CHAPTER 2
LITERATURE REVIEW

2.1. Theoretical Background

2.1.1. Social Media Marketing Activities

Initially, social media platforms are predominantly utilized by consumers for the purpose of establishing connections with their friends and loved ones. Presently, consumers have the ability to expeditiously obtain updates and information regarding their favored brands via social media platforms such as Instagram and Facebook. Dewing (2012) stated that social media platforms are frequently utilized as a point of reference for various internet and cellular-based services that encourage user participation in online exchanges, content creation, and community engagement. Examples of such platforms include blogs (e.g., Tumblr), wikis (e.g., Wikipedia), social media sites (e.g., Facebook, Twitter, LinkedIn), and media sharing sites (e.g., YouTube, Instagram). The utilization of social media platforms enables consumers to access information regarding the most recent merchandise, cheaper prices, exclusive offers, and obtain further insights into the company (Ismail, 2017). The rapid growth of social media has led to its emergence as a new and innovative means of communicating with a large number of people. To align with contemporary market trends, luxury brands have established their social media accounts to communicate with their customers.

By reducing barriers of time, place, media, etc., traditional one-way communication has been turned into interactive two-way communication. As a result, interaction between brands and consumers has thrived to everyone's benefit (Gautam & Sharma, 2017). On this basis, social media is expanding both the time and space limits of business-consumer interactions, building a feeling of closeness (Mersey et al., 2010). Through the utilization of social media platforms, businesses are given the chance to promote their products and brand offerings, as well as advertise promotions and advertisements to their customers at a reduced cost. Additionally, social media provides a means for businesses to receive feedback from their customers (Hanna et al., 2011).

This facilitates the use of social media as a functional tool in the field of business marketing. Social media can only play a functional role in the marketing actions of businesses if marketing activities are framed, defined, and applied effectively on social media (Bilgin,2018). Based on previous research, (Kim & Ko, 2012; Godey et al., 2016; Algharabat, 2017) have classified social media marketing activities as entertainment, interaction, trendiness, customization, and word-of-mouth communication.

According to Agichtein et al. (2008), entertainment is a form of leisure and amusement that stems from the utilization of social media. Prior studies have identified entertainment as an essential motivation for the utilization of social media (Muntinga, Moorman, & Smit, 2011; Park & Sullivan, 2009). According to Kang (2005), the inclusion of entertainment is a vital factor in promoting participant engagement and sustaining their interest, which in turn fosters favorable attitudes towards the brand among social media followers. Hudson and Hudson (2006) provide support for the notion that contemporary marketers integrate marketing content with entertainment content to establish a strong emotional connection between the brand and the consumer.

According to Godey et al. (2016), interaction through social media is characterized by the sharing of information and the exchange of opinions with other people. Prior research conducted by Zhu & Chen (2015) Categorized social media into two groups: profile-based activities, which revolve around individual members and their related information and topics on platforms such as Facebook, Twitter, and WhatsApp, and content-based activities, which center on social media discussions, comments, and content that consumers enjoy on platforms such as Flickr, Instagram, and YouTube.

Trendiness as a component of social media marketing activities entails providing consumers with the most recent product information (Godey et al., 2016). In the opinion of Muntinga et al. (2011), trendiness refers to the capacity of social media to disseminate fashionable information via four distinct sub-motivations, namely surveillance, knowledge, pre-purchase information, and inspiration.

Godey et al. (2016) define customization within the realm of social media as the degree to which social media platforms offer customized information retrieval as well as customized services. In accordance with Martin and Todorov (2013), the implementation of personalization on a website enables brands to tailor their content to individual users, thereby fostering a sense of uniqueness and strengthening brand affinity and loyalty. Prior research conducted by Zhu and Chen (2015) identified two distinct forms of post customization: customized messages, such as those found on Facebook, which are tailored to a specific target audience, and broadcasts, such as tweets on Twitter, which are intended to reach interested users.

Godey et al. (2016) claim that in the realm of social media, Word-of-Mouth (WOM) is related to the degree to which brand consumers deliver information and share content on social media platforms. According to previous research conducted by Kim and Ko (2012) and Jansen et al. (2009), word-of-mouth (WOM) possesses greater credibility, empathy, and relevance. This is attributed to the fact that consumers are able to share brand-related information with their contacts without any limitations. Research indicates that marketers who provide information on the internet are not perceived as more credible, empathetic, or relevant to customers compared to electronic word-of-mouth (eWOM) (Arenas-Gaitan et al., 2013; Karjaluoto, Munnukka, & Kiuru, 2016). The field of social media marketing has been categorized into five dimensions, namely entertainment, interaction, trendiness, and customization, as established by previous studies (Algharabat, 2017; Mangold & Faulds, 2009; Okazaki et al., 2015).

