



TECHNIUM
SOCIAL SCIENCES JOURNAL



Vol. 58/2024
A New Decade for Social Changes

PLUS
COMMUNICATION



International
Communication & PR

Utilizing Technology To Boost Brand Recognition In Sales of Thrift Stores

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Abstract. The purpose of this study is to ascertain how Instagram and EWOM affect customer happiness and brand trust. Brand trust can be raised by introducing products on Instagram and featuring recommendations from customers who have made purchases. Thrifting is a company that is expanding right now, particularly among the young people in our study. A total of 209 thrift store shoppers made up the sample. The findings demonstrate that Instagram has a direct and indirect impact on brand trust and satisfaction. This isn't the case, though, with EWOM, which has no bearing on the brand through satisfaction. Social media can be utilized more by proprietors of thrift stores to promote their products and increase consumer confidence in the brands they carry.

Keywords. Instagram, EWOM, Satisfaction, Brand Trust.

1. Introduction

One element that is developing quickly is technology. Everybody must be able to adapt to this technological advancement to stay ahead of the curve, as it affects every aspect of human existence. Technology is the primary element that professionals in the corporate sector need to grasp. Due to the ongoing development of technology, all businesses feel compelled to employ information technology. E-commerce's rise to prominence is evidence of trade's technological advancement [1]. Thrift stores are among the companies that use e-commerce to manage their operations. Thrifting or purchasing secondhand clothing from overseas is currently popular among Indonesians and it has emerged as a new trend in that nation. The website of Ciputra University states that the word "thrifting" is derived from the word "thrift," which refers to imported used products. Although this item is normally in brand-new condition, there may occasionally be minor flaws. Thrift store items are typically in great demand by the general population due to their restricted availability. Additionally, thrifting is the practice of purchasing secondhand items that are still usable [2].

The fashion industry in Indonesia is influenced by trends observed in Western apparel and other global cultures. Clothing items found in thrift stores frequently consist of unique items that deviate from the prevailing fashion trends. Currently, thrift stores are a new business opportunity for the younger generation due to their low capital requirements and high interest

[3]. The rise of youth fashion is a major factor in the survival of thrifting. With time, new tendencies that are thought to exist will undoubtedly surface. This evolution can stem from several ideas, including style and technology. Teenagers are becoming increasingly influenced by fashion, especially since this implies being different and unique. They are inspired by this idea to be imaginative and fearlessly express their passion [4].

Naturally, thrift store operators face intense competition. As a result, they need to be astute in their selection of tactics to thrive in the modern digital business environment. This includes being inventive and creative in their use of media and other forms of current technology. popular social media platforms such as Instagram. Because Instagram is a social media platform that many young people use these days, businesses are using it extensively to market their goods. Instagram is a mashup of the terms "telegram" and "Instamatic" [5]. Thrift stores can conduct their businesses on Instagram with great success. Using Instagram's features, thrift stores can use the platform to showcase their merchandise and boost sales volume. Businesses in the fashion industry will find it appropriate to showcase their apparel products with the availability of this visual media.

EWOM (Electronic Word of Mouth) is another component whose existence is also influenced by technological advancements. EWOM is a good or negative statement made about a product or company by a future, current, or former consumer. This statement is available online for many individuals and organizations to access [6]. Online statements from customers will impact the evaluation of the store, whether it is favorable or not. This assertion may take the shape of a social media review for the secondhand store.

Social media is used by consumers to research products before making a purchase. In addition to what the merchant offers, the majority of them will also view customer-submitted recommendations. Customers will feel satisfied with the information they have gotten. Customer comments on social media play a significant influence on other customers. These claims have the potential to affect consumers' expectations for the goods they will buy. The client will be pleased and satisfied if the result meets or gets above their expectations. Meeting or surpassing the needs of the consumer is essential to customer satisfaction [7]. In an ideal world, customers who are pleased with an online retailer's goods or services will return to that retailer. Put differently, the cornerstone of each successful organization is shaped by client happiness, which in turn fosters trust in the brand under examination. The average consumer's propensity to place their trust in a brand's capacity to perform its intended purpose is known as brand trust [8]. To preserve consumer trust in the secondhand clothing industry, vendors will make sure that the goods they offer are authentic, high-quality items. To give customers the impression that their products are superior to those of other online retailers, they will post appealing images of their offerings on Instagram.

