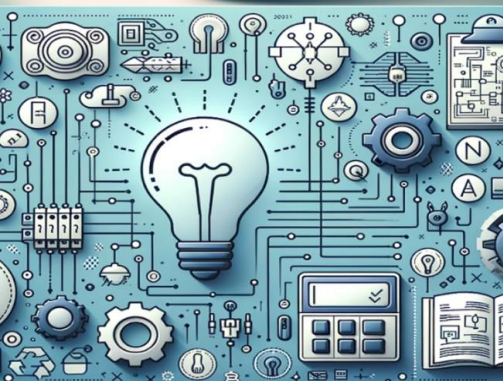




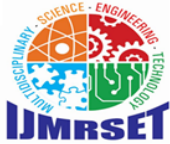
# International Journal of Multidisciplinary Research in Science, Engineering and Technology

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## International Journal of Multidisciplinary Research in Science, Engineering and Technology (IJMRSET)

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# Effect of Perceived Personalization and Self Expressive Brand towards Perceived Quality and Brand Loyalty of Local Footwear Brands on Instagram

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**ABSTRACT:** In the digital marketing landscape, social media platforms like Instagram have become vital for brand-consumer interactions. This study investigates how perceived personalization and self-expressive branding influence perceived quality and brand loyalty in the context of local footwear brands. Personalization, through tailored content and targeted engagement, enhances consumer trust and brand perception, while self-expressive branding allows individuals to align their identities with a brand's values. By analyzing consumer responses from Instagram users, the research explores the extent to which these factors impact customer loyalty and perceived product quality.

Findings reveal that brands leveraging personalization strategies and self-expressive branding effectively create stronger emotional connections with consumers. Enhanced perceived quality leads to greater trust, positively influencing brand loyalty. The study emphasizes the need for local footwear brands to focus on personalized marketing and identity-driven branding to maintain a competitive edge. These insights provide valuable implications for businesses looking to strengthen customer relationships through digital platforms. Future research can extend these findings to other social media networks and product categories.

## I. INTRODUCTION

In today's digital era, social media platforms like Instagram have revolutionized brand-consumer interactions, enabling businesses to engage with their audiences more effectively. For local footwear brands, standing out in a highly competitive market requires strategic branding efforts that foster customer trust and loyalty. Two critical factors that influence consumer perception are perceived personalization and self-expressive branding. Perceived personalization refers to a brand's ability to tailor its content, promotions, and interactions to individual consumers, making them feel valued and understood. Self-expressive branding, on the other hand, allows consumers to align their identity with a brand, strengthening their emotional connection. These factors play a significant role in shaping consumer attitudes toward perceived quality and brand loyalty, particularly in an online setting where direct product experiences are limited.

### Research Objectives

The primary objectives of this study are:

1. To examine the impact of perceived personalization on perceived quality and brand loyalty of local footwear brands on Instagram.
2. To analyze how self-expressive branding influences perceived quality and brand loyalty among Instagram users.
3. To explore the relationship between perceived quality and brand loyalty in the context of digital branding.
4. To provide insights and recommendations for local footwear brands to enhance their digital marketing strategies.

### Overview of the Study

This research aims to provide a comprehensive understanding of how personalization and self-expression in branding influence consumer perceptions and loyalty toward local footwear brands on Instagram. A survey-based methodology will be employed to collect data from Instagram users who actively engage with these brands. The study will analyze how personalized marketing strategies and brand identity impact consumer trust, perceived product quality, and long-term loyalty. The findings will offer valuable insights for businesses looking to optimize their digital marketing efforts and strengthen customer relationships. Additionally, this research will contribute to the growing field of social media marketing by highlighting effective strategies for brand engagement in the competitive footwear industry.





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### II. LITERATURE REVIEW

Social media platforms like Instagram have reshaped how brands connect with consumers, offering unique opportunities for personalization and brand building. This literature review explores the impact of perceived personalization and self-expressive branding on perceived quality and brand loyalty, based on existing studies in digital marketing and consumer behavior.

