



Perceived Personalization and Brand Relationship Models in Social Commerce

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Abstract. With fashion development in Indonesia, many brands have started marketing by relying on digital marketing. As is well known today, marketing trends continue to develop along with increasingly sophisticated technology with the presence of the Internet world. Digital marketing is presented as an innovation in the world of marketing. The problem today is how perceived Personalization affects brand loyalty and purchase intention mediated by customer brand engagement, customer brand identification, and brand relationships. Activities on social media provide the perfect way to build brand awareness, encourage brand recognition and recall, and increase brand loyalty, ultimately forming brand relationships. This research leads to a "Green Society," not just a green economy. This research will be part of the university road map, namely Legal Development and Sustainability Community in Green Society), Information & Communication Technology section.

Keywords: Brand loyalty, Brand relationship, Perceived Personalization, Purchase intention.

1 Introduction

The growth of technology in digital marketing has changed the world. These conditions require a company to be fast, accurate, and effective in running its business. Management skills to determine strategy work when companies find creative ideas, develop technology, and try to grow sales quickly, accurately, and effectively. The rapid development of the Indonesian e-commerce industry marks the increasing number of online shops and an increasingly aggressive market. Indonesia is currently the largest e-commerce market in the world after China and India. Indonesian e-commerce is estimated to reach US\$130 billion in 2020. The Ministry of Communication and Information of the Republic of Indonesia estimated the value of e-commerce in 2017. Transactions from online stores are estimated to increase by 30% to 40% [1]. There are many online shops on the internet. Consumers usually look for what they need before making a purchase decision. Consumers choose online stores based on their shopping experience. This website offers discounts and priority products. Fashion is the most popular of the products available online because of the ease of verification, review, and asking price compared to traditional shopping methods [2].

The debate about digital marketing is inseparable from what is called social media. This social media is growing with each netizen, and according to the infographic on

the website wearesocial.com, the total number of social media users has reached 150 million. This data is primarily from the social media used by netizens. By gender and age, most social media users are between 18 and 34, both men and women, which is the productive age. One of the benefits of using social media to brand a company is establishing online branding. The main goal in branding any business is to make the brand visible to people online [3]. The brand reinforces that almost any type of social media is a good tool for brand building. Through social media, companies can increase consumer awareness of their products (first-remember awareness) and target a more segmented audience [4], [5]. Social media helps businesses see different opinions and analyze changing customer attitudes. Social media can provide insights for organizations to protect themselves while changing market and corporate brand equity [6], [7].

Social media has become society's most influential advertising medium [8]. This network platform bases its advertising business model online. In this way, a product or service company can increase sales by more than 20% annually [9]. From this growing digital landscape based on ad revenue, there are many ways to increase the effectiveness of a company's advertising. Social media is now a key determinant of advertising effectiveness. This platform is now considered a key source of information in purchasing decision-making [10]. However, social media advertising has been criticized for increasing the distractions caused by users while navigating [11].

Advertising effectiveness has been an essential goal of marketers over the past few decades and has become an exciting research topic among marketers focused on digital advertising [12]. Previous literature on this topic has found that consumer attitudes towards advertising, prominence, and loyalty are evident from the three critical variables related to advertising effectiveness, in this case, digital advertising [13]. Using promotional materials that match the interests of the company's audience is very important because it can attract consumers' attention to the company's products [14]. Therefore, intrusive perception can be classified as a negative marketing impact associated with user irritation and brand avoidance, but it can also increase the likelihood of leaving the online platform [13]. Finally, marketers turn to digital advertising to enhance persuasive campaigns to increase customer loyalty to the company's brands and products [15]. The consumer journey begins with need recognition and ends with purchase decisions and post-purchase activities [16]. Thus, the intention to buy is an essential indicator of the effectiveness of social media in increasing loyalty [17]. Another sign of commitment traditionally researched by advertising experts is the intention to engage in positive word of mouth (WOM) [18]. Loyal consumers tend to recommend brands to motivate subsequent purchase decisions by other consumers [19].

Several recent studies have shown that consumers view online advertising negatively because they find the format distracting [20]. In addition, advertisers often believe that some social media are very ineffective and continuously surround consumers. The same advertisements do not necessarily increase consumer interest in the company's products or services [21]. A recent survey found that many consumers do not pay much attention to Instagram ads. Especially if the advertising material is within consumer needs [22], it is necessary to understand consumer perceptions of various forms of social media advertising. Managers can determine the most effective form of digital advertising to encourage consumer interest in the company's products and services. One of the crucial functions of mobile applications is Personalization [23]. Personalization allows consumers to access information that has been adjusted efficiently according to the needs and interests of consumers. From a company perspec-

tive, Personalization provides a way to build strong customer relationships. Perceived Personalization allows consumers to access information tailored to their needs without being limited by space and time. Therefore, Perceived Personalization refers to the individual's perception of adjusting mobile applications to their characteristics to meet requirements [24].

