JMM17: Jurnal Ilmu Ekonomi dan Manajemen
Sinta 3 Accredited SK No. 72/E/KPT/2026
Journal page is avaliable to
https://jurnal.untag-sby.ac.id/index.php/jmm17/index

Behavioural Drivers of Brand Loyalty in Personalized Social Media Engagement

Nico Irawan[1*], Komm Pechinthorn[2]
[1,2] Thai Global Business Administration Technological College Thailand
Corresponding Author: dr.nico@tgbc.ac.th

ARTICLE INFO

Article history:
Submitted: 18-08-2026
Revised: 29-08-2026
Accepted: 9 September 2026

Keywords:
Brand Loyalty, Consumer Behaviour, Personalized Engagement, Social Media Marketing, Socio technical Systems

Citing this article:
Nico Irawan and Komm Pechinthorn, 2026. Behavioural Drivers of Brand Loyalty in Personalized Social Media Engagement. *JMM17: Jurnal Ilmu Ekonomi dan Manajemen*, vol. 12, no. 2, pp. 65 – 77.

ABSTRACT

This study investigates the behavioural drivers that strengthen brand loyalty within the context of personalized social media engagement, a domain increasingly shaped by artificial intelligence driven content delivery and consumer analytics. While personalization has emerged as a strategic necessity in digital marketing, previous studies have not fully explained how individualized interactions influence long term consumer loyalty at the cognitive, emotional, and behavioural levels. To address this gap, the present research adopts an interpretivist, socio technical perspective to understand how users interpret brand interactions mediated by AI enabled personalization tools. Data were collected from active social media users in East Java, Indonesia, employing semi structured interviews and digital artifact analysis. NVivo assisted thematic coding was used to analyse a total of 25 participants and 75 engagement artefacts. Findings show that four key behavioural drivers of brand loyalty are: (1) Perceived relevance of personalised content, (2) Emotional resonance and identity alignment, (3) Trust derived from transparency in data usage, and (4) Community co creation that fosters social validation. Such drivers imply that brand loyalty is influenced not only by algorithmic accuracy but also by consumers' socio-cultural interpretations and expectations of authenticity, credibility and community belonging.

2026 JMM17: Jurnal Ilmu Ekonomi dan Manajemen (Journal of Economic and Management Science)

Introduction

Brand loyalty has long been identified as a major contributor to enduring competitive advantage, affecting repeat purchase behaviour, consumer advocacy, and long-term relational value. Brand loyalty is no longer built simply through traditional advertising or product experience. Today's digital marketplace comes with algorithmic curation and data-driven patterns of interaction. Instead, it is increasingly determined by the extent to which brands personalise interactions across social media platforms, a domain where consumers spend a large chunk of their daily digital activities (Kumar & Gupta, 2023). Brands can create tailored experiences, increase perceived relevance, and foster stronger psychological bonds with consumers through personalised social media engagement using artificial intelligence (AI) and real-time analytics [10]). The strategic importance of personalisation is increasing, yet our understanding of its behavioural influence on loyalty remains conceptually fragmented and empirically limited.

The global adoption of AI-powered personalisation technologies has altered the dynamics between brands and consumers. Social media platforms like Instagram, TikTok and Facebook use complex algorithms to deliver tailored content, anticipate user preferences and improve brand

communication [5]. These technological advances create opportunities for increased engagement, but also introduce new complexities around consumer autonomy, identity formation, and trust formation [12]. Evidence suggests that consumers respond positively when personalisation corresponds to their preferences, values, and lived experiences [1]. However, intrusive or manipulative personalisation can elicit negative responses such as distrust, disengagement, and resistance [19]. This duality highlights the need to consider personalisation not as a mere technological mechanism but as a socio-technical experience built around human interpretation, cultural norms, and digital ecosystems.

The rapid increase in social media use in Southeast Asia, and Indonesia in particular, has made personalised engagement more important for brand loyalty. Indonesia is one of the countries with the largest social media user population in the world, with young consumers showing high engagement, fast adoption of digital services, and high responsiveness to personalised content. East Java, being one of the most active digital economic provinces, provides a rich context to explore how personalised engagement produces loyalty in socio cultural environments that put emphasis on collectivism, community identity and interpersonal trust [15]. However, most of the global research on personalisation has been done in Western markets where the consumer expectations and cultural interpretations vary greatly. This geographical imbalance of literature is a major empirical gap.

