

## **The Influence of Digital Marketing on Customer Loyalty to Local Fashion Brands on Instagram**

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### **Abstract**

The study focuses on how digital marketing shapes customer loyalty to local fashion brands found on Instagram. Because digital platforms are now an important part of fashion marketing, knowing how digital strategies help build loyalty among customers is key especially for local brands wanting to stand out in crowded industries. To accomplish this, a survey was given to 250 Instagram users who engage with local fashion brands. In this analysis, descriptive statistics and inferential tests, including Pearson correlation and multiple regression analysis, were used to determine connections between digital marketing factors (including content quality, brand interaction, influencer endorsement and brand responsiveness) and customer loyalty. All four parts of Omni-Channel have a significant and positive effect on customer loyalty and brand responsiveness and content quality are the strongest predictors. The results of this study add to the literature on social media marketing by outlining how strategies on Instagram can strengthen brand loyalty, even for smaller local fashion companies. This research covers the main direction of digital marketing and also explores how it applies to local fashion branding in a developing market. The findings are valuable for anyone interested in developing better customer engagement in social media, including digital marketers, brand managers and small business owners. It would be helpful for future research to study how long-term loyalty happens and the unique behaviors seen on other social media platforms.

**Keywords:** Digital Marketing, Instagram, Customer Loyalty, Local Fashion Brands

### **Introduction**

Because of digital progress, marketing practices have dramatically changed the way brands connect and hold onto their customers. Social media use has grown a lot in recent years and Instagram is now a major way for companies to interact with their customers and promote their brand (Mukhopadhyay & Jha, 2025). Since Instagram is a visually focused platform, it offers fashion brands the chance to display their items attractively and introduce a lifestyle that appeals to their main customers. As a result, both how companies market their products and how they build loyalty online have transformed.

Building loyalty in customers is more important than ever in the competitive fashion industry. Those who are loyal customers will shop with the brand more than once, advertise it to others and not be enticed by incentives from competing brands (Ahmad & Dirbawanto, 2024). Local brands, usually constrained by smaller budgets and limited resources, may find that encouraging loyalty is very important. Even so, digital marketing makes it difficult for these brands to both gain notice and sustain relationships with their customers.

Instagram is at the heart of this new system. In 2023, Instagram welcomed more than 2 billion monthly active users globally and Indonesia is one of the top five countries in terms of the number of users (according to Statista). On Instagram, millennials and Gen Z consumers see brand values, social trends and lifestyle coming together (Maryufani, 2022). Because they are

Fashion Brand's main target, this demographic responds well to authentic, visually attractive content they can interact with. As a result, Instagram is now a fierce area where fashion brands strive to attract and keep their customers.

It includes methods such as having influencers advertise, making use of what user's post, displaying stories, holding interactive polls, hosting live videos and placing tags on items (Katherine et al., 2024). As a result, brands are able to interact with users in both directions which increases interest and connection people feel toward the brand. Discovered that useful and interactive social media postings raise user engagement which helps form loyalty. According to Kim et al. (2023) posting the same brand story and messages across Instagram helps to form a bond of trust and loyalty with customers, according to recent research.

There is a large body of evidence that indicates emotional link influences loyalty among consumers. Currently, consumers look for brands that share their beliefs and who they are. Showcasing cultural stories, sustainable efforts or handmade features is now important for brands and using Instagram can help local brands do this (Maryufani, 2022). When a brand matches its persona to what consumers believe in, stronger and more valuable loyalty forms.

Let's not think it's possible without putting in significant effort and careful planning. A lot of local fashion brands encounter problems such as no clear content plan, skipping days to post and a poor response to clients' questions. Because there is so much content on Instagram, it's difficult for any one brand to keep people interested. A wrong digital marketing plan can prevent your business from creating loyalty or even make things worse.

The way businesses measure customer loyalty with digital platforms has moved forward (Clauss et al., 2019). We should move beyond looking only at how often people buy the same product. Instead, you can learn more about customer loyalty on social media by looking at the engagement rate, how customers mention the brand, what user-generated content exists and the feelings expressed in the comments (Fetais et al., 2023). They point to how emotionally involved customers are with a brand which is a better sign of future loyalty than just transaction information.

Seeing as local fashion brands are using digital marketing more and more on Instagram, we must study how this strategy shapes loyalty among their customers. Even though experts have analyzed how digital marketing affects customers, the unique impact on loyalty for local fashion brands in emerging countries such as Indonesia, has not yet been fully studied. Fixing this gap matters for both theory and practical use, since it helps brand managers and entrepreneurs compete in the digital world.

