



The Effect of Posting Timeliness and Brand Awareness Quality Content and Sales Figures on Premium Sustainable Fashion Products (MSDM Literature Review)

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Abstract: Literature Review Articles on the Effect of Timely Posting and Quality Content on Brand Awareness and Sales Figures in Premium Fashion Accessory Products is a scientific article that aims to build a research hypothesis on the influence of variables to be used in further research, within the scope of Marketing Management science. The method of writing this Literature Review article is the library research method, which is sourced from online media such as Google Scholar, Mendeley and other academic online media. The results of this Literature Review article are: 1) Timeliness of posting has an effect on brand awareness; 2) Quality content has an effect on brand awareness; 3) Timeliness of posting affects sales figures; 4) Quality content affects sales figures; and 5) Brand awareness affects sales figures. Apart from these 2 exogenous variables that affect the endogenous variables of brand awareness and sales figures there are still many other factors including the variable type of content (media used), engagement and influencers used by the brand.

Keywords: Brand Awareness, Sales Figures, Timeliness of Posting, Quality Content

INTRODUCTION

Fashion as one of the sub-sectors of the creative economy with the second largest contribution to GDP in Indonesia, around 18.15% of the total national economy in 2017 (Kominfo), is not only for clothing (clothing) but for lifestyle and appearance. This includes accessories, footwear, bags, textiles, and more. (Ministry of Tourism and Creative Economy. Threadapeutic is one of the premium fashion accessory brands in Indonesia which targets women over the age of 30 who earn over 10 million rupiah. By carrying the values of circular design (sustainable fashion) and empowering community, the Threadapeutic brand was founded by Nagawati Surya and Dina Midiani in Jakarta to produce bags, wallets, and wall hangings with the main raw materials from fashion waste and using faux chenille techniques. Threadapeutic not only has consumers in Indonesia, but also in international markets such as Singapore, France, Japan, and the surrounding areas.

Sustainable fashion itself is a movement that has existed since the late 1980s, where producers and consumers have the same goal, reducing the negative impact of the fashion

industry on social life and the environment. However, since the Rio Earth Summit at the 1992 UN Conference, sustainable issues have begun to become part of the fashion and textile industry. Various campaigns and efforts have been made to increase public awareness of the importance of this goal. Even carried out by various local and international brands, such as Zara, Uniqlo, H & M, and many more. Those who usually only make fast fashion products, have also participated in incorporating concern for the environment into their brand lines. However, there are also those who specifically create fashion products with a sustainable concept. One of them is the brand Threadapeutic. Even though it is classified as a premium brand with a price range of IDR 100,000 to IDR 10 million, products from Threadapeutic use waste raw materials which are then processed into bags, wallets, and wall hangings.

Before the pandemic, Threadapeutic used the usual methods like fashion brands in general, such as participating in local, national and international trade shows to market their products. Digital media is only a supporting channel (not the main one) as a promotional channel. However, since the pandemic, the promotion and sale of its products has changed by fully using digital platforms such as social media. Whether it's through the threadapeutic.com site, whatsapp group, or other social networks. Social media as an internet-based medium where people share ideas, thoughts, and information through cyber communities. (Dollarhide, 2021) has had a significant impact on human life since its inception in the 90s. Through technology that continues to develop, social media facilitates interaction between people without being limited by distance and time. However, along the way, social media has become a platform used by businesses to reach a wider audience, increase brand awareness, influence consumer behavior, improve product and service quality, and increase product sales.

The average internet user has more than 8 types of social media and spends more than two hours per day. In fact, according to research conducted by Hootsuite in 2022, 58.4% (4.62 billion) of the total world population and 68.9% (191.4 million) of the total population of Indonesia are active users of social media.

The types of social media based on their functions and media are divided into: 1) Social networking; 2) Media sharing network; 3) Discussion forum; 4) Blogging-microblogging; 5) Audio social network; 6) Live stream; 7) Review network; and 8) Collaboration network.

