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EXAMINING THE ROLE OF SOCIAL MEDIA MARKETING ON BRAND LOVE AND ITS IMPACT ON BRAND CENTRALITY: THE STUDY OF LOCAL FASHION BRANDS FOR THE MILLENNIALS

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ABSTRACT

Purpose: Local fashion brands are an important issue for millennial consumers. To create their love of local fashion brands, social media marketing is necessary. The study also examines brand love's effects on local fashion brands' centrality. This study also investigates brand love and centrality's impact on the repurchase intention. **Design/Methodology/Approach:** The data were taken using survey methods with questionnaires developed by previous researchers. A partial least squares regression was used to test the hypotheses. **Findings:** This study shows that social media marketing can create conditions for consumers to develop brand love, but brand love still needs to be able to develop brand centrality. This study also shows that although brand love has yet to create brand centrality, the concept of brand love can influence the repurchase intention. At the same time, brand centrality also affects the repurchase intention. **Originality/value:** This is the first study analyzing millennials' brand love toward fashion clothing brands and the analysis of the influence of social media marketing on brand love and its impact on brand centrality.

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INTRODUCTION

The trend of millennials in Indonesia shows a change to loving local fashion brands such as Sejauh Mata Memandang, Erigo, and Cosmic, This April (Ekarina, 2020). According to a survey, it is known that consumers began to show greater confidence in local fashion brands during the pandemic period. At the same time, the local brands are also competing with the brands under the license of Mitra Adi Perkasa. According to the Ministry of Tourism and Creative Economy (2021), the fashion industry is one of the 16 subsectors of the creative economy. The creative industries contribute \$19.6 million to the Indonesian economy (kemenparekraf.go.id, 2021). The creative industry is also influenced by state support for local brand managers and the creative economy, with campaigns to love local products and not to choose foreign products. The campaign expects Indonesian consumers to love domestically manufactured products more than global brands. In line with the evolution of the Indonesian fashion market, this study aims to analyze the factors that affect the love of local brands in Indonesia, and to make local brands able to contribute to strengthening the local economy. The relationship between brands and consumers has attracted the attention of academics (Cambefort and Roux, 2019; Ramadan, 2019; Adhikari & Panda, 2020).

Research has mapped several previous studies analyzing the relationship between consumers and brands, including those by Fournier (1998), consumer relations analysis and brand behavior (Chaudhuri & Holbrook, 2002), and the role of brand love in consumer and brand relations (Albert & Merunka, 2013; Kaufmann, et al., 2016). Consumers develop interpersonal attachments, reinforcing their emotions for certain brands that can eventually turn to love. This is also confirmed by Suarez and Veloso's (2020) and Moussa's (2019) research.

Table 1 shows the previous research into the influence of independent variables on brand love. This study aims to analyze other factors that affect brand love, especially local brands that have yet to be analyzed in previous studies. The relationship between brand love and local brands must be strengthened by a further analysis of the role of social media marketing. Local brands are easily accessible, considering that they exist in their own country. If marketers use marketing strategies to communicate this intensively, it will strengthen the awareness of local brands. This is done because local players consider that many global brands dominate the fashion industry in Indonesia.

Ting et al. (2020) argue that social media can create brand love. Social media offers consumers ways to interact with brands. The information provided by social networks can create consumer attachment to a brand. Social media also creates enjoyment, feelings, and information for consumers so that they can learn more about the various brands. Social media also shows consumers how easy it is to access information about the brands and have consultations with them. If consumers feel they like a brand, they will pass on something good to other consumers. Mukherjee (2020) refers to research into the use of social media to influence brand passion as an element of interpersonal love. Other elements of interpersonal love are intimacy and commitment.

The importance of social media marketing is its ability to analyze and strengthen millennials' brand love when selecting fashion products. According to Hidayat (2021), the Ipsos Global Trends 2021 survey results for the Indonesian market show that online purchases and local branding are very important and that the growth during the pandemic was very significant. The ease of use of online shopping channels such as apps, sites, and social media are becoming one

of the consumers' considerations for choosing online shopping. Research by Yrjola et al. (2018) and Hall et al. (2017) show that millennials and Generation Z use social media to access information and interact with brands. Helal et al. (2018) also use social media to discover information about a product and to have a symbolic relationship. Millennial consumers perceive the latest information on social media so that they will always have the latest product information. Consumers will always follow the latest trends in brand development.

