

OPTIMIZING INSTAGRAM BRANDED CONTENT: INCREASE PURCHASE INTENTION THROUGH BRAND LOYALTY ON LOCAL CLOTHING BRAND

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ABSTRACT

Objective: This study aims to examine the influence of branded content on Instagram on consumer purchase intention in local clothing brands, with a specific focus on the mediating role of brand loyalty. By understanding this relationship, the research provides insights into how businesses can optimize their digital marketing strategies to drive customer engagement and sales. **Research Design & Methods:** A quantitative approach was employed, collecting survey data from 230 respondents who are active Instagram users residing in East Java and who actively engage with local clothing brands on the platform. Statistical analysis was conducted using SPSS to test the relationships between branded content, brand loyalty, and purchase intention, ensuring data validity and reliability. **Findings:** The results indicate that branded content on Instagram positively influences brand loyalty. Brand loyalty significantly enhances consumer purchase intention. Engagement with branded content strengthens emotional connections with the brand, leading to higher purchase likelihood. **Implications and Recommendations:** Local clothing brands should invest in high-quality branded content and leverage interactive features like Instagram Stories, Reels, and influencer collaborations to strengthen consumer connections and boost brand loyalty. Continuously tracking consumer responses will help refine content marketing strategies for optimal engagement and impact. **Contribution & Value Added:** This study provides empirical evidence on the role of Instagram-branded content in shaping consumer behavior. It highlights the importance of brand loyalty as a key driver of purchase intention, offering actionable insights for marketers looking to strengthen their brand presence in the digital landscape.

Keywords: brand loyalty; content marketing; fashion industry; local brand; purchase intention.

JEL codes: M31, M37

Article type: research paper

INTRODUCTION

The creative economy sector is a new economic sector in Indonesia that is currently intensively promoted. Its implementation is also strongly supported by the government as one of Indonesia's economic and industrial development strategies. The digitalization era also requires all industries and the fashion industry is no exception, to take advantage of digital developments to strengthen the existence and development of its brand. Optimal utilization of technology, such as social media, will help businesses develop their business and gain exposure in the Indonesian and even global markets. With this research, it is hoped that it can support and assist them in determining and designing marketing strategies, especially in branded content marketing, so that there is harmony between the plan and the desired target. One of the products in the fashion category is clothing.

Indonesia has many potential cities producing local clothing brands that can encourage the Indonesian fashion industry. The results of a study conducted by the Katadata Insight Center (KIC) with Kredivo

show that of the 16 million samples of e-commerce transactions in Indonesia's five largest marketplaces from January to December 2021, fashion products rank second with the highest sales compared to other types of products (Katadata, 2022). This shows considerable market potential for fashion products in the creative economy sector among Indonesians. The contribution of fashion in Indonesia is 17.6 percent of the total value added of the creative economy to the Indonesian economy, which is Rp225 trillion. The number of jobs created by the fashion sector has reached 17 percent of the total 25 million jobs contributed by the creative economy sector (Kemenparekraf, 2024). It is projected that revenues in the fashion market will reach US\$8.75 billion by 2025, reflecting steady growth as consumer interest in fashion products increases online (Statista, 2024). In fact, by 2024, fashion will be listed as the top-selling e-commerce product globally, surpassing other categories such as electronics and beauty (Databoks, 2025). This phenomenon confirms that fashion is not only a part of lifestyle but has also transformed into a highly desirable digital commodity, driven by ease of access, personalization of content, and the influence of social media and influencers in shaping purchasing decisions.

The present study has been designed to explore the ways in which branded content presented on Instagram may influence consumer purchasing decisions, with a particular focus on local clothing brands that rely more heavily on social media for the purposes of marketing. Previous research has also explored social media marketing, and highlighted the important role of trust as an intermediary in fostering brand loyalty (Rico et al., 2024). An additional objective is to understand how brand loyalty can either strengthen or modify the influence of branded content on purchase intention. In addition, the study will seek to ascertain whether brand loyalty plays a role as a factor that magnifies the effectiveness of content on Instagram. Brand loyalty is important for companies because it helps them to keep customers and make the most of every digital interaction.

Previous research found the growing influence of social media influencers in shaping marketing strategies through Instagram. The findings contribute to understanding how these integrated marketing tactics influence consumer attitudes, brand loyalty and purchase decisions in the digital age (Alsalloum & Gainous, 2025). This research looks at how brand loyalty works on Instagram, which is good for local brands because it helps them to build long-term relationships with their customers. The research also helps local clothing brands to understand what kind of content will make people want to buy from them. This helps them to make better decisions about how they spend their money on digital marketing, which gives them an advantage over other companies in the same industry. This research also helps to develop digital marketing theory, particularly in relation to how social media influences consumer behaviour. By looking at things like branded content and brand loyalty, this study can be used as a reference for future research that focuses on the relationship between social media and consumer purchasing decisions.

