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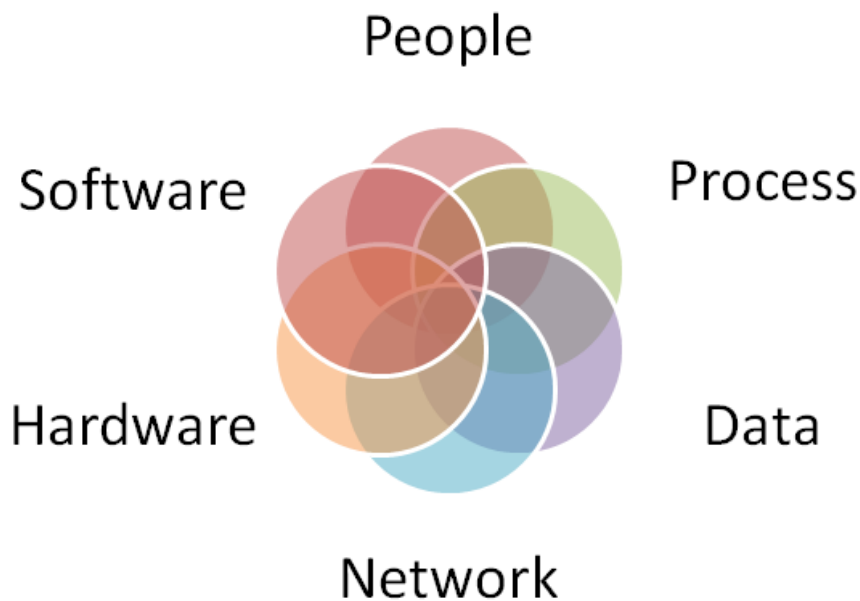
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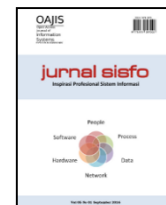
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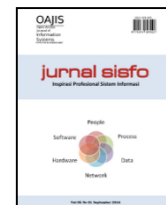
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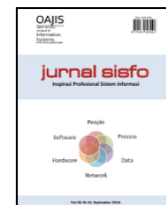
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The Effect of Social Media Marketing on Brand Trust and Loyalty for Luxury Shoes

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Abstract

The phenomenon of sports shoe culture, or what is often referred to as Sneakers, is in a very high trend. Sneakers themselves are a commodity that is very dependent on trends in society. The sneakers trends are disseminated through social media by its users with several specific goals, starting from wanting to show its economic strength to want to interact with other online communities. The present study explores how social media marketing influences brand trust and loyalty to the luxury shoe. The analysis was conducted by using Structural Equation Modeling (SEM). The variables used are Social media marketing, Brand consciousness, customer center metrics, Brand trust, and Brand loyalty. A total of hundred and sixty-eight respondents were involved in this study. The result is that social media marketing affects brand trust, which will also impact a company's brand loyalty. The insights suggest that business people, especially in the luxury sports shoe industry, to pay attention to digital marketing, especially on social media. People are aware of a brand, so there is trust through social media. The proposed model can explain the overall perception with 78 percent of R²., which indicates the model represents 78 percent of representation factors affecting the loyalty factor. Theoretical and practical discussions are presented in the paper.

Keywords: Social Media Marketing, Trust, Loyalty, Luxury Shoe

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1. Introduction

High fashion and footwear products are part of the tertiary product types. Consumers who use tertiary goods aim to be seen socially and fulfill their desire to use luxury goods. Luxury goods are also used for the convenience of their users [1]. If at a formal moment or event, luxury items are suitable because it is more appropriate to wear a luxury brand bag than a cheap one when attending a formal event such as a meeting

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or wedding. The luxury item is also a self-image for the user because the clothes or goods represent himself. Luxury goods are also a reflection of himself because the outfit used also shows the condition of the user. Naturally, luxury goods encourage self-esteem to be more confident because the social views of its users will change, starting from getting respect, feeling belonging, and being attractive. Social status is indeed the main thing in consumers' desire to buy luxury goods because of the public's views and colleagues towards users. Even people from the lower-middle class economic society who are not necessarily able to pay for housing and food daily have a great desire to buy luxury goods at relatively high prices.

