THE INFLUENCE OF SOCIAL MEDIA MARKETING TOWARDS FAST FASHION BRANDS

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Abstract: Fast-fashion brands have significantly risen in the business industry, an impetus is also needed to increase the company's growth. The purpose of this paper is to examine how social media marketing influences customers' decision-making behavior and has a significant effect on their purchase intentions, also willingness to pay for fast fashion brands. This study confirms that social media marketing provides insights into envisioning brand loyalty. Thus, creating effective and strategic social media marketing is crucial. The questionnaire was administered to a convenience sample of 244 fast fashion brands' customers who are active in social media, was analyzed using Partial Least Square (PLS), and measured using Structural Equation Modelling (SEM).

Keywords: social media marketing, willingness to pay, purchase intentions, brand loyalty

INTRODUCTION

Over the past ten years, it has been known that there are complex interactions between companies and their customers through social media. In this situation, companies received benefits from social media platforms to expand customers' geographic reach (Gao et al., 2018), increase brand awareness (Naylor et al., 2012) and build a closer connection with customers (Rapp et al., 2013). The new method to create this mutual interface is called social media marketing. Through social media and marketing intelligence sources, companies can analyze customer behavior. Nowadays marketers strategically use social media to achieve companies' competitive advantages (Lamberton & Stephen, 2016).

Human use social media every day to connect among friends, add network, and facilitates communication (Okazaki, 2009). Gallup has stated that globally, more than 50% of social media users follow brands on social media; 29% review products; and others actively post some comments (Yilmaz & Enginkaya, 2015). Furthermore, customers can give voices, interact, also share experiences with others globally (Onofrei et al., 2022). Since customers can find information about their favorite brands through social media, this action will affect their decision-making behavior. Consumers can compare any brands, and choose which one have the best value for them (Keshavarz, 2021).

The grand theory used in this study is the stimulus-organism-response theory. SOR Theory elaborates that the communication process begins from the source (communicator) through media, and then received by the audience. This process is believed to influence customers' decision-making. Stimulus (message) is elements, variables, and factors that affect an individual's action which could be accepted or rejected.

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When the stimulus is rejected, it means that the stimulus is not effective enough in affecting an individual's decision-making. On the contrary, an effective stimulus could positively influence an individual's response. This research explains three Stimulus that could effectively influence customer behavior. These stimulus are interaction, trendiness, and word-of-mouth. Then, the communicator or source process this stimulus through social media marketing activities, such as creative content on Instagram, interesting product review on Tiktok, or viral vlog videos on Youtube. With a massive promotion and excitement will influence customers' responses, which are willingness to pay, purchase intentions, and brand loyalty (Unde & Seniwati, 2019).

The influence of social media marketing on fast fashion brands is studied across the world. This current research attempt to see positive influences and the major benefits of social media marketing activities toward fast fashion brands. This study is also useful for companies or brands who are willing to increase their profit, brand awareness, and customer relationships. Therefore, the present study suggests companies to have excellent social media marketing activities or strategies that involve the three Stimulus elements so that companies receive desired revenues, profitability, and positive consumer response, rather than using only traditional marketing methods. Additionally, this social media marketing has been implemented to many companies. Without an effective marketing strategy, a company could not compete among other competitors in the business industry.

Social Media Marketing

A recent systematic review found that social media is an internet-based channel. This allows users to interact with large or specific communities that can benefit from it. A sense of connection between user-created content and other users, whether in real-time or not asynchronous (Carr & Hayes, 2015). Some popular social media sites and platforms that people use are Facebook, YouTube, WhatsApp, Instagram, TikTok, Snapchat, and Pinterest. These platforms have grown exponentially among companies for marketing purposes, because it achieves numerous benefits including branding and customer relationship management, promotion, and advertising (Mukherjee, 2020).

Kim and Ko stated that using social media as a marketing tool will benefit companies in a different way rather than a traditional marketing method. These benefits are: First, social media marketing campaigns allow you to generate direct interactions between users. Second, social media is a fast-paced world, so customers get up-to-date information and trends about the products/services offered by the company. Third, the word-of-mouth effect includes the customer's willingness to share information from the company's social media with others. Thus, social media marketing involves 3 constructs: Interaction, Trendiness, and word-of-mouth (Kim & Ko, 2012).