Marketing strategy, as one of the keys to the success of a business, is needed nowadays, from creative ideas to innovations needed to compete to maintain the business's sustainability. The support of existing technology will also greatly assist business people in running their business, including in their marketing activities. One form of technological advancement that is well-known is social media. Through social media, marketers can be greatly helped in achieving their marketing goals, so the term Social Media Marketing Strategies (SMMSs) emerged. SMMSs are an integrated pattern of activities within the organization based on a careful assessment of customer motivation for brand-related social media use and provoke initiatives in the form of customer engagement. Turn relationships (networks) and social media interactions (influence) into valuable strategic tools to achieve marketing goals (Li et al., 2021). One of the marketing strategy goals is to create purchase intention in consumers, which will generate profits for a business through content that can attract consumer attention. Marketing strategies aim to improve lasting consumer relationships by providing superior value (Li et al., 2021)

The value consumers get from social media can be achieved by implementing Content Marketing (CM), which can be defined as optimising and accelerating brand content on shared media to gain engagement with audiences through delivering value generated by content (Ho et al., 2020). The goal is to predict "a strategic marketing approach in creating and distributing valuable, consistent and relevant content to attract and retain consumers" (Du Plessis, 2017). Content marketing has a vital role in a business in digital marketing communication and engaging target audiences, especially on social media. By

implementing valuable content on an ongoing basis, a brand can build consumer engagement and loyalty. The existence of a bond or engagement between brands and consumers, primarily through social media, can increase interaction and create a close relationship between consumers and brands (Erwita & Handayani, 2022). Branded content marketing contains more messages that do not show explicit behaviour models such as sales or consumption but provide other content that is still related to the brand (Lou & Yuan, 2019). Consumers can receive the value provided by a brand in the form of cognitive assessment in the form of information or informative value and emotional assessment in the form of entertainment value (Lou & Xie, 2021). Both values that can be contained in branded content marketing are included in the communication media of a brand with its consumers.

This bond with consumers is one of the positive drivers in building brand loyalty. Efforts in marketing strategy want results in the form of purchases and long-term relationships with consumers. Consumer perceptions of the brand influence consumer purchase intention, positive perceptions will support and increase consumer purchase intention. One of the factors in the emergence of purchase intention is mediated by brand loyalty (Raza et al., 2018). Brand loyalty is a strong link between a brand's social media and the purchase intention of its consumers; this can be measured by the level of attractiveness, media content, and user interface of the brand's social media (Hasim et al., 2020). Solid and valuable content is needed to build strong brand loyalty in using social media as a brand communication medium with consumers. Brand loyalty is a consumer's unconditional commitment and strong relationship with a brand, which will not be affected under normal circumstances. Brand loyalty is a stage where consumers feel satisfied and happy with a brand so that there is a willingness from consumers to have a permanent relationship that can last for a long time (Maheshwari et al., 2014). So, brand loyalty must be built by the company so that its consumers have a strong bond and do not move to the company's competitors.

LITERATURE REVIEW

Hypothesis Development

This study is set out to understand the casual relationship between value of the social media content, brand loyalty, and purchase intention. In line with this, the theory of planned behaviour (TPB) initially proposed by Ajzen (1991) guided this study. The theory planned behaviour used to understand consumer behaviour and behavioural intention (Lavuri, 2022; Santos & Gonçalves, 2021). This current study is interesting in understanding consumer behavioral intentions towards local fashion brands. Furthermore, brand equity theory guided the study, explaining the belief of customers in a local brand, which in turn influences consumer confidence in a local fashion brand and has implications for the growth of consumer brand loyalty (Aaker, 1991; Gutiérrez et al., 2024).

The consumer learning process from interacting with the branded content provides value, generates brand interest, and can build loyalty to the brand (Lou et al., 2019). Informative value in a content will make consumers better understand the message of the content and can affect the purchase intention of the audience who sees the informative content (Saima & Khan, 2020). Informative branded content will satisfy consumers in meeting their needs and facilitate them in learning something; it will accelerate them in acquiring and being interested in a brand, and there is a positive relationship between branded content marketing on brand loyalty and purchase intention (Lou et al., 2019). Based on the results of research content containing entertainment value indicates an action that shows loyalty behaviour. Previous research also showed a positive effect of entertainment value on brand loyalty (Lou et al., 2019).