Luxury brands, especially sports shoes, in their marketing activities rely heavily on social media as the front line for their marketing activities. Sports shoes depend on trends and the virality of their marketing activities. The bandwagon consumption effect causes most purchases of luxury sports shoes, where someone buys goods because they follow the current trend, commonly called hype. People tend to follow when others buy trending things [2]. Social media effectively influences these types of consumers who buy goods according to trends. One of the advantages of social media is that it allows businesses to reach audiences from all over the world so that consumers can see, choose, and buy product variants of these brands, and consumers can come from all over the world [3]. Most luxury brands have used social media as their channel to market their products. The social media approach happens because not all consumers want to go to the shopping center's offline store before buying goods. Social media makes it easier to browse products through these luxury brands' social media.

In addition to being the main gateway in promoting a luxury brand product, social media offers customer loyalty gained from product trust due to frequent engagement on social media and periodic information sharing. Engagement causes the relationship between brands and consumers to increase. A strong social media relationship between brands and consumers will lead to brand loyalty [4]. Social media marketing accommodates this to support consumers to become loyal to a brand, and it is hoped that brand retention will occur. The present study aims to examine how the influence of social media marketing affects brand trust and loyalty to luxury shoes by using three variables: brand consciousness, customer/company relationships, and customer/other customer relationships. The contribution of this research will provide a new understanding of how social media marketing influences brand loyalty so that the results can provide valuable information for companies in addressing their marketing strategy decisions for the future.

2. Literature Review

2.1 Luxury Sport Shoes

Luxury sports shoes, now Sneakers, have names such as; Kicks, Trainers, Daps, and Gutters [5]. Historically, sneakers were created in the 1800s as cheap shoes using rubber soles for workers or people with a low economy, under the brand plimsolls. After the Plimsolls were popular with American society in the 1800s, a shoe creator, Joseph William Foster, combined the famous leather material with its durability and lightweight and shock-resistant rubber soles, resulting in the birth of the first sports shoes in 1850, which eventually became a star for the sports shoe brand, Reebok. The current phenomenon makes luxury sports shoes a fashion statement for someone, especially for men, where sneakers are the foundation of their outfit, and it can be seen that the outfit they are wearing is good or not seen from the shoes they are wearing.

2.2 Social Media Marketing

Social media is a platform for a company to engage with its consumers [6]. Periodic engagement by a company on social media platforms maintains and provides brand loyalty to its consumers. Social media changes how brand content is disseminated, created, and consumed by consumers, by providing a brand image that consumers feel or see online. In the luxury goods industry, social media has an essential role in maintaining and enhancing the brand image of a product. Social media marketing is now standard for

companies to do their activities. Hence, social media is still needed because nothing can replace this platform to provide awareness, brand image, and brand engagement on one platform.

2.3 Research Gap

Several previous studies discuss the impact of social media marketing on brand loyalty, research on luxury wear, and the relationship between luxury wear and social media. Further details can be seen in Table 1. Previous research on social media marketing has several differences from the current research. Research conducted by Laroche et al. [7] aims to determine the effect of the social media marketing that uses brand communities on consumer loyalty through several factors, such as the customer-centric model and brand trust. This research adds a factor of brand trust before loyalty because, according to this research, getting customer loyalty requires trust in a brand. The results of this study prove that social media dramatically contributes to gaining customer trust and loyalty. Consumer loyalty through mediation, namely value and brand consciousness, raises the issue that to make consumers loyal to a brand, they must know the brand and understand the value of an item.

Research conducted by Giovannini et al. [8] examined Generation Y's consumption of luxury fashion goods due to brand consciousness and consumption motivation. The finding shows that public opinion on a brand and the creation of an image that luxury goods symbolize prosperity and success. The result can increase user confidence and greatly influence consumers' desire to buy luxury goods, in contrast to research conducted by Seo & Buchanan-Oliver [9], where this research discusses the luxury goods industry and its development to the extent to which luxury goods companies can maximize it. This research suggests that the consumer-centric model approach suits this luxury goods industry. The structural equation model (SEM) tests the hypotheses that had been developed and uses a combination of models between research from Laroche [7] and research from Ismail [10] with the object of luxury sports shoes. The present research is expected to provide new insights into the case of the luxury goods industry and the use of social media for luxury goods companies and other companies.

