Brand Love: Can it increase Brand Loyalty in Fast Fashion?

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ABSTRACT

Fast fashion has experienced rapid development and change. The market value forecast of fast fashion shows an annual increase. This research examines Brand Page Satisfaction on Instagram involving fast fashion brands such as Zara, Pull&Bear, and Bershka to achieve Brand Loyalty through Brand Love and Positive Word of Mouth. The study collected responses from 200 participants using a purposive sampling technique. The data analysis method used in this research is SEM-AMOS.

KEYWORDS - Fast Fashion, Brand Love, Brand Page Satisfaction, Brand Loyalty, Positive Word of Mouth

1. INTRODUCTION

The current fashion industry can contribute to changes in consumer habits towards fashion. In this case, consumers will be more aware of the latest trends or fashions so that people's demands for fashion emerge. This demand impacts the concept of fast fashion, which changes quickly and is produced in large or mass quantities (Indriyani & Suri, 2020).

The results of forecasting the market value for fast fashion until 2026 are an increase in profit every ten years (theninefashion, 2021). Several fast fashion brands can trigger people's desire to buy quick fashion products; several well-known fast fashion brands are market key players: Zara, H&M Group, Gap, Forever 21, and Mango (Maximize Market Research, 2022). The variety of fast fashion brands will trigger people to buy fast fashion products. Changes in the public's view of the motivation to purchase fast fashion products are partly caused by the influence of social media as a medium for promotion and business development (Fajar, 2021). Social media pages can disseminate content in text, images, videos, and links, providing experience facilities to buyers. (Arrigo, 2018). Positive reviews from the public on brands can be trusted and are a critical factor in building trust and driving brand growth (Banerjee & Sreejesh, 2022); (Kotler, 2017). Several recent studies have emphasized the role of Brand Love in brand strategy in business competition (Safeer et al., 2023).

This research will provide a broader picture of consumer attitudes by explaining consumer perceptions of Brand Page Satisfaction, leading to different behavioral intentions through the double impact of Brand Page Satisfaction and Brand Love. The novelty of this research is that the social media studied is Instagram, and the subjects of this research are fast fashion brands Zara, Pull&Bear, and Bershka. This research focuses on Brand Page Satisfaction on social media, a marketing channel for fast fashion to achieve Brand Loyalty through Brand Love and positive Word of Mouth.

2. LITERATURE REVIEW

In the Stimulus-Organism-Response (SOR) theory, cognitive and affective processes from information (stimulus) will get a response in the form of a person's behavioral intentions (Mehrabian et al., 1974; Yadav et al., 2023). Consumers receive positive stimulation related to Brand Love, which can trigger the brand experience consumers feel. Positive stimuli include the design of the brand, packaging, marketing communications, and the environment, as well as the brand page; a brand page is a social media page where companies can create content about the brand and share or distribute it widely (Huang, 2017).

Brand Page Satisfaction and Brand Love

In online communities, the resulting brand community can encourage consumers to increase Brand Love and strengthen the affective relationship between consumers and brands (Song & Kim, 2022). So, the hypothesis is proposed as follows:

H1: Brand Page Satisfaction has a positive influence on Brand Love

Brand Page Satisfaction and Positive Word of Mouth
Consumers who are satisfied with a brand will tend to give positive reviews to new customers (Theadora et al., 2022). SOR theory states that information processes are carried out sequentially (Mehrabian & Russell, 1974; Yadav et al., 2021). In previous research, brand pages from companies selling luxury goods provided positive experiences to customers. The result is that followers on brand pages who become loyal will be willing to talk about the brand and share their brand experiences with the content (Song & Kim, 2022). So, the hypothesis is proposed as follows:

H2: Brand Page Satisfaction has a positive influence on positive Word of Mouth Communication

Brand Love and Positive Word of Mouth
When consumers feel satisfied with a brand and develop feelings of affection for the brand, consumers will voluntarily spread positive information about the brand. In other words, Positive Word of Mouth results from consumers' affection for the brand. The higher the level of brand love from consumers, the more likely the consumer will talk about positive things about the brand (Theadora et al., 2022). So, the hypothesis is proposed as follows:

