

THE EFFECT OF BRAND SALIENCE AND BRAND RESONANCE ON CONSUMER LOYALTY TOWARDS LOCAL FASHION BRANDS IN INDONESIA

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Abstract

In this increasingly fierce competitive landscape, local Indonesian fashion brands face the challenge of building strong brand resonance, especially among Gen Z consumers. Brand resonance, as defined by Keller (2013), refers to a deep connection between consumers and brands, which is characterized by active and intense loyalty. One of the key factors in building brand resonance is through brand salience, which refers to the extent to which a brand appears in consumers' minds in various purchasing and consumption situations (Romaniuk & Sharp, 2020). Generation Z in Indonesia is a very important consumer segment for the fashion industry. According to research conducted by Nielsen (2020), Gen Z in Indonesia represents around 27% of the total population and has significant purchasing power. A study by Deloitte Indonesia (2021) revealed that 62% of Gen Z Indonesia prefers local brands over international brands, indicating a huge opportunity for local fashion brands to develop. This study aims to explore the relationship between brand salience and brand resonance, and their effects on consumer loyalty towards local fashion brands in Indonesia.

Keywords: Brand Resonance, Brand Salience, Consumer Loyalty, Gen Z, Fashion Industry

Introduction

The Indonesian fashion industry has experienced remarkable growth in recent years, marked by the emergence of numerous local brands competing for market share. This phenomenon is driven by increasing consumer awareness of local products and shifting shopping preferences, particularly among Generation Z (Gen Z), born between 1997 and 2012 (Wijaya et al., 2020). According to data from the Ministry of Industry of the Republic of Indonesia, the fashion industry contributed approximately 18.01% to the creative industry's total GDP in 2020, underscoring its crucial role in the national economy (Kemenperin, 2021). Within this increasingly competitive landscape, Indonesian local fashion brands face the challenge of building strong brand resonance, especially among Gen Z consumers. Brand resonance, as defined by Keller (2013), refers to a deep and enduring relationship between consumers and brands, characterized by active and intense loyalty. A key factor in fostering brand resonance is brand salience, which reflects the extent to which a brand comes to mind in various purchasing and consumption situations (Romaniuk & Sharp, 2020).

Generation Z represents a highly significant consumer segment for the Indonesian fashion industry. Nielsen (2020) reports that Gen Z accounts for about 27% of Indonesia's population and possesses substantial purchasing power. A study by Deloitte Indonesia (2021) further reveals that 62% of Gen Z consumers prefer local brands over international ones, highlighting a substantial opportunity for local fashion brands to expand. However, building brand resonance through brand salience is not an easy task. Research by Putri et al. (2022) found that only 35% of Indonesian local fashion brands achieved a high level of brand salience among Gen Z consumers. This finding emphasizes the importance of effective marketing strategies and a deeper understanding of Gen Z's consumer preferences.

Several recent studies have examined the factors influencing brand salience and brand resonance among Indonesian Gen Z consumers. Wijaya and Kusumawati (2023) identified that social media use and influencer marketing significantly impact the brand salience of local fashion brands. Meanwhile, Ramadhan et al. (2021) highlighted that sustainability and ethical values in fashion production play a critical role in shaping brand resonance among young Indonesian consumers.

Nevertheless, a knowledge gap remains regarding how brand salience can be effectively translated into brand resonance, particularly in the context of local fashion brands and Gen Z consumers in Indonesia. This study seeks to address that gap by exploring the relationship between brand salience and brand resonance, and by identifying strategies that local fashion brands can adopt to strengthen their position in this competitive market. By understanding these dynamics,

Indonesian local fashion brands are expected to develop more effective strategies to build strong and sustainable connections with Gen Z consumers. There by enhancing their competitiveness both in the national and potentially global fashion markets. Based on the phenomenon described above, the research problems formulated in this study are as follows:

1. Does brand salience have a significant effect on consumer loyalty towards local fashion brands in Indonesia?
2. Does brand resonance have a significant effect on consumer loyalty towards local fashion brands in Indonesia?

