

BRAND EQUITY DIMENSION AND CONSUMER BEHAVIOR IN SOCIAL MEDIA

Dina Aulia
Vita Briliana

ABSTRACT

As technological advancements continue to develop consumers increasingly search for, evaluate, and buy items via social media and websites. Given that more marketers have shifted their focus toward engaging customers in the development of their marketing mix via social media platforms, such as Instagram. Therefore, this study focuses on the effects of brand association, brand loyalty, brand awareness, and brand image on brand equity in e-tailing. An online survey was conducted with Muslim women consumers who used Instagram searches of various fashion Muslim in Hijup.com. Partial Least Square (PLS) was used to analyze the data collected from 80 Muslim women consumers. The findings confirm that brand image was a strong dimension influencing brand equity followed by brand loyalty and brand association. However, brand awareness did not influence brand equity. The results of this paper will provide insights to the people involved in the fashion industry, such as designers, retailers and marketers, to understand the hijabista market segment. Practitioners can design proper hijab fashion products that are Shariah-compliant to capture the segment of Muslim women with proper marketing strategies. The fashion of Muslim women, particularly the hijab fashion, has received little attention in the fashion literature. This paper hopes to provide new insights to relevant researchers and industries.

Keywords: Brand Association, Brand Awareness, Brand Equity, Brand Image, Brand Loyalty and Partial Least Square

INTRODUCTION

Branding has been around for centuries as a mean to distinguish the goods from one producers to others. Branding creates mental structures that help consumers organize their knowledge about products and services in a way that clarifies their decision making and, in the process, provides value to the firm. A brand is thus a product or service whose dimensions differentiates it in some way from other products or services design to satisfy the same need. A credible brand signals a certain level of quality, so satisfied buyers can easily repurchase the product which led to loyalty. Loyalty also translates to a willingness to pay the higher price often 20-25 percent more than competing brands (Kotler and Keller, 2016). Brand equity refers to the value inherent in a well-known brand name. This value stems from the consumer's perception of the brand's superiority, the social esteem, that using it provides, and the customer's trust and identify with the brand (Schiffman and Kanuk, 2010). Brand equity is reflected in perceptions, preferences, and behavior related to all aspects of the marketing of a brand. It provides marketers with a vital strategic bridge from their past to their future. In essence, firms with high brand equity eventually gain greater competitive advantage and enjoy the opportunity for resilience against competitors's promotional pressure, and the creation of barriers to competitive entry (Severi and Ling, 2013).

Most people nowadays can't seem to keep their hands off internet based communication. Internet is used in various line of activities, including marketing. Marketing communication which once was conservative became more interactive. Indonesian Internet Service Provider Association (APJII) announced that there were 88,1 million internet users in 2014, the majority of internet users in Indonesia are women (54 percent) and based in West Java (16,4 million users). The rising number of Indonesian Internet users is supported by the advancement of smartphone technology and telecommunication infrastructure started by 2012. Cisco Visual Marketing Index (VNI) Global Mobile Data Traffic Forecast 2015-2020 estimated that by the end of 2020 there will be at least 5,5 billion internet user across the world, representing 70 percent of the world's population.

The initial presentation of internet in Indonesia was considered expensive with unstable connection, but the help of several advancement programs by the government had resolved the problems and made the internet is more accessible for broader society. These factors led the trend shifting in almost every line of activity and present the new sub-culture called, netizens. Netizens are active internet users who spend at least 3 hours a day on the internet, they are more friendly to online shopping which had done through e-commerce and social media.

Indonesia ranks second as the highest selling growth of e-commerce next to China (45,1%). This information then led a lot of producers to build their own website to market their products. There are five main commodities purchased by online shoppers in Indonesia, fashion (done by 72 percent of users), cosmetics (done by 20 percent of users), gadget (done by 17 percent of users), travel service (done by 9,7 percent users), and books (done by 9,7 percent users). This information is supported by the Statistics Indonesia, they revealed that creative industry contributed 7% of gross domestic product 2013. Among 15 sub sectors of creative industry there were 3 highest contributor to the result, culinary (208 trillion rupiah), fashion (181 trillion rupiah) and crafts (92 trillion rupiah).

The hijabi overload phenomenon encouraged muslim fashion industry to be involved in the online market crowd. Statistics Indonesia announced that 87,1 percent of Indonesian population are muslims, more than 112 million of them are middle class who spend around 24.000 - 240.000 rupiah a day.