#### Perceived Personalization and Consumer Engagement

Perceived personalization refers to brands tailoring their content, ads, and interactions to individual preferences. Research indicates that personalized marketing enhances customer satisfaction, trust, and loyalty. Personalized experiences, such as targeted promotions and relevant content, lead to stronger brand connections, especially on platforms like Instagram, where consumer engagement is key.

#### Self-Expressive Branding and Emotional Connection

Self-expressive branding allows consumers to align their identities with a brand, creating emotional bonds. Studies show that consumers are more likely to stay loyal to brands that resonate with their values and lifestyle. On Instagram, brands that promote a unique identity and encourage user participation can strengthen these emotional connections, leading to increased trust and perceived product quality.

#### Perceived Quality and Brand Loyalty

Perceived quality is crucial in shaping brand loyalty. Research highlights that consumers link high-quality perceptions with product reliability, design, and performance. Personalized interactions and self-expressive branding enhance quality perception by reinforcing authenticity. Trust in the brand increases loyalty, with Instagram acting as a platform for brands to communicate these qualities effectively.

The literature suggests that both perceived personalization and self-expressive branding play significant roles in enhancing perceived quality and fostering brand loyalty. Local footwear brands on Instagram can benefit from these strategies to build stronger customer relationships and boost engagement. Further research is needed to explore these dynamics across various industries and cultural contexts.

### III. METHODOLOGY

This section outlines the research design, data collection methods, sampling techniques, and data analysis procedures used in this study to examine the effect of perceived personalization and self-expressive branding on perceived quality and brand loyalty of local footwear brands on Instagram.

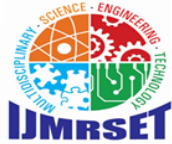
#### Research Design

This study adopts a quantitative research approach using a survey-based methodology to collect data from Instagram users who actively engage with local footwear brands. A descriptive research design is employed to understand the relationships between perceived personalization, self-expressive branding, perceived quality, and brand loyalty.

#### Data Collection Methods

Primary data for this study is collected through an online questionnaire distributed via social media platforms. The survey consists of closed-ended questions measured using a 5-point Likert scale, ranging from “strongly disagree” to “strongly agree.” The questionnaire includes sections on:

1. Demographic Information (age, gender, frequency of Instagram usage, purchasing behavior)
2. Perceived Personalization (customized content, targeted promotions, brand interaction)
3. Self-Expressive Branding (brand identity, emotional connection, personal relevance)
4. Perceived Quality (product trustworthiness, durability, design appeal)
5. Brand Loyalty (repeat purchases, brand advocacy, emotional commitment)



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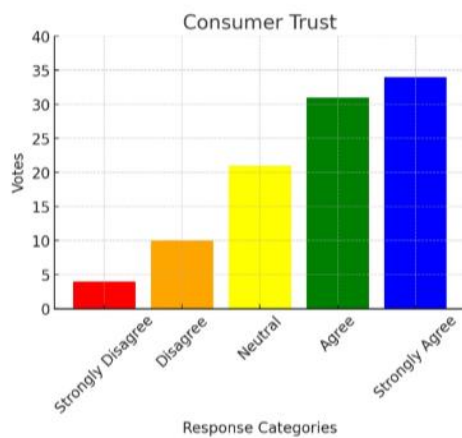
### Sampling Technique

A non-probability purposive sampling technique is used to select respondents who follow and engage with local footwear brands on Instagram. The target population includes Instagram users aged 18–40 who have previously interacted with or purchased from local footwear brands. A sample size of approximately 200–300 respondents is selected to ensure adequate representation and statistical reliability.