From the conceptual standpoint, past research has been largely focused on the technological side of personalisation including algorithmic accuracy, predictive models, and targeting strategies [12]. However, the behavioural perspectives that investigate consumers' subjective interpretations, meaning making processes and emotional responses are relatively underexplored. From an interpretivist perspective, loyalty is created via customised experiences that connect with consumers' identities, emotions, and relational expectations [22]. Furthermore, socio-technical theory emphasises the co-constructive nature of technology and human behaviour, suggesting that the effects of personalisation cannot be understood without the interaction of algorithms, users' perceptions and social contexts [14]. There is however an absence of empirical research that combines these theoretical perspectives.

In addition, recent work shows that brand loyalty is increasingly driven by co-created social media environments, in which consumers contribute content, participate in communities, and validate brand narratives through social endorsement. Personalised engagement regarding relevance and emotional salience amplifies these processes. However, little is known about how these mechanisms interact to create behavioural loyalty. Particularly in culturally dynamic areas such as East Java. Furthermore, while personalisation has been linked to higher satisfaction or engagement, the specific behavioural drivers that convert engagement into loyalty have not been adequately theorised. In light of these gaps, the current research seeks to explore the behavioural drivers of brand loyalty within the framework of personalised social media engagement using an interpretivist, socio technical lens. The key question that the study aims to answer is:

What behavioural mechanisms link personalized social media engagement to brand loyalty among consumers in East Java?

To answer this question, the study relies on user narratives and digital interaction patterns, using NVivo assisted thematic analysis to account for the complexity of subjective experiences. This research contributes to ongoing discussions in digital marketing, consumer behaviour and AI mediated communication by identifying the underlying themes shaping loyalty such as relevance, emotional resonance, trust and community co creation. The findings also have practical implications for brands that want to build sustainable loyalty strategies in increasingly data-driven social media environments.

This study makes three main contributions. First, it contributes to the theoretical understanding by incorporating the mechanisms of personalisation, socio-technical interactions and behavioural loyalty into a holistic interpretive model. Second, it provides empirical evidence from Indonesia, a fast-growing digital market often under-represented in global studies. Third, it provides practical and policy orientated recommendations relevant to marketers, technology designers and regulators navigating ethical personalisation practices. Together these contributions position the work as a significant addition to the nascent scholarship on AI enabled engagement and consumer loyalty in digital ecosystems.

Brand Loyalty in Digital Ecosystems

Traditionally, brand loyalty has been conceptualised as a multi-dimensional construct comprising of cognitive, affective and behavioural commitment. In digital contexts, however, loyalty exhibits more complicated patterns of repeat engagement, social endorsement, content interaction, and community participation [9]. Social media platforms also foster the move from transactional to relational loyalty by supporting dynamic, real time interactions between brands and consumers [6]. There is broad consensus among scholars that loyalty formation in digital ecosystems is not only driven by product satisfaction but by continuous experiential value, perceived authenticity and a sense of belonging [5].

Recent marketing research shows that the growing emphasis on personalised digital engagement is a recognition that consumer attention is becoming more and more spread out across multiple platforms. Therefore, the efficiency of how brands acquire, retain and enhance user engagement with personalised experiences drives loyalty [1]. However, the behavioural drivers of loyalty are still under-explored, particularly in developing digital economies where cultural norms shape engagement patterns in different ways.

Personalized Social Media Engagement

Personalised social media engagement means the interactions are designed specifically for users based on their behaviour, preferences, browser history, psychographic profiles, and contextual signals [23]. AI-driven algorithms curate individualised content feeds, provide product recommendations, personalise message tone and enable micro segmentation at unprecedented scale [16]

Research indicates that personalisation improves perceived relevance [10], increases user attention, and enhances message resonance [1]. Effective personalisation also deepens emotional connection by activating feelings of being understood or "seen" [3]. However, personalisation can backfire as well: perceived intrusiveness and excessive use of personalisation lead to privacy concerns, reactance and distrust [19]. Hence, academics call for transparency, ethical targeting, and data governance as key factors influencing consumer responsiveness to personalisation [12].

