

Article

## Social Identity Analysis The Buttonscarves Community In Building Brand Loyalty

Nurul Mustaqimma<sup>\*</sup>, Lintang Arum Bagasati & Welly Wirman

Communication Science, Universitas Riau, Kampus Bina Widya KM. 12,5, Simpang Baru, Kec. Tampan,  
Kota Pekanbaru, 28293 Riau, Indonesia

<sup>\*</sup>Corresponding Author: [nurulmustaqimma@lecturer.unri.ac.id](mailto:nurulmustaqimma@lecturer.unri.ac.id)

Received: 01 June 2024

Accepted: 01 August 2024

**Abstract:** Social Identity is part of the self concept that comes from experience and knowledge of individuals when they are in a particular social group. The association of individuals in the community unknowingly makes community members loyal to certain brands, one of which is the buttonscarves community. This study wanted to see how social identity can build community members' loyalty to the buttonscarves brand. Through the theory of social identity proposed by Jackson & Smith about social identity that underlies Four dimensions where a person has perception in the context of intergroup, attraction in groups, interrelated beliefs and depersonalization that produce brand loyalty proposed by Alfares are positive behavior towards the brand, repeat purchases, satisfaction, liking, commitment, trust and transition costs. The results of this study show that the identity formed in the buttonscarves community can increase brand loyalty to the buttonscarves brand. Each individual in the community has the same goal so as to form a social identity so as to exclude negative issues from outsiders. The uniqueness, economic value and reputation that buttonscarves have is able to meet the symbolic needs of community members. This phenomenon can be used by business practitioners as a marketing communication model to achieve brand loyalty from consumers.

**Keywords:** Social identity; brand loyalty; buttonscarves; community engagement; share values

### Introduction

The Buttonscarves community commonly called Buttonscarvers Lady is a community of lovers or users of the Buttonscarves *brand*. Buttonscarves is one of the well-known local brands to the international market, since 2016 with its main product hijab. In addition to hijab, Buttonscarves also offers other products such as brooches, shoes, bags, accessories, cosmetics, *cases* and clothing, then the target market of all products offered by Buttonscarves is women aged 24-50 years and the upper middle class (Oeren Lee, 2021). The Buttonscarvers Lady Riau community always makes *events* and associations, this makes many Muslim women interested in being part of the Buttonscarvers Lady Riau community. Because at this time *fashion* and lifestyle provide a new phenomenon for hijab women, besides the results of research (hidayanti et al.,) show that Indonesian people's interest in hijab fashion is increasing every day because hijab designers are increasingly interested in creating diverse and unique hijab motifs. There are several local hijab products in Indonesia.

The data presented that buttonscarves are local hijab products with the highest sales prices compared to others. For hijab products, Buttonscarves has fantastic prices. Although the data above shows buttonscarves have the highest sales figures, buttonscarves is one and only brand that has succeeded in forming a community with high member interest as well. Consumption drives economic development, serving as a key element in human production and daily life. It transcends being merely an economic activity, representing a significant social and cultural phenomenon as well. (Simei, 2024). This can be seen by how

community members rush to make purchases every time they launch a new product within minutes the product is sold out. The sense of belonging possessed by the Buttonsscarves lady shows an interesting phenomenon in the Muslim fashion industry.

Table 1. Information of hijab local product 2024

<b>Brands</b>	<b>Motif</b>	<b>Price start from</b>
Ria Miranda	Unique, Farsel	325.000
Kami Idea	Print	300.000
Buttonsscarves	Laser Cut	375.000
Zittadelia	Color	220.000
Louisaluna	Louisaluzna	225.000
Heaven Light	Cantic	185.000
Kinaya	Cantic	195.000

Source: Facetofeet. (2024)

This is what brand loyalty is all about. Brand loyalty is that consumers exhibit positive behavior toward a brand, who have an interest in a particular brand, and make repeat purchases. Consumers consistently buy products issued by brands without considering the situation and marketing carried out by their brands. (Selly, 2022). The important thing in forming brand loyalty is satisfaction and trust. Without satisfaction and trust, consumers will not make repeat purchases. The behavior shown by the Buttonsscarves lady community shows satisfaction and trust in this brand. In addition to repeat purchases, community members are willing to make time to get together to discuss these products.