Perceived Personalization can build positive customer relationships because businesses understand consumers browse websites while shopping [3]. Better brand recognition among consumers can facilitate a company's successful marketing efforts and build positive relationships between consumers and companies [25]. The identification of consumer brands is reflected in the desire of consumers to uphold the goals set by the company and to protect the company's reputation [26]. The involvement of good consumer brands can increase the competitive advantage achieved by the company [27]. Consumer brand involvement is characteristic of consumers' desire to interact positively with companies that sell their products and services to improve the business results achieved by these companies [28]. Consumer brand involvement measures consumers' attention and emotion toward the company. It consists of strength, dedication, and absorption [29]. Trust sees the consumer's desire to maintain good relations with the company and shows a positive attitude towards the company that sells the product or service. Trust is characterized by all the expectations, assumptions, and consumer confidence in the company's ability to do business [30]. The problem formulation of this research is how is the effect of perceived Personalization on brand loyalty and purchase intention mediated by customer brand engagement, customer brand identification, and brand relationship.

2 Literature Review

Digital Advertising is a way to promote products and services using digital distribution channels such as smartphones, computers, and other digital devices. Computers and mobile devices are standard tools for the millennial generation and are considered essential tools. Although there are various studies on online advertising, very little academic research focuses on the types of digital marketing strategies millennials favor and can affect their behavior [31]. Marketing research should increase our understanding of how advertising in the digital environment affects purchasing a product or service. Several studies have examined how advertising affects consumers' intentions to seek product information, particularly in a digital context. However, recent changes in marketing spending and consumer behavior suggest such investigations are warranted [32].

Marketers must have a clearer understanding of how digital advertising affects consumers on digital platforms. This research contributes to the advertising literature in two ways. First, it expands the theory of advertising effectiveness to better explain digital consumer behavior by including an assessment of information-seeking and digital click-through behavior relevant to consumers' needs. Previous research supports such a theoretical extension, examining the effectiveness of online and click-through-click banner advertising [33]. The value of digital advertising can be understood by relating it to the consumer value creation process. Value is created in the consumer process, facilitated by the service provider. Service providers can then capture some of the consumers' value [34]. This value applies to advertising; consumers can be assumed to maintain some value creation process, so they integrate advertis-

ing. If advertising supports the consumer value creation process, it becomes a valuable resource to use in the process. Otherwise, it may be rejected or ignored.

Perceived Personalization is an individual's perception of how they can adjust the use of mobile applications to their characteristics to meet their needs. Perceived Personalization involves collecting and using various types of personal information that inevitably involve potential risks, such as privacy concerns [23]. Perceived Personalization refers to a list of product recommendations generated by a recommendation agent (RA) based on the interests or preferences of individual consumers and presented to individual consumers. Web personalization generally refers to customizing web content to satisfy consumers' needs or preferences [35]. In other words, the broad goal of Personalization is to convey the right message to the correct party at the right time to maximize business opportunities [36].

Perceived Personalization refers to the product list of recommendations submitted to consumers. Perceived Personalization is characterized by the consumer's desire to choose and view an advertisement as a small set of products from many alternatives in the form of recommendations according to the interests or preferences of individual consumers to influence personal consumer decisions [37]. With the rapid growth of mobile communication technology, mobile applications are embedded in consumers' daily lives. The latest mobile applications provide communication channels and brand identity, create brand experiences, and facilitate consumer engagement with brands [38]. Personalization allows consumers to access customized information more efficiently at any time [24]. Perceived Personalization has become one of the marketers' strategies in utilizing internet data. Personalization of advertisements using the internet is made possible by cookie technology. The primary function of cookies is to allow the server or site manager to have a memory that will recognize the user and their previous activity on the website [39]. The information collected by cookies can be usernames to specific other data, such as user movements on the internet (history). Companies can get more out of specific segments by implementing ad personalization by placing cookies to track customer behavior. The trend of personalized advertising on social media is very relevant to study effectiveness [40].

Consumer brand identification understands what consumers perceive for a particular brand or brand that can express consumer identity [41] or invest cognitive, emotional, and behavioral resources into brand interactions [42]. Consumer brand identification is an interactive platform that enables brands to create real-time customer engagement and strengthen consumer-brand relationships [43]. Digital customer engagement is a customer's online interaction with a brand, such as talking about, learning about, or working for a brand [42]. Consumer brand identification produces many positive outcomes, including increased sales growth and profitability, lower operating costs, positive word of mouth, enhanced co-creative experiences [41], and more competitive advantage [42]. Personalized advertising, which uses consumer data (name, past purchase history, demographics, psychographics, location, and lifestyle interests), is used by companies to maintain engagement with their customers [44].

