

Drivers of local fashion brand love: altruism, value, community, and social media engagement

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Abstract

This study aims to analyze the factors influencing brand love among consumers of local fashion brands, specifically altruism, perceived value, brand community, and social media engagement, and examines their impact on repurchase intention, brand advocacy, and customer engagement. Prior studies have examined value-based and stimulus-based antecedents of brand love separately, with limited integration of both perspectives within a single explanatory framework. Drawing on the Value-Attitude-Behaviour (VAB) and Stimulus-Organism-Response (SOR) theories, this study adopts an integrative approach encompassing consumer value, social, and communication perspectives to broaden the understanding of brand love and its behavioral consequences. A survey-based quantitative method was employed, using questionnaires adapted from previously validated instruments, with data collected from 300 respondents and analyzed using partial least squares structural equation modeling (PLS-SEM). The findings demonstrate that brand love among local fashion brand consumers can be explained through both internal and external dimensions of consumer behavior. Internally, altruism and hedonic value are significant drivers of brand love, while externally, social media engagement positively influences brand love formation. Together, these antecedents explain 78.9% of the variance in brand love, whereas utilitarian value and brand community do not exhibit significant effects. Brand love significantly influences repurchase intention, brand advocacy, and customer engagement. These findings contribute to brand love theory by demonstrating the role of altruistic values and social media engagement in shaping emotional brand attachment within the local fashion context. Practically, local fashion SME managers should prioritize value-based branding strategies and meaningful social media interactions to cultivate sustainable consumer relationships.

Keywords: *brand love, altruism value, perceived value, brand community, brand advocacy.*

Introduction

One of the developments in the creative industry is fashion, especially at the small-and medium-sized level (Sariwati, 2021). Growing numbers of small and medium-sized enterprises have emerged to support the concept of sustainability. Local players are also concerned about a better contribution to the economic, social, and environmental dimensions of their surrounding communities. This tendency corresponds with the Sustainable Development Goals (SDGs), namely SDG 8 and SDG 12, which highlight sustainable economic growth and responsible consumption and production. This study concentrates on consumers of local fashion brands and analyzes the determinants of brand love and its behavioral outcomes.

Indonesia's economic strength must be supported by strengthening local brands managed by local entrepreneurs. Strengthening local brands can enhance competitiveness,

but this must be managed professionally, as with global brands accepted by the community (Lopez-Lomelí et al., 2019). Similarly, strengthening local brands in the creative industry is a key area that requires further attention. At the same time, the challenge for economic operators in this area is to foster a strong affinity among consumers, who are the target market for this local fashion brand. Entrepreneurs need to understand consumer behavior so that they can foster a love for local brands and, at the same time, contribute to the performance of fashion entrepreneurs at the local level. Local fashion entrepreneurs also face the challenge of global brands that dominate Indonesia, known as fast fashion, namely the production of ready-to-wear clothing at affordable prices and the creation of new consumer lifestyles, such as Zara, Uniqlo, and H&M (Zarawaki, 2024). Another challenge is the COVID-19 pandemic, which has led to a decline in business performance. Business players need a better understanding of consumers and more appropriate marketing strategies to maintain consumer preferences for brands.

Several previous studies have analyzed factors that influence brand love. These factors include brand experience (Khan et al., 2020), online brand engagement (Vander Schee et al., 2020), brand identification (Abdelwahab et al., 2020), brand community (Coelho et al., 2019), consumer value (Huber et al., 2015), commitment (Pontinha & Coelho do Vale, 2019), consumer experience (Junaid et al., 2019), brand association (Cho & Hwang, 2020), and satisfaction (Kim et al., 2021). In addition to prior studies that have explored the antecedents of brand love, the previous research also examined its consequences, including brand loyalty (Bairrada et al., 2018), word of mouth (Cho & Hwang, 2020; Gómez-Suárez & Veloso, 2020), purchase intention (Kim et al., 2021), resistance to negative information (Pontinha & Coelho do Vale, 2019), brand equity (Cho & Hwang, 2020), brand engagement (Castro-González et al., 2024), destination brand love (Zhao et al., 2025), marketing communication (Srivastava et al., 2025), brand self-connection (Boccalini et al., 2025), virtual event value co-creation (Xiao Fei et al., 2025), content marketing (Nguyen et al., 2025) and brand sacredness (Wang et al., 2020).

This study presents a novel approach in the proposed research model. This study extends prior research by broadening the scope of the analysis. This study combines two theories to explain the influence of brand love. The first theory is Value-Attitude-Behaviour (VAB) theory. This theory explains that value can influence brand love. In this study, the concepts of altruism and perceived value are analyzed. The second theory is Stimulus-Organism-Response (SOR) theory. The concepts of brand community and social media engagement are considered as stimuli that influence brand love. This integrative approach is expected to strengthen the external and internal factors in explaining brand love.

The first antecedent is altruism. The value of altruism, as a concern for others and the surrounding environment, is associated with a positive attitude towards green behavior (Wang et al., 2020). This value supports the creation of a local brand management system that can be sustainably managed, thereby enhancing perceived value. Consumer values significantly influence their brand love. Consumption values are hedonic and utilitarian values. Hedonic values provide consumers with a sense of pleasure. Consumers are interested in using brands, while utility values indicate that brands serve an important performance function in meeting consumers' needs (Huber et al., 2015). The third antecedent, brand community, strengthens emotional engagement by fostering

commitment to the brand and increasing self-involvement in the community (Coelho et al., 2019; Hur et al., 2011; Shirkhodaie & Rastgoo-deylami, 2016; Srivastava et al., 2025).