Hijup.com is a multi brand retailer e-commerce which use the internet as the main and only platform as market place and marketing communication efforts. It was formed on August 11st 2011 selling muslim women fashion products only. It is targeting muslim women of age 21 - 35, with 293.000 average website guests a week in 2012. In addition, the Muslim fashion e-commerce notes that the business Hijup tops the list with 556,600 Instagram followers 8wood (265,400 followers), Bandung-based men's shoes e-commerce business Brodo (217,400 followers), online fashion retailer Zalora (204,800 followers) and Muslim wear e-commerce business Hijabenka (160,100 followers) land at third, seventh, eighth and tenth place in the top 10 e-commerce businesses with the most Instagram followers, respectively (the Jakarta Post, 2017). This makes Indonesia the world's biggest muslim market. The rising middle class muslim and the role of social media towards the phenomenon led to the development of muslim fashion online market. Other than the understanding of the obligation to dress properly (shariah-compliant), putting on hijab is part of a trend called hijaber. The trend spread rapidly, forming a lot of hijaber labeled communities. Hijaber communities are identical with their desire to wear muslim fashion released by premium brands, such as Dian Pelangi, Jenahara, and Ria Miranda. The needs of fashionable muslim clothing then encourages small industry to create simmilar products to those premium brands and market their products through the internet. Here is how multi brand retailer e-commerces are formed, such as Hijup.com. They appear exclusively to accomodate aspiring local muslim fashion designers, so their products can be marketed more widely across nations.

Brands are important in the consumer's daily life. Recent research has emphasised different types of relationships between consumers and branded products. Earlier research on brands by Pouromid and Iranzadeh (2012), Kremer and Viot (2012), Chan et al (2013) and Severi and Ling (2013) were conducted in European, West and East Asian countries whereby results generated are less likely to be comparable to South East Asian country such as Indonesia. Studies have discussed values in the casual wear product context (Sasmita, Jumiati and Norazah Mohd Suki, 2015). While these studies have enriched understanding of this area, their limitations must be noted. This research has been dedicated to understanding factors such as brand association, brand loyalty, brand awareness, and brand image that influence brand equity in Indonesia, particularly among Muslim women.

LITERATURE REVIEW

Brand Association

Brand Association consist of all brand related thoughts, feeling, perceptions, images, experiences, beliefs, attitudes, and so on that become linked to the brand node. (Kotler and Keller, 2016). Keller (2013) reveal that brand associations are the other informational nodes linked to the brand node in memory and contain the meaning of the brand for consumers. Associations come in all forms and may reflect characteristic of the product or aspects independent of the product.

The more deeply a person thinks about product information and relates to its existing brand knowledge, the stronger the resulting brand association will be. There are two factors that strengthen brand association to any piece of information are its personal relevance and the consistency with which it is presented over time. Brand Associations include product attrributes, design, social program, quality, user imaginary, product breadth, being global, innovation, system solutions, brand personality, and symbols. Anything that connects the customer to the brand. They can be the basis for a customer relationship, purchase decision, use experience and brand loyalty (Aaker, 2014).

Previous study by Sasmita and Suki (2015) reveals that brand association has a strong impact on brand equity among Malaysian young consumers who consume sports wear brands. Research by Pouromid and Iranzadeh (2012) also shows that the relationship between brand association and brand equity is positive and significant among Iranian female consumer of household products. Research by Atilgan et al (2005) shows that brand association has an impact on brand equity among Turkey's beverage consumers. Based on the above, the following hypothesis is developed:

H1. Brand Association has a positive impact on Brand Equity towards e-tailing.

Brand Loyalty

Brand Loyalty provides predictability and security of demand for the firm, and creates barriers to entry that make it difficult for other firm to enter the market. It can also translate into costumers willingness to pay higher price, often 20 percent to 25 percent more than competing brands (Keller, 2016). Brand Loyalty is the ultimate desired outcome of consumer learning. It consists of both attitudes and actual behaviors towards a brand. Attitudinal measures are concerned with consumers' overall feeling about the product or the brand. Behavioral measures are based on observable, factual behaviors regarding the brand, such as quantity purchase, purchase frequency, and repeated buying (Schiffman and Kanuk, 2010). Keller (2013) reveals that Brand Loyalty occurs when customers are engaged, or willing to invest time, energy, money, or other resources in the brand beyond those expended during purchase or consumption of the brand. Brand loyalty is the heart of any brand's value because, once it's obtained, loyalty is persistent. Customer inertia will benefit the brand that has earned loyalty (Aaker, 2014)

Previous study by Sasmita and Suki (2015) reveals that brand loyalty have an impact on brand equity among Malaysian young consumers who consume sports wear brands. Research by Atilgan et al (2005) shows that brand loyalty strongly influences brand equity on Turkey's beverage industry. Based on the above, the following hypothesis is developed:

H2. Brand Loyalty has a positive impact on Brand Equity towards e-tailing.

