

Strategy Based on Customer Engagement to Increase Behavior Intention of Loyalty for Wlack&Bhite

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ABSTRACT : *Customer opened their eyes to a local brand. Local brands are enhancing their benchmark through their quality, marketing, and branding. They are devising strategies to make customers' loyal and create excellent branding images with customer engagement inside of it. Many processes, including the economic system, have been affected by social media. Social networking allows the whole world to exchange information more quickly and efficiently, regardless of distance or territory. Social media has caused consumer to become disloyal to brands, especially millennials. The ease with which consumers can compare goods and brands via the internet is the primary factor influencing the phenomenon. Wlack&Bhite is a clothing brand that relies heavily on social media for promotion, interaction, and purchases, has significant difficulties retaining customer behavioral intention of loyalty. This research aims to find ways for Wlack&Bhite to keep their customers have intention to loyal through customer engagement. Researchers built strategies to increase behavior intentional of loyalty through customer used strategy plan that related to the internal and external analysis.*

KEYWORDS -Behaviour Intention of Loyalty, Clothing Brand , Customer Engagement, Digital, Wlack&Bhite

I. INTRODUCTION

Loyalty is critical for businesses to succeed in the face of a variety of internal and external changes that can impact the company's health. Loyalty may indicate whether a company's product and service quality is good or bad. On the other hand, if a company lacks loyal customers, it will raise questions about the company's efficiency, especially in terms of profitability. Customers who are loyal to a company would gladly recommend it to their friends and family, as well as voluntarily help it when it is experiencing difficulties. The marketing team will benefit from the initiatives they undertake, which will, in turn, reduce the company's marketing costs. Customer loyalty, on the other hand, is difficult to retain. To keep customers loyal, the brand must invest a lot of resources, including time, energy, and money. Customers' diverse characteristics and motivations present a significant obstacle for businesses seeking to improve customer loyalty strategies. Consumers find it difficult to be loyal to a single brand due to rapid technological advances and intense brand rivalry. Many customers' mindsets and buying decisions have shifted as a result of technological advancements.

In this research, it is taken to ensure that behaviour intentional of loyalty to Wlack&Bhite increases. Researchers measure it with data collected from journals, websites, and books were used in the qualitative technique. The quantitative technique was used to conduct a survey of 97 respondents who represent Wlack&Bhite customers and followers. Wlack&Bhite opportunities and threats are revealed by external analysis using PESTLE analysis, Five Porter Forces, and competitor analysis, while Wlack&Bhite strengths and weaknesses are shown through internal analysis utilizing RBV, VRIO, STP, and Marketing mix analysis. The underlying causes of poor intention of loyalty were then discovered using SWOT analysis and Fishbone analysis.

II. LITERATURE REVIEW

2.1 Behaviour Intentional of Loyalty

Price adjustments (such as lower pricing), changes in location/place to acquire items to be regarded more comfortable for customers, and loyalty generated by the results of consumers' benefit evaluations are all examples of behavioural loyalty (Neal, 2010). Loyalty is a term that stresses a succession of buy events, the proportion of purchases made, and the likelihood of making a purchase (Darsono, 2014). The behavioural approach assumes that purchases of a particular brand over a while are critical signs of loyalty. According to Asy'ari (2014), behavioural loyalty leads to recurrent purchases and customers' propensity to suggest items to their friends. A variety of factors can influence behavioural loyalty. These variables are linked to various other aspects that might influence loyalty in general, including customer happiness and perceived value. A lot of prior empirical study findings support the effectiveness of these elements on behavioural loyalty. Customer

satisfaction and perceived value impact behavioural loyalty, according to Yang and Peterson (2014), Khan and Kadir (2011), and Dehghan et al. (2015). Comparing behavior, price sensitivity, repurchase, and information sharing are all examples of behavioral intentions. Customer satisfaction influences positive behavioral intentions, and customer dissatisfaction influences negative behavioral intentions (Olorunniwo et al., 2006). The amount of pleasure and post-purchase action are used to determine behavioral intentions. Customers' behavioral intentions are influenced by their post-purchase encounters with a product or service. If customers are happy with the goods, they are likely to buy it again. If a customer is unhappy with a product, they can return it. They may file a complaint with the company, file a lawsuit against the firm, or opt not to buy the product and warn others (Kotler and Keller, 2009). As a result, it is critical to obtain good behavioral intentions from customers, and as a result, businesses should accurately portray the product's anticipated performance.