H3: Brand Love has a positive influence on Positive Word of Mouth Communication

Positive Word of Mouth and Brand Loyalty
The key to the success of a brand is Positive Word of Mouth or positive reviews that customers give to the brand. According to previous research, Positive Word of Mouth can increase brand loyalty according to brand bond theory, which states that continuous disclosure will strengthen social bonds and increase brand loyalty (Theadora et al., 2022). So, the hypothesis is proposed as follows:

H4: Positive Word of Mouth Communication has a positive influence on Brand Loyalty

Brand Love and Brand Loyalty
Literature regarding the relationship between Brand Love and Brand Loyalty will identify feelings of being emotionally attached and connected to brands. This is an essential aspect of Brand Love (Song & Kim, 2022). Consumer loyalty can result from the Brand Love consumers' feelings (Madadi et al., 2022). So, the hypothesis is proposed as follows:

H5: Brand Love has a positive influence on Brand Loyalty

The Mediating Effect of Brand Page Satisfaction
Consumer satisfaction can form a bond with a brand that prevents consumers from switching to other brand preferences. Consumer satisfaction can delivered through brand promises of high-quality products, excellent service, and overall brand experience. Consumers who have a high sense of love for a brand will increase the consumer's intensity in reviewing or talking about the brand. (Song & Kim, 2022)
H6: Brand Page Satisfaction has a positive effect on Brand Loyalty through Brand Love
H7: Brand Page Satisfaction has a positive effect on Brand Loyalty through Positive WOM
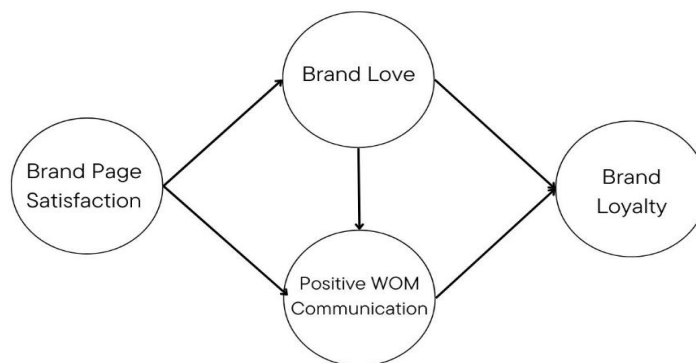

Figure 1. Research Framework

3. METHOD

This research uses quantitative methods using surveys, and the results will explained through descriptive analysis. Data collection used in research is via Google Forms. A population is a group of people or events with specific characteristics to be studied (Sekaran et al., 2016). The population in this study were all Instagram social media users. According to statistical data, Instagram users in Indonesia .2023 will reach 107.60 million (Monavia et al., 2023). The sample is a population that has been filtered based on specific criteria and procedures so that it will represent the population (Sekaran et al., 2016). The sample unit in this research is someone who follows fast fashion brands on social media and has used fast fashion brands for at least three months by making repeat purchases at least once a month. This research uses three indicators that measure Brand Page Satisfaction adapted from previous research (Song & Kim, 2022), measuring Brand Love adapted from previous research (Song & Kim, 2022) using seven indicators, three indicators for measuring Positive Word of Mouth adapted from previous research (Banerjee & Sreejesh, 2022) and three indicators to measure Brand Loyalty adapted from previous research (Song & Kim, 2022).

The questionnaire was distributed in June 2023, and 200 responses that met the requirements for statistical analysis were received. 100% of responses were from social media users and followers of Zara, Pull&Bear, and Bershka brands. The period of consumers using the Zara, Pull & Bear, and Bershka brands is 90% more than three months, and 63% of repeat purchases of the Zara, Pull & Bear, and Bershka brands twice a month. Respondents were dominated by women as many as 135 people (67.5%) then dominated by respondents aged 23 - 28 years with a total of 78 people (39%); respondents were also dominated by undergraduate education levels with a total of 109 people (54.5%) and dominated by respondents who had monthly income or pocket money of more than IDR 3,000,000, 147 people (73.5%).