Interaction

The natural interaction between customers and companies continues to evolve rapidly (Netemeyer et al., 2004). While these interactions are becoming more important from a marketing and customer relationship management perspective, consumers are becoming more active online (Malthouse et al., 2013). Therefore, companies need to create a memorable experience so that customers can be loyal to the brand (Brodie et al., 2013).

Trendiness

Trendiness is analyzed as sharing up-to-date information about a product or service. Still, the new trend wasn't a prominent motivation for social media marketing. Moreover, the ease of use and the fun of doing so motivated users to follow the trend (Chen & Lin, 2019). Overall, the literature provides evidence that people are direct and indirectly affected by social media (Godey et al., 2016). The fundamental developments in digital marketing and smartphone-based social media communication have created new trends in online experiences. It also efficiently expresses values and maintains meaningful relationships with customers (Purcárea, 2019).

Word-of-Mouth

A crucial aspect of the shopping experience is sharing information from customers with others after completing their purchases. For over a decade, practitioners and scholars have shown that positive responses and word-of-mouth attract new customers (Jones & Reynolds, 2006). Moreover, customers tend to share information about the products they see that their friends and colleagues may be interested in. Usually, this action is typical for post-browsing. Other than that, knowing the product in-depth and following the current trends is related to word-of-mouth activity. Therefore, products that are easily browsed on the internet are considered socially integrated customers. This sophisticated technology makes it easier to share information, and spread word-of-mouth (Shim et al., 2001).

Consumer Response

Brand purchase intentions

The intention of buying a brand is strongly related to the attitude towards brands (Lloyd &

Luk, 2010). Purchasing intention shows the possibility that consumers are planning to purchase certain products or services in the future (Wu et al., 2011), and also the tendency of consumers to purchase brands regularly (Diallo, 2012). Additionally, a consumer's purchase intentions occur when the consumer recognizes the value of a product or brand reflects what they get from the purchase (Collins-Dodd & Lindley, 2003).

Willingness to pay

Netemeyer et al. (2004) explain that customers would pay a particular cost to get what they want. The study of willingness to pay discrepancies in social media is particularly fascinating because the use of such platforms is unique. 1) These platforms cannot be owned by a single person and can only be used by that person. 2) Currently, the platform is not primarily funded by money. 3) Social media platforms have become ingrained in people's daily lives for many people (Aksoy, 2018). A survey of social media platform metrics (WTA, particularly WTP) is also critical. This is because monetary payment models are being proposed as an alternative to the current business model on which most social media networks are built (Sindermann et al., 2020).

Brand loyalty

It is believed that brand loyalty is a commitment of customers to repurchase a certain brand consistently and continuously. Loyal consumers that have a positive response and enthusiasm will show a strong bond with the brand. Some researchers stated that brand loyalty should be more than just giving a positive response to the customers. There is also a mixed

relationship between brand loyalty and brand love (Loureiro et al., 2012).

METHODS

Here I present the research framework for this study based on previous research reviews and relevant theories. This research framework illustrates the relationship between different variables. Based on a previous literature review of social media marketing, this research framework suggests that interactions, trendiness, and word-of-mouth affect social media marketing activities and lead to a sense of some consumer response, such as willingness to pay, purchase intention, and brand loyalty.

The Relationship between Interaction and Social Media Marketing

Through social media, businesses can also build and maintain consumer's trust so that consumers don't forget their products. Social media is information content created by people using publishing technology that is easily accessible and designed to facilitate communication, influence, and interaction with others and the general public (Sihombing et al., 2020). Marketing through real social media is closely re-lated to the concept of social media itself, which makes it easier for businesses to establish a dialogue with consumers without distance constraints (Vizano et al., 2021).

Hypothesis 1 (H1): interactions positively affect social media marketing

The Relationship between Trendiness and Social Media Marketing

Researchers have shown that trendiness is also connected to social media marketing. Engagement arises from the desire to receive and know the latest information about your brand. Consumers of brands with social media platforms purchased through online media (Duggan et al., 2015), and almost all users of social media platforms receive information about products offered through social media brand media (Ismail, 2017).

