

# Social Media Effect: Building the Customers Loyalty of Hennes & Mauritz Brand Fashion in Indonesia

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## ABSTRACT

Economic growth has accelerated in recent years. Company owners' tactic was to use social media as a bridge to reach out to customers. A brand gains who gains consumers would attempt to establish a relationship with them and also gain their commitment. This is referred to as consumer loyalty. This loyalty is very critical to the brand's long term sustainability and growth. Customers' satisfaction can be used to gain customer loyalty. This study aims to examine H&M's use of Twitter as a social networking platform for building consumer loyalty. This study used a netnographic approach to examine H&M's marketing strategy for building consumer loyalty through the use of social media, specifically Twitter. The netnography approach is an ethnographic method that combines the use of internet with ethnography. The data for this analysis was gathered by reprocessing H&M post data obtained via Twitter. The findings in this research conclude that games and interaction will undoubtedly be required to capture customers' interest and generate their loyalty. Essentially, consumers' willingness to be in touch with a company decides whether or not they want to give commitment. This commitment will determine the customers' loyalty by their behaviour in purchase continuously. As a result, it's possible to reduce those customers who have chosen to make H&M brand their first preference which show a sign of customers' loyalty.

## 1. INTRODUCTION

The current state of affairs in the world has increased the competitiveness of the corporate world. As a result, every entrepreneur must employ the proper strategy for establishing social media relationships with consumers (Kim & Drumwright, 2016; Parsons, 2013; Rosmadi, 2021). The loyalty of customers is important to a business's success. A loyal customer is needed so that it can help in the development of one brand. In the success of a brand, they obviously need customers in order to increase their sales. Customers are needed for a brand's popularity in order to boost revenue. Customer loyalty is described as a condition in which a person has chosen to be committed to a brand in order for that brand to work well enough for customers to see the value in it (Dewi, 2016; Shankar & Jebarajakirthy, 2019). When it comes to picking a brand, customers only have one target in mind that is to be satisfied. Through this satisfaction they will become a loyal customer. This statement is supported by previous study that quality has positively give impact towards customers' loyalty (Boonlertvanich, 2019; Dewi & Suprpti, 2018). Customers deserve to be satisfied, and a company should have that value by providing high-quality products and services. Furthermore, marketing is one of the strategies that can pique consumers' interest in a particular company (Monica, 2018; Untari & Fajariana, 2018). Through this kind of satisfaction, a brand will gain many customers who want to be committed and stay loyal in a long period of time. Based on the information gathered, it is clear that a customer's loyalty includes making repeated transactions (Diansyah & Putera, 2017). To do so, an organization should use social media as a way to connect with consumers and create good relationships. An loyal less customer come from the dissatisfaction that they felt towards the brand (Ella et al., 2020).

The development of technology surely requires the participation of individuals to learn about new media that will be useful in this life. Based on this, it appears that we cannot leave the use of technology in an era of digitalization. This digitalization has given a significant impact in the world which makes things easier (Agustina et al., 2020; Hudson et al., 2016). Humans use social media every day in their lives to communicate, share, and find information. The evolution of social media will undoubtedly

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continue. This happens from the result of people's ability to see improvements and advancements around the environment. It is well understood that by 2020, the growth of social media would have accelerated significantly. Every day, up to 56 percent of people have use social media in their activities (Untari & Fajariana, 2018; Woran et al., 2021). Individuals can discover information and communicate more easily with the help of social media, which is a technology that gives significant impact in human's life (Marta, 2018). Through the development of social media, individuals, especially business owner, must always follow the developments in the digital world. Entrepreneurs are increasingly using social media as a bridge to connect and draw consumers. There are many kinds of social media used by individuals (Rudyanto, 2018).