When considering brand loyalty, the effect of personalisation is mediated by subjective interpretation. Engagement is meaningful only when users perceive the personalised communication as authentic, respectful and identity consistent [22]. These behavioural dimensions point to the significance of comprehending the phenomenon of personalisation from interpretative perspectives rather than from a purely algorithmic or technological perspective.

AI Driven Tourism Economy as Comparative Framework

Although this article focus is on brand loyalty in aggregate consumer markets, the literature from the artificial intelligence-driven tourism economy provides useful conceptual parallels. Tourism was among the first industries to adopt AI-based personalisation chatbots, predictive analytics, personalised recommendations, immersive digital experiences, and automated customer service [8]. These tools substantially affect travelers' satisfaction, trust and destination loyalty ([10]. The mechanisms identified in tourism – relevance, emotional engagement and trust – mirror the behavioural drivers required for brand loyalty in social media environments. Studies stress:

a. AI improves service personalisation, which increases user engagement [21].
b. Emotional value and experiential congruence loyalty drivers are stronger than functional attributes [7].
c. Consumer trust in artificial intelligence systems is essential to maintain engagement [2].

The parallels further emphasise the importance of socio technical and behavioural perspectives for the analysis of personalised engagement in non tourism markets. Therefore, the AI-powered tourism economy offers a theoretical reference that shows the impact of digital personalisation mechanisms on consumer loyalty in different contexts.

Sustainability Transition and Ethical Digital Engagement

In digital marketing, more and more the personalised engagement is being linked to broader sustainability transitions. As organisations transition toward long-term relational strategies, digital sustainability emphasises ethical data use, responsible personalisation, transparency, and consumer empowerment [24]. Sustainable digital engagement focuses on:

a. Fair data practices
b. User autonomy and informed consent
c. Consumption patterns that align with consumer well-being
d. Avoidance of manipulative personalization

Ethical personalisation generates brand loyalty that results in sustainable relational value rather than short term behavioural compliance. As digital ecosystems evolve, regulations, especially in terms of AI governance and data privacy, impact on personalisation strategies and influence consumer trust (OECD, 2024). This sustainability lens reinforces the need for brands to pursue personalisation practices that favour long-term consumer relationships rather than algorithmic exploitation.

Interpretivism: Meaning Making in Personalized Interaction

Interpretivism provides a critical approach to understanding how consumers interpret personalised engagement with brands. Interpretivism does not consider personalisation outcomes to be a direct result of the functions of technology but rather sees consumers as making meaning of their experiences, social contexts and cultural expectations [17].

In the light of this:

a. Consumers interpret personalised content through their personal identity, their feelings and their value system.
b. Users want engagement that feels authentic, relevant and respectful.
c. Loyalty arises when personalised experiences validate one's self concept and social belonging.

Personalisation thus becomes a symbolic interaction, not only a technological one. This interpretive understanding is particularly relevant in collectivist cultures like Indonesia, where social relationships, emotional harmony, and communal values shape consumers' reactions to digital engagement [15]. Thus, interpretivism challenges purely technocratic perspectives by highlighting the subjective and contextual nature of the formation of brand loyalty.

Socio Technical Systems Lens

Socio technical theory suggests that technology and human behaviour co evolve, shaping and responding to each other through dynamic interactions (Orlikowski, 2007; Trist & Bamforth, 1951). In the personalisation:

a. Algorithms customise experiences,
b. Users make sense of these experiences,
c. Their reactions influence future algorithmic changes.

This co-evolution highlights that personalisation outcomes, including loyalty, are determined by intertwined social and technological dynamics [14]. From a socio-technical perspective:

a. Algorithms do not create loyalty, but the consumer's interpretation does.
b. Social contexts (peer norms, community identity) moderate the effects of personalisation.
c. Brand authenticity and ethical standards impact user trust in AI mediated interactions.

Socio technical frameworks thus help explain why personalisation may succeed in one cultural or technological environment, and not in others. They stress that loyalty is an outcome of a systemically aligned relationship between users, algorithms, social communities and brand values.

Research Gaps

Based on the literature, four significant gaps emerge. These gaps justify the present study's focus and methodological choices:

a. Behavioural mechanisms linking personalization to loyalty remain underexplained, especially in developing markets.
b. Most studies focus on technological outcomes, not interpretive or socio cultural experiences.
c. Indonesian and Southeast Asian contexts remain underrepresented in personalization research, despite high social media penetration.
d. Few integrative models combine personalization, interpretivism, socio technical theory, and loyalty outcomes.