On the one hand, brand love is a concept that shows a consumer's strong emotional attachment for a brand. Local fashion brands can leverage their brand communities to distribute products, thereby fostering brand loyalty. The fourth antecedent is social media engagement. Young people in Indonesia are active in social media as economic actors (Ananda et al., 2019). Social media is an easy way for economic actors to connect and promote their businesses. In particular, during the COVID-19 pandemic, business actors are increasingly relying on social networks facilitate consumer interaction.

The creation of local brand love, particularly in the context of fashion products, warrants further analysis, as it serves as the foundation for consumers' brand choices during product purchasing decisions. The local brand love needs to be strengthened so that consumers can also support the performance of local fashion brand managers. This study analyzes four aspects of local brand love: the value of altruism, the perceived value that includes functional or utility values and hedonic values, the brand community, and the use of social media. This study also analyses the impact of local fashion brand love on repurchase intention, brand advocacy, and customer brand engagement.

The objective of this study is to analyze the factors that influence brand love, including the value of altruism, perceived value, brand community, social media engagement, and examine their effects on repurchase intention, brand advocacy, and customer engagement. The academic perspectives focused on consumer value, as well as social and communication perspectives. From different perspectives, this study will broaden the understanding of the concept of brand love and its consequences. This research is crucial for strengthening the study of brand love in a local context. This research supports the performance of entrepreneurs operating in the fashion industry's creative sector. By strengthening marketing strategies, consumers will develop a long-term interest in local brands. The role of the brand community and social media will be to disseminate the brand to other consumers. The results of this study also strengthen small and medium-sized enterprises in managing their activities sustainably, with long-term social, economic, and environmental implications.

Regarding the impact of brand love on consumer behavior, several previous studies have examined several concepts. This study examines three behavioral consequences of brand love which are repurchase intention, brand advocacy, and customer engagement. This study examines the impact of local brand love to gain a deeper understanding of external factors. First, brand love will influence consumers' purchase intentions. Product love refers to consumers' intention to buy products in the future (Han et al., 2019). Consumers who prefer local product brands are more likely to purchase them. Second, regarding brand advocacy, consumers who identify as brand advocates will usually love and feel attached to the brand. Consumers will recommend the brand to others, accept it, and understand when it experiences a problem. The strengthening of local brands must be pursued with brand advocacy. This concept is important for influencing cognitive, affective, and other consumer conative aspects, which is why they are also interested in local brands. Third, customer engagement is an interactive psychological outcome and a co-creative experience that encourages consumers to engage with their brand. Consumers will still be interested in information related to the brand (Junaid et al., 2019).

Despite the growing body of research on brand love, three gaps remain insufficiently addressed. Theoretically, prior studies have predominantly relied on a single theoretical lens, either value-based explanations (Huber et al., 2015) or stimulus-based explanations (Coelho et al., 2019; Ting et al., 2020), without integrating internal consumer values and external relational stimuli within one model. This separation limits understanding of how altruistic and hedonic motivations interact with community and media-based stimuli in jointly shaping brand love. Empirically, while altruism has been examined extensively in pro-environmental and green-purchase contexts (Stern, 2000; Wang et al., 2020), its role as a direct antecedent of brand love, particularly toward sustainability-oriented local fashion brands, remains underexplored.

Contextually, most brand love research has been conducted on global or established brands (Khan et al., 2020; Kim et al., 2021), leaving the mechanisms of brand love formation among small and medium-sized local fashion enterprises, which face distinct resource and credibility constraints, comparatively under-examined. By integrating the Value-Attitude-Behaviour (VAB) and Stimulus-Organism-Response (SOR) frameworks into a single model, this study addresses these gaps by simultaneously capturing internal value-driven processes (altruism, utilitarian and hedonic value) and external relational stimuli (brand community, social media engagement) that jointly explain brand love and its behavioral consequences in the local fashion context.

Literature Review

Understanding consumer behavior in the context of brand relationships requires a comprehensive theoretical foundation that integrates both psychological processes and value-driven mechanisms. Prior studies have emphasized that consumer responses toward brands are not only shaped by external stimuli but also by internal evaluations and deeply held values. Therefore, this study adopts an integrative approach by combining the Stimulus-Organism-Response (SOR) framework and the Value-Attitude-Behaviour (VAB) theory to explain how consumers develop emotional attachment and behavioral outcomes toward local fashion brands.

Stimulus-Organism-Response (SOR) is a widely used framework to understand every consumer human behavior. This SOR consists of three steps: stimulus, organism, and response. Stimulus refers to the social environment or environmental cues that affect each individual's responses and psychological and behavioral changes. Organisms can influence internal decision-making processes that lie between stimulus and response (Loureiro & Ribeiro, 2011). The organism's decision-making process involves cognitive and emotional processes. Cognitive refers to aspects of thought caused by environmental stimuli, while emotions are based on individual feelings influenced by the external environment, such as pleasure, passion, or dominance. This study focuses on factors that affect the organism, namely altruistic value, perceived utilitarian value, perceived hedonic value, brand community, and social media engagement. Brand love is described as an organism, encompassing both cognitive and affective aspects. The outcomes of brand love lies in repurchase intention, brand advocacy, and customer engagement. Consumers develop interpersonal attachments that ultimately reinforce the emotions of consumers toward the brand, which can ultimately form love (Adhikari & Panda, 2019). This is also confirmed by

the research which shows that brand love has an analogy with the attachment to the brand (Gómez-Suárez & Veloso, 2020).

The Value-Attitude-Behaviour (VAB) theory is a conceptual model that explains the relationships among a person's values, attitudes, and behaviors (Homer & Kahle, 1988; Madinga et al., 2024). This theory has been frequently used in this research to show how a person's core values influence their attitudes, which then determine their actual conduct (Bae & Yan, 2023). Values are deeply held beliefs about what a person deems significant or desirable in their life. Values are fundamental and frequently influence a person's perspective on life. Attitude is a person's opinion or feeling about a specific object, circumstance, or concept, whether positive or negative. Behavior refers to individuals' actual actions, which are often influenced by their views and ideals. This hierarchy illustrates how a person's decisions and behaviors are shaped by their underlying beliefs, which are then translated into attitudes and reflected in their daily actions.

