

Linkages between Social Media Presence, Brand Awareness, Customer Loyalty, and Sales Growth in Entrepreneurial Companies (Study on Fashion Industry Entrepreneurs in West Java)

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ABSTRACT

This study aimed to investigate the relationship between social media presence, brand awareness, customer loyalty, and sales growth among fashion industry entrepreneurs in West Java. A survey was conducted with 150 participants, and the data were analyzed using Pearson's correlation coefficient. The results indicate that social media presence is positively associated with brand awareness, customer loyalty, and sales growth. The findings suggest that fashion industry entrepreneurs in West Java should focus on building and maintaining a solid social media presence to improve their brand awareness, customer loyalty, and sales growth.

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1. INTRODUCTION

The development of technology has a significant influence on sales growth and entrepreneurial sustainability. Using technology, entrepreneurial companies can reach a broader range of consumers worldwide [1], [2]. Through the internet and social media, companies can promote their products and services to consumers in different parts of the world. Technology can help entrepreneurial companies reduce their operating costs. For example, by using digital technology, companies can reduce the cost of marketing and distributing products. Technology can also help entrepreneurial companies improve their efficiency.

Companies can manage their business more effectively using accounting software and inventory management programs [3], [4]. Technology can encourage entrepreneurial companies to be more creative and innovative. By using the latest technology, companies can develop products or services that are more unique and attractive to consumers. Technology can help entrepreneurial companies to strengthen customer satisfaction [5]. Using technology, companies can speed up customer service processes, improve customer communication, and improve customer experience. Thus, technological developments can help entrepreneurial companies to increase sales

growth and sustainability of their business, expand market reach, and achieve more meaningful business goals [6], [7].

Social media is increasingly becoming integral to many companies' marketing and advertising strategies. It has revolutionized the way businesses reach their target audience and engage with them [5], [8]. Social media platforms like Facebook, Twitter, Instagram, and LinkedIn allow businesses to connect with their customers, build their brands, and increase sales. With the advent of social media, it is critical for companies, especially entrepreneurial ones, to understand the interrelationships between social media presence, brand awareness, customer loyalty, and sales growth [9], [10].

The fashion industry is one of the most competitive industries worldwide, with many entrepreneurial companies competing for equal market share [11], [12]. The West Java region of Indonesia has seen a surge in entrepreneurship in fashion in recent years [13]. Therefore, this study investigates the relationship between social media presence, brand awareness, customer loyalty, and sales growth in entrepreneurial companies in the fashion industry in West Java.

The fashion industry is one of the most competitive industries in the world, and entrepreneurial companies face very fierce competition. One of the ways entrepreneurial companies in fashion can differentiate themselves from competitors is through effective marketing strategies [14], [15]. Social media has emerged as a powerful tool for companies to reach their target audience and build their brand [9],[16]. However, the effectiveness of social media in building brand awareness, customer loyalty, and sales growth is not fully understood, especially in the context of entrepreneurial companies in the fashion industry in West Java. Therefore, this study investigates the relationship between social media presence, brand awareness, customer loyalty, and sales growth in entrepreneurial companies in the fashion industry in West Java.

The fashion industry in West Java has experienced a significant surge in

entrepreneurial activity in recent years. However, these companies face fierce competition and must distinguish themselves from their competitors to succeed [17], [18]. Social media has emerged as a powerful tool for companies to connect with their target audience, build their brand, and generate sales. Despite the potential benefits of social media, the effectiveness of social media in building brand awareness, customer loyalty, and sales growth is not fully understood, especially in the context of entrepreneurial companies in the fashion industry in West Java. Social media has emerged as a powerful tool for companies to connect with their target audience, build their brand, and generate sales [19], [20]. Despite the potential benefits of social media, the effectiveness of social media in building brand awareness, customer loyalty, and sales growth is not fully understood, especially in the context of fashion industry entrepreneurial companies in West Java.

Therefore, the research problem investigates the relationship between social media presence, brand awareness, customer loyalty, and sales growth in fashion industry entrepreneurial companies in West Java. In particular, the study aims to answer the following research questions:

1. Is there a positive link between social media presence and brand awareness among customers of fashion industry entrepreneurial companies in West Java?
2. Is there a positive link between brand awareness and customer loyalty among customers of fashion industry entrepreneurial companies in West Java?
3. Is there a positive link between customer loyalty and sales growth among customers of fashion industry entrepreneurial companies in West Java?
4. Does social media significantly impact sales growth among customers of fashion industry entrepreneurial companies in West Java?

2. LITERATURE REVIEW

Social media has become essential for entrepreneurs to promote businesses, interact with customers, and increase sales. In the fashion industry, social media has also become a necessary platform for entrepreneurs to build their brands, build a loyal customer base, and generate sales. This literature review will examine previous research on the relationship between social media presence, brand awareness, customer loyalty, and sales growth within startups, focusing on the fashion industry in West Java.

2.1 Social Media Presence

The existence of social media is a measure of a company's activity and engagement on social media platforms. Companies with a robust social media presence are likelier to reach a wider audience, build brand awareness, and interact with customers [21], [22]. Previous research has shown that the presence of social media positively affects brand awareness and customer loyalty, which in turn can lead to sales growth [11], [23].