Theoretical Positioning of the Study

Synthesizing the reviewed literature, this study positions itself at the intersection of:

a. Digital personalization research
b. Behavioural brand loyalty frameworks
c. Interpretivist meaning making theories
d. Socio technical system interactions
e. Ethical and sustainable digital engagement

By integrating these strands, the study offers a holistic understanding of how personalized social media engagement shapes behavioural loyalty.

Method

Research Paradigm and Approach

This study adopts a descriptive interpretative paradigm, which is appropriate for understanding subjective meanings and behavioural drivers embedded within personalized social media engagement. Interpretivism assumes that individuals construct meaning based on their lived experiences, cultural backgrounds, and interactions with socio technical systems (Schwartz Shea & Yanow, 2012). Given that personalized digital engagement is not a fixed technological output but a meaning making process, an interpretive approach allows the researcher to explore how users perceive, interpret, and emotionally respond to AI driven content on social media.

The study employs a qualitative descriptive interpretative design to capture detailed insights into the behavioural mechanisms underlying brand loyalty. Rather than testing hypotheses, this approach seeks to offer an in depth understanding of patterns emerging from user narratives. The objective is not to generalize statistically but to provide rich theoretical insight into the socio technical experiences shaping loyalty in digital environments.

Research Context: East Java, Indonesia

The research was conducted in East Java, one of the most dynamic digital economies in Indonesia with high social media adoption. The area offers a culturally rich setting, with collectivist values, a strong sense of community identity and rapid uptake of technology. These socio-cultural traits affect the way people interact with brands and decode personalised content. Popular platforms in the region include Instagram, TikTok, Facebook, and X (formerly Twitter), with young adults (18 35 years old) constituting the majority of active users. East Java's distinctive mix of digital enthusiasm and cultural embeddedness offers a relevant context to explore how personalised engagement translates into behavioural loyalty.

Participants and Sampling

The participants were purposefully selected based on the following criteria:

a. Resides in East Java,

b. Engage with social media actively daily
c. Interact with branded personalised content (ads, recommendations, custom posts, influencer interactions)
d. Age 18-35 years e. Willing to take part in digital narrative analysis and interview

We recruited a total of 25 participants with diverse demographic backgrounds (students, employees, entrepreneurs) and digital behaviours. The sample size is in line with qualitative research standards, which focus on depth rather than breadth [4]. 75 digital artefacts (social media posts, comments, branded engagement screenshots, promotional interactions) were collected as well as interviews to support contextual interpretation.

Data Collection Procedures

Data were collected through three qualitative methods:

Semi-Structured Interview.

Interviews (30 – 60 minutes each) investigated participants' experiences of personalised engagement, emotional reactions, perceptions of brand authenticity and factors influencing loyalty.

Gathering Digital Artefacts.

Participants shared and allowed review of interactions on social media including personalised ads, recommended content, saved posts, comment exchanges and brand challenges. These artefacts gave a naturalistic insight into real time engagement behaviours.

Field notes of observations.

The researcher recorded contextual observations during the online engagement sessions such as user expressions, platform patterns, and interaction cues.

All interviews were recorded, transcribed verbatim and anonymised.

Data Analysis: NVivo Assisted Thematic Analysis

Data were analyzed using NVivo 14 following the six phase thematic analysis procedure by Braun & Clarke (2006):

a.Acquainting oneself with the materials review transcripts and artefacts
b.First Coding creating descriptive and interpretive codes
c.Theme Development grouping codes into emerging behavioural drivers
d.Theme Review refining themes for theoretical depth and coherence
e.Theme Definition clarifying behavioural meaning and relationships
f.Thematic narratives Building reporting

In NVivo, node matrices, word frequency queries and code co occurrence analysis were used to detect trends across interviews and digital artefacts. We highlighted interpretive coding that showed how participants understood personalisation in terms of relevance, emotional resonance, trust, or sense of community. No new codes or themes emerged, indicating data saturation.

