

Effects of Social Media Marketing and Brand Love-Jealousy on Willingness to Pay Premium

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Abstract

In previous marketing academics, there is a recent increase found in adjusting and applying concepts of psychology and interpersonal theories to the brand management concept, such as brand love and jealousy, and its effect on customers' willingness to pay a premium price. Social media marketing has also received a growing interest regarding its influence on customer-brand relationship. However, the number of related studies focusing on the dynamic Indonesian market is still very limited. The direct influence of SMM activity on brand love in the context of premium brands is also still underexplored. Our purpose in this research is to study the effect of Indonesian young adults' self-esteem and brands' social media marketing activities on creating individual's brand jealousy. A quantitative approach based on questionnaire is used to test the conceptual model that describes the relationships between social media marketing, brand love, self-esteem, brand jealousy, and willingness to pay premium. The findings of this research show that social media marketing positively influences brand love, brand love also positively affects brand jealousy, and brand jealousy has a positive impact to willingness to pay premium. However, self-esteem does not seem to have a significant positive correlation with brand jealousy. The results also provide strategic insights for premium brand managers marketers to motivate customers to pay premium prices's by focusing on innovative social media strategies and creative content development that appeals to customers' feelings and drive purchase decisions.

Keywords

social media marketing; brand love-jealousy; willingness to pay premium



I. Introduction

Social media help many people to communicate more easily nowadays. According to Ruane and Wallace (2013), the function of social media itself has become increasingly popular for marketers to help managing customer relationships and affect their shopping behaviour. It's extremely common these days for brands to use social media for marketing communications. In interpersonal communication the context that covers it is the physical, social, cultural, cultural and psychological aspects of a person who communicates (Marlina *et al*, 2020). Communication is the process of delivering messages by someone to other people to tell, change attitudes, opinions or behavior either directly orally or indirectly through the media. In this communication requires a reciprocal relationship between the delivery of messages and recipients namely communicators and communicants (Hasbullah, 2018). Marketing is viewed based on the one-way interaction model in the traditional marketing paradigm. It said that the consumer is the receiver and the producer itself is the sender. According to Scott (2010), contrastingly social media in the field of marketing is following a multi — way approach, and the roles of sender and receiver are more diverse. Using Social Media as a Marketing tools is usually called Social

Media Marketing Activity. There are 5 dimensions mentioned in Social Media Marketing, namely entertainment, trendiness, interaction, customization and WOM (Word Of Mouth). Entertainment drives many people into using social media (Muntinga et al., 2011; Park et al., 2009). Social media is an example of a relatively recent development of information technology (Marbun *et al*, 2020).

Indonesian users generally utilize social media as quick and easy touch points to build engagement with their highly-esteemed brands, and restore the brand experience. Social media allows them to look up complete product information, and share it to their chosen online audience or friends (Jakarta Globe, 2017). Brand love is an important concept that could potentially improve brand emotions, attachments, passion, declarations, and evaluations (Albert et al., 2005).

Superior quality, performance, design, experience and brand are known as the key aspects that customers universally say they are looking for in premium products. Especially, about two in five customers want to willingly spend more for natural or organic ingredients. Moreover, customers want to willingly spend more for socially responsible and sustainable products. Based on Nielsen report, electronics, apparel, cosmetics, and proteins such as dairy and meat is known as the top product groups where customers are most willing to purchase premium goods. Additionally, the research finds that online customers in Indonesia want to willingly spend more on premium items in the personal electronics group (reading devices, tablets, cellphones, computers, etc.), apparel product groups, cosmetics, jewelry, and cars.

Family or colleagues are known as the most important aspects in Indonesian consumers who make them consider recommendations from their trial of new premium products. Research and online advertising were other aspects that affected consumers' decision before trying out new premium items. It is of our primary interest to look into the potential effect of brand jealousy in enhancing the conversion from potential to actual buyers.

II. Review of Literature

2.1 Social Media Marketing Activities

Social media refers to online applications, media, and platform with the objectives of easing collaborations, interactions and content sharing (Richter & Koch, 2007). These platforms take numerous forms, including social blogs, podcasts, wikis, pictures, video, microblogging, rating and social bookmarking (Kim and Ko, 2012).