The emotional effect of entertainment content provides a bonding experience with the brand and builds relationships with consumers. Entertainment value influences loyalty and purchase intention (Saima & Khan, 2020). The entertainment value in branded content marketing can create supporting factors that can also influence other factors that lead to purchase intention in consumers. As content that has entertainment value where there is interest through the effect of fun in it, it can create effective and quality interactions for consumers to influence consumer confidence which can convince them to buy the products or services offered (Kitirattakarn et al., 2019).

The effect of social value on attitudes becomes more robust if the object used in the study is a mobile product that consumers can take. Previous research also states that brand loyalty has a positive relationship with purchase intention; if there are many loyal consumers, their purchase intention will also increase (Ceyhan, 2019). Interesting content will also lead to consumer purchase intention; with loyalty, consumers will have the intention to buy the same brand in the future and the long term.

Brand loyalty is an advantage for a brand where there are potential consumers who are loyal to the brand. Loyal consumers have certain behaviours or reasons to prioritize the brand as their choice, which will encourage purchase intention and even repeat purchases (Almohaimmeed, 2019). Based on the explanation above, the following hypothesis is created:

H1a: Informative value has a positive and significant effect on brand loyalty.

H1b: Entertainment value has a positive and significant effect on brand loyalty.

H1c: Social value has a positive and significant effect on brand loyalty.

H1d: Functional value has a positive and significant effect on brand loyalty.

H2: Brand loyalty has a positive and significant effect on purchase intention.

H3a: Informative value has a positive and significant effect on purchase intention through brand loyalty.

H3b: Entertainment value has a positive and significant effect on purchase intention through brand loyalty.

H3c: Social value has a positive and significant effect on purchase intention through brand loyalty.

H3d: Functional value has a positive and significant effect on purchase intention through brand loyalty.

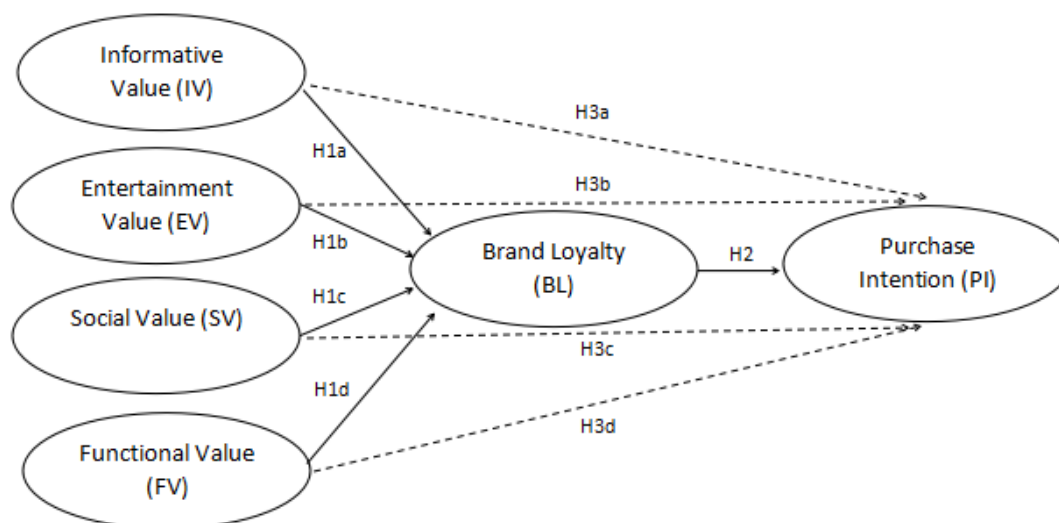


Figure 1. Research Model

Source: Data processed by author

METHODS

This study aims to measure the mediating effect of brand loyalty which are thought to affect purchase intention. The population in this study are active users of Instagram social media in East Java. This study uses purposive sampling techniques, where the sample is selected based on specific criteria determined by the researcher to suit the research objectives. Purposive sampling allows the researcher to target individuals who possess relevant characteristics—in this case, respondents aged between 17- 40 years old who are active Instagram users. This age group was selected because it is the age group that uses social media Instagram the most (Small Business Trends, 2025). A total of 230 valid responses were obtained in this study. The determination of the sample size refers to the recommendation by Memon et

al. (2020) who state that a sample size between 160 and 300 valid observations is generally well suited for multivariate statistical analysis techniques such as CB-SEM or PLS-SEM. Therefore, the sample size of 230 respondents is considered adequate and appropriate for the analysis conducted in this research.

