

DO INDONESIANS PRIORITIZE SUSTAINABILITY WHEN GIVING THEIR LOYALTY TO FAST FASHION?

Danu Eko Pranoto^{a*}, Ananda Sabil Hussein^a, Nanang Suryadi^a, Hung-Che-Wu^b

^aDepartemen of Management, Universitas Brawijaya, Malang, Indonesia

^bBusiness School, Nanfang College of Sun Yat-Sen University, Guangzhou, China

danupranoto01@student.ub.ac.id

Abstract

Fast fashion brands are increasingly challenged to integrate ethical and sustainable practices to foster stronger customer loyalty. This study investigates the influence of brand love on brand loyalty in the Indonesian fast fashion market, considering the mediating role of customer engagement and the moderating effect of perceived sustainable marketing. This study involved 260 respondents obtained through purposive sampling for further analysis. The results indicate that even though customers already have brand love, it is not enough to make them loyal to the brand. This is because deeper feelings are needed by creating customer engagement first before reaching the loyalty phase. Theoretically, this study confirms that customer engagement plays a full role as a mediator in the relationship between brand love and brand loyalty. Interestingly, it turns out that perceived sustainable marketing does not play a role in moderating the relationship between brand love and brand loyalty. The results provide both theoretical insights into customer-brand relationship dynamics and practical guidance for fast fashion marketers aiming to build long-term loyalty.

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1. Introduction

The global fashion industry ranks among the top three manufacturing sectors worldwide (Francis, 2014). Over 50 billion fashion items were produced in 2000, and this number doubled by 2020 (Ellen MacArthur Foundation, 2017). This significant growth highlights the fashion industry's critical role in global economic development. The increasing demand from year to year has made the fashion industry adapt to 'ready-to-wear' which offers fashion that is on trend and affordable in price and product access (Pratiwi & Zulian, 2023), popularly called fast fashion. However, because of this adaptation, the *United Nations Conference on Trade and Development* proved that the fashion industry was ranked second as the most polluting sector globally in 2019. This made the world fashion trend towards a new model called 'slow-, eco-, to sustainable-fashion' (Alexa et al., 2021). *Research and Markets* estimates that sustainable fashion will grow rapidly from a valuation of USD 22.10 billion in 2023, to USD 24.17 billion in 2024, and continue to grow to USD 41.91 billion in 2030. Changing consumer behavior that prioritizes the environment is the reason why sustainable fashion is a priority.

Union Bank of Switzerland analysts reported that fast fashion brands are predicted to experience a decline in revenue in the next five to ten years (Howland, 2021). Fast fashion brands may continue to lose loyal customers. They need to increase brand loyalty to win the hearts of customers amidst competition with sustainable fashion. Customers who have reached loyalty will tend to spend more money to make repeat purchases and stay longer to continue consuming the product (Kotler & Armstrong, 2016). Theoretically, brand love is an attitude that encourages brand loyalty. We found a previous studies that used brand love as a factor that increases brand loyalty to the fashion brands (Han & Choi, 2019; Isharina et al., 2020; Asghar et al., 2024; Asiyah & Irfayanti, 2024; Magano et al., 2024; Napontun et al., 2024). However, there are also previous studies that show conflicting results of this relationship (Drennan et al., 2015; Pan & Ha, 2021). These contradictory findings are very likely to occur because the constructs of brand love and loyalty are applied in the context of different units of analysis. So, this research gap will be resolved by trying to include the construct of customer engagement. Customer engagement influenced by brand love (Prentice et al., 2019; Hsu, 2023; Yanti, et al., 2023; Javed et al., 2024), and is also influences brand loyalty (Kosiba et al., 2018; Leckie et al., 2021; Wongsansukcharoen, 2022). This study also includes perceived sustainable marketing construct to strengthen the relationship between brand love and loyalty as a novelty like the research of Khalid et al. (2024). The relationship between brand love and brand loyalty will be further strengthened by the sustainability promise marketed by the brand (Hepner et al., 2021).