The Buttonsscarves community plays an important role in building brand loyalty. In this community, loyal members and customers of buttonsscarves gather to share experiences, style inspiration and love for the brand's products. The exchange of information and support between community members creates a strong bond between them. Thus reinforcing a positive brand perception. Through repeated interactions within the community, members not only gain an immersive experience with buttonsscarves products but also strengthen their identity as members of this community. They feel connected to the brand and the values it represents, which gives them a compelling reason to remain loyal. Active participation in various community activities is also carried out regularly such as online discussions, fashion shows, or in-person meetings. This certainly helps strengthen the relationship between customers and brands.

In addition to generating loyal customers to the brand, this community also forms a social identity within the group. Social identity is an individual's self-concept that develops into a collective self-concept acquired during interactions with members of his community (Tajfel in Wibisono & Musdalifah, 2020). When individuals identify themselves in a group, the status and prestige of the group affects them. By using luxury products from buttonsscarvers will increase the prestige of community members, this is what makes the connection between community, social identity and brand loyalty. Based on the above phenomenon, this article will clearly illustrate how the buttonsscarves community through its social identity is able to grow brand loyalty.

## Literature Review

### 1. Identity Social

Social identity is defined as an individual who feels that he or she is part of a group that has similar values and emotions (Tajfel in Sarifah, 2016). Social identity is how a person defines himself, including comparing himself within a group so that positive and negative assessments of a group arise Merdawati (2021). The existence of the group will form an emotional bond between individuals and their groups. Merdawati, (2021) mentioned that identity social has 4 dimensions; perception in context between group; Power attract in-group; confidence each other related; and depersonalization .

- i. Perception in context between group, When individual identify himself part of the group, status and prestige of the group the will influence their self-perception.
- ii. Power attract in-group, Individuals within the group have a feeling of belonging and common identity. They consider people outside of the group is different from their group, so there is a sense of bias that their group is better than other groups.
- iii. Interrelated beliefs, In social identity, individuals have a self-concept that they possess the same emotional attachment and meaning as their social group. The attachment arises after recognizing their existence as a member of a group. If that group perceived positively, then the group identity will become stronger, and their self-esteem will also increase.
- iv. Depersonalization An individual who feels become part of a group will tend to adopt the group's values as their own. This may also be caused by a fear of being disregarded or feeling alienated within the group for ignoring the group's values.

Bryne, as cited in Rengganis (2016), states that social identity encompasses who an individual is, including personal attributes and attributes shared with other group members. Individuals within the group associate themselves with the group, they will adopt the behaviors and practices of the group.

Social identity is part of an individual's self-concept that develops into collective self-esteem acquired during interactions with his social group. To achieve social identity, individuals within a group must have similar values and emotional ties (Tajfel in Wibisono & Musdalifah, 2020).

In the study conducted by Harwood (2020), mentioned that an individual's social identity is a part of their self-identity that derives from membership in particular social groups, including the associated positive and negative feelings related to such membership. Social identity theory indicates that group affiliation, whether real or imagined, is an individual's choice. Social identification is more dynamic as it is influenced by factors such as individual exposure to marketing communications, product consumption experiences, and social reference groups.

Magnusson (2007), in his study titled "Social Identity and Brand Equity Formation: A Comparative Study of Collegiate Sports Fans," examined the factors influencing social identity and brand equity among fans of a university basketball team. The research findings indicate that social identity significantly impacts brand equity in a positive manner, leading to the conclusion that a strong social identity results in higher brand equity. Magnusson's study assists researchers in understanding how social identity can affect a brand.

## 2. Buttonscarves Lady Riau Community

Herbert Blumer, as referenced in Senis et al. (2024), conceptualizes community as the interaction between individuals within a group, guided by the symbolic meanings they attach to objects and events. The actions of individuals within a community are driven by the goals they associate with these symbols. The Buttonscarves Lady Riau Community illustrates such a group, characterized by its members' shared interest in the Buttonscarves brand. Yasin (2022) describes Buttonscarves as a local brand that has achieved international recognition since 2016. The brand epitomizes a luxurious lifestyle, primarily through its flagship product, the hijab, and also offers a range of other products including shoes, bags, accessories, cosmetics, cases, and clothing. The brand's target market includes women aged 24 to 50 years from the upper-middle class.

