

# **The influence of social media usage on consumer acculturation and brand loyalty among international students in the Netherlands.**

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## **Abstract**

**This research investigates international students' loyalty to brand, which is an important aspect for marketers to consider when they try to develop their marketing strategies. The study examines the influence of social media usage on international students' acculturation and Brand trust, and whether brand trust and acculturation play the positive antecedent role of brand loyalty. The study contains questionnaire to gather data from 85 international students in the Netherlands. It is investigated that the knowledge sharing, a content of social media usage has a significant effect on acculturation process among international students, and interaction, which is another content for social media usage does not play a predictor role for acculturation. In addition, it is not supported that social media usage predicts brand trust. The study points on false hypothesis that acculturation has a positive effect on brand loyalty, however, it supports that brand trust plays a positive antecedent role of brand loyalty. This research is the first to investigate the effect of social media usage on brand trust and impact of acculturation process on the brand loyalty. Theoretical and practical implications are discussed to contribute to further academic and scholar research.**

## **Graduation Committee members:**

Dr. Hatice Kizgin

## **Keywords**

International students, social media, acculturation, brand trust, brand loyalty, knowledge sharing, interaction

## 1. INTRODUCTION

Globalization of the higher education sector in Western countries has led to an increase of the number of international students studying in different institutions (Yu, Foroudi & Gupta, 2019). For hosting international students, universities can generate income with annual constant growth as globalization stimulates education abroad. According to Statista (2022), only in Australia the income of education exports from Chinese students increased from 4.928 billion dollars in 2014 to 12,095 billion dollars in 2019. Consequently, it can be stated that international students can be considered as financial commodities for the countries accepting them.

International students are not only valuable commodities, but they are also personalities with different heritages and perspectives. The most common experience when one studies in another nation are that they experience a culture shock, whereby they do not understand the people's way of doing things, the significance of their social and cultural practices (Yang et al., 2018). The culture shock makes it harder for the international students to pick the kinds of food to eat, the type of clothes to wear, and the ways they should relate with one another (Yang et al., 2018). This process can be termed as "acculturation" as it relates to the cultural changes resulting from adaptation to another cultures (Jamal, Penaloza & Laroche, 2015).

Due to this complexity, the students require support to navigate the new socio-cultural practices and way of life. The students need to access their cultural and socially acceptable products in their new environment (Dey, Yen & Samuel, 2020). Since everything is different, they consult the internet and social media platforms for suggestions before they can fully adapt to their environment (Dey, Yen & Samuel, 2020). Social media is utilized by brands to engage and attract their customers (So et al., 2012). Brand is one of the most valuable assets firms have and enhancing brand loyalty is one of their main marketing activities (Zehir, Shahin, Kitapci & Ozshahin, 2011). Due to intense competition in the market, firms are interested more on developing long-term relationships with their customers (Sheth and Parvatiyar, 1995). Research made by Kizgin, Jamal, Dwivedi and Rana (2021) directs for future research where it can be examined how social media acculturates international students in context of brand loyalty. After being aware of the economic power of minorities, research can be done to uncover the context of brand loyalty.

## 2. LITERATURE REVIEW

### *Social media*

According to Kaplan & Haenlein (2010), social media can be defined as the set of the applications and sites in the Internet created on the technological foundations of Web 2.0, which provides access to content generation and its exchange. Since social media gives opportunities to interact with others, socializing on social media with representatives of host or heritage cultures is the resource that builds networks and forms social capital (Shen, Chiou, Hsiao, Wang & Li, 2016). This can influence behavior, consumption, and brand choices among minorities in both offline and online context, which means social media plays a certain role in contributing to minority buyer's identity (Foroudi, Marvi & Kizgin, 2020).

### *Acculturation*

Acculturation is the procedure of understanding a new culture, hence consumption acculturation applies to individuals of another culture gaining the knowledge and information required to engage in customer behavior in one society (Jamal, Penaloza & Laroche, 2015). These experiences for minorities are how to purchase and utilize goods and services in a new nation, as well as the interpretations they ascribe to themselves and others as buyers (Penaloza, 1994). On the other hand, enculturation is the process of acquiring the heritage culture (Kizgin, Jamal & Richard, 2018).