2. Literature Review

Instagram is an abbreviated version of the phrase "instant telegram." Unlike its previous name, "Burn," Instagram is more associated with cameras. The network gained popularity thanks to its easy-to-use image-sharing features, which included some awesome retro filters. Instagram is a new kind of social media communication that connects users through photographs. What draws people to social networking is the ability to "like," "follow," and "enter popular." To obtain the best results, images intended for Instagram posting are typically modified using several different photo editing programs [9].

Instagram can also be defined as a powerful instrument for expanding brands' visual platforms. Fashion brands that sell beauty, household, and other products can concentrate on

building their social networks, raising brand recognition, and showcasing their innovation because their products have a strong visual impact [10]. (Furthermore, due to its ability to boost user engagement, Instagram is a platform that is particularly well-suited for social media marketing [11]. According to [12] Instagram features include location tags, photo contests, followers, hashtags, automatic notifications, and profiles.

Customer happiness may be impacted by Instagram use [13]. To pique followers' attention and encourage them to make purchases, sellers will make the most of Instagram's features to showcase their products. Satisfaction occurs when expectations and reality align [7]. Customers' contentment with a brand will lead to their faith in it, and this trust will be seen on Instagram. The author derives the following theory from the above description:

H1: There is an influence of Instagram on Satisfaction

H2: There is an influence of Instagram on Brand Trust

H3: There is an influence of Instagram on Brand Trust through Satisfaction

E-WOM messages are remarks, whether favorable or unfavorable, made about a product or business by prospective, real, or former customers. Many individuals and organizations have access to this declaration over the Internet [6]. Electronic word-of-mouth, often known as E-WOM, is the term for informal internet-based communication that vendors or consumers use to discuss the features or applications of particular products and services [14]. E-WOM refers to any comment made by potential, actual, or past customers that is based on their good, neutral, or negative experiences with a company's brands, products, or services. Many individuals and organizations receive these declarations via the Internet (via news feeds, social networks, websites, and instant messaging, among other channels) [15]. Subsequently, more researchers declared that electronic word-of-mouth (E-WOM) is a dynamic and ongoing process of future, actual, or past consumers sharing information about goods, services, brands, or enterprises. This information is available online to a large number of individuals and organizations [16].

Chu and Kim [17] define E-WOM as the process of obtaining, expressing, and providing opinions. Afterward, other specialists connected the idea behind this activity to intriguing subjects or recommendations on social media platforms like Instagram, which would surely raise the account's popularity [18]. Bhandari and Rodgers [19] state that e-word-of-mouth (e-WOM) is just one of the numerous informational sources that customers utilize to gauge the caliber of goods and services. The E-WOM dimension is composed of three components: the sender's knowledge, and the quantity and quality of the E-WOM messages [20]. E-WOMB through social media can be divided into various categories, such as normative influence, trust, homophily, tie strength, and informational influence [17].

Consumers typically seek out information explaining the goods they wish to buy before making a purchase. Before making a purchase, potential customers can easily find EWOM through this medium. Social networking knowledge is beneficial to customers. Customer happiness is impacted by EWOM [21]. Additionally, EWOM can boost consumer confidence in brands [22]. The following is the theory put out based on the above description:

H4: There is an influence of EWOM on Satisfaction

H5: There is an influence of EWOM on Brand Trust

H6: There is an influence of EWOM on Brand Trust through Satisfaction

Customer feedback in the form of evaluation following the purchase of a good or service that meets or exceeds expectations is known as customer satisfaction. According to Maminaiina Aimee [23], customer satisfaction is determined by contrasting the performance of goods or

services that satisfy the wants and aspirations of the consumer with the expectations of the customer. The perceived performance of the product in comparison to the buyer's expectations determines customer happiness. Customers are angry when a product does not live up to their expectations; they are happy when performance does as expected; and they are extremely delighted when performance goes above and above their expectations [24]. Customer satisfaction may also be defined as the customer's total assessment of their experience with a product or service after they have used it [25].