4. RESULT AND DISCUSSION

This research uses instruments to measure the research variables' validity and reliability. The factor loading value influenced by the sample size will be the limit for decision-making in the validity test. The sample size in the study was 200 respondents, so the limiting factor loading value was 0.40 (Hair, J. F., Black, W. C., Babin, B. J., & Anderson, 2019)—table 1. Validity and reliability test results show that each indicator in the research is more significant than 0.40, so the indicators can be declared valid or appropriate for measuring the variables studied. Indicators can be declared reliable if the Cronbach alpha value exceeds 0.05 (Sekaran et al., 2016). The Cronbach alpha value in Table 1 shows that the instrument is declared reliable or that there is internal consistency between indicators measuring the same concept.

Table 1. Validity and Reliability Test Results

No	Statement	Factor Loading	Cronbach Alpha	Information
Brand Page Satisfaction				
1.	I am satisfied with my decision to follow the Zara, Pull & Bear and Bershka brands on social media.	0.851	0.813	Valid and Reliable
2.	My choice to follow the Zara, Pull & Bear, and Bershka brands on social media was wise.	0.884		
3.	I am happy with my decision to follow Zara, Pull & Bear and Bershka on social media	0.869		
BrandLove				
1.	The brands Zara, Pull & Bear and Bershka are amazing	0.753		
2.	These brands Zara, Pull & Bear and Bershka make me feel good	0.862		

3.	Zara, Pull & Bear and Bershka brands are amazing	0.890	0.813	
4.	The Zara, Pull & Bear and Bershka brands make me very happy	0.854		
5.	These brands Zara, Pull & Bear and Bershka are a joy	0.817		Valid and Reliable
6.	I am very enthusiastic about the Zara, Pull & Bear and Bershka brands	0.843		
7.	I am very attached to the brands Zara, Pull & Bear and Bershka	0.858		
Positive Word Of Mouth				
1.	I heard much positive information about the Zara, Pull & Bear and Bershka brands	0.862		
2.	I received information about the Zara, Pull & Bear and Bershka brands from my friends	0.894	0.927	Valid and Reliable
3.	Many people I know recommend buying Zara, Pull & Bear and Bershka brands	0.850		
Brand Loyalty				
1.	I will only buy Zara, Pull & Bear and Bershka brands every time I buy this product	0.901		
2.	I always want to buy Zara, Pull & Bear and Bershka brands	0.908	0.835	Valid and Reliable
3.	I was so happy with these Zara, Pull & Bear and Bershka brands that I did not look for alternatives.	0.908		

Descriptive statistics aims to describe a variable. In descriptive statistics, a mean value is used for data with an interval scale to show the average value of the respondent's assessment of the indicator items (Sekaran et al., 2016). Table 2 shows the results of descriptive statistics. It can be seen that the mean value of Brand Page Satisfaction is 4.256, which indicates that the average fast fashion user of the Zara, Pull&Bear, and Bershka brands is satisfied. The standard deviation is 0.686, meaning the respondents' responses regarding brand page satisfaction are quite diverse. The mean value of Brand Love is 4.152, which shows that, on average, respondents love fast fashion products from the Zara, Pull&Bear, and Bershka brands with a standard deviation value of Brand Love of 0.709, which means that respondents' responses regarding Brand Page Satisfaction are quite varied. Positive Word of Mouth has a mean value of 4.141, meaning respondents gave positive responses or feedback to fast fashion products from the Zara, Pull&Bear, and Bershka brands. The standard deviation value for Positive Word of Mouth is 0.688, meaning that respondents' responses vary. The final variable in this research is Brand Loyalty, with a mean value of 3.963, which means that the average respondent is loyal to fast fashion products from the Zara, Pull&Bear, and Bershka brands. Then, the standard deviation value for Brand Loyalty is 0.857, meaning the respondents' responses vary.

Table 2. Results Descriptive statistics

Variable	Items	Mean	Std. Deviation
Brand Page Satisfaction	3	4.256	0.686
Brand Love	7	4.152	0.709
Positive Word Of Mouth	3	4.141	0.688
Brand Loyalty	3	3.963	0.857

The method used in this research is structural equation modeling (SEM), which runs with the AMOS program. SEM is an appropriate method in this research because the number of variables is large and has a hierarchical conceptual framework so that it will be more effective. Before testing the seven proposed hypotheses, a model suitability test (Goodness of fit model) will be used to see the feasibility of the research model (Hair et al., 2019). Table 3 shows the results from the goodness of fit testing.