The criteria for respondents were set as follows: residing in East Java, have an Instagram account, actively using Instagram social media in the last three months, Have recognized and explored the accounts and Instagram content of Oyisam!, Inspired27, and Realizm87. The decision to focus on respondents from East Java is grounded in the fact that the region is the second-largest contributor to Indonesia's creative industry, accounting for 20.85% of the national creative workforce—higher than the national average of 14%—and known for its highly skilled creative talents. Many local fashion brands have emerged from Malang and popular in East Java, which is considered one of Indonesia's fashion capitals and hosts an annual fashion week (Bappeda Jatim, 2023). Consumption trends, especially among Gen Z and Millennials, are heavily influenced by social media. This research is important to understand how these trends can be utilised by local brands to increase the appeal of their products. The data were collected online with Google Forms. The link of the online form has been distributed in various ways (Whatsapp, Instagram, etc).

This study uses a data analysis tool, PLS-SEM (Partial et al. Equation Modeling). PLS is a predictive technique among many independent variables (Hair et al., 2019). PLS-SEM lets researchers test direct causal relationships between hidden variables and indicator variables in one model, without needing complicated separation steps.

Convergent validity is defined as the degree to which a set of variables is a coherent whole, with a loading factor value of ≥ 0.7 or greater than 0.7 being indicative of good convergent validity. The Average Variance Extracted (AVE) value is another measure of convergent validity, with an AVE value of ≥ 0.5 or greater than 0.5 being considered significant (Hair et al., 2019).

FINDINGS

Based on statements from 230 respondents, all have met the criteria of being 17-40 years, domiciled in East Java, having an Instagram account, and having been active in the last three months. The characteristics of having explored recognized the account and content of Malang's local clothing brand.

As illustrated in the Table 1, 18% of respondents reported being aged between 17 and 22 years, 30% between 23 and 28 years, 39% between 28 and 33 years, and 13% between 34 and 40 years. With regard to gender, 45% of respondents identified as male and 45% as female.

Table 1. Respondent Characteristics

Measure	Items	Frequency	Percentage(%)
Age	17 - 22	42	18%
	23 - 28	68	30%
	28 - 33	89	39%
	34 - 40	31	13%
Gender	Male	103	45%
	Female	127	55%

Source: Data processed by author

As illustrated in Table 2, a survey was conducted to ascertain the demographics of individuals who had perused the Instagram accounts of several local products. In this section, respondents can choose more than 1 brand that they recognize.

The results demonstrated that 14.5% of respondents had visited Kattoen's Instagram account, 13.8% had visited Inspired27, 12.2% had visited Oyisam!, 11.1% had visited Zeroheros, and 10.2% had visited Awesam. The remaining accounts had received less than 10% of views.

In Table 3 explains the research variables along with reliability, validity, and loading factors. In information value, CR = 0.915, AVE = 0.729. In entertainment value, CR = 0.876, AVE = 0.620. In functional value, CR = 0.893, AVE = 0.806. In social value, CR = 0.869, AVE = 0.689. In brand loyalty,

CR = 0.893, AVE = 0.807. In purchase intention, CR = 0.891, AVE = 0.804. From the overall results CR and AVE are reliable and valid.

Table 2. Mapping the Audience That Visits Local Brands' Instagrams

Brand Name	IG Account	Respondent Amount	Percentage
Kattoen	@kattoen	81	14,5%
Inspired27	@inspired27	77	13,8%
Oyisam!	@oyisamclothing	68	12,2%
Zeroheroes	@zeroheroes_officials	62	11,1%
Awesam	@awesamstore	57	10,2%
FattoAMano	@combedbamboo	50	9,0%
Realizm87	@realizmeightyseven	49	8,8%
HeroinExprnc	@heroincatalog	43	7,7%
Ecordie	@ecordie_official	39	7,0%
HigainStore	@higainstore	31	5,6%

Source: Data processed by author

Discriminant validity uses the Fornell-Larcker Criterion. The results of this calculation are in accordance with the predetermined criteria. According to the criteria, the square root of the explained mean variance (AVE) values of the structures in the study should be higher than the correlation coefficients between the structures included in the study (Fornell & Larcker, 1981). As the result of the analysis made in Table 4, the values found that the square root AVE value of each structure is higher than the correlation coefficients with other structures.

