

## **THE EFFECT OF PERCEIVED SOCIAL MEDIA MARKETING ACTIVITIES ON BRAND LOYALTY THROUGH BRAND CONSCIOUSNESS AND VALUE CONSCIOUSNESS ON VIVO SMARTPHONE**

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### **Abstract**

This research aims to examine the effect of social media marketing activities on brand loyalty through brand consciousness and value consciousness in Vivo smartphones. This research is casual. The sampling technique used in this study was purposive sampling. Respondents in this study were Vivo smartphone users who follow one of the Vivo smartphone social media. While the sample was 100 respondents. Data in this study were collected by distributing questionnaires using Google Form (online). The data analysis technique used was Structural Equation Modeling (SEM) using the SmartPLS 3 program. The results of this research indicate that: Perceived Social Media Marketing Activities have a significant positive effect on Brand Loyalty, Brand Consciousness, and Value Consciousness. Brand Consciousness has a significant positive effect on Brand Loyalty. Value Consciousness has no effect on Brand Loyalty. Perceived Social Media Marketing Activities through Brand Consciousness and Value Consciousness have no effect on Brand Loyalty in Vivo smartphone users.

**Keywords:** Perceived Social Media Marketing Activities, Brand Loyalty, Brand Consciousness, Value Consciousness

### **INTRODUCTION**

In today's growing and competitive business world, branding is a critical competitiveness factor in differentiating goods and services produced by one company from another. According to Bilgin (2018), branding can build a strong relationship with consumers, and the relationship can direct consumer choice and

brand loyalty.

The company will apply various communication channels in communicating the brand to consumers to build or protect brand value. Consumers use social media as a medium for finding information about the products they want and at the best prices (Ismail, 2017). One of the company's current most popular communication channels is social media. Kim & Ko (2012) state that social media refers to a mass media tool, online-based application, or platform that delivers content, interaction, or collaboration facilities among users. (Statcounter, 2020) reveals that in August 2020, the top social media platforms with the highest percentage of users in Indonesia were Facebook with 40.45% users, YouTube with 35.42% users, Pinterest with 13.25% users, Twitter with 5.52% users, and Instagram with 4.83% users.

The social media with the highest number of followers were Facebook with 25,788,732 followers, followed by YouTube with 2,010,000 followers, Instagram with 741,000 followers, and Twitter with 49,000 followers. On Facebook, Vivo posts various activities on its platform every day; on average, the content posted to its followers are videos, photos, and challenges or competitions. On the Live feature of the Vivo Facebook page, the company posts videos of their latest product launches. On Twitter, the company posts the same content with its Facebook every day. Vivo's YouTube platform is slightly different as it uploads its product advertising in the form of videos, and the upload is done once a week or weekly. On Instagram, Vivo posts photos and short videos about their products and adds a catalog feature in which the posting and adding Instagram stories are done every day.

According to (Pappu & Quester, 2016), perceived social media marketing activities are online advertising activities that utilize cultural factors, namely social, including social media such as YouTube, Instagram, Facebook, Twitter, news websites, and sharing opinions. These online advertising activities are done to communicate a company's brand. According to Pappu & Quester (2016), brand loyalty refers to an attitude committed, highly trusted, and becomes a reference for repurchasing or protecting products or services of a preferred brand consistently. From a customer perspective, brand loyalty is indicated by the intention to purchase the brand as the primary choice. According to Kavkani et al (2011), brand consciousness or brand awareness is a person's tendency to buy expensive brands. They believe that a brand with a higher price reflects higher quality. According to Ismail (2017), value consciousness or brand value tends to be economical and pay more attention to resources and quality in buying. Consumers with value consciousness tend to buy as needed and make comparisons before buying.

Increasingly severe competition in the smartphone market urges all smartphone companies, including Vivo, to compete to increase their social media activities in attracting, retaining, and getting customers. Increasing value consciousness in Indonesian society is an attractive factor in creating brand loyalty in smartphone sales in Indonesia. These phenomena make smartphone companies in Indonesia think of the right strategy to make their brand become the choice and is trusted and build brand loyalty to the Indonesian people. This study aims to examine the effect of

perceived social media marketing activities, brand awareness, and value consciousness on brand loyalty; the effect of perceived social on brand and value consciousness; the effect of perceived social media activities on brand loyalty through brand consciousness and value consciousness.

