

## The Influence of Self-Esteem and Brand Trust to Optimize Brand Loyalty Based on Social Identity Theory in Generation Y & Z

Melfi Cahya Anggraini<sup>1</sup> & Endy Gunanto Marsasi<sup>2\*</sup>

Faculty of Business and Economics, Islamic University of Indonesia, Yogyakarta, Indonesia<sup>1,2</sup>

\*Corresponding author, e-mail: 183111301@uii.ac.id

### ARTICLE INFO

Received 19 Desember 2023

Accepted 27 Maret 2024

Published 29 Maret 2024

**Keywords:** Brand Trust, Brand Love, Self-Esteem, Susceptibility to Normative Influence, Brand Loyalty.

**DOI:**

<http://dx.doi.org/10.24036/jmpe.v7i1.15604>

### ABSTRACT

The fashion industry is experiencing rapid development and innovation. This thrives thanks to the creative contributions of Indonesia's diverse young generation, shaping the country's fashion landscape trends in 2023. The purpose of this study is to investigate the influence of brand trust, brand love, self-esteem, and susceptibility to normative influences on brand loyalty in the fashion industry among Generation Y & Z. Purposive sampling was the method used for sampling in this study by distributing questionnaires electronically and obtaining 150 respondents for the main research. Researchers added the Brand Trust variable as a novelty. Social Identity Theory is used in this research as a grand theory. This research was analyzed with IBM SPSS 29 and using Structural Equating Modeling (SEM) on AMOS 24 software. The study's findings indicate that brand trust significantly influences brand loyalty which is mediated by brand love. Brand love positive and significantly influences self-esteem. Meanwhile, self-esteem has insignificant effect on brand loyalty. The implication of this research is a contribution to fashion industry decision-makers regarding consumer behavior in Generation Y & Z.



This is an open access article distributed under the Creative Commons 4.0 Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited. ©2024 by author.

### INTRODUCTION

The fashion industry has experienced rapid development over the last few decades on a global scale. Along with population growth and technological developments, this industry has become one of the most important and influential economic sectors in the world. One of the companies operating in the fashion industry is a retail clothing company. Retail clothing

companies are heavily influenced by their ability to predict fashion trends, keep up with rapid changes in consumer tastes, and maintain the quality of their products. Production does not have to be done slowly, but the process must run according to high ethical and environmental standards (Roozen et al., 2021). Indonesia's economic conditions are experiencing rapid growth, especially in the industrial sector. Based on (Kemenparekraf/Baparekraf RI, 2023), fashion is a leading sub-sector of the creative economy, filled with various young generations who creatively and innovatively contribute significantly to the development of 2023's fashion trends.

According to Gabrielova & Buchko, (2021), Generation Y is the generation born between 1981-1996, while Generation Z is the generation born between 1997-2012. The grand theory used in this research is Social Identity Theory. This theory claims that individuals tend to choose the most relevant identity depending on the context. Social Identity Theory explains how a person identifies with a particular social group and how this affects their perceptions and actions towards that group and other social groups. Social Identity Theory is explained by (Brown, 2000), where this theory is based on the assumption that positive social identity is largely influenced by favorable comparisons between groups. One conclusion from this simple assumption is that the stronger a person identifies with a particular group, the greater the likelihood of positive differences between groups and positively biased attitudes towards their group. Brown, (2000) also explains that this theory is related to the concept of "Self-Esteem". In Social Identity Theory, the main assumption is that the desire to have a positive view of a group and therefore of oneself motivates bias towards one's group. SIT explains how an individual's understanding can be influenced by social groups regarding values, emotions, and self-esteem, as well as how achieving harmony with their constructed identity influences the actions taken by them (Soto-Simeone & Kautonen, 2021). This research aims to ascertain the presence of a significant positive correlation between Brand Trust, Brand Love, Self-Esteem, and Susceptibility to Normative Influence on Brand Loyalty in the fashion industry among Generation Y & Z. In order to make the differences visible, this investigation attempts to add freshness to the prior variables, as shown in the table that follows:

**Table 1. Research Gap**

Relationship	(Zhang et al., 2020)	(C. C. Huang, 2017)	(Singh et al., 2019)	(T. K. Huang et al., 2018)
Brand Love - Brand Loyalty	Significant			
Brand Love - Brand Loyalty		Insignificant		
SNI - Brand Loyalty			Significant	
SNI - Brand Loyalty				Insignificant

Source: Secondary Data (2023)

Based on Table 1 above, the first result is based on research from (Zhang et al., 2020) which of the Brand Love – Brand Loyalty variables shows significant results. This research focuses on examining brand relationship types' effects on brand loyalty from a strategic marketing perspective. Meanwhile, research by (C. C. Huang, 2017) demonstrates that Brand Love effects on Brand Loyalty are not significant. The SNI variable, research from (Singh et al., 2019) shows significant results from the SNI variable on Brand Loyalty. Meanwhile, research by (T. K. Huang et al., 2018) suggests an insignificant effect between SNI and brand loyalty. In order to explore the correlation between the new variable namely Brand Trust, the research was conducted once more to investigate the correlation between self-esteem, brand love, SNI, and brand loyalty. This study was founded on social identity theory.

The element of novelty in this research is Brand Trust. The Brand Trust variable is a novelty because Brand Trust is an important concept in marketing and the relationship between brands and consumers. Brand Trust describes the extent to which the level of trust, confidence, and security felt by customers towards a brand. Consumer trust has a significant impact on customer decision-making. Brands that can foster customer trust can gain a significant competitive advantage in this increasingly competitive market. As the core of a strong relationship between brands and consumers, brand trust remains a critical factor in the long-term success of a brand in the market. With Brand Trust as novelty will shed light on how factors such as Self-Esteem and Brand Trust are related to Social Identity Theory concepts, and how that influence purchase behavior in generations Y & Z in the context of fashion products. Experts say that repurchase intention is influenced by customer experience, which includes cognitive and emotional components, one of which is brand trust (Tian et al., 2022). Therefore, consumers will tend to make more frequent purchases of brands that have gained their trust because the perceived level of risk in choosing or buying these brands is low (Atulkar, 2020). Brand trust itself arises to build successful relationships with these consumers (Hanaysha, 2022). Consumer trust in a brand can effectively reduce the level of risk they feel when considering buying a product or service (Xue et al., 2020).