### *Brand trust*

The presence of brand trust is considered a major factor in the brand's success (Morgan & Hunt, 1994). According to Chaudhuri and Holbrook (2001) brand trust can be defined as willingness of consumer to confide in a brand's capacity to perform its agenda. Brand trust can evoke after a consumer positively evaluates the brand's offerings. If brands offer safety, honesty, and reliability about their brand product to buyers, automatically the feeling of trust in the brand will be generated (Doney & Cannon, 1997). Brand trust is the consumer readiness to rely on brand and its promises, which is viewed as major antecedent of brand loyalty (He et al., 2012).

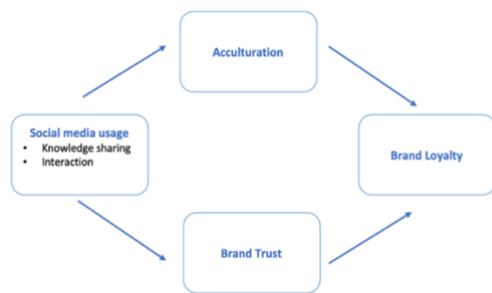
### *Brand loyalty*

Brand loyalty can be defined as buyers' satisfactory feeling and association about brand, and their positive relation to brand's products, which evoke intense devotion to purchase those products from the same brand on an ongoing basis at the present time and in the future, regardless of competitors products and changes in environment (Liu, 2007). Brand loyalty includes two subcomponents: attitudinal and behavioral. Attitudinal loyalty exists when consumer prefers specific brand, and he is ready to purchase even not at the standard price and do not thoroughly consider obstacles to purchase (Chaudhuri and Holbrook, 2001). Whereas behavioral loyalty refers to the action of re-purchase on frequent basis (Grassl, 1999).

## 3. THEORETICAL FRAMEWORK

### 3.1 Conceptual Model

Within the scope of conceptual model in **Figure 1**, the effects of social media to acculturation and trust in brand have been discussed and relationship between them and brand loyalty has been investigated as a concept. This research model assists to comprehend social media's impacts on consumers acculturation and to analyze positive influence of brand trust to brand loyalty. Research made by Yu, Foroudi & Gupta (2019) explores the role of the social media in terms of its content, namely sharing knowledge and interaction. In conceptual framework "knowledge sharing" and "interaction" are considered as more specific constructs for "social media usage".



**Figure 1: Conceptual model**

### 3.2.1 Social Media Usage and Acculturation

Host country's media usually suggests different cultural values and elements to encourage minorities' understanding of new cultural issues, which stimulate them to acculturation (Raman & Harwood, 2016). For example, Raman and Harwood (2016) found a positive relationship between social media usage and acculturation process among migrants in the U.S.

With the rapid advancement of technology, SNSs that allow to access different sources of information and knowledge turned to one of the most significant communication tools in the world (Murugesan, 2007; Williams et al., 2012). According to Hendrickson and Rosen (2017), cross-cultural coordination mechanisms offered by social media aid in the maintenance of linkages with host societies, the reduction of emotional strain, the increase of social capital, and the provision of host knowledge.

It appears that the usage of social media networks is critical to promoting international students' acculturation experience and coping methods, as it gives a chance to gain skills and expand possibilities for social communication (Hofhuis, et al., 2019). Yu, Foroudi & Gupta (2019) state that when international students spend their time on social media for knowledge exchanges and social interactions, they lean more towards acculturation in new environment.

*H1: Sharing knowledge has a positive effect on acculturation*

*H2: Interaction has a positive effect on acculturation*

### 3.2.2 Social Media Usage and Brand Trust

Brand social media presence influences brand trust, and brand trust positively influences brand loyalty (Tatar & Eren-Erdoğan, 2016). As Tatar & Eren-Erdoğan state (2016) it is not enough for brands to create social media accounts to create trust to the brands, as social media is a better platform for creating communications where consumers can use social media to interact with each other or share information and consequently generate brand trust. Social media usage may impact trust of social media users to the brand, which is present in social networks (Orzan et al., 2016). A study by Orzan et al. (2016) reveals that the best method for value creation practices to encourage trust is based on information exchange in social media. According to Schau et al. (2009) social media users can pass information about brand to each other and become more familiar with brand. Such information exchange can lead to enhanced brand trust due to low uncertainty in brand (Ba, 2001). Social media usage to foster consumer engagement has a tremendous impact on brand trust (Sohail, Hasan & Sohail, 2020).