The concept of brand love refers to consumers' positive feelings towards a brand, which fosters pro-brand behavior and ultimately encourages them to communicate through word of mouth. This condition will also allow consumers to behave reasonably and avoid negative information related to brands (Ahuvia et al., 2008; Batra et al., 2012). Consumers will attempt to discern whether there is an error in the preferred brand's marketing strategy. Brand love is associated with feelings that arise when consumers experience something pleasant or when something has a positive impact on them (Khandeparkar & Motiani, 2018).

The concept of brand love tends to differ from that of satisfaction. Brand love is associated with the positive feelings that consumers experience when they encounter something pleasant or have a positive effect on them (Khandeparkar & Motiani, 2018). Ahuvia et al., (2008) note that brand love means consumers are satisfied with the brand, Batra et al. (2012) describe brand love as passion, brand attachment, positive brand assessment, positive brand emotions, and declarations of love for the brand.

Altruistic values are personal values that influence behavior (Teng et al., 2015). Altruistic values are part of the value of pro-environmental behavior (Kaufmann et al., 2012). They also reflect concern for others' welfare and show kindness without foreseeing the consequences. Stern (2000) argues that individuals who act altruistically can refer to environmental activities because they pay attention to the negative consequences for others. This value will also affect other values, attitudes, and behaviors. This is consistent with the theory of planned behavior, which explains that attitudes influence behavioral intentions and, ultimately, actual behavior (Wang et al., 2020). Batra et al. (2012) define brand love as a deeply held attitudinal commitment toward a brand. Individuals who have altruistic values will develop a love for environmentally conscious products. Hence, the following hypothesis is proposed:

H1: Altruistic values influence brand love.

The perceived value may include objective aspects such as costs, benefits, and the consumer experience (Volkova & Cho, 2024; Zheng, 2023). Utilitarian value is related to one aspect of the task, to the objective, and to functional advantage. Consumers tend to focus more on efficiency and time-saving. Consumers will seek more benefits and efficiency (Kautish et al., 2021). On the other hand, hedonic values are derived from experience and

emotional aspects and seek something fun and enjoyable (Hwang & Griffiths, 2017). According to research by Huber et al. (2015), the customer's perceived value affects the brand's love. The customer's perceived value comprises hedonic and utilitarian value. Consumers feel happy when using the brand, while the utilitarian value aspect shows that the brand has an important performance function to meet the needs of consumers. In the context of local brand love, the perception of value can take the form of utilitarian and hedonic values. The consumer's utilitarian perception of value indicates that the choice of a local product brand is based on efficiency and benefit aspects. On the other hand, consumers can also choose local product brands based on their enjoyment. The use of local brands can create experiences for consumers. Accordingly, the following hypothesis is proposed:

H2: Perceived utilitarian value affects brand love.

H3: Perceived hedonic value affects brand love.

Coelho et al. (2019) examined the influence of the brand community on brand love. The brand community is a space where members discuss brand issues and support one another. Shirkhodaie & Rastgoo-deylami (2016) also reinforce that brand communities can leverage commitment in the form of affective and emotional attachment to strengthen their participation. On the one hand, brand love is a concept that shows a consumer's strong emotional attachment for a brand. The influence of the brand community is powerful in increasing positive emotions in brands. The brand community can encourage its members to deepen their affection for the brand. Junaid et al. (2019) explained that a socialization process linked to consumer experience can influence the brand love. In terms of community, Burgess & Jones (2018) argue that fan culture can foster brand love due to the emotional commitment fans have to the brand. Therefore, this study proposes the following hypothesis:

H4: Brand community affects brand love.

Ting et al. (2020) argue that social media can create brand love. Social media engagement allows consumers to interact with brands. Social media information can create consumer engagement with brands. Social media creates fun experiences, evokes emotions, and provides learning opportunities that help consumers better understand the brand. Social media also provides consumers with easy access to information and the ability to consult with brands, leading to stronger brand love (Gao & Shao, 2024). When consumers perceive a brand positively, they recommend it to other consumers. Mukherjee (2019) examined that social media use positively influences brand love. Hence, the following hypothesis is proposed:

H5: Social media engagement affects brand love.

Several studies have investigated the effects of brand love on purchase intentions (Han et al., 2019; Vlachos & Vrechopoulos, 2012). The intention to repurchase is an attitude concept with a conative element. This conative element is a concept that demonstrates that consumers have a positive, reinforced intention to make a purchase decision. Consumer preference for the product indicates that consumers intend to purchase it in the future. Corrêa et al. (2020) examined the effect of brand love on brand usage intention in the context of YouTube.. Therefore, the following hypothesis is proposed:

H6: Brand love affects repurchase intention.

Consumers who identify themselves as brand advocates will generally like and feel attached to it. Consumers will make recommendations to others, too (Wallace et al., 2014). Parrott et al. (2015) examined the role of online luxury fashion forums in fostering active discussions and in passively promoting brands, which can ultimately cultivate brand love. Brand advocacy is part of brand endorsement, showing that consumers are passionate about the brand and are active in recommending it to others (Mayasari et al., 2023). Consumers are also active online through brands as a reflection of themselves, creating personal partnerships that lead to brand advocacy. Brand Advocates tend to buy brands that reflect a person's commitment to the brand (Vander Schee et al., 2020). Thus, the following hypothesis is proposed:

H7: Brand love affects brand advocacy.