Literature Review

Brand Resonance

Brand resonance is a key concept in modern branding theory that describes the deep relationship between consumers and brands. Keller (2013): Keller, who introduced this concept in the Customer-Based Brand Equity (CBBE) model, defines brand resonance as "the nature of the relationship that customers have with the brand and the extent to which they feel 'in sync' with that brand." He divides brand resonance into four categories: behavioral loyalty, attitudinal attachment, sense of community, and active engagement.

According to Aaker (2016), brand resonance is "a strong emotional connection between brand and consumer that leads to loyalty and advocacy." He emphasizes that resonance occurs when brand values align with consumer values. According to Fournier and Alvarez (2019), in their research on consumer-brand relationships, they define brand resonance as "the degree of psychological and emotional alignment between brand identity and consumer self-concept". According to Kumar and Kaushik (2020), they expand the definition by stating that "brand resonance is a multi-dimensional construct that encompasses cognitive, affective, and behavioral components of the consumer-brand relationship."

Based on Keller's CBBE model, brand resonance consists of four main dimensions:

1. Behavioral Loyalty: Refers to repeat purchases and the amount or share of category associated with the brand.
2. Attitudinal Attachment: Reflects the positive psychological attachment consumers have toward the brand.
3. Sense of Community: Identifies the extent to which consumers feel they are part of a community related to the brand.
4. Active Engagement: Indicates the extent to which consumers are willing to invest time, energy, money, or other resources in the brand beyond purchase and consumption.

Brand Salience

Brand salience, or brand prominence, is a key concept in marketing that refers to the extent to which a brand emerges or is remembered in consumers' minds in various purchase or consumption situations. Keller (2013) defines brand salience as the aspect of brand awareness that relates to the likelihood and ease with which a brand element is recalled. This forms the foundation of brand equity in the Customer-Based Brand Equity (CBBE) model.

Romaniuk and Sharp (2020) expand this understanding by asserting that brand salience is not just about awareness, but also about the mental accessibility of the brand in various relevant contexts. They argue that a salient brand is one that has many strong memory associations relevant to various purchase situations.

The measurement of brand salience has become a subject of debate among researchers. Vieceli and Shaw (2010) propose a multi-dimensional approach to measuring brand salience, which includes top-of-mind awareness, retrieval propensity, and product category dominance. Their study in the soft drink industry shows that this approach provides a more comprehensive picture of brand salience compared to traditional brand awareness measurements.

Methods

The population of this study consists of people who use local products/brands in the fashion industry. The technical implementation of observations and interviews requires approximately 2 weeks (14 working days) with no more than 100 people who use local products/brands in the fashion industry. This study uses a quantitative method with an associative approach. Quantitative methods involve data in numerical form or qualitative data that is quantified (scoring). An associative approach is a statement that shows an assumption about the influence or relationship between two or more variables. In this research, the associative approach is intended to test the effect of brand salience and brand resonance on consumer loyalty.

As a data collection method, observation can achieve good results if it is carried out based on existing guidelines. The general guidelines that underlie every implementation of observation according to Winarno Surachmad (2009). In this method, the researcher conducts direct field observation and makes observations related to problems occurring in the field that are closely related to the object to be studied, namely Local Fashion Brand Competition: Brand Resonance through Brand Salience Among Generation Z in Indonesia

Results and Discussion

The validity test results for the Brand Salience variable above regarding the validity test on brand salience, it explains that of the nine statement items proposed by the researcher to respondents, namely local brand consumers, all are declared valid because the r -calculated value is greater than the r -table value of 0.195, so it can be said that all statement items are declared valid or relevant according to the measurement objectives.

The validity test results for the Brand Resonance variable above regarding the validity test on brand resonance, it explains that of the seven statement items proposed by the researcher to respondents, namely local brand consumers, all are declared valid because the r -calculated value is greater than the r -table value of 0.195, so it can be said that all statement items are declared valid or relevant according to the measurement objectives.

The validity test results for the local brand consumer loyalty variable above regarding the validity test on the local brand consumer loyalty variable, it explains that of the five statement items proposed by the researcher to respondents, namely local brand consumers, all are declared valid because the r-calculated value is greater than the r-table value of 0.195, so it can be said that all statement items are declared valid or relevant according to the measurement objectives.