Table 2 shows that the research related to the impact of brand love has also been further analyzed by subsequent research. This study also aims to analyze the impact of brand love on brand centrality. This concept has not been studied in studies analyzing brand love's

consequences. Sarkar and Sarkar (2017) developed the brand's centrality concept with a multidimensional measurement tool. The concept of the centrality of the brand is defined as an abstract construct consisting of five dimensions: Brand ideology, brand intellect, brand emotional experiences, public brand practices, and private brand-related practices. Research into the consequences of brand love on the centrality of the brand is considered important because this concept describes strong consumer loyalty to local brands. Local brands that obtain brand centrality, especially in the fashion field, will create a fashion brand cult. Cult fashion is also strengthened by the brand community and can make the brand a religion (Sarkar & Sarkar, 2017).

Table 1. The previous factors influencing brand love

Author	The previous variable
Rauschnabel et al. (2015) Bairrada et al. (2019)	Brand personality
Ismail & Spinelli (2012) Han et al. (2019) Song et al. (2019)	Brand image
Khan et al. (2021) Ramirez & Merunka (2019) Huang (2017) Wu & Chang (2019)	Brand experience
Shee et al. (2020) Tran et al. (2021) Cho & Hwang (2020) Abdelwahab et al. (2020) So et al. (2013)	Online brand engagement Consumer brand connection Cognitive association, sensory association, affective association Brand identification
Albert & Merunka (2013) Ramirez & Merunka (2019) Drennan et al. (2015)	Brand trust
Coelho et al. (2019) Maisam & Mahsa (2016) Junaid et al. (2019) Burgess & Jones (2018)	Brand community
Huber et al. (2015) Pontinha & Vale (2020)	Perceived customer value Passionately driven behavior

Author	The previous variable
Junaid et al. (2019)	Customer experience
Wallace et al. (2014)	Self-expressive
Perannagari & Chakrabarti (2020)	Augmented reality in retail
Kim et al. (2021)	Satisfaction
Tolbert & Gammoh (2012)	Gratitude, partner quality & social support
Delgado et al. (2019)	Band anthropomorphism
Hegner et al. (2017)	Subjective norm

Table 2. The previous factors influencing the impact of brand love

Author	The impact
Carroll & Ahuvia (2006)	Brand loyalty
Bairrada et al. (2018)	
Song et al. (2019)	
Pontinha & Vale (2020)	
Cho & Hwang (2020)	
White et al. (2020)	
Kim et al. (2021)	
Pan & Ha (2021)	
Amegbe et al. (2021)	
Carroll & Ahuvia (2006)	Word of mouth
Ismail & Spinelli (2012)	
Coelho, et al. (2019)	
Pontinha & Vale (2020)	
Cho & Hwang (2020)	
Aro et al. (2018)	
Han et al. (2019)	Purchase intention
Correa et al. (2020)	
Roy et al. (2016)	Store brand royalty
Wallace et al. (2014)	Brand Advocacy
Sarkar & Sarkar (2016)	Brand devotion
Pontinha & Vale (2020)	Resistance to negative information
Khandeparkar & Motiani (2018)	
Junaid et al. (2019)	Customer engagement
Kaufmann et al. (2016)	
Fernandez & Moreira (2019)	
Parrot et al. (2015)	Online luxury fashion forum
Palazon et al. (2019)	Brand equity
Wang et al. (2019)	Brand sacredness
Sandra et al. (2017)	E-wom
Le (2021)	Self-esteem

Millennial consumers' love of local brands, especially fashion products, needs further analysis to strengthen the brands' position vis-à-vis the existing global fashion brands. The study

of local brands is done by taking into account several aspects. First, local brands are easily accessible, considering that they are present in their own countries, so if marketers use

marketing strategies to communicate them intensively, local brand awareness is strengthened. Kilani and Zorai's research (2019) also reinforces the existence of brand strategies to make it easier for consumers to recall local brands. Secondly, a local brand is associated with cultural aspects because it can support regional economic strength (Davvetas & Halkias, 2019). The local aspect here addresses values, norms, habits, and preferences. On the other hand, global brands are considered to be above average in quality, credibility, and reputation. Marketers need to increase the consumers' love for local brands by reporting on the excellence of local brands. De Vries and Fennis (2020) show that local brands can have a significant and easily known advantage over global brands; so local brands encourage consumers to buy them.