Junaid et al. (2019) and Shahid et al. (2025) analyzed the effect of brand love on customer engagement. Customer engagement is an interactive psychological outcome and a co-creative experience with a brand that motivates consumers to deal with the brand. Fernandes & Moreira (2019) researched customer brand engagement using cognitive, emotional, and behavioral dimensions. This study shows that brand love is explained by the affective side, which can subsequently influence loyalty to the brand. Junaid et al. (2019) demonstrate that brand love positively influences customer engagement, which is linked to referrals, social influence, and feedback.. Accordingly, the following hypothesis is proposed:

Hypothesis 8: Brand love affects customer engagement.

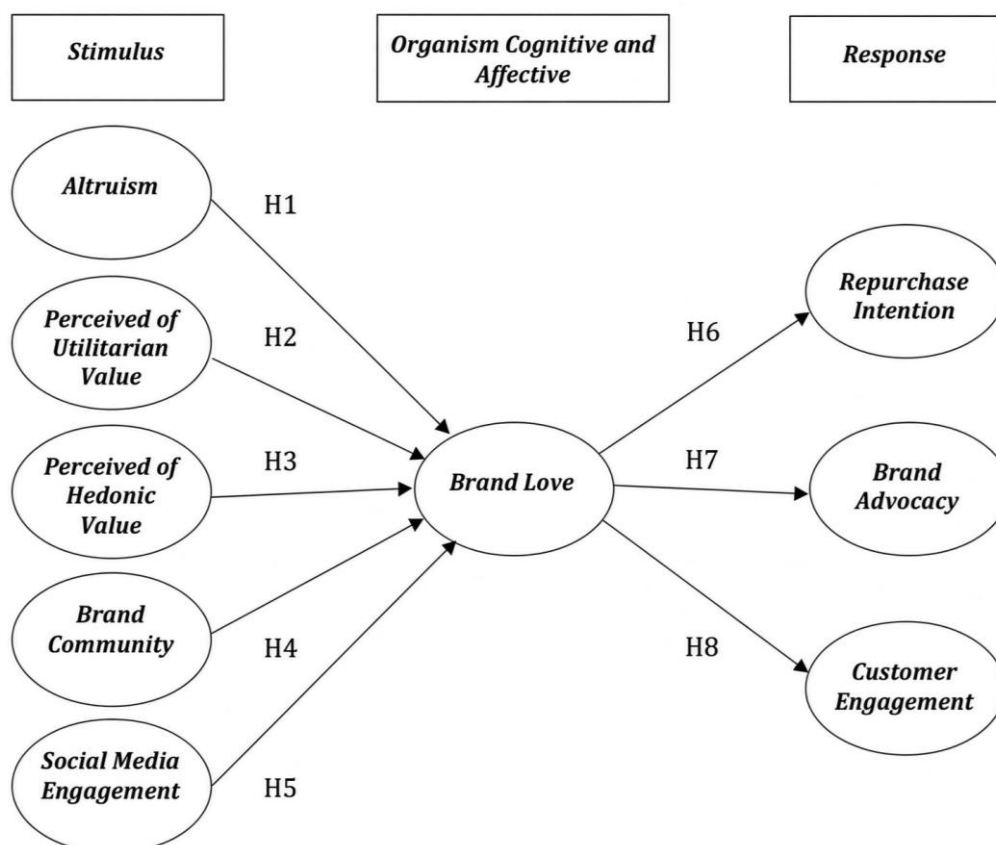


Figure 1. Research Conceptual Model

Methods

The survey instrument was adapted from previously validated studies and modified to suit the context of local fashion brands. A sample of 300 respondents was obtained via purposive sampling. The sample size was determined based on the ten-times rule recommended for PLS-SEM, which requires at least ten times the maximum number of structural paths directed at any single construct; as Brand Love had five antecedent paths, the minimum required sample was 50, which the obtained sample substantially exceeds (Hair et al., 2022).

This study utilized purposive sampling, concentrating on consumers who had acquired or utilized products from local fashion brands. Data were collected from consumers residing in the Greater Jakarta Metropolitan Area (Jabodetabek), including Jakarta, Bogor, Depok, Tangerang, and Bekasi, as this region represents the largest urban fashion consumer market in Indonesia. Data were collected through a structured online questionnaire distributed via social media platforms and online communication channels. Prior to completing the questionnaire, respondents were screened to ensure that they had experience purchasing or using products from local fashion brands within the past 12 months. Participation was voluntary and anonymous.

The survey used a measuring instrument based on previous research with modifications. In this study, the Likert scale used five levels to provide respondents with answers that align with their opinions. The descriptive quantitative method of data analysis used the partial least squares method (PLS). PLS-SEM was selected over covariance-based SEM (CB-SEM) for three reasons: (1) the model comprises nine latent constructs with complex structural paths, which PLS-SEM handles more efficiently; (2) the study has both explanatory and predictive objectives; and (3) PLS-SEM does not impose multivariate normality assumptions (Hair et al., 2022).

To mitigate the potential influence of common method bias, various procedural remedies were employed, such as the utilization of clear and unequivocal questionnaire items and ensuring anonymous participation. In accordance with Podsakoff et al. (2012), common method bias was additionally evaluated utilizing the full collinearity Variance Inflation Factor (VIF) methodology. All VIF values varied between 1.488 and 3.063, remaining below the advised threshold of 5.0, thereby suggesting that neither multicollinearity nor common method bias significantly jeopardized the validity of the findings.

The measurement scales utilized in this study were derived from previously validated instruments within the domains of brand love, consumer value, brand community, and social media, as detailed in Table 1. This study aimed to investigate the development of brand love among customers of local fashion labels, rather than assessing specific product features. Therefore, the established scales were deemed suitable for assessing consumers' perceptions, judgments, and emotional reactions to the target brands. The study is situated within the local fashion scene, examining the psychological mechanisms that underlie the emergence of brand love and its behavioral consequences.