Brand Love reflects consumers' strong positive feelings attached to a brand, so that love for a brand falls into the category of a person's affective processes which can lead to purchase intentions and end in brand loyalty or a conative process. Understanding the meaning of brand love in this context is valuable knowledge for manufacturers, marketers, and suppliers looking to promote their products (Kumar et al., 2021). According to (Kiatkawsin & Sutherland, 2020), a good brand must be able to foster desires and preferences and make customers loyal without reason. In connection with the concept of brand love, consumers are often emotionally involved with the brands they choose, for example, luxury brands which will create a strong and positive emotional bond (Bazi et al., 2020). Brand Love as a construct reflects affective feelings and emotions filled with passion and deep attachment felt by consumers who feel satisfied with the brand (Gumparathi & Patra, 2020).

The core variable in this research is Self-Esteem. When individuals feel confident and have a high level of self-esteem regarding certain clothing choices or fashion products, this can greatly influence consumer attitudes and behavior in this industry. From a marketing perspective, the concept of self-esteem is critical to influencing how consumers behave toward brands and make purchases of products and services (Ameen et al., 2022). According to (Stuppy et al., 2020), consumers with a high level of prestige have a positive view of their environment and have confidence in their future personal success. Self-esteem is characterized as an individual's overall assessment and affective feelings regarding satisfaction with oneself (Olsen et al., 2022). A person's self-esteem is the result of self-assessment shown in their attitudes and appreciation of traits or qualities (Moisescu et al., 2022).

According to (Bharti et al., 2022), Consumer Susceptibility to Normative Influence (CSNI) measures the desire to enhance self-image by making buying decisions that obviously show affiliation with a reference group that has significance. Social normative influence may be related to sustainable consumption behavior (Pristl et al., 2021). Susceptibility to Normative Influence (SNI) in this study is defined as the degree of susceptibility of a Generation Y & Z consumer to the influence of social norms and group expectations (such as friends and family) in shaping his or her views on brand loyalty in the fashion industry. From this perspective, it appears that

consumers tend to try to adapt to other people's expectations regarding their purchasing decisions (Malik et al., 2020). Individuals who are susceptible to normative influence will tend to consider the views of this group in making purchasing decisions. Susceptibility to Normative Influence (SNI) can be defined as vulnerability that refers to the process by which an individual's views, beliefs, and actions are influenced by the actions of other individuals (Hutzinger & Weitzl, 2021).

The consequent variable in this research is Brand Loyalty. Brand loyalty can be measured in various forms of consumer interactions with the brand, such as repeat purchases, support, and long-term loyalty to their favorite fashion brand. Brand loyalty can be defined as the extent to which an individual is loyal to the brand and willing to share the experience with others (Jamshidi & Rousta, 2021). Brand Loyalty is also a concept that shows the direction toward the future and is the main guide for measuring the success of a company in a market full of competition (Hwang et al., 2021). Loyal customers perceive the brand as having unique value that is not offered by competing brands, which allows them to be less responsive to price changes and encourages others to promote the brand (Marsasi et al., 2022). Customers prefer to maintain their trust in brands they already know and trust and are more likely to remain loyal to them. Maintaining loyal customers requires a careful strategy because it is not as simple and efficient as getting new customers (Ibrahim & Marsasi, 2023). Because of a good understanding of brand loyalty, managers can project the likelihood that customers will remain loyal to the brand, even if there are changes in price or product characteristics (Kwon et al., 2020).

When a brand is able to continue to fulfill what consumers expect and need, consumers are likely to have strong trust in the brand (Tiep Le et al., 2023). Brand love on a practical level, the concept of brand love helps company managers build strong relationships with their customers (Aro et al., 2023). Brand Trust is a component in marketing that has a significant relationship to Brand Love (Joshi & Garg, 2022);(Nawaz et al., 2020); (Wong, 2023). These findings also confirm that consumer experience is something that makes them feel closely connected and care about brands they can trust, and consumers can identify themselves with these brands.

**H1: There is a positive influence of Brand Trust on Brand Love**

Research by Jamshidi et al., (2019) studies on the correlation of brand love and self-esteem. The study's findings demonstrate that self-esteem and brand love have a positive and significant correlation. Similar research was also shown (Mrad & Cui, 2020) and (Shin et al., 2020), where the outcomes the study suggest that brand love and self-esteem have a positive and significant relationship. Managers can make better decisions about marketing strategies with this research's improved comprehension of the various kinds of interactions that customers can have with particular brands. The hypothesis from these findings is:

**H2: There is a positive influence of Brand Love on Self-Esteem**

Research conducted by (Sohail, 2023) finds out whether Brand Love influences Susceptibility to Normative Influence. The study's findings demonstrate that brand love has a positive and significant on susceptibility to normative influence. This research confirms that influence of brand love and emotional attachment on how engaged consumers are. Another result that says that Brand Love has a positive and significant impact on Susceptibility to Normative Influence is research by (Paruthi et al., 2023) and (Fu et al., 2020), who investigated the correlation between brand love and social influence. This research confirms that emotional attachment and brand love influence how engaged consumers are. This in turn will impact how loyal they are to the brand. The hypothesis from these findings is:

**H3: There is a positive influence on Brand Love on Susceptibility to Normative Influence**

Consumers who have higher prestige will be more conspicuous and buy more products than consumers who have lower prestige (Burnasheva & Suh, 2020). Belief in a consumer's success can also motivate them to achieve stronger goals and ambitions, positively impacting their consumption behavior and brand decisions. According to Bagaskara & Marsasi, (2023), brand loyalty is the way consumers describe a brand with a positive attitude. This is a sign or indication of the extent to which customers are willing to sustainably maintain an extended relationship with the brand, make repeat purchases, and even recommend the brand to others. Self-Esteem is a psychological aspect of marketing that has a significant correlation to Brand Loyalty (Nandy et al., 2023);(Chang et al., 2023);(Shin et al., 2022). The hypothesis from these findings is:

**H4: There is a positive influence on Self-Esteem on Brand Loyalty**

Mahothan et al., (2022) conducted research related to the correlation of brand love and brand loyalty. The research purpose to explore the causes and effects of brand loyalty. The outcomes of this research prove a positive and significant impact on brand love on brand loyalty. Similar research was also carried out by Arghashi et al., (2021), which tries to put the idea of "brand love" analyze the results and the influencing factors by looking at the attitude and consumer satisfaction as a mediating factor in brand love, which affects brand loyalty. The result demonstrate that brand loyalty is positive and significant impacted by brand love. The results of this study indicate that consumers' sense of brand love has a major impact on their level of brand loyalty. Building "Brand Love" becomes something that is considered crucial, which characterizes a group of customers' emotional bond that extends beyond their mere contentment with a good or service. Research by (Madadi et al., 2022) also examines the effect of brand love on brand loyalty. The results of this study confirm that brand love positively and significantly plays an important role in developing brand loyalty. The hypothesis from these findings is:

**H5: There is a positive influence of Brand Love on Brand Loyalty**

Rabbanee et al., (2021) researched the correlation between Susceptibility to Normative Influence on loyalty. This shows that following the results of this research, SNI influences brand loyalty positively and significantly. Research related to the relationship between Susceptibility to Normative Influence on loyalty was also carried out by Hoang et al., (2022) and (Pangarkar et al., 2023). The research results show that SNI has a significant effect on loyalty. When consumers feel accepted within these communities, they tend to be more loyal to brands that represent those habits and values. The hypothesis from these findings is:

**H6: There is a positive influence of Susceptibility to Normative Influence on Brand Loyalty****RESEARCH METHODS**

An approach known as the quantitative research method was employed in this study. In quantitative research, the primary approach emphasizes measuring variables, putting theories to the test, and figuring out how observed events relate to one another (Scharrer & Ramasubramanian, 2021). The author uses a nonprobability sampling method. Next, the author will apply a purposive sampling technique. The purposive sampling method produces results that are relevant to the data that has been determined (Creswell & Creswell, 2022). Several criteria related to respondents were used in this research, namely that the respondent was someone who had bought and used at least one of the 3 fashion brands H&M, UNIQLO, and Adidas, the respondent belonged to the Generation Y & Z, as well as respondents domiciled in 6 cities/regencies, including Jakarta, Surabaya, Bandung, Semarang, Batam and Sleman Regency.

Structural Equation Modelling is a suitable analysis method for this research. The structure of relationships represented by a set of equations can be examined using SEM which is comparable to a series of multiple regression equations. Software such as IBM SPSS 29 and AMOS Graphic 24 are used in the data analysis process. Validity and Reliability Test, Measurement Model Test, Structural Model Test, GOF Test, and Hypothesis Test are the steps that make up SEM testing.

## RESULTS AND DISCUSSION

Based on the data obtained, as many as 150 respondents in this study met the criteria stated in the research questionnaire screening questions, namely the respondent is someone who has bought and used at least one of the 3 fashion brands H&M, UNIQLO, and Adidas, the respondent belongs to the Generation Y & Z, as well as respondents domiciled in 6 cities/regencies including Jakarta, Surabaya, Bandung, Semarang, Batam and Sleman Regency. The majority of respondents, according to this study, reside in Jakarta., with a total of 41 respondents or a percentage (26.7%), followed by Surabaya with 33 respondents (22.1%), Bandung with 23 respondents (15.4%), Semarang with 20 respondents (13.3%), Sleman Regency with 19 respondents (13.1%), and Batam with 14 respondents (9.4%). The results show that researchers were able to obtain valid data for research purposes related to purchasing fashion products by selecting respondents from a strict population.

### Validity and Reliability Test

The validity test focuses on the Pearson Correlation value and significance level. If Pearson Correlation  $\geq 0.50$  and the significance level is less than 0.05, then the question item is considered valid.

**Table 2. Validity Test Results**

Variables	Items	Statement	Pearson Correlation	Sig	Status
Brand Trust (BT)	BT1	I feel that the style and quality of this fashion brand can meet expectations.	.642**	.000	Valid
	BT3	I find the designs of this fashion brand do not disappoint.	.708**	.000	Valid
	BT4	I feel this fashion brand provides convenience for everyday needs.	.600**	.000	Valid
	BT7	I have confidence regarding the quality of this fashion brand.	.745**	.000	Valid
Brand Love (BLV)	BLV1	I am always up to date on the latest products from this fashion brand.	.697**	.000	Valid
	BLV3	I believe this fashion brand suits your everyday lifestyle.	.722**	.000	Valid
	BLV4	I have a positive view regarding this fashion brand.	.712**	.000	Valid
	BLV5	I feel that my taste matches the product design of this fashion brand.	.749**	.000	Valid
	BLV7	I like and am enthusiastic about this fashion brand.	.673**	.000	Valid
Self-Esteem (SE)	SE2	I've always been close to the community of people who wear these fashion brands.	.757**	.000	Valid
	SE3	I feel happy when other people are considered to be part of those who wear this fashion brand.	.727**	.000	Valid
	SE4	I feel this fashion brand makes people confident.	.658**	.000	Valid
	SE5	I view this fashion brand as being able to provide a good self-image.	.714**	.000	Valid
	SE6	I think that this fashion brand can increase social level recognition in society.	.727**	.000	Valid

Susceptibility to Normative Influence (SNI)	SNI1	I often buy fashion brands based on considerations and recommendations from friends.	.674**	.000	Valid
	SNI3	I often pay attention to the choice of fashion brands that celebrities buy.	.808**	.000	Valid
	SNI4	I always identify with other people through the same brand of fashion products.	.797**	.000	Valid
	SNI5	I often consider buying fashion brands that other people recommend.	.658**	.000	Valid
	SNI6	I prioritize the approval of friends or family when choosing a fashion brand.	.707**	.000	Valid
	SNI7	I sense that I am a member of a group when I buy the same fashion brands that my friends or family buy.	.722**	.000	Valid
Brand Loyalty (BLY)	BLY1	I feel this fashion brand is a priority choice.	.656**	.000	Valid
	BLY2	I often use this fashion brand as my main alternative.	.714**	.000	Valid
	BLY6	I will be a loyal consumer of this fashion brand.	.798**	.000	Valid

Source: Primary Data, processed 2023

Table 2 shows that all 23 instruments were identified as valid. Next, the reliability test is measured using the Cronbach Alpha formula. If a variable's Cronbach's Alpha value is more than 0.70, it considered acceptable.