The reliability validity test results for Brand the Cronbach's alpha value for brand salience is 0.774. Thus, the statements on brand salience can be said to be reliable because the Cronbach's alpha value for brand salience is greater than 0.60, therefore the responses from respondents regarding brand salience are said to be consistent or stable. The reliability test results for the Brand Resonance variable the Cronbach's alpha value for brand resonance is 0.703. Thus, the statements on brand resonance can be said to be reliable because the Cronbach's alpha value for brand resonance is greater than 0.60, therefore the responses from respondents regarding brand resonance are said to be consistent or stable. The validity test results for the local brand consumer loyalty variable the Cronbach's alpha value for brand salience is 0.769. Thus, the statements on local brand consumer loyalty can be said to be reliable because the Cronbach's alpha value for local brand consumer loyalty is greater than 0.60, therefore the responses from respondents regarding local brand consumer loyalty are said to be consistent or stable.

Regarding multiple linear regression analysis, the following equation is obtained:

$$\text{Purchase Decision} = -0.004 + 0.458 \text{ Brand Salience} + 0.506 \text{ Brand Resonance} + \text{Error}$$

The regression coefficient is a number that shows the magnitude of the influence of each independent variable on the dependent variable.

Brand Salience Variable Based on the analysis results, it shows that the significant value for the influence of brand salience on consumer loyalty is $0.003 < 0.05$ and the t-calculated value is $3.734 > t\text{-table } 1.984$, so it can be concluded that H1 is accepted, which means there is a significant influence of brand salience on consumer loyalty. Brand Resonance Variable Based on the analysis results significant value for the influence of brand resonance on consumer loyalty is $0.001 < 0.05$ and the t-calculated value is $4.066 > t\text{-table } 1.984$, so it can be concluded that H2 is accepted, which means there is a significant influence of brand resonance on consumer loyalty.

Discussion

The Influence of Brand Salience on Local Fashion Brand Consumer Loyalty in Indonesia

Based on the research results, it is known that brand salience has a significant influence on local brand consumer loyalty in Indonesia. This can be proven by the regression coefficient value of brand salience (X1) of 0.458, meaning that for every one unit of brand salience (X1) variable, it will increase the consumer loyalty (Y) variable by 0.458. Based on the data analysis results, the t-calculated value for the brand salience variable is 3.734, which is greater than t-table of 1.984, with a significance value of 0.003, which is smaller than 0.05, so it can be said that brand salience has a significant influence on consumer loyalty.

The Influence of Brand Resonance on Local Fashion Brand Consumer Loyalty in Indonesia

Based on the research results, it is known that brand resonance has a significant influence on local brand consumer loyalty in Indonesia. This can be proven by the regression coefficient value of brand resonance (X2) of 0.506, meaning that for every one unit of brand resonance (X2) variable, it will increase the consumer loyalty (Y) variable by 0.506. Based on the data analysis results, the t-calculated value for the brand resonance variable is 4.066, which is greater than t-table of 1.984, with a significance value of 0.001, which is smaller than 0.05, so it can be said that brand resonance has a significant influence on consumer loyalty.

The Influence of Brand Salience and Brand Resonance on Local Fashion Brand Consumer Loyalty in Indonesia

Based on the research results, it is known that the brand salience and brand resonance variables simultaneously have a significant influence on local brand consumer loyalty in Indonesia. This can be proven by the F-calculated value of 36.949, which is greater than F-table of 3.09 with a significant value of 0.000a, which is smaller than 0.05, so it can be concluded that brand salience and brand resonance simultaneously (jointly) have a significant influence on local brand consumer loyalty in Indonesia.

Conclusion

Based on the findings, it can be concluded that:

1. Brand salience has a significant effect on consumer loyalty towards local fashion brands in Indonesia.
2. Brand resonance has a significant effect on consumer loyalty towards local fashion brands in Indonesia.
3. Both brand salience and brand resonance simultaneously have a significant effect on consumer loyalty towards local fashion brands in Indonesia.

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