The Buttonscarves Lady Community regularly hosts gatherings and events designed to attract women outside the community, encouraging their participation. Through their social media presence, they present a sophisticated and fashionable lifestyle centered on branded products, thereby enhancing their perceived prestige. This portrayal reflects their social identity, which is underpinned by the values and standards they uphold. Amrullah (2024) emphasizes that social media enables individuals to form connections, acquire insights, shape and express their identity, and exhibit it to others with remarkable speed.

The Buttonscarves brand has an international brand image, thus generating trust from consumers and making consumers buy it even at a high price. The brand image keeps people buying them, even consumers are scrambling to get their hands on the Buttonscarves collection. It is not uncommon for Buttonscarves products to sell out when launched, so Buttonscarves Lady Riau is also willing to pay a deposit fee to get the desired product. The role of consumers who are members of the Buttonscarves brand lovers community supports the

sale of Buttonsscarves products. They volunteer to introduce, narrate, and promote Buttonsscarves products to others. They also declared themselves loyal customers of Buttonsscarves.

### 3. Brand Loyalty

John W Creswell in Shelly (2022) Mentioning that brand loyalty is consumers showing positive behavior to a brand, who have an interest in a particular brand, and make purchases repeatedly. Consumers consistently buy products issued by brands without considering the situation and marketing.

Alvarez & Rubiyanti (in Saputra & Lusia, 2023) Mention that brand loyalty can be measured by the following dimensions:

- i. Behavior Measurement, Consumer loyalty to brands is built through consumer actions. When consumers are used to certain behaviors, they tend to make repeat purchases without much consideration. Consumers consistently make purchases of products issued by the brand.
- ii. Transition fees, The difference arises in the trade-off between what customers sacrifice, cost, effort, and the physical impact they bear when choosing alternatives. If the cost of the transition is large, consumers will consider switching to another brand because of the increased risk of disappointment, which often encourages them to maintain loyalty.
- iii. Satisfaction, Consumers show loyalty to a brand if they feel satisfaction with the product or brand. When consumers use the product and the product exceeds the satisfaction criteria, they will interpret the experience. A positive experience keeps consumers satisfied and making consistent repurchases.
- iv. Brand liking, Loyalty and commitment depend on the level of consumer loyalty. The level of loyalty can be measured by the development of interest in products and brands, thus achieving trust formed from product performance.
- v. Commitment, A strong product has many committed consumers. Loyalty arises when consumers have trust in a brand and foster communication and interaction between customers involved in product discussions.

Huang (2021) mentions that community satisfaction has a significant impact on brand loyalty. Therefore, it is crucial for a brand to have a community that contributes positively to the brand. While increasing brand loyalty on social networking sites is important, brands must also focus on enhancing the perceived interactivity of their community members. Effective community management on social media can strengthen brand loyalty through community satisfaction and perceived interactivity. Satisfaction and trust are two important factors to achieve brand loyalty. Consumers who are dissatisfied and do not trust the brand will not make a repeat purchase, unless there is no other option. Consumers have brand loyalty if these consumers repurchase products issued by a brand, causing high habits and attachments in the long run (Kartikaningsih, 2021). Loyal consumers will also recommend the brand to their relatives to buy products issued by the brand.

According to He in Ingemansson et al., (2015) Satisfaction and trust relate to brand identity and thus brand loyalty. Uniqueness, economic value, and reputation are factors in a luxury brand identity that can satisfy the symbolic needs of consumers and in the long run create trust in the brand. Luxury brand identities tend not to meet the functional needs of consumers, as consumers typically do not purchase luxury brands or products for functional needs.

### Methodology

In order to reach the aims of this study, this research used the qualitative method. Qualitative is a research method that described and interpreted phenomena based on natural setting which verified by the resources and behaviour observation who related to the object (Moleong, 2007). This research using interview, observation and documentation to collecting data. Non Purposive is the technique chosen in this research because everyone who is a member of the Buttonsscarves community can be interviewed and become data in the research.