**Table 3. Reliability Test Results**

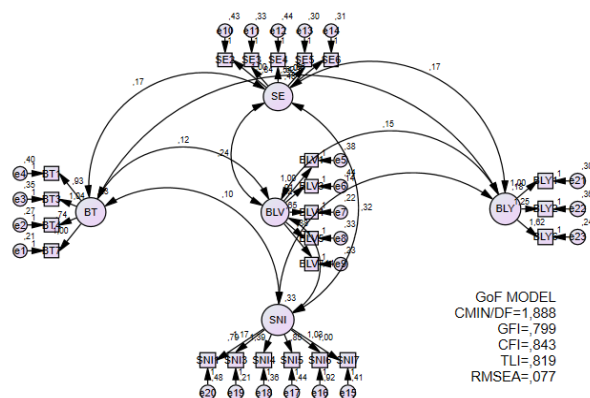
No	Variables	Cronbach's Alpha	Status
1	Brand Trust (BT)	.714	Reliable
2	Brand Love (BLV)	.765	Reliable
3	Self-Esteem (SE)	.774	Reliable
4	Susceptibility to Normative Influence (SNI)	.817	Reliable
5	Brand Loyalty (BLY)	.708	Reliable

Source: Primary Data, processed 2023

Considering **Table 3**, the Cronbach's Alpha value requirements have been met for each variable, namely Cronbach's Alpha  $\geq 0.7$ , this shows that all variables have been identified as reliable.

**Measurement Model Test**

The measurement model used in the research comes from the results of data processing with AMOS Graphic 24 software. A double-headed curved arrow connects all research variables. (Hair et al., 2019).



**Figure 2. Measurement Models**

Source: Primary Data, processed 2023

In Figure 2, there are 23 indicators in the data that are declared valid because they produce a loading factor value  $\geq 5$ , and SE4 is an indicator that is invalid in this test. So, item SE4 will no longer be used in structural model tests.

**Table 4. Results of GOF Measurement Model**

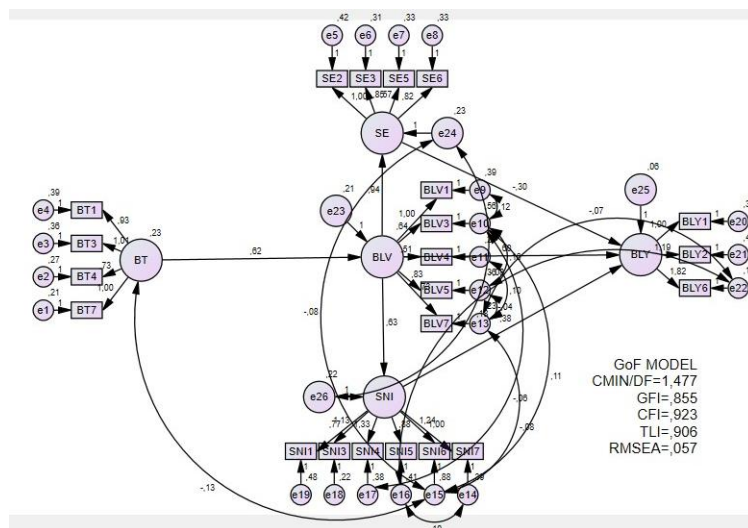
No	Index	Results	Status
1	CMIN/DF	1,888	Good Fit
2	GFI	0,799	Bad Fit
3	CFI	0,843	Marginal Fit
4	TLI	0,819	Marginal Fit
5	RMSEA	0,077	Good Fit

Source: Primary Data, processed 2023

Table 4 shows that some GOF indices continue to produce poor fit, and the research model indicated earlier still does not meet the requirements for Good Fit.

**Structural Model Test (Modification Indices)**

This modification will improve the GOF value besides improve the hypothesis results.



**Figure 3. Structural Model (Modification Indices)**

Source: Primary Data, processed 2023

**Table 5. Results of GOF Structural Model (Modification Indices)**

No	Index	Results	Status
1	CMIN/DF	1,477	Good Fit
2	GFI	0,855	Marginal Fit
3	CFI	0,923	Good Fit
4	TLI	0,906	Good Fit
5	RMSEA	0,057	Good Fit

Source: Primary Data, processed 2023

The visible research model is a model that has been well identified with 4 indexes have Good Fit results and 1 index that has Marginal Fit results.

**Hypothesis Testing (Modification Indices)**

The following are the outcomes of hypothesis testing:

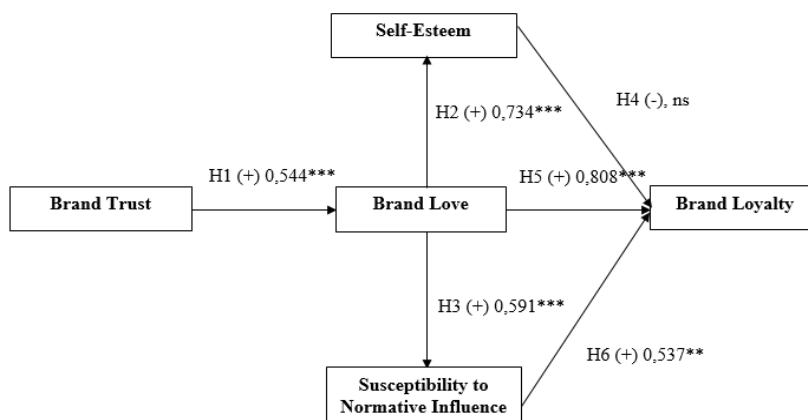


**Table 6. Hypothesis Testing (Modification Indices)**

Hypothesis	Path	Std. Estimation	C.R.	P	Std. Reg Weight	Information
H1	BT – BLV	0,618	4,403	***	0,544	H1 Supported
H2	BLV – SE	0,938	5,719	***	0,734	H2 Supported
H3	BLV – SNI	0,628	4,824	***	0,591	H3 Supported
H4	SE – BLY	-0,301	-1,435	0,151	-0,514	H4 Not Supported
H5	BLV – BLY	0,604	3,362	***	0,808	H5 Supported
H6	SNI – BLY	0,377	1,990	0,047	0,537	H6 Supported

Source: Primary Data, processed 2023

According to **Table 6**, this consists of that 5 hypotheses show a significant positive relationship. Meanwhile, one hypothesis shows an insignificant relationship.