Brand Awareness

Kotler and Keller (2016) define brand awareness as consumer's ability to recognize or recall the brand in sufficient detail to make a purchase. Brand Awareness is related to the strength of the brand node or trace in memory, which we can measure as the consumer's ability to identify the brand under different condition. Raising brand awareness increases the likelihood that the brand will be a member of consideration set, the handful of brands that receive serious consideration for purchase. It influences the formation and strength of the associations that make up the brand image and consists of brand recognition and brand recall performance. Creating brand awareness by increasing the familiarity of the brand through repeated exposure (for brand recognition) and forging strong associations with the appropriate product category or other relevance purchase or consumption cues (for brand recall) is an important first step in building brand equity (Keller, 2013). Brand Awareness is an often-undervalued asset, has been shown to affect perceptions, liking, and even behavior. People like the familiar and are prepared to ascribe all sorts of positive attribute to item they find familiar. Brand awareness can affect whether a brand is recalled at a key time in the purchasing process and thus among the brands the customer considers (Aaker, 2014).

Previous study by Sasmita and Suki (2015) reveals that brand awareness does have an impact on brand equity among Malaysian young consumers who consume sports wear brands. Research by Pouromid and Iranzadeh (2012) also shows that the relationship between brand awareness and brand equity is positive and significant among Iranian female consumer of household products. However research by Atilgan et al (2005) shows that brand awareness only has a weak influence on brand equity among Turkey's beverage consumers. Based on the above, the following hypothesis is developed:

H3. Brand Awareness has a positive impact on Brand Equity towards e-tailing.

Brand Image

Keller (2013) defines Brand Image is consumers' perception about a brand, as reflected by the brand associations held in consumer memory. It is also one of two components on brand knowledge. A brand with a positive brand image is more likely to successfully weather a brand crisis or downturn in the brand's fortune. Consistency and cohesiveness of the brand image is important, because the image determine how easily consumers can recall existing association and responses and how easily they can link additional associations and responses to the brand in memory. Establishing a positive brand image in consumer memory—strong, favorable, and unique brand association—goes hand-in-hand with creating brand awareness to build customer-based brand equity. Brand image is the sum of impressions that affect how we perceive a brand, including elements that identify or distinguish the brand from others, the personality the brand acquires and the benefits it promises. Brand image is largely a subjective and perceptual phenomenon that is formed through consumer interpretation, whether reasoned or emotional (de Chernatony et al, 1999).

Previous study by Sasmita and Suki (2015) reveals that brand image does have an impact on brand equity among young consumers who consume sports wear brands. Another research by Severi and Ling. (2013) shows that there is also relationship between brand image and brand equity. Based on the above, the following hypothesis is developed:

H4. Brand Image has a positive impact on Brand Equity towards e-tailing.

Brand Equity

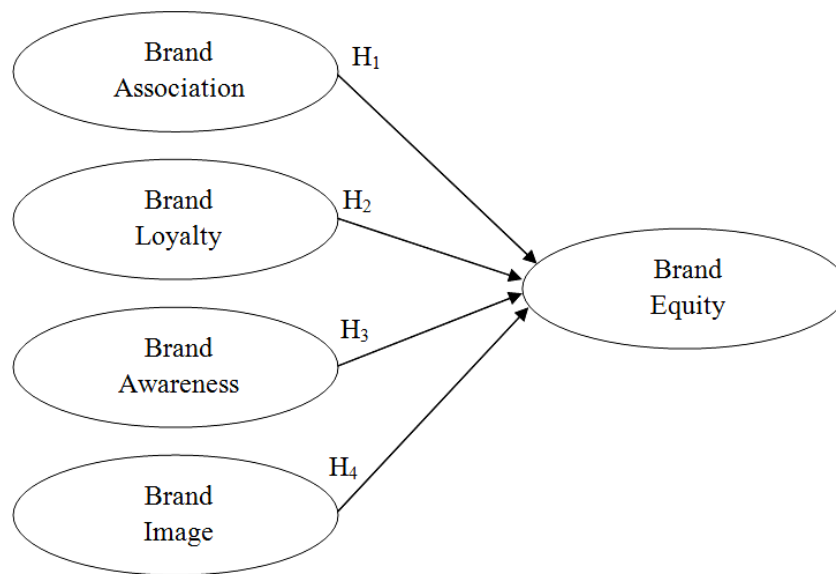
Kotler and Keller (2016) reveals that brand equity is the added value endowed to products and services with consumers. It may be reflected in the way consumer think, feel, and act with respect to the brand, as well as the prices, market share, and profitability it commands. Customer-based brand equity is thus the differential effect brand knowledge has on consumer response to marketing of that brand. Brand equity refers to the value inherent in a well-known brand name. This value stems from the consumer's perception of the brand's superiority, the social esteem, that using it provides, and the customer's trust and identification with the brand (Schiffman and Kanuk, 2010). Brand Equity is a set of brand assets and liabilities linked to a brand, its name and symbol that add to or subtract from the value provided by a product or service to a firm and/or to that firm's customer (Aaker, 1991).