## **Methods**

A quantitative study was carried out to look at the effects of digital marketing on customer loyalty to local fashion brands reached through Instagram. Quantitative research was chosen for its capability to evaluate and study how certain factors are associated with one another through statistical analysis. The goal of this research was to study if customer loyalty in terms of emotional connection, repeating purchases and being an advocate, were influenced by content, interactivity, influencer cooperation and brand response on Instagram. This study focused on Instagram users who live in Indonesia, follow at least one local fashion brand and were active with that brand during the last six months. We counted engagement as when someone liked, commented on, shared or purchased a product through Instagram. Those taking part had to be between 18 and 35, use Instagram regularly and remember their interactions with certain brands. The reason this age group was selected is that previous studies report that Generation Z and Millennials are the most engaged people on Instagram, when it comes to fashion and lifestyle. It was determined that obtaining 250 valid responses was sufficient for

this study, both for multiple regression and for correlation. Participants filled out the self-administered questionnaire online using Google Forms. People could access the survey through links shared on Instagram stories, direct messages or in local fashion groups on WhatsApp and Telegram. The participants were given details about the study's goal, the choice to take part and the promise nothing they said would be shared. Ethical issues were respected and all the participants had to agree and offer informed consent before they could participate.

There were three basic parts to the questionnaire. Questions in the first section were designed to collect gender, age, Instagram usage frequency and the count of local fashion brands being followed. The next section of the study examined digital marketing factors, using four constructs: whether the content is clear, attractive and contains useful information; interactivity with users, for example through comments and questions; use of popular influencers to advertise products; and the effectiveness of the brand's responses to online messages. In the third part of the survey, we asked about customer loyalty, including how willing people are to use the brand again, how emotionally tied they are to it and the probability of them recommending it to someone. To measure each item, participants used a scale from 1 ("Strongly Disagree") to 5 ("Strongly Agree"). To guarantee quality and reliability, the questionnaire used questions asked in similar research and was slightly changed to better suit Indonesian local fashion brands found on Instagram. Content validity for all items was checked by three skilled professors in marketing and communication. A pilot questionnaire was tested with 30 participants to discover any potential misunderstandings in the items and enhance overall understanding. Responses from the feedback process were used to enhance some items so they were easy to understand and suitable for all cultures.

Internal reliability of the scales was assessed using Cronbach's Alpha. Every construct scored higher than 0.70 which is the threshold for acceptable reliability. The reliability scores for these areas were between 0.76 for how responsive the brand is and 0.88 for how loyal customers are. Strong item-total correlation was found, confirming that the items on the scales fit closely with their intended constructs. They then coded the data and ran analyses with SPSS version 26 after they had been collected. Means, standard deviations and frequency numbers were used to show how the respondents view digital marketing practices. The study applied Pearson correlation analysis to discover how powerful the relationships are and which variables are leading. Multiple linear regression was performed to find out how much the four main digital marketing areas impacted loyal behavior. Tests were conducted to make sure the statistical model met the basic assumptions before beginning regression analysis. The morphology of the data was inspected with histograms and skewness-kurtosis measures. Using VIF, we saw that there was no serious multicollinearity, as all values fell below the threshold of 5. Autocorrelation was checked in the residuals using the Durbin-Watson statistic, with the result falling within the reasonable values (1.5–2.5). A residual plot confirmed that homoscedasticity exists.

## **Results and Discussion**

The findings of this study give valuable reasons why local fashion brands gain loyalty through digital marketing on Instagram. Through these inferential statistical analyses, the study has proven that how effective digital marketing is depends on content quality, interactivity, endorsements by influencers and how fast the brand responds to customer feedback. Such results confirm existing ideas and expose new developments important for local fashion social media marketing. Here, the findings are compared with existing literature to assess how they support filling gaps and advancing knowledge on digital loyalty formation.

Table 1. Pearson Correlation Matrix

Variables	Content Quality	Interactivity	Influencer Endorsement	Brand Responsiveness	Customer Loyalty
Content Quality	1.00				
Interactivity	.621	1.00			
Influencer Endorsement	.504	.588	1.00		
Brand Responsiveness	.602	.651	.576	1.00	
Customer Loyalty	.667	.710	.639	.748	1.00

All four digital marketing variables show strong positive correlations with customer loyalty. The strongest correlation was between brand responsiveness and customer loyalty ( $r = .748$ ,  $p < 0.01$ ), indicating that customers are more loyal when they perceive the brand as responsive and engaged.

Table 2. Model Summary (Regression Analysis)

Model	R	R <sup>2</sup>	Adjusted R <sup>2</sup>	Std. Error of the Estimate
1	.812	.660	.655	.427

The four independent variables collectively explain 66.0% of the variance in customer loyalty ( $R^2 = .660$ ). The model demonstrates strong explanatory power, with an R value of .812 indicating a strong relationship between digital marketing practices and customer loyalty.