Hypothesis 2 (H2): trendiness positively affects social media marketing

The Relationship between Word-of-Mouth and Social Media Marketing

The growing customers and reputation of social media along with Instagram have modified the photograph of phrase of mouth. The
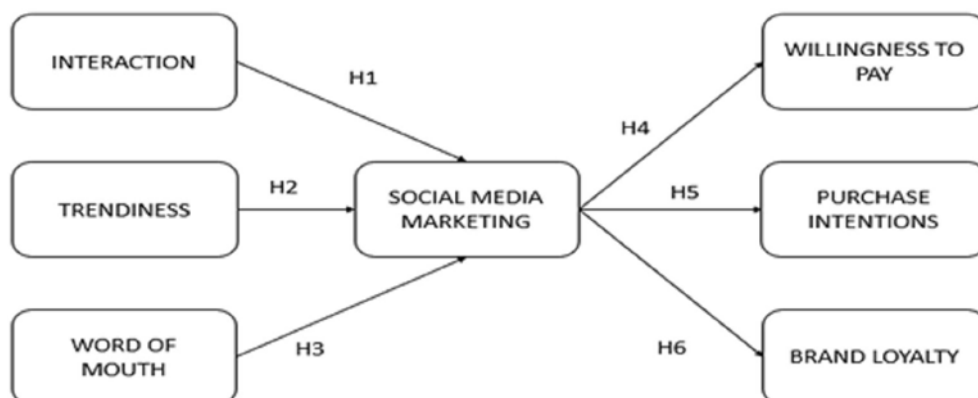

Figure 1 The Research Framework

net shape of facts and know-how alternate on social media is called Word-of-Mouth (Nadhiroh, 2020). Word-of-Mouth is a verbal exchange and this is done online via net social media. Word of Mouth via social media is performed through giving product reviews and sharing information and experiences with different customers. By providing facts about the latest products, companies also can grow, hold and enhance client engagement with the enterprise through sharing facts and product education.

Hypothesis 3 (H3): word-of-mouth positively affects social media marketing

The Relationship between Social Media Marketing and Willingness to Pay

Researchers found that there is a correlation between a willingness to pay and social media marketing activities, especially on Facebook and Instagram. These correlations were positive and the effect size was fairly big (Sindermann et al., 2020).

Hypothesis 4 (H4): social media marketing positively affects the willingness to pay

The Relationship between Social Media Marketing and Purchase Intentions

Social media is an online platform that can be accessed by all consumers globally (Sindermann et al., 2020). While social media marketing provides any pieces of information regarding the products that are being marketed. Thus, it will increase the interactions and enthusiasm of the customers, in addition, to buying the products (Laksamana, 2018).

Hypothesis 5 (H5): social media marketing positively affects purchase intentions

The Relationship between Social Media Marketing and Brand Loyalty

Social media marketing could also influence customer loyalty. The correlations between social media marketing and brand loyalty have been conceptualized. Creative content and close interactions with customers could positively affect customers' loyalty to the brand (Kotler & Keller, 2016). Different methods also explained that conversations and quick responses between them have increased the brand loyalty, and if these actions could not be done consistently, it could create a relationship gap (Puspaningrum, 2020).

Hypothesis 6 (H6): social media marketing positively affects brand loyalty

Researchers use non-probability sampling, especially quota sampling, for this study. Quota sampling is performed by determining control items; (1) customers that have done online shopping in the Fast Fashion Brands, (2) have purchased products in one of these Fast Fashion Brands (Zara, Stradivarius, HnM, Bershka, Pull & Bear, or other preferable fast fashion brands), (3) recently active using social media, (4) following or interacting with the Fast Fashion Brands' social media. The population of this study is fast fashion brand customers in Indonesia. The control element or assignment ensures that the sample configuration corresponds to the population. In this sample, respondents must follow the controls, and the minimum sample size for test marketing research is 242.

RESULTS

Respondent's Characteristics

The respondents in this study are Indonesian people who are active on social media and

have bought products from Fast Fashion Brands. The measured data from Table 1 shows that the majority of the respondents are female with a total of 176 (72.7%), and 66 male (27.3%).

