

The impact of brand love on brand loyalty with self-esteem and social-influence as a mediating role: Indonesian photography industries

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Abstract

In today's digital age, the photography industry is experiencing rapid growth, fueled by increasing public interest in photography, advancing camera technology, and social media's influence. Along with the increased competition among photography companies as a result of this growth, it is essential to recognize the elements influencing brand loyalty. This study examines how Brand Love influences Brand Loyalty in Indonesia's photography industry, with self-esteem and social influence as mediating variables. The research employs a quantitative approach, gathering data from photographers and photography enthusiasts in Indonesia. The study analyzes the relationships between variables using Structural Equation Modeling (SEM) with SmartPLS Version 4.0. The results show that Brand Love significantly improves Brand Loyalty and that this link is mediated by social-influence and self-esteem. This research contributes valuable insights into brand dynamics within the photography industry and provides practical recommendations for marketers seeking to enhance brand loyalty in a competitive market environment.

Keywords: Brand Love, Self-Esteem, Social-influence, Brand Loyalty, Photography Industry

Abstrak

Di era digital saat ini, industri fotografi mengalami pertumbuhan yang pesat, didorong oleh meningkatnya minat masyarakat terhadap fotografi, kemajuan teknologi kamera, dan pengaruh media sosial. Seiring dengan meningkatnya persaingan di antara perusahaan fotografi sebagai hasil dari pertumbuhan ini, penting untuk mengenali elemen-elemen yang mempengaruhi loyalitas merek. Penelitian ini meneliti bagaimana Brand Love mempengaruhi Brand Loyalty di industri fotografi Indonesia, dengan harga diri dan pengaruh sosial sebagai variabel mediasi. Penelitian ini menggunakan pendekatan kuantitatif, dengan mengumpulkan data dari para fotografer dan penggemar fotografi di Indonesia. Menggunakan Structural Equation Modeling (SEM) dengan SmartPLS Versi 4.0, penelitian ini menganalisis hubungan antar variabel. Hasil penelitian menunjukkan bahwa Brand Love secara signifikan meningkatkan Brand Loyalty, dan hubungan ini dimediasi oleh pengaruh sosial dan harga diri. Penelitian ini memberikan kontribusi wawasan yang berharga tentang dinamika merek dalam industri fotografi dan memberikan rekomendasi praktis bagi para pemasar yang ingin meningkatkan loyalitas merek dalam lingkungan pasar yang kompetitif.

Kata kunci: Kecintaan pada Merek, Harga Diri, Pengaruh Sosial, Loyalitas Merek, Industri Fotografi

How to cite: Kamaaluddin, K., Ramadania, R., Heriyadi, H., Pebrianti, W., & Ahmadi, A. (2025). The impact of brand love on brand loyalty with self-esteem and social-influence as a mediating role: Indonesian photography industries. *Journal of Management and Digital Business*, 5(2), 353–368. <https://doi.org/10.53088/jmdb.v5i2.1323>



1. Introduction

Technology has been a catalyst for economic growth in many countries, integrating into daily activities and increasing productivity in various sectors (Enniful, 2023). One example of significant development is digital technology, which has transformed many fields, including photography. This industry has seen advancements in camera quality, image clarity, efficient photo transfer, storage, and improved sensitive surfaces (Jawad et al., 2022). These changes reflect how technological innovation not only impacts the macroeconomic scale but also changes the way people interact with technology in their daily lives.

The photography industry consists of businesses and people who provide a wide range of photographic services, including still photography and videography for private events. This industry includes both commercial and portrait photography studios. This industry encompasses all photography linked to cinema, television, and video production (IBISWorld, 2022). Indonesia's creative industries have been developing in various subsectors, which shows a positive trend (Machmud & Sumawidjaja, 2020). The creative industry leverages human ingenuity to drive ideas and activities that boost economic productivity (Agustina et al., 2020). Its role is now inseparable from human life, not only as documentation but also as visual support in various fields (Mulyono, 2021).