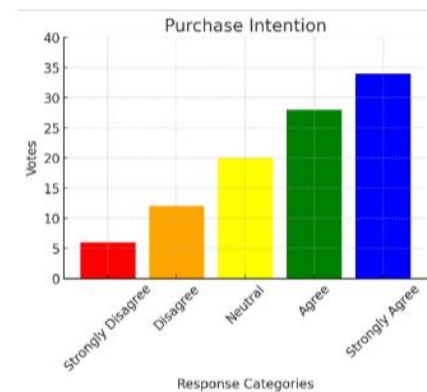
### Ethical Considerations

Ethical guidelines are strictly followed throughout the research. Respondents participate voluntarily, and their responses remain anonymous to ensure confidentiality. The data collected is used solely for academic purposes, and all participants are informed about the study's objectives before providing their consent.

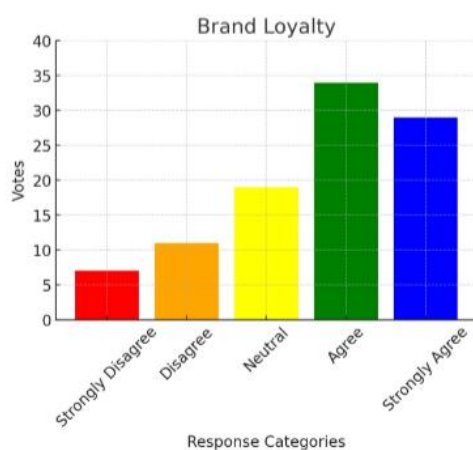
## IV. ANALYSIS



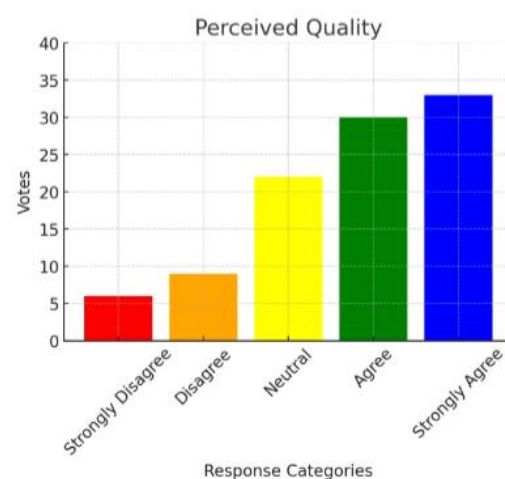
Consumer Trust



Purchase Intent



Brand Loyalty.

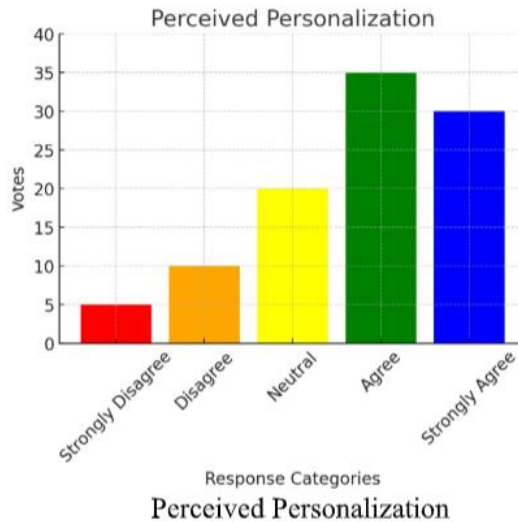
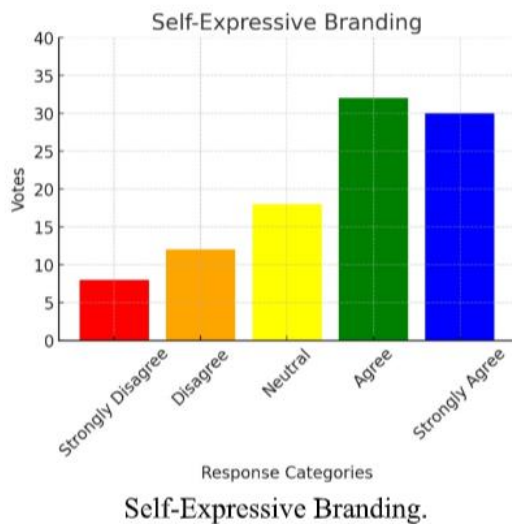


Perceived Quality



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### V. KEY FINDINGS

The research analyzed the impact of perceived personalization and self-expressive branding on perceived quality and brand loyalty among consumers engaging with local footwear brands on Instagram. Based on survey responses, the following key findings were observed:

#### 1. Perceived Personalization Enhances Brand Perception

A significant percentage of respondents agreed that personalized marketing efforts, such as tailored advertisements and customized interactions, improved their perception of brand quality.