2.2 Customer Engagement

Rational loyalty and emotional attachment are the two components of customer engagement. Overall satisfaction, intent to repurchase, and intent to recommend are all examples of honest loyalty, according to Applebaum (2001). Consumer engagement is a two-way partnership between consumers and organizations or businesses and their circle (other customers and the community), requiring the involvement of customers' cognitive, physical, and emotional minds. This study will use customer engagement as the key approach in strategy creation to improve Wlack&Bhite's business strategy to increase behaviour intentional of loyalty, so the writer will need to look for literature on the relationship between customer engagement and behaviour intentional of loyalty. Kevin Kam Fung, Ceridwyn King, Beverley A. Sparks, and Yin Wang (2014) conducted a report. Customer engagement to behaviour intentional of loyalty can be strengthened by :

1. **Identification.** The degree to which a customer feels a sense of oneness with or belonging to a brand.
2. **Attention** refers to a customer's level of concentration, attention, and emotional attachment to a brand. Customers wants to learn more about the brand.
3. **Enthusiasm** is the level of excitement and passion a customer has into the brand. It can be feelings of love and this is valuable asset for the brand.
4. **Absorption** A pleasant state which describes the customer as being fully concentrated, happy, and deeply engrossed while playing the role as a consumer of the brand (Patterson, et al., 2006)
5. **Interaction** is essential. Outside of purchase, a customer's various interactions (both online and offline) with the brand or other consumers.

III. RESEARCH METHOD

Construct Relation	t-statistic	H ₀	Criteria Test
Customer Engagement (Attention) → Behaviour Intentional of Loyalty	5.964	Rejected	Significant

According to the table above, it is known that, because the t-statistic value is larger than 1.96 or $5.964 > 1.96$, H₀ is rejected. Attention on Customer Engagement (X) has a significant impact on Behaviour Intentional of Loyalty (Y). Customer engagement has a 75.7 % (R-Square) effect on behaviour intentional of loyalty, with the remaining 24.3 % influenced by other factors.

This research has outlined the current company's condition that is experiencing low loyalty towards the brand. This research will explain the meaning and importance of behaviour intention of loyalty by create customers engagement. In this study, customer engagement is essential for a writer to develop strong behaviour intention of loyalty and improve business performance. To assess Wlack&Bhite's external and internal, this study employed a mix of qualitative and quantitative research methods. Interviews with other brand competitors and data collected from journals, websites, and books were used in the qualitative technique. The quantitative technique was used to conduct a survey of 97 respondents who represent Wlack&Bhite customers and followers. The data used in this research are from both internal and external. This study will use Internal analysis to reveal strength and weaknesses of the brand use Research Based View with VRIO analysis then segmentation, targeting, and positioning (STP) analysis to explain Wlack&Bhite market condition. The writer would then use Marketing Mix to illustrate how the company's marketing components are used to meet the wants or needs of the target market.