In the field of social media branding, SMM activities is one kind of a method to interact with consumers, with capabilities to upgrade the image of a brand (Tsai and Men, 2013), customer equity (Kim and Ko, 2012), customer responses (Godey et al., 2016), brand equity (Godey et al., 2016), and brand success (Phan et al., 2011). Premium brand massively utilizes social media for marketing, as well as advertising. This two-way communication platform is the most suitable for boosting customer's value through interaction with relevant information, events, entertainment, and media (Kim and Ko, 2010).

In conceptualizing the core activities that will improve the success of a brand with the help of online communities, preceding studies (Kim and Ko, 2012; Godey et al., 2016) have determined the factor of Social Media Marketing activities composed of five dimensions:

- (1) Entertainment
- (2) Interaction

- (3) Trendiness
- (4) Customization
- (5) WOM

Word-of-Mouth is defined as the process that enables opinions and information sharing by customers which lead buyers toward and away from particular brands, products, and services (Hawkins et al., 2004). In terms of social media, Godey et al. (2016) claim that Word Of Mouth means the things costumers do to post content and transfer information on social media. Brown (2011) claims that social media is able to improve the capability of consumers to assess a product, and as a result, WOM is increased. Chu and Kim (2011) categorize social media WOM practices as three perspectives: opinion-seeking, opinion-giving by opinion leaders and opinion-passing behavior.

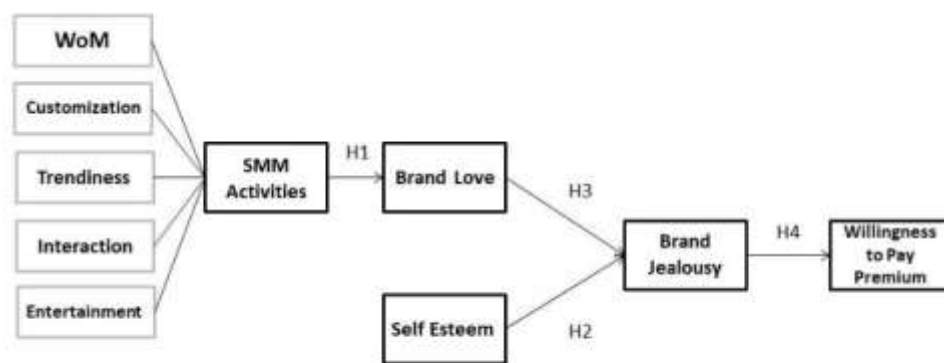


Figure 1. Conceptual Model and Hypotheses Development

2.2 The Link Between SMM Activities and Brand Love

Social media is described as a collection of internet-based applications developed on the technological and ideological basis of Web 2.0, enabling user-generated content creation and exchange (Kaplan and Haenlein, 2010). Premium brand massively utilizes social media for marketing, as well as advertising. This two-way communication platform is the most suitable for boosting customer's value through interaction with relevant information, events, entertainment, and media (Kim and Ko, 2010). The main Marketing strategy that brand use in social media is through their official brand pages. Brand page is an essential form on online brand community considering their networked and interactive nature of social media (Turri et al., 2013). Brand pages have appeared as an accepted channel for companies to communicate to their customers and share a lot of information as posts (Mamonov et al., 2016). Brand pages is a tool used in marketing to build emotional connection between brands and their consumers (Schamari and Schaefer, 2015), their part in building brand love is in the early stages (Vernuccio et al., 2015). An emotional connection with the brand is the characteristic of a strong consumer and brand relationship that is powerful enough to be seen as love (Maxian et al., 2013). The extent of emotional passionate connection a customer feels with a brand is defined as brand love (Carroll and Ahuvia, 2006).

H1. SMM activities positively influences brand love

2.3 The Link Between Self-Esteem and Brand Jealousy

Parrott & Smith (1993) defined romantic jealousy as a mixture of various emotions like anxiety, hurt, and anger, which is mediated by endangered self-esteem (DeSteno et al., 2006). Self-esteem could refer to the universal senses of self-worth, self-respect, self-liking, self-acceptance (Brown, 1993; Rosenberg, 1965). Discovering partner interest in someone else endangers the relationship and one's self-esteem, and as a result jealousy emerges (DeSteno et al., 2006). Additionally, preceding study about consumer behavior concludes that obtaining goods contributes to better self-esteem through praising the person's ego (Arndt et al., 2004). Hence, in consuming brands, consumers might feel a similar danger to self-esteem the moment they notice that a brand that they think highly of and deeply love, yet do not own at present, is owned by a friend or a relative. When someone has high self-esteem, they are expected to also have a high jealousy level.