These variables are used to understand customer behavior, from Hennes and Mauritz (H&M). H&M is among the most fashion-purchased by Indonesians (Dihni, 2022). H&M always shows an image of commitment to sustainability. H&M shows similarities with the fast fashion in general which lost loyalty from their customers. This is evidenced by the decline in H&M sales in the 4th quarter of 2023 and continuing until June 2024 (Lindeberg, 2024). Indonesians were chosen as a population because they are people who have high concern for



the environment in the world (Tambunan, 2024). As Easterners, it is possible that Indonesian people understand brand love differently from Western people, which has been widely studied before. Therefore, this research contributes to the theoretical development of customer–brand relationships by analyzing the roles of brand love, customer engagement, and perceived sustainable marketing. It also offers practical insights for fashion marketers seeking to enhance loyalty among environmentally conscious consumers in emerging markets such as Indonesia.

2. Literature Review

Social Exchange Theory

Social exchange theory considers how individuals or social groups interact with each other through the exchange of resources (Li et al., 2024). There are six resources which are the fundamental causes of social exchange, including love, status, information, money, goods and services (Wang et al., 2019). ‘Love’ is the main resource of social exchange between brands and customers used in this research. Customers who feel love for a brand, may think irrationally, thereby leading to loyalty. Customers who value sustainability may also perceive the brand as having greater value than the price they pay, which is called perceived sustainable marketing. With the great value perceived by customers, engagement will be formed, thus intensifying the relationship between customers and the brand, then loyalty is formed (Rasool et al., 2021). So, customers who have love, engagement, and perceived sustainable marketing are assumed to provide benefits to the brand in question, in the form of loyalty, because the brand has provided certain benefits that have met customer expectations. These assumptions are also supported by several previous studies as we have mentioned in the Introduction and we will further explain the relationship between the variables tested as follows. Several previous studies have not applied the combined model of these variables in the context of fast fashion customers which are considered to be the most environmentally polluting major sector, especially in developing countries like Indonesia. Therefore, this study makes customer engagement a mediator and perceived sustainable marketing a moderator of the relationship between brand love and brand loyalty in the context of Indonesian customers in fast fashion.

Brand Love

As a literature that is widely referred to in previous studies, Carroll & Ahuvia (2006) defines brand love as an emotional attachment between consumers who are passionate and satisfied with a particular brand. Customers with high brand love will tend to be very loyal to the brand (Hapsari, 2018). In this study, customers will tend to invest their time and energy in choosing a fashion brand that feels right if the brand can communicate suitability with the customer’s personality, thus creating a sense of love. The higher brand love, the higher brand loyalty of customers (Song et al., 2019). Several studies also show the role of brand love in forming brand loyalty (Zhang et al., 2020; Kim et al., 2021; Nilowardono, 2022). Several previous studies (Junaid et al., 2019; Prentice et al., 2019; Hsu, 2023; Javed et al., 2024) have confirmed that brand love is an antecedent of customer engagement. Some customers can



immediately love a brand quickly like their love at first sight shown to their partner (Langner et al., 2016), so it is very possible to show loyalty. However, other customers may take longer to change their feelings towards the brand. Customers who already have brand love need more alternative paths that can connect these customers to having loyalty, and that path is through customer engagement. Therefore, we formulated the hypothesis as follows.

H1: Brand love has a positive and significant effect on brand loyalty.

H2: Brand love has a positive and significant effect on customer engagement.

Customer Engagement

Customer engagement is a customer-brand interaction expressed through emotional, behavioral, and cognitive interactive experiences (Kosiba et al., 2018). Customer engagement also means the perception of added value of customers to a brand (Pansari & Kumar, 2017). Customer engagement means positive customer actions in response to brand activities (Zheng et al., 2022). Customer engagement has a positive and significant effect on brand loyalty (Junaid et al., 2019; Prentice et al., 2019; Leckie et al., 2021; Wongsansukcharoen, 2022; Javed et al., 2024). Consumers who understand the importance of fashion tend to have motivation to engage with the brand, so strong engagement will increase loyalty (Fernandes & Moreira, 2019; Khoirunnisa, & Sulistiobudi, 2024). In addition, individuals with emotional engagement with the brand will have a strong intention to maintain the relationship and make repeat purchases (Elizabeth et al., 2024). Several previous studies (such as Ul Islam & Rahman, 2016; Nurfitriana et al., 2020; Chairunnisa & Ruswanti, 2023; Burhanudin & Febryanti, 2023; Yanti et al., 2023) also show the mediating effect of customer engagement on the relationship between brand love and brand loyalty. Therefore, we formulated the hypothesis as follows.