Brand trust refers to the process related to the value social media users receive from the ties (Doney & Cannon, 1997). This means that if consumers recognize the utilitarian and hedonic values of the brand, then their trust in brand would increase. In social media, users create certain relationships and take benefits from their interactions, which encourages them to trust in brand (Carroll and Ahuvia, 2006, Zhou et al., 2011).

*H3: Sharing knowledge has a positive effect on brand trust*

*H4: Interaction has a positive effect on brand trust*

### 3.2.3 Acculturation and Brand Loyalty

Immigrant consumers may be more likely to display consumption habits that mirror both the host and ethnic groups as a result of social interactions (Kizgin et al., 2018). Acculturation of immigrants enhances loyalty to clothing enterprises in the western host nation (Ashaduzzaman et al., 2021). In a separate study Toloza (2019) evaluating Hispanic immigrants in the USA found a positive relationship between integrated cultural values and consumption of host country's goods. The youth immigrants such as international students demonstrate higher levels of food brand loyalty of host country's brands (Horlyck-Romanovsky et al., 2021). Michelini (2019), found that international students' acculturation has a positive impact on the development of host countries' brand loyalty to the extent that foreign students become 'brand ambassadors' of host brands to their peers in both the destination and resident countries.

*H5: Acculturation has a positive effect on brand loyalty*

### 3.2.4 Brand Trust and Brand Loyalty

Brand trust is a strong antecedent to brand loyalty (Atulkar, 2020). According to Alhaddad (2015), brand trust has a positive effect on brand loyalty. Brand trust is a strong antecedent in brand loyalty (Veloutsou, 2015). Customers will gradually get loyal to a brand they regard to be trustworthy (Chinomona, 2016). Huang et al. (2020) posits that the positive link between brand trust and brand loyalty.

Nowadays' highly competitive global market, developing and sustaining a trusted and long-lasting relationship with customers is vital to a brand's success. Brand trust has received increased attention from professionals and academics in recent years due to its value. According to Chaudhuri and Holbrook (2001), brand trust is "customers' readiness to depend on the brand's capacity to accomplish its claimed role" (Alhaddad, 2015).

Due to the establishment of highly valued exchange relations of trust, brand trust conduct brand loyalty. The relationship between brand trust and brand loyalty define that one must first obtain customers' trust to obtain loyalty of customers (Alhaddad, 2015).

*H6: Brand trust has a positive effect on brand loyalty*

## 4. METHODOLOGY

### 4.1 Sample and Data Collection

International students studying in the Netherlands were chosen as research sample because research question could be answered only after research on specific data provided by international students in the Netherlands. To answer the research question, web-based online survey was created and

sent to international students from Dutch universities. The items measurements in the survey were checked by ethical committee of University of Twente and were verified as unethical questions were not detected. Respondents received information that their data was collected for academic research purposes and answers of individuals will be kept anonymously.

85 surveys were sent to potential respondents and all of them considered themselves as international students studying in the Netherlands, which means valid sample consisted of 85 participants. Of the 85 respondents, 25.9% were female and 74.1% were male. 90.6% of the answered were replied by participants of 17-23 age range and 9.4% were in range between 24-30 years old. More specific data can be seen in Table 1.

## 4.2 Survey Measures

The survey consisted of two parts. The first part contained items about demographics as gender and age. The second part was about items that are taken from different studies. Social media usage was measured through two constructs: knowledge sharing and interaction (Yu, Foroudi & Gupta, 2019). Items for acculturation are adopted from (Kizgin, Jamal, Dwivedi & Rana, 2021), items for brand trust are based on literature provided by (Laroche, Habibi & Richard, 2013) and (Chaudhuri & Holbrook, 2001). Items that measure brand loyalty are sourced from (Uslu, Durmus & Tasdemir, 2013). All items were scored on a **5-point Likert scale** with range from “strongly disagree” through “neutral” to “strongly agree”.

**Table 1. Demographics**

	Frequency	Percent
<b>Gender</b>		
Female	22	25.9
Male	63	74.1
<b>Age</b>		
17-23	77	90.6
24-30	8	9.4

## 5. DATA ANALYSIS AND RESULTS

Factor Analysis (FA) is demonstrated in the measurement of model's validity and reliability. Correlations were measured to assess the strength of association between two variables. Multiple Regression Analysis is represented to assess the model through hypothetical relationships based on significance level.

### 5.1 Factor Analysis

Based on the outcomes provided by the four assessment criteria (factor loading, KMO index, Bartlett's test, and Cronbach's alpha), there are sufficient indicators to measure a validity and reliability of the model (Hair et al., 2006; Tabachnick & Fidell, 2007).