Table 1. Previous Research Studies

No	Researchers	Aims of Research	Method	Result
1	(Laroche et al., 2013)	Analyze the effect of social media-based brand community on the customer-centric model and its impact on brand loyalty that occurs by consumers.	EFA (<i>Explanatory factor analysis</i>) & SEM	Social media-based brand communities improve relationships between companies and consumers and increase customer loyalty.
2	(Ismail, 2017)	Investigate the impact of social media marketing activities on brand loyalty, value consciousness, and brand consciousness.	CFA (<i>Confirmatory factor analysis</i>) & SEM	Social media marketing activities significantly impact brand loyalty, while value consciousness and brand consciousness mediate the relationship between social media and brand loyalty.
3	(Giovannini, Xu, & Thomas, 2015)	Investigate generation Y consumer consumption of luxury fashion products from the following perspectives: the influence of self-related personality traits; and the effect of brand awareness on consumption behavior in terms of consumption	CFA (<i>Confirmatory factor analysis</i>) & SEM	From a self-concept perspective, this research highlights Generation Y consumers' luxury fashion consumption behavior. Public self-consciousness and self-esteem were found to significantly influence Generation Y consumers' brand awareness, which ultimately

		motivation, purchase intention, and brand loyalty		increases the motivation for luxury goods consumption and brand loyalty.
4	(Seo & Buchanan-Oliver, 2015)	They test the consumer-centric paradigm concept for luxury goods brands and identify consumer behavior in luxury goods consumption.	SEM	The study highlights that luxury brands have emerged as a special form of branding that conveys unique sociocultural and individual meanings to its adherents. Moreover, it was found that these meanings have been shaped by a number of important cultural, social, and external trends.

3. Methodology

3.1 Research Framework

Figure 1 shows the research framework used in this study. Social media presence allows companies to make their consumers marketers and advertisers of a product, which can attract attention and encourage other consumers to share these products on their social networks [11]. In most cases of buying luxury goods, consumers of luxury goods buy an item because of brand awareness and how well-known a brand is [12]. Vinerean et al., [13] suggest that social media influences consumer brand awareness. The insight is fascinating because social media can awaken consumers to learn more about a product's brand.

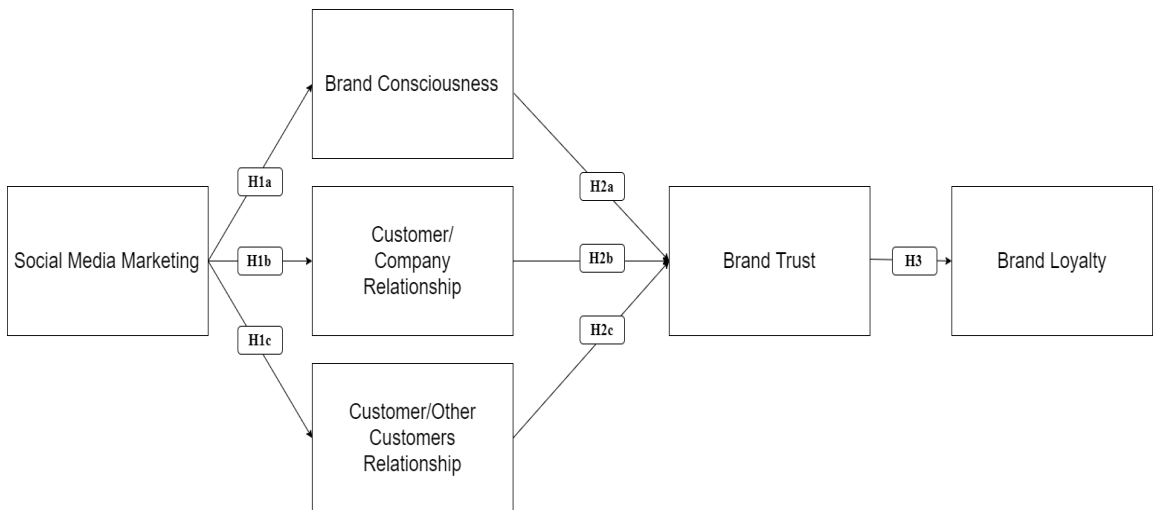


Figure 1. Hypotheses Testing

Besides that, social media also positively affects the customer-centric model, in which social media activities strengthen the relationship between consumers and companies and between consumers and consumers. Therefore, this study tries to prove the three hypotheses that were built using sports shoes as the research object. The following hypotheses are proposed:

H1a: Social media marketing positively affects the Brand consciousness of Luxury sports shoes consumers.