With consumer brand identification in social media, a marketer can more efficiently reach their target audience using personalized mechanisms. Sauer et al., (2012). Developing customer brand identification produces a customer-brand relationship and positive outcomes such as brand pride, advocacy, and loyalty [26]. They suggest that consumer brand identification becomes intense when the condition of unity consumers feel with a brand is established. Brand identity refers to the unique characteristics of a brand, enabling consumers to differentiate it from competitors. Distinctiveness

and prestige give brands a strong identity, making them more attractive to consumers, and consumers tend to identify brands that consider having a solid identity [45]. In addition, brands perceived as more distinctive tend to be seen as more trustworthy because consumers think they have more to lose when incurring costs in unclear situations, which could affect their reputation. Also, consumers judge that a more distinctive brand has a more remarkable ability to meet consumer expectations [46].

Consumer Brand engagement forms an emotional and rational relationship between the customer and the brand. Brand engagement between customers and brands is essential to brand marketing efforts. Brand engagement consists of several levels, from receiving content to successfully getting customers to buy products or services [41]. Consumer Brand Engagement is the involvement and interest of consumers in products or services [47]. Brand engagement is a positive interaction between consumers and companies that sell products or services [48]. Brand engagement is a consumer's desire to participate in the purchase of a product or service. Better brand engagement will increase brand loyalty because consumers have a customer experience, and brand engagement can form customer retention [49]. Consumer Brand Engagement makes the relationship between the customer and the company more assertive and meaningful. Research's desire to better understand the customer's relationship to the brand as the object of engagement is most typical. The multi-dimensional perspective of Consumer Brand Engagement is discussed as a multi-dimensional construct. The brand-specific arrangement includes dimensions of cognitive, affective, and behavioral processing [49]. Consumer brand engagement (CBE) is one of the main topics in research on marketing and consumer behavior [50]. CBE also takes place outside the context of the internet in real-life settings, and some people do not use social media for brand engagement behavior. While the measures mentioned above of brand engagement consider the internet as an interactive context of brand engagement, there is a substantial difference between measuring engagement with brands in online communities and social media and measuring engagement with brands outside of the internet behavior. A systematic review of customer engagement research in marketing shows a need to develop valid customer engagement measures that can be generalized across various contexts [51].

Trust is a paradigm that characterizes customers' struggles in reducing risk [52]. Trust involves behavioral intentions that signal the customer's dependence on the service provider, and it requires vulnerability and uncertainty about the role of the provider. Trust is the belief that the service provider's statement or promise is reliable and that the provider will fulfill its commitments in the service provider's relationship with customers [53]. Trust positively affects loyalty, can affect the overall satisfaction of existing customers, and can attract new customers [54]. Therefore, pleasure positively affects trust, and trust will ultimately positively impact loyalty to a brand [52]. If customers are satisfied with the economic benefits arising from a customer-service-provider relationship, they perceive the service provider as trustworthy [53]. Satisfaction will affect the customer's trust and encouragement to contribute to the business collaboratively. The commitment to the customer-provider relationship enriches faith [52].

Trust eventually grows into loyalty and is essential in customer service provider relationships. Long-term relationships with customers emphasize trust [55], [56]. A brand must be trusted and committed to the services provided [57]. Trust effectively expects customer loyalty and has a more profound sentiment than satisfaction [55].

Thus, trust is an essential indicator of emerging customer loyalty [55]. Satisfied customers can become loyal when they have high confidence [58]. The higher the trust in a brand and the relationship quality between the two, the more loyal customers will be [59].

Satisfaction is an assessment of the features of a product or service or the product or service itself, which provides pleasurable consumption-related satisfaction. Satisfaction is a feeling that results from the difference between expectations and actual experiences [52], [60]. Customer satisfaction can be interpreted as a customer's overall perception of the performance of a product or service [61]. Customer satisfaction refers to the pleasure or feeling of disappointment of customers after comparing the expectations of a product or service with its performance. Customer satisfaction may be influenced by factors such as customer perceived value [62] and customer religiosity [63]. Trust is the belief that one party in a relationship will behave socially responsibly to align with the expectations of the trusted party [64].

Customer satisfaction can improve the performance of a company. Customer satisfaction has been conceptualized differently: transaction-specific pleasure and overall satisfaction. When dissatisfaction occurs, customers are less likely to use the service in the future and more likely to engage in switching behavior [65]. The literature then highlights a series of factors that can trigger customer loyalty, customer satisfaction being a significant factor. Satisfied customers are more likely to repurchase and become more loyal users of a product or service from a particular brand than customers with responsiveness that exists in customers referring to praise and word-of-mouth recommendations. When the level of customer satisfaction increases, there is a better relationship between the brand and the customer, leading to increased loyalty. Although there is a direct relationship between customer satisfaction and loyalty, some customers may be disloyal even if they are satisfied with a product or service from only one provider or brand due to commitment to other brands and reluctance to switch to other brands [66].