This study examines the influence of social media marketing on brand love, especially for local brands' fashion products. Research into local brands, especially fashion products, also aligns with developing many local brands' products in Indonesia. Each product has several excellent brands that are the preferences of millennials. This study also followed up to analyze the influence of brand love on brand centrality, to provide predictions related to millennials' consumer relations with local brands. The analysis was also conducted related to the influence of brand love on the repurchase intention, as well as the influence of brand centrality on the repurchase intention.

CONCEPTUAL DEVELOPMENT AND RESEARCH HYPOTHESES

1. Brand love

Batra et al. (2012) and Wallace et al. (2014) started an analysis to discuss the concept of brand love. This concept of brand love explains the positive feeling of consumers about a brand

and creates pro-brand behavior that eventually encourages consumers to make word-of-mouth communications. This condition will also create a loyal customer and avoid negative brand-related information. Consumers will try to forgive if there is a mistake in the marketing strategy of the preferred brand. Talking about love relates to consumers' emotions (Moussa, 2019; Bagozzi et al., 2017). Brand love is associated with consumers' feelings when they experience something that affects them. Khandeparkar and Motiani (2018) also demonstrated that brand love is linked to pleasant consumer emotions. The concept of brand love has features that differ from satisfaction. Carroll and Ahuvia (2006) stressed that the basis for brand love is that consumers are expected to also to feel satisfaction with the brand.

2. Social media marketing

Social media marketing is the process by which companies create, communicate, and disseminate offers from online marketing through social media platforms to build and maintain relationships with stakeholders, to increase stakeholder value through interaction, information sharing (including word of mouth) and offering purchase recommendations related to products and services (Yadav & Rahman, 2017; Wibowo et al., 2021). Social media marketing can influence brand engagement (Nyadzayo et al., 2020). Social media marketing activities provide the audience with relevant information and increase interest in the users (Chen et al., 2020). Related to the perception of social media marketing, this concept is an important aspect of strengthening consumer relations (Cheung et al., 2019; Cheung et al., 2020). Cheung et al. (2019) developed the marketing components of social media: entertainment, customization, interaction, e-

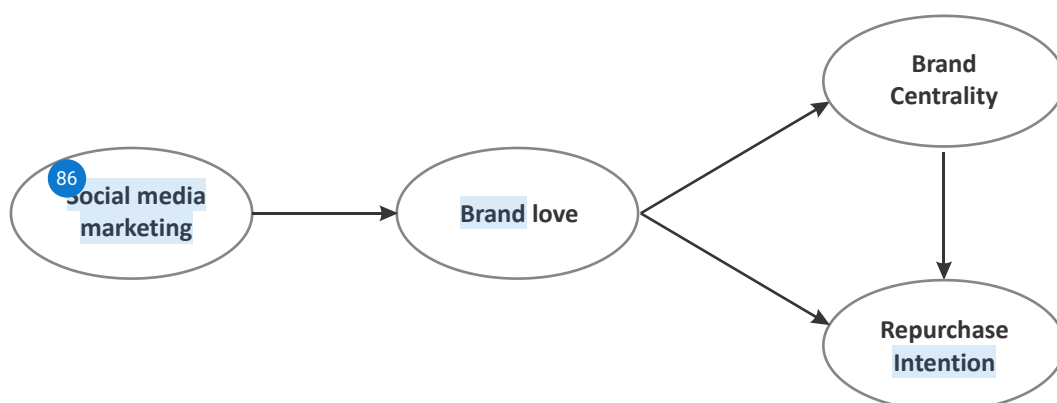
wom, and trendiness. Entertainment is a marketing activity that strives to create a fun experience in the social media's content. The second is customization. This activity allows consumers to adapt to the transmission of social media messages according to consumer preferences, making it easier for consumers to interact (Godey et al., 2016). Third is interaction. This shows the ease of social media platforms for communicating or exchanging ideas between consumers or brands (Muntinga et al., 2011). Fourth, is e-wom. Marketers must understand that today's consumers are becoming "smarter." This is because consumers find it easy of obtaining information from buyers through word of mouth online. Godey et al. (2016) argue that up-to-date information can enhance consumers' confidence in brands, which brands seek to build. Fifth is trendiness. Trendiness is related to new information relevant to consumers' needs. Godey et al. (2016) argue that up-to-date information can build brand trust because brands try to build communication.