**Figure 4. Final Research Model**

\*\*\* P < 0,001

\*\* P < 0,05

\*P ≤ 0,100

(Source: Primary Data, processed 2023)

**Hypothesis Discussion**

**H1: The Influence of Brand Trust on Brand Love**

Based on Table 6, hypothesis 1, Brand Trust and Brand Love shows a positive and significant relationship, where the correlation of the two has a critical ratio value of 4,403 and p-value < 0,001 (\*\*\*). The results of this investigation align with those of previous studies. that showed how consumers' perceptions of brand trust are typically mirrored in their perceptions of brand love. These studies were conducted by (Joshi & Garg, 2022), which states that brand trust becomes a significant construct in the context of increasing customer love for a brand of a product. Understanding the relationship between customers and brands is the main component that needs to be understood to attract consumer attention (Nawaz et al., 2020). Comparable study findings were also reported by (Wong, 2023), which proves that brand trust has a positive and significant impact on brand love. Trust in a brand is based on strong beliefs and interactions that tend to be intensive to produce a high sense of brand love. It can be proven that brand trust can influence a consumer's brand love related to the consumer's purchase and use of clothing products.

**H2: The Influence of Brand Love on Self-Esteem**

Based on Table 6, hypothesis 2, Brand Love towards Self-Esteem shows a significant positive relationship, where the relationship between the two has a critical ratio value of 5,719 and p-value < 0,001 (\*\*\*) . The study carried out by (Jamshidi et al., 2019), aims to respond to the query of whether or not customer self-esteem has a significant role in the marketing literature. The results of this research show a positive and significant correlation of Brand Love and Self-Esteem. The research results which stated that brand love had a positive and significant effect on self-esteem were also expressed (Mrad & Cui, 2020). Brand love and self-esteem are significantly related to each other (Shin et al., 2020). This research gives managers an improved comprehension of the various kinds of relationships that can exist between consumers and specific brands, which can help them make decisions about marketing strategies. It has been proven that brand love can influence a consumer's self-esteem regarding the use of clothing products.

**H3: The influence of Brand Love on Susceptibility to Normative Influence**

Based on Table 6, hypothesis 3, Brand Love on Susceptibility to Normative Influence shows a significant positive relationship, where the relationship between the two has a critical ratio value of 4,824 and a p-value < 0,001 (\*\*\*) . Research by (Sohail, 2023), shows that love of the brand influences susceptibility to normative influence in a significantly positive way. Similar research was also carried out by (Paruthi et al., 2023). The study's findings demonstrate the positive significance of both brand love and susceptibility to normative influence. Social influence, whether in the form of information or social norms, and the perceived quality of information, influences consumers' desire to make a purchase (Fu et al., 2020). Brand love can influence a consumer to be increasingly susceptible to the influence of the surrounding environment such as friends, family, and relatives regarding the purchase and use of clothing products.

**H4: The Influence of Self-Esteem on Brand Loyalty**

Based on Table 6, hypothesis 4, Self-Esteem towards Brand Loyalty, shows an insignificant relationship, where the relationship between the two has a critical ratio value of -1,435 and p-value of 0,151. As a result, this hypothesis was not supported and the initial hypothesis was rejected. This is aligned with earlier studies which revealed that the impact of self-esteem does not affect a consumer's brand loyalty (Japutra et al., 2023). Research conducted by (Suwandi & Balqiah, 2023) also stated that brand loyalty is not significantly impacted by one's level of self-esteem. The subjects in this research are in line with one of the subjects chosen by the author in conducting research, namely Generation Z. In this research, they stated that the general tendency among Generation Z is low self-esteem, and the concept of low self-esteem does not affect brand loyalty. Although consumer self-esteem is an important component that influences various aspects of consumer behaviour, the statistical results in this study do not support the initial hypothesis that the level of self-esteem influences the extent to which consumers remain loyal to the use of clothing products.

**H5: The Influence of Brand Love on Brand Loyalty**

Based on Table 6, hypothesis 5, Brand Love towards Brand Loyalty shows a significant positive relationship, where the relationship between the two has a critical ratio value of 3,362 and p-value < 0,001 (\*\*\*) . Research by (Mahothan et al., 2022) stated the findings that prove a positive and significant impact on brand love on brand loyalty. Research regarding the correlation of brand love and brand loyalty was also conducted by Arghashi et al., (2021). The results of this research prove that brand love has a positive and significant effect on brand loyalty. In light of this research, it can be said that the concept of brand love greatly impacts how loyal

customers are to a particular brand. Madadi et al., (2022) also researched the influence of brand love on brand loyalty. The study findings confirm that brand love positively and significantly plays an important part in building brand loyalty. Love for a product serves as an emotional bond and is a major factor in building enduring relation to the product of brand.

#### **H6: The Influence of Susceptibility to Normative Influence on Brand Loyalty**

Based on Table 6, hypothesis 6, Susceptibility to Normative Influence on Brand Loyalty demonstrates the significant positive correlation that exists, where the correlation between the two has a critical ratio value of 1,990 and a p-value < 0,047. Research conducted by Rabbanee et al., (2021) proves that susceptibility to normative influence effect brand loyalty in a significantly positive way. Research result (Hoang et al., 2022) ; Pangarkar et al., (2023) also shows that susceptibility to normative influence has a positive and significant effect on brand loyalty. Brand loyalty suggests that brands can take advantage of this normative influence by creating groups or communities of consumers who share principles and habits.