H3: Customer engagement has a positive and significant effect on brand loyalty.

H4: Customer engagement mediates the relationship between brand love and brand loyalty.

Perceived Sustainable Marketing

Sustainable marketing is oriented towards the environment by convincing various stakeholders to play a role in policy changes that adopt sustainability; so that they can meet consumer needs, while still making a profit (Khalid et al., 2024). Interest in proving the relationship between this concept and other concepts continues to grow. However, disagreements over the use of terminology have led to much 'fuss'. Sustainable marketing is equated with *sustainability strategy*, *corporate social responsibility*, or also *green marketing*. 'Perceived' shows the extent to which the implementation of sustainability is felt by customers. Whatever the term used, perceived sustainable marketing shows the extent to which customers perceive that there are sustainable marketing practices carried out by the company. Khalid et al. (2024) found that brand love will be more strongly related to brand loyalty when moderated by sustainable marketing perceived by customers. Pérez-Curiel et al. (2021) and AbuRaya et al. (2023) suggest further research to involve the sustainability agenda that contributes to the influence of brand love on brand loyalty. Since this research model is applied in the context of Indonesian customers who are the most environmentally conscious society, we assume that if customers who are already in love with fast fashion brands can feel the sustainable marketing practices carried out by the brand, then these



customers will be more loyal to the brand. Therefore, we formulated the hypothesis as follows.

H5: Perceived sustainable marketing moderates the relationship between brand love and brand loyalty.

Brand Loyalty

Loyalty is the ultimate goal of marketing strategy. Many companies spend millions of US dollars to plan and implement brand-customer relationship programs with the aim of building loyalty. Brand loyalty is the continued purchase or cross-purchase of a brand (Kosiba et al., 2018). Brand loyalty is a behavioral response through long-term repurchase intentions from customers who love and recommend a brand (Wongsansukcharoen, 2022). Loyalty involves behavior and attitude. Behavior refers to repeat purchases, while attitude indicates the level of dispositional commitment that tends to have a more favorable attitude towards the brand; and consumers with higher attitudinal loyalty are more likely to recommend the brand (Cossío-Silva et al., 2016). If behavioral loyalty is related to repeat purchases, attitudinal loyalty is closely related to the level of dispositional commitment to the brand. This study uses attitudinal loyalty measurements.

3. Research Methods

This study adopts a deductive approach to examine the causal relationships between constructs in the fast fashion context. This study uses a survey method based on a positivistic paradigm and explanatory-quantitative approach as an analysis strategy. Data collected by questionnaire with a 5-point Likert Scale, and distributed using Google Form to the population criteria. Structural Equation Modeling - Partial Least Square (SEM-PLS) with SmartPLS 4 is used. Brand love is measured based on Carroll & Ahuvia (2006), customer engagement is based on Vivek et al. (2014), brand loyalty is based on Kohli et al. (2021), and perceived sustainable marketing is based on Shih et al. (2024). The sample collection used in this study is included in non-probability because the population is infinite. In the infinite population, the minimum number of samples that can be used ranges from $5 \times$ the number of indicators to a maximum of $10 \times$ the number of indicators (Hair et al., 2014). Thus, because this study has 26 indicators, the number of samples ranges from $5 \times 26 = 130$ to $10 \times 26 = 260$ respondents. The technique used is purposive sampling because it has certain sample criteria that are by the population. The sample criteria for this study are Indonesian customers of the H&M brand who have purchased its products two or more times in the past year.



4. Results

Pilot Test

We have calculated a total of 26 Indonesian language items to test the validity and reliability of the data collection instrument. We got as many as 40 respondents. In IBM SPSS 30.0, validity testing uses the Pearson correlation value (r). If the calculated r value $\geq r$ table (2-tailed test with sig. 0.05) then the items in the instrument measurement can be declared 'valid'. For the reliability test, Cronbach's alpha is used. If the alpha value of each variable is ≥ 0.7 , then the variable is considered 'reliable'. Based on these criteria, we can conclude that all items (26 items) operationalized in this study are declared valid and reliable.