⁸¹The relationship between brands and consumers has a pattern. Ramadhan (2019) explains ²⁸the relationship between brands and consumers, one of which is through ³the concept of brand love. Practically speaking, brand love must be understood by marketers. Brands should have interesting, superior, and unique aspects,

and be able to create a brand experience. This can create a good ¹⁹relationship between the consumer and the brand. It is mainly with local brands; it is considered that local brands need to have an advantage that can be perceived as having a higher quality aspect and as good a reputation as global brands. This is also stressed by De Vries and Fennis (2020), which shows that global brands are of a superior quality. Advertisers need to understand that the relationship between brands and consumers has a trajectory that can climb and descend. Therefore, marketers need to understand this to maintain consistency in the relationship (Langner et al., 2016). Social media marketing is one way further to strengthen millennials' love for local brands. Social media marketing, which includes interaction components, reinforces the trend aspect, and word-of-mouth communication gives consumers the power to express their desires; this will strengthen the relationship between consumers and brands. Local brand marketers should develop good communication, especially with millennials. Communication carried out by marketers for millennial consumer is a two-way interaction. Social media can allow millennials to interact, share, and be entertained (Nelson et al., 2019).

H1: ¹⁴Social media marketing has a positive influence on brand love.

Figure 1. Relationship between the research constructs



3. Brand centrality

Sarkar and Sarkar (2017a,b) define brand centrality as a construct of perception that is considered important or can mean someone worshipping a brand. Brand centrality is a construct with a reflective higher order with five dimensions: Brand ideology, brand intellect, brand emotional experiences/brand centrality experiences, and public & private brand-related practices. Brand centrality is a person's condition associated with a stronger brand than a regular brand experience. Brand centrality is deemed to exceed consumer satisfaction and loyalty to the brand. Loyalty to the brand is proportional to the love of the brand (Shimp & Madden, 1988). Pichler and Hemetsberger (2007) state that complete brand love will affect brand centrality.

Brand centrality consists of five dimensions. The first is brand intellect. Brand intellect shows a consumer's deep knowledge of the brand, its style, its meaning, and desire to know about brand's development. The second is brand ideology. Brand ideology shows that someone has beliefs and value systems that affect how they perceive the brand. The existence of this brand ideology can mitigate all the negative information (Hegner et al., 2017). Brands are considered superior and perceived as irrational, so consumers want to continue using them. Brands are considered superior compared to other brands in one industry. Third is the brand centrality experience. This concept shows a consumer's affection for the brand. There is an emotional aspect when using a brand.

Fourthly, public practice is a dimension. This aspect shows a consumer's desire to interact with a brand within a particular community or group. By participating in a specific group, there is an opportunity for consumers to discuss the brand. Maisam and Mahsa (2016) also reinforce that the brand community can use commitment, in the

form of affective and emotional, to have an attachment to the brand so that it will strengthen self-involvement in the community. Fifthly, private practice is a dimension. This indicates consumers' desires to use and enjoy personal or solitary use. Brand centrality is a construct that has a broader dimension than brand love. However, when a consumer has brand love, they will sometimes cultivate a close or intimate feeling with the brand within a certain period. In addition to being personal, consumers strongly desire to own or use a brand. At the same time, consumers will also strengthen their commitment to the brand. Pichler and Hemetsberger (2007) reinforce that the structure of brand love is in line with brand devotion. Brand love will also, at some point, form brand centrality. The brand becomes central in one's life, so this brand will later become a consideration in one's life.

H2: Brand love affects brand centrality.

4. Repurchase intention

The measurement of the repurchase intention determines whether consumers will buy the same products or services again (Wang et al., 2020; Wisker, 2020). This construct explains the experience of consumers who have purchased products or services. This construct is part of a consumer's attitude, especially in the conative aspect. On the other hand, the repurchase intention is part of customer loyalty. Customer loyalty is described as consumers' behavioral intentions and a tendency to buy brands (Busser & Shulga, 2019). The repurchase intention is the intention to buy again a product or service that has been used or purchased before (Ong et al., 2018).

5. Brand love, brand centrality, & repurchase intention

Research into brand love's effect on the repurchase intention shows that ' consumers'

love toward a brand will create the desire for them again to buy the brand's products in the future (Han ⁶⁸ et al., 2019; Correa et al., 2020). Consumers want to buy products and recommend others to buy the same brand. The concept of the repurchase intention, as part of the customer loyalty dimension, is interrelated; it has an attitude and behavior component, and shows the passionate desire to remain emotionally attached to a particular brand. This brand love will influence consumers to make repurchase intentions. Consumers' liking for products causes them to intend to buy them in the future.