H1b: Social media marketing community has a positive effect on the Customer/company relationship with Luxury sports shoes

H1c: Social media marketing has a positive effect on Customer/other customer relationships for Luxury sports shoes consumers

Continuing from the hypotheses that have been built previously, the researcher also found that the customer-centric model (Customer/company relationship and Customer/other customer relationship) has a positive relationship to brand trust (Brand Trust), so the researcher concludes the same relationship with previous research by Laroche [7]. However, when referring to research conducted by Ismail [10], brand consciousness only has a positive relationship with brand loyalty. Meanwhile, according to research by Laroche [7], measuring brand loyalty must be done through the mediation of brand trust. Therefore, the researcher wants to build the hypothesis as follows:

H2a Brand consciousness has a positive effect on Consumer Brand trust Luxury sports shoes

H2b Customer/company relationship has a positive effect on Brand trust Luxury sports shoes consumers

H2c Customer/customer relationship has a positive effect on Brand trust Luxury sports shoes consumers

H3 Brand trust has a positive effect on Brand loyalty of Luxury sports shoes consumers

3.2 Research Design

The subjects in this study were Indonesian people aged 17-57 years who have luxury sports shoe products and follow social media for that products. The research design uses conclusive-descriptive sampling, and the sampling technique is non-probability convenience sampling. Each variable will have measured indicators in this study using a Likert scale. The Likert scale to be used is a Likert scale with 5 points. From number 1 to strongly disagree, number 2 to disagree, number 3 to quite agree, number 4 to agree, and number 5 to strongly agree. The research collects data using questionnaires. The online questionnaires are designed using the help of Google forms. The use of online questionnaires adapts to the needs of researchers because it can reach broader geographical aspects. A total of 168 online questionnaires were distributed. Online surveys were distributed through researchers' social media such as Instagram, Line, Whatsapp, LinkedIn, and Twitter. The details of operational variables are presented in Table 2.

Table 2. Operational variables

Variables	Indicators	Instrument
Social Media Marketing	SMM1	Consumers feel interested in content on social media
	SMM2	Ease of expressing opinions on brands to be purchased
	SMM3	Looking for information about a brand from social media
	SMM4	Sharing information about a brand related to brands, products, and information to colleagues
Brand Consciousness	BC1	Consumer brand awareness of a product
	BC2	The brand name reflects the quality of the product

	BC3	Paying more for a well-known product
	BC4	Expensive branded products indicate good quality
Customer/ Company Relationship	CR1	Companies are aware of what the consumers want
	CR2	Companies care about consumer opinion
Customer/ Other Customer Relationship	UR1	The relationship between members and members who are upheld
	UR2	The relationship between members and other members
	UR3	Members' passion for online community members who have a product
Brand Trust	BT1	A brand meets consumer expectations
	BT2	Consumers rely on its brand
	BT3	A brand never disappoints
Brand Loyalty	BL1	Consumers feel loyal to a product
	BL2	Consumers will look for the product
	BL3	Consumers are willing to pay more for a particular product

4. Result and Discussion

4.1 Descriptive Statistic

In the first screening question, respondents were asked whether they had an object of research: Sneakers (Luxury Sports Shoes). This is done so that the respondents who answer this questionnaire are relevant to the questions that will be given in the questionnaire. As many as 85% of respondents answered yes, and 15% answered no. In the second screening question, respondents were asked whether they owned an object with a price more than the minimum price set. As many as 69% of respondents answered yes, and 31% answered no. The third and final question in respondent screening is whether the respondent has followed the social media account of the brand that the respondent has. 55% of respondents answered yes, and 45% answered no.