According to Shelvin & Miles (1997), medium level (0.5) of factor loading is significant for convergent validity. In table 3, it is clearly seen that it is significant for all survey items in the sample size, except two survey items which measure the construct of brand loyalty. Due to low factor loading scores, both survey items were extracted from Factor analysis and were not considered in the further multiple regression analysis. KMO index is indicator for sufficiency and suitability test, which provides evidence for data being fit to perform factor analysis if score is higher

than 0.5 (Babae, 2009). For Bartlett's test, if significance indicator of test is smaller than 0.05 then it confirms that there is substantial correlation in the data (Babae, 2009). Outcomes for KMO and Bartlett's test for Sphericity presented in Table 2 clearly show that in all indexes for KMO are higher than 0.5 and significance levels in Bartlett's tests are lower than 0.05. These outcomes confirm that all data is satisfactorily suited for factor analysis and correlation matrix obtains significant information. The reliability of the items refers to the assessment of the internal consistency by measuring those observed items and avoiding unnecessary dimensions created by factor analysis because of items with low items scores (Haair et al., 2006). The reliability level of the instruments can be investigated by Alpha Cronbach (Creswell, 2010), the most utilized method for measuring the internal consistency that demonstrates how various items can measure various aspects of the variable (Haair et al., 2006; Tabachnick & Fidell, 2007). According to Pallant (2001), Cronbach's alpha more than 0.6 is considered as highly reliable and acceptable. In Table 2 it is clearly seen that all outcomes for Cronbach's alpha are higher than 0.6, especially for variable “brand trust” with the highest score of 0.838 among all variables, which indicates on very high internal consistency (Pallant, 2001). Cronbach's alpha of “brand loyalty” (0.766) reached acceptable value after extraction of two items with low factor loadings.

### 5.2 Correlations

The Pearson correlation is used to measure the strength of the linear relationship between two variables. It is the most popular technique for analyzing numerical variables; it assigns a value between -1 and 1, where 0 means absence of correlation, 1 is totally positive correlation and -1 is totally negative correlation (Nettleton, 2014).

In Table 3, findings shows positive correlation between knowledge sharing and acculturation (0.223), and positive correlation for association between knowledge sharing and brand trust (0.090). Indeed, the correlation between interaction and acculturation occurred to be negative (-0.103), however, there is positive correlation between interaction and brand trust (0.114). Moreover, the correlation of brand trust and brand loyalty is positive (0.300) and correlation between acculturation and brand loyalty is negative (-0.042).

### 5.3 Multiple Regression Analysis – Hypothesis Testing

The statistical significance of each independent variable can be true if p value is lower than 0.05. By reviewing the structural estimates shown in Table 4 it is seen that not all hypothesizes are significant. It demonstrates a significance for *Knowledge Sharing* ( $\beta = 0.254$ ,  $t = 2.335$ ,  $p = 0.022$ ) effect on *Acculturation*, however it is not significant for *Interaction* ( $\beta = -0.154$ ,  $t = -1.417$ ,  $p = 0.160$ ) influence on *Acculturation*, so H1 is accepted and H2 is not accepted. Regarding the influence of *Knowledge sharing* ( $\beta = 0.700$ ,  $t = 0.626$ ,  $p = 0.533$ ) and *Interaction* ( $\beta = 0.100$ ,  $t = 0.892$ ,  $p = 0.375$ ) on *Brand trust*, result shows that relationships between variables are not significant, so H3 and H4 do not find support. *Acculturation* ( $\beta = -0.019$ ,  $t = -0.175$ ,  $p = 0.861$ ) does not have significant influence on *Brand loyalty*, so H5 is not accepted, however it is revealed that *Brand trust* has ( $\beta = 0.298$ ,  $t = 2.823$ ,  $p = 0.006$ ) a significant effect on *Brand loyalty*, which means H6 is accepted.