Twitter is one of the social media platforms that is now being debated as a way for company owners to grow and increase revenue during a slowdown (Rewindinar et al., 2020). According to the information gathered, there are almost 50 million users who use the social media platform Twitter (Juditha, 2015). This is also supported by statement where it is known that Twitter users has reach 200 million. It is clear from this that the overall number of Twitter's users has risen over time (Felicia, 2019). From this perspective, it is reasonable to conclude that Twitter is one of the most common applications among individuals. Despite the fact that numerous other social media apps have entered human life, Twitter has managed to thrive to this day and still has a large following. One brand that uses Twitter as their bridge to connect with customers to build loyalty is Hennes and Mauritz known as H&M. This brand is specializing in fashion brand industry. Clothing is a necessary need for humans. That is why the demand given in fashion brand industry is high. A brand can create and also maintain customer loyalty based on the close relationship. The response and behaviour of each customer can be used to determine customer loyalty.

H&M uses Twitter to communicate and engage with consumers to build loyalty. Through previous research, it is proven that Twitter is still used by individuals, especially business owners in building customers loyalty (Rewindinar et al., 2020). Researchers plan to do an investigation related to building H&M's customer loyalty using Twitter based on the issues that have been described. Researchers want to know which type of strategy that can be implement to build H&M customer's loyalty. The aim of this study was to examine H&M's use of Twitter as a social networking platform for building consumer loyalty.

## 2. METHODS

This study used a netnographic approach to examine H&M's marketing strategy for building consumer loyalty through the use of social media, specifically Twitter. Netnography is a form of research that is focused on data gathered from the internet (Annisa, 2019; Rewindinar et al., 2020). In general, netnographic research is concerned with the role of social media or the internet in data analysis (Rewindinar et al., 2020). There are aspects of the internet in the word "net" and ethnography in the word "nography" in the word "netnography." As a result, the netnographic approach is a hybrid of analysis that combines the internet with ethnography (Annisa, 2019). Netnographic is a type of research that can be similar to qualitative research where data collection techniques to be carried out are by using interviews or observations. As we all have known, consumer loyalty is very critical to the success of every company. That is why, the engagement using social media should be analysis so that there will be some prove about the effectiveness of social media in building customer loyalty.

The data for this analysis was gathered by reprocessing H&M post data obtained via Twitter. Since H&M Indonesia communicates with customers through Twitter, the researcher chose Twitter as an analytical method. Apart from that, it is said that using Twitter can assist a brand in attracting consumers by using functions such as hashtags, which can become trending when accessed by a large number of Twitter users. Since the emphasis of this study is H&M Indonesia, the researchers will not look at H&M globally; instead, they will concentrate on Indonesia's customers only. The researcher sees that there is no research related to H&M customers' loyalty for Indonesia. In analysing customer loyalty through engagement given by H&M, we need to see it from the one-year point of view. The data taken is in the form of post data as well as reply data and retweet data which was carried out by H&M and also customers during the year. The data to be taken is in the year of 2020 starting from January to December. Researchers will analyse the data that has been taken and will share each post into several categories such as promotion, information, collaboration and interactions.

### 3. RESULTS AND DISCUSSIONS

#### Results

H&M chooses to give huge discount to gain the attention of their customers. People usually will visit a brand that is offering a promotion through online or in store so that if the customer knows that H&M is having a big discount they will enter and have a look at the product. For example, H&M has given 60% off discount to customers twice. H&M also offers a limited discount to shoppers who make a minimum order. H&M's Promotion is presented in Table 1.

**Table 1.** H&M's Promotion

Month	Type of Promotion	Number of Promotion
January	Discount 10%, 75% and Free Delivery	2
February	Discount 50% and IDR 50.000 – 150.000	2
March	Discount 70%	1
April	Discount 30% until 70% off and Free Delivery	3
Mei	Discount 25%, 50% and Free Delivery	3
June	Discount 50%	1
July	Discount 10%, 30% and 75%	3
August	Discount 17% + 30%, 20% + Free Delivery, 25% + 10%	3
September	Discount 20%, 30% and 50%	3
October	Discount 20%, 70% + 10%, 70%, 75%, and 30%	7
November	Discount 20%, 30%, 40%, 50%, Black Friday Sale and Free Delivery	6
December	Discount 10% until 20%, 50%, 60%, Free Delivery	5