Table 3. Research Variable

Variable	Loading Factor
Information Value (CR= 0.915, AVE= 0.729)	(Lou et al., 2019)
I feel that local clothing brand Instagram content presents information about product details	0.873
I feel that local clothing brand Instagram content presents useful information and provides benefits for me (tips, recommendations, product catalogs, product feature explanations, etc.)	0.859
I feel that local clothing brand Instagram content has an aesthetic design	0.849
I feel that local clothing brand Instagram content has photos and videos that support product details	0.834
Entertainment Value (CR= 0.876 , AVE= 0.620)	(Lou et al., 2019)
I enjoy the content on local clothing brands' Instagram.	0.864
I feel that local clothing brand Instagram content presents varied photos and videos	0.776
I feel that local clothing brand Instagram content presents interactive entertainment (giveaways, live shopping, discounts, etc.)	0.761
I feel that local clothing brand Instagram content has an attractive visual design	0.743
Functional Value (CR= 0.893, AVE= 0.806)	(Lou & Xie, 2021)
I feel Instagram content presents information about product usability	0.908
I feel Instagram content presents information about product quality	0.888
Social Value (CR= 0.869, AVE= 0.689)	(Lou & Xie, 2021)
I feel Instagram content makes the audience connect with the brand	0.837
With Instagram content, relationships between audiences can be created (commenting on posts)	0.827
Instagram content keeps audiences connected	0.826
Brand Loyalty (CR= 0.893, AVE= 0.807)	(Lou et al., 2019)
Instagram local clothing brand is my first choice when looking for information about clothing brands	0.892
I am loyal to local clothing brands by following the brand's Instagram account.	0.905
Purchase Intention (CR= 0.891, AVE=0.804)	(Lou et al., 2019)
I want to buy local clothing brands	0.929
I want to buy a product because I see the brand	0.864

Source: Data processed by author

Tables 5 and 6 show the results of the direct and indirect effect hypotheses. Out of the eight hypotheses, three have been rejected. These are the effects of entertainment value on brand loyalty, the effect of

social value on brand loyalty, and the effect of entertainment value on purchase intention through brand loyalty (see on Figure 2). Further explanation is in the discussion of the influence between direct and indirect variables.

Also, in Smart PLS 3, the mediating effect was checked by running analysis. Based on the result, brand loyalty as mediator was confirmed, except in the relation between entertainment value and purchase intention.

Table 4. Discriminant Validity

	BL	EV	FV	IV	PI	SV
BL	0.898					
EV	0.650	0.787				
FV	0.561	0.681	0.898			
IV	0.705	0.815	0.631	0.854		
PI	0.600	0.524	0.315	0.654	0.897	
SV	0.647	0.804	0.647	0.761	0.434	0.830

Source: Data processed by author

Table 5. Path Coefficient Direct Effect

Hypotheses	Original Sample (O)	T Statistics (O/STDEV)	P Values	Information
IV → BL	0.436	3.764	0.000	Accepted
EV → BL	0.059	0.495	0.621	Rejected
SV → BL	0.187	1.904	0.057	Rejected
FV → BL	0.124	2.322	0.021	Accepted
BL → PI	0.600	11.814	0.000	Accepted

Source: Data processed by author

Table 6. Path Coefficient Indirect Effect

Hypotheses	Original Sample (O)	T Statistics (O/STDEV)	P Values	Information
IV → BL → PI	0.261	3.206	0.001	Accepted
EV → BL → PI	0.036	0.526	0.599	Rejected
SV → BL → PI	0.113	2.002	0.046	Accepted
FV → BL → PI	0.075	2.212	0.027	Accepted