H2. Self-esteem positively influences romantic brand jealousy.

2.4 The Link Between Brand Love and Brand Jealousy

According to White (1981), in terms of interpersonal relationship, the connection between romantic partners would cause a feeling of jealousy, it means that jealousy is caused by romantic love. In pre-existing study, there is a statement that brand love is fundamentally romantic, have passion, and emotional affection (Sarkar, 2013). Based on Carroll and Ahuvia (2006, p. 81), brand love refers to "The extent of passionate emotional connection a consumer feels with a brand". Additionally, in marketing context, the higher level of brand love, the level of jealousy experienced will be higher too. For example, someone would be jealous when he finds out that his friend has bought a Porsche, because he also loves Porsche as a luxury for different reasons. But the person would not feel that way if his friend bought a Honda, because he does not have a romantic love for Honda.

H3. Romantic brand love positively influences brand jealousy.

2.5 The Link Between Brand Jealousy and Willingness to Pay Premium

According to Mattingly et al (2012), in regard to the interpersonal relationship theory, jealousy gives a warning sign to someone that the relationship is threatened. Jealousy will deliver an unpleasant message to one's partner that they are in unharmonious relationship, (Hasdiansa and Balqiah, 2019). People are attached emotionally, and need to manage relationship, are willing to invest more in respect to threatening situations (Bevan, 2008; Nadler and Dotan, 1992, Rydell et al., 2004). In this case, potential customers who do not have a brand that they love at the moment but feel a sense of love and a strong attachment to a particular brand will see the other customers who have used or have the brand as a rival (Hasdiansa and Balqiah, 2019). The jealousy-inducing behavior shows up because of failure to have the desired brand, and sensing threats of being ignored from the social group which draws social anxiety (Biçakcioğlu et al, 2017). Therefore, if consumer want to buy this brand, they are predicted to show higher willingness to pay premium. Furthermore, Sreejesh (2015) investigated how customers felt brand aspirations affect their willingness to pay premium, consumers will be motivated by situations that provoke high-jealousy to be more engaged with those brands, and the willingness to pay a premium price for those brands also increases.

H4. Brand jealousy positively influences willingness to pay premium.

III. Research Methods

We conducted a quantitative survey targeted towards customers of prominent brands with significant investments in social media marketing. We primarily selected the premium brands on the basis of their prominence in social media interactions and their follower base.

With more than 45 million users, Indonesia is Instagram's biggest market in the Asia Pacific region. In Indonesia, most Instagram users are within the age range of 18 years to 24 years old. We sent messages through online messenger applications (LINE and WhatsApp) to high school and university students that contain a link to an online survey including a guide to directly answer the questions. We approached consumers who had made a premium brand purchase during the last year and are the followers of the brand on Instagram.

3.1 Questionnaire Design

To test the conceptual model in this study, we designed a questionnaire that consists of six parts (i.e., demographics, SMM Activities, brand love, self-esteem, brand jealousy, and willingness-to-pay-premium, and demographics). We used acknowledged measures and chose multiple-item measures to measure assess our research variables. For instance, we used the scale of Kim and Ko's (2012), which includes eleven points spread between five dimensions (WOM, customization, trendiness, interaction and entertainment), to measure SMM activities. The reason behind this is it was one of the earliest scales, and the one most commonly adopted by researchers (Godey et al., 2016). We adopted the 10 items created by Carroll and Ahuvia (2006) for brand love. This scale is commonly used in the marketing literature and was the earliest in this field. For the brand jealousy, we used Sarkar and Sreejesh (2014) scales, while three Likert scale items to measure self-esteem were adopted from Truong and McColl (2011). Finally, willingness to pay premium scale was adapted Thomson et al. (2005) that consist of two items.