Subsequently, further scholars elucidated that the primary marketing notion that evaluates a brand's capacity to fulfill or surpass consumer expectations is customer satisfaction [26]. One significant component that is thought to have an impact on the business is customer satisfaction. It is expected of customers who are pleased with the goods and services to tell their friends and family about their experiences [27]. According to Irawan [28], five factors influence customer satisfaction: price, quality of the product, quality of the service, emotional factor, and cost and convenience. The following is the theory put out based on the above description:
H7: There is an influence of Satisfaction on Brand Trust.

The propensity of the typical consumer to rely on a brand's capacity to carry out its designated role is known as brand trust [29]. A sense of assurance that a brand will live up to customer expectations is another definition of brand trust [30]. Munuera-Aleman et al., [31] offer an alternative definition that pertains to customers' risk intentions and their expectations regarding brand reliability. Consumer confidence in a brand's positive traits and actions is another definition of brand trust [32]. When you trust a brand, you are putting your trust in a symbol rather than a real person. According to Lau and Lee [33], there is an alternative interpretation of this concept which suggests that consumers are prepared to take risks in the hopes of receiving great outcomes from a brand. Brand trust is influenced by three things. Brand characteristics, company characteristics, and consumer brand characteristics are the three factors [33]. According to Munuera-Aleman et al., [31], two distinct elements make up brand trust: brand intentions and brand reliability. Below is a description of the research's justification:

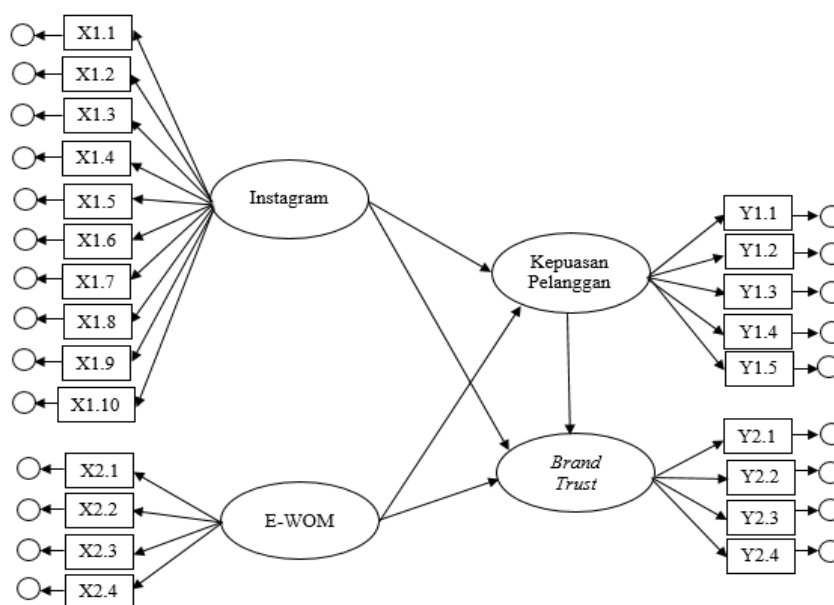


Figure 1. Framework for Thinking

Methodology

This study employs a quantitative research methodology by administering a direct survey to participants to ascertain their perspectives on the statements presented in the online questionnaire. SEM (Structural Equation Modelling) is subsequently applied to the received data for evaluation. The study's population comprised 220 consumers of Thrift Shop, selected through purposive sampling. Specifically, the members were customers who had made purchases at least twice. The data was acquired using administering questionnaires using Google Forms. During the measurement process, a Likert scale comprising weighted values from 1 to 5 was utilized, with the following explanations provided: 1 (strongly disagree), 2 (agree), 3 (neutral), 4 (agree), and 5 (strongly agree).