Descriptive Analysis of Respondents

Our questionnaire consists of five sections. The first section contains instructions for completing the questionnaire. The second part contains an agreement that the respondent truly meets the research criteria. The third section contains the respondents' identities. The fourth section contains statements that must be filled in by respondents. The fifth section is a closing sentence from researchers. We have obtained a sample size according to Hair et al.'s (2014), which is 260 respondents. The demographic of our respondents is shown in **Table 1**.

Table 1. Descriptive statistics of respondents

Characteristics	Frequency	Percentage (%)
<i>Gender</i>		
Male	130	50
Female	130	50
<i>Generation Categories</i>		
Generation X	11	4.23
Millennials	49	18.85
Generation Z	200	76.92
<i>Study Levels</i>		
Elementary School	2	0.77
Junior / Senior High School	92	35.38
Undergraduate School	146	56.15
Post Graduate School	19	7.31
English Computer and Vocal Coach Certification	1	0.38

Source: Authors (2025)



Measurement Model Test

SEM-PLS involves three phases of testing, namely measurement model, structural model, and hypothesis testing (Kusnayain & Hussein, 2025). Measurement model testing consists of convergent and discriminant validity, also reliability tests. SEM-PLS can justify convergent validity and reliability if the value of factor loading (Load), composite reliability (CR), and Cronbach's alpha (α) are ≥ 0.7 ; and with an average variance extracted (AVE) value of ≥ 0.5 (Alkhaldeh et al., 2016). Discriminant validity is met if the heterotrait-monotrait (HTMT) value is ≤ 0.9 . In the first test, we eliminated four items because they did not meet the criteria for factor loading value ≥ 0.7 . The four items consisted of BL2, CE4, CE5, and SM7. After eliminating the four items, we ran the test again and obtained the test results in **Table 2** which show the results of convergent validity and reliability tests, and in **Table 3** which shows the results of discriminant validity tests based on HTMT. Factor loading values range from 0.709 to 0.859, alpha values range from 0.847 to 0.885, and CR values range from 0.894 to 0.91, all of which are ≥ 0.7 ; and also AVE values range from 0.593 to 0.686, all of which are ≥ 0.5 . These results indicate that there are no convergent validity and reliability problems in the proposed measurement model. In addition, all HTMT values also show a range from 0.293 to 0.894, all of which are ≤ 0.9 . This indicates that there are no problems with discriminant validity in the proposed measurement model. Therefore, from the results presented in **Tables 2** and **3** with the justification criteria, we can conclude that this research model is declared valid and reliable.

Table 2. Results of convergent validity test and reliability test

Item	Mea	SD	Load	α	CR	AVE
<i>Brand love (BL)</i>				0.885	0.91	0.593
H&M is a wonderful brand (BL1)	3.738	0.74	0.743			
I feel good when I wear H&M (BL2)	-	-	-			
H&M is really awesome for me (BL3)	4	0.66	0.765			
		8				
H&M makes me feel happy (BL4)	4.069	0.67	0.717			
		6				
I love H&M (BL5)	3.508	0.81	0.846			
		1				
H&M delivers pure delight (BL6)	3.735	0.71	0.802			
		4				
I am passionate when using H&M (BL7)	4.169	0.65	0.734			
		2				



I'm very attached to H&M (BL8)	3.431	0.79	0.774			
		8				
Customer engagement (CE)				0.851	0.89	0.627
I pay conscious attention to H&M (CE1)	3.377	0.82	0.859		4	
		1				
I spent a lot of time for H&M (CE2)	3.015	0.92	0.85			
I'm happier when my friends have H&M too (CE3)	3.323	0.87	0.816			
		9				
H&M's models is relevant to me (CE4)	-	-	-			
I think H&M tries hard to serve its customers (CE5)	-	-	-			
I have a relationship with H&M (CE6)	3.727	0.69	0.787			
Brand loyalty (BY)				0.847	0.89	0.686
I am committed to using H&M (BY1)	3.773	0.76	0.735		7	
		9				
I would be willing to pay a higher price for H&M (BY2)	3.431	0.85	0.824			
		4				
I would still be buying H&M, even if its prices were increasing (BY3)	3.096	0.89	0.803			
		6				
I have recommended H&M (BY4)	3.823	0.72	0.803			
		8				
If anyone were to say negative things about H&M, I would restrain it (BY5)	3.227	0.88	0.79			
		9				
Perceived sustainable marketing (SM)				0.877	0.90	0.622
					8	
I know H&M has been utilizing green technology (SM1)	3.608	0.80	0.831			
		9				
I am aware that H&M has a campaign for environmental preservation (SM2)	3.619	0.82	0.83			
		1				