Table 1. The Instrument of Measurement

Variable	Item	Scale
Brand love	This is an excellent brand	Ahuvia et al., (2008)
	This brand makes me feel good.	
	This brand is totally awesome.	
	I have a neutral feeling about this brand.	
	This brand makes me very happy.	
	I love this brand.	
	I have no particular feeling about this brand.	
	This brand is a pure delight.	
Altruistic	I am passionate about this brand.	Kankanhalli et al. (2005)
	I am very attached to this brand.	
	It feels good to help someone by sharing online group buying information.	
	Sharing online group-buying information with others gives me pleasure.	
	I enjoy sharing online group-buying information with friends.	
Hedonic	I enjoy helping others through sharing online group buying information.	Babin et al. (1994)
	This shopping trip was truly a joy.	
	Compared to other things I could have done, the time spent shopping was delightful.	
	During the trip, I felt the excitement of the hunt.	
	This shopping trip truly felt like an escape.	
	I enjoyed being immersed in exciting new products.	
	I enjoyed this shopping trip for its own sake, not just for the items I may have purchased.	
	I continued to shop, not because I had to, but because I wanted to.	
	I had a good time because I was able to act on the spur of the moment.	
	While shopping, I felt a sense of adventure.	
	This shopping trip was not a very nice time out.	
	I felt really unlucky during this trip.	
	I was able to do much fantasizing during the trip.	
Utilitarian	I accomplished just what I wanted to on this shopping trip.	Babin et al. (1994)
	I could not buy what I really needed.	
	While shopping, I found just the items I was looking for.	
	I was disappointed because I had to go to another store to complete my shopping.	
	I feel this shopping trip was successful.	
	I feel really smart about this shopping trip.	
Brand community	This was a good store visit because it was over very quickly.	Hur et al. (2011)
	I feel a sense of belonging in this brand community.	
	I will visit this brand community continuously.	
	I will exchange information and opinions with this brand community.	
	I will collect information through this brand community.	

Variable	Item	Scale
Social media engagement	Posting content about personalities or influencers.	Ananda et al. (2019)
	Encouraging customers to share their brand experiences.	
	Sharing personalities' or influencers' posts and endorsement of the brand and its products.	
	Giveaway promotion or contests	
Repurchase intention	I will repurchase this brand in the year to come.	Nyadzayo et al. (2020)
	I would love to use this brand continuously.	
	Even though this brand is sold out, I will not purchase other brands.	
Brand advocacy	I click like for this brand in order to talk up the brand to my friends.	Wallace et al., (2014)
	I click like for the brand as it enhances my media social profile.	
	I click like for the brand in order to spread the good word about this brand.	
	I give this brand a lot of positive WOM online.	
	I recommend this brand to friends and family.	
	I would like to try a new product introduced under this brand name.	
	If the maker of this brand did something I did not like, I would be willing to give it another chance.	
	I always try to follow the news about the brand.	
Customer engagement	I frequently talk about the brand to others.	Bergkvist & Bech-Larsen, (2010)
	I frequently visit the brand's website.	
	I am always interested in buying products with this brand name on them.	

Result and Discussions

This study surveyed 300 consumers of local fashion brands to examine the factors influencing brand love and its behavioral consequences. The demographic characteristics of the respondents are presented in Table 2. Among the respondents, female consumers accounted for 59.9% of the sample, while males represented 40.1%. The respondents were predominantly young adults aged between 20 and 30 years (81.9%), indicating that the sample largely reflects the primary consumer segment of local fashion brands. Regarding employment status, respondents were almost equally distributed between private sector employees (45.8%) and students who were not yet employed (45.8%), with only 8.5% working in the public sector. This composition represents consumers who are either entering or establishing their careers and are actively engaged in fashion consumption. In terms of monthly expenditure, 75.1% reported spending less than IDR 5,000,000, suggesting moderate purchasing power. This expenditure profile provides important context for interpreting consumers' evaluations of utilitarian and hedonic value, as financial capacity may shape value perceptions and socially responsible purchasing behavior toward local fashion brands.

Table 2. Respondent Profile

Variable	Category	Percentage (%)
Gender	Female	59.9
	Male	40.1
Age	Under 20 years	7.9
	20–30 years	81.9
	31–40 years	3.4
	41–50 years	4.5
	Above 50 years	2.3
Employment Sector	Private sector	45.8
	Government / public sector	8.5
	Not yet employed (student)	45.8
Monthly Expenditure (IDR)	< 5,000,000	75.1
	5,000,000–10,000,000	16.9
	10,000,000–15,000,000	4.0
	> 15,000,000	4.0

This study used confirmatory factor analysis to test the validity of the measurement model by using SmartPLS. Hair et al. (2022) argued that the validity test aims to assess how precisely the instrument measures the construct under study. Indicators with outer loadings below 0.50 were considered insufficient for convergent validity and removed from further analysis. Table 3 shows the results of the convergent validity test. The indicators BA2, BL4, BL7, H1, H2, H3, H9, H11, U2, U4 are less than 0.5 and are therefore deleted.

Reliability analysis was conducted to assess the internal consistency of the measurement instruments. All constructs achieved Cronbach's alpha and composite reliability values above the recommended threshold of 0.70, indicating satisfactory reliability and measurement consistency. The collinearity VIF assessment method was conducted to evaluate common method bias. All VIF values varied between 1.488 and 3.063, remaining beneath the suggested threshold of 5.0, suggesting that common method bias did not significantly compromise the validity of the findings.