Consumer loyalty is a behavioral impulse to make repeated purchases and to build consumer loyalty to a product or service produced by the business entity. According to [67], loyalty is a deeply held commitment to buy or re-support a preferred product or service in the future despite situational influences and marketing efforts having the potential to cause consumers to switch. According to Situmorang et al. (2021), consumer loyalty is a reliable measure to predict sales growth and consumer loyalty can be interpreted based on consistent purchases [68]. According to Shanahan et al. (2019), brand loyalty is a consumer preference to make purchases of the same brand on a specific product or service category [3]. Brand loyalty is a solid commitment to subscribe to or buy a brand in the future. [69] Defines brand loyalty as a measure of the customer's relationship with a brand. This measure can provide an overview of the possibility of a customer switching to another product, especially in a brand with a change, regarding price and other attributes.

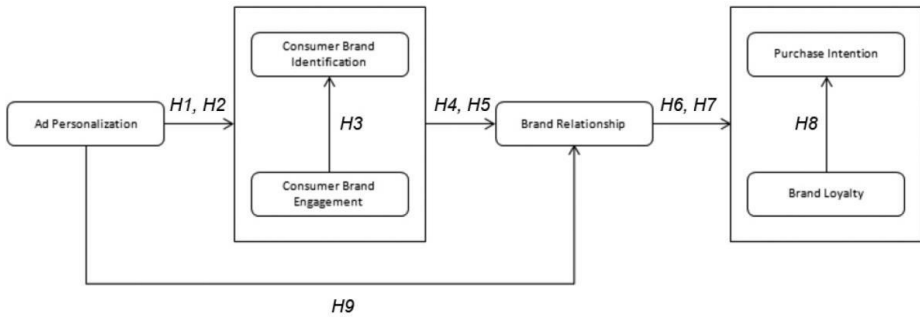


Fig. 1. Conceptual framework.

3 Methods

This study uses hypothesis testing. Hypothesis testing is an activity to analyze data that aims to test hypotheses whose hypothesis testing results can be in the form of maintaining, changing, or rejecting the idea. The unit of analysis is customers who have used social media for at least the last six months and have seen fashion brand advertisements on social media. The data collection method used was a questionnaire distributed to respondents. The research data used is cross-sectional data. That is, the researcher will observe a subject at a particular time. The data used are primary. Data collection is distributed online questionnaires to respondents. The sample collection procedure uses a non-probability sampling method, a subjective sampling procedure, and a sample selection technique, purposive sampling. Purposive sampling is a sample selection technique where the sample is selected based on specific considerations or criteria [70].

The population can be interpreted as a whole group of people (humans), events, or things that attract the attention of researchers who want to investigate and draw conclusions [70]. The population in this study is consumers who see fashion brand advertisements on social media. The data collection method uses questionnaires for consumers who see fashion brand advertisements on social media. The data collection technique used is purposive sampling. Purposive sampling is a data collection technique that uses the criteria set in the study [70]. The data collection method distributes questionnaires to consumers who see fashion brand advertisements because digital advertising materials attract them.

4 Conclusion

This study aimed to analyze the effect of variables related to the influence of perceived Personalization on the relationship between brands and consumers in purchasing fashion products. Based on previous research and theoretical foundations, the researchers found that the factors of perceived Personalization, consumer brand identification, consumer brand engagement, brand relationship, satisfaction, trust, and the influence between these variables form 9 research hypotheses. Based on the data collected in this study, the researchers got 124 respondents. The results showed that five hypotheses were accepted and supported, and four did not keep them. Where there are

more and more fashion brands in Indonesia, each brand must provide its uniqueness for consumers so that they are always top-of-mind consumers.

5 Recommendations

Digital marketers can be even more creative in creating advertising materials tailored to each consumer's interests. The features in the digital world are growing and have even better features so that digital marketers can more sort and choose which target consumers and how they can see the digital advertisements they create. Emotional closeness to a product or service can be seen from consumers' experience in buying or using products from a brand. Brand should be the focus of the brand in predicting the satisfaction level of its customers. Companies or brands can take advantage of various features on cash registers, websites, or satisfaction polls that consumers can access so that companies can find out which side needs improvement from the brand or company.

Companies or brands must be able further to improve their products' positioning in consumers' minds and create various unique strategies that other brands do not have, such as having the best content and benefits compared to competitors, having special product packaging, or using Brand Ambassadors that hit so that when consumers think about using fashion products, these products are already in the top position of consumers' minds. Emotional branding is a strategy companies or brands can use to connect their brands with emotions from consumers. One way that companies or brands can do this is to personalize advertisements that are tailored to their target consumers. This ad personalization can then use several advertising materials such as social issues, inspiration, expressions of affection, and even appreciation.

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