In my opinion, H&M produces eco-friendly products (SM3)	3.15	0.97	0.809
		1	
From the campaigns I have seen, H&M is really contributing to society (SM4)	3.604	0.78	0.805
		5	
From the information I got, H&M prioritizes hiring local employees (SM5)	3.927	0.70	0.709
		1	
In my opinion, H&M provides economic benefits for Indonesia (SM6)	3.823	0.76	0.739
		4	
The value I get from using H&M is greater than the price I pay (SM7)	-	-	-

Source: Authors (2025)

Table 3. Discriminant validity test results with HTMT values

	BL	BY	CE	SM	SM *
					BL
BL					
BY	0.782				
CE	0.884	0.894			
SM	0.732	0.737	0.732		
SM * BL	0.335	0.378	0.441	0.293	

Source: Authors (2025)

Structural Model Test

The structural model is measured by analysis of the coefficient of determination (R^2), predictive relevance (Q^2), goodness of fit (GoF) index, and it can use SRMR value. In the R^2 test, a value showing 0.25 – 0.49 is considered weak, 0.50 – 0.74 indicates moderate, and a value ≥ 0.75 indicates strong (Hair et al., 2019). The Q^2 score must be greater than 0; whereas if the GoF value > 0.1 indicates small, 0.1 - 0.25 indicates moderate, and > 0.25 indicates high (Hapsari et al., 2020). The results of the structural model test from our study showed a moderate R^2 because both R^2 values (0.631 dan 0.596) were in the range of 0.50 – 0.74,



sufficient predictive relevance because both Q^2 values (0.54 dan 0.624) were > 0 , high GoF value because the GoF value (0.623) was > 0.25 , and good SRMR because the SRMR value (0.073) was < 0.08 . So the structural model proposed is quite robust.

Table 4. Structural model evaluation

	R^2	Q^2
BY	0.631	0.54
CE	0.596	0.624
GoF = $\sqrt{AVE \times R^2} = \sqrt{0.632 \times 0.614} = 0.623$		
SRMR = 0.073		

Source: Authors (2025)

Hypothesis Testing

Table 5 shows the presentation of a number of values that can be used as parametric hypothesis testers, including the path coefficient (β) value, effect size (f^2) value, t-statistic, and p-value. This study uses an α at the 5% level ($t = 1.960$). In the direct effect, hypothesis 1 (H1) is rejected, which means that brand love does not have a positive-significant effect on brand loyalty ($\beta = 0.143$, $t = 1.88$, $p = 0.060$). On the contrary, hypothesis 2 (H2) and hypothesis 3 (H3) are accepted. PLS confirms H2 that brand love has a positive-significant effect on customer engagement ($\beta = 0.772$, $t = 28.746$, $p = 0.000$), and confirms H3 that customer engagement is also predicted to have a positive-significant effect on brand loyalty ($\beta = 0.489$, $t = 6.617$, $p = 0.000$). Hypothesis 4 (H4) accepts the indirect effect (mediation) of brand love on brand loyalty through customer engagement. PLS shows that customer engagement is a full mediating variable on the effect of brand love on brand loyalty ($\beta = 0.377$, $t = 6.467$, $p = 0.000$). In the moderation test, PLS shows that perceived sustainable marketing does not moderate the relationship between brand love and brand loyalty ($\beta = 0.037$, $t = 0.97$, $p = 0.332$). Because the test did not show any moderation effect, we do not need to test what the interaction effect of the moderation test is. Thus, hypothesis 5 (H5) is rejected.

