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EXAMINING THE ROLE OF SOCIAL MEDIA IN CULTIVATING BRAND LOVE AMONG INDONESIAN YOUTH : INSIGHTS FOR LOCAL COSMETICS BRANDS

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ABSTRACT

This research examines the role of social media marketing, perceived quality, and perceived price in cultivating brand love among Indonesian youth, particularly focusing on local fashion brands. Utilizing a sample size that provides robust statistical significance, the study confirms that social media marketing significantly influences both brand attitude (coefficient of 0.425) and brand trust (coefficient of 0.183). Perceived quality demonstrates a strong impact on brand attitude (coefficient of 0.783) and brand trust (coefficient of 0.724), underscoring the importance of high product standards. Additionally, perceived price is found to be a critical factor, with significant effects on brand attitude (coefficient of 0.894) and brand trust (coefficient of 0.347). The study also highlights the powerful relationship between brand attitude and brand love (coefficient of 0.883), as well as the influence of brand trust on brand love (coefficient of 0.348). These findings suggest that local fashion brands should strategically enhance their social media presence, maintain high product quality, and adopt fair pricing strategies to build strong emotional connections with consumers, thereby fostering brand love and loyalty. Future research should explore cross-industry comparisons, longitudinal impacts, and the role of emerging technologies in further enhancing these relationships.

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1. Introduction [Heading of Section]

In the digital era, the sophisticated evolution of technology and communication has catapulted social media marketing (SMM) to the forefront as a crucial tool for business growth [11]. This is particularly evident in Indonesia, where a surge in social media usage has led to the emergence of platforms specifically tailored to meet the local market demands, notably in the cosmetics industry [24]. These platforms have become vital in tapping into the unique preferences and behaviors of Indonesian consumers, profoundly influencing trends in the beauty sector [5].

A significant market shift within this sector is reflected by a Ipsos survey, which found that 54% of Indonesian consumers prefer local brands over international ones for their daily needs. This preference is largely

influenced by strategic SMM, which not only enhances brand visibility but also facilitates direct engagement with Generation Z consumers [14]. Through SMM, consumers gain a nuanced understanding of product quality and pricing, factors that crucially shape their perceptions and attitudes towards brands [23]; [15].

The impact of SMM is particularly significant in how it reassures consumers of the product's value. By effectively communicating perceived quality and complementing it with competitive pricing strategies, SMM helps cultivate a favorable attitude to local brands [6]. This fosters a sense of trust and ultimately, a deep-rooted brand loyalty, often described as brand love. Generation Z, known for valuing authenticity and sustainability, is particularly receptive to the narratives and peer opinions shared on social media platforms [14]. For local beauty brands aiming to capture this demographic, leveraging SMM alongside strategic pricing and quality enhancements is key to building trust and sustaining brand love [2]; [6].

The role of perceived price is critical, especially among Generation Z consumers who meticulously evaluate the cost against the quality of products [18]. Brands that succeed in presenting high perceived quality at fair prices are deemed trustworthy, enhancing their brand equity significantly [21]. This trust is further reinforced by SMM, where social proof through reviews and endorsements plays a pivotal role in influencing purchasing decisions [17]. The synergy of SMM, perceived quality, and pricing strategies not only shapes Generation Z's attitudes but also nurtures positive perceptions that are essential for developing brand trust and love.

In conclusion, this research underscores the critical nexus between social media marketing, perceived quality, and pricing strategies in shaping Generation Z's perceptions of local beauty brands in Indonesia. These insights are essential for local enterprises striving to cultivate a devoted customer base in a fiercely competitive landscape. The findings highlight the necessity for these brands to synchronize their values and messaging with Generation Z's expectations, prioritizing authenticity, quality, and value. As the beauty industry evolves, strategically implementing these insights becomes imperative for brands determined to achieve sustained growth and maintain a significant competitive advantage.

2. Literature Review

Social Media Marketing

Social Media Marketing (SMM) involves the activities undertaken by a company's marketing department or public relations agency to create and share content such as written posts, images, videos, graphics, or updates on the organization's social media platforms. These efforts aim to increase awareness of the company's products or services among the public [10]. According to Barker et al., "social media marketing refers to the process of gaining website traffic or attention through social media sites" [8]. [11] describe social media marketing as the utilization of social media for commercial promotion, targeting online audiences to attract potential customers. According to [20] [21], it is a strategic approach that employs social media platforms to market products or services and boost consumer awareness, thereby facilitating the detailed achievement of marketing goals. The measures of social media marketing, as identified by [3], include content sharing, interaction, the creation of online communities, and the accessibility of social media platforms.