THEORETICAL FRAMEWORK AND HYPOTHESIS FORMULATION

Studies have discussed values in several industries regarding all the variables mentioned in this research (Sasmita and Suki, 2015) and (Severi and Ling, 2013), also brand association and brand awareness (Pouromid and Iranzadeh, 2012). While these studies have enriched our understanding, their limitation must be noted. Such as no-one has conducted a research with these variable towards e-tailing for muslim women clothing in Indonesia.

This research is based on brand equity theory developed by Aaker (1991) which consist of explanation on how brand equity generates value by incorporating brand loyalty, brand awareness, brand association, and other proprietary brand (competitive advantage). Since this research is mainly exploratory therefore second generation multivariate analysis method PLS-SEM was applied to evaluate the measurement model and structural model PLS analysis was selected because it can assess all paths simultaneously for model prediction and does not need a large sample size (Hair et al, 2017:22). Furthermore, in most social studies, data tend to be distributed non normally and PLS does not require any normality assumptions. In addition, method PLS-SEM analysis is performed to examine the effects of independent variables (i.e. brand association, brand loyalty, brand awareness, and brand image) on dependent variable (i.e. brand equity among Muslim women). The research framework will be presented in Figure 1.

Figure 1



RESEARCH METHOD

This study was conducted based on variance-based structural equation model (PLS-SEM) which is primarily used to develop theories in exploratory research. This study used SmartPLS version 3.0. The PLS-SEM algorithm was used to estimate the path coefficients and other model parameters in a way that maximizes the explained variance or minimizes the amount of unexplained variance (Hair et al, 2017). In order to test the co-efficient for the significance of the path modeling, the bootstrapping method was applied. The output from bootstrapping also shows the paths corresponding to each hypothesis. The assumed significance level of the t-value for each path of 1.96 assumes a significant difference at a significance level of 5%.

This research used relective measurement model, reflective indicators can be viewed as a representative sample of all the possible items available within the conceptual domain of the construct. Therefore its indicators are evaluated through composite reliability (CR) and indicators reliability, meanwhile convergent validity and discriminant validity are used to evaluate its validity. Due to cronbach's alpha's (α) limitations in the population, it is more appropriate to apply a different measure of internal consistency reliability, which is referred to as composite reliability. The composite reliability varies between 0-1, with higher values indicating higher levels of reliability. It is generally interpreted in the same way as cronbach's alpha. values between 0,70 an 0,90 can be regarded as satisfactory. Because a significant outer loading could still be fairly weak, a common rule of thumb is that the (standardized) outer loadings should be 0,708 or higher to fulfill the criteria of indicator reliability (Hair et al, 2017).

Convergent validity is the extent to which a measure correlates positively with alternative measures of the construct. It is evaluated through the value of the outer loadings dan average variance extracted (AVE), an outer loadings and AVE value of 0,50 or higher indicate that, on average the construct explains more than half of the variance of its indicators. Discriminant validity is the extent to which a construct is truly distinct from other constructs by empirical standards. Thus, establishing discriminant validity implies that a construct is unique and captures phenomena not represented by other constructs in the model. There are two measure of discriminant validity have been proposed, they are by examining the cross loadings of the indicators and evaluating The Fornell-Larker criterion (Hair et al, 2017).