The information made by H&M are offer, product, collaboration, styling tips, grand opening, and hiring. H&M has given so many kind of information to all customers through Twitter. In 2020, H&M has collaborated with one of the famous designer named Sandra Mansour. Furthermore, H&M also collaborate with a number of other brands in 2020. H&M have collaborated with four well-known brands, namely Italy Giuliva, The Kangol, and The Vampire's Wife. Customers will benefit from this partnership because it will provide them with a variety of appealing designs. The name of the style, as seen in the brand collaboration, represents celebration that occur in a specific month. Apart from that offer, H&M also give customers some games to engage with them. In the year of 2020, H&M held a games where people need to do some post with picture or video combine with hashtag. Through this, customer will make the hashtag become a trending topic. This kind of game is perfect for grabbing the attention of customers and making the H&M brand a trending topic on Twitter. H&M Response to Customers in Twitter is presented in Table 2.

**Table 2.** H&M Response to Customers in Twitter

No.	Response
1	@xxx Hello, we will do a refund using the payment method you used for the transaction. If you have further questions, you can also contact us at 1500527 or info.id@hindo.co.id
2	@xxx Hello, apologize for the inconvenience you have experienced. We will do a refund via the payment method you used for the transaction. If you have further questions, you can also contact us at 1500527 or info.id@hindo.co.id
3	@xxx Hello, we are sorry for the inconvenience you experienced. You can contact us at 1500527 or info.id@hindo.co.id to ask about refunds, don't forget to mention your order ID, thank you.
4	@xxx Hello, the current status of the garment can be collected at H&M Paskal. Please bring your KTP and confirmation email, yes, thank you.
5	@xxx Hello, please share your order ID, well, thank you.
6	@xxx @xxx Hello, for sizes with the addition of / S it is Asian Fit for the Men category while / P is for the Ladies category
7	@xxx Hello, please come to the shop where you bought it. Exchange can be made within 7 days of

No.	Response
	purchase, for goods at normal prices, and don't forget to bring the receipt and price tag.
8	@xxx Hello, wait for the information on our social media, ok 😊
9	@xxx Hello, refunds will be made within 14 working days using the payment method you chose for the transaction.
10	@xxx Hello, you can see the size guide on our website <a href="https://t.co/GNLF3kSCij">https://t.co/GNLF3kSCij</a> . Select the garment you want and click "Size Guide" under the garment image, thank you.

Table 2 shown the interaction that H&M gave to the customer by answering all the question that has been given. The response happened in January 2020. According to the source, each consumer has asked a particular type of query, but certain customers have asked the same question, which H&M has responded to one by one because they didn't want customers to be dissatisfied with the brand's quality service.

## Discussion

Based on the analysis that has been done, researchers have found several findings. In the early month of year 2020 from January until August, H&M always offer customers discounts between one to three kind types of discounts each month. At the end of the month, H&M is trying to attract the attention of customers by doing more promotions than in the previous months. As is known, the end of the year is the month where customers will shop to prepare a celebration for changing year. Through that, H&M have given more choice of promotions to all customers by providing variants of five to seven types of promotions each month. This discount that has been given by H&M came in a huge amount of number. H&M often offers steeper discounts of up to 60% down. Through table 1, it can be found that the promotion tactic used is to offer big discounts in order to draw consumers' interest. Customers will show an act of buying through this marketing strategy, and in time, they will undoubtedly build a strong relationship and become a loyal customer (Semuel & Setiawan, 2018). Customers would be more likely to buy product if promotional activities are used (Ulfa & Marta, 2017). H&M also attracts consumers' attention by using information such as new product releases, grand openings, and so on. This information is made to customers as a piece of detail's activity done by H&M. It was essential to provide valuable knowledge from information when building and developing a brand. Customers will still look for facts before making a purchase. Customer will always need a detailed information before deciding to purchase (Yunus et al., 2019). Through this, it can be said that information is very crucial for customers.