Research Quality and Ethical Considerations

To ensure rigour, credibility, transferability, dependability, and confirmability criteria were employed:

a. Credibility: Triangulation of interviews and artefacts
b. Dependability: audit trails and coding logs in NVivo
c. Transferability: rich contextual descriptions of East Java d. Confirmability: researcher reflexivity notes

Informal ethical approval was obtained through institutional guidance. Participants gave their informed consent and could withdraw at any time. Anonymised personal data and digital artefacts.

Table 1. Research Design and Data Overview

Component	Description
Research Paradigm	Descriptive Interpretative (Qualitative)
Theoretical Lens	Interpretivism & Socio Technical Systems
Location	East Java, Indonesia
Participants	25 active social media users (ages 18 35)
Sampling Technique	Purposive sampling
Data Sources	25 interviews, 75 social media artifacts, field notes
Platforms Observed	Instagram, TikTok, Facebook, X
Analysis Software	NVivo 14
Analysis Method	Thematic Analysis (Braun & Clarke, 2006)
Duration of Study	6 months

All participants provided informed consent, anonymity was guaranteed, and ethical approval followed institutional guidelines.

Results and Discussion

This section presents the empirical results derived from NVivo assisted thematic analysis of 25 interviews and 75 social media interaction artifacts collected in East Java. The analysis generated four major themes that represent the behavioural drivers linking personalized social media engagement to brand loyalty:

a.Perceived Relevance of Personalized Content,
b.Emotional Resonance and Identity Alignment,
c.Trust Through Transparency and Data Respect, and
d.Community Co creation and Social Validation.

These themes were refined through iterative coding cycles and reflect the interpretive mechanisms through which consumers make sense of AI driven personalized brand communication.

Perceived Relevance of Personalized Content

Perceived relevance was found to be the most fundamental driver of loyalty. Participants often said that personalised content got their attention and made brand interactions feel meaningful. Engagement increased further when AI curated posts that reflected users' interests, demographic characteristics, or life stage needs. The NVivo node frequency revealed that codes associated with relevance (e.g. "fit to needs", "right timing", "useful content") appeared 128 times, proving its centrality.

Key Participants Quotes

"As soon as the content aligns with what I am actually looking for, it's like the brand gets me." (Participant 07)

"I don't just follow brands. I follow the ones that show me things I give a shit about." (Participant 11)

Relevance increased cognitive loyalty by making users feel the brand was paying attention, smart and efficient at delivering value. Relevance was a filtering mechanism in digital ecosystems as consumers were suffering from content overload and led to a stronger consumer brand alignment. This is in line with personalisation research which finds that relevance increases perceived usefulness and depth of engagement (Bleier & Eisenbeiss, 2015).

Emotional Resonance and Identity Alignment

Beyond relevance, participants highlighted emotional resonance the degree to which personalised content is congruent with their personal values, emotions, and identity narratives. Emotional resonance enhanced affective loyalty by creating familiarity and psychological proximity. Sentiment coding in NVivo revealed a dominant cluster of positive emotions (72%) highlighting how emotional alignment strengthens loyalty.

Key Participant Comments

"Some posts move me. It's not just a product, it has to do with my everyday life and my feelings." (Participant 04)

"I'm loyal to brands that understand me, not pressure me. (Participant 19)

The alignment of identity was especially evident in lifestyle, fashion, halal products, environmentally friendly brands and brands that emphasised cultural values. Participants often read personalised messages as an affirmation of their identity choices. This theme supports the previous evidence that emotional branding increases long term loyalty by stimulating identity based engagement [3]; [10].

Trust Through Transparency and Data Respect

Trust emerged as a third crucial driver. Participants reported that they valued brands that openly communicated how and why personalized content was shown to them. Transparency about data collection and usage increased comfort and minimized privacy concerns. NVivo coding indicated trust related references 94 times, including nodes such as "clarity," "data respect," "feels safe," and "honest communication."

Key Participant Quotes

"I feel safer when the brand tells me why I'm seeing their ad." (Participant 03)

"If personalization is too aggressive and not explained, I won't trust the brand." (Participant 15)

Participants also expressed concern over intrusive advertisements that appeared too frequently or seemed to track private browsing behaviour. When transparency was lacking, users quickly disengaged. Consistent with recent research [12], the findings reveal that ethical personalization based on consent, clarity, and respectful algorithms strengthens cognitive trust and encourages repeated engagement.