**Table 2. Factor analysis**

	<i>Mean</i>	<i>SD</i>	<i>Factor loading</i>
<i>Knowledge sharing (KMO = .685, Bartlett's Test = .000, <math>\alpha</math> = .807)</i>			
<b>The advice I receive from other members using the social media has increase my understanding.</b>	3.51	.826	.880
<b>The advice I received from other members using the social media has increased my knowledge.</b>	3.65	.984	.883
<b>The advice I receive from other members using the social media allows me to conduct tasks more successfully.</b>	3.60	.889	.789
<i>Interaction (KMO = .679, Bartlett's Test = .000, <math>\alpha</math> = .679)</i>			
<b>I use social media to interact with others (e.g., group of interest).</b>	4.15	.880	.792
<b>I use social media to interact with my friends.</b>	4.51	.629	.837
<b>I use social media to interact with my family.</b>	3.71	1.317	.797
<i>Acculturation (KMO = .750, Bartlett's Test = .000, <math>\alpha</math> = .773)</i>			
<b>I spend most of my time with Dutch people.</b>	1.58	.762	.818
<b>I often ask for help/advice from Dutch students.</b>	2.02	1.080	.699
<b>I often participate in Dutch public celebrations.</b>	2.14	1.146	.703
<b>I frequently eat with Dutch friends/colleagues.</b>	1.89	1.080	.831
<b>I often listen to Dutch music.</b>	1.40	.790	.595
<i>Enculturation (KMO = .769, Bartlett's Test = .000, <math>\alpha</math> = .823)</i>			
<b>I spend most of my time with my native people.</b>	3.47	1.221	.806
<b>I often ask for help/advice from native students.</b>	3.45	1.249	.859
<b>I often participate in public celebrations of my cultural heritage.</b>	3.20	1.044	.702
<b>I frequently eat with friends/colleagues of my cultural heritage.</b>	3.71	1.132	.858
<b>I often listen to my native music.</b>	3.65	1.202	.593
<i>Brand trust (KMO = .794, Bartlett's Test = .000, <math>\alpha</math> = .838)</i>			
<b>My brand gives me everything that I expect out of the product.</b>	3.48	.854	.793
<b>I rely on my brand.</b>	3.49	1.019	.754
<b>My brand never disappoints me.</b>	2.94	1.051	.724
<b>My brand is the honest brand.</b>	3.24	1.008	.860
<b>My brand is safe.</b>	3.48	.921	.773
<i>Brand loyalty (KMO = .670, Bartlett's Test = .000, <math>\alpha</math> = .766)</i>			
<b>I would rather stick with a brand I usually buy than try something I am not sure of.</b>	3.21	1.036	.870
<b>If I like a brand, I rarely switch from it just to try something different.</b>	3.21	1.048	.832
<b>I rarely take chances by buying unfamiliar brands even if it means sacrificing.</b>	2.99	1.029	.773

**Table 3. Correlations**

		Knowledge_S H	Interaction	Acculturation	Brand trust	Brand loyalty
Knowledge_SH	Pearson Correlation	1	.201	.223*	.090	.078
	Sig. (2-tailed)		.065	.041	.412	.475
	N	85	85	85	85	85
Interaction	Pearson Correlation	.201	1	-.103	.114	.174
	Sig. (2-tailed)	.065		.349	.300	.111
	N	85	85	85	85	85
Acculturation	Pearson Correlation	.223*	-.103	1	-.080	-.042
	Sig. (2-tailed)	.041	.349		.467	.700
	N	85	85	85	85	85
Brand trust	Pearson Correlation	.090	.114	-.080	1	.300**
	Sig. (2-tailed)	.412	.300	.467		.005
	N	85	85	85	85	85
Brand loyalty	Pearson Correlation	.078	.174	-.042	.300**	1
	Sig. (2-tailed)	.475	.111	.700	.005	
	N	85	85	85	85	85

\*, Correlation is significant at the 0.05 level (2-tailed).

\*\*, Correlation is significant at the 0.01 level (2-tailed).

**Table 4. Structural model estimates**

	St. Estimates	t	p
<i>H1. Knowledge sharing → Acculturation</i>	0.254	2.335	0.022
<i>H2. Interaction → Acculturation</i>	-0.154	-1.417	0.160
<i>H3. Knowledge sharing → Brand trust</i>	0.700	0.626	0.533
<i>H4. Interaction → Brand trust</i>	0.100	0.892	0.375
<i>H5. Acculturation → Brand loyalty</i>	-0.019	-0.175	0.861
<i>H6. Brand trust → Brand loyalty</i>	0.298	2.823	0.006

## 6. DISCUSSION

The concept of acculturation and social media usage has not been fully discovered (Ryder et al., 2000; Kline & Liu, 2005) and it has been intriguing to examine this topic as this study is the first and exclusive in exploring the role of social media usage (knowledge sharing and interaction) on international students' acculturation in the Netherlands and their further loyalty to brand in the new environment. So, the literature review was applied to design a conceptual model of international students' loyalty to brand through social media usage and acculturation. This study investigated the relationships of the interaction and knowledge sharing with acculturation and brand trust. Further, the potential influence of acculturation and brand trust on brand loyalty was examined.