Source: Data processed by author

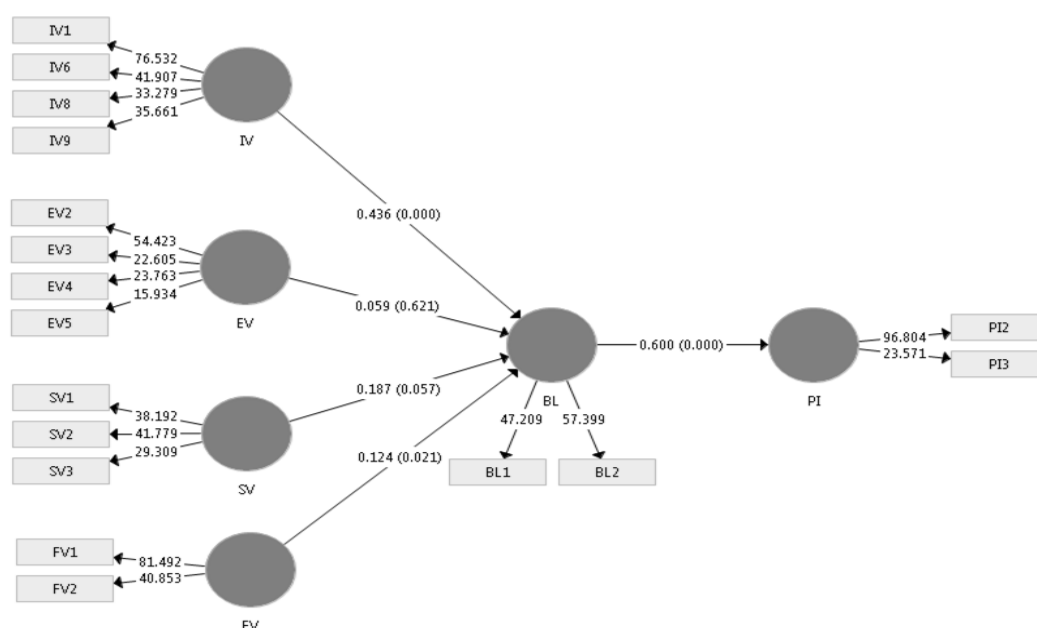


Figure 2. Smart PLS Output

Source: Data processed by author

DISCUSSION

The Influence of Informative Value on Brand Loyalty

The positive and significant effect shows that Instagram content with high informative value will also increase the brand loyalty of the local clothing brand Instagram Malang. In other words, informative value on the Instagram content of Malang's local clothing brand can be one way to increase the brand's brand loyalty. Instagram users can choose Instagram local clothing brands as a medium for finding information about clothing brands. They will follow this activity on the local clothing brand's Instagram account. Effective informative content for local clothing brands to implement can include information about brands, products, photos, and consumer appreciation (Erwita & Handayani, 2022). Examples include content about product details/materials, product reviews, how to order or where to purchase, outfit mix and match tips with brand products, up-to-date information relevant to fashion, and so on. Lou et al. (2019) state that informative value as one of the branded marketing contents positively influences brand loyalty. This hypothesis is also supported by the results of other studies where receiving information about a brand or product is one of the keys to consumer participation in a brand community similar to this study, namely on Instagram social media. Informative content on a brand's social media can also be one of the supports for consumers to engage with the brand, and high consumer participation will also show higher loyalty behavior (Jayasingh, 2019).

The Influence of Entertainment Value on Brand Loyalty

Loyal behavior can arise when content with entertainment value is vital in motivating social media users to visit and follow the account (Jayasingh, 2019). Content with entertainment value that can be applied on the Instagram of local clothing brands such as brand stories, event or celebgram collaborations, lookbooks of brands' products, interactive content (giveaways, live shopping, discounts, QnA, etc.), employee-generated-content, and so on. With consistency in Instagram content, users will get a higher level of pleasure and are likelier to follow the Instagram account (Mahmoud et al., 2021). Another research prove that entertainment value as an instrument of branded content marketing positively influences brand loyalty (Lou et al., 2019). Entertainment value also includes content that is interactive with consumers. Other research results also state that providing content with entertainment value will potentially attract brand experience so that it is likely to create a bond with consumers (Lou et al., 2019). From the results, a research gap appears that entertainment value only significantly affects brand loyalty in local brand clothing. Previous research has identified various customer-perceived values and their impact on customer responses that enable companies to maximize the effectiveness of brand pages on social media (Carlson et al., 2018; Kim et al., 2021; Shi et al., 2016). For example, by applying the uses and gratifications theory, Kim et al. (2021) found that three gratification factors (i.e. information, convenience, and self-expression) influenced users' satisfaction with hotel Facebook pages. In contrast, two factors (i.e. entertainment and social interaction) did not. Social media and digital channels are abundant with entertainment content from brands, celebrities and creators, which has led to a situation where entertainment content is becoming increasingly homogeneous. Consequently, consumers do not always associate the entertainment value exclusively with one brand. Entertainment value may not always be a relevant or directly measurable attribute of the core product or service. If the entertainment provided is perceived as 'empty' or fails to reinforce the core value of the product, it is difficult for consumers to connect it with trust or loyalty to the brand. In the Indonesian cultural context, brand loyalty is frequently influenced by factors such as trust, community experience, or deep emotional engagement that is not solely derived from entertainment. Consumers may place a higher value on brands that demonstrate local values, empathy, or social contribution.

The Influence of Social Value on Brand Loyalty

The results and findings show that social value does not significantly influence brand loyalty. Previous research has found that the effectiveness of social media content in generating customer brand engagement depends on its ability to entertain and interact, so customer engagement fosters brand loyalty and love (Bazi et al., 2023). However, this aligns with what Mohd-Any et al. (2015) found when examining the user value experience of travel websites. Thus, although social value contributes to self-image enhancement in one's social network (Sheth et al., 1991), exposure to branded content marketing

may not directly translate into image or status enhancement. Compared to other types of value, social value only contributes a little to consumers' brand experience on YouTube, and this implies that branded content marketing fulfil consumers' information or entertainment needs more than their social needs. In Indonesia, the factors influencing consumer behavior are frequently dominated by price, product quality and promotion rather than the social value a brand offers. Consumers tend to prioritize basic needs such as product functionality and immediate benefits.