Brand loyalty refers to something that represents a positive attitude towards a brand characterized by customers' repeated purchase behavior. It is sometimes considered the main focus of a company's marketing strategy. In many types of companies, companies struggle to make their customers loyal to their brands (Rather et al., 2018). When a company or organization has a more significant number of loyal customers, the company will have a larger market share, a higher return rate on investment, and, most importantly, positive word-of-mouth communication (Ahmad, 2011).

Brand consciousness, Jiang & Shan (2016) stipulate that brand consciousness refers to or focuses on the psychological orientation of the brand name of a product, meaning that customers with strong brand consciousness will choose well-known brands. The process is carried out before customers make a purchase or in pre-purchase. Brand consciousness will be built from where the brands are sold. The more luxurious the place is, the stronger the brand consciousness and brand image will be (Sheppard & Chakraborty, 2016).

Value consciousness, Khan (2019) defines value consciousness as the behavior of customers who actively tend to shop on social media platforms at the lowest price. The customers shop by prioritizing saving money and looking for the right item according to the customers' needs and comparing with other brands.

Perceived social media marketing activities are the use of social media in business as a platform to carry out marketing actions directly to customers. Social media eliminates the boundaries of time and space in business interactions with potential customers and promotes feelings of closeness between marketers and customers.

### Hypothesis Development

Ismail (2017), states that traditional marketing communications such as TV, magazines, and radio advertising have a positive effect on brand loyalty, brand consciousness, and value consciousness. These days, technological advancement makes customers increasingly use social media as their source of information. On social media, everyone will share experiences and information, including social media posts of a brand, with each other. Indirectly, it will make other people who see the posts pay attention to the brand and build brand consciousness.

H1: Perceived social media marketing activities have an effect on brand consciousness.

According to Ismail (2017), consumers who have value consciousness use social media to shop with the objective of obtaining low price and bringing several benefits of (1) Saving money because they shop at low prices, (2) Identifying the correct product to buy as needed, and (3) Comparing prices. Buying goods at low prices is

more important than product quality or brand image in purchase decisions. It can be interpreted in the study that perceived social media marketing activities influence value consciousness.

H2: Perceived social media marketing activities have an effect on value consciousness.

Wearing expensive goods is a form of showing self-identity and wanting to be socially recognized. Even customers use brands as a form of maintaining their identity. Customers with brand consciousness will buy certain brands and are loyal not only because of the quality but also the high price, which will make them socially recognized (Ismail, 2017).

H3: Brand consciousness has an effect on brand loyalty.

Archie et al. (2016) reveal that customers tend to show a loyal attitude when they have value consciousness. Customers with value consciousness will make more careful consideration in buying a product or brand, implying that after making a purchase of a brand, the customers' tendency to repeat purchases will be higher, and brand loyalty will also be higher.

H4: Value consciousness has an effect on brand loyalty.

Tatar & Eren-Erdoğan (2016) also reveal that social media marketing activities in the hospitality business affect customer brand awareness, purchase intentions, and brand loyalty. Likewise, Khan (2019) states that perceived social media marketing activities have an effect on brand loyalty, making social media activities higher, and it will lead to brand loyalty.

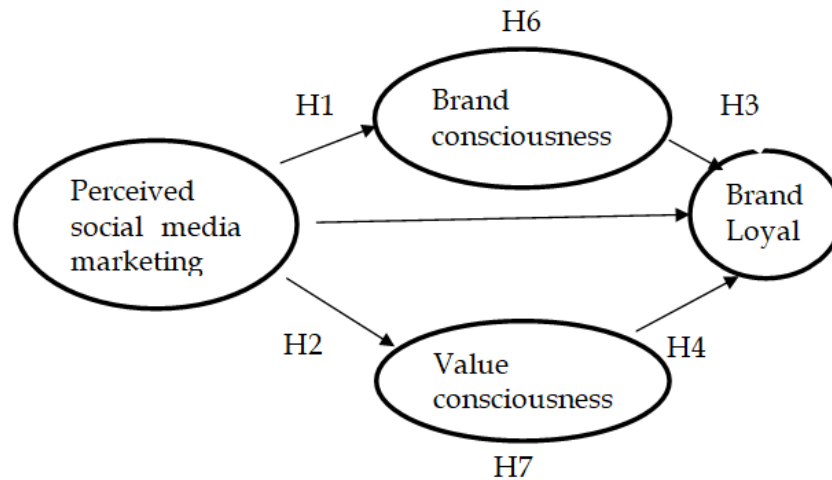
H5: Perceived social media marketing activities have an effect on brand loyalty.