#### **CONCLUSION**

The conclusion of research on 150 respondents shows an insignificant correlation between Self-Esteem and Brand Loyalty. However, the Novelty variable, namely Brand Trust, shows a significant influence on Brand Love. The Brand Love variable has a positive significant effect on the core variable, namely Self-Esteem. Brand Love also has a significant positive impact on Susceptibility to Normative Influence. Other results show that Brand Love and Susceptibility to Normative Influence have a significant effect on Brand Loyalty. An academic contribution that fashion industry managers can apply is to use these findings to better understand the specific context in which consumer self-esteem does not directly influence brand loyalty. Self-esteem does not affect brand loyalty, but managers can focus their efforts on other factors that may have a more significant effect on their fashion brand loyalty. This research encourages further research or development of strategies that focus on attitudes, customer experience, customer satisfaction, perceived value, or other psychological elements that may have an impact on brand loyalty.

The limitation of this study is in collecting samples because it only got 150 respondents who met the criteria. The limitations of this research are also only at the stage of triggering the growth of consumer brand loyalty to clothing products and not at the stage of repurchase intention. So this research cannot show the maximum impact that occurs in the field for companies.

The researcher's hope for future research is to update the object to be studied. Future research can determine the research object by considering contemporary aspects. One example of an industry that creates trending behavior in society is the electronics industry such as smartphones, smartwatches, and the footwear industry for superior sneaker products. Future research is expected to include new variable components such as Brand Experience as a research variable. This approach aims to produce new information that displays the capacity to significantly advance the development of knowledge in this field. The author contributes to a theory, namely Social Identity Theory. The author also has suggestions for further research to use different theories or combine them with one theory, namely the Theory of Reasoned Action (TRA). This theory says how to measure someone's feelings about doing something can predict their purchasing behavior. This research provides insight into fashion industry managers to be able to carry out creative and innovative marketing techniques. One example of a strategy that marketers can use is using brand ambassadors. Brand ambassadors can help marketers to attract consumer attention. Marketers can choose influencers who have large and loyal followers so that

the results obtained are in line with expectations. Another example is by carrying out limited event collaborations with other brands which will have an impact on many additional consumers.

## REFERENCE

- Ameen, N., Cheah, J. H., & Kumar, S. (2022). It's all part of the customer journey: The impact of augmented reality, chatbots, and social media on the body image and self-esteem of Generation Z female consumers. *Psychology and Marketing*, 39(11), 2110–2129. <https://doi.org/10.1002/mar.21715>
- Arghashi, V., Bozbay, Z., & Karami, A. (2021). An Integrated Model of Social Media Brand Love: Mediators of Brand Attitude and Consumer Satisfaction. *Journal of Relationship Marketing*, 20(4), 319–348. <https://doi.org/10.1080/15332667.2021.1933870>
- Aro, K., Suomi, K., & Gyrd-Jones, R. (2023). Layers of love – exploring the interactive layers of brand love in the social media setting. *European Journal of Marketing*, 57(13), 87–110. <https://doi.org/10.1108/EJM-12-2020-0897>
- Atulkar, S. (2020). Brand trust and brand loyalty in mall shoppers. *Marketing Intelligence and Planning*, 38(5), 559–572. <https://doi.org/10.1108/MIP-02-2019-0095>
- Bagaskara, R., & Marsasi, E. G. (2023). The Effect of Self-Congruity and Trust Toward Brand Loyalty Based on Image Congruity Theory. *Indonesian Journal of Economics and Management*, 3(2), 231–244. <https://doi.org/10.35313/ijem.v3i2.4726>
- Bazi, S., Filieri, R., & Gorton, M. (2020). Customers' motivation to engage with luxury brands on social media. *Journal of Business Research*, 112(February), 223–235. <https://doi.org/10.1016/j.jbusres.2020.02.032>
- Bharti, M., Suneja, V., & Bharti, M. (2022). Mindfulness as an antidote to conspicuous consumption: The mediating roles of self-esteem, self-concept clarity and normative influence. *Personality and Individual Differences*, 184, 111215. <https://doi.org/10.1016/j.paid.2021.111215>
- Brown, R. (2000). Social identity theory: Past achievements, current problems and future challenges. *European Journal of Social Psychology*, 30(6), 745–778. [https://doi.org/10.1002/1099-0992\(200011/12\)30:6<745::AID-EJSP24>3.0.CO;2-O](https://doi.org/10.1002/1099-0992(200011/12)30:6<745::AID-EJSP24>3.0.CO;2-O)
- Burnasheva, R., & Suh, Y. G. (2020). The influence of social media usage, self-image congruity and self-esteem on conspicuous online consumption among millennials. *Asia Pacific Journal of Marketing and Logistics*, 33(5), 1255–1269. <https://doi.org/10.1108/APJML-03-2020-0180>
- Chang, K., Lee, H.-W., & Bennett, G. (2023). Generation Z and Millennial esports gamers' perceived toxicity risk and game brand loyalty: moderated mediation effects of brand identification, self-efficacy, and support from game brand. *Young Consumers*, August. <https://doi.org/10.1108/YC-11-2022-1635>
- Creswell, J. W., & Creswell, J. D. (2022). *Research Design: Qualitative, Quantitative and Mixed Methods Approaches, Sixth Edition*.
- Fu, J. R., Lu, I. W., Chen, J. H. F., & Farn, C. K. (2020). Investigating consumers' online social shopping intention: An information processing perspective. *International Journal of Information Management*, 54(January 2018), 102189. <https://doi.org/10.1016/j.ijinfomgt.2020.102189>
- Gabrielova, K., & Buchko, A. A. (2021). Here comes Generation Z: Millennials as managers. *Business Horizons*, 64(4), 489–499. <https://doi.org/10.1016/j.bushor.2021.02.013>
- Gumparthy, V. P., & Patra, S. (2020). The Phenomenon of Brand Love: A Systematic Literature Review. *Journal of Relationship Marketing*, 19(2), 93–132. <https://doi.org/10.1080/15332667.2019.1664871>
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate Data Analysis Eighth Edition*.
- Hanaysha, J. R. (2022). Impact of social media marketing features on consumer's purchase decision in the fast-food industry: Brand trust as a mediator. *International Journal of Information Management Data Insights*, 2(2), 100102. <https://doi.org/10.1016/j.ijime.2022.100102>
- Hoang, S. D., Nguyen, D. T. N., & Pham, M. (2022). Factors Affecting Ecotourism Loyalty With the Moderating Role of Social Influence - Empirical Evidence in Vietnam. *Geojournal of Tourism and Geosites*, 43(3), 946–954. <https://doi.org/10.30892/gtg.43314-908>
- Huang, C. C. (2017). The impacts of brand experiences on brand loyalty: mediators of brand love and trust. *Management Decision*, 55(5), 915–934. <https://doi.org/10.1108/MD-10-2015-0465>
- Huang, T. K., Liao, C. Y., Wang, Y. T., & Lin, K. Y. (2018). How does social media interactivity affect brand