Most of the respondents prefer Zara as their Fast Fashion favorite brands with a total of 94 people (38.8%). The, followed by HnM – 72 respondents (29.8%), Pull & Bear – 19 respon-

Table 1 Respondent's Profile

Valid	Frequency	Percentage (%)
Yes	242	100
Consumes' Fast Fashion Favorite Brands		
Zara	94	38,8
HnM	72	29,8
Pull & Bear	19	7,9
Stradivarius	8	3,3
Bershka	2	0,8
Others	47	19,4
Consumers who are active in Social Media		
Yes	224	92,6
No	16	6,6
No answer	2	0,8
Gender		
Men	66	27,3
Women	176	72,7
Age		
16-25	56	23,1
26-35	100	41,3
36-45	61	25,2
>45	24	9,9
Education Level		
High School	79	32,6
Diploma	13	5,4
Undergraduate	117	48,3
Master graduate	24	9,9
Doctorate	1	0,4
Occupation		
Employee	127	52,5
Entrepreneur	32	13,2
Student	25	10,3
Housewife	21	8,7
Teacher	9	3,7
Others	28	11,6
Income		
< Rp 3.000.000	62	25,6
Rp 3.000.000 - Rp 5.000.000	67	27,7
Rp 5.000.000 - Rp 7.000.000	38	15,7
Rp 7.000.000 - Rp 10.000.000	22	9,1
> Rp 10.000.000	48	19,8

Source: SPSS Data (2022)

dents (7.9%), Stradivarius – 8 respondents (3.3%), and Bershka – 2 respondents (0.8%). The age range of the respondents are 16-25 with 56 people (23.1%), 26-35 with 100 people (41.3%), 36-45 with 61 people (25.2%), over 45 with 24 respondents (9.9%). The majority of the respondents are employees with a total of

127 people (52.5%), followed by entrepreneurs – 32 people (13.2%), housewives – 21 people (8.7%), and the rest have other occupations.

Descriptive Statistic

The Validity test can be concluded that all the indicators have a factor loading value of

Table 2 Validity Test, Reliability Test, Descriptive Test

Variable/Indicator	Factor loading	Cronbach Alpha	Result	Mean	Std. Deviation
Interaction		0,812	Reliable	4,0110	0,7657
The FFB's social media provide complete informations	0,83		Valid	4,0909	0,8097
It is easy to exchange information and communication with others through the FFB's social media	0,879		Valid	3,9917	0,9245
It is easy to give opinion to the FFB	0,851		Valid	3,9504	0,9542
Trendiness		0,786	Reliable	4,2025	0,7651
The FFB's social media content provides latest information	0,911		Valid	4,3099	0,7560
Following the FFB's social media is very trendy	0,911		Valid	4,0950	0,9219
Word-of-mouth		0,803	Reliable	3,4897	1,0056
I would like to upload contents or product review of the FFB's product in my social media	0,916		Valid	3,2686	1,1694
I would like to share some informations about the FFB's product, and services to my friends	0,916		Valid	3,7107	1,0261
Social Media Marketing		0,674	Reliable	4,0702	0,7507
The FFB's social media is interested enough to make me buy their product	0,869		Valid	3,9298	0,9105
Finding out the product's information through the FFB's social media is trendy	0,869		Valid	4,2107	0,8154
Willingness to Pay		0,822	Reliable	3,1446	1,0534
I am willing to pay a higher price for the FFB than other brands	0,922		Valid	3,0537	1,1848
I am willing to pay more products for the FFB than other brands	0,922		Valid	3,2355	1,0999
Purchase Intentions		0,825	Reliable	3,8223	0,8530
I would like to purchase a product of the FFB	0,923		Valid	3,8554	0,9108
I would like to recommend the FFB to others	0,923		Valid	3,7893	0,9385
Brand Loyalty		0,921	Reliable	3,3664	1,0457
I would rather buy products in the FFB than trying other brand	0,938		Valid	3,2934	1,1234
I feel loyal to the FFB	0,948		Valid	3,2851	1,1654
I feel confident to always buy products in FFB	0,901		Valid	3,5207	1,0863

Source: AMOS 2022

more than 0.40 which means every statement is valid. The reliability test from all variables shows that Cronbach's alpha is more than 0.6 and all the items are reliable.