To test all the questionnaire items, we employed a 5-point Likert-type scale with the indicators that range from "1 = strongly disagree" to "5 = strongly agree." Questionnaire was originally structured in English and finally translated into Indonesian through back translation procedure. In some cases, we altered the wording of the original scale items to a degree to fit contextually.

3.2 Sampling Method and Data Collection

We used a convenience sample of 250 Indonesian student respondents (aged 15-23) to gather data using an online questionnaire. Based on Nielsen Global Health & Wellness Survey (Q3, 2014), Generation Z and Millennials are most willing to pay premium.

We designed a quantitative survey targeting the student sample, which aligned with the social media context. The largest group of Instagram's users is also known from more than half of young adults (18-29 years old) (Duggan, 2015a; Duggan et al., 2015). Moreover, compared with older people, high school teenagers (15-19 years of age) show a stronger inclination to get socially anxious and jealous (Chaplin and John, 2007; Culotta and Goldstein, 2008), therefore the decision of setting the lower age limit

First, we had to validate the measurement of scale structures for the actual sample. We sequentially do exploratory and establish factor analyses of the scales. After that, we tested a causal relationship model for the proposed constructs about high-end brands. After all the data are collected, data analysis will be performed in PLS-SEM model.

IV. Results and Discussion

4.1 Results

Table 1 described the demography spread of the respondents collected. Female dominated the gender mix (56.8%). The age category was heavily dominated by the range of 18 to 23 years old (96%). Occupation was dominated by university student (96%). Respondents' domicile was dominated by Jakarta (56.4%). The monthly income category was dominated by more than IDR 5 million (54.4%).

Table 1. Demographic Characteristics of Respondents Characteristic

Characteristics	Items	Numbers	Percentage
Gender	Female	142	56,8
	Male	108	43,2
Age	15-17	10	4
	18-23	240	96
Occupation	High School Student	10	4
	University Student	240	96
Domicile	Jakarta	141	56,4
	Bogor	10	4
	Depok	24	9,6
	Tangerang	60	24
	Bekasi	13	5,2
	Others	2	0,8
Income	< Rp 1.000.000	10	4
	RP 1.000.000 - RP 3.000.000	36	14,4
	RP 3.000.001 - RP 5.000.000	68	27,2
	> RP 5.000.000	136	54,4

The PLS-SEM model was analyzed using two assessments, the measurement model and structural model. The questionnaire items were put under measurement modelling to determine whether the research model used was both valid and reliable. On the other hand, structural model could determine whether the hypothesis that was developed should be accepted or rejected.

Measurement model considers the terms of convergent validity, discriminant validity, and reliability. Average Variance Extracted (AVE), the Composite Reliability (CR), and Cornbach's Alpha are presented in Table 2, and Discriminant Validity is presented in Table 3. The significance level was set at 5%. In order to evaluate unidimensionality and validity of the model, there was an analysis of the factor loadings and Discriminant Validity values. There is a generally reasonable convergent validity in this construct, because the outer loadings are all higher than minimum threshold of 0.70 (Kwong & Wong, 2013). According to Fornell and Lacker (1981), the AVE need to be higher than 0.5. In this research, the AVE estimates from SmartPLS are higher than 50% for all the variables. Discriminant validity as square root of AVE also has greater values than other correlated variables.

Moreover, the reliability of all final constructs used show an acceptable value, with Cronbach's alphas spread within the range of 0.617 to 0.911, surpassing the 0.60 threshold (Churchill, 1979). CR values are also higher than the 0.7 threshold (Nunnally, 1978). The results suggest that reliability is found in the measurement model; the composite reliability and Cronbach's alpha values that were calculated are acceptable.

Table 2. Convergent Validity and Reliability

Var	Item	Factor Loading (0.7)	AVE (0.5)	CR (0.6)	Cronbach's Alpha (0.6)
Entertainment	ENT 1	0,868	0,759	0,863	0,682
	ENT 2	0,874			
Interaction	INT 1	0,855	0,729	0,89	0,814
	INT 2	0,854			
	INT 3	0,853			
Trendiness	TRD 1	0,897	0,792	0,884	0,738
	TRD 2	0,883			
Customization	CST 1	0,917	0,838	0,912	0,807
	CST 2	0,914			
WOM	WOM 1	0,873	0,722	0,839	0,617
	WOM 2	0,826			
Brand Love	BLO 1	0,708	0,593	0,897	0,863
	BLO 2	0,791			
	BLO 5	0,752			
	BLO 8	0,786			
	BLO 9	0,773			
	BLO 10	0,708			
Self Esteem	SES 1	0,788	0,693	0,871	0,778
	SES2	0,873			
	SES 3	0,833			
Brand Jealousy	BJL 1	0,918	0,849	0,944	0,911
	BJL 2	0,921			
	BJL 3	0,926			
Willingness to Pay Premium	WTP 1	0,833	0,759	0,863	0,688
	WTP 2	0,908			