2.1.2. Self-Expressive Brands

According to Carroll and Ahuvia's (2006) research, self-expressive brands refer to the way in which customers perceive a brand's ability to enhance their personal and social identity to a specific degree. The concept of social self pertains to an individual's ability to establish connections with others through various forms of expression, while the mind serves as a manifestation of one's cognitive processes and introspective reflections.

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According to Karjaluoto et al. (2016), the concept of self can be categorized into two distinct components, namely, the social self and the inner self. The concept of self-expressive brands pertains to the degree of compatibility that exists between brands and consumers, with respect to individual self-concepts and the extent to which brands enable users to express their opinions to others. (Kaufmann, Loureiro, & Manarioti, 2016). To summarize, Self-expressive brands are those that incorporate both the internal and external aspects of a consumer's identity. The concept of the inner self pertains to an individual's subjective values, beliefs, and aspirations, whereas the social self pertains to an individual's desire for social acceptance and connection, as well as their desired perception by others.

2.1.3. Brand Love

According to Carroll and Ahuvia (2006), brand love refers to the emotional attachment that customers develop towards a specific brand due to their satisfaction with it. Carroll and Ahuvia (2006) have identified five distinct features that constitute consumer love, namely: brand interest, brand attachment, favorable brand evaluation, positive brand affect, and brand declaration of affection. Brand love is commonly associated with two essential components, namely passion and emotional art, as highlighted in the works of Kaufmann et al. (2016) and Thomson, MacInnis, and Park (2005).

Passion can be defined as an intense longing for a particular brand that embodies the sentiments of profound affection, as noted by various scholars (Algharabat, 2017; Bergkvist & Bech-Larsen, 2010; Karjaluoto et al., 2016). Within the domain of social networking, the establishment of brand love is accomplished through diverse mechanisms. Companies that engage in proactive communication with their target audience through the provision of informative content, prompt responses to comments and messages, and the cultivation of meaningful interactions have the potential to establish a sense of rapport and reliability. Furthermore, brands that align themselves with user-generated content and encourage user participation can tap into the desire for self-expression and co-creation, strengthening the bond between the brand and its followers. Social media

platforms offer brands the chance to exhibit their personality, genuineness, and social accountability, which enables users to establish a more profound connection with the brand. For example, Communities centered around the usage of "like" and "heart-shaped icons" on social media platforms like Facebook, YouTube, and Instagram can be interpreted as a manifestation of brand love, signifying a favorable emotional bond between the consumer and the brand (Vernuccio, Pagani, Barbarossa, & Pastore, 2015; Wallace, Buil, & de Chernatony, 2014, 2017).

2.1.4. Brand Loyalty

The degree of customer engagement with a specific brand is positively associated with loyalty, as evidenced by studies conducted by Kuşçu and Özçam (2014) and Liu, Li, Mizerski, and Soh (2012). A scholarly investigation delineates two dimensions of brand loyalty, specifically, behavioral and attitudinal (Chaudhuri & Holbrook, 2003; Lee & Workman, 2015).

The inclination towards brand loyalty was found to be positively associated with the intention to engage in repeat purchases and the willingness to pay a premium price for the acquisition of a preferred brand. According to Arenas-Gaitan et al. (2013) and Karjaluoto et al. (2016), WOM is indicative of the intention to communicate a favorable perception of the brand. The concept of brand loyalty is based on the notion of repeat purchases from a particular brand, which is indicative of the customer's steadfastness in continuing to patronize the same brand (Chrisjatmiko, 2018, 2019; Pappu, Cooksey, & Quester, 2005).

2.2. Previous Studies

Table 2.1.
Previous Studies

No	Title and Author (Year)	Variables	Analysis Tool	Conclusion
1	Linking Social Media Marketing Activities with Brand Love: Perspective on Brand Fashion (Kurniawati & Siregar, 2019)	1. Social Media Marketing Activity 2. Self-Expressive Brands 3. Brand Love 4. Brand Loyalty	The method used is a non-probability sampling using a structural equation model that is run by the AMOS program.	According to the findings of the study, social media marketing activities have a positive effect on self-expressive brands and brand love, which leads to brand loyalty.
2	Linking social media marketing activities with brand love the mediating role of self-expressive brands (Algharabat, 2017)	1. Social Media Marketing Activity 2. Self-Expressive Brands 3. Brand Love 4. Brand Loyalty	The study used statistical analysis, including structural equation modeling (SEM) using AMOS 21.0	The result of this research is that social media marketing (SMM) activities have a positive impact on self-expressive brands (inner and social), which in turn have a mediating impact on the relationship between SMM activities and brand love. Self-expressive brands (inner and social) have a positive influence on brand love, which in turn has a positive relationship with brand loyalty.
3	How Self-expressive Brands	1. Brand Advocacy	The data were analyzed using structural	This research shows that Self-expressive brands, both those that reflect a consumer's inner