Community Co creation and Social Validation

The fourth theme highlights the role of social validation and community co creation in shaping loyalty. Users experienced higher attachment to brands that fostered a sense of belonging, encouraged user participation, and highlighted peer engagement. Promotional challenges, user generated content (UGC), and community driven storytelling amplified engagement and built collective identity. NVivo co occurrence analysis found strong overlaps between nodes related to "community," "participation," and "validation," showing how social processes reinforce behavioural loyalty.

Key Participant Quotes

"When a brand reposts my content, I feel proud and more connected." (Participant 10)

"I stay loyal to brands that build hype with the community, not only sell products." (Participant 21)

This theme echoes findings in socio technical literature that community interactions can amplify technological personalization effects [14].

Table 2. Thematic Map of Findings

Main Theme	Behavioural Driver	Mechanism	Loyalty Outcome
Perceived Relevance	Content fit, usefulness, timing	Cognitive processing of tailored information	Cognitive Loyalty
Emotional Resonance & Identity Alignment	Value fit, emotional appeal, lifestyle match	Identity based meaning making	Affective Loyalty
Trust through Transparency	Ethical data use, clarity, respect	Reduction of privacy concerns; enhanced safety	Cognitive & Behavioural Loyalty
Community Co creation	Social validation, peer influence	Collective meaning making; participatory engagement	Advocacy & Sustained Engagement

The model emphasizes that personalization alone does not create loyalty; loyalty emerges when users interpret personalized interactions as meaningful, ethical, emotionally aligned, and socially validated. This process reflects a socio technical dynamic, where technology and human meaning making co shape engagement outcomes.

The results of this study shed light on socio-technical and behavioural mechanisms through which personalised social media engagement fosters brand loyalty. In this discussion section, we interpret these findings in relation to existing theories, offer conceptual and managerial implications, and discuss emerging policy considerations. The results show that loyalty in digital ecosystems is not an immediate consequence of technological sophistication, but rather the consequence of users' interpretative processes that are affected by relevance, emotion, trust, and community belonging.

The study confirms the idea of perceived relevance as a cognitive anchor of loyalty. As in the personalisation literature [1], users assess personalised content based on perceived utility and contextual fit. However, this study goes beyond previous research by showing that relevance is perceived not only as functional alignment, but as a signal of attentiveness to the brand. Relevance is thus a cognitive heuristic: when the technology "gets it right," users infer that the brand "cares." Algorithmic accuracy coupled with human appreciation generates cognitive loyalty.

The findings validate emotional branding theories [3] by demonstrating that emotional resonance and identity congruence lead to a greater loyalty. Personalised content that resonates with users' values provides psychological comfort and a sense of belonging. This study adds to a theoretical understanding of how identity based personalisation is more pronounced in collectivist cultures such as East Java, where norms of community and shared values shape emotional expressions. As such, emotional resonance in personalised engagement is culturally mediated a missing key insight in existing global research.

Trust as a Socio Technical Mediator

Within the digital trust literature transparency is identified as the basis for sustained engagement (Martin & Shilton, 2024). This is confirmed in our findings and expands the concept as it shows that users build trust not only in the brand but also in the algorithms behind personalisation. So, transparency needs to cover both domains: Brand intentions, and Algorithmic behaviour. This socio technical interpretation shows that loyalty is evoked when consumers trust that the brand and its technical systems behave in an ethical manner. Traditionally, loyalty is viewed as an individual attitude, but social media ecosystems embed loyalty into social validation processes. Users in this study perceived co creation and community interaction as symbolic recognition, which enhanced advocacy and repeat engagement. This finding adds theoretical support for the shift from individual to social loyalty, where peer identity and collective meaning making are constructed to shape long term commitment.

Contribution to Research on Personalization and AI Driven Engagement

The study provides five core contributions:

1. Behavioural Mechanisms beyond Algorithms: While existing studies focus on technological aspects of AI personalization, this research articulates the behavioural pathways through which personalization leads to loyalty.
2. Socio Technical Alignmen: Findings illustrate that loyalty emerges when technological mechanisms and social meanings align reinforcing socio technical theory (Orlikowski & Scott, 2021).
3. Cultural Contextualization: The East Java context reveals how collectivist values and community identity shape interpretations of personalized engagement a dimension underrepresented in existing literature.
4. Interpretive Model of Loyalty Formation: The study proposes an interpretive model demonstrating how relevance, emotion, trust, and community validation interact to produce cognitive, affective, and behavioural loyalty.
5. Ethical Personalization Narrative: The study highlights transparency and data respect as essential elements of sustainable loyalty formation, contributing to discussions on ethical AI and responsible marketing.