The most used in Indonesia are social networks and media sharing networks, such as WhatsApp (88.7%), Facebook (81.3%), Instagram (84.8%) and TikTok (63.1%). Good for communicating, socializing, to media promotion and sales. Based on Threadapeutic's target market, the consumers they are targeting are those who are used to using Instagram and Facebook. According to Budiman and Hendrayati (2018) social media has effectively become a new way of doing business that requires a new corporate culture, which in turn requires greater support, systems and incentives. A medium where "Word of Mouth" becomes a weapon. However, according to Ortiz (2019), going viral is not a guarantee that a brand can be successful in selling its products. But how to build a brand and use social media to convey the message. If in the fashion industry, the message is the lifestyle that consumers want. What kind of lifestyle? Who pursues practicality of use? Or are you more concerned about the environment? With such a lifestyle, what kind of fashion products are appropriate and supportive?

In the concept of digital marketing / digital marketing through social media, a brand must be able to effectively identify the following points:

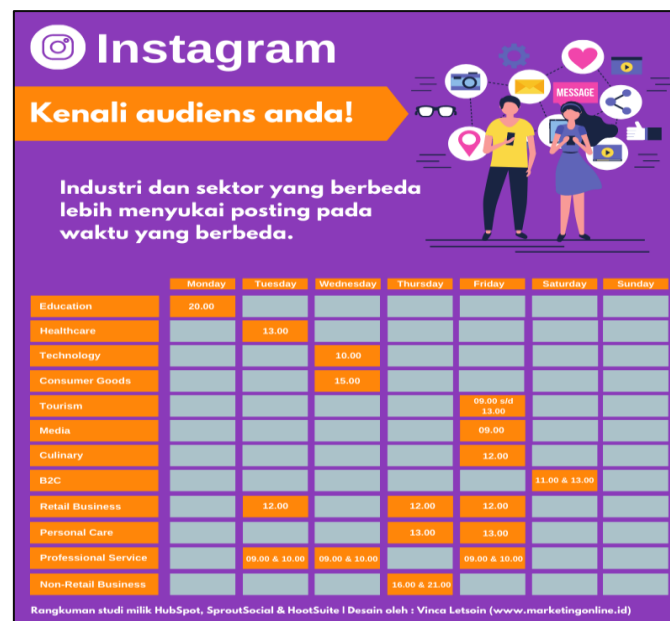
- a) Provide added value in the offer.
- b) Strengthen the marketing platform with more engagement
- c) Adding information about the product and its benefits (story telling).
- d) Creating relationships / connections with consumers through various digital platforms.

With these 4 points, it is hoped that a brand can create brand awareness and drive the level of sales of its products/services. In this case either through the tagline, familiar feeling

in use, or its existence in the market until finally consumers want to buy the product/service. On social media platforms, where users are bombarded with tens to hundreds of brands passing by at any time, how can a brand stand out so that its products / services are recognized and purchased? of course through brand awareness. When the brand is recognized, it is hoped that buying and selling transactions will occur. For this reason, as part of brand equity; brand awareness, brand loyalty, and brand associations, need to be built and managed properly to maximize them.

Several ways to build brand awareness, including: 1) Quality content; 2) Selection of the timeliness of posting; 3) Collaboration with local organizations / communities; 4) Contests on social media; and 5) Referral program.

Quality content is content that follows the rules and ethics of social media platforms, originality (or if using other people's content, then attaching attribution / credit), which provides added value / useful, evaluated content. For premium fashion brands, content that is considered best quality content is a content that is not hard selling in nature, which provides complete information about the packaged product along with storytelling, information about the after-sales service provided by the brand, testimonials accompanied by real experience, and creative ideas, for the use of the product. In addition, you can create content in the format of video / reels, user generated content / content created by communities / fans (re - post / re-share concept), sneak peaknor teaser content, live videos, industry news, behind the scenes, before after, memes, or unboxing videos.