No	Title and Author (Year)	Variables	Analysis Tool	Conclusion
	Influence Brand Love and Brand Advocacy: A Study on Social Media (Septyani & Alversia, 2020)	2. Self-Expressive Brands 3. Brand love	equation modelling (SEM) in LISREL 8.51, which included a measurement and structural test.	self and those that enhance their social self, have a positive effect on brand love. In turn, brand love has a positive effect on brand advocacy through word of mouth and social media brand advocacy acceptance. However, the study found that consumers who believe a brand reflects their inner selves are more likely to tolerate the brand's mistakes and purchase new products from the brand, but less likely to speak positively about the brand. On the other hand, consumers who utilize a brand to enhance their social selves are more likely to discuss and promote the brand.
4	Some Antecedents and Outcome of Brand Love (Caroll & Ahuvia, 2006)	1. Brand Love 2. Hedonic Product 3. Self-expressive Brands 4. WOM 5. Brand Loyalty	Structural Model Using LISREL 8.3	The study discovered a positive correlation between brand love, brand loyalty, and positive word-of-mouth. It was also discovered that brand loyalty is greater for brands in product categories perceived as more hedonistic and for brands that provide more symbolic advantages. In

No	Title and Author (Year)	Variables	Analysis Tool	Conclusion
				addition, the study discovered that consumers tend to be less loyal to brands in hedonistic product categories and to engage in more positive word-of-mouth regarding self-expression brands.
5	Luxury brands and social media: drivers and outcomes of consumer engagement on Instagram (Oliveira & Fernandes, 2020)	1. Consumer Involvment 2. Brand Expressivenes s 3. Consumer Brand Engagement 4. Brand Image 5. Brand Loyalty	Partial Least Squares Structural Equation Modelling (PLS-SEM) Using SmartPLS 3.0	The study discover that consumer involvement and brand self-expressiveness significantly impact social media engagement with luxury brands, which predicts brand image and loyalty.
6	Consumer Engagement with Self-expressive Brands: Brand Love and WOM Outcomes (Wallace et al., 2014)	1. Brand Engagement 2. Self-expressive Brands 3. Brand Love 4. WOM	Structural Equation Modelling (SEM) using SPSS 19 and EQS 6.1	The study discovers the positive relation between self-expressive brands and brand love

No	Title and Author (Year)	Variables	Analysis Tool	Conclusion
7	Consumers' Self-Congruence with a "Liked" Brand: Cognitive network influences and brand outcomes (Wallace et al., 2017)	1. Social Tie Strength 2. Self-congruence with a liked brand 3. Brand love 4. Brand loyalty 5. WOM	Confirmatory Factor Analysis using EQS 6.1	This Research Shows That 1. Social tie strength positively influences Self-congruence with a liked brand 2. Self-congruence with a liked brand positively influences WOM both directly and indirectly through brand love 3. Self-congruence with a liked brand positively influences brand loyalty through its effect on brand love
8	Customer Engagement with Self-expressive Brands: Brand Love and Word of Mouth Marketing (Biazar & Ebrahimi, 2019)	1. Self-expressive brands (inner self) 2. Self-expressive brands (social self) 3. Brand Love 4. Brand Admiration (Acceptance) 5. Brand Admiration	Confirmatory Factor Analysis (CFA) and Structural Equation Modelling using LISREL	This research shows that: 1. Self-expressive brands (inner self) has a positive direct effect on brand love 2. Self-expressive brands (inner self) has a positive direct effect on word of mouth marketing 3. Brand love has a positive direct effect on word of mouth marketing

No	Title and Author (Year)	Variables	Analysis Tool	Conclusion
		(WOM Marketing)		4. Brand love has a positive direct effect on brand admiration (acceptance) 5. Self-expressive brands (inner self) has a positive direct effect on brand admiration (acceptance)
9	Impact of Social Media Marketing on Brand Love: Promoting Loyalty in the Restaurant Landscape of Pakistan (Sikandar & Ahmed, 2019)	1. Word of Mouth 2. Trendiness 3. Customization 4. Brand Love 5. Brand Loyalty	SPSS	This Research Shows That: 1. There is a positive relation between brand love and brand loyalty in the restaurant landscape of Pakistan 2. There is a positive impact on social media marketing on brand love in the restaurant landscape of Pakistan 3. Brand love does mediates the relation among social media marketing strategies and brand loyalty in the restaurant landscape of Pakistan
10	Social media marketing efforts of luxury brands:	1. Social Media Marketing Effort 2. Brand Equity	Confirmatory Factor Analysis (CFA)	The study discover the positive impact of social media marketing efforts on brand equity and on the two main

No	Title and Author (Year)	Variables	Analysis Tool	Conclusion
	Influence on brand equity and consumer behavior (Godey et al., (2016)	3. Consumer Response		dimensions of brand equity: brand awareness and brand image.
11	The influence of perceived social media marketing activities on brand loyalty. The mediation effect of brand and value consciousness (Ismail, 2017)	1. Social Media Marketing 2. Brand Loyalty 3. Brand Consciousness 4. Value Consciousness	Confirmatory Factor Analysis (CFA)	The findings of this research indicated that social media marketing has a significant effect on brand loyalty; brand consciousness and value consciousness mediate the relationship between social media marketing and brand loyalty.