In conducting this qualitative research, the researcher interviewed five informants across various locations. Each informant provided insights relevant to the study, and as the researcher analyzed the data, it became evident that their responses were consistently aligned. The information from these informants reached a saturation point, Consequently, the researcher concluded that no further informants were necessary and

proceeded to compile and report the findings, ensuring a comprehensive understanding of the research topic. Furthermore, participant observation was carried out by following the meeting activities carried out by the buttonsscarves lady. In these meetings, researchers observe with the five senses and then ultimately triangulate. This research also uses literature reviews as comparison for findings, concepts, and theories along with some documentaries related to buttonsscarves as data support for analyzing process. at the end this research used .

In analyzing qualitative data, the researcher begins by collecting and preparing relevant data, such as interviews 5 informants. Next, the researcher codes the data by labeling significant segments and grouping these labels into main themes. During the analysis phase, the researcher focuses on identifying patterns and themes that emerge, and interpreting the meaning and relationships between these themes. Following this, the researcher compiles a report summarizing the findings and interpretations, ensuring the validity of the results through techniques like triangulation and reflection on potential biases. Finally, the researcher presents the analysis results through written reports or visual presentations to clearly and effectively communicate the insights gained

## Findings and Discussion

### 1. Perception in an Intergroup Context

Buttonsscarves consumers see themselves as having the same meanings, impressions and values as other community members. Once a person identifies himself or herself with the group, he joins the individual interested in joining the group. After that, being in the community makes individuals adopt the status and prestige that has been formed in the group into their own status and prestige. This is evidenced by the statement of the informant stating that

*".. Yes, at first I thought it because it looked beautiful and elegant, well I found it on the Instagram of this BS Lady community. Because I saw them using the same product, it looked elegant, so I was interested in joining."*

(siska, Female, 30 years old)

The same statement is stated by melissa

*"At first I used it because it was just difficult... happened to be invited by a friend to join.. Because I saw that the style was suitable for me so I joined. Uh, even when I joined, I felt more pride, so when I showed disosmed again to gather with BS Lady Ni.."*

(Melissa, Female, 31 years old)

*"Initially, I saw that this community was rich in fun, in beautiful like a prestigious community, so I was interested in joining. Surely when I was already in I became consumptive with buttonsscarves. Moreover, the hijab often runs out quickly. So it's like grabbing."*

(Indi, Female, 35 years old)

The informant's statement above shows that the first dimension proposed by Jackson & Smith regarding perception in this intergroup context corresponds to individuals in the BS Lady community. It begins with interests and shared values that make the individual join the community. Not only joining the community, at regular meetings they are increasingly interested in new products released. The more interested they are, the higher their enthusiasm to buy products issued in limited quantities. This phenomenon encourages repeat purchases on products issued by buttonsscarves. This is also in accordance with the dimension of measuring brand loyalty behavior where consumers will make repeat purchases without long consideration. As well as consistently making purchases of new products issued. Brand loyalty in this community is also illustrated by product sales that are immediately sold out in the first five minutes.

## 2. In Group Attractiveness and Commitment

This dimension of attraction in group is interpreted by an individual who is a member of a community has a feeling of bonding. This attachment between individuals and communities causes them to feel, their group is better and superior compared to others. Any negative issues raised by external parties will not be believed by the Buttonsscarves Lady. It also shows that members of the bs lady community have a commitment and trust in buttoscraves. In accordance with the commitment dimension which is also a dimension of brand loyalty. Communication and interaction between community members involved in product discussions increases their trust so that they are not influenced by the opinions of others. In accordance with the informant's statement stating that :

*"Yes.. Even though people say the product is expensive, it's normal but we are not affected, it's still good if you use it."*

(Melissa, Female, 30 years old)

*"Even though the price is expensive, it's still worth it. At most, people just can't buy it... hahaha"*

(Sri, Female, 28 years old)

*"Right when tu viral tuy on TikTok, he said that this button product is not good quality, rich in shoes, bags. but we still just buy it.. It's rich hatters just want to fall."*

(siska, Female, 30 years old)

The informant's statement above shows that community members have high trust so that they are not affected by negative issues that occur outside their group. They still have a high commitment to continue to faithfully buy the latest products from buttonsscarves.