Table 3. Goodness of Fit Test Results

Measurement	Value	GOF Limit	Conclusion
ECVI	1,775	Closer to the Saturated value than the independent	*Goodness of fit*
RMSEA	0,087	$\leq 0,1$	*Goodness of fit*
CMIN/DF	2,498	Lower bound 1, upper limit 5	*Goodness of fit*
AIC	353,302	Closer to the Saturated value than the independent	*Goodness of fit*

Source: Data processing using AMOS (attached)

The results of the Direct Hypothesis Test proposed in the research are in Table 4. The p-value results of H1, H3, H4, and H5 are more than equal to 0.05, so the hypothesis is supported with a positive estimate value by the proposed hypothesis. Table 5 and Table 6 show the results of the mediation hypothesis test.

Table 4. Direct Hypothesis Test Results

Hypothesis	P-Value	Estimate	Conclusion
H1: *Brand Page Satisfaction → Brand Love*	0.000	0,663	H1 is supported
H2: *Brand Page Satisfaction → Positive Word Of Mouth*	0.332	0,108	H2 is not supported
H3: *Brand Love → Positive Word of Mouth*	0.005	0,889	H3 is supported
H4: *Positive Word Of Mouth → Brand Loyalty*	0.000	0,520	H4 is supported
H5: *Brand Love → Brand Loyalty*	0.000	0,597	H5 is supported

Source: Data processing using AMOS (attached)

Table 5. Mediation Hypothesis Test Results

Hypothesis 6	P-Value	Estimate	Conclusion
Model 1			
There is an influence of BPS on Brand Loyalty	0.000	0.932	
Model 2			
There is an influence between BPS and Brand Love	0.000	0,666	Condition (a) is met (Sig.)
There is an influence between *Brand Love* and *Brand Loyalty*	0.000	0,972	Condition (b) is met (Sig.)
There is an influence between *BPS* and *Brand Loyalty*	0.210	-0,240	Condition (c) is not met (sig.)

Source: Data processing using AMOS (attached)

Table 6. Mediation Hypothesis Test Results

Hypothesis 7	P-Value	Estimate	Conclusion
Model 1			
There is an influence between *BPS* and *Brand Loyalty*	0,932	0,000	
Model 2			
There is an influence between *BPS* and *Positive WOM*	0,553	0,000	Condition (a) is met (Sig.)
There is an influence between *Positive WOM* and *Brand Loyalty*	0,847	0,000	Condition (b) is met (Sig.)
There is an influence between *BPS* and *Brand Loyalty*	0,263	0,011	Condition (c) is met (Sig.)

Source: Data processing using AMOS (attached)

A hypothesis that has been tested previously can be shown in Table 4. Hypothesis 1 concludes that brand page satisfaction positively affects brand love. It means that when customers are satisfied with the social media of fast fashion brands, they will increase their love for them. The results of this research are supported by previous research, which states that Brand Page Satisfaction positively affects Brand Love (Song & Kim, 2022). Brand page satisfaction on Instagram is one factor that increases customers' love for products. So, the companies can provide content or information about fast fashion brands such as Zara, Pull&Bear, and Bershka. Companies can also provide content on Instagram that involves interaction between the company and customers—for example, creating polls on Instagram.

Hypothesis 2 in this research concludes that Brand Page Satisfaction has a negative effect on Positive Word of Mouth. In previous research, Brand Page Satisfaction has a negative effect on Positive word-of-mouth (Song & Kim, 2022). There is no influence of satisfaction on positive reviews in social media. However, in this research, the positive word-of-mouth variable can mediate between brand page satisfaction and brand loyalty, and this mediating role is the seventh hypothesis.

The result from hypothesis 3 shows a positive influence between brand love and positive word-of-mouth. This result is supported by previous research, which states a positive influence between Brand Love and Positive

word-of-mouth (Song & Kim, 2022). Brand Love is one of the factors that increase Positive Word of Mouth, so the fast fashion industry, such as Zara, Pull&Bear, and Bershka, must continue to maintain product quality and increase product innovation; the purpose is to maintain and increase customer love for products, impacting positive customer reviews.