Thus, brand love will affect the repurchase intention.

H3: Brand love influences the repurchase intentions

Sarkar and Sarkar (2017a,b) analyzed ¹⁷ the influence of brand centrality on purchasing behavior. This study predicts that a brand's centrality will impact the intention to buy its products again. Brand centrality encourages someone to buy a brand because, with its brand centrality, a consumer believes that the brand becomes an important central part of their life and they have a good knowledge of the brand. One will also strengthen their interaction with others in connection with the use of the brand, so it is recommended that others use it.

H4: Brand centrality influences the repurchase intention

RESEARCH METHODOLOGY

⁷² 1. Sample design and data collection

The study began with a pilot study of 100 students aged between 18 and 25 in April 2022. The participants were asked to complete the respondents' profiles of their experience in choosing local fashion brands. The fashion options consisted of clothing, watches, shoes,

and bags. After conducting a pilot study, the study distributed questionnaires to students and employees classified as millennials. This study was conducted in Jakarta by applying a convenient sampling technique. A total of 300 respondents were recruited, but only 280 were analyzed. Jakarta is considered an option for the spread of questionnaires because it is a city whose residents are from many of the different ethnic groups, and come from a number of the regions, in Indonesia. ¹¹ They were asked to fill out a questionnaire that preceded the presentation of fashion products from a local brand. The selected respondents were students from several universities who, at the same time, were also employed in Jakarta. Before distributing the questionnaire, the researchers requested permission to distribute the questionnaire, created using Google Forms, to lecturers in each class. The questionnaire was also downloaded from e-learning as a communication platform between teachers and students. The questionnaire form was also sent via WhatsApp and Instagram.

2. Questionnaire design

The measurements in the research model used a brand love measurement tool ⁸⁹ developed by Carroll and Ahuvia (2006). Related to social media marketing measurement tools, this study used scales ⁶ developed by Kim and Ko (2012), while brand centrality was measured by scales developed by Sarkar and Sarkar (2017b) and the repurchase intention was measured using scales from Nikhashemi ⁹ et al. (2019). The operationalization of the brand love variable was an emotional bond formed from consumer satisfaction with a local fashion brand. ⁷ Social media marketing has the dimensions of entertainment, customization, interaction, e-wom, and the trendiness of social media, ²³ which can all be used to promote local fashion brands. Brand centrality is explained as ²³ the perception of consumers

toward the elements of local fashion brands, including brand ideology, brand intellect, brand emotional experiences/brand centrality experiences, and public & private brand-related practices. The repurchase intention was operationalized as the willingness of the consumers to buy the local fashion brand again.

Data were collected through the online deployment of questionnaires, given to the respondents whose characteristics matched those required for the research's purpose. The characteristics of respondents in this study were millennial consumers who had purchased local brands of fashion products. The fashion products in this study were clothes, pants, bags, shoes, and accessories. Data analysis used a structural equation modeling approach (SmartPLS 3.2). In the first stage, the measurement model's analysis was conducted by looking at the reliability and validity of the measuring device using Cronbach's alpha (CA), composite reliability (CR), and the average variance extracted. In the second stage, the structural model's analysis was conducted to show the strength of the estimation between the latent variables or the constructs built through the research hypotheses.

RESULTS

To measure validity, this study used confirmation factor analysis by applying the SmartPLS application. To measure the validity of the indicator, the loading value used was above 0.50 (Hair et al., 2013). Table 3 shows that all the indicators had a load value greater than 0.50. The analysis showed that all the indicators had an outer loading value above 0.7. This model of measurement met the requirements of convergent validity. In terms of reliability, composite

reliability measures the actual value of the construct's reliability. All the measurements in this study were found to be reliable. Related to the value R^2 , the value of 0.271 on brand love showed that 27.1% of the variance in brand love could be explained by marketing on social networks. The value of R^2 on brand centrality showed that 99.5% of the variation in brand centrality could be explained by brand love. At the same time, the value of R^2 on the repurchase intention showed that 63.3% of the variance of the repurchase intention could be explained by brand love and brand centrality.