### 6.1 Theoretical Contribution

The study reveals that knowledge sharing is significant in predicting international students' acculturation in the new environment, such as belonging to a community in the Netherlands. The strength of relationship between knowledge sharing and acculturation suggests that international students' connection by sharing various features in social media platforms increase their acculturation. It confirms the statement that sharing information in the social media can stimulate the acculturation process (Yu, Foroudi & Gupta, 2019). On the other hand, interaction in the social media is not significant factor influencing acculturation. So, the hypothesis that if international students in the Netherlands interact in the

social media it will tend to acculturation process was rejected after data analysis.

Next, there is evidence that social media usage measured by knowledge sharing and interaction does not have any effect on the brand trust among international students. Sample's interaction and knowledge sharing in social media do not generate trust to brands among them. The outcomes of the research propose that international students' acculturation process in the Netherlands does not tend to influence their loyalty to brands. This means that acculturation is not a positive antecedent of brand loyalty and proposed hypothesis is rejected.

The study shows that brand trust is a significant predictor in determining international students' loyalty to brand. It is confirmed that customers tend to get loyal to a brand they regard to be trustworthy (Chinomona, 2016) and positive link between brand trust and brand loyalty is significant (Huang et al., 2020).

Peculiarity of the research is to use current literature and do data analysis to support the notion that international students can be acculturated in the Netherlands via content sharing in the social media (Yu, Foroudi & Gupta, 2019) and reject the hypothesis about direct positive effect of acculturation on brand loyalty among international students.



## 6.2 Implications for Practice

Brand loyalty among international students has been undiscovered topic in marketing context (Kizgin, Jamal, Dwivedi and Rana, 2021) and findings in the present study can certainly involve practical implications for companies' marketing activities. So, the present study benefits those who specialize in marketing by helping and guiding them to understand international students' motivations.

Results of the present research showed that international students develop brand loyalty when they have trust in the brand, as in hypothesis 6. This supports the statements that building brand trust creates significant relationship, leading to loyalty (Morgan & Hunt) and intense competition in the market tends companies to be interested on building those relationship with their customers (Sheth and Parvatiyar, 1995). Alternately, brand loyalty can be considered as key indicator which measures successfulness of the marketing strategies as loyal consumers from international community of students keep buying the products from the same brand and stand up for the brand. Enhancing brand loyalty is one of the main tasks for marketers (Zehir, Shahin, Kitapci & Ozshahin, 2011), therefore the results of the research may explain to brand representatives in broader extent how to

build brand loyalty among university-age international students.

## 6.3 Limitations and Future Research

The present study has certain limitations that should be considered in the future research. Firstly, it is difficult to generalize the results as research was done based on sample of 85 respondents, whereas there are more than 100.1 thousand students in the Netherlands (Statista, 2021) and most of the collected data were provided from the students living in Enschede and studying in the University of Twente. Secondly, the construct of social media usage is very general and in present research It was not specified sufficiently. It was measured only by two sub-constructs, which did not precise enough.

Future research could use bigger sample size and gather data from international students from various cities and universities to examine on the same research questions where author can include "entertainment" (Yu, Foroudi & Gupta, 2019), "privacy concern" (Park S. et al., 2009) and "intensity of use" (Ellison et al., 2007) as sub-constructs which can measure and uncover the social media usage variable more specifically.