Picture 1. Posting Content

Apart from quality content, another important factor is accuracy in the timeliness of posting content. At what time should a brand post its content? Morning? Afternoon? Afternoon? Or at night? On what day? Weekdays or weekends? The accuracy of the timing is important because it means that the target audience for the brand will also be appropriate. This can be read from their habit of opening social media at what times and whether it can influence their desire to buy the product immediately. Do they open social media when they really pay attention to the product, or are they just passing by? Do you really want to make a transaction or just have a look? According to marketingonline.id, each industry has a different Instagram audience and a different style of opening social media. Which also means viewing time on different social media. Example: in the education industry, the audience is more likely to open Instagram posts on Mondays at 08.00 p.m. Unlike the audience who work

in the technology industry, who prefer to open posts on Wednesdays at 10.00 am. This data was compiled based on studies from HubSpot, SproutSocial, and HootSuite. A content management service platform that also often performs social media analysis.

Different again with Facebook. For audiences in the education sector, it is recommended to post on Wednesdays at 09.00 am. As for the technology sector, preferably on Wednesdays at 09.00-12.00. Then what about the fashion sector, What about a suitable audience for the Threadapeutic brand. According to Tamimy (2017), the correct time for posting on social media is around 1pm to 4pm, 4pm to 6pm and 7pm to 10pm. This is because usually at that time someone feels tired / bored and chooses to open social media. However, can social opening during these saturated times encourage someone to make a purchase?

Based on the background, the problems that will be discussed can be formulated in order to build hypotheses for further research, namely:

1. is timeliness of posting effect on brand awareness?
2. is quality content effect on brand awareness?
3. is timeliness of posting effect on sales figures?
4. is quality content effect on sales figures?
5. is brand awareness effect on sales figures?

LITERATURE REVIEW

Brand Awareness

Brand awareness or what is commonly referred to as brand awareness is the ability of potential consumers to recognize and remember them as part of the product purchased (Durianto, 2014). Similar to what was said by Simamora (2002), as a level of recognition of potential consumers to the brand. Either for the unique identity of the brand or anything related to it. As an important asset that must be owned, brand awareness can provide benefits as a brand that is recognized and known by the market (Aeker, 2010). Brand awareness is also an early stage of a marketing strategy before brand engagement with potential consumers (Sutani, 2022)

This brand awareness has been extensively researched by previous researchers including: (Assagaf & Ali, 2017), (Riyanto et al., 2017), (Mansur & Ali, 2017), (Ali, Sastrodiharjo, et al., 2022), (M & Ali, 2017), (Ali, H., & Limakrisna, 2013).

Sales Figures

Also known as sales volume, sales figures can be divided based on product type, region/zone, target market, distribution channel, or a certain time span (Reynolds P. & Lancaster G., 2007). As a calculation of the performance of a salesperson, sales volume is calculated based on the number of product units multiplied by the price per unit (Page, K., Baines, P., Fill, C., 2011). Compared to calculating profits, sales volume is easier to determine based on input from the finance department. Sales figures are also used to analyze consumer reactions to changes in marketing patterns used by companies, either based on sales value or market share. (Swarbrooke, J., Horner, S., 2012)

This sales figure has been widely studied by previous researchers including: (D. A. Setyadi & Ali, 2017), (Octavia & Ali, 2017), (Larasetiati & Ali, 2019), (Fahmi & Ali, 2022), (Hernikasari et al., 2022), (Ali et al., 2016), (Wahono & Ali, 2021), (Iryani et al., 2021).

Timeliness of Posting

According to Thies, C. & Halloran, M. (2012), the optimal time to post content is based on the highest user activity on a social media. Where users spend their time opening and reading social media (Using Social Media in Libraries, 2013). If content is posted when the

audience is not online or not interested in the content, then the number of responses from the audience will not be large (Kumar, N., et al, 2018).