- loyalty? *Proceedings of the Annual Hawaii International Conference on System Sciences, 2018-Janua*, 2130–2139. <https://doi.org/10.24251/hicss.2018.266>
- Hutzinger, C., & Weitzl, W. J. (2021). Co-creation of online service recoveries and its effects on complaint bystanders. *Journal of Business Research*, 130(October), 525–538. <https://doi.org/10.1016/j.jbusres.2019.10.022>
- Hwang, J., Choe, J. Y. (Jacey), Kim, H. M., & Kim, J. J. (2021). Human baristas and robot baristas: How does brand experience affect brand satisfaction, brand attitude, brand attachment, and brand loyalty? *International Journal of Hospitality Management*, 99(June), 103050. <https://doi.org/10.1016/j.ijhm.2021.103050>
- Ibrahim, A. M., & Marsasi, E. G. (2023). *The Influence of Social Media Marketing and Self-Concept on Brand Loyalty by Applying the Flow Experience Theory in Islamic-Based Online Course*. 10(1), 462–478. <https://doi.org/https://doi.org/10.33096/jmb.v10i2.603>
- Jamshidi, D., & Roustia, A. (2021). Brand Commitment Role in the Relationship between Brand Loyalty and Brand Satisfaction: Phone Industry in Malaysia. *Journal of Promotion Management*, 27(1), 151–176. <https://doi.org/10.1080/10496491.2020.1809596>
- Jamshidi, D., Roustia, A., & Meijani, M. (2019). Is Self-Esteem Important to Marketing Literature Branding Perspective from Nike's Sport Wear Industry in Kish Island. *Socialsci Journal*, 5(January), 2581–6624.
- Japutra, A., Loureiro, S. M. C., Wang, S., & Primanti, H. (2023). How can brands become central in the consumers' life? *Spanish Journal of Marketing - ESIC*, 27(1), 39–59. <https://doi.org/10.1108/SJME-05-2022-0094>
- Joshi, R., & Garg, P. (2022). Assessing brand love, brand sacredness and brand fidelity towards halal brands. *Journal of Islamic Marketing*, 13(4), 807–823. <https://doi.org/10.1108/JIMA-04-2020-0104>
- Kemendagri/Baparekraf RI. (2023). *Tren Fesyen 2023 di Indonesia, Wastra Menjadi Unggulan*. Kemendagri. <https://kemendagri.go.id/destinasi-super-prioritas/tren-fesyen-2023-di-indonesia-wastra-menjadi-unggulan>
- Kiatkawsin, K., & Sutherland, I. (2020). Examining Luxury Restaurant Dining Experience towards Sustainable Reputation of the Michelin Restaurant Guide. *Sustainability*, 12(5), 2134. <https://doi.org/10.3390/su12052134>
- Kumar, S., Dhir, A., Talwar, S., Chakraborty, D., & Kaur, P. (2021). What drives brand love for natural products? The moderating role of household size. *Journal of Retailing and Consumer Services*, 58(September 2020), 102329. <https://doi.org/10.1016/j.jretconser.2020.102329>
- Kwon, J. H., Jung, S. H., Choi, H. J., & Kim, J. (2020). Antecedent factors that affect restaurant brand trust and brand loyalty: focusing on US and Korean consumers. *Journal of Product and Brand Management*, 30(7), 990–1015. <https://doi.org/10.1108/JPBPM-02-2020-2763>
- Madadi, R., Torres, I. M., Fazli-Salehi, R., & Zúñiga, M. Á. (2022). Brand love and ethnic identification: the mediating role of brand attachment among African American consumers. *Journal of Consumer Marketing*, 39(4), 358–370. <https://doi.org/10.1108/JCM-06-2020-3922>
- Mahothan, T., Laohavichien, T., Srivardhana, T., & Lertlop, W. (2022). The Impact of Brand Image on Brand Loyalty: The Mediating Role Of Brand Love. *INTERNATIONAL JOURNAL OF EBUSINESS AND EGOVERNMENT STUDIES*, 14(2), 18–34. <https://doi.org/https://doi.org/10.34109/ijebeq>
- Malik, A., Merunka, D., Akram, M. S., Barnes, B. R., & Chen, A. (2020). Self-concept, individual characteristics, and counterfeit consumption: Evidence from an emerging market. *Psychology and Marketing*, 37(10), 1378–1395. <https://doi.org/10.1002/mar.21386>
- Marsasi, E. G., Saputra, D., & Gusti, Y. K. (2022). Pengaruh Kesadaran, Asosiasi, Citra Dan Kesetiaan Terhadap Ekuitas Merek Pada Produk Mie Instan Di Yogyakarta. *Kajian Bisnis Sekolah Tinggi Ilmu Ekonomi Widya Wiwaha*, 30(2), 17–37. <https://doi.org/10.32477/jkb.v30i2.359>
- Moisescu, O. I., Dan, I., & Gică, O. A. (2022). An examination of personality traits as predictors of electronic word-of-mouth diffusion in social networking sites. *Journal of Consumer Behaviour*, 21(3), 450–467. <https://doi.org/10.1002/cb.1970>
- Mrad, M., & Cui, C. C. (2020). Comorbidity of compulsive buying and brand addiction: An examination of

