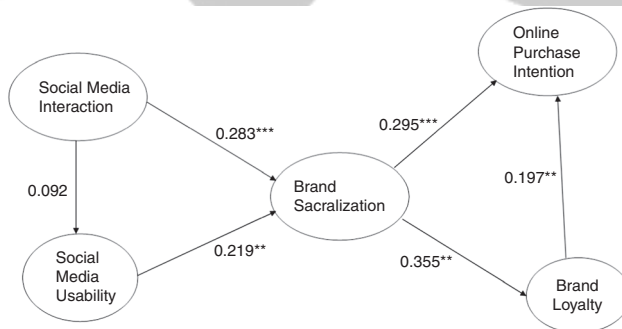


Figure 2.
Structural model
results

Notes: ** $p < 0.05$; *** $p < 0.01$

is dire need to explore the way social media influences the PI of young online shoppers (Saboo *et al.*, 2015). Add to this, Sarkar *et al.* (2015) undersigned the need to understand the development of brands as sacred entities (i.e. the process of brand sacralization) in the young mindsets. Our proposed model therefore is an empirical attempt to fulfill these literature gaps (Bolton *et al.*, 2013; Park *et al.*, 2013; Mitchell *et al.*, 2015; Melancon *et al.*, 2015). Further there is a growing need to develop a measurement instrument for the constructs: social media interaction (Hudson *et al.*, 2015), social media usability (Lee *et al.*, 2015) and brand sacralization (Sarkar *et al.*, 2015). To the best of our knowledge, our study is the foremost to develop measurement scales for the aforesaid constructs and also it has explored empirically the influence of social media in the development of brand sacralization thereby enriching the emerging literature on brand sacralization. The study holds several implications for firms and marketing managers. Therefore, our study has established that social media does have a significant influence in the buying decision process of young online shoppers. To this end, our study while interactions on social media positively contribute to shaping notion of brands as sacred entities; it does not necessarily prove that the social media is useful (Stephen and Galak, 2012; De Vries *et al.*, 2012; Wang *et al.*, 2015). The findings of this study can further be generalized to other countries sharing similar demo graphic characteristics.

First, the study has undersigned the importance of interactions going on social media sites like Facebook, Twitter and Myspace, particularly among the young generation in framing of brands as sacred entities (Hughes *et al.*, 2012; Kontopoulos *et al.*, 2013). It is critical to explore the impact of social networking sites having on the young mindsets (Bright *et al.*, 2015). Research has acknowledged that user-generated content differs considerably across different social media sites like YouTube, Facebook, and Twitter depending on the nature of the media and its chief features. (Smith *et al.*, 2012; Brodie *et al.*, 2013). Also it has demonstrated the usage of social media in bearing a significant influence in the development of brands as sacred entities (Van Laer *et al.*, 2013). This understanding was vital for attracting and retaining the dynamic interests of these young online shoppers. Studies argue that these young online shoppers are sensitive to information that they receive and hence their preferences also varies considerably over time (Kaplan and Haenlein, 2010). Accordingly, our study surveyed 232 respondents over an age group of 17-27 years in understanding their social media behavior influence in shaping and reshaping perception of brands in their mindsets as sacred entities. Marketing firms should understand the importance of appropriate usage of social media particularly while handling a sensitive customer segment of this age group (Malhotra *et al.*, 2013; Dehghani and Tumer, 2015). Research has established that Facebook advertising has significant influences on generating positive PIs among online customers (Dehghani and Tumer, 2015). Managers must adopt the right promotional strategy and media as deemed appropriate for their products and services. As Mangold and Faulds (2009) argues: [...] "social media enables companies to talk to their customers, and second, it enables customers to talk to one another"; firms therefore need to examine closely the kind of updates or messages shared by youngsters on social networking sites, blogs or wikis. Managers must understand that a negative message or update on a social site like Facebook can prove fatal for the relevant brand within few minutes, particularly among the sensitive segment (e.g. young online shoppers). Malhotra *et al.* (2013) highlighted that business firms can use Facebook for creating engagement with a brand specially, among the young online shoppers. Hence the nature of interaction and messages, videos being shared on the social networking sites are vital for firms to

monitor for determining the effectiveness of social media sites (Colliander *et al.*, 2015; Wang *et al.*, 2015).