Figure 1. Regular meeting Buttonsscarves lady

## 3. Mutual Attraction Confidence

Dimension of mutual attraction refers to individuals having the same self-concept and meaning as their social group. This belief arises after realizing his existence as a member of a group. If the group is judged positively, the stronger the group's identity, the stronger its self-esteem. The longer you interact with fellow community members, it creates a feeling that individuals in this community are representations of the buttonsscarves brand. This feeling arises because the satisfaction given by buttonsscarves exceeds the satisfaction criteria they have. This is in accordance with the informant's statement stating that:

*"Being in this community for a long time makes me feel like I'm really like Buttonsscarves"*

(siska, Female, 30 years old)

*"If you hear people discussing buttonscarves, I feel like talking about it again, brother hehehe"*  
(Melissa, Female, 30 years old)

*"I've been here for a long time, sis, so I really know you about buttonscarves products. So yes this product describes me bgt.."*  
(Sri, Female, 28 years old)

*"I was the one who tried with this brand, eh it turned out to be right for me. The product suits me."*  
(Rinda, Female, 36 years old)

In this dimension, it is explained that individuals in a group will feel themselves integrated with the brand, in this case buttonscarves. Consumer culture is generally perceived as the activities of consumption, particularly the actions of purchasing and using goods or services. Nonetheless, the role of consumer culture extends beyond just buying and using items. Within a social framework, consumer culture is linked to identity, social status, and an individual's role in society (Sukimi, 2024). This is in accordance with the informant's statement above. Not only was Salling's confidence attracted but there was also satisfaction that exceeded expectations after they interpreted the experience of using Buttonscarves. Brand loyalty can be obtained because members of this community feel satisfied after interpreting their experiences when interacting in the community. Not only that, they also participated in promoting the buttonscarves brand voluntarily to the closest relatives.



Figure 2. Togetherness in buttonscarves

#### 4. Personalized

This personalized portrayal describes individuals feeling that they are using the values that exist in the community so that they do not have foreign feelings or feelings of fear of not being considered. These values can be obtained one of them by continuing to use the product and continuing to make repeat purchases consistently. This dimension also makes individuals in the community prioritize their social identity rather than their own identity. Unwittingly they continue to adopt group values to the point of ignoring personal situations. This is in line with the informant's statement that:

*"Every routine agenda gathering, yes, as much as possible, we certainly use the latest collection of buttonscarves. yaa karna appreciate ajaa.."*  
(Rinda, Female, 36 years old)

*".... yes, even though I think I have a lot of hijab, but it's not good if I don't use the latest release."*  
(Melissa, Female, 30 years old)



*“It's kinda weird that we don't use any Buttonscarves products at our monthly meetups.”*

(Sri, Female, 28 years old)

The results of the interview above shown that in order not to be ostracized, community members always use products from buttonscarves from head to too. This figure shown bs lady community using buttonscarves brand products in daily appearance and when gathering routine community agendas.



Figure 3. Buttonscarves lady in head to too of buttonscarves product

## Conclusion

In this study, the researcher has observed that members of the Buttonscarves community demonstrate significant brand loyalty and a deep connection to the brand's identity. The initial attraction to the community is driven by shared values and the perceived prestige of Buttonscarves products. As individuals become more integrated into the group, their personal status and identity increasingly align with the community's image, resulting in heightened enthusiasm for the brand's offerings. The sense of belonging and pride within the community contributes to a strong commitment to Buttonscarves, which persists despite negative external feedback. This commitment is reflected in members' consistent purchasing behavior and the rapid sell-out of new products. Additionally, the dimension of mutual attraction reveals that the community's positive identity substantially boosts individual self-esteem, further reinforcing satisfaction with and loyalty to the brand.

Overall, the findings underscore the significant influence of social identity and group dynamics on brand loyalty and consumer behavior. The Buttonscarves community illustrates how members not only embrace the brand's products but also actively promote and uphold its prestige, highlighting the crucial role of community in shaping consumer engagement. Quantitative research can be conducted to assess the effectiveness of this brand community on brand loyalty. This will enable a clear quantification of the impact generated by the brand community. If the research demonstrates significant effectiveness, this marketing communication model can be implemented across other business units

**Acknowledgement:** I extend my sincere gratitude to the members of the Buttonscarves community for their invaluable participation and insights, which were crucial to this study. I also wish to express my appreciation to Universitas Riau for providing the essential resources and support necessary for this research.