In the Indonesian economy, the creative industry plays an important role, with a contribution of 7.38% to the national GDP and employs 15.9 million people (Sumawidjaja et al., 2019). This can be seen from Presidential Regulation No. 69/2019 on the Ministry of Tourism and Creative Economy, which changed the name of the Ministry of Tourism in the Working Cabinet to the Ministry of Tourism and Creative Economy in the 2019-20 Advanced Indonesia Cabinet. Furthermore, based on data from Kemenparekraf/Baparekraf RI (2023) Highlighted that the photography subsector alone contributed IDR5.90 trillion to Indonesia's GDP in 2020.

Indonesia's photography industry is diverse, with amateurs, intermediate, and professional photographers competing. Camera choices vary, including DSLRs, mirrorless cameras, and smartphones. Mirrorless cameras have gained popularity due to their superior quality and portability. Based on a survey by NDP Group in America, mirrorless camera sales increased by 16.5%, with the largest market in Asia reaching 40.79% from 2015 to 2021 (Marvellino et al., 2022). Well-known digital camera brands in Indonesia, such as Canon, Sony, Nikon, and Fujifilm, compete fiercely (Hakim & Nuryanto, 2021).

According to the Top Brand Award, Canon leads in the first position as the most popular digital camera. This is because Canon can analyze market or consumer needs by generating a sense of emotional attachment that generates brand love for the brand, which ultimately affects consumer self-esteem, resulting in a purchase decision (Hakim & Nuryanto, 2021). This is because positive Self-esteem can increase confidence in work and interactions with clients, as well as increase creativity and motivation to pursue experiences and motivate photographers to continuously improve skills.

According to Zingora et al. (2020) Popular digital camera industry brands are influenced by social-influence. This is a deep industry marketing strategy with consumers. As a result, when consumers meet groups that use the brand, they tend to influence them to experience brand love (Rodrigues et al., 2020). Other research results of Polat & Cetinsoz (2021) Suggest that a sense of emotional attachment that generates positive brand love between consumers and brands can make consumers feel at home, or what is called brand loyalty, which shows regular purchasing behavior. As found Zulianti & Ramadania (2018)The researchers argued that the higher the value of Brand Image, the higher its position in influencing Brand Loyalty.

Strong emotional attachment to a brand can also indicate high self-esteem (Devi et al., 2023). This is proven by Hafidz & Astuti (2023)Fulfilling self-esteem, they can feel better than most other people, and these actions will develop loyalty, as evidenced by their loyalty. Brands are recognized and accepted based on experience or influence from others, or what is called social-influence. When customers see the benefits of a product, they are more likely to buy again and become loyal to the brand (Fedorko et al., 2021). As stated by the American Marketing Association, brand loyalty occurs when a customer consistently purchases the same manufacturer-produced good or service over time, as opposed to purchasing from several vendors in the same category (Barkah et al., 2022).

Self-esteem and brand identification are interconnected: when a product meets consumer expectations, it fosters brand comfort and love. This alignment leads to brand loyalty, where consumers consistently choose and prefer a brand that feels highly suitable to them (Arma et al., 2022). As in a study of Pawar (2023) Which states that DSLR cameras create brand love for products to consumers, which are ultimately favored by the media, so that they influence social-influence to buy. This is in line with Lim (2022)That social life is not only able to influence others, but also loyal to the product.

The researcher aims to explore how social-influence, self-esteem, and brand love contribute to brand loyalty, examining factors that sustain customer commitment despite industry changes. Research Gap, which is related to the results of previous research, shows that self-esteem does not significantly influence brand love and brand loyalty (Khintana & Fadli, 2023). This research contributes to providing broader direction on brand dynamics in the photography industry and provides practical insight for marketers in developing strategies that are more effective and responsive to consumer needs in the current digital era

2. Literature Review

Brand Love

Brand Love is an emotion or feeling of a person towards a brand or product (Khan et al., 2021). Simply put, brand love is a form of love directed at a particular brand, item, or service (Ahuvia et al., 2023). Brand fans will believe that the brand embodies every aspect of themselves (Aro et al., 2023). In the instance of extreme brand love, it is stated that "There is no separation of current and desired future identity for the

intensely loving fan; over time their identification with the team has become complete; they are one" (Daniels et al., 2020). Brand love comprises a readiness to identify as a group member or fan of a favored brand; consequently, social identity is positively related to brand love (Ramírez et al., 2019).