Each of the measurement constructs in the survey had different number of items, which were measured using a seven-point Likert-type scale ranging from 'strongly agree' (7) to 'strongly disagree' (1). Furthermore, some demographic information about the customers was included in the questionnaire. This study used a self-administrated questionnaire with closed-ended questions. The questionnaire was distributed using non-probability purposive sampling. While purposive sampling was used, the breakdown of most of the demographic characteristics of the respondents was representative of the real population of Indonesia. Based on Briliana et al., (2016) point out that conducting a consumer perception survey among Muslims is easy as the number of Muslims is the majority in Jakarta, because most of Islam is by far the most common religion in Jakarta, accounting for almost 86% of the population according to data from the 2010 Census. The survey was based on an area sampling technique conducted via google survey exclusively for respondents who live in Jakarta. Respondents for the study qualified according to pre-set criteria, i.e., they are Muslim women, live in Jakarta, they are netizen (internet users who are active in several social media platforms), and they are avid consumer of hijup.com who are subscribed to hijup.com's newsletter. Table I shows the descriptive statistics of respondents.

RESULT & DISCUSSION

From a distribution of 80 questionnaires, all of them was usable for futher analysis. According to the respondents' profiles, the study found the majority (56,3%) were in the 20-24 year age group, student also employee (58,8%), lives in South Jakarta

(46,3%) and had shopped at hijup.com between 4-6 times (72,5%). Most of them (85%) admitted that they subscribe to the newsletter of hijup.com for the purpose of first discount. The demographic information of the respondents is shown in Table 1.

Table 1: Characteristic Sample

Characteristics	Category	Frequency	%
Age	≤ 19 years old	8	10
	20 - 24 years old	45	56,3
	25 - 29 years old	19	23,8
	30 - 34 years old	8	10
	≥35 years old	0	0
Occupation	Student	5	6,3
	Student also employee	47	58,8
	Entrepreneur	4	5
	Employee	24	30
	Housewife	0	0
Domicile	East Jakarta	27	33,8
	West Jakarta	7	8,8
	North Jakarta	7	8,8
	South Jakarta	37	46,3
	Central Jakarta	2	2,5
Purchase Frequency	≤2 - 3 times	18	22,5
	4 - 6 times	58	72,5
	≥ 7 times	4	5
Reason of subscription to newsletter of Hijup.com	First discount after subscribing	68	85
	To be informed of the latest collection	12	15
	Other	0	0

Table 2 shows the value of The Composite Reliability (CR) as follows brand association 0.852, brand loyalty 0.841, brand awareness 0.883, brand image 0.781, dan brand equity 0.885. Meanwhile the values of Cronbach's Alpha (α) are brand association 0.893, brand loyalty 0.888, brand awareness 0.894, brand image 0.873, dan brand equity 0.892. These conclude that every each of variables used have satisfactory reliability. The values of outer loadings shown in Table 2 translate that its indicator reliability is favorable. In order to fulfill the criteria of indicator reliability its outer loadings should be 0.708 or higher. The table shows that brand association loadings values are between 0.740 to 0.865, brand loyalty loadings values are between 0.725 to 0.840, brand awareness loadings values are between 0.744 to 0.905, brand image loadings values are between 0.773 to 0.876, dan brand equity loadings values are between 0.992 to 0.993.

Table 2 summarizes the results of the measurement model. Item reliability, construct reliability (CR), and average variance extracted (AVE) (Hair et al., 2017) support the convergent validity of the CFA results. The CR, which shows the degree to which construct indicators demonstrate the latent construct, ranged from 0.873 to 0.894, which was above the cutoff value of 0.708. The average variance extracted (AVE) ranged from 0.613 to 0.985, which was greater than 0.50, justifying the use of the construct. The AVE values of 0.5 and above indicated that convergent validity was achieved by all constructs (Khong et al., 2013). Overall, these results indicate that the measurement model has good convergent validity.

The variance explained, R^2 , is 0.77729 (Brand Equity). All the Cronbach's alpha values were greater than 0.70 indicating the good reliability of all the measures. The construct with the highest Cronbach's alpha was Brand Equity (0.885), which indicates good internal consistency of the items in this construct, while the lowest Cronbach's alpha was Brand Image (0.781), which indicates low inter-item correlations (Table 2). Overall, these results indicate that the measurement model has good convergent validity. To examine the discriminant validity, the study followed the Fornell-Larcker criterion. The square root of the AVE for each construct was compared; if they are greater than the correlation coefficients of the corresponding inter constructs, discriminant validity is achieved (Table. 3).