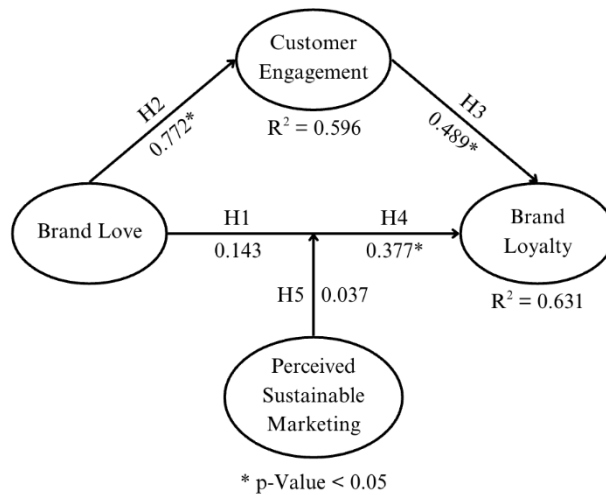
Table 5. Hypothesis testing results

Hypothesis	Path	β	f^2	t-statistic	p-value	Results
H1	BL \rightarrow BY	0.143	0.02	1.88	0.060	Rejected
H2	BL \rightarrow CE	0.772	1.478	28.746	0.000	Accepted
H3	CE \rightarrow BY	0.489	0.227	6.617	0.000	Accepted



H4	BL → CE →	0.377	-	6.467	0.000	Accepted
	BY					
H5	SM * BL →	0.037	0.005	0.97	0.332	Rejected
	BY					

Source: Authors (2025)



Source: Authors (2025)

Figure 1. The proposed relationship between latent (β)

Discussion

Based on SEM-PLS testing, our study finds that brand love is a factor that does not affect brand loyalty of Indonesian customers to fast fashion brands. These tests are in line with the results of previous studies, such as Drennan et al. (2015), Pan & Ha (2021), and Apria & Parahiyanti (2023). We conclude that even though customers already have brand love, it is not enough to make them loyal to the brand. This is because brand loyalty is the result of accumulation over time and in the long term between brands and customers (Kristiyono et al., 2023). Deeper feelings and experiences are needed before reaching the loyalty phase (Apria & Parahiyanti, 2023), for example by creating engagement. In addition, this study shows that brand love affects customer engagement. This is in line with research by Junaid et al. (2019), Prentice et al. (2019), Hsu (2023), and Javed et al. (2024). Customers are required to invest a lot of time and energy so that they have love. When customers have invested various resources, including time and energy, they will have love (Ul Islam & Rahman, 2016) then active engagement. Thus, customers with brand love will tend to maintain their engagement over time (Palusuk et al., 2019). This engagement will be able to build brand loyalty. This is in line with our research which also supports that customer engagement affects brand loyalty, and supported by previous studies, such as Fernandes & Moreira (2019), Li et al. (2020), Wongsansukcharoen (2022), Bazi et al. (2023), and



Chairunnisa & Ruswanti (2023). This is in line with the reality that customers who have been engaged tend to practice better attitudes towards a product / brand / company, which leads to loyalty towards that entity (So et al., 2016).

Thus, this study finds that customers who already have brand love need one more alternative path that can connect these customers to become loyal, and that path is customer engagement. In other words, this study finds that customer engagement plays a full role as a mediator in the relationship between brand love and brand loyalty. Brand love has not been able to directly influence brand loyalty from fast fashion brand customers in Indonesia because the majority of customers who were respondents may perceive their love for the brand differently from their love for other humans. In Indonesian, love is called 'cinta' and is more associated with describing the relationship between humans. Indonesians rarely use the word 'love' to express their love for an object. This can be seen in item BL5 in this study. BL5 has the highest factor loading, which means it is the item that most forms brand love, but has a mean that is among the smallest than other brand love items. Customers do not expressively declare their love for brands because 'cinta' tends to be expressed for partners. This study also applies to how cross-cultural settings are used to measure brand love in previous studies. How customers with Eastern cultures such as Indonesia express their love for an object can be different from Western. *The Culture Factor Group* said that Indonesians have a high power distance and very low individuality. Thus, Indonesians are not very expressive and tend to stutter in expressing their feelings of love because they are limited by social norms that are believed in together. This is very different from people in Western countries who tend to ignore power distance and are very individualistic so that they are free to express their love for anyone and even for any object.