Self Esteem

Prestigious customers have a favorable outlook on the surrounding environment and confidence in their future successes (Stuppy et al., 2020). According to Devi et al. (2023) Argue that the evaluation of a person's self-concept about a brand is how self-esteem communicates personal intimacy. Self-esteem leads to strong self-image and customer brand identification. This also indicates an individual's emotional bond with a brand. So, the more someone loves a brand, the higher their self-esteem (Sihombing & Radnan, 2023).

Social-influence

Social and interpersonal factors can have an impact; friends and family can have an interpersonal influence (Mi et al., 2019). As found by Pramesti et al. (2023), where the researcher examines that Social-influence positively affects the cashless behaviour intention variable in the research context. As they are social beings living in society, humans are essentially social beings and can influence others or be influenced by others (Lim, 2022). Individuals tend to heed the guidance of their peers due to the alignment of their value systems, shared language, and mutual interests. Friendship is an important driver of psychological well-being and personal life satisfaction (Kim & Kim, 2020).

Brand Loyalty

The term "loyalty" and its operational definitions (measurements), such as "repurchase intention" and "recommendation intention", are often used interchangeably in the marketing literature (Gao & Shen, 2024). Concerning this point of view, brands take the initiative to initiate the exchange process and inspire loyalty sentiments (Obiegbu & Larsen, 2024). A strong commitment to continue to subscribe to or repurchase a brand in the future is known as loyalty (Ramadhan & Farida, 2020). Therefore, brand loyalty and customer loyalty are two completely different ideas. Brand loyalty is more subtle and persists in consumers' memories (Widiyantoro & Kuswati, 2024).

Brand Love and Self-Esteem.

Brand love is a very positive emotional bond that consumers have with a brand, while self-esteem is a person's opinion of their value and competence. From the previous journal discussion (Hafidz & Astuti, 2023). Brand Love has the power to increase consumer self-esteem, which relates to how much emotional investment customers have in the product. In addition, the results of research by Le (2020) State that popularity and association with consumers, brands that achieve brand love will be preferred by consumers. The impact of brand attachment like this on a person's self-esteem can contribute to sustainable brand loyalty.

H1: Brand love affects self-esteem in the Indonesian photography Industry

Brand Love and Social-influence

Research results Le (2020) State that brand love is a key component in the development of normative influence vulnerability. Prestigious consumers will buy more goods and be more visible than less prestigious consumers (Burnasheva & Suh, 2020). The results of the discussion by Hafidz & Astuti (2023) Where brand love increases emotional attachment and trust in the brand, which in turn affects the level of susceptibility to social-influence. Another finding indicates that brand love has a positive and significant influence on susceptibility to normative influence, as demonstrated in research by Paruthi et al. (2023) Please consider the study that analyzes the correlation between social-influence and brand loyalty. This study demonstrates that brand love and emotional attachment have an impact on the degree of consumer engagement. This will subsequently influence their degree of brand loyalty.

H2: Brand love affects social-influence in the Indonesian photography industry

Brand Love and Brand Loyalty

Customers are more likely to be loyal to a brand when they experience a positive brand experience that creates an emotional attraction to the brand (Mahardika & Setyawan, 2024). Studies by Kim et al. (2021; Nair (2023) Also, state that consumers who want to maintain long-term relationships are more likely to return, give advice, and generate goodwill. Customer engagement is influenced by brand love, trust, product quality, and customer service, which ultimately results in brand loyalty (Nair, 2023). On the other hand, a study by Wang & Omar (2023) Found that brand love affects brand loyalty, which in turn results in positive word of mouth.

H3: Brand love affects brand loyalty in the Indonesian photography industry

Self-Esteem and Brand Loyalty.

Brand loyalty is directly influenced by self-image congruence and indirectly by brand engagement (Le, 2020). Brand engagement and self-esteem have a positive impact on brand loyalty, which indicates high brand attachment and identity congruence. The study conducted by Devi et al. (2023) found that the higher the consumer's self-esteem, the higher the love for the brand, so it is said that self-esteem affects brand loyalty.