It is known that H&M will always give information about the offer that they gave to all customers. Through this, customer could check the information given through their online websites or in store. This offer information has help H&M in attraction the attention of their customers. As we all know, interactions between company and its customers will generate new loyalty in a long period of time, leading to the consumer making a pledge to the brand. A company can build this relationship through social media without having to communicate with consumers in person. This can be accomplished by using social media to interact with consumers and response to their questions. Through comment section, customers can also have asked for the detail of each product. The most common response from H&M's customers is that they gave questions about shipping times and stock collection. H&M makes every effort to ensure that every problem, issue, and report received from H&M customers is properly addressed and resolved. Customers' questions are often answered by H&M. Of course, a brand like H&M will get a lot of inquiries or grievances from its consumers in a single day. This, however, does not prevent H&M from responding to consumer inquiries. The data of the response and information that H&M have done can be seen in table 2.

The response that is given from H&M's brand to their customers is done politely. It can be seen that H&M often greets their customers first at the beginning of a sentence before responding to their concerns or inquiries. When it comes to delivering excellent service, a brand will undoubtedly ensure its workers to welcome customers with friendly greetings in order to foster positive relationships. H&M does not only create a post to sell products; it also shares a picture with a quotation to get the attention of customers. As a brand, they cannot keep continue to post about their goods when making a content. So through this, brand should make some certain changes to the content strategy. Creating a content is not an easy job, it requires balance between selling product and attracting customers. Furthermore, H&M also provided their new launch product and collaboration with other partner. Through this collaboration, H&M released a very elegant design style to use. Meanwhile, every new products always notified via social media so that customers are not left behind. The information provided through online is of course very important in building a relationship with all customers where they will provide feedback in the form of changes in behaviour. With the use of trending topics, H&M tweet and post will become one of the latest

trending. This game carried out by H&M can also be said to be an interaction because it invites customers to get involved in activities or programs that are being carried out by H&M.

In general, there are several content techniques that can be implemented for a social media message. In order to pique consumer curiosity and encourage them to follow the brand's social media site, the right marketing strategy need to be used. As a whole result, it can be seen that by interacting with consumers, H&M can gain recognition and gradually establish a positive brand image in the minds of customers. With this positive brand image, H&M will continue to grow and maintain its existing loyal customers. Building a customer's loyalty is not an easy work to be done. Loyalty of customers can be built if one brand has the value and strong image in the environment. Based on the previous research, it was said that service quality that come from interaction determine the customer's perception about one brand (Kaihatu, 2012; Rahmawati, 2021; Rust & Oliver, 1994). Through this it can be conclude that interaction happen between H&M and customer would definitely build customers loyalty. This interaction can happen through various kind, such as reply from customers and their participants in the program. The customer's ability to always be in contact with H&M can be represented by the engagement that occurs by reply and their involvement in H&M's games. Almost every H&M's post with information details receives a response asking about the program or post they made. It is clear from this point of view that the consumer wishes to have continuous communication with H&M brand. A consumer who wants to stay in touch with a brand has made the decision to develop customers' loyalty. As a result, it is possible to conclude that H&M has established consumer loyalty through their program strategy and service given to the customers.

#### 4. CONCLUSION

Customer loyalty is essential for a brand's long-term success. This loyalty must be owned by a brand for a long time because it is a feature of loyalty. From the research that have been done, it can be conclude that H&M has thoughtfully use twitter as their bridge to connect with their customers. Through this connection, Hennes and Mauritz can strongly create and manage a strong relationship which give significant impact in building the customers loyalty. Based on the research that has been done it can also be see that categories namely games and interaction that is done by H&M is very useful in building a strong relationship and loyalty of every customer. These two categories are the very impact able strategy done and will be an important aspect in building customers loyalty. Essentially, consumers' willingness to be in touch with a company decides whether or not they want to give commitment. This commitment will determine the customers' loyalty by their behaviour in purchase continuously. As a result, it's possible to reduce that customer has chosen to make H&M brand their first preference which show a sign of customers' loyalty.

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