Result

Table 1 shows that according to age, 181 respondents (87%) were the majority of purchases, and 128 respondents (61%), or the majority of respondents, had student employment levels. With 155 residents, Jakarta is home to the bulk of responses (74%). The majority of respondents (45.5%) learned about thrifting from friends, while 93 people (44.5%) learned about it via Instagram. Finally, of those who made purchases, the majority—116 individuals, or 55.5%—bought <2.

Table 1. Respondent's Profile

Characteristic	Total	Percentage (%)
Age		
<20 year	17	8
20-30 year	181	87
31-40 year	8	4
>40 year	3	1
Occupation		
Student/Students	128	61
Private employees	59	28
Government employees	2	1
Housewife	8	4
Entrepreneur	12	6
Domicile		
Jakarta	155	74
Bodetabek	49	23
Outside Jabodetabek	5	2
Resources to Get Information		
Friend	93	44,5
Family	21	10
Instagram	95	45,4

Total Buying		
<2 times	116	55,5
3-5 times	71	34
>5 times	22	10,5
TOTAL	209	100

Sources: authors, 2023

The results of the validity test for all indicators in this study are presented in Table 2. This is evident from the loading factor values, which all exceed 0.5. In addition, the construct reliability test demonstrates that the variables utilized in the research model satisfy Composite Reliability (CR), as indicated by the overall CR value exceeding 0.7, and the discriminant validity test results are confirmed by the Variance Extracted (AVE) value exceeding 0.5.

Table 2. Reliability and validity analysis

Variable	Indicators	Items	Standardized Loading	Construct Reliability	VE	Average Variance Extracted (AVE)
Instagram (X1)	1. Profile	X1.1	0,69	0,77	0,55	0,74
	2. Followers	X1.2	0,84			
	3. Hashtags	X1.3	0,76			
	4. Automatic Notification	X1.4	0,76			
	5. Location Tag	X1.5	0,67			
	6. Photo Contest	X1.6	0,75			
	(Diamond, 2013)	X1.7	0,62			
		X1.8	0,84			
		X1.9	0,85			
		X1.10	0,6			
EWOM (X2)	1. Quality of E-WOM	X2.1	0,9	0,79	0,6	0,77
	2. Quantity of E-WOM	X2.2	0,81			
	3. E-WOM message sender's expertise	X2.3	0,61			
	(Lin et al., 2013)	X2.4	0,74			
Customer Satisfaction (Y1)	1. Product Quality	Y1.1	0,88	0,83	0,66	0,81
	2. Price	Y1.2	0,87			
	3. Service Quality	Y1.3	0,76			
	4. Emotional Factors	Y1.4	0,74			
	5. convenience					
(Irawan, 2002)	Y1.5	0,82				
Brand Trust (Y2)	1. Brand Characteristic	Y2.1	0,88	0,76	0,53	0,73
	2. Company Characteristics	Y2.2	0,67			

3. Consumer Brand Characteristic	Y2.3	0,64
(Lau & Lee, 1999)	Y2.4	0,71

Sources: Authors, 2023

Table 3 shows a confirmatory factor analysis to assess the construct validity and suitability of the overall measurement model [34]. The marginal fit is indicated by the fact that the total chi-square for the measurement model is 0.00, which is less than the predetermined significance level of 0.05. In contrast, the Normed Fit Index (NFI) is established at 0.90, the Non-Normed Fit Index (NNFI) at 0.92, the Comparative Fit Index (CFI) at 0.92, the Incremental Fit Index (IFI) at 0.92, and the Relative Fit Index (RFI) at 0.90, all of which fall within the Good Fit category. In contrast, the value of 0.13 for the Root Mean Square Error of Approximation (RMSEA) classifies the fit as marginal. In addition, it is possible to classify the CAIC (Consistent Akaike Information Criterion), Saturated CAIC, and Independence CAIC models as having a Good Fit [34], [35]. Consequently, compelling evidence of a satisfactory fit is presented by the proposed model [36].