Table 3. The Validity and Reliability Result

Variable	Indicator	Loading Factor	Cronbach Alpha	Composite Reliability	VIF
Brand Love	BL1	0.797	0.924	0.938	2.529
	BL2	0.761			2.155
	BL3	0.775			2.133
	BL5	0.820			2.512
	BL6	0.831			2.614
	BL8	0.829			2.781
	BL9	0.849			2.955
	BL10	0.799			2.263
	A1	0.870		0.923	2.371
	A2	0.870			2.422
Altruism	A3	0.854			2.206
	A4	0.867			2.416
Utilitarian	U1	0.869	0.728	0.880	1.488
	U3	0.903			1.488
Hedonism	H4	0.764	0.905	0.927	1.832
	H5	0.810			2.177

Variable	Indicator	Loading Factor	Cronbach Alpha	Composite Reliability	VIF
Brand	H6	0.869	0.899	0.929	2.786
	H7	0.817			2.256
	H8	0.829			2.406
	H10	0.847			2.548
Brand Community	BC1	0.863	0.878	0.916	2.102
	BC2	0.898			3.048
	BC3	0.882			2.927
	BC4	0.858			2.399
Social Media Engagement	SME1	0.874	0.817	0.890	2.928
	SME2	0.851			2.676
	SME3	0.829			1.996
	SME4	0.869			2.292
Repurchase Intention	RI1	0.912	0.885	0.913	2.368
	RI2	0.903			2.333
	RI3	0.741			1.468
Brand Advocacy	BA1	0.755	0.874	0.914	1.853
	BA3	0.851			2.567
	BA4	0.720			1.851
	BA5	0.709			1.714
	BA6	0.876			3.063
	BA7	0.867			2.735
Customer Engagement	CE1	0.846	0.874	0.914	1.943
	CE2	0.893			2.996
	CE3	0.889			2.934
	CE4	0.776			1.755

Having confirmed convergent validity and reliability, discriminant validity was subsequently assessed to ensure that each construct is empirically distinct from the others. Table 4 presents the discriminant validity results. Discriminant validity assesses whether conceptually distinct constructs are empirically different from one another. This study uses the Fornell-Larcker criterion by comparing the square root value of the average extracted variance (AVE) of each construct against its correlations with other constructs. All AVE roots for each construct are greater than the correlations with other variables.

The explanatory and predictive power of the structural model were assessed using the coefficient of determination (R^2) and the Stone-Geisser Q^2 value obtained through the blindfolding procedure, as presented in Table 5. The R^2 value for brand love is 0.789, indicating that altruism, perceived value, brand community, and social media engagement jointly explain 78.9% of its variance, classified as substantial following Hair et al. (2022). Brand love further explains 54.4% of repurchase intention and 50.8% of brand advocacy, both within the moderate range, and 37.5% of customer engagement, within the weak range. All endogenous constructs exhibit positive Q^2 values, confirming satisfactory predictive relevance, with brand love demonstrating the highest predictive relevance ($Q^2 = 0.507$), followed by repurchase intention ($Q^2 = 0.386$), brand advocacy ($Q^2 = 0.311$), and customer engagement ($Q^2 = 0.260$).

Table 4. The Discriminant Validity Result

	A	BA	BC	BL	CE	H	RI	SME	U
A	0.865								
BA	0.652	0.799							
BC	0.476	0.702	0.876						
BL	0.860	0.712	0.556	0.808					
CE	0.531	0.807	0.788	0.612	0.852				
H	0.706	0.805	0.773	0.764	0.807	0.823			
RI	0.655	0.784	0.673	0.737	0.752	0.791	0.855		
SME	0.511	0.779	0.750	0.545	0.730	0.716	0.662	0.856	
U	0.558	0.651	0.586	0.568	0.698	0.646	0.693	0.639	0.886

Table 5. Structural Model Evaluation R² and Q²

Endogenous Construct	R ²	R ² Classification	Q ²
Brand Love	0.789	Substantial	0.507
Repurchase Intention	0.544	Moderate	0.386
Brand Advocacy	0.508	Moderate	0.311
Customer Engagement	0.375	Weak	0.260

Following the assessment of the measurement model, the structural model was evaluated to test the hypothesized relationships among the constructs. Table 6 presents the structural model results and hypothesis testing outcomes. The results demonstrate that altruism positively influences brand love ($\beta=0.641$, $p<0.01$), supporting Hypothesis 1. However, perceived utilitarian value does not significantly influence brand love ($\beta=0.020$, $p=0.687$), thus Hypothesis 2 is not supported. Perceived hedonic value influences brand love ($\beta=0.292$, $p<0.01$), supporting Hypothesis 3. Brand community does not exhibit a significant effect on brand love ($\beta=0.045$, $p=0.577$), thus Hypothesis 4 is not supported. Social media engagement positively influences brand love ($\beta=0.240$, $p<0.01$), supporting Hypothesis 5. Regarding the consequences of brand love, the results indicate that brand love positively influences repurchase intention ($\beta=0.738$, $p<0.01$), brand advocacy ($\beta=0.712$, $p<0.01$), and customer engagement ($\beta=0.617$, $p<0.01$), supporting Hypothesis 6, 7, and 8 respectively.

The research demonstrates that altruism is the most significant predictor of brand love, validating Hypothesis 1. This finding indicates that consumers form a deeper emotional connection to local fashion brands when their purchasing decisions reflect broader social and ethical principles. This reflects that consumer awareness influences the purchase of local fashion brand products. Consumers are also aware of the importance of supporting the government's environmental protection policy, particularly in terms of product consumption. This occurs when consumers prioritize the interests of others over personal gain. Product consumption decisions are therefore shaped by consideration of their broader environmental impact. Such environmentally conscious consumption is characteristic of individuals who hold altruistic values.