The Influence of Functional Value on Brand Loyalty

Based on the data processing results, it is found that functional value significantly affects brand loyalty. Functional value is the second most important predictor for consumers' experiential evaluation of branded content in high- and low-engagement products. This indicates that, amid a rapid information dissemination process, the reliability of the media owned by the brand (e.g., social media platforms) can provide value to consumers that can enhance consumers' experience and attachment to the brand. The second significant finding relates to the relationship between experience evaluation and brand loyalty and the mediating role of brand experience in the relationship between perceived value and brand loyalty (Lou & Xie, 2021). The functional value of a brand's social media channels enhances the consumer experience. Functional value can be defined as the extent to which a brand's product or service fulfils the practical requirements of the customer. When a brand consistently delivers value by addressing specific issues or providing tangible benefits, customer loyalty is more likely to be cultivated. To illustrate this point, consider a smartphone brand that delivers superior performance, ease of use, and reliability; such a brand has the potential to engender customer loyalty.

The Influence of Brand Loyalty on Purchase Intention

Based on the test results, the higher or better the brand loyalty of a local clothing brand, Malang, the greater or higher the consumer purchase intention of the brand. The role of Instagram local clothing brand Malang as a means for Instagram users to find information about clothing brands through its content will create a more intense and recurring relationship. This will lead to an attachment to the brand's Instagram, which continues in their activities to follow or follow the brand's account. Other studies also state that brand loyalty is essential in building purchase intention (Bianchi et al., 2019). The results of this study are the results of previous research by Lou et al. (2019), which state that entertainment value as an instrument of brand loyalty positively influences purchase intention. One of the perceptions of purchase intention is as an opportunity for consumers to choose a particular product or brand. Loyalty to a brand can also increase consumers' tendency to choose the product or brand to be purchased (Bianchi et al., 2019). Strong brand loyalty indicates that many consumers are familiar with the brand; in general, consumers will also buy products that are familiar to them, in this case, if they have recognized exploring or even following the brand through their social media.

The Influence of Informative Value on Purchase Intention through Brand Loyalty

The positive and significant effect gives the understanding that brand content that contains informative value can also increase purchase intention through brand loyalty from the local clothing brand Malang. This is supported by research conducted by Saima & Khan (2020), which states that informative value in content will make consumers better understand the message, which can affect the purchase intention of the audience who sees the informative content (Saima & Khan, 2020). This is also similar to the results of previous research by Lou et al. (2019), which states that there is an indirect relationship between informative value and purchase intention. In contrast, informative content can influence the purchase intention of followers or other social media users (Saima & Khan, 2020). Through informative content between brands and consumers, communication can be established about products (prices, innovations, relationships, services, promos, and locations), which can affect strengthening consumer exposure to information about brands and the ability of consumers to remember brands in their minds (Erwita & Handayani, 2022).

The Influence of Entertainment Value on Purchase Intention through Brand Loyalty

Entertainment value has no significant effect on purchase intention through brand loyalty. It is observed that many brands in the local area need to load content or collaborate to create offers to meet consumer

needs through Instagram, and these brands need to provide better services. The local Instagram content of the brand is very minimal in entertainment content that is interesting and attractive to the audience, for example, quizzes, humor, and influencers. From the previous research by [Beig & Khan \(2022\)](#), social media users with hedonic motivations are more likely to look for content with entertainment value, which also contains content that can pleasure the audience. The results of previous research by [Lou et al. \(2019\)](#) are the same as the results of the hypothesis that the indirect influence between entertainment values has an indirect influence on purchase intention through brand loyalty. Entertainment value influences factors such as trust and perceived value, affecting purchase intention ([Kitirattarkarn et al., 2019](#)). Content with entertainment value creates a closer relationship with consumers through an entertaining and fun content model; it can create an emotional connection with consumers or social media users ([Ceyhan, 2019](#)). This finding contrasts with previous research, which identified entertainment value, alongside informativeness, celebrity endorsement, interactivity, trust, and brand image, as one of the key factors influencing consumers' online purchase intention through brand loyalty ([Thai Dong et al., 2025](#)). There may be other mediating factors (such as trust, satisfaction or perceived value) that reduce the role of entertainment in influencing purchase behavior through brand loyalty. These variables may be more influential in shaping the relationship between entertainment and purchase intention. It has been demonstrated that entertainment content utilised within the context of marketing does not invariably result in the effective translation of brand loyalty. The efficacy of entertainment in fostering a profound emotional connection with a brand is contingent upon its congruence with the brand's fundamental values, as well as with the personal needs and aspirations of consumers.