Table 3. Goodness of Fit

Measure Goodness Of Fit	Target Suitability	Result	Description
Minimum Fit Function Chi-Square	P Value > 0.05	0,00	<i>Closed Fit</i>
Root Mean Square Error of Approximation (RMSEA)	≤ 0.08 is (a good fit) if RMSEA < 0.05 is a close fit	0,13	<i>Marginal Fit</i>
Model CAIC (Consistent Akaike Information Criterion)	CAIC is smaller than the CAIC of the saturated and independent models,	1113,13	<i>Good Fit</i>
Independence CAIC	meaning it has a fit model	10458,29	
Saturated CAIC		1750,48	
Normed Fit Index (NFI)	≥ 0.90	0,90	<i>Good Fit</i>
Non-Normed Fit Index (NNFI)	≥ 0.90	0,92	<i>Good Fit</i>
Comparative Fit Index (CFI)	≥ 0.90	0,92	<i>Good Fit</i>
Incremental Fit Index (IFI)	≥ 0.90	0,92	<i>Good Fit</i>
Relative Fit Index (RFI)	≥ 0.90	0,90	<i>Good Fit</i>

Source: LISREL 8.70 Output

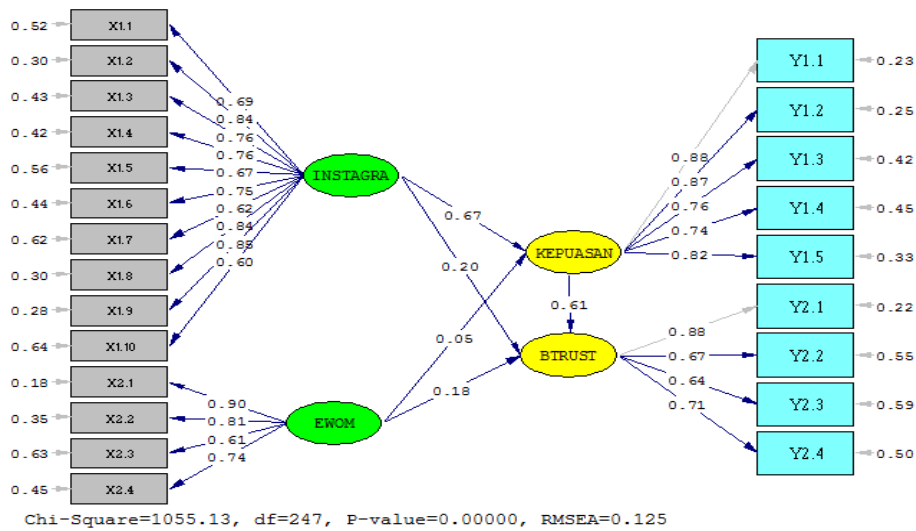


Figure 2. Structural Equation Modeling (SEM) based on Standardization

Source: LISREL 8.70 Output

All statistically observed variables with a significance level of 5% are deemed valid based on the above image. This is a result of the standardized loading factor measurement model's observed variables all having values of > 0.50 . The standardized loading variables mentioned above have been determined to be legitimate and significant statistically. The model's suitability for the data utilized in the study is demonstrated by the model's feasibility test. The table below illustrates this suitability:

