

# CHAPTER 1 INTRODUCTION

## 1.1. Background Research

The term "social media" refers to a variety of online platforms and applications that allow users to create, share, and exchange content with others. The rise of social media has transformed how people communicate, interact, and consume information. Everyone can use social media platforms to connect with friends, family, and colleagues, as well as make new connections with people from all over the world. Social media has also given businesses and organizations new ways to interact with their customers and followers, promote their brand, and market their products or services. Social media has also transformed how businesses market their goods and services. Businesses can use social media platforms to reach a larger audience, engage with customers, and build brand loyalty.

This phenomenon is also present in Indonesia. Social media has evolved into a valuable advertising and marketing tool for Indonesian brands in recent years. Influencer marketing and social commerce are important social media marketing strategies in a country where the average daily time spent on social media is three hours and twenty minutes (Statista, 2023). As of February 2022, Indonesia had approximately 191.4 million active social media users, ranking third in Asia Pacific after China and India (Statista, 2023). With this digital transformation, businesses must pay close attention to their customers' behavior, particularly in terms of brand loyalty (Kurniawati & Siregar, 2019).

Brand loyalty is an important goal for any business. Strong brand loyalty can keep customers from switching to other brands and keep them loyal to one brand (Kurniawati & Siregar, 2019). One of the factors that contribute to strong brand loyalty is brand love (Algharabat, 2017). Bergkvist and Larsen (2010) define brand love as the love felt for a brand. Brand love refers to strong consumer emotions toward a specific brand (Arsj, 2022). Companies that have succeeded in increasing customer love for a brand will be more successful and at ease in

achieving long-term profits and defeating competing brands (Kurniawati & Siregar, 2019).

Brand love is vital in the fashion industry because it creates loyal clients who are willing to pay a premium for a specific brand's products. Customers who have an emotional connection to a brand are more likely to continue purchasing from that brand, even if cheaper alternatives are available. Brands capable of developing a strong emotional connection with their customers have a better chance of succeeding over the long haul. Self-expressive brands are one of the many factors that contribute to the intense love of brands.

Self-expressive brands are classified into two categories: social-self and inner self (Caroll & Ahuvia, 2006). Social media marketing activities have an impact on self-expressive brands in addition to influencing brand love. In the present, social media has become an integral part of marketing strategy for fashion brands. Through social media, fashion brands enhance the customer experience by developing a platform where the customer can express their opinion regarding the brand and the advertisers can respond to the customer opinion. Thus, creating a more personal and authentic relationship with the customers. Instagram is one of the most effective social media platforms for fashion brands/clothing.

Active social media markets assist marketers with building brand love, which in turn shapes brand loyalty (Algharabat, 2017). In general. This research aims to examine: (1) the impact of social media marketing activities on self-expressive brands; (2) the positive impact of social media marketing activities on brand love; (3) the positive influence of self-expressive brands on brand love; (4) the positive influence of brand love on brand loyalty.

## **1.2. Research Questions**

There are several problems in this research will be addressed with these following questions:

1. Does Social media marketing activities positively influence self-expressive brands (inner self)?

2. Does Social media marketing activities positively influence self-expressive brands (social self)?
3. Does Social media marketing activities positively influence brand love
4. Does Self-expressive brands (inner self) positively influence brand love?
5. Does Self-expressive brands (social self) positively influence brand love?
6. Does brand love positively influence brand loyalty?

### **1.3. Research Objective**

1. To determine whether social media marketing activities have a positive impact on self-expressive brands (inner self)
2. To determine whether social media marketing activities have a positive impact on self-expressive brands (Social self)
3. To determine whether social media marketing activities have a positive impact on brand love
4. To determine whether self-expressive brands (inner self) have a positive impact on brand love
5. To determine whether self-expressive brands (social self) have a positive impact on brand love
6. To determine whether brand love have a positive impact on brand loyalty

### **1.4. Research Contributions**

After analyzing the research question and objective, this study aims to offer a number of benefits. This research's findings could be utilized by fashion brands in the development of their marketing strategies. On the basis of this research's variables, it is expected that fashion brands will be able to determine how to develop and influence their customers.

#### **a. Benefit theoretical**

The theoretical benefit of conducting this research is to provide the readers with insights regarding how social media marketing activities can influence brand love that results in brand loyalty.

b. Benefit practical

The practical benefits of conducting this research are intended to inform the Erigo Apparel brand that social media marketing activities can increase customer brand love, so it is hoped that the Erigo Apparel brand will continue to provide a variety of interesting content to attract consumers, thereby increasing customer brand love and resulting in customer loyalty.