Table 3. Discriminant Validity

Variables	BJL	BL	CST	ENT	INT	SE	TRD	WOM	WTP
BJL	0,921								
BL	0,697	0,770							
CST	0,410	0,568	0,915						
ENT	0,416	0,560	0,537	0,871					
INT	0,494	0,585	0,667	0,599	0,854				
SE	0,348	0,450	0,357	0,386	0,418	0,832			

TRD	0,291	0,479	0,700	0,547	0,646	0,493	0,890	
WOM	0,417	0,548	0,714	0,568	0,613	0,391	0,559	0,850
WTP	0,590	0,664	0,500	0,437	0,550	0,387	0,463	0,871

Looking at figure 2, H₁, H₃, and H₄ are supported, since those hypotheses show positive coefficient values, with p-values less than 0.05. H₂ (self-esteem → brand jealousy) results in the opposite way, hence the hypothesis is rejected in the structural model. R square value is at 0.488, showing that variables, such as brand love, and self-esteem could explain as much as 48.8% of the brand jealousy variable. Additionally, brand jealousy contributes to the extent of 34.9% to the willingness to pay premium variable, the remaining percentage is explained by other variables. Overall, according to the results, almost all hypotheses that had been developed were supported. However, quite unexpectedly, it is discovered through the results that self-esteem did not show a significant effect on the romantic brand jealousy. Hence, only brand love remained significantly affecting the brand jealousy variable in the proposed structural model.