**Conflicts of Interest:** The authors declare no conflicts of interest.



## References

- Amrullah, H. F., & Pajolloi Bate, K. P., & M. M. (2024). Construction of personal identity for outside Baduy citizens on Instagram. *E-Bangi: Journal of Social Sciences & Humanities*, 1(1), 4–6. <https://doi.org/10.17576/ebangi.2024.2101.02>
- Boyle, B. A., & Magnusson, P. (2007). Social identity and brand equity formation: A comparative study of collegiate sports fans. *Journal of Sport Management*, 21(4), 497-520. <https://doi.org/10.1123/jsm.21.4.497>
- Harwood, J. (2020). Social identity theory. In J. van den Bulck (Ed.), *International encyclopedia of media psychology*. Wiley. <https://doi.org/10.1002/9781119011071.iemp0153>
- Huang, T. K., Wang, Y.-T., & Lin, K.-Y. (2021). Enhancing brand loyalty through online brand communities: The role of community benefits. *Journal of Product & Brand Management*. <http://dx.doi.org/10.1108/JPBM-08-2020-3027>
- Ingemansson, V., Nilsson, I., & Vllsalija, D. (2015). *An exploratory research on the relationship between low product involvement and brand loyalty*. Linnaeus University. <http://lnu.diva-portal.org/smash/get/diva2:843071/FULLTEXT01.pdf>
- Kartikaningsih, D. (2021). Brand relationship quality strategy and brand loyalty of Abekani's product. *Jurnal Sekretaris & Administrasi Bisnis (JSAB)*, 5(1), 51. <http://jurnal.asmtb.ac.id/index.php/jsab/article/view/196>
- Merdawati. (2021). Hubungan antara identitas sosial dengan konformitas pada klub motor Fort Supermoto Squad. *Industry and Higher Education*, 3(1), 1689–1699. <http://journal.unilak.ac.id/index.php/JIEB/article/view/3845>
- Mohamad Fauzi Sukimi, M. N. M. N. (2024). Identiti maskuliniti: Konsumsi sebagai manifestasi mimpi imej 'sado' dalam kalangan belia Melayu (Masculinity identity: Consumption as a dream manifestation of the 'sado' image among Malay youth). *E-Bangi: Journal of Social Sciences & Humanities*, 4(2), 7823–7830. <https://doi.org/10.17576/ebangi.2024.2102.21>
- Rengganis, D. A. (2016). Kontribusi identitas sosial terhadap konformitas pada penggemar K-Pop. *Jurnal Ilmiah Psikologi*, 9(2), 161–167.
- Saputra, R. Y. B., & Lusua, A. (2023). Pengaruh brand loyalty, brand trust dan harga terhadap keputusan pembelian ulang paket data Tri di Solo Raya. *Indonesian Journal of Strategic Management*, 6(2), 71–82. <https://doi.org/10.25134/ijsm.v6i2.7900>
- Sarifah, R. (2016). Identitas sosial dengan prasangka pada prajurit TNI AD terhadap anggota kepolisian. *Jurnal Ilmiah Psikologi Terapan*, 04(1), 75–88. <https://ejournal.umm.ac.id/index.php/jipt/article/view/2879>
- Senis, Y., Ayorbaba, M., & Luas, A. (2024). Building a new understanding of changing patterns of community interaction, social behavior, and conflicts of interest: A theoretical study. *Journal of Urban Sociology*, 1(1), 10. <https://doi.org/10.30742/jus.v1i1.3456>
- Shelly. (2022). Pengaruh brand image, brand quality, brand trust terhadap brand loyalty pada produk merek Philips. *Journal Name*, 6\*(1), 1–17. [URL if available]
- Yasin, R. (2020). BSLady community exhibition: A communication and lifestyle. *Riau Pos*. <https://riaupos.jawapos.com/opini/amp/2253682253/eksistensi-komunitas-bslady-sebuah-komunikasi-dan-lifestyle>
- Wang, S., & G. C., & A. A. (2024). A critical review of women's consumption and empowerment in China. *E-Bangi: Journal of Social Sciences & Humanities*, 1(April). <https://doi.org/10.17576/ebangi.2024.2101.44>
- Wibisono, M. D., & Musdalifah. (2020). Pengembangan skala identitas sosial: Validitas, dan analisis faktor konfirmatori. *Proyeksi*, 15(1), 58–67. <https://doi.org/10.30659/jp.15.1.58-67>