Table 4 shows the output of the discriminant validity tests. To assess discriminant validity in this study, the Fornell-Larcker criterion was used by comparing the square root value of each construct's average extracted variance (AEV) with the correlations between the other model constructions. All the AEV roots (Fornell-Larcker criterion) of each construct in this study were and more significant than their correlation with the other variables. Thus, the value for brand centrality was 0.737, greater than the correlation with brand love of 0.711, with a repurchase intention of 0.760 and social media marketing of 0.529.

Table 5 presents the results of the hypotheses testing in the research model. The results showed that social media marketing influenced brand love ($\beta=0.520$, <0.01); thus, H1 was supported. On the other hand, brand love did not affect brand centrality ($\beta=0.016$, <0.01), so H2 was not supported. This study showed that brand centrality affected the repurchase intention ($\beta=0.528$, <0.01); thus, H3 was supported. Also, brand love affected the repurchase intention ($\beta=0.337$, <0.01), so H4 was supported.

² **Table 3.** The measurement model

Variable	Indicator	Loading Factor	Cronbach Alpha	Composite Reliability	R Square	
Social Media Marketing			0.905	0.918		
Entertainment	E1	0.733				
	E2	0.765				
	E3	0.806				
	E4	0.722				
Customization	C1	0.765				
	C2	0.715				
	C3	0.807				
	C4	0.815				
	C5	0.712				
Interaction	I1	0.801				
	I2	0.861				
	I3	0.823				
	I4	0.775				
Electronic Word of Mouth	EWM1	0.798				
	EWM2	0.733				
	EWM3	0.833				
Brand Love	BL1	0.809	0.934	0.946	0.271	
	BL2	0.829				
	BL3	0.826				
	BL5	0.861				
	BL6	0.791				
	BL8	0.864				
	BL9	0.829				
	BL10	0.811				
	Brand Centrality Experience	Ex1	0.891	0.938	0.946	0.995
		Ex2	0.878			
Ex3		0.929				
Brand Ideology	Bi1	0.876				
	Bi2	0.763				
Public Practice	Pu1	0.841				
	Pu2	0.932				
	Pu3	0.893				
Private Public	Pr1	0.889				
	Pr2	0.725				
	Pr3	0.880				
Brand Intellect	Bin1	0.783				
	Bin2	0.886				
	Bin3	0.900				
	Bin4	0.882				
Repurchase Intention	Ri1	0.802	0.814	0.878	0.633	
	Ri2	0.738				
	Ri3	0.860				
	Ri4	0.805				

Table 4. Discriminant Validity

	Brand Centrality	Brand Love	Repurchase Intention	Social Media Marketing
Brand Centrality	0.737			
Brand Love	0.711	0.828		
Repurchase Intention	0.760	0.705	0.802	
Social Media Marketing	0.529	0.521	0.478	0.644

Table 5. Summary of path coefficient and hypothesis testing

	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Hypothesis Testing
Social Media Marketing -> Brand Love	0.520	0.054	9.666	0.000	H1: Supported
Brand Love -> Brand Centrality	0.016	0.009	1.668	0.096	H2: Not-supported
Brand Centrality -> Repurchase Intention	0.528	0.044	11.870	0.000	H3: Supported
Brand Love -> Repurchase Intention	0.337	0.048	7.064	0.000	H4: Supported

DISCUSSION

Social media marketing also aims to monitor and facilitate customers' interaction and participation in social media to foster a positive commitment to the company and the brand of the company. Social media marketing is a marketing communication activity used to build cognitive, affective, conative, and behavioral aspects for a brand. Social media marketing uses social media with interesting content and includes blogs, message boards, podcasts, microblogs, bookmarks, social networks, communities, wikis, vlog blogs, and influencers. Social media marketing in this study can strengthen the interaction with consumers. There is an entertainment aspect here that is perceived by consumers, as surveyed. Local brands are analyzed using social networks, which can boost traffic to the brand's website when visitors click the URL on the website. Local brand managers use social media to attract consumers to retail outlets. Local brand vendors design social media programs to improve a brand's image. Social networks offer a place to solve problems, collect useful information, and gain profits.