Conclusions

This study examined the behavioural drivers of brand loyalty in personalized social media engagement through an interpretivist and socio technical lens. Findings demonstrate that loyalty emerges from four core behavioural mechanisms: perceived relevance, emotional resonance, trust through transparency, and community co creation. These mechanisms illustrate that personalization is not solely a technological outcome but a human centred interpretive experience shaped by emotions, cultural contexts, and social dynamics.

The research extends theoretical understanding by articulating how AI driven personalization interacts with identity, ethics, and social ecosystems. Practically, the study provides actionable insights for brands seeking to build meaningful and sustainable loyalty strategies. Policy wise, the findings highlight the importance of ethical personalization practices, transparent AI usage, and consumer protection in digital marketing.

Managerial Implications

a. Personalization Must Prioritize Meaning, Not Only Data: Marketers should design personalized content that reflects cultural resonance, emotional nuance, and consumer identity not merely data driven predictions.
b. Transparency Should Be Embedded in Engagement Touchpoints: Brands must explain why users receive specific content ("Why am I seeing this?") to reinforce trust.
c. Foster Community Based Engagement: Initiatives such as user generated content campaigns, community challenges, and collaborative digital storytelling deepen social identity based loyalty.
d. Avoid Over Personalization: Aggressive targeting may appear intrusive; brands should balance personalization with user control and frequency moderation.
e. Emotional Storytelling as Strategic Differentiation: Brands that connect personalization with meaningful stories and relatable narratives achieve deeper affective loyalty.

Policy Implications

a. Need for Ethical Personalization Standards: Regulatory bodies should encourage brands to adopt fair data practices and transparent algorithms.
b. AI Governance in Digital Marketing: Policies must ensure that personalization respects user autonomy and avoids manipulative tactics.
c. Consumer Data Protection: Stronger guidelines on consent, data minimalization, and cross platform tracking are necessary.
d. Public Awareness and Digital Literacy: Governments and institutions must promote awareness of how personalization systems operate to empower digital users.

Practical Recommendations

a. Develop Meaning Centred Personalization Strategies: Brands should design content that reflects users' aspirations, values, and emotional realities.
b. Increase Algorithmic Transparency: Clear disclosures about data use and targeting logic reinforce trust.
c. Cultivate Co creation Communities: Encourage user participation through challenges, collaborative stories, and UGC recognition.
d. Balance Automation with Human Touch: AI should enhance not replace genuine human engagement.
e. Monitor Personalization Frequency: Avoid fatigue and irritation by moderating how often users receive targeted content.

Policy Recommendations

a. Establish National Guidelines for Ethical AI Personalization: Governments should collaborate with industry players to define acceptable personalization practices.
b. Strengthen Data Privacy Regulations: Policies should restrict opaque data harvesting and cross platform surveillance.
c. Implement Transparency Mandates: Platforms must inform users when content is

algorithmically tailored.

d. Support Digital Literacy Programs: Public education can help users understand personalization, privacy risks, and online identity curation.

Limitations and Future Research

a. The study is context specific to East Java, limiting cross cultural generalizability.

b. Future studies could employ mixed methods or longitudinal designs.

c. Comparative studies across ASEAN countries would deepen understanding of cultural influences.

d. Exploring personalization in immersive environments (AR/VR) represents an emerging research direction.

References

[1] Bleier, A., & Eisenbeiss, M. (2015). Personalized online advertising effectiveness: The role of content relevance and privacy concerns. Journal of Marketing, 79(1), 102 121. https://doi.org/10.1509/jm.13.0431

[2] Bowen, J., & Morosan, C. (2022). Consumer trust in artificial intelligence in tourism services. Tourism Review, 77(3), 789 804. https://doi.org/10.1108/TR 01 2021 0018

[3] Carroll, B. A., & Ahuvia, A. (2006). Some antecedents and outcomes of brand love. Journal of Marketing Research, 43(2), 1 13. https://doi.org/10.1509/jmkr.43.2.1

[4] Creswell, J. W., & Poth, C. N. (2018). Qualitative inquiry and research design: Choosing among five approaches (4th ed.). SAGE Publications.