Entrepreneurs in the fashion industry in West Java can use social media platforms such as Instagram, Facebook, and Twitter to promote their products, communicate with customers, and build brand awareness. According to a study by [18],[24], [25], Indonesian fashion entrepreneurs use Instagram and Facebook to share product images and promotional content and interact with their customers. Therefore, having a robust social media presence is essential for fashion entrepreneurs in West Java to promote their businesses and increase sales.

2.2 Brand Awareness

Brand awareness is the extent to which customers recognize and remember a brand. This is an essential factor in customer decision-making and can significantly influence purchasing behavior [26], [27]. Social media is a powerful tool for building brand awareness. It allows companies to reach a broad audience and promote their brand through various forms of content,

including images, videos, and user-generated content [28], [29].

Several studies have shown a positive relationship between social media presence and brand awareness. For example, a study by [11] found that higher levels of social media presence were positively associated with more heightened brand awareness in the fashion industry. Likewise, a study by [30] found that social media marketing positively affects brand awareness in the beauty industry.

Entrepreneurs in the fashion industry in West Java can use social media platforms to build brand awareness by creating engaging content, running promotional campaigns, and encouraging user-generated content. For example, a fashion entrepreneur can run a hashtag campaign on Instagram to encourage customers to share photos of themselves wearing the company's products. This can increase visibility and brand awareness among potential customers.

2.3 Customer Loyalty

Customer loyalty is a measure of a customer's commitment to a brand, which results in repurchases and positive recommendations. Building customer loyalty is critical to long-term business success, as loyal customers are more likely to repurchase and recommend brands to others [31]–[33].

Social media can build customer loyalty by allowing companies to interact with customers and establish personal relationships. Previous research has shown that social media interactions positively affect customer loyalty [5], [34].

In the fashion industry, fashion entrepreneurs in West Java can use social media to build customer loyalty by creating personalized content, responding quickly to customer questions and feedback, and creating interactive communities. For example, a fashion entrepreneur can use Instagram stories to display behind-the-scenes footage of the production process, giving customers an idea of the brand's value and personality. This can build personal relationships with customers, leading to increased customer loyalty [25], [35], [36].

2.4 Sales Growth

Sales growth is a measure of the increase in revenue generated by a company over a certain period. Social media can positively influence sales growth by increasing brand awareness, building customer loyalty, and increasing website traffic [19], [37], [38].

Several studies have shown a positive relationship between social media and sales growth. For example, a study by [39] found that social media positively influences consumer behavior and increases company sales. Similarly, a study by [14], [15] found that social media marketing positively influences sales growth in the fashion industry.

In the fashion industry, social media can positively influence sales growth by providing a platform for entrepreneurs to promote their products, interact with customers, and increase traffic to their e-commerce websites. For example, a fashion entrepreneur can use Instagram to showcase their products and include a link to their website in the bio section, encouraging customers to visit and make purchases [9], [11], [12], [16].

3. METHODS

This study investigates the relationship between social media, brand awareness, customer loyalty, and sales growth in entrepreneurial companies in the fashion industry in West Java. To achieve this goal, a survey was conducted on entrepreneurs in the fashion industry in West Java.

3.1 Sampling Techniques

The sampling technique used in this study was convenience sampling. The research participants are entrepreneurs in the fashion industry in West Java who have an active business presence on social media. The sample size for this study was 150 respondents, which was considered sufficient to achieve a representative sample of the population. Data Collection The data for this

study was collected through a self-contained online survey. The survey is designed to gather information about social media presence, brand awareness, customer loyalty, and sales growth among West Java entrepreneurs in the fashion industry. The survey consists of four parts:

1. Social media presence: This section collects information about the social media platforms used by entrepreneurs in the fashion industry in West Java and the frequency of their use.
2. Brand awareness: This section gathers information about the effectiveness of social media in building brand awareness among entrepreneurs in the fashion industry in West Java.
3. Customer loyalty: This section collects information about the effectiveness of social media in building customer loyalty among entrepreneurs in the fashion industry in West Java.
4. Sales growth: This section gathers information about the effectiveness of social media in driving sales growth among entrepreneurs in the fashion industry in West Java.

The survey questions were designed using a 5-point Likert scale, ranging from strongly disagreeing to strongly agreeing [40], [41]. The survey was conducted using Google Forms and distributed through social media platforms like Instagram and Facebook.

3.2 Data Analysis

Data collected from surveys were analyzed using descriptive statistics, such as frequency and percentage distributions. The results are presented using tables and graphs for straightforward interpretation. Survey data were analyzed using SPSS version 26.0. A series of descriptive analyses were conducted to determine the frequency distribution and size of the central tendency for the captured variables. Correlations between variables were analyzed using the Pearson correlation coefficient.

4. RESULTS AND DISCUSSION

To investigate the link between social media presence, brand awareness, customer loyalty, and sales growth in the fashion industry in West Java, a survey was conducted on 150 fashion industry entrepreneurs in the region. The survey consists of questions related to social media presence, brand awareness, customer loyalty, and sales growth. The results of the study are presented below.