Second, our study has shown that brand sacralization does influence the online PI of young shoppers. Further it has undersigned that brand sacralization also has a tremendous influence on brand loyalty. This in line with works of Dion and Borraz (2015) who undersigned that brand socialization has a tremendous influence in developing loyalty for heritage products. This suggests that as youngsters become too much attached to brands and consider them as sacred entities; they will also consider them as viable candidates for purchase. Managers must therefore focus and invest on promotional campaigns (for new products) and advertisements focusing on positioning their brands as sacred entities in the young mindsets (Malhotra *et al.*, 2013). With this development, firms can be assured of definite improvement in their product sales. Hence our study has showed and suggested a strategic initiative for repositioning brands that were experiencing declined sales in the face of heightened competition. In fact, positioning brands as sacred entities in the young mindsets will also help business firms to gain and regain market share. Further, participation in virtual communities by these young shoppers (with brands perceived as being sacred) has a significant effect in developing brand loyalty. Earlier studies has shown that such participation in virtual communities can have positive influence on brand loyalty (Casaló *et al.*, 2010; Kardaras *et al.*, 2003). Our study complements through incorporation of brand sacralization and its positive influences in enhancing brand loyalty. Our finding of positive influence of brand loyalty on online PI is consistent with earlier allied literature (Kamariah and Salwani, 2005; Wang *et al.*, 2006; Wei *et al.*, 2014). Hence practitioners and business firms must focus on strategies, campaigns and advertisements that emphasizes more on building loyalty among young shoppers as their tastes and preferences are dynamic. This will put the firms in higher chances on expecting enough sales from their online portals. For example, online sites like Jabong.com, Myntra.com and Flipkart.com already enjoys significant loyalty among a major chunk of young online shoppers (Kontopoulos *et al.*, 2013; Wang *et al.*, 2015). Their success stories should be followed by new entrants in e-commerce markets. Further our study has developed measurement instruments for two constructs in the realm of social media: social media usability and social media interaction. These will lead to further empirical testing and validation regarding the role of social media in influencing and shaping marketing strategies (Bolander *et al.*, 2015; Wang *et al.*, 2015).

6. Limitations and future research

The main objective of this study was to portray the influence of social media in influencing the brand perception in the mindsets of young online shoppers. To this end, we explore the influence of social media on developing brand sacralization (i.e. brands are being perceived as sacred entities) in these young mindsets and the way it influences brand loyalty and online PI (Brexendor *et al.*, 2016; Hong and Cho, 2011). We tested our proposed model based on perceptual responses from a segment of young population (17-27 years) studying in a private university and having the habit of spending around 5 hours on a daily basis on social networking sites like Facebook, Myspace, Twitter and allied sites.

Although our study showed social media to have a positive contribution in shaping the perception of brands as sacred entities in the young mindsets; it has its own risks. Due to high dynamicity of tastes and preferences of these young shoppers (Bolton *et al.*, 2013; Melancon *et al.*, 2015); investments for the same always may not be profitable. Brand loyalty frequently becomes a challenging task to achieve in young mindsets; even after maintaining effective customer relationships. Further, as power of customers are

increasing over time (Laroche *et al.*, 2013); they can easily share corrupted information (based on their will) relating to a brand, product or service which is beyond the control of business firms (Kaplan and Haenlein, 2010). Literature has also quoted instances of fatal effects of negative user generated information (Mangold and Faulds, 2009). Hence business firms should monitor and strategize their advertisements on social media in terms of promoting and campaigning their products/services. Further we argue researchers to explore more on the negative consequences of utilizing social media for businesses among young online shoppers (Wang *et al.*, 2015; Bolton *et al.*, 2013; Mitchell *et al.*, 2015).

Further, future research should explore more on the antecedents of brand sacralization and its consequences as the literature on the allied concept is still in its nascent stage and needs rigorous empirical testing and theory building (Dion and Borraz, 2015). Studies should explore the role of social media interaction and usability on developing brand equity, brand love and brand attachment that are crucial for success of business firms (Wang *et al.*, 2015; Bolton *et al.*, 2013; Ngai *et al.*, 2015). Researchers are encouraged to utilize the measurement instrument developed for social media interaction, usability and brand sacralization to test in other allied but distinct empirical studies and check for convergence. This will lead to increased validity of the developed measures.

7. Conclusion

The study showed the role of social media in developing the perception of brands as sacred entities in the young mindsets and its influence on developing brand loyalty and online PI. To this end, the study utilized two constructs (based on earlier studies): social media interaction and social media usability and develop measurement instruments for the same. It is observed that social media interaction and usability positively influences brand sacralization; however interaction has a negligible effect on social media usability. However, brand sacralization does contribute significantly in building brand loyalty and influencing online PI of young online shoppers.

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Appendix

Construct	Items
Social media interaction	You frequently share information regarding a brand over social sites like Facebook, etc. You occasionally post updates on new product launch over social media like Facebook, etc. You participate actively on online discussion forums You keep track of updates relating to a brand posted on social sites like Facebook, Myspace, etc. You rarely forget to give your feedback /comment on updates posted in Facebook, Myspace, etc.
Social media usability	You focus on exchanging valuable information relating to a brand over social sites like Facebook, etc. You normally avoid participating in irrelevant discussions regarding a brand on internet forums You always share information that might be of use to some other consumer You always focus on effective use of social media for spreading information relating to a brand
Brand sacralization	You give only those updates concerning a brand that can promote it You are attached very much with a brand that you normally prefer to buy You feel connected with a brand like you feel connected to god You are deeply devoted to a brand that u prefer to buy You consider your preferred brand as sacred entities You like to worship brands that u prefer to buy You are emotionally involved with brands that u prefer
Online purchase intention	Given a chance, I would like to shop from this retailer's website In future I would like to continue buying from this retailer's website I intend to use this retailer's website for my future purchases I predict that I will continue buying from this retailer's website
Brand loyalty	I would like to continue buying from this brand I like to refer this brand to my friends and colleagues I would definitely recommend this brand to my relatives If this brand is not available, I would surely wait till it becomes available

Table A1.
Measurement items

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