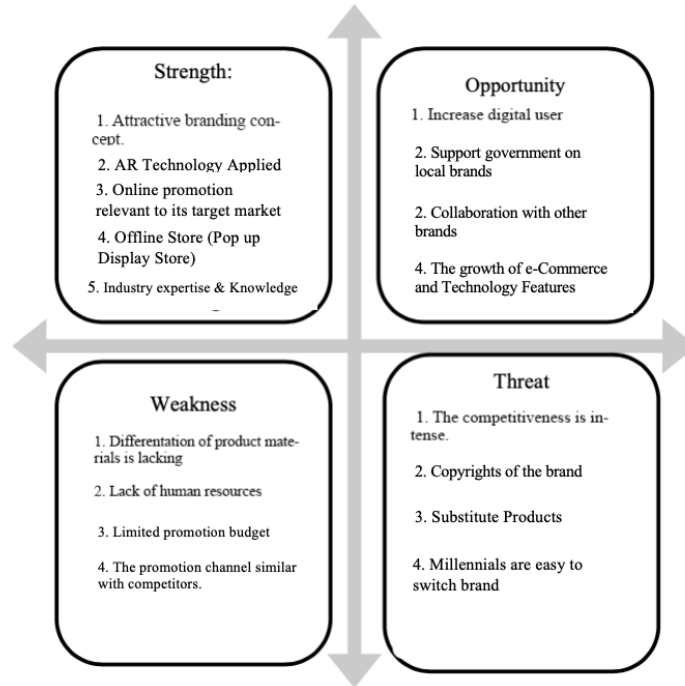
To summarize the external environment of the company, Porter Five Forces analysis will be used. It is to enable comparison of opportunities and threat possessed by Wlack&Bhite and other competitors. The writer would then use competitor analysis to compare and contrast each competitor's strengths and weaknesses. PESTEL analysis also helps to see situations that occur externally that will affect the running of the brand's business. This chapter will also show some of the strengths, weaknesses, and opportunities that the company has. SWOT analysis will be used to reveal overall business condition of the company.

IV. RESULT AND DISCUSSION

4.1 SWOT Analysis

Humphrey (2005) developed the SWOT analysis technique to assess a company's Strength, Weakness, Opportunity, and Threat. Through analyzing SWOT, it is anticipated that the company will be able to formulate the right strategy to deal with external challenges and take advantage of opportunities that exist beyond the company by leveraging the company's strongest resources and overcoming its weaknesses.

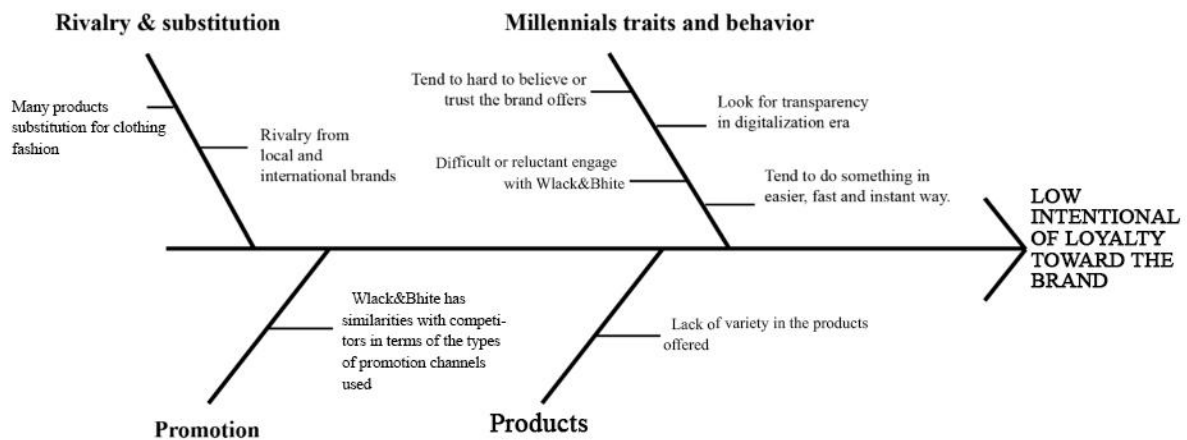
Fig. 1 : SWOT of Wlack&Bhite



4.2 Root Cause Analysis

Every problem has a root cause, and in order to address it, the root cause must be recognized, as well as actions taken to find a solution. Underlying cause analysis tools are tools that assist groups and individuals in identifying probable root causes of problems (Doggett, 2006). The authors of this study utilized a root cause analysis technique called a cause and effect diagram (CED), often known as an Ishikawa diagram or a fishbone diagram. The CED was created to organize and classify possible causes of an issue while also sorting causal linkages (Doggett, 2006).

