

ABSTRACT

The rapid development of social media has provided new opportunities for the public, especially the Indonesian people, to market their products. One social media that is often used to market products is Instagram, with 79% of marketers using the platform. iWearzule, as a brand engaged in the fashion sector, uses Instagram as a place to market products and interact with its followers. These interactions form the consumer-based brand equity of the iWearzule brand itself. After a long time marketing and interacting with followers through Instagram social media, iWearzule is faced with a decrease in the ratio between comments and uploads on its social media pages.

This study aimed to determine the perceived influence of Instagram social media marketing activities on consumer-based brand equity with co-creation behavior as a moderator on the iWearzule brand. In addition, this study also seeks the effect of brand experience as a mediating variable between perceived social media marketing activities and consumer-based brand equity.

The research method used is quantitative, using a survey research strategy to collect systematic information. The instrument used in this study is an online questionnaire survey which will be filled out independently by the respondents.

The test results show that all the proposed hypotheses have been accepted, with the most significant effect on the relationship between brand experience variables and consumer-based brand equity. The results of hypothesis testing also found that brand experience mediates the relationship between perceived social media marketing activity and consumer-based brand equity. However, this research found the co-creation behavior variable to have a negative impact on the relationship between perceived social media marketing activity and brand experience.

Based on the research results, the findings in this study can become input and references for other studies. Researchers also hope that people or brands can consider the findings from this study for brands engaged in the fashion sector, especially for the iWearzule brand, when they want to improve their performance in marketing their products through social media Instagram.

Keywords: Perceived Social Media Marketing Activities, Consumer Based Brand Equity, Brand Experience, Co-Creation Behavior