The timeliness of this post has been extensively researched by previous researchers including: (Hasyim & Ali, 2022), (Kholisoh & Ali, 2020), (Fauzi & Ali, 2021), (Ali, Zainal, et al., 2022), (Suleman et al., 2020), (Maisharoh & Ali, 2020), (A. Setyadi et al., 2017).

Quality Content

Quality content is content that can attract social media users to view, share, and redistribute that content (Goncalves A, 2017). In addition, according to The Social Media Guru (2016) is content that is able to understand the needs of its consumers so that they can be trusted to buy. Likewise, according to Ardian G (2018), quality content is content that is able to increase engagement between the audience and the brand.

This Quality Content has been extensively researched by previous researchers including: (Darwisayah et al., 2021), (Mulyani et al., 2020), (Sivaram et al., 2020), (Agussalim et al., 2016), (Sivaram et al., 2019), (Somad et al., 2021), (Ridwan et al., 2020).

Table 1. Relevant Previous Research Results

No	Authors (Year)	Previous Research Results	Similarities with this article	Difference with this article
1	Sarsono A., et al (2021)	Timeliness of postings and testimonials affects the buying interest of potential customers	Timeliness of posting effect on sales figures	Post types and testimonials do not determine the quality of content on a particular social media
2	Chawla Y & Chodak G. (2021)	Post time determines engagement with the audience.	Timeliness of posting affects brand awareness	Only using facebook as a media experiment
3	(Hanifawati et al, 2019)	Timeliness of posting, content has a significant effect on brand awareness.	Timeliness of posting affects brand awareness	The timeliness of posting affects only the hour, not the day
4	Malik ME, et al (2013)	Brand awareness and brand loyalty have a significant effect on product purchases.	Brand awareness affects sales figures	Loyalty factors in product purchases
5	(Azzari & Pelisari, 2020)	Brand awareness affects the intention to buy a product	Brand awareness affects sales figures	Brand awareness as a precursor to the brand engagement dimension
6	(Suardika, IK, & Sari, 2021)	Brand awareness has a positive and significant effect on sales figures	Brand awareness affects sales figures	Sales figures are also affected by product quality
7	(Saraswati & Hastasari, (2020)	Quality content has a positive and significant effect on sales figures	Quality content affects sales figures	There are difference variables in Sales Figures
8	Tirpude, Raman. (2022)	Quality content has a positive and significant effect on brand awareness and sales figures	Quality content affects brand awareness and sales figures	Sales figures are affected by brand evaluation on social media, not just brand awareness
9	Febriani, N. (2021)	Quality content has a positive and significant effect on brand awareness.	Quality content affects brand awareness	The celebrity endorsement factor does not affect brand awareness
10	Shahbaznezhad H., et al,	Specific effectiveness of content on audience	Effect of content type and content	The quality of the content is not limited to

	2021	engagement	quality on brand awareness and engagement	the content but also the format of the content posted. There is a negative effect of sentiment on comments on social media posts
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RESEARCH METHODS

The method of writing this Literature Review article is the Descriptive Qualitative Method and Library Research, sourced from the Google Scholar online application, Mendeley and other online applications. This Literature Review article is in the field of Human Resource Management.

In qualitative research, literature review must be used consistently with methodological assumptions. This means that it must be used inductively so that it does not direct the questions posed by the researcher. One of the main reasons for conducting qualitative research is that it is exploratory in nature, (Ali, H., & Limakrisna, 2013).

DISCUSSION

Based on the problem formulation, theoretical studies, and relevant previous research, the discussion of this literature review article is:

1. The effect of timeliness of posting on brand awareness.

Social media has its own type of audience. The type of audience on Instagram is different from the type of audience on Facebook. Not only different in gender, age, occupation, but also personality characteristics to lifestyle. These differences also differ when the audience opens the social media. In order for brand awareness to be created, it is necessary to know the exact posting time which is adjusted to the target consumers of the fashion brand. Also, in previous research, although it was found that the hours of posting had a significant effect, posting on weekdays was considered more effective than weekends (Widodo et al., 2020), (Bimaruci et al., 2020), (Maida et al., 2017), (Desfiandi et al., 2019).