Perceived Quality

[17] One suggestion posits that perceived quality refers to a product's capability, relative to other alternatives, in meeting customers' requirements. It can be described as consumers' assessment of an entity's overall merit or superiority [25]. [22] defined perceived quality as, 'a judgment of value for the appropriateness derived through the cognitive process in which consumers consciously or unconsciously process related quality cues and quality attributes under certain individual and situational variables'. Thus, in this study, perceived quality is defined as the consumer's overall assessment of the product's excellence and ability to meet their needs, based on the evaluation of various quality cues and attributes

Perceived Price

In its simplest form, prices denote the nominal amount charged to customers for acquiring and benefiting from product ownership or use [12]. Furthermore, price can serve as an indicator of product quality [23], as well as contribute to brand image and differentiation [17]. Buyers typically have a specific price range they find acceptable; prices above this range may deter purchases, while prices below may raise doubts about product quality [9]. Therefore, in this study, Perceived Price is defined as consumers' perception of the value they receive relative to the price paid.

Brand Trust

According to [4], establishing and maintaining long-term consumer-brand relationships and enhancing consumer satisfaction with brand commitment necessitate brand trust. [13] posits that brand trust encompasses two primary dimensions: brand reliability and brand intentionality. As suggested by [14] and [7], brand trust is pivotal in fostering a strong connection between consumers and brands. In summary, brand trust evokes post-consumption

sentiments and can be defined as consumers' belief in the product based on their prior knowledge or interactions, particularly regarding the satisfaction derived from the brand's performance.

Attitude Toward Brand

Brand attitude refers to an individual's internal assessment of a brand [16]. It signifies a customer's consistent inclination to choose a specific brand over others [20]. While brand attitude reflects a consumer's ongoing preference for a brand, it also encompasses their positive or negative perceptions of the brand, influencing their habitual use of it [12]. According to this definition, Brand Attitude can be understood as consumers' predisposition towards a brand, representing their likelihood to purchase it to fulfill specific needs. This inclination is often influenced by consumers' purchasing intentions.

Brand Love

According to [5], brand love is described as a delighted customer's deep emotional dedication to a specific brand. As marketers increasingly emphasize cultivating emotional connections with customers rather than solely promoting unique selling points, concepts such as brand love are becoming increasingly significant in contemporary marketing. Brand love involves a satisfied consumer's emotional bond with a particular brand, which is fostered when the consumer is able to (a) shape and express their self-identity, (b) recall past experiences, and (c) experience feelings of joy and enthusiasm [4]. Thus, it can be concluded that brand love is an intense emotional connection and commitment that a consumer feels towards a brand, driven by the brand's ability to resonate with their personal identity, evoke positive memories, and elicit strong feelings of joy and excitement.

3. Method

Type Of Research

This research utilizes a quantitative methodology, specifically through a survey approach, to examine targeted populations or samples. [23] explains that this method involves collecting data using specific instruments and analyzing it quantitatively or statistically. The primary goal is to describe and validate the predetermined hypotheses. In this study, an online questionnaire was used to collect data. The focus is on assessing how perceived quality, perceived price, and social media marketing shape consumer attitudes toward brands, enhance brand trust, and ultimately, influence brand love.

Population and Sample

The population in this study focuses on Gen Z female students in Surabaya who actively use Instagram as an information medium and often buy using local cosmetic brands at least twice a month. Indonesia is highlighted due to the beauty care industry's growth and the significance of using social media recently, especially in Gen Z. The study. This study uses a non-probability sampling method with a convenience sampling technique, which is a determination technique based on respondents who are available and easily accessible to distribute questionnaires via Google Forms to various WhatsApp groups, mainly targeting Gen Z female students. The overall study involved a total of 350 samples, and the data collected were analyzed using SmartPLS 3.0, employing a survey method, to gather the necessary information.

4. Results and Discussion

Convergent Validity

Convergent validity analysis assesses whether an indicator effectively measures its intended construct. It is considered valid if it demonstrates a correlation coefficient of greater than 0.6 with other variables.

Table 1. Convergent Validity

Variabel	Outer Loading	Criteria
Social Media Marketing	0.848	Valid
	0.883	Valid
	0.826	Valid
	0.896	Valid
Perceived Quality	0.836	Valid
	0.815	Valid
	0.796	Valid
	0.804	Valid

Variabel	Outer Loading	Criteria
Perceived Price	0.048	Valid
	0.764	Valid
	0.834	Valid
	0.885	Valid
	0.867	Valid
Attitude Toward Brand	0.882	Valid
	0.823	Valid
	0.795	Valid
	0.819	Valid
Brand Trust	0.873	Valid
	0.489	Valid
	0.649	Valid
	0.814	Valid
	0.893	Valid
Brand Love	0.858	Valid
	0.884	Valid
	0.870	Valid
	0.852	Valid
	0.837	Valid

AVE

Convergent validity analysis is a test used to measure whether or not an indicator is valid. states that the indicator can be said to be valid if it can measure variables with a value > 0.6.