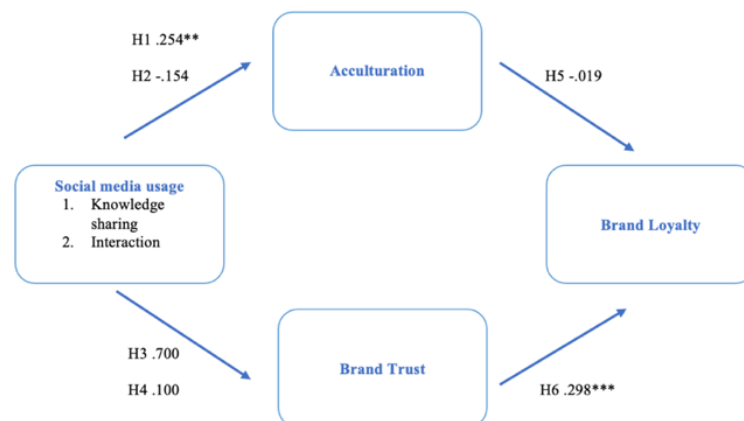


Figure 2. Structural equation model

## 7. CONCLUSION

This study finds that international students' acculturation is positively influenced by knowledge sharing in the social media and interaction does not play a predictor role for acculturation process. To specify, those who prefer acculturation take part in social networks to share and advice information with other members. However, loyalty to brands in the new environment is not affected by that acculturation process. Indeed, the statement that brand trust is positive antecedent to brand loyalty is supported.

The results of the present study may provide useful information for professional on how to attract international students and develop marketing strategies via building trust in the long-term relationships. Trustworthy companies can therefore encourage consumers to buy new products from the same brand or continue purchasing the same products from the specific brand. Marketers may concentrate on accenting innovative qualities of their businesses and invest in promoting valuable relationship with international students because this specific segment mostly represents people who are new in the environment and may not yet

have a preference among local brands. This can benefit businesses by having a loyal customer segment as well as attract attention from prospective clients.

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## APPENDIX

### 1. Factor Analysis

#### 1.1 Knowledge Sharing

##### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.685
Bartlett's Test of Sphericity	Approx. Chi-Square	88.917
	df	3
Sig.		.000

##### Component Matrix<sup>a</sup>

	Component 1
The advice I receive from other members using the social media has increase my understanding.	.880
The advice I received from other members using the social media has increased my knowledge.	.883
The advice I receive from other members using the social media allows me to conduct tasks more successfully.	.789

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

#### 1.2 Interaction

##### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.679
Bartlett's Test of Sphericity	Approx. Chi-Square	53.594
	df	3
Sig.		.000

##### Component Matrix<sup>a</sup>

	Component 1
I use social media to interact with others (e. g., group of interest).	.792
I use social media to interact with my friends.	.837
I use social media to interact with my family.	.797

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

#### 1.3 Acculturation

##### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.750
Bartlett's Test of Sphericity	Approx. Chi-Square	125.587
	df	10
Sig.		.000

##### Component Matrix<sup>a</sup>

	Component 1
I spend most of my time with Dutch people.	.818
I often ask for help/advice from Dutch students.	.699
I often participate in Dutch public celebrations.	.703
I frequently eat with Dutch friends/colleagues.	.831
I often listen to Dutch music.	.595

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

## 1.4 Brand trust

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.794
Bartlett's Test of Sphericity	Approx. Chi-Square	166.675
	df	10
	Sig.	.000

Component Matrix <sup>a</sup>	
	Component 1
My brand gives me everything that I expect out of the product.	.793
I rely on my brand.	.754
My brand never disappoints me.	.724
My brand is the honest brand.	.860
My brand is safe.	.773

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

## 1.5 Brand loyalty

Before extraction

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.657
Bartlett's Test of Sphericity	Approx. Chi-Square	74.855
	df	10
	Sig.	.000

Component Matrix <sup>a</sup>		
	Component 1	2
I would rather stick with a brand I usually buy than try something I am not sure of.	.856	-.165
If I like a brand, I rarely switch from it just to try something different.	.814	-.189
I always introduce new brands and products to my friends and family.	.131	.791
I rarely take chances by buying unfamiliar brands even if it means sacrificing.	.778	-.001
I buy the same brand of mobile phone even if I think it is of only average value.	.257	.750

Extraction Method: Principal Component Analysis.

After extraction

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.670
Bartlett's Test of Sphericity	Approx. Chi-Square	67.086
	df	3
	Sig.	.000

Component Matrix <sup>a</sup>	
	Component 1
I would rather stick with a brand I usually buy than try something I am not sure of.	.870
If I like a brand, I rarely switch from it just to try something different.	.832
I rarely take chances by buying unfamiliar brands even if it means sacrificing.	.773

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

## 2. Reliability Analysis

### 2.1 Knowledge Sharing

#### Reliability Statistics

Cronbach's Alpha	N of Items
.807	3

### 2.2 Interaction

#### Reliability Statistics

Cronbach's Alpha	N of Items
.679	3

### 2.3 Acculturation

#