Descriptive statistics can be concluded that *Interaction* is measured with 3 statements, and the mean value is 4.0110. The highest mean is 4.0909 which means The Fast Fashion Brand's social media does provide complete information to customers. The lowest mean is 3.9504 which means it is easy for customers to give their opinions to the Fast Fashion Brands. The *Trendiness* variable is measured with 2 statements and the mean is 4.2025. The highest mean is 4.3099 which means The Fast Fashion Brand's social media content provides the latest information. The lowest mean is 4.095 which means following the Fast Fashion Brand's social media makes the customers feel trendy. The *Word-of-mouth* variable is measured with 2 statements and the mean is 3.4897. The highest mean is 3.7107 which means customers would like to share some information about the Fast Fashion Brand's products, and services with their friends. The lowest mean is 3.2686 which means customers would like to upload content or product reviews of the Fast Fashion Brand on their social media. The *Social Media Marketing* variable is measured with 2 statements and the mean is 4.0702. The highest mean is 4.2107 which means finding out the product's information through the Fast Fashion Brand's social media is trendy for the customers. The lowest mean is 3.9298 which means the Fast Fashion Brand's social media is interesting enough to make the customers buy the products. The *Willingness to Pay* variable is measured with 2 statements and the mean is 3.1446. The highest mean is 3.2355 which means that the customers are willing to pay more products for the Fast

Fashion Brands than for other products. The lowest mean is 3.0537 which means that the customers are willing to pay a higher price for the Fast Fashion Brand rather than other brands. The *Purchase Intentions* variable is measured with 2 statements and the mean is 3.8223. The highest mean is 3.8554 which means that customers would like to purchase a product of the Fast Fashion Brand. The lowest mean is 3.7893 which means that customers would like to recommend the Fast Fashion Brand to others. The *Brand Loyalty* variable is measured with 3 statements and the mean is 3.2934. The highest mean is 3.5207 which means that the customers feel confident to always buy the products in the Fast Fashion Brand. The lowest mean is 3.2851 which means that the customers feel loyal to the Fast Fashion Brand.

Model Fit Test

Model Fit Test is a test that must be done before hypotheses are being tested. The test using SEM model and shown in Figure 1.

The process of the model fit test is shown in Table 3. Information from the table shows 8 criteria of the model fit test, and 6 criteria fulfil the Model Fit Test. Those are RMSEA, IFI, NFI, TLI, CFI, and CMIN/DF. One criterion is a marginal fit and it is GFI. The other one is a poor fit and it is p-value Chi-square. Since most of the criteria fulfil the model fit test, then the hypotheses test can be proceed.

After the goodness-of-fit has been done, the next step is to test the hypothesis. The hypothesis data processing result is using AMOS 23 as seen in Table 4. According to the hypothesis result, the researcher found 6 hypotheses. Five of them is significantly affecting the variables and the significance value is 0.05. The 5
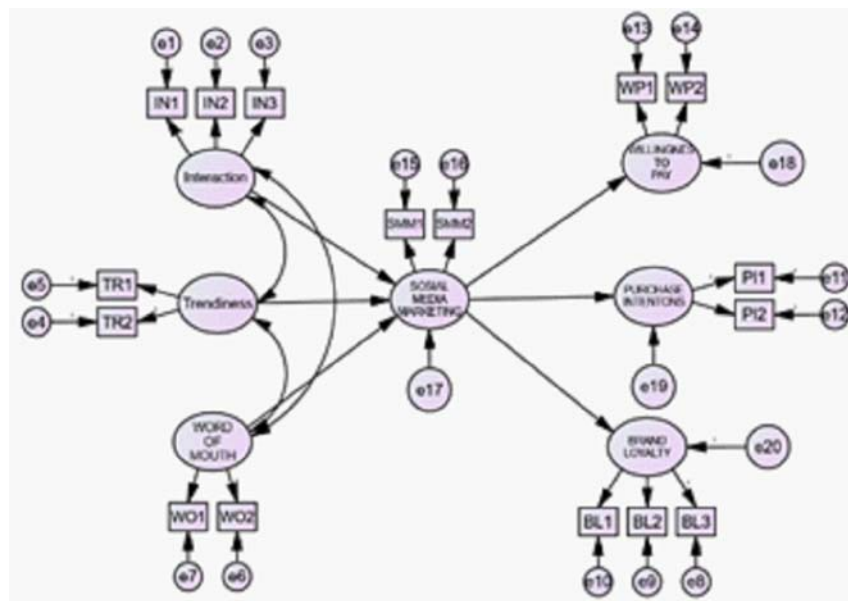
Figure 2 SEM Model Research

supported hypotheses are H2 *trendiness* positively affects *social media marketing*, H3 *Word-of-mouth* positively affects *social media marketing*, H4 *Social media marketing* positively affects the *willingness to pay*, H5 *Social media marketing* positively affects *purchase intentions*, H6 *Social media marketing* positively affects *brand loyalty*. All of these hypothesis has P-Value of 0.000 which is smaller than 0.05. From all the hypotheses, only H1 is not supported. H1 *Interactions* is not positively affecting *social media marketing*. This rejected hypothesis has P-Value of 0.357 which is bigger than 0.05.