Social media marketing activities, when appropriately managed, will contribute a significant impact on consumers, one of which will lead to brand loyalty. This brand loyalty is higher when the customers have brand awareness. Archie et al.'s (2016) research on Adidas products demonstrates that perceived social media marketing activities positively affect brand loyalty through brand consciousness.

H6: Perceived social media marketing activities have an effect on brand loyalty through brand consciousness.

Khan (2019) study on social media marketing activities shows a positive effect between value consciousness and brand loyalty. Higher value consciousness of social media users will make them buying goods that are comfortable for them and based on their experience; customers will repurchase these goods.

H7: Perceived social media marketing activities have an effect on brand loyalty through value consciousness.



**Figure 1.**  
**Research Model**

## RESEARCH METHODS

This study applied a quantitative approach and primary data. The analysis technique used in this study was SEM (structural equation modeling) using SmartPLS 3 software. The population of this study was Vivo smartphone users. The sampling technique used in this study was purposive sampling with 100 samples with criteria: using Vivo smartphone products, follower of at least one of the Vivo smartphone social media, and minimum age of 18 years. The exogenous variable in this study is perceived social media marketing activities (PSMMA). The endogenous variable is Brand loyalty (BL), and the mediating variables are brand consciousness (BC) and value consciousness (VC).

## RESULTS & DISCUSSION

The total mean value of perceived social media marketing activities variable is 3.8250 (table 1), implying that all respondents who participated in answering the questionnaire agreed that they enjoyed Vivo smartphone products' entertainment, interaction, customization, and word of mouth. In the brand consciousness variable, the total mean value is 3.8225, implying that respondents who participated in the questionnaire agreed that they pay attention to quality, get an overview of quality, are willing to pay more when purchasing Vivo smartphone products, and feel that Vivo smartphone products cost quite a bit of money.

**Table 1**  
**Descriptive Test Results**

No	Variable	Mean	Median
1	Perceived Social Media Marketing Activities (PSMMA)	3.8250	.81792
2	Brand Consciousness (BC)	3.8225	.88349
3	Value Consciousness (VC).	4.2325	.80500
4	Brand loyalty (BL)	3.3475	1.04262

In the value consciousness variable, the mean value is 4.2325, implying that respondents who participated in the questionnaire strongly agreed that they pay attention to price and quality, compare price and quality, and always ensure the Vivo smartphone products purchased are in accordance with the money spent when purchasing. In the brand loyalty variable, the mean value is 3.3475, implying that the respondents who participated in the questionnaire agreed that they were neutral in their experience with the indicators contained in the brand loyalty variable.

**Table 2**  
**Hypothesis Test Results**

Hypothesis	Original Sample	t-value	Cutoff	Remarks
H1	0.645	9.209	>1.96	Significant
H2	0.479	6.197	>1.96	Significant
H3	0.303	2.664	>1.96	Significant
H4	0.036	0.313	<1.96	Not Significant
H5	0.485	4.623	>1.96	Significant
H6	0.017	0.172	<1.96	Not Significant
H7	0.079	0.675	<1.96	Not Significant

Table 2 exhibits that Perceived social media marketing activities have an effect on brand consciousness (H1). It signifies that when consumers follow the Vivo smartphone social media, an increase in consumer preferences related to memory and brand consciousness will occur. In contrast, when consumers do not follow the Vivo smartphone social media, their memory and brand consciousness are low. These results are in line with Ismail (2017) and Seo & Park (2018).

Table 2 exhibits that perceived social media marketing activities have a positive effect on value consciousness (H2). It signifies that when consumers follow the Vivo smartphone social media, their preference for paying attention and comparing prices in order to get the best value in the buying process will increase. When consumers do not follow the Vivo smartphone social media, their preference for paying attention and comparing prices will decrease. These results are in line with Archie et al. 2016 and Ismail (2017).

Table 2 exhibits that brand consciousness has an effect on brand loyalty (H3). It signifies that when consumers recognize and remember Vivo smartphone products, brand loyalty and intention to repurchase are high. When consumers do not recognize

and remember Vivo smartphone products, brand loyalty and intention to repurchase are low. These results are in line with Ahmed et al. (2018) and Ismail (2017).