Fig. 2 : Fishbone Diagram of Wlack&Bhite



There are four major elements that contribute to Wlack&Bhite low intention of loyalty: millennial traits and behavior, rivalry and substitute, product and promotion. Millennial traits and behavior have a negative impact on loyalty because they are influenced by a variety of factors such as finding it difficult to engage with brands,

finding it difficult to believe or trust offers, preferring to do things more quickly, and being able to look for transparency in the digitalization era. Millennials are tough to interact with because they express strong preferences, follow them, and are secure in their choices. These characteristics make it tough to keep millennials interested, and they are the least engaged generation of customers. Because they have their own criteria for selecting a brand or product, millennials are difficult to believe and trust to the brand. They place a higher value on peer reviews and recommendations. Millennials are a generation that has been highly impacted by technology advancements that make it simpler for them to accomplish anything, which has changed their behavior and caused them to choose to do things in a more convenient manner. Advances in use of technology that make information more accessible have provided a huge opportunity for millennials to search for brand transparency. One of the reasons contributing to low intentional brand loyalty is rivalry and product substitution. In the fashion business, there is rivalry not just with local items, but also with clothing brand from other countries. Furthermore, clothing brands have a high product substitution since fashion apparels come in a wide variety of styles and types. The product of Wlack&Bhite is limited and does not have so many variations that it gives consumers many choices even though it has a uniqueness behind the value it serves. This problem certainly cause customers to switch to other brands if there is no suitable product.

4.3 Proposed Strategy to Increase Wlack&Bhite Behaviour Intentional of Loyalty

Build strategies to increase behaviour intentional of loyalty through customer engagement. The following are the underlying causes of low intention of loyalty revealed by this analysis of Wlack&Bhite's external and internal environment :

a. Characteristics and behaviors of millennials

- Find it difficult or hesitant to engage with Wlack&Bhite
- Prefer to do things in an easier, faster, and instantaneous way
- Look for transparency in the digitalization era
- Difficult or reluctant to engage with Wlack&Bhite

b. Rivalry and Substitution

- Many items are substituted for fashion clothing,
- Intense brands competition.

c. Wlack&Bhite's product is lack of variety and innovation.

d. In terms of the types of promotion channels utilized, Wlack&Bhite is similar to its competitors.

To eliminate the root causes and improve business performance, this study proposed 9 loyalty strategies for millennial customers, as follows:

- a. Collaboration or create endorsement with influencers or celebrities that match with Wlack&Bhite brand image to increase trust.
- b. Build loyalty program
- c. Engage millennials by providing an engaging online interactive marketing experience
- d. Increase millennial involvement by embracing the community
- e. Add partnership with another e-commerce
- f. Expand digital payment platforms to make it easier for customers to make transactions.
- g. Differentiate the product through improvement of materials and adding innovation to the product.
- h. Broaden the scope of promotion by using social media channels to offer more opportunities to interact with millennials
- i. Increase the breadth of the promotion by generating material that encourages millennials to interact with Wlack&Bhite.

V. CONCLUSION

Wlack & Bhite produced the business solution based on the TOWS analysis after evaluating its internal and external situation and recognizing the brand's strength and core problem. Content marketing, social media and e-commerce platform optimization, and a Customer Service and Engagement Program are the core of the business solutions. The statement speaks to the second study subject, which is Wlack&Bhite's business solution and execution strategy. The majority's strategy implementation concerns digital platforms and engagement development through activations carried out online and offline, product development by upgrading materials and differentiation, and then creating content that engages the target market, especially millennials.

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