Altruistic values demonstrate concern for the well-being of others and the environment, as well as kindness towards those around them. In accordance with the Value-Attitude-Behaviour (VAB) framework, altruistic values influence positive attitudes toward brands, which in turn enhance emotional attachment and brand love. Stern (2000) also supports this finding, showing that a person's concern for the environment is associated with

negative consequences of environmental harm. Altruistic values signify a care for the well-being of others and drive individuals to contemplate the wider implications of their choices beyond self-interest. Accordingly, respondents chose to purchase products because they help mitigate the negative environmental impact. Leckie et al. (2021) assert that altruism influences individuals' decisions that affect social good. The choice of local fashion brands therefore reflects consumers' concern for using products that do not generate waste that can later harm the environment and the lives of others. The strong effect of altruism implies that emotional attachment to local fashion brands is influenced not only by product benefits, but also by consumers' desire to express personal values through their purchasing decisions.

Table 6. Summary of path coefficient and hypothesis testing

Relationship	Sample Mean	Standard Deviation	T Statistics	P Values	Result
Altruism → Brand Love (H1)	0.641	0.054	11.856	0.000	Supported
Perceived of Utilitarian Value → Brand Love (H2)	0.020	0.055	0.403	0.687	Not Supported
Perceived of Hedonic Value → Brand Love (H3)	0.292	0.086	3.439	0.001	Supported
Brand Community → Brand Love (H4)	0.045	0.065	0.558	0.577	Not Supported
Social Media Engagement → Brand Love (H5)	0.240	0.064	0.543	0.007	Supported
Brand Love → Repurchase Intention (H6)	0.738	0.037	19.985	0.000	Supported
Brand Love → Brand Advocacy (H7)	0.712	0.040	17.685	0.000	Supported
Brand Love → Customer Engagement (H8)	0.617	0.045	13.665	0.000	Supported

Contrary to Hypothesis 2, however, utilitarian value did not significantly influence brand love, suggesting that functional benefits such as efficiency, convenience, and product performance, while important in purchase decisions, are insufficient to generate deep emotional attachment toward local fashion brands. This result differs from Kautish et al. (2021), who found that utilitarian value significantly influenced consumers' fashion purchasing decisions. A possible explanation is that purchasing decisions and brand love represent different psychological outcomes. This study reveals that product quality and performance are not primary considerations for consumers when selecting local fashion items. While utilitarian value may influence consumers' evaluation of a product's usefulness, brand love is inherently affective and reflects a deeper emotional connection with a brand. Consistent with the Value-Attitude-Behaviour (VAB) framework, emotional attachment appears to be driven more strongly by experiential and symbolic values than by purely functional evaluations. Therefore, consumers may appreciate the practical benefits offered by local fashion brands without necessarily developing strong feelings of brand love.

This study shows that perceived hedonic value significantly affects brand love, supporting Hypothesis 3. Consumers' love for fashion products stems from their desire to wear them. Fashion products are perceived as trend-driven choices that consumers adopt as expressions of personal style. This finding indicates that consumers form a deeper

emotional connection with local fashion brands when the consumption experience is pleasurable, stimulating, and emotionally gratifying. Consumers therefore develop an emotional dimension in their relationship with fashion products. This is also demonstrated by the research of Koay et al. (2022) who found that emotional and experiential factors significantly influence consumer preferences in fashion contexts. Huber et al. (2015) similarly demonstrated that perceived customer value fosters the development of brand love. Collectively, these findings indicate that consumers are more inclined to establish emotional connections with brands when consumption yields positive experiences that transcend mere practical advantages. Within the VAB framework, hedonic value signifies an experiential evaluation that reinforces positive sentiments toward the brand and ultimately strengthens brand love.

This study shows that brand community does not influence brand love, thereby failing to support Hypothesis 4. This divergence from prior research may be attributed to the maturity and intensity of community engagement among the brands studied. This finding diverges from Junaid et al. (2019) and Burgess & Jones (2018), who demonstrated that the brand community fosters a socialization process related to consumer experiences that influences brand love, as well as Coelho et al. (2019), who reported a positive relationship between brand community and brand love.

A brand community is not considered a unit with the power to influence other individuals. Hur et al. (2011) note that the effect of brand community on emotional outcomes depends on members' depth of participation and sense of belonging, which develops over an extended period of active interaction. The brand community has not yet become a strong unit that influences it, as its presence in Jabodetabek has not yet shown credibility. Local fashion SME communities, which are typically smaller, less formally structured, and shorter-established compared to those of global brands, may not yet have reached the level of social cohesion required to generate measurable affective spillover into brand love. This suggests that community-building efforts among local fashion SMEs may need to prioritize depth of member participation over mere community size or presence before such initiatives can be expected to meaningfully strengthen brand love.

On the other hand, this study shows that social media engagement influences brand love, supporting Hypothesis 5. The significant effect of social media engagement indicates that digital interactions play an important role in strengthening emotional attachment toward local fashion brands. Brand managers use social media to develop good communication, especially with millennial consumers. Social media can offer consumers opportunities to interact, share, and get entertainment.

Within the Stimulus-Organism-Response (SOR) framework, social media engagement functions as an external stimulus that encourages positive affective responses toward the brand, ultimately strengthening brand love. This finding supports Ting et al. (2020), who found that social media interactions can strengthen emotional consumer-brand relationships. Information on social media about products can foster consumer attachment to the brand. Social media not only creates enjoyment and evokes emotions but also educates consumers, allowing them to learn more about the brand. Social media also offers consumers a convenient way to access information and provide product reviews. For local fashion brands, social media may serve as an important channel for developing consumer

engagement and maintaining closer relationships with consumers despite limited marketing resources.

Brand love also has consequences for consumers' cognitive and affective responses. A brand's consequences manifest in its performance. This study shows that brand love affects product repurchase intention; therefore, Hypothesis 6 is supported. In accordance with Corrêa et al. (2020), brand love enhances consumers' intention to sustain their association with a favored brand over time. Foroudi et al. (2018) argues that brand performance consists of loyalty, repurchase, and recommendation. Consumers who derive satisfaction and emotional attachment from a brand are therefore more likely to perceive greater value in maintaining their relationship with it, thereby strengthening their repurchase intention. Cho & Hwang (2020) argue that consumers convey positive information about brands to foster trust. This is a form of brand performance. This finding aligns with Nyadzayo et al. (2020), who recognize repurchase intention as a significant indicator of brand performance. Consequently, consumers who develop strong emotional and cognitive connections with local fashion brands are more likely to engage in repeat purchasing behavior.