H4: Self-esteem affects brand loyalty in the Indonesian photography industry

Social-influence and Brand Loyalty

Study results by Le (2020) demonstrate that Social Normative Influence (SNI), also referred to as Social-influence, plays a positive role in enhancing consumer loyalty towards focal brands. SNI increases the likelihood of in-group purchases, signaling purchase intent and motivating collective consumer behavior (Sharma & Klein, 2020). According to Ebrahim (2020), acceptable normative influence, in the form of favorable developments, has a positive impact on brand loyalty. Love for the brand, in addition to positive social-influence, will bolster consumer brand loyalty. On the other hand, Fedorko et al. (2021) Consumer brand loyalty is significantly influenced by normative social experiences. When individuals recognize product benefits through shared

experiences, they are more likely to make subsequent purchases, thereby reinforcing brand loyalty.

H5: Social-influence affects brand loyalty in the Indonesian photography industry

Brand Love affects Brand Loyalty through Self-Esteem

According to previous research findings by Le (2020) Self-esteem has a major mediating role in the relationship between brand love and brand loyalty. As for the contradiction, according to the research by Khintana & Fadli (2023), which states that self-esteem does not have a significant influence on Brand Love and Brand Loyalty. Since people with strong self-esteem are more likely to be devoted to companies they love, having a good feeling about oneself also helps increase brand loyalty

H6: Brand love affects brand loyalty through self-esteem in the Indonesian photography industry

Brand Love affects Brand Loyalty through Social-influence

Positive results are usually obtained from the impact of social-influence on brand loyalty (Fedorko et al., 2021). Therefore, brand loyalty may increase when a person is inspired to choose and stick with a brand through social-influence (such as referrals from friends or family) (Ebrahim, 2020). This implies that the relationship between consumers and brands is strengthened largely by social factors, such as previous research by Le (2020) Which found a relationship between Brand Love and Brand Loyalty mediated by Social-influence.

H7: Brand love affects brand loyalty through social-influence in the Indonesian photography industry

3. Research Method

The approach employed in this paper involves the utilization of purposive sampling, along with a specific sample strategy and questionnaire distribution technique, to collect data for the study. A study sample of 214 respondents in Indonesia was used to get data on the number of individuals who use cameras made by the Sony, Canon, Fujifilm, or Nikon brands. Purposive sampling was used to determine the initial number of stratified sample members. The primary data source is by distributing research questionnaires given to participants or research samples, which are the main data source.

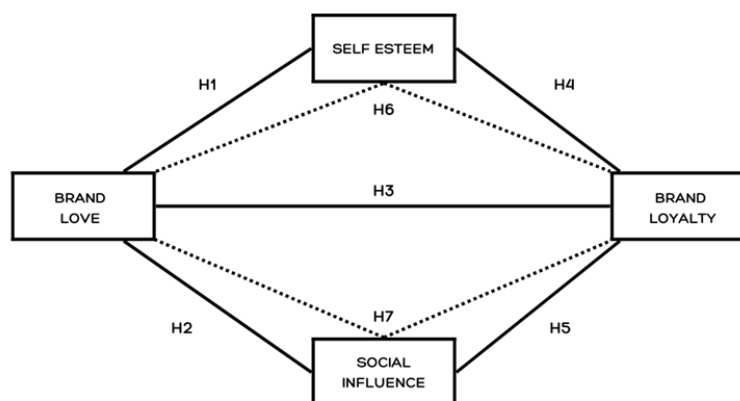


Figure 1. Research Model

This study uses a causal research design with a Likert scale questionnaire to gather responses from selected participants. Data was analyzed with SEM in SmartPLS 4.0, testing relationships between variables, including validity, reliability, and hypothesis testing through bootstrapping to assess direct effects.

The empirical indicators for each variable in this study are as Table 1.

Table 1. Indicators for each variable in this study

Variable	Definition	Indicator
Brand Love	Brand love entails a willingness to identify as a member of a group or a fan of a favorite brand; thus, social identification has a positive relationship with brand love (Ramírez et al., 2019)	1) Passion 2) Attraction 3) Positive emotions 4) Positive evaluations 5) Expressions of love. (Carroll & Ahuvia, 2006)
Self Esteem	Prestigious customers have a positive view of the surrounding environment and confidence in their future achievements (Stuppy et al., 2020).	1) Feeling of security 2) Feeling of identity 3) Feeling of belonging 4) Feeling of competence 5) Feeling of worth. (Reasoner, 2010)
Social-influence	As they are social beings living in society, humans are essentially social beings and can influence others or be influenced by others (Lim, 2022)	1) Peer Influence 2) Parent influence 3) Media influence (Mangleburg et al., 2004).
Brand Loyalty	The term "loyalty" and its operational definitions (measurements), such as "repurchase intention" and "recommendation intention", are often used interchangeably in the marketing literature (Gao & Shen, 2024)	1) Behavior measure 2) Measuring switch cost 3) Measuring satisfaction 4) Measuring liking brand 5) Measuring commitment (Rangkuti, 2017)