The study shows that social media marketing influences brand love, so Hypothesis 1 is

supported. This aligns with Ramadan's view (2019), which explains that several marketing activities can strengthen the relationship between brands and consumers. Marketing activities, particularly marketing communication, can support this good relationship between brands and consumers (De Vries and Fennis, 2020). Nelson et al. (2019) stressed that social media could allow consumers to interact with brands. The results of this study confirm that social media marketing affects brand love. The millennials in this study showed that the information provided through social media increased brand love because the consumers are frequently exposed to the information. Social media marketing uses social media to promote products, businesses, and brands (Clow & Baack, 2018).

The use of social media can increase organic search rankings with search engines. Millennial consumers will more often mention brand names on social media because most search engine algorithms check the number of mentions. Suppose the content or comments about a local brand correspond to the search term. In that case, the quality of this interaction improves, and several search engines give the local brand more

credibility. Social media is intended to listen to social discussions or to provide information to local brand managers. Comments may be negative or positive, but in most cases, they provide an honest opinion. Marketers can identify potential problems with products or other aspects of the company before they become larger problems. When monitoring comments on social media, local brand leaders avoid responding to several minor things that may not represent most of the brand's users. Local brand managers can also customize the information provided to consumers. This adaptation strategy aims to increase the brand's sales and loyalty. Developing brand loyalty and increasing sales are the ultimate goal of local brands' marketing programs. Local brand managers can design social media programs to engage consumers and increase sales.

Related to Hypothesis 2, brand love did not influence brand centrality. This study shows that the love of a brand does not affect the brand's centrality. Meanwhile, brand centrality, as a perceptual construct, is important because it explains the personal cult of a brand (Sarkar and Sarkar, 2017). This research shows that if a consumer has brand love, it turns out that they do not develop a close or intimate feeling with the brand. This brand love does not influence brand centrality. The brand is not central to one's own life, so this brand will not be considered the only choice for fulfilling the need in life. This is due to the characteristics of millennials, who tend to want to try out new things, but their preference could be stronger. This study shows that brand love has yet to form consumers' knowledge about brands, including the importance of local brands. In this study, millennial consumers only use local brands in the short-term attachment stage—the local players, as the marketers need to reinforce the knowledge aspect of local brands better. However, brand

centrality can create a repurchase intention when the brand is considered to be part of a person. In this study, brand centrality does not act as a mediator variable.

In addition, the dimension of brand ideology is part of a brand's centrality. The ideology of a person's brand shows that the person has beliefs and value systems that influence their perspective of the brand. The existence of this brand ideology can mitigate any negative information (Hegner et al., 2017). This study shows that local brands have yet to be considered advantageous, so consumers do not want to continue using them. The local brands are deemed not to have any superior qualities to other brands, such as global brands. Another dimension, namely the experience of brand centrality, shows that it is linked to a consumer's affection for a brand. Consumers may love local brands, but the emotional aspect of brand use needs to be stronger. The consumers in this research are millennial consumers in a large city. Local brands have yet to become an option for being used in a public environment. The dimensions of public practice have yet to explain the consumer's desire to use a brand in a particular community or group. Maisam and Mahsa's research (2016) show that brands can be strengthened if they rely on the brands' communities. However, this research has not strengthened local brands in these communities.

Related to Hypothesis 3, brand centrality influences the repurchase intention. Sarkar and Sarkar (2017a,b) show that brand centrality encourages consumers to use a brand to reflect a way of thinking, including their ideology. This encouragement will naturally make the brand an option for future purchases. The brand has become a representation of a person's life, so it will always be an option when buying a product. Consumers will accept other brands because they are considered self-representation. Brand

love expresses itself fully as a personal orientation and shows a strong desire to remain emotionally attached to a particular brand. Brand love will later play a role in influencing consumers to choose what matches their identity as consumers.

Related to Hypothesis 4, brand love affects the repurchase intention; this supports previous research by Han et al. (2019); and Rodrigues & Rodrigues (2021). The consumer's taste for the product means that consumers intend to buy the product in the future. Correa et al. (2020) examine the effect of brand love on the intent to use a brand disseminated via YouTube. Consumers are ready to buy the product in the future and are ready to recommend others to buy the same brand. Pan and Ha (2021) explain that there is an influence of brand love on purchases in the future. The concept of brand love and the desire to repurchase are interrelated concepts. They have attitudinal and behavioral components because brand love is expressed fully through self-orientation and also shows a passionate desire to remain emotionally attached to a particular brand. The results show that the love of consumers for local brands encourages them to buy local brands in the future.