- two types of addictive consumption. *Journal of Business Research*, 113(October 2019), 399–408. <https://doi.org/10.1016/j.jbusres.2019.09.023>
- Nandy, S., Sondhi, N., & Joshi, H. (2023). Antecedents and outcomes of brand pride: moderating role of narcissism. *Spanish Journal of Marketing - ESIC*, 27(1), 98–116. <https://doi.org/10.1108/SJME-04-2022-0083>
- Nawaz, S., Jiang, Y., Alam, F., & Nawaz, M. Z. (2020). Role of Brand Love and Consumers' Demographics in Building Consumer–Brand Relationship. *SAGE Open*, 10(4), 215824402098300. <https://doi.org/10.1177/2158244020983005>
- Olsen, S. O., Khoi, N. H., & Tuu, H. H. (2022). The “Well-Being” and “Ill-Being” of Online Impulsive and Compulsive Buying on Life Satisfaction: The Role of Self-Esteem and Harmony in Life. *Journal of Macromarketing*, 42(1), 128–145. <https://doi.org/10.1177/02761467211048751>
- Pangarkar, A., Patel, J., & Kumar, S. K. (2023). Drivers of eWOM engagement on social media for luxury consumers: Analysis, implications, and future research directions. *Journal of Retailing and Consumer Services*, 74(August 2022), 103410. <https://doi.org/10.1016/j.jretconser.2023.103410>
- Paruthi, M., Kaur, H., Islam, J. U., Rasool, A., & Thomas, G. (2023). Engaging consumers via online brand communities to achieve brand love and positive recommendations. *Spanish Journal of Marketing - ESIC*, 27(2), 138–157. <https://doi.org/10.1108/SJME-07-2022-0160>
- Pristl, A. C., Kilian, S., & Mann, A. (2021). When does a social norm catch the worm? Disentangling social normative influences on sustainable consumption behaviour. *Journal of Consumer Behaviour*, 20(3), 635–654. <https://doi.org/10.1002/cb.1890>
- Rabbane, F. K., Afroz, T., & Naser, M. M. (2021). Are consumers loyal to genetically modified food? Evidence from Australia. *British Food Journal*, 123(2), 803–819. <https://doi.org/10.1108/BFJ-11-2019-0832>
- Roozen, I., Raedts, M., & Meijburg, L. (2021). Do verbal and visual nudges influence consumers' choice for sustainable fashion? *Journal of Global Fashion Marketing*, 00(00), 1–16. <https://doi.org/10.1080/20932685.2021.1930096>
- Scharrer, E., & Ramasubramanian, S. (2021). Quantitative research methods in communication: The power of numbers for social justice. In *Quantitative Research Methods in Communication: The Power of Numbers for Social Justice* (Issue May). Routledge. <https://doi.org/10.4324/9781003091653>
- Shin, M., Back, K. J., Bowen, J. T., Madera, J. M., & Liu, Y. (2020). The Effect of Loyalty Program Experiences on Hotel Customers' Brand Love: Social Identity Theory Perspective. *ProQuest LLC*.
- Shin, M., Back, K. J., Lee, C. K., & Lee, Y. S. (2022). The Loyalty Program for Our Self-Esteem: The Role of Collective Self-Esteem in Luxury Hotel Membership Programs. *Cornell Hospitality Quarterly*, 63(1), 19–32. <https://doi.org/10.1177/19389655211017449>
- Singh, A., Gupta, G., & Viswanathan, P. (2019). The Role of Social Influence and e-Service Quality in Impacting Loyalty for Online Life Insurance: A SEM-based Study. *International Journal of Business Excellence*, 1(1), 1. <https://doi.org/10.1504/ijbex.2019.10019249>
- Sohail, M. S. (2023). Understanding consumer engagement in online brand communities: An application of self-expansion theory. *Journal of Marketing Analytics*, 11(1), 69–81. <https://doi.org/10.1057/s41270-021-00148-1>
- Soto-Simeone, A., & Kautonen, T. (2021). Senior entrepreneurship following unemployment: a social identity theory perspective. *Review of Managerial Science*, 15(6), 1683–1706. <https://doi.org/10.1007/s11846-020-00395-z>
- Stuppy, A., Mead, N. L., & Van Osselaer, S. M. J. (2020). I Am, Therefore I Buy: Low Self-Esteem and the Pursuit of Self-Verifying Consumption. *Journal of Consumer Research*, 46(5), 956–973. <https://doi.org/10.1093/jcr/ucz029>
- Suwandi, D. S., & Balqiah, T. E. (2023). Factors Increasing Loyalty of Local Cosmetic Brands: A Study on Generation Z in Indonesia. *Binus Business Review*, 14(3), 285–296. <https://doi.org/10.21512/bbr.v14i3.9742>
- Tian, H., Siddik, A. B., & Masukujaman, M. (2022). Factors Affecting the Repurchase Intention of Organic Tea among Millennial Consumers: An Empirical Study. *Behavioral Sciences*, 12(2), 50. <https://doi.org/10.3390/bs12020050>
- Tiep Le, T., Ngo, H. Q., & Aureliano-Silva, L. (2023). Contribution of corporate social responsibility on SMEs' performance in an emerging market – the mediating roles of brand trust and brand loyalty. *International*

- Journal of Emerging Markets*, 18(8), 1868–1891. <https://doi.org/10.1108/IJOEM-12-2020-1516>
- Wong, A. (2023). Understanding Consumer Brand Love, Brand Commitment, and Brand Loyalty. *Journal of Relationship Marketing*, 22(2), 87–114. <https://doi.org/10.1080/15332667.2023.2173937>
- Xue, J., Zhou, Z., Zhang, L., & Majeed, S. (2020). Do Brand Competence and Warmth Always Influence Purchase Intention? The Moderating Role of Gender. *Frontiers in Psychology*, 11(February), 1–11. <https://doi.org/10.3389/fpsyg.2020.00248>
- Zhang, S., Peng, M. Y. P., Peng, Y., Zhang, Y., Ren, G., & Chen, C. C. (2020). Expressive Brand Relationship, Brand Love, and Brand Loyalty for Tablet PCs: Building a Sustainable Brand. *Frontiers in Psychology*, 11(March), 1–10. <https://doi.org/10.3389/fpsyg.2020.00231>