H1, H2, and H3 have been tested and proved accepted in a previous research called "The Influence of Perceived Social Media Marketing Elements on Consumer-Brand Engagement and Brand Knowledge" with respondents of consumers who are actively using social media in Hong Kong (Cheung et al., 2020). The researcher proved that *interactions, trendiness, and word-of-mouth* strongly affects consumer brand-engagement through social media marketing. While in this research, it has been tested that the H1 is rejected. Therefore, it is proved

Table 3 Goodness-of-Fit Test

Measurement Type	Measurement	Model Fit Decision	Results	Decision
	Chi-Square	Low Chi-Square	238,345	
	p-value Chi-Square	≥ 0.05	0,000	Poor fit
Absolute fit measures	GFI	≥ 0.90	0,884	Marginal fit
	RMSEA	≤ 0.10	0,079	Goodness -of-Fits
	NFI	≥ 0.90	0,912	Goodness -of-Fits
	IFI	≥ 0.90	0,945	Goodness -of-Fits
	TLI	≥ 0.90	0,930	Goodness -of-Fits
	CFI	≥ 0.90	0,944	Goodness -of-Fits
Parsimonius fit measure	CMIN/DF	Between 1 untill 5	2,509	Goodness -of-Fits

Source: AMOS 2022

Table 4 Hypothesis Test

	Hypotheses	Estimate	C.R.	p-value	Result
H1	Interaction positively affects Social Media Marketing	-0,055	-0,365	0,357	Rejected
H2	Trendiness positively affects Social Media Marketing	0,64	5,165	0,000	Supported
H3	Word-of-mouth positively affects Social Media Marketing	0,192	3,007	0,000	Supported
H4	Social Media Marketing positively affects Willingness To Pay	1,041	8,458	0,000	Supported
H5	Social Media Marketing positively affects Purchase Intentions	1,113	11,05	0,000	Supported
H6	Social Media marketing positively affects Brand Loyalty	1,148	10,609	0,000	Supported

Source: AMOS 2022

that consumers from different demography have different behavior and decision making.

H4 and H5 also have been tested and proved accepted in the previous research called "Engaging Luxury Brand Consumers on Social Media" with respondents from India who purchase luxury brands (Kumar et al., 2022). Other than that, H6 also has been tested and proved in a previous research called "the Influence of Perceived Social Media Marketing Activities on Brand Loyalty" with 346 respondents from undergraduate students in University of Northern Malaysia (Ismail, 2017).

All of the 6 hypotheses have been tested before in 3 different journals with respondents from Hong-Kong, Malaysia, and India. These journals give strong evidence that other researchers also agreed with these hypotheses.

CONCLUSIONS

This research has a purpose to know the influence, and the applicability of social media marketing toward fast fashion brand industry more accurately. Moreover, it has been proved that applicating social media marketing activities as a marketing strategy is crucial in assuring the success of fast fashion brands.

The research also present that some social media's marketing elements such as trendiness and word-of-mouth could affect customers to purchase the products, willing to pay a higher price, and even loyal to the brand. Customers tend to trust other people's opinions and review the brand. Also, interested more in fast Fashion Brands who follows the trend. However, customers' interactions in social media do not directly affect their intentions to buy the products, or even loyal to the brand. Customers need to reconsider whether to buy the products or not.

Therefore, fast fashion brands should create effective marketing strategies through social media platforms to achieve positive consumer response, such as willingness to pay higher price, purchase or repurchase intentions, and brand loyalty. Some interactive social media contents, and more fast response towards the customers must be done. Providing more access and information for customers to communicate with the brand could also help to address this problem. Customization and entertainment could also become additional elements to social media marketing activities.

The next researcher could also investigate the influence of social media marketing activities in other emerging business industry, such as skincare, or cosmetics industry. This will scientifically prove the power of social media marketing in the modern era.

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