The Influence of Social Value on Purchase Intention through Brand Loyalty

The data processing results show that social value positively and significantly influences purchase intention through brand loyalty. During social interaction and sharing, users can perceive social values, such as recognition from others, to develop satisfaction with the site and strengthen their purchase intent. In other words, the more social value users derive from social networking sites, the greater the satisfaction and purchase intent they will develop. One of the most essential characteristics of commercial social is user interaction and social sharing. Users can recommend and evaluate products and services to provide suggestions to those with similar interests and preferences. Therefore, it is essential to consider the role of social value in the decision-making process that consumers go through ([Wiedmann et al., 2009](#)). Individuals who act by socially accepted behaviors and norms may be affected by buying products that tend to fit into society ([Labrecque et al., 2011](#)). Consumers are exposed to the normative influence of friends and colleagues regarding brand and product preferences as part of their social environment ([Chiu & Leng, 2015](#)). It is claimed that fashion styles and choices can be influenced by the peer group a person belongs to, and the stronger a person is and the stronger the relationship between customers and their peer group, the greater the influence of that group on consumer preferences and purchase intentions ([Labrecque et al., 2011](#)).

The Influence of Functional Value on Purchase Intention through Brand Loyalty

This research data shows that functional value has a positive and significant influence on purchase intention through brand loyalty. Content that contains product information, both about the quality and usefulness of the product, can make the audience purchase intentions mediated by brand loyalty. Such as that, customer loyalty is built gradually. Information processing-based evaluation (vs. experiential evaluation) can substantially affect loyalty in the early stages (first purchase). In contrast, experiential evaluation increases faster and becomes a driving force for increased loyalty in the long run ([Pee et al., 2019](#)). In current research, branded content marketing, an essential component of the brand experience, can drive brand loyalty through the path of experience. This is understandable because consumers have different agendas when engaging with product-branded content that varies in perceived relevance or importance ([Lou & Xie, 2021](#)). Once consumers have experienced the functional value of a product, they often become psychologically committed to the brand, thereby strengthening their brand loyalty and making them more inclined to continue purchasing from that brand in the future, regardless of competitors' offerings. Brand loyalty occurs when consumers consistently prefer and repurchase the same brand due to positive past experiences. If a brand offers high functional value, consumers are more

likely to develop loyalty to that brand. This heightened brand loyalty, in turn, fosters increased repurchase and recommendation intentions, thereby contributing to heightened purchase intention.

CONCLUSION

From the research results on value perceptions of branded content marketing on local brand clothing, informative and functional value in content affect brand loyalty. Information provided about product details is useful and valuable information, for example tips, recommendations, product catalogues, and explanations of product features, containing product photos and aesthetic Instagram content design concepts are very important to consumers. In addition, the functional value of content that contains the quality and usefulness of the product will significantly influence consumers to buy interest. This is because consumers are familiar with local products and they receive the information needed about the product.

Brand loyalty also shapes purchase intention because consumers have received content exposure from local clothing brand accounts that are followed. This content becomes a reference for finding the latest information about the brand. Meanwhile, entertainment value has insignificant on brand loyalty and purchase intention, with brand loyalty as mediation. This is due to the need for entertainment-valued content on Instagram's local brand clothing. From the results of the analysis of Instagram content, more interactive entertainment is needed, such as giveaways, live shopping, discounts, influencers, and humour. While entertainment value can be a powerful driver in some markets, its effectiveness depends on how creatively and consistently it is implemented in the brand's social media strategy.

Moreover, the visual design displayed by some local brand Instagram accounts was found to be overly static because it is only a product catalogue, which makes consumers not enjoy surfing on Instagram and does not generate interest in buying products. As for social value content, this study found that social value does not directly and significantly affect brand loyalty but social value has a significant effect on purchase intention if mediated by brand loyalty. Conversations and cheerful tones in product comments or posts will influence a person's purchase intention, especially if they have become brand-consumer. So, the formation of buying interest in a new product line owned by a brand is also influenced by social value mediated by brand loyalty.

In conclusion, these insight emphasize the importance of creating branded content that balances information, function, visual aesthetics, and social interaction to cultivate loyalty and drive purchase intention. Businesses in the fashion industry need to pay attention to more dynamic, interactive, and consumer-oriented content strategies. Therefore, this research provides findings that it is not enough to present informative content alone. Audiences need to be presented with engaging content that builds connections between brands and consumers, and between consumers, so that it can encourage the co-creation of content from brands.

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CONFLICT OF INTEREST STATEMENT

The author declares that there is no conflict of interest regarding the publication of this manuscript.

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