Regarding brand advocacy, this study demonstrates that brand love significantly influences brand advocacy, thereby supporting Hypothesis 7. Consumers who love and feel emotionally connected to a brand are more likely to become its advocates. Consumers who develop emotional attachment toward a brand are more inclined to endorse it to others and share positive experiences. Consumers will recommend product brands to others (Vander Schee et al., 2020; Wallace et al., 2014). Such recommendations are driven by consumers' positive experiences with the products. Cho & Hwang (2020) argue that consumers frequently share positive information about brands to enhance trust and strengthen favorable brand perceptions among peers. Consequently, brand love not only fosters repeat purchases but also motivates consumers to advocate for the brand through positive word-of-mouth communication.

This study also shows that Hypothesis 8 is supported, namely, brand love significantly influences customer engagement. Customer engagement denotes consumers' cognitive, emotional, and behavioral participation with a brand (Fernandes & Moreira, 2019; Junaid et al., 2019). Consumers who develop a profound emotional connection to local fashion brands are more inclined to engage in brand-related activities, follow brand communications, and maintain ongoing interactions with the brand. Consumers who wear fashion are ready to interact with their brand. This finding indicates that brand love serves as both an emotional outcome and a catalyst for active consumer engagement. This can be done by two-way communication. The use of social media in this study is also a means of interacting with brand owners. Sustained interaction and engagement strengthen consumers' relationships with the brand, fostering long-term customer retention and brand sustainability.

These findings collectively extend the VAB framework by showing that not all value dimensions equally translate into brand love, where altruistic and hedonic value were significant, while utilitarian value was not, suggesting that for local fashion brands, brand love is driven more by symbolic and ethical meaning than functional efficiency. Within the SOR framework, social media engagement functioned as an effective external stimulus, whereas brand community did not, indicating that not all relational stimuli are equally

potent in shaping organismic responses until sufficient community maturity and member engagement have been established.

Conclusion

This study shows that the concept of internal and external consumer behavior can explain brand love of fashion products. Based on internal analysis of consumer behavior, there are two aspects of perceived value: utilitarian value and altruism. The theory of Value Attitude Behavior (VAB) explains the role of values in this context. This study also explains that the selection of fashion products is driven by an orientation to derive pleasure. Fashion products have become a trend, targeting a specific market, and consumers who choose them are driven by hedonic value or pleasure.

Apart from internal factors, external aspects, such as social media engagement, also influence brand love. Based on the Stimulus-Organism-Response (SOR) theory, social media engagement acts as the stimulus and influences the formation of consumer brand love for fashion products. Consumers are also concerned about the long-term impact of product consumption. It will be easy for fashion entrepreneurs to communicate products via social media. Social media plays a crucial role in distributing and communicating with the target market, ensuring that consumers have access to the latest product developments.

However, this study shows that the brand community has no effect because it has not been formed strongly, so its influence on consumers remains limited. This study also shows the impact of brand love on repurchase intention, brand advocacy, and customer engagement. Brand advocacy reflects consumers' desire to recommend products to others based on positive experiences with local fashion brands. This demonstrates the consumer's desire to interact with or communicate with the brand, reinforcing long-term engagement and brand sustainability.

The findings provide several implications for local fashion SME managers. Based on the research results, the study provides recommendations for stakeholders in the fashion industry. First, since altruistic value emerged as the strongest predictor of brand love, companies should emphasize social and environmental contributions in their brand communication, as this strengthens consumers' emotional attachment and provides a competitive advantage that global fast-fashion brands are structurally less able to replicate. Second, the significant effect of hedonic value suggests that managers should design enjoyable and engaging customer experiences through storytelling, unique product offerings, and attractive digital content, rather than focusing solely on product utility. Third, local fashion brands should maintain consistent and authentic social media engagement through brand endorsements and community-building activities that enhance consumers' emotional connection, with endorsers tailored to the target market. Finally, the non-significant effect of brand community indicates that merely establishing a community is insufficient; managers should prioritize depth of member participation and meaningful engagement over community size alone.

Moreover, the role of the government is also important, as business actors are engaged in micro, small, and medium enterprises. They need support to develop local fashion products more professionally. Local fashion brands can strengthen brand love and build a sustainable competitive advantage by developing value-driven and emotionally engaging relationships with consumers.

This study limits the scope of the research to the internal and external aspects of consumers on brand love, namely perceived value, social media engagement, and their influence on brand performance. However, several methodological limitations should be acknowledged. First, the sample was limited to millennial consumers in the Jabodetabek area and focused on local fashion products, which may limit the generalizability of the findings to other demographic segments, geographic regions, or product categories. Second, the cross-sectional survey design captures consumer perceptions at a single point in time and therefore cannot establish causal or longitudinal relationships among the constructs studied. Third, data were collected via self-reported questionnaires, which may be subject to common method bias despite the procedural remedies applied. Fourth, this study examined only selected internal and external antecedents of brand love; other potentially relevant factors such as brand identity, consumer personality, and cultural values were not included in the model.

Building on the limitations identified above, future research could extend this model by incorporating additional antecedents such as value equity, relational equity, and brand cultural symbolism in relation to brand love. From the consumer perspective, individual difference variables such as vanity, extended self, and self-construal could be examined as potential moderators of the relationships identified in this study. In terms of consequences, future studies may explore additional outcomes such as brand religiosity and brand devotion. Longitudinal or experimental designs would also help establish stronger causal inference between the antecedents, brand love, and its behavioral outcomes.

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