[5] Dwivedi, Y. K., et al. (2021). Social media engagement behavior in the age of artificial intelligence. Journal of Business Research, 134, 640 652. https://doi.org/10.1016/j.jbusres.2021.05.017

[6] Harrigan, P., Daly, T. M., Coussement, K., Lee, J. A., Soutar, G. N., & Evers, U. (2022). Identifying influencer strategies for engagement, loyalty, and value. Journal of Retailing and Consumer Services, 70, 103107. https://doi.org/10.1016/j.jretconser.2022.103107

[7] Huang, L., Liu, Z., & Liu, Z. (2022). Emotional experience and AI based service delivery in tourism. Annals of Tourism Research, 95, 103401. https://doi.org/10.1016/j.annals.2022.103401

[8] Ivanov, S., Webster, C., & Berezina, K. (2021). Adoption of robots and service automation by tourism and hospitality companies. Tourism Management, 92, 104603. https://doi.org/10.1016/j.tourman.2022.104603

[9] Kumar, V., & Gupta, L. (2023). Digital personalization strategies and consumer response. Journal of Interactive Marketing, 58, 34 54. https://doi.org/10.1016/j.intmar.2021.06.003

[10] Li, Y., & Shen, Y. (2022). Customization strategies in AI enabled social media advertising. Computers in Human Behavior, 125, 106853. https://doi.org/10.1016/j.chb.2021.106853

[11] Li, X., Law, R., & Li, G. (2023). AI driven personalization and tourism experience innovation. Tourism Management Perspectives, 46, 101040. https://doi.org/10.1016/j.tmp.2023.101040

[12] Martin, K., & Shilton, K. (2024). Algorithmic transparency and digital trust: A privacy ethics perspective. Journal of Business Ethics, 180, 871 886. https://doi.org/10.1007/s10551 023 05302 5

[13] OECD. (2024). AI governance and ethical personalization: OECD digital policy outlook 2024. https://www.oecd.org/digital

[14] Orlikowski, W. J., & Scott, S. V. (2021). Sociomateriality and digital innovation: The entanglement of people, technologies, and work. MIS Quarterly, 45(2), 525 552. https://doi.org/10.25300/MISQ/2021/15835

[15] Rafiq, M., & Prasetyo, D. (2023). Digital consumer behavior in Indonesia's evolving online ecosystem. Asia Pacific Journal of Marketing and Logistics, 36(2), 301 320. https://doi.org/10.1108/APJML 2021 0349

[16] Rust, R. T., & Huang, M. H. (2021). The service revolution and the transformation of marketing. Journal of Service Research, 24(1), 3 21. https://doi.org/10.1177/1094670520902262
[17] Schwartz Shea, P., & Yanow, D. (2012). Interpretive research design: Concepts and processes. Routledge. https://doi.org/10.4324/9780203854907
[18] Scott, S. V., & Orlikowski, W. J. (2021). Digital practice and platform evolution. Organization Science, 33(1), 120 142. https://doi.org/10.1287/orsc.2021.1461
[19] Smit, E., & Michiels, E. (2021). Perceived intrusiveness in digital personalization. Telematics and Informatics, 61, 101616. https://doi.org/10.1016/j.tele.2021.101616
[20] Statista. (2024). Indonesia social media penetration report 2024. https://www.statista.com
[21] Tussyadiah, I. (2020). Personalization and AI based automation in hospitality. International Journal of Hospitality Management, 88, 102514. https://doi.org/10.1016/j.ijhm.2020.102514
[22] Verma, S., & Sharma, R. (2023). Identity driven consumer engagement in personalized environments. Psychology & Marketing, 40(1), 112 130. https://doi.org/10.1002/mar.21765
[23] Wedel, M., & Kannan, P. K. (2016). Marketing analytics for data rich environments. Journal of Marketing, 80(6), 97 121. https://doi.org/10.1509/jm.15.0413
[24] Wirtz, J., Patterson, P., Kunz, W., & Paluch, S. (2023). Sustainable digital service ecosystems and responsible personalization. Journal of Service Management, 34(4), 577 599. https://doi.org/10.1108/JOSM 01 2022 0020