Table 2 exhibits that value consciousness has no effect on brand loyalty (H4). It signifies that consumer paying attention and comparing prices in order to get the best value in the buying process do not necessarily affect the consumers' intention to repurchase Vivo products. The increasingly severe competition for smartphone products, namely the latest products always launch every six months, greatly affects brand loyalty, thus enabling consumers to switch to other brands. These results are in line with Ade (2019).

Table 2 exhibits that perceived social media marketing activities have a positive effect on brand loyalty (H5). It signifies that when consumers follow the Vivo smartphone social media, an increase in consumer preferences to make sustainable purchases and engage with the brand will occur. When consumers do not follow the Vivo smartphone social media, their sustainable purchasing behavior and brand involvement are low. These results are in line with Bilgin (2018) and Ismail (2017).

Table 2 exhibits that perceived social media marketing activities have no effect on brand loyalty through brand consciousness (H6). It signifies that when consumers follow the Vivo smartphone social media, it does not necessarily lead to high brand loyalty, as well as the consumers' convenience in comparing the latest products makes consumers have many choices in choosing smartphone products. These results are in line with Khan (2019).

Table 2 exhibits that perceived social media marketing activities have no effect on brand loyalty through value consciousness (H7). Social media activities among smartphone brands are very tight where the consistency to upload content routinely every day is crucial. Content quality and attractiveness significantly affect brand loyalty; when consumers are comfortable with other brands' social media, the possibility to switch to other brands is high. These results are in line with Rini and Sahid (2018).

## CONCLUSION

This study aims to examine the effect of perceived social media marketing activities on brand loyalty through brand consciousness and value consciousness on Vivo smartphones. The conclusions of this study are as follows: Perceived social media marketing activities have a significant positive effect on brand consciousness, proving that perceived social media marketing activities can increase the effect of brand consciousness on Vivo smartphone products. Perceived social media marketing activities have a significant positive effect on value consciousness, proving that perceived social media marketing activities can increase the effect of value consciousness on Vivo smartphone products. Brand consciousness has a significant positive effect on brand loyalty, proving that brand consciousness can increase the effect of brand loyalty on Vivo smartphone products. Value consciousness has an insignificant effect on brand loyalty, proving value consciousness cannot increase

brand loyalty on Vivo smartphone products. Perceived social media marketing activities have a significant positive effect on brand loyalty, proving that perceived social media marketing activities can increase the effect of brand loyalty on Vivo smartphone products. Perceived social media marketing activities through brand consciousness have an insignificant effect on brand loyalty, proving that perceived social media marketing activities through brand consciousness may not necessarily increase brand loyalty on Vivo smartphone products. Perceived social media marketing activities through value consciousness have an insignificant effect on brand loyalty, proving that perceived social media marketing activities through brand consciousness may not necessarily increase brand loyalty on Vivo smartphone products.

This study has several limitations, namely: the lack of grouping in the categorization of more specific age characteristics, thereby the age grouping of respondents in this study is only divided into one category; this research does not include the grouping of respondents based on their opinions which certainly have an effect on this study.

Improve perceived social media marketing activities can be done by real-time interaction through events such as give-away, introducing product features through social media using live features with interesting concepts, and improving social media content quality on Instagram, Twitter, Facebook, and Facebook YouTube. Thus, Vivo's social media followers will more often share information about Vivo smartphone brands, products, or services with their friends. Improve brand consciousness by creating social media content that communicates the advantages and uniqueness of the Vivo smartphone aims to provide a good impression for customers. Improve value consciousness by creating social media content that communicates the added values and benefits of buying Vivo products. Thus, during the Vivo product purchasing process, customers will get the best value and price. Improve brand loyalty by giving away digital member cards to Vivo smartphone customers that offer promos and benefits such as service fee discounts, price discounts, or vouchers, creating official communities on social media, and carrying out many events and give-away campaigns on all Vivo social media platforms. Thus, consumers will feel comfortable and feel that they get more benefits in owning Vivo smartphone products, increasing their brand loyalty.

Managerial Advice, Vivo Indonesia can utilize social media platforms such as YouTube, Instagram, Facebook to interact directly with consumers. The frequency and content presented must provide an overview of Vivo's features to give Vivo's social media viewers or followers an impression. Vivo also needs to improve digital services such as e-warranty, loyalty programs, trade-in programs, give away programs through official Vivo social media to feel they have the benefits of owning Vivo products.

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