Table 3. ANOVA Table

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	82.517	4	20.629	113.04	.000
Residual	42.483	245	0.173		
Total	125.000	249			

The regression model is statistically significant ( $F = 113.04$ ,  $p = 0.001$ ), meaning the set of predictors (content quality, interactivity, influencer endorsement, and brand responsiveness) reliably predicts customer loyalty.

Table 4. Coefficients Table

Predictor Variable	B	Std. Error	Beta ( $\beta$ )	t	Sig.
(Constant)	412	198		2.08	.038
Content Quality	.215	.065	.210	3.31	.001
Interactivity	.274	.060	.275	4.57	.000
Influencer Endorsement	.188	.058	.182	3.24	.001
Brand Responsiveness	.335	.055	.334	6.09	.000

Brand responsiveness ( $\beta = .334$ ,  $p = 0.001$ ) had the strongest influence, suggesting that customers value how responsive the brand is on Instagram. Interactivity ( $\beta = .275$ ,  $p = 0.001$ ) also had a substantial effect, indicating that features such as comments, likes, and interactive stories enhance loyalty. Content quality ( $\beta = .210$ ,  $p = 0.001$ ) and influencer endorsement ( $\beta = .182$ ,  $p = 0.001$ ) also played significant roles but were slightly less influential.

We studied how components of digital marketing such as content quality, interactivity, endorsement from influencers and how a brand responds, affect customer loyalty to local fashion brands on Instagram. According to the results, Instagram marketing approaches help

influence how consumers think and behave about local businesses. The study confirms current theories and supplies new information that helps overcome gaps in the literature.

Having high-quality content was an important factor in making customers loyal to a business which matches what earlier studies indicated (Kim, 2021). Yet, the study gives us a closer look at how this relationship works within the local fashion industry which is not examined much in other studies. Most previous studies on fashion brands around the world pay little attention to how local SMEs use digital content. The study finds that content quality is a key reason people stay loyal to a brand, improving our knowledge of localized branding strategies online.

In addition, using features such as comments, polls and story responses was strongly tied to customer loyalty. This result supports earlier research from Koningstein & Azadegan (2021) adds new knowledge about the importance of two-way communication for emerging markets. Most of the previous literature has focused on one-way communication from brands to consumers, but little attention has been given to how social media creates interactive situations. The study closes this gap by showing through data that using Instagram for interactions directly strengthens relationships between users and brands.

An important advantage of this study is that it describes influencer endorsement in more detail. Previous studies have pointed out that influencer marketing encourages consumers to buy, whereas this research also reveals that endorsement boosts a brand's long-lasting loyalty. On the one hand, previous research has examined instant responses such as buying right away or clicking an ad, while on the other hand, current research demonstrates that strong influencer efforts can help win consumer loyalty. By focusing on local influencers, the study introduces a perspective that is mostly lacking in the literature about mega-influencers and large campaigns. The rise in demand for genuine brands means the findings support businesses that use micro- and nano-influencers for building community-focused brand stories.

What this study found was that brands with faster and more meaningful responses to customer feedback were more likely to keep customers. Even though responsiveness is frequently linked to customer service (Salem & Salem, 2021), it has rarely been looked at in the context of building loyalty on social media except within fashion retail. The research demonstrates that being responsive matters more than just pleasing customers; it strongly affects whether someone stays loyal over time. It suggests that brands must respond quickly and provide personalized communication in digital branding because many consumers expect.

Akhtar et al. (2024) found the main drivers of customer engagement were visual stories and the reach of influencers, but this study finds other factors matter, too. Although visual branding and stars are still important, the study suggests that how brands directly engage customers can play a bigger role in attracting loyal customers than the other two elements alone. In light of the pandemic, digital consumers now want brands to be accessible and real, causing brands to rethink their practices.

Theoretically, this research adds to the study of customer-brand relationships (Huynh, 2022) by applying it to the market for local digital fashion. This shows that building relationships on Instagram needs more input from users than simply attracting attention with photos it requires trust, often a back-and-forth conversation and adjusting to the preferences of people in different markets. Since the  $R^2$  is very high (0.660) and the coefficients are solid, this research shows that digital marketers can use it to help keep customers returning.

## **Conclusion**

This research highlights how using social media, especially Instagram, draws in loyal customers for nearby fashion brands. The data show that engaging information, interactivity,

influencers and responsive brands influence customers to stay loyal over time. This study tests these relationships numerically, thereby supporting existing research and highlighting the local fashion industry on social media which receives little attention compared to global or typical brands. As a result, local fashion businesses can boost customer retention by making use of Instagram's special features. To confirm and develop these understandings, future studies could use long-term studies and widen the range of places involved.

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