4. Results and Discussion

4.1. Results

Research, design, and measurement must be refined before testing relationships and causality. In PLS-based SEM, the outer model shows how manifest variables represent latent ones. PLS-SEM handles complex models effectively while minimizing multicollinearity issues (Streukens & Werelds, 2023). At this stage, the quality of indicators measuring latent variables is evaluated. In PLS analysis, the outer model and indicator reflectivity are assessed, focusing on convergent and discriminant validity, as well as composite reliability for indicators.

Table 2. Characteristics of Respondent

Category	Items	Frekuensi	%
Age	17 - 20 Years	26	12.15
	21 - 30 Years	178	83.18
	31 - 40 Years	24	11.21
	> 40 Years	1	0.47
Gender	Man	163	76.17
	Woman	61	28.5
Domicile	Kalimantan	65	30.37
	Jawa	133	62.15
	Bali	3	1.4
	Nusa Tenggara Barat	1	0.47
	Sumatera	8	3.74
	Sulawesi	3	1.4
	Maluku	1	0.47
What brand of camera are you using?	Canon	64	29.91
	Sony	83	38.79
	Fujifilm	40	18.69
	Nikon	27	12.62
Camera Usage Period	1 – 4 Years	178	83.18
	5 – 8 Years	40	18.69
	> 10 Years	7	3.27
How many times have you purchased camera products in the past few years	1 - 5 Times	140	65.42
	6 - 10 Times	43	20.09
	11 - 15 Times	31	14.49
Employment Status	Freelance Photographer	59	27.5
	Freelance Videographer	9	4,2
	Freelance Photo & Videographer	31	14,5
	Students	78	36,4
	Visual Artist	15	7,0
	Graphic Designer	1	0,5
	Creative Director	2	0,9
	Content Creator	3	1,4
	Video Producer	1	0,5
	Musician	2	0,9
	Entrepreneur	4	1,9
	Civil Servant	4	1,9
	Private Employee	3	1,4
	Unemployed	2	0,9
	Total	214	100

The variable of independent Brand Love in this study refers to the concept (Carroll & Ahuvia, 2006), which is based on five indicators: Passion, Attraction, Positive emotions, Positive evaluations, and Expressions of love. Then, the mediating variable, namely self-esteem, in this study, refers to the concept (Reasoner, 2010) Brand love is measured using five indicators: security, identity, belonging, competence, and worth. Social-influence is measured with three indicators: peer, parent, and media influence (Mangleburg et al., 2004). The dependent variable, Brand Loyalty, is measured based

on five indicators: Behavior measure, switch cost, satisfaction, liking the brand, and commitment (Rangkuti, 2017). The following result of validity measurements can be seen in Model 1 as Figure 2.