The gender of the respondents who passed the screening was 73% male and 27% female. Respondents who filled out the research questionnaire were divided into four age ranges. For the age range of 18-27 years, there were 125 respondents (74%). In the age range of 28-37 years, there were 25 respondents (15%). In the age range 38-47 years, there were eight respondents (5%). Finally the range 48-57 years, there were 11 respondents (6%) of the total sample used. Habits or behavior of consumers of luxury goods is divided into five types; Veblenian (goods prices), Snob (scarcity of goods), Bandwagon (current trends), Hedonic (Consumptive), and also Perfectionist (Quality of goods). Respondents were divided into five ranges of buying habits, namely; Veblenian 22 respondents (13%), Snob 23 respondents (14%), Bandwagon 30

respondents (12%), Hedonic 8 respondents (5%), and also Perfectionists 96 respondents (56%) from the total sample used. The average purchase of sneakers (luxury Sports Shoes) by respondents in the last year was divided into several types. For one-time purchases in a year, there were 62 respondents (37%). As two times purchase in a year, there were 54 respondents. For 3 purchases in a year, there are 25 respondents (15%). For 4 purchases in a year, there are seven respondents (4%). Finally, more than four times a year, there are 21 respondents (44%) of the total sample used.

4.2. Multivariate Statistic

The reliability of the measurements in this study is accepted because it is at a value above the standard where the standard of reliability can be accepted if the Cronbach alpha is above the number 0.5 [14]. Construct Reliability (CR) has a minimum value of 0.6 [15]. The Customer/Company relationship variable gets CR 0.587, which does not meet the specified minimum value but is different from the Cronbach alpha obtained, namely; 0.67, so that it can still represent the reliability of the data. As for the average variance extracted (AVE), the BC, BT, and BL variables do not meet the minimum standard ave (0.5). In the BC variable, the BC 3 & BC 4 indicator variable gets a loading factor; of 0.58 & 0.52. In the BC3 question, respondents are not willing to pay more just for a particular brand, while in the BC 4 questions, respondents do not agree with the impression of "coolness" that is obtained/given to a particular brand. In the BT variable, the BT 2 indicator variable cannot represent the BT variable because respondents think they cannot rely on a particular brand of sneakers. Variable L has one indicator variable that causes the AVE variable L not to be accepted, namely; L2, where it turns out that the respondent prefers to try a new Luxury sports shoe brand rather than sticking with one shoe brand. The details are presented in Table 3.

Table 3. Construct reliability and validity

Variables	Indicators	Cronbach Alpha	Composite Reliability	Average variance Extracted
Social Media Marketing	4	0.777	0.736	0.543
Brand Consciousness	4	0.655	0.679	0.349
Customer/Company Relationship	2	0.670	0.587	0.505
Customer/ Other Customer Relationship	3	0.753	0.681	0.506
Brand Trust	3	0.684	0.668	0.451
Customer Loyalty	3	0.734	0.667	0.459

After the structural model has been analyzed, the next step is to test the model by conducting a model fit test. In the test, the fit model will be assessed in 3 parts: absolute fit measure, incremental fit measure, and parsimony measure. The model to be tested is shown in Table 4. Since most of the tests are valid, the hypotheses validation is conducted. The details for hypothesis validation are presented in Table 5. Most of the hypotheses are accepted except for H2b. The model is able to provide the 78% of total representation R2 in explaining the loyalty. The possibility of 22% others are from the outside of this dimension.

Table 4. Model fit tests

No	Goodness of Fit Measure	Cut-off Value	Value	Note
Absolute Fit Measure				
1	GFI	$\geq 0,7$	0,818	Fit
2	AGFI	$\geq 0,7$	0,752	Fit
3	RMR	$< 0,08$	0,087	Not Fit
4	RMSEA	$< 0,08$	0,098	Not Fit
Incremental Fit Measure				
5	NFI	$\geq 0,7$	0,746	Fit
6	CFI	$\geq 0,7$	0,823	Fit
7	IFI	$\geq 0,7$	0,827	Fit
8	TLI	$\geq 0,7$	0,785	Fit
Parsimony Fit Measure				
9	PNFI	0,60-0,90	0,615	Fit
10	PGFI	0,50-1,00	0,599	Fit

Table 5. Hypotheses validation

Relationship	Estimate	P-value	Note
BC \leftarrow SMM	0,741	0,002	Accepted
UR \leftarrow SMM	0,836	0,002	Accepted
CR \leftarrow SMM	0,239	0,028	Accepted
BT \leftarrow BC	0,880	0,002	Accepted
BT \leftarrow UR	0,306	0,002	Accepted
BT \leftarrow CR	-0,41	0,683	Rejected
BL \leftarrow BT	0,908	0,002	Accepted