The assessment of the structural model involves an estimation of the path loadings and the R^2 values (Table 2). Path loadings indicate the strengths of the relationships between the independent variables and the dependent variable, while R^2 values measure the predictive power of the structural models. Interpreted as multiple regression results, the R^2 indicates the amount of variance explained by the exogenous variables. Here, correlation between constructs that exceed the square roots of their AVE indicates that they may not be sufficiently discriminable.

Using a bootstrapping technique, path loadings and t-statistics for hypothesized relationships were calculated. The PLS analysis results are shown in Table 4. In marketing, researchers usually assume a significance level of 5%. Hypotheses with a t-value above 1.96 will be accepted and a hypothesis will be rejected when its t-value is found to be less than 1.96 for significance level = 5% . (Hair et al., 2017).

Table 2 : Summary result of the measurement model and convergent validity

Variable	Items	Loadings	AVE	R Square	Composite Reliability	Cronbach Alpha
Brand Association	B_ASSOC_1	0.775	0.625	-	0.893	0.852
	B_ASSOC_2	0.865				
	B_ASSOC_3	0.774				
	B_ASSOC_4	0.795				
	B_ASSOC_5	0.740				
Brand Loyalty	B_LOYAL_1	0.755	0.613	-	0.888	0.841
	B_LOYAL_2	0.760				
	B_LOYAL_3	0.725				
	B_LOYAL_4	0.840				
	B_LOYAL_5	0.829				
Brand Awareness	B_AWARE_1	0.798	0.681	-	0.894	0.883
	B_AWARE_2	0.828				
	B_AWARE_3	0.744				
	B_AWARE_4	0.905				
	B_AWARE_5	0.843				
Brand Image	B_IMAGE_1	0.773	0.697	-	0.873	0.781
	B_IMAGE_2	0.876				
	B_IMAGE_3	0.852				
Brand Equity	B_EQUITY_1	0.992	0.985	0.77729	0.892	0.885
	B_EQUITY_2	0.993				

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Table 3: Discriminant Validity

	1	2	3	4	5
Brand Association	0.791				
Brand Awareness	0.440	0.825			
Brand Equity	0.770	0.415	0.992		
Brand Image	0.595	0.484	0.698	0.835	
Brand Loyalty	0.784	0.510	0.757	0.562	0.782

Note: Diagonal (in bold) represent the square root of average variance extracted (AVE) while the other entries represent the squared

The results show that Hypothesis 1 is supported, as brand association was found to positively impact on brand equity ($\beta=0.328$; t-value 2.818; $p < 0.05$). These findings are consistent with previous studies about the relationship between brand association and brand equity towards sports wear brands in Malaysia (Sasmita, Jumiaty and Norazah Mohd Suki, 2015), research by Pouromid and Iranzadeh (2012) among Iranian female consumer of household products and research by Atilgan et al (2005) among Turkey's beverage consumers also show that brand association has an impact on brand equity. Hijup.com is associated with e-tailing which propose clothing exclusively for Muslim women. This information then became linked to the brand node in memory and contain meaning to the consumers, it is translated as a specific value endowed on products offered by Hijab.com.

Support for Hypothesis 2 is shown, as brand loyalty was found to positively impact on brand equity ($\beta=0.342$; t-value 2.947; $p < 0.05$). These findings are consistent with previous studies about the relationship between brand association and brand equity among young Malaysian consumers of sports wear brands (Sasmita, Jumiaty and Norazah Mohd Suki, 2015), in fact a research by Atilgan et al (2005) shows that brand loyalty strongly influences brand equity on Turkey's beverage industry. Hijup.com was reported to have around 293.000 website frequent guests in 2012. Its monthly e-Magazine (can be accessed through every account that had subscribed to their newsletter) which available on the website is also frequently downloaded and used as reference for buying products by some avid consumers. This type of behavior shows consumer satisfaction and value endowed in Hijup.com, and eventually establish a respond to competitive threats.

The PLS analysis based on a bootstrapping procedure for 500 subsamples was carried out. The summary of hypotheses is presented in Table 4 and Figure 2 show support for the fifth hypotheses tested in this study.