2. Effect of timeliness of posting to sales figures

According to Sarsono A. et al (2021), buying interest is someone's desire to buy a product to fulfill their needs. In this case, it is a sustainable fashion brand. One way to increase buying interest that will lead to purchases is to deliver messages at the right time. Where potential customers carry out their activities on social media, although there will be changes based on audience location, captions used, consumer segmentation, and so on. Also, in previous research, although it was found that the hours of posting had a significant effect, posting on weekdays was considered more effective than weekends (R. F. A. Saputra et al., 2021), (Yeni et al., 2019), (Larasati et al., 2018), (Elmi et al., 2016).

3. The effect of quality content on brand awareness.

According to Saraswati DA & Hastari C. (2020), good content is content that is relevant to the needs of the target market, capable of providing benefits and offering solutions for consumers. By improving the quality of content, it will increase engagement which also means increasing brand awareness. The more relevant and popular content, the more customer loyalty will be affected. (Tirpude RR, 2022). The more interesting the content, the more interesting consumers will be to see it. Moreover, the more unique, the more memorable it will be. Therefore the quality of the content is not only the quality of the content, the quality of the media, but also the uniqueness of the message that will be conveyed through captions (Hanifawati T., et al, 2019). One way that can be used to gain

brand awareness is through the SOR approach. That humans will react after receiving stimulants that can be processed by their cognitive abilities. In this case, the stimulant is content that has a clear message and is in accordance with consumers' views of the brand (Raharja, B. S, 2021). Photos significantly increase passive and active engagement, while videos are more passive engagement (Shahbaznezhad H., et al, 2021).

To achieve brand awareness for consumers from generation Z, you can usually use influencers who are associated with the brand and have a positive impact on consumers. Therefore, it is important to find influencers who are credible and have values similar to those of the brand. Six dimensions that can be used to assess influencers include: familiarity, level of liking, and level of compatibility. Messages in content must also be creative, inspiring, interactive, have appropriate language and visual styles. Not just an advertisement, but also the influencer's experience (Febriani N., 2021).

4. Effect of quality content on sales figures.

Purchase intention arises from the desire to own a product. If interested in the product, consumers will buy it. And to be able to generate this interest, quality content is needed in social media posts. Therefore it's not just product quality, the way the product is packaged in social media content also needs to be considered for its quality. In fact, it is also necessary to pay attention to the development of buyers who have become loyal customers.

Quality Content has an effect on sales figures, this is in line with research conducted by: (A. Maharani & Saputra, 2021), (Sudiantini & Saputra, 2022), (S. A. H. Havidz et al., 2017), (M. R. Putra et al., 2020), (Mahaputra & Saputra, 2021), (F. Saputra & Mahaputra, 2022).

5. The effect of brand awareness on sales figures.

Brand awareness or brand awareness does not have a direct effect on purchase intention, but a brand that is better known by many people can change consumer perceptions to buy. Those who did not intend to be bought, changed to be bought because they were considered to have a smaller risk (because they were better known). What consumers recognize in this case can be from the brand name, logo, tagline, design, or other uniqueness that distinguishes one brand from another.

Futhermore brand awareness still plays a role in market penetration and to create new customers. Whether it's for purchases that are carefully planned or impulsive. If a business is successful in implementing brand awareness, it means that the services and products offered by them have a good reputation and are acceptable. Consumers also feel more comfortable (less risk) and are more confident in choosing the product to buy (aware of the brand and its uniqueness). It is this brand awareness and brand loyalty that must be maintained at the managerial level to drive sales figures in the market.