4.3 Discussion

In the demographic analysis, several points are studied, namely, gender, age, and average monthly income. In terms of gender itself, the comparison looks very far. Men dominate the ratio. The domination is because the choice of women's shoes is limited, and the designs seem monotonous. This problem is vital and an opportunity for companies engaged in the luxury sports shoe industry, where instead of providing monotonous designs such as pink, peach, and so on, companies should equate existing designs by changing the size of the shoes to sizes for the woman.

Currently, luxury sports shoes are not only worn and used by men but have become something unisex, so the design equality that occurs should be harmonious. In terms of age, it is obvious that consumers who tend to use and buy luxury sports shoes are young people with an age range of 18-27 years, with an acquisition of 125 respondents, followed by ages 28-37, with an acquisition of 25 respondents. Very much compared to the ages 38-47 and 48-57 years, which only got 20 respondents. The insight has a very large age gap with a huge difference, so companies should create marketing campaigns and designs that are suitable for consumers who have an age range of over 40 years.

Several managerial implications are described for Structural Equation Modeling (SEM) analysis. The positive influence of marketing activities on social media affects the brand awareness of a consumer towards a brand of luxury sports shoes. Marketing activities on social media also affect the customer-centric model,

where marketing activities should be more personal to the target. The approach is needed to make the marketing activities of a luxury sports shoes brand effective and on target so that the marketing expenses incurred will be in direct comparison with those of a brand of luxury sports shoes. In addition, brand awareness is very influential on brand trust. Brand trust is complicated to measure and obtain because this is very subjective to consumers, so this is needed to believe. Consumers must know or be aware of a brand and how the value and novelty raised can be accepted and felt by consumers. All of this started with marketing activities carried out on social media. Social media has become a concern in marketing activities, especially in the luxury sports shoe industry, because its users make up the majority of consumers from luxury sports shoe brands, namely young people, and also the ease of controlling as well as its easy and flexible marketing management.

5. Conclusion

In this study, seven hypotheses were presented to be tested for each variable. The results of 6 hypotheses were accepted and had a positive value indicating a directly proportional relationship between the interrelationships of the variables. The factor that is not accepted in this model is the relationship between customer/other customer relationship to brand trust. The relationship established by the consumer causes this does not directly make another consumer believe in a brand, while the consumer also has different preferences from the consumer other. So consumers prefer to find information on their own through social media or the official website. For other factors, all are accepted with an average p-value of 0.002. This indicates a positive and also very significant relationship.

From the characteristics described and also research on the factors presented, several managerial recommendations will be given to companies so that social media itself can increase a company's brand equity, especially in the aspect of brand loyalty:

- The utilization of social media channels can be effective and right on target by using the strengths or strengths of each social media channel, such as Instagram, Facebook, and Twitter.
- Mapping the consumer persona is needed to support digital marketing activities in social media marketing and SEO/SEM to become more efficient and have a wider reach.
- Equalization of gender by creating schedules on the company's social media accounts for posting male, female, or unisex schedules. The company's social media does not only lead to one gender but also does not seem to be just selling without creating content that contains the company's equity.

The limitations of this study are divided into several parts. First, the object of this study focuses only or specifically examines the luxury sports shoes object so that the managerial implications given are only specific to companies in the luxury sports shoe industry. Second, the questionnaire reference is a journal that discusses the role of social media marketing in general, not on one particular object. Third, in terms of the respondents, this research is still dominated by consumers with an age range of 18-27 years, whom consumers dominate in the luxury sports shoe industry.

Suggestions that can be given for further research are social media marketing can not only be implemented for luxury sports shoe objects but can be developed with other objects. Because actually, social media marketing is something that is general and can be developed in any industry. The second suggestion is how to consider E-wom or the relationship between consumers and other consumers. This is something that cannot be controlled and is also risky for the company. So for further research, e-wom can be used as a supporting variable in research on marketing activities on social media that affect brand loyalty. By replacing the object and considering it, further research will gain new insights and different and useful implications for the company.

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