Hypothesis 4 in the research can conclude that positive word-of-mouth positively affects brand loyalty. The result is supported by previous research, which states that there is a positive influence between positive word of mouth and brand loyalty (Theodore et al., 2022). Fast fashion companies with brands Zara, Pull&Bear, and Bershka can provide exceptional customer service to respond to all customer complaints. The company can use the message feature from Instagram or respond to customer comments, which will increase positive reviews of fast fashion products from Zara, Pull&Bear, and Bershka. Increasing positive reviews of products can have a positive effect on Brand Loyalty.

In this research, hypothesis 5 concludes that brand love positively influences brand loyalty. This hypothesis is supported by previous research, which states that there is a positive influence between Brand Love and Brand Loyalty (Song & Kim, 2022). Companies operating in fast fashion can increase customer love by providing exemplary service and engaging content for customers. It will increase customer loyalty toward the brand.

In hypothesis 6, the Brand Love variable becomes a mediating variable if it meets several conditions (Baron & Kenny, 1986). The conditions are as follows: a) There is an influence between Brand Page Satisfaction and Brand Love, b) There is an influence between Brand Love and Brand Loyalty, c) There is an influence of Brand Page Satisfaction on Brand Loyalty. The result from Hypothesis 6 states that Brand Page Satisfaction can influence Brand Loyalty when mediated by Brand Love. This is supported; it means that Brand Love is the correct variable to mediate the influence of Brand Page Satisfaction on Brand Loyalty. The mediating role of the Brand Love variable in hypothesis 6 as a fully mediating variable in the second model shows insignificant results. It means that the more satisfied customers are with the social media of Zara, Pull&Bear, and Bershka, the greater the customer's love for the product, which will influence the customer's sense of loyalty towards fast fashion such as Zara, Pull&Bear, and Bershka.

Hypothesis 7 Positive Word of Mouth is a mediating variable if it meets several requirements (Baron & Kenny, 1986); the requirements are as follows: a) There is an influence between Brand Page Satisfaction on Positive Word of Mouth, b) There is an influence between Positive Word of Mouth on Brand Loyalty c) There is an influence of Brand Page Satisfaction. Hypothesis 7 concludes that the Brand Page Satisfaction variable has a positive effect on Brand Loyalty through Positive Word of Mouth, meaning that the mediating role of the Positive Word of Mouth variable in hypothesis 7 as a partially mediating variable in the second model shows that the influence of Brand Page Satisfaction on Brand Loyalty remains significant. However, its significance/estimated value decreases (weakens). It means that the more satisfied customers are with the Instagram of Zara, Pull&Bear, and Bershka, the more positive word of mouth will increase and influence customers' loyalty towards Zara, Pull&Bear, and Bershka fast fashion products.

5. CONCLUSION

By forecasting the market value of fast fashion, it can be seen that in the future, fast fashion will develop rapidly, and the threat from competitors will increase, impacting customer loyalty to the product. This research shows that Brand Page Satisfaction, Brand Love, and Positive word-of-mouth can positively influence Brand Loyalty. Fast fashion products from the Zara, Pull & Bear, and Bershka brands are loved by customers, so customers give excellent reviews about the products, which can create loyalty. Brand Love is proven to be able to fully mediate the influence of Brand Page Satisfaction on Brand Loyalty, so the Zara, Pull & Bear, and Bershka companies can create strategies for content on Instagram social media so that it will have a positive impact on customers' feelings of love and increase their sense of loyalty. Positive Word of Mouth can mediate between Brand Page Satisfaction and Brand Loyalty; this can be seen from the partial mediation results. Zara, Pull&Bear, and Bershka companies can pay attention to customer reviews on Instagram social media. Positive reviews will impact customer loyalty so that customers will use the product regularly and make repeat purchases now or in the future.

This research only uses four variables, namely Brand Page Satisfaction, Brand Love, and Positive Word of Mouth, which influence Brand Loyalty, so it is hoped that future research can use other variables that will influence Brand Loyalty. The subjects in this research are fast fashion with product brands from Zara, Pull & Bear, and Bershka so that other fashion-related subjects can be used in future research.

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