Brand Awareness has an effect on Sales Figures, this is in line with research conducted by: (Desmiwerita & Saputra, 2019), (E. B. Saputra et al., 2019), (E. B. Saputra, 2022), (F. Saputra & Saputra, 2021), (Zulhendra & Nofrialdi, 2022), (Nofrialdi, 2022), (Nofrialdi, 2021), (Rahmayani & Nofrialdi, 2022), (Werita & Nofrialdi, 2021).

Conceptual Framework

Based on the formulation of the problem, theoretical studies, relevant previous research and discussion of the influence between variables, the framework for this article is obtained as below.

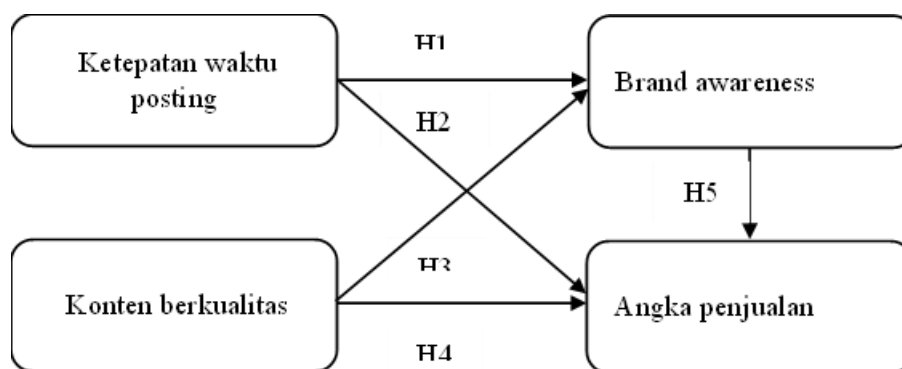


Figure 1. Conceptual Framework

Based on the conceptual framework picture above, then: timeliness of posting and quality content affects brand awareness and sales figures both directly and indirectly. Apart from these three exogenous variables that affect brand awareness, there are many other variables that influence it, including:

- 1) Brand Image: (Kurniadi & Mahaputra, 2021), (Munawar & Mahaputra, 2022), (Indrawan & Pratomo, 2021), (Mahaputra & Saputra, 2022), (Z. Rony et al., 2020).
- 2) Corporate Image: (Ilhamalimy & Mahaputra, 2021), (H. B. H. Havidz & Mahaputra, 2020), (Hazimi Bimaruci Hazrati Havidz, 2020), (Hardiansyah et al., 2019).
- 3) Product Quality: (Salam et al., 2021), (Thanh Nguyen et al., 2019), (Widayati et al., 2019), (S & Ali, 2022), (Lawu et al., 2022), (Z. T. Rony, 2015), (Z. T. Rony et al., 2019).
- 4) Price Product: (R. Putra et al., 2021), (Arsad & Ali, 2021), (Khalik et al., 2021), (Bastari et al., 2020), (U. Maharani & Ali, 2019), (Kuba, 2022a), (Kuba, 2022b).
- 5) Promotion: (Al Hafizi & Ali, 2021), (Wijaksono & Ali, 2019), (Masruri et al., 2021), (Harahap & Ali, 2020), (Khalid, S. A., & Ali, 2006), (Doan & Ali, 2021).

CONCLUSION AND RECOMMENDATIONS

Conclusion

Based on the theory, relevant articles and discussion, hypotheses can be formulated for further research:

1. Timeliness of posting affects brand awareness.
2. Quality content has an effect on brand awareness.
3. Timeliness of posting effect on sales figures.
4. Quality content affects sales figures.
5. Brand awareness affects sales figures.

Suggestion

Based on the conclusions above, the suggestion in this article is that there are other factors that can affect brand awareness and sales figures besides the timeliness of posting and quality of content. Therefore, further studies are still needed to look for other factors that can affect brand awareness and sales figures, apart from those that have been examined in this article.

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