2.3. Hypothesis Development

The five dimension of social media marketing activity (entertainment, interaction, trendiness, customization, and word-of-mouth communication) have an impact on self-expressive brands. According to Kurniawati & Siregar (2019), social media marketing activity has a positive significant impact on self-expressive brands both inner self and social self. The findings also align with Algharabat (2017) and Oliveira and Fernandes (2020) which stated that the social media marketing activity has a positive significant impact on self-expressive brands both the inner self and social self. Godey et al. (2016) implied that the purpose of customization in social media marketing is to see the results that social media can provide for adjusted searches for information and services. This indicates that the greater the ability to

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personalize information and services for each user, the greater the user is reflected. Hence, Godey et al. (2016) stated that social media marketing activity has a positive significant impact on self-expressive brands both the inner self and social self.

H1: Social media marketing activities has a positive impact on self-expressive brands (inner self)

H2: Social media marketing activities has a positive impact on self-expressive brands (social self)

Social media marketing activities has a positive significant impact on brand love towards fashion brand (Kurniawati & Siregar, 2019). Sikandar & Ahmed (2019) found that the elements of social media marketing activities; word of mouth (WOM), trendiness and customization do play a major role in establishing brand love and loyalty. Ismail (2017) stated that social media marketing activities has a positive significant impact on brand love due to the growing role of social media which become the factor that drives customers closer and loves their favorite brands. Same with the research by Algharabat (2017) which proven that significant social media marketing activities affect brand love.

H3: Social media marketing activities has a positive impact on brand love

Self-expressive brands both social self and inner self have a positive significant impact on brand love towards fashion brand (Kurniawati & Siregar, 2019). Caroll & Ahuvia (2006) stated that Self-expressive brands both inner self and social self have a positive impact on brand love because self-expressive brands explain the relationship between brands and customers. According to Biazar & Ebrahimi (2019), both self-expressive brands have a positive significant impact on brand love. The findings also align with Septyani & Alversia (2020) and Wallace et al. (2014) which stated that significant inner and social self-expressive brands have a positive impact on brand love.

H4: Self-expressive brands (inner self) has a positive impact on brand love

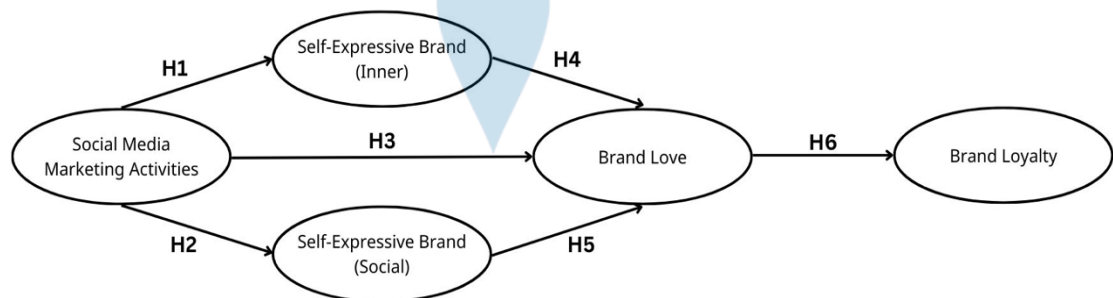**H5: Self-expressive brands (social self) has a positive impact on brand love**

Caroll & Ahuvia (2006) found that significant brand love positively influences brand loyalty. Kurniawati & Siregar (2019) stated that consumers who have a feeling of pleasure and love for a brand will very likely survive on that brand. Hence, Kurniawati & Siregar (2019) brand love have a positive significant impact on brand loyalty. Another study shows brand love have a positive significant impact on brand loyalty (Wallace et al., 2017).

H6: Brand love has a positive impact on brand loyalty

2.4. Research Framework

The researcher's proposed research framework includes one exogenous variable, social media marketing activities. Furthermore, this research framework includes two mediator variables: self-expressive brands (inner self) and self-expressive brands (social self). This study also includes two endogenous variables: brand love and brand loyalty.

This framework is based on the paper "Linking Social Media Marketing Activities with Brand Love: Perspective on Brand Fashion" by Kurniawati and Siregar (2019).

Figure 2.1.
Research Framework