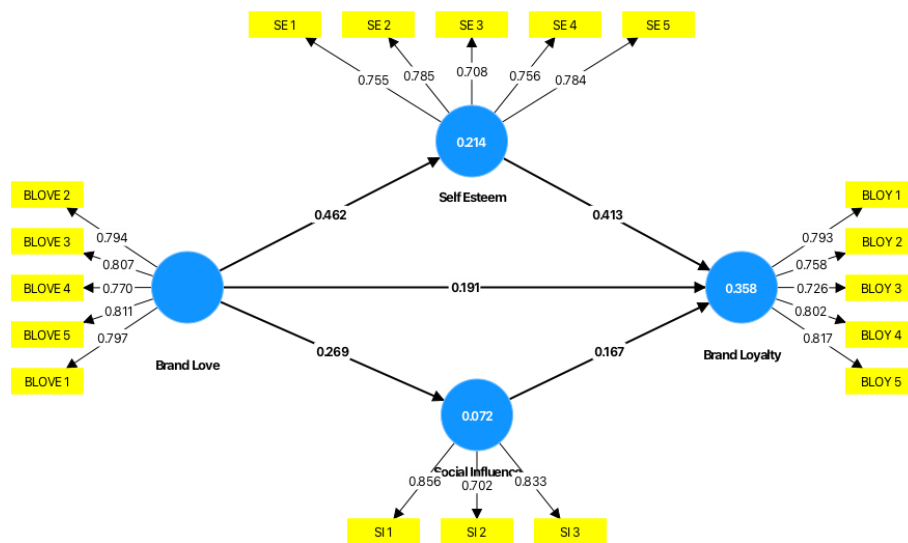


Figure 2. Validity outer model test

Figure 1 shows that the hypothesis proposed in this study, the initial stage carried out, was to test the measurement model, which aims to validate the validity and reliability of each construct and measurement (Hair et al., 2019). Hair et al. (2019) Recommends testing the measurement model, including an outer loading threshold value of 0.70, acceptable CA and CR values of 0.7, and a recommended AVE value of 0.5.

Table 3. Validity and reliability

Variable	I	OL	CR	CA	AVE	R2
Brand Love	BL1	0,797	0,896	0,856	0,663	
	BL2	0,794				
	BL3	0,807				
	BL4	0,770				
	BL5	0,811				
Self Esteem	SE1	0,755	0,871	0,815	0,576	0,210
	SE2	0,785				
	SE3	0,708				
	SE4	0,756				
	SE5	0,784				
Social-influence	SI1	0,856	0,841	0,723	0,640	0,068
	SI2	0,702				
	SI3	0,833				
Brand Loyalty	BLOY1	0,793	0,885	0,839	0,608	0,348
	BLOY2	0,758				
	BLOY3	0,726				
	BLOY4	0,802				
	BLOY5	0,817				

Note(s): I (indicator); OL (outer loadings); CR (composite reliability); CA (cronbach's alpha); AVE (average variance extracted); R² (R-square adjusted)

Validity indicators range from 0.702 to 0.856, with Composite Reliability (CR) values between 0.841 and 0.896, and Cronbach's Alpha (CA) values from 0.723 to 0.856, all exceeding recommended thresholds. Average Variance Extracted (AVE) values are also satisfactory. According to (Hair et al., 2019), the R² test categorizes Self-esteem, Social-influence, and Brand Loyalty in the weak category (0.25). However, Rasoolimanesh et al. (2017) Said that in social research, especially in behavioural science, any R² of 0.20 or greater could be considered reasonable. Therefore, in this study, the R² values of self-esteem and Brand Loyalty are good and have good predictive ability.

Table 4. Discriminant Validity

Variable	Forell-Lacker Criterion			
	Brand Love	Brand Loyalty	Self Esteem	Social-influence
Brand Love	0.796			
Brand Loyalty	0.427	0.780		
Self Esteem	0.462	0.540	0.758	
Social-influence	0.269	0.315	0.232	0.800

Table 4 illustrates that the discriminant validity, as per the Fornell-Larcker Criterion, of each variable surpasses the correlation value with other variables. Notably, the values are: Brand Love = 0.796, Brand Loyalty = 0.780, Self Esteem = 0.758, Social-influence = 0.800, and Positive Emotion = 0.929. It is possible to deduce that the discriminant validity of all measurement items is valid based on the information provided (Hair et al., 2019).

After assessing the measurement model, the structural model was tested using bootstrapping with 10,000 sub-samples. Significance of direct and indirect effects was determined by beta, t-value, and p-value, with t-values above 1.96 and p-values below 0.05 indicating significance (Hair et al., 2019).