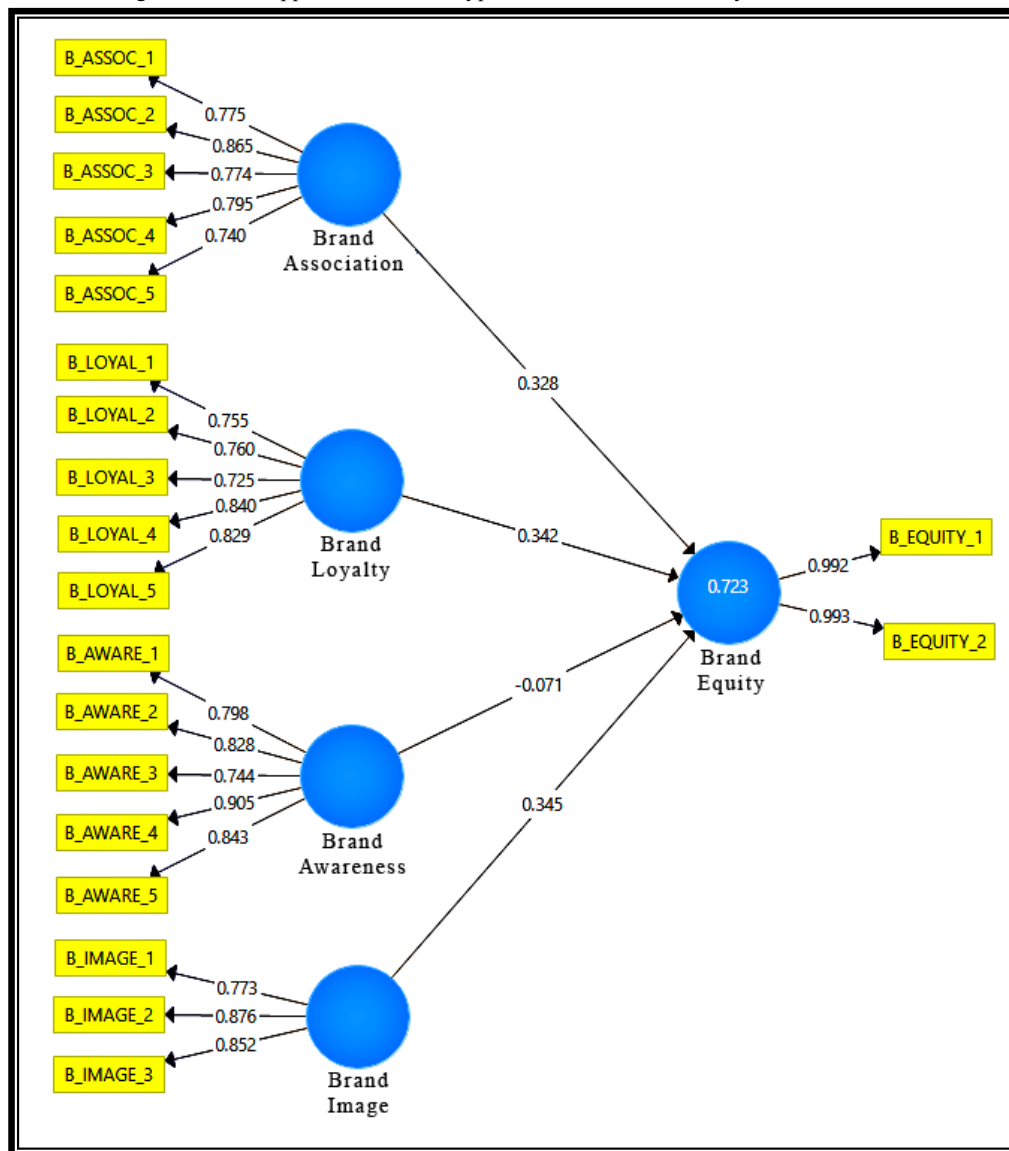


Figure 2. The Measurement Model of Muslim Fashion E-tailing

Table 4 : Summary of Findings

Hypothesis	Path	Original Sample (β)	Sample Mean	Standard Deviation	T Statistics	p -Value	Hypothesis
H1	Brand Association	0.328	0.319	0.116	2.818	0.005	Significant
H2	Brand Loyalty	0.342	0.345	0.116	2.947	0.003	Significant
H3	Brand Awareness	0.071	-0.058	0.077	0.918	0.359	Not Significant
H4	Brand Image	0.345	0.350	0.085	4.080	0.000	Significant

Finding Hypothesis 3 of this study has shown that the relationship between brand awareness and brand equity towards e-tailing is found not significant ($\beta=0.071$; t -value 0.918; $p > 0.05$). These findings are not consistent with previous studies about the relationship between brand awareness and brand equity among Malaysian young consumers of sports wear brands (Sasmita, Jumiati and Norazah Mohd Suki, 2015). Research by Pouromid and Iranzadeh (2012) also shows that the relationship between brand awareness and brand equity is positive and significant among Iranian female consumer of household products. However

research by Atilgan et al (2005) shows that brand awareness only has a weak influence on brand equity among Turkey's beverage consumers. In an attempt to increase recognition and recall, Hijup.com had done marketing communication online through association with online fashion blogger, youtube.com and several social media platforms such as instagram. But looking at the result of this research the marketing attempts done might be not enough or misdirected since the marketing attempts done failed to establish value for the consumers. For example Hijup.com highly rely its advertising through association with online fashion blogger, the selection of associated talent might be convoluted, as Hijup.com has to find the exact proper talent to be able to represent its identity.