This study also finds that perceived sustainable marketing does not moderate the relationship between brand love and brand loyalty of Indonesian customers to fast fashion. This means that whether or not there is perceived sustainable marketing in customers will not affect the relationship between brand love and brand loyalty. This is very possible because of the reality revealed by the *Yale Climate Change Communication Program* in collaboration with several institutions, where the Indonesian people have indeed begun to realize climate change, but their level of knowledge is still limited and they are not yet familiar with what actions to take (Arif, 2023). In line with our research, Indonesians may have known that fast fashion tends to damage the environment. However, because they have "fallen in love" with fast fashion, they tend not to consider the negative impacts that can be caused by purchasing their fast fashion. The indifference of Indonesians to the environmental impact of the fast fashion sector can be seen from research showing that one of the most important and largest rivers in Indonesia, the Citarum River, has been polluted by large amounts of polyester waste (Cordova et al., 2022). In addition, 1 in 33 million tons of textiles produced in Indonesia has become textile waste (Ramadani, 2022). These data indicate that Indonesians tend not to consider the sustainability campaign factor in purchasing or using their fashion products.

Theoretically, previous studies tend to show that the relationship between brand love and brand loyalty will be strengthened by sustainable marketing moderation, such as research by Khalid et al. (2024). As far as we know, our study is the first to find that perceived sustainable marketing does not always moderate the relationship between brand affection and brand loyalty. Thus, this finding will certainly be a novelty for this study. However, despite having a low correlation value, the mean value of several items measuring perceived sustainable



marketing tends to show a high valuation. This means that customers tend to feel that fast fashion brands — represented by H&M — do run sustainability campaigns. Nevertheless, customers realize that these campaigns do not necessarily make fast fashion brands care enough about sustainability practices. So, whether or not customers feel sustainable marketing by fast fashion, they will not care about it and tend to continue buying fast fashion that they feel an engagement to.

5. Conclusion and Suggestion

This study has several theoretical implications. In the social exchange theory, love as a resource can stimulate the occurrence of mutualistic interactions between brands-customers. As a determinant, customer engagement includes all reciprocal interactions that occur between brands-customers that will lead to brand loyalty. For this reason, as the first theoretical implication, this study has supported the model of the stages of brand relationships with Indonesian fast fashion customers, which go through the love, then continue to the engagement, until reaching the peak stage with brand loyalty. Second, this study contributes theoretical validity and reliability that are alternatives in solving loyalty problems in the context of fashion brands because in the first test of respondents' answers, we eliminated various measurement items because they did not meet the factor loading value test. We emphasize the need to pay attention to cross-cultural studies by adjusting measurement items based on the behavior of the unit analysis to be surveyed.

This study also has practical implications. This study can provide information for marketers to understand the perceptions of Indonesian customers towards fast fashion brands today. This study also shows that to increase brand loyalty from Indonesian, fast fashion brands are not enough to just create brand love, but must make customers pay conscious attention to their brands so that customer engagement is created. This is because 'conscious attention' is the indicator that most shapes customer engagement. Fast fashion marketers can apply experiential marketing to make customers focus more on their experience with the products of the brand. Thus, customers will feel engaged with the brand so that brand loyalty gradually grows in their hearts. Additionally, it should be noted that perceived sustainable marketing from fast fashion customers does not provide benefits to brand loyalty. From a business and economic perspective, fast fashion marketers can take advantage of this by not being so aggressive in their sustainability campaigns when marketing their products in the Indonesian market.

This study also has limitations. First, this study uses a one-dimensional model for all constructs. Several previous studies have emphasized that brand love, customer engagement, brand loyalty, and perceived sustainable marketing are actually multidimensional concepts. We suggest that further research be measured in a multidimensional model because it is considered more capable of capturing deeper meaning. Further research can also add new variables related to the model, for example making this model a serial mediation by adding brand satisfaction, brand image, or experience quality as antecedents of brand love; or adding other independent variables such as brand trust or product and service quality that can also influence brand loyalty. Second, this study is a cross-sectional research. Future research can



apply this research model in a longitudinal approach to find out how the development and changes in Indonesian customers' perceptions of fast fashion brands over time. Third, this study only represents fast fashion by the H&M brand. Further research may provide for respondents to choose their own fast fashion brands that they love the most to be measured. This is intended so that respondents can truly feel brand love so they can measure the concept better. Fourth, this study is limited to Indonesian customers only. Further research can develop this model to measure the perceptions of customers across cultures and countries with characteristics similar to Indonesia as an Eastern nation such as Chinese, Indian, Malay, and so on; or with characteristics different from Indonesia such as in African and South American countries that are rarely studied.

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