Table 4. Hypothesis

Path	Estimate	t-value	Critical Value	Conclusion
Instagram (X1) → Customer Satisfaction (Y1)	0,67	5,180	1,96	Accepted
E-WOM (X2) → Customer Satisfaction (Y1)	0,05	0,500	1,96	Not Accepted
Instagram (X1) → Brand trust (Y2)	0,20	2,020	1,96	Accepted
E-WOM (X2) → Brand trust (Y2)	0,18	2,040	1,96	Accepted
Instagram (X1) → Customer Satisfaction (Y1) → Brand trust (Y2)	0,61	6,690	1,96	Accepted
Customer Satisfaction (Y1) → Brand trust (Y2)	0,4087	4,290	1,96	Accepted
E-WOM (X2) → Customer Satisfaction (Y1) → Brand trust (Y2)	0,0305	0,490	1,96	Not Accepted

Source: LISREL 8.70 Output

Upon examination of the data processing outcomes presented in Table 4 and Figure 2, acceptance of the hypothesis is determined by a t-value greater than 1.96. The research findings indicate that the following hypotheses have been accepted: Instagram (X1) → Customer Satisfaction (Y1) → Brand trust (Y2) → 2.020; E-WOM (X2) → Brand trust (Y2) → 2.040; Instagram (X1) → Customer Satisfaction (Y1) → Brand trust (Y2) → 6.690; and Customer

Satisfaction (Y1) → Brand trust (Y2) → 4.290. Both of the following hypotheses were rejected because their t-values were less than 1.96: E-WOM (X2) → Customer Satisfaction (Y1) (t-value: 0.490); and E-WOM (X2) → Brand Trust (Y1) (t-value: 0.490).

Discussion

For fashion brands, Instagram is the most popular social media platform [37]. Instagram's primary purpose is to help businesses engage with their audiences by facilitating the sharing of images and videos. Additionally, it has customer communication features that allow users to navigate to numerous websites with only one click and multiple ad places. Hanaysha [26] asserts that social media can be utilized to connect and communicate with clients to raise satisfaction levels. The contentment of Instagram users is often predicted by factors such as entertainment, socialization, and utility. This satisfaction, in turn, often leads to the development of a following and increased engagement with fellow users [13]. Businesses use social media as a channel for customer involvement, communication, and contact in addition to offering value and experiences to boost brand behavioral responses [38]. Instagram has a feature that allows users to interact with the platform by rerouting users to other websites with a single click and many ad places [37].

According to Lavenia et al., [39], the impact of E-WOM on customer satisfaction is negligible. When eWOM is positive before a purchase, it has a positive effect on consumer expectations, which raises the evaluation of the product's performance. Conversely, when eWOM is negative before a purchase, it hurts consumer expectations, which lowers the evaluation of the product [21]. According to a study by Ha and Perks [40], brand trust is significantly impacted by customer satisfaction. Not only do happy customers stick around, but they also develop into brand-trusting patrons who will eventually bring in more reliable customers.

E-WOM, according to Canhoto & Kietzmann [15], is any comment based on prospective, actual, or past customers' favorable, neutral, or unfavorable experiences with a company's brands, products, or services. favorable E-WOM will have a favorable impact on brand trust. This is because customers have access to information and rely on product reviews from a variety of users [41]. Nevertheless, according to Lavenia et al., [39], messages spread by online media can be both good and negative, which results in a range of user satisfaction levels (some are satisfied, some are not). Subsequently, the E-WOM supplied is likewise less realistic or accurate. Positive e-word-of-mouth (eWOM) before purchase has been shown to have a positive impact on consumer expectations, which in turn raises the evaluation of product performance [21]. Conversely, negative e-word-of-mouth (eWOM) before purchase has been shown to harm consumer expectations, which in turn lowers the evaluation of product performance.

Managerial Implication

At this time, Thrift Shop Clothing is a thriving industry among the younger demographic. This presents a potential opportunity for entrepreneurs to expand their enterprises by capitalizing on technological advancements through the extensive utilization of social media platforms. To enhance consumer confidence in our brand, we must furnish elucidations of our products through the promotional platform Instagram.

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