CONCLUSION

This study shows that social media marketing can create conditions for consumers to have brand love. The information provided by social media can generate consumer engagement with brands. Social media also creates enjoyment, feelings, and the opportunity for consumers to learn more about local brands. Social media also allows consumers to access information and provide reviews regarding local brands. If consumers feel they like a brand, they will pass on something good about it to other consumers. On the other hand, the love of the brand does not create brand centrality. The product categories

selected in this study are usually easy to acquire. In addition, the strength of local brands has yet to create products with advantages that can be points of difference and uniqueness. Millennial consumers tend to have many brand preferences, especially in fashion. The characteristics of consumers who also want to try other brands make them incapable of becoming the primary choice for consumers.

On the other hand, this study shows that although brand love has not been able to create brand centrality, the concept of brand love can influence the repurchase intention. It can be understood that a feeling of emotional love will influence consumers to consider a local brand as an option for their next purchase. Likewise, brand centrality encourages consumers to buy the brand next. At least, the brand is still a consideration.

This study implies that the concept of brand love can be developed into brand centrality, including becoming brand religiosity, in the context of several diverse product categories. Brand love is the basis for supporting the strength of the brand's relationship between the consumers and the brand. There are aspects of intimacy and emotion behind brand love. It is hoped that this brand love will not only be a form of attitude but will later become a life value that becomes a reference for someone. Although this study does not support brand centrality due to the characteristics of the respondents, future research could analyze it further by considering other product categories and different target consumer groups.

Managerial Implication

Local brand managers can apply several brand strategies. First, local brand managers can increase their investment in social media marketing by building brand advocates that use a different approach by involving consumers in

the brand so that it can simultaneously improve its image. Each brand has a personality, whether intentionally or not. The personality chosen for social media must comply with the conditions of the target market. Determining the best social media platform will be a joint decision made by the marketing team members.

Second, local brand managers can create content scheduling that offers consumers the chance to share content across a brand. This can be information, uniqueness, novelty, or anything that appeals to consumers and motivates them to share with others. Third, local brand managers can do real-time marketing. This marketing activity sends messages in response to and related to events during the marketing. Marketers create and produce information for a limited period. Fourth, local brand managers can take advantage of influencer marketing. This activity involves individuals supporting brands on social media sites. This activity sends positive word-of-mouth comments from individuals considered opinion leaders in their social circle or experts in a particular field. Fifth, local brand managers can develop interactive blogs. Blogs can encourage active consumers to become stronger. Such interactions represent a higher risk as the company gives up some control over the content. Sixth, consumer-generated reviews. Each fashion product is offered an online room where consumers can write reviews about it. Consumers benefit by reading the notices before making a purchase.

LIMITATION AND RECOMMENDATION

This research is only limited to the analysis of brand love on brand centrality. The concept of brand centrality is considered to be still relevant, so this needs to be analyzed further. We only use fashion products, and these and the millennials, as the respondents, limited the generalization of the research's results. Brand cultural symbolism

can be analyzed further as an independent variable in future research. Jian et al. (2019) examined the relationship between brands and cultural symbolism. Holt (2004) shows that consumers recognize a brand as a cultural or subcultural symbol and tend to idolize it when it becomes a cultural symbol. Kubat and Swaminathan (2015) define brand cultural symbolism as a collective perception of how brands symbolize the values and norms of cultural groups. Ozsomer (2012) points out that cultural resources, including brand personality, can support the creation of a brand's image. There is a relationship between brands and culture that can strengthen consumers' perceptions of a brand's authenticity. There is an aspect of brand legitimacy: consistency between a brand and consumers' cultural values.

Regarding the impact of brand love, several previous studies have examined several concepts. Researchers can analyze brand advocacy. Consumers will offer recommendations to others to use the brand or accept the brand and understand when the brand experiences a problem. Online brand advocacy must strengthen local brands (Wilk et al., 2020). This concept is essential to influence the cognitive, affective, and other conative aspects of consumers so that they also have an interest in local brands. Brand religiosity can be a variable to study in the future due to brand love. Brand religiosity is the extent to which an individual perceives that a brand's meaning is in line with the purpose of religion in their life. Brand religiosity refers to the perception that a brand can fulfill all the objectives of the consumer's life. Individuals consider a brand or religion meaningful when it can provide the desired identity and help express their environmental identity. Brands can replace religion in the minds of non-religious people. Brand love is predicted to affect brand religiosity (Sarkar & Sarkar, 2017a).

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