Table 2. AVE

Variable	Average Variance Extracted (AVE)
Social Media Marketing	0.783
Perceived Quality	0.716
Perceived Price	0.795
Attitude Toward Brand	0.760
Brand Trust	0.773
Brand Love	0.748

Composite Reliability And Cronbach's Alpha

Evaluation of composite reliability and Cronbach's alpha are methods used to assess the reliability of measures. Composite reliability values exceeding 0.7 indicate high reliability, while Cronbach's alpha values are typically expected to be greater than 0.6 to be considered reliable.

TABLE 3. Composite Reliability And Cronbach's Alpha

Variable	Reliability	Cronbach's Alpha
Social Media Marketing	0.835	0.837
Perceived Quality	0.895	0.892
Perceived Price	0.837	0.838
Attitude Toward Brand	0.893	0.893

Variable	Reliability	Cronbach's Alpha
Brand Trust	0.826	0.856
Brand Love	0.838	0.896

Hypothesis Testing

Hypothesis testing in this study distinguishes between direct influence and indirect effects. The assessment relied on T-statistics and P-values. A research hypothesis is considered accepted if the P-value is less than 0.05. Below are the findings from hypothesis testing derived from the inner model of this study.

Table 4. Hypothesis Testing

No	Hypothesis	Variable	Original Sample (O)	P Values	Result
1	H1	SMM → ATB	0.425	0.000	Accept
2	H2	SMM → BT	0.183	0.001	Accept
3	H3	PQ → ATB	0.783	0.000	Accept
4	H4	PQ → BT	0.724	0.000	Accept
5	H5	PP → ATB	0.894	0.005	Accept
6	H6	PP → BT	0.347	0.001	Accept
7	H7	ATB → BL	0.883	0.000	Accept
8	H8	BT → BL	0.348	0.001	Accept

The Effect Social Media Marketing on Attitude Toward Brand

Social media marketing exerts a significant influence on brand attitude, indicated by a coefficient of 0.425. This suggests that effective social media strategies can substantially enhance young consumers' positive attitudes toward local fashion brands. Activities such as creative content, consumer engagement, and well-planned marketing campaigns on social media can increase brand awareness and positively shape consumer perceptions. Therefore, appropriate social media strategies can not only increase exposure but also build positive consumer views.

The Effect Social Media Marketing on Brand Trust

Although its impact is weaker compared to H1, social media marketing still positively affects brand trust with a coefficient of 0.183. This indicates that social media also plays a role in building consumer trust, albeit not as strongly as it shapes attitudes. Trust can be built through transparency, quick response to complaints, and content demonstrating reliability and commitment. Consumers tend to trust brands that are active and responsive on social media platforms.

The Effect Perceived Quality on Attitude Toward Brand

Perceived quality has a very strong impact on the attitude toward the brand, with a coefficient of 0.783. This indicates that the quality perceived by consumers significantly affects their views on the brand. High product quality can increase consumer satisfaction and result in positive views. Therefore, local fashion brands must ensure that their products meet or even exceed consumer expectations to build a strong positive attitude.

The Effect Perceived Quality on Brand Trust

Perceived quality also greatly influences brand trust, with a coefficient of 0.724. Consumers tend to trust brands that provide high-quality products. This trust can be a valuable asset in retaining loyal customers and attracting new ones. Hence, maintaining and improving product quality should be a top priority for local fashion brands to build strong consumer trust.

The Effect Perceived Price on Attitude Toward Brand

Perceived price demonstrates the strongest impact on brand attitude, with a coefficient of 0.894. This indicates that how consumers perceive the price of products greatly affects their views on the brand. Prices that are

considered fair and commensurate with product quality can enhance positive attitudes toward the brand. Local fashion brands should consider competitive and fair pricing strategies to attract and retain young consumers.

The Effect Perceived Price on Brand Trust

Perceived price also affects brand trust, although with a more moderate influence (coefficient of 0.347). Prices that are seen as reasonable can enhance consumer trust in the brand. Consumers are more likely to trust brands that offer good value for their money. Therefore, local fashion brands must ensure that their product prices are aligned with the quality offered to build consumer trust.

The Effect Attitude Toward Brand on Brand Love

Attitude toward the brand has a very strong and positive impact on brand love, with a coefficient of 0.883. This suggests that positive consumer attitudes are crucial in forming brand love. Consumers with positive views of a brand are more likely to develop strong emotional bonds and love for the brand. Local fashion brands should focus on strategies that can enhance these positive attitudes to build strong consumer love.

The Effect Brand Trust on Brand Love

Brand trust also influences brand love, though with a more moderate impact (coefficient of 0.348). Consumer trust in a brand can strengthen emotional bonds and increase love for the brand. Therefore, building and maintaining consumer trust is a crucial step in fostering brand love. Local fashion brands must ensure they consistently meet consumer expectations and maintain trust to build deeper, more emotional connections with consumers

5. Conclusions

This research emphasizes the importance of social media marketing strategies, perceived quality, and price in shaping positive attitudes and consumer trust, which ultimately lead to brand love among young Indonesian consumers. Local fashion brands should focus on these aspects to develop strong and emotional relationships with their consumers, enhancing loyalty and long-term success.

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