The finding supports Hypothesis 4 when brand image towards e-tailing strongly impacted on brand equity ($\beta=0.345$; t-value 4.080; $p < 0.05$). These findings are consistent with previous studies about the relationship between brand image and brand equity towards sports wear brands (Sasmita and Suki, 2015). Another research by Severi and Ling (2013) shows that there is also relationship between brand image and brand equity. In the beginning of 2016, Hijup.com went through a reformation on its image. It first announced the new logo using an elegant monochromatic background and simple font. Later they partnered with a new selection of tenants who produce a certain type of muslim clothing, elegant chic. Since then Hijup.com has been consistent and cohesively manage this new image in attempt to increase its knowledge, as we know that brand awareness and brand image are the key element of brand knowledge so they should've gone hand in hand to eventually create more value.

CONCLUSION

The main focus of this study, brand equity, has been defined in several ways by different stakeholders. Strategic, financial, and customer implications of brand equity have resulted in the emergence of different definitions. However, the most comprehensive and widely accepted definition has come from Aaker (1991) who defined it as "a set of brand assets and liabilities linked to a brand, its name and symbol that add to or subtract from the value provided by a product or service to a firm and/or to that firm's customers". Despite this richness in conceptual and operational definitions and models for brand equity, there is a marked scarcity of quantitative research examining its constructs based on solid empirical data.

This research therefore aimed to evaluate factors affects such as brand association, brand loyalty, brand awareness, and brand image on brand equity of the e-tailing, Hijup.com based on the vision of Indonesian Muslim women. It also to set out to verify the findings of a previous study by Sasmita and Suki (2015), but this time in a different country and industrial context. The results show that the relationship between brand association and brand equity towards e-tailing is significant. Similarly, the finding this study has shown that the relationship between brand loyalty and brand equity towards e-tailing is found significant. Finding also confirmed that there is significant positive relationship between brand image and brand equity. However contrast to the previous study, results show that there is no significant positive relationship between brand awareness and brand equity towards e-tailing.

Two implications can be derived from the findings. The first is that marketing managers should concentrate their efforts primarily on brand image which, if increased, will contribute positively to their firm's brand equity. Managing brand image on its own would be complicated since it goes hand in hand with brand awareness (both are elements of brand knowledge). According to Aaker (1991), brand awareness builds the familiarity-liking sight and is a signal of substance/commitment. A brand with a positive brand image is more likely to successfully weather a brand crisis or downturn in the brand's fortune. Consistency and cohesiveness of the brand image is important, because the image determine how easily consumers can recall existing association and responses and how easily they can link additional associations and responses to the brand in memory (Keller, 2013). As a result we suggest that on concentrating brand image, managers should not undervalue the effects of brand association, brand loyalty, and brand awareness.

The second implication is for academics and researchers, that further quantitative research is needed to identify the determinants of brand equity using cross-country and cross-industry applications. This would also provide a new perspective to test for brand by country effects.

The study has several limitations. First, findings cannot be generalized to the broader community based on this study alone. This is due to the sample size being relatively small compared to the total population on predominantly Muslim women Indonesia. Furthermore, the majority of respondents fell within the students and employee group and the pattern of age showed that fashionable muslim clothing is more likely to attract younger consumer. Second, this study is entirely dependent on willingness of the respondents to participate openly. As such, future research should investigate the relationship between brand association, brand loyalty, brand awareness and brand image to brand equity towards different industry, e.g sports wear and e-tailing. The results of such study could help academicians and practitioners to achieve a better understanding of the factors that affect brand equity.

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Dina Aulia
Trisakti School of Management
Jl.Kyai Tapa No.20 Jakarta, Indonesia
Email: dinaaulia2511@gmail.com

Vita Briliana
Trisakti School of Management
Jl.Kyai Tapa No.20 Jakarta, Indonesia
Email: vita@stietrisakti.ac.id