4.1 Social Media Presence

The survey results show that 86% of fashion industry entrepreneurs in West Java are on social media, with Instagram being the most popular platform used by 75% of respondents. Other social media platforms used by fashion entrepreneurs in West Java include Facebook (58%), TikTok (23%), and Twitter (18%).

4.2 Brand Awareness

The survey results show that social media is the most effective tool for building brand awareness among fashion industry entrepreneurs in West Java. 87% of respondents stated that social media positively affects brand awareness, with Instagram being the most effective platform for building brand awareness (76%). Other effective platforms for building brand awareness include Facebook (56%), TikTok (18%), and Twitter (12%).

4.3 Customer Loyalty

The survey results show that social media is essential for building customer loyalty among fashion industry entrepreneurs in West Java. 83% of respondents stated that social media positively affects customer loyalty, with Instagram being the most effective platform for building customer loyalty (68% of respondents). Other effective platforms for building customer loyalty include Facebook (50%), TikTok (22%), and Twitter (16%).

4.4 Sales Growth

The survey results show that social media is essential in driving sales growth among fashion industry entrepreneurs in

West Java. 79% of respondents stated that social media positively affects sales growth, with Instagram being the most effective platform to drive sales growth (62% of respondents). Other effective platforms to drive sales growth include Facebook (48%), TikTok (19%), and Twitter (13%).

Overall, the survey results show that social media presence, brand awareness, customer loyalty, and sales growth are interrelated factors and are very important for the success of entrepreneurial companies in the fashion industry in West Java. Social media is essential for building brand awareness, establishing customer loyalty, and driving sales growth. Instagram is the most effective platform for achieving these goals among West Java fashion industry entrepreneurs.

4.5 Correlation

The Pearson correlation coefficient is used to analyze the correlation between variables. The results show that there is a significant positive correlation between social media presence and brand awareness ($r = .654$, $p < .01$). Similarly, there is a significant positive correlation between social media presence and customer loyalty ($r = .573$, $p < .01$), as well as between social media presence and sales growth ($r = .612$, $p < .01$). In addition, there is a significant positive correlation between brand awareness and customer loyalty ($r = .563$, $p < .01$), as well as between brand awareness and sales growth ($r = .620$, $p < .01$). Finally, there is a significant positive correlation between customer loyalty and sales growth ($r = .620$, $p < .01$). Discussion

The results of this study show that social media presence is positively related to brand awareness, customer loyalty, and sales growth among fashion industry entrepreneurs in West Java. These findings are consistent with previous research on the use of social media in marketing. The results also show that Instagram is the most commonly used social media platform among fashion industry entrepreneurs in West Java. This aligns with the growing popularity of Instagram as a marketing tool, especially in the fashion industry.

The results also show that fashion industry entrepreneurs in West Java view social media as effective in building brand awareness and customer loyalty and encouraging sales growth. This indicates that social media can be a valuable marketing tool for fashion industry entrepreneurs in West Java.

The positive correlation between social media presence and brand awareness, customer loyalty, and sales growth suggests that fashion industry entrepreneurs in West Java should focus on building and maintaining a solid social media presence. This can be achieved through regularly posting high-quality content, engaging with followers, and utilizing social media features such as influencer marketing and user-generated content.

The positive correlation between brand awareness and customer loyalty and between brand awareness and sales growth suggests that building brand awareness should be a priority for fashion industry entrepreneurs in West Java. This can be achieved through consistent branding and messaging, as well as leveraging social media to build a strong brand identity [11], [14], [21].

The positive correlation between customer loyalty and sales growth suggests that fashion industry entrepreneurs in West Java should focus on building and maintaining strong customer relationships. This can be achieved through engaging with customers on social media, providing excellent customer service, and offering incentives and promotions to loyal customers [15], [20], [42].

Limitations

Despite the critical findings of this study, some limitations must be acknowledged. First, the research only

focuses on fashion industry entrepreneurs in West Java, and the results may not be generalizable to other regions or industries. Second, the study was conducted using a self-report survey, which desired social biases can influence. Future research may use different methods, such as interviews or observations, to overcome these limitations. Finally, the study did not consider the Impact of other variables, such as product quality or price, on sales growth. Future research may investigate the interaction between social media and these variables on sales growth.

5. CONCLUSION

The results of this study show that social media is an effective tool for fashion industry entrepreneurs in West Java to build brand awareness, customer loyalty, and sales growth. Instagram is the most used social media platform among fashion industry entrepreneurs in West Java. Building a solid brand identity through consistent branding and messaging, engaging with customers on social media, and providing excellent customer service are some key strategies fashion industry entrepreneurs in West Java should implement to increase their brand awareness and customer loyalty. The findings of this study have important implications for fashion industry entrepreneurs in West Java and provide insight into how they can leverage social media to grow their businesses. More research is needed to explore the effectiveness of different social media platforms and to investigate the role of other factors, such as influencer marketing and user-generated content, in building brand awareness, customer loyalty, and sales growth in the fashion industry.

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