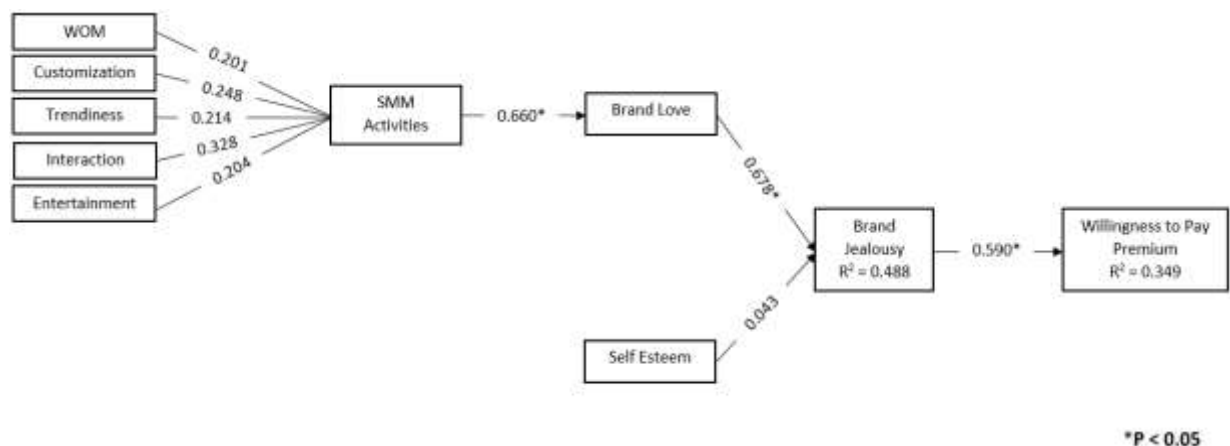


Figure 2. Structural Model

Table 4 outlines the structural model that was used in the testing. The proposed hypotheses could be accepted if the p-value is smaller than 0.05 or T-stat is greater than 1.96, and the coefficient value is positive. Based on the test results gathered, it could be deduced that Hypothesis 1, 3, and 4 are accepted, because the T-stat value is greater than 1.96, the p-value is smaller than 0.05, and all their coefficient values are positive. Aligned with the prediction in H₁, the correlation between social media marketing and brand love was shown to be statistically significant and positive (coefficient = 0.660, t = 8.17, p = 0.000), therefore H₁ is accepted. As for H₃, the correlation between brand love and brand jealousy is positive (coefficient = 0.678, t = 11.086, p = 0.000) and accordingly, H₃ is accepted. The result for H₄ shows that brand jealousy positively influences willingness to pay premium (coefficient = 0.590, t = 9.574, p = 0.000) and therefore, H₄ is also accepted. Meanwhile, hypothesis 2 is rejected, because the T-stat is smaller than 1.96 and p-value is greater than 0.05. As for H₂, self-esteem does not positively affect brand jealousy (coefficient = 0.043, t = 0.615, p = 0.538) and thereby, H₂ is not supported. The results recapitulation of the calculation is presented below.

Table 4. Hypothesis Results

Hypothesis	Path	Coefficient	T-stat	P-values	Conclusion
H1	SMMa → BL	0,660	15,618	0,000	Supported
H2	SE → BJL	0,043	0,615	0,538	Not Supported
H3	BL → BJL	0,678	11,086	0,000	Supported
H4	BJL → WTP	0,590	9,574	0,000	Supported

4.2 Discussion

The small number of preexisting studies on social media marketing activities in Indonesia has pushed forward this study, focusing on the brand building opportunities that social media could create. Additionally, little to no previous studies had attempted to connect social media marketing activities with the brand love-jealousy framework or combine them with the study of willingness to pay premium in teenagers and young adults, the most active social media user category.

SMM activities consist of five defining dimensions. The scales of Social Media Marketing activities were expected to describe *WOM*, *customization*, *trendiness*, *interaction*, and *entertainment* (Kim and Ko, 2012; Godey et al., 2016). As predicted, social media marketing dimensions improve customers' engagement with the brands' Instagram pages as well as enhancing overall virtual experience with the brand. WOM construct affects SMM activities. This could be inferred that our respondents have a tendency to share the information to others and upload content about the brand they used on Instagram. Customization has an impact on creating SMM activities. This result showing that our respondents feels comfortable to social media from the brands they used who offer a customized information search and services. Trendiness construct affecting SMM activities. Our respondents think that the content of the brand on Instagram give the newest information, and feel so trendy when they are using the brand's social media. Interaction also has an impact on social media marketing activities. Interaction is concentrated on the process of sharing information and opinion with other people (Algharabat, 2017) which certainly provides convenience in terms of getting information and opinions for our respondents to social media from the brands they used. Lastly, entertainment influences social media marketing activities. This result confirms that our respondents enjoy something interesting from the content of the brands on Instagram, and feel fun when they make use of the social media.

SMM activities positively influences brand love. SMM activities carried out by a brand can significantly create brand love for their customers. Customers will more likely love the brand when they are aware and have firsthand experiences of services of the brand offered through Instagram. For instance, with the ease of service of give information-sharing and opinions exchange to others where they will upload content about the brand they love through Instagram, because they enjoy sharing a comment about their opinion on social media. Moreover, if the brands are active on Instagram and always provide the latest information, the higher the chance of creating brand love that customers get, because the brand and their attributes constantly linger on their minds. In statistics, teenagers and young adults in Indonesia are inseparable from social media, especially Instagram. That way marketer has a chance to focus create brand love for them because they quickly fall in love with the brand, and it is easier to create brand love for them than adult because in Indonesia not many Instagram users are adults. So, customers that have become deeply engaged through SMM activities are inclined to eventually love the brands.

This study also discovered that romantic brand love has a positive effect on brand jealousy. People that had developed a deep romantic love for a brand tend to be more

jealous when they see their desired brand owned by other people. That jealousy is particularly strong and unshakable in cases where they themselves face serious obstacles to obtain the desired brand products. It is possible to happen in the same regard as an interpersonal relationship within human. The feeling of jealousy is caused by the connection between two people inside of their relationship. The greater the love they have, the higher level of jealousy they feel. This premise is similarly applied in the relationship between people and their desire brand. That is why intense jealousy is very likely to happen when someone has an intense love on one or a few brands, especially in the context of teenagers to young adults. People in this age category typically feel various emotions in a higher intensity compared to people in their 30s and above, and have a higher tendency to feel things to the extremes. Teenage relationships are also known to be more turbulent due to how strongly they experience both love and jealousy.