Consumers who experienced higher levels of personalization were more likely to trust and engage with local footwear brands.

#### 2. Self-Expressive Branding Strengthens Emotional Connection

Many respondents expressed that they feel a stronger connection to brands that align with their personality and lifestyle. Brands that encourage user-generated content and personal expression on Instagram tend to create deeper emotional bonds with their audience.

#### 3. Perceived Quality Influences Brand Loyalty

The study found a strong correlation between perceived product quality and customer loyalty.

Consumers who believed in the durability, design, and reliability of a brand's footwear were more likely to make repeat purchases and recommend the brand to others.

#### 4. Brand Loyalty is Driven by Trust and Engagement

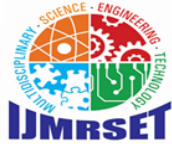
Respondents who felt valued by a brand through personalized engagement and relatable branding were more likely to remain loyal.

Interactive content, such as brand storytelling, influencer collaborations, and customer feedback integration, contributed to stronger brand-consumer relationships.

#### 5. Instagram as a Key Platform for Consumer Influence

Social media engagement, particularly on Instagram, played a crucial role in shaping consumer preferences and brand perceptions.

Brands that effectively use Instagram features (stories, reels, and direct interactions) received higher consumer trust and positive feedback.



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The findings suggest that local footwear brands can enhance perceived quality and brand loyalty by focusing on personalized marketing and self-expressive branding strategies on Instagram. By building strong emotional connections and ensuring high-quality product perceptions, brands can foster long-term customer relationships and improve their market position.

### VI. CONCLUSION AND RECOMMENDATIONS

This research examined the impact of perceived personalization and self-expressive branding on perceived quality and brand loyalty among Instagram users engaging with local footwear brands. The findings indicate that personalization strategies, such as tailored marketing content and interactive engagement, significantly enhance perceived quality and foster customer trust. Likewise, self-expressive branding plays a crucial role in strengthening the emotional connection between consumers and brands, leading to increased loyalty.

Moreover, perceived quality emerged as a key factor influencing brand loyalty, as consumers who associate a brand with high-quality products are more likely to remain loyal and recommend it to others. Instagram, as a visual and interactive platform, serves as a powerful medium for local footwear brands to enhance their brand image and build stronger customer relationships.

### VII. RECOMMENDATIONS

Based on the findings, the following recommendations are suggested for local footwear brands to improve their digital marketing strategies and consumer engagement:

#### 1. Enhance Personalization Strategies

Utilize Instagram's data-driven insights to offer personalized product recommendations and targeted advertisements. Engage with consumers through direct messages, polls, and interactive content to create a more tailored experience.

#### 2. Strengthen Self-Expressive Branding

Develop branding that aligns with the values, identity, and lifestyle of the target audience. Encourage user-generated content, such as customer reviews and personalized styling posts, to enhance brand connection.

#### 3. Improve Product Quality Perception

Emphasize high-quality materials, durability, and design in branding and marketing campaigns. Showcase real customer testimonials and behind-the-scenes product development to reinforce quality trust.

#### 4. Leverage Instagram for Engagement and Brand Loyalty

Utilize Instagram features such as reels, stories, and live sessions to interact with customers in real time. Collaborate with influencers and brand ambassadors to strengthen brand credibility and reach a wider audience.

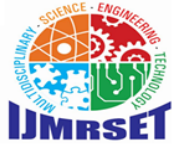
#### 5. Encourage Customer Retention and Advocacy

Implement loyalty programs and exclusive discounts for repeat customers. Foster a sense of community by engaging with customers through storytelling, brand challenges, and interactive discussions.

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