Table 5. Hypothesis testing of direct and indirect effects

Hypotheses	β	SD	t-values	p-values	Decision
H1: BL \rightarrow SE	0.462	0.057	8.112	0.000	Supported
H2: BL \rightarrow SI	0.269	0.057	4.722	0.000	Supported
H3: BL \rightarrow BLOY	0.191	0.068	2.810	0.005	Supported
H4: SE \rightarrow BLOY	0.413	0.067	6.167	0.000	Supported
H5: SI \rightarrow BLOY	0.167	0.061	2.749	0.006	Supported
H6: BL \rightarrow SE \rightarrow BLOY	0.191	0.036	5.347	0.026	Supported
H7: BL \rightarrow SI \rightarrow BLOY	0.045	0.020	2.223	0.000	Supported

Note(s): BL (Brand Love); SE (Self-esteem); SI (Social-influence); BLOY (Brand Loyalty)

4.2. Discussion

The Influence of Brand Love on Self-Esteem and Social-influence

The results of the analysis that has been conducted confirm a significant positive relationship between brand love and self-esteem, showing that camera users in Indonesia feel more confident with a brand they love (Le, 2020; Hafidz & Astuti, 2023). For example, Canon or Sony users often have a higher level of confidence when working on their photography projects. In addition, brand love also significantly

influences social-influence. The results of this study are also by the findings of Suh (2020), Le (2020), and Hafidz & Astuti (2023). The results show how Brand love for cameras, like Canon in Indonesia, is strongly influenced by the loyal photography community, driving its popularity.

The Influence of Brand Love, Self-Esteem, and Social-influence on Brand Loyalty

The results of the analysis that has been carried out confirm the significant influence of Brand Love on Brand Loyalty, supported by research (Kim et al., 2021; Mahardika & Setyawan, 2024; Nair, 2023; Wang & Omar, 2023). Photographers remain loyal to one camera brand due to consistent quality, familiar features, and efficient workflows. Positive experiences with the brand's ecosystem of cameras, lenses, and accessories lead them to recommend it, believing a single-brand system offers better performance and convenience.

The results of the analysis that have been carried out show that Self-esteem is proven to have a significant influence on Brand Loyalty. In line with the research of (Le, 2020; Devi et al., 2023; Sihombing & Radnan, 2023). Individuals with high self-esteem are more loyal to brands, especially for products tied to their identity or profession. Photographers with high self-esteem form strong emotional connections with premium camera brands due to positive experiences with their equipment and support.

The fifth hypothesis confirms that social-influence significantly affects brand loyalty, though its impact is smaller compared to self-esteem. This highlights the importance of social-influence in driving brand loyalty, according to the findings of (Ebrahim, 2020; Fedorko et al., 2021; Le, 2020; Sharma & Klein, 2020). Camera brands leverage online photography communities to build loyalty, with user-generated content and peer discussions significantly influencing purchase decisions and brand perception.

Self-Esteem as a Mediator Between Brand Love and Loyalty

The sixth hypothesis confirms that self-esteem significantly mediates the relationship between brand love and brand loyalty, emphasizing its role in strengthening this connection (Le, 2020). Brand Love boosts both consumer loyalty and self-esteem, which in turn strengthens brand loyalty. However, these results contradict the findings of Khintana & Fadli (2023). This study suggests that self-esteem may not strongly mediate brand love and loyalty. However, brand love can still have a positive impact on self-esteem and loyalty, especially for emotional products such as cameras and technology, underscoring the importance of consumer psychology in building lasting brand relationships.

Social-influence as a Mediator Between Brand Love and Loyalty

The seventh hypothesis confirms that social-influence mediates the relationship between brand love and brand loyalty. While its effect is smaller than self-esteem, social engagement within a community strengthens brand loyalty. In line with the findings of Ebrahim (2020); Le (2020) Photographers in Indonesia build brand loyalty through user communities, where loyal fans become unofficial brand ambassadors. Recommendations from their peers and the experiences they share show how social-influence and love for the brand strengthen customer relationships.

5. Conclusion

This study examines how brand love influences brand loyalty in Indonesia's photography sector, with social-influence and self-esteem as mediators. It finds that brand love boosts loyalty, with increased consumer confidence and social interactions strengthening the effect. These insights help marketers develop strategies to enhance brand love for emotional products like cameras, fostering stronger customer relationships and success in a competitive market.

This study enhances understanding of how brand love influences brand loyalty through social-influence and self-esteem, contributing to consumer behavior literature in the photography industry. It highlights self-esteem as a key link between brand love and loyalty, emphasizing the importance of brand love for high-involvement products like cameras. The research highlights the importance of emotional, psychological, and social factors in brand loyalty, providing a framework for future studies in technology-driven markets. However, the study lacks research on industrial photography, suggesting the need for further investigation in this specific area.

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