According to the results of this study, it was confirmed that brand jealousy positively impacts willingness to pay premium, implying that customers experiencing brand jealousy, who could not purchase their chosen highly-esteemed brands because of some obstacles, would willingly pay a higher price to obtain a product from their dream brands. Feeling a strong brand jealousy might play a role in motivating and influencing customers behavior to save up their money for an extended period of time, so that they could purchase these desired brands on the less affordable side of the spectrum. This result also supports preexisting studies, agreeing that a jealous consumer has a bigger chance to pay a premium price to obtain a chosen brand's product. This might happen because in Indonesia, most teenagers' and young adult's lifestyles are easily influenced by their social environments. Social interactions constantly take place in both virtual and physical form. If a teenager actively engages in an environment where a certain brand is highly popular and desired, their mind might cultivate a sense of jealousy over that brand ownership, and this high-anxiety state would effectively drive them to the point of purchase, to feel a pride-like relief and a sense of belonging in their community.

Surprisingly, the present study expressed that self-esteem does not have a significant impact on brand jealousy, although preceding study on consumer behavior had found that obtaining goods will possibly boost self-esteem as it supports the person's ego (Arndt et al., 2004). There are various angles that might explain this result. In Indonesia, especially in the age of 15 – 23 years old, having desired brands turned out to have little effect on someone's self-esteem. Other than the fact that most teenagers might realistically struggle financially to afford these brands, this possibly happened because in that age range of active self-exploration, a person's self-esteem might be more affected by personal achievement, in terms of academic, artistic, or any other field. For example, in terms of fashion, in Indonesia, the indie culture influences many teenagers to focus on presenting their individual style and how they express themselves, regardless of which fashion brand they use. The thrifting trend got people to take more pride in having a unique style and how others are impressed by their styling sense. There is also an emerging trend of promoting small, independent local brands, which are often seen as "cooler" than using the widely popular premium brands. Besides, as mentioned previously, they care a greater deal about their achievements, because what they achieve will determine how others truly see them and that is why self-esteem might not influence brand jealousy as strongly as it might in other study contexts.

V. Conclusion

This article would advance the consumer behavior literature by indirectly connecting SMM activities and willingness to pay premium. The present research's respondents are Indonesian social media users, especially Instagram, with age ranging from 15 to 23 years old. The focus on this specific research context is unprecedented, and very relevant considering the rate of activity and engagement of social media by Indonesia young adults. In general, there is also very limited research about on SMM activity effects on the romantic brand love-jealousy in Indonesia. Another important point is this research had described the direct influence of SMM activity on brand love in the context of premium brand, which still underexplored. As results of the study, there could be an indirect effect of SMM activities on willingness to pay premium. This is proven by the positive impact received by brand love from SMM activities, brand love positively impacted brand jealousy and brand jealousy positively impacted willingness to pay premium. The only rejected hypothesis in this study is that self-esteem does not affect brand jealousy. SMM activities have 5 dimension, however the study has shown that entertainment is the main factor for people to use social media (Muntinga et al., 2011; Park, et al., 2009). Social media had been promoting entertainment, so many people download social media and companies start to use social media for marketing activity. And by then many people know some brands from social media, and start to love them or learn about the brand better through social media. The brand love itself results in the kind of feeling that when a person sees their desired brand, they start to feel excited, happy and start dreaming about owning their desired brand's product. Having reached this state of adoration, many people start to get jealous –the way a lover would be in an interpersonal relationship when they feel the bond is threatened— when they could not buy that desired brand's product or even just get randomly jealous when other people have their desired brand's product. And that could explain why many people are willing to pay premium or spent more money to obtain these products, it is massively fueled by their jealousy. This study has confirmed that SMM activity can be used to introduce a brand to the public. And will significantly cultivate brand love to some people. After strong brand emotional attachment is built, an intense romantic jealousy for the brand ownership could happen, and it often drives young adults into a willingness to pay premium prices for those brands. This will help the marketer to set their plan for using social media by their main marketing platform nowadays. But the marketer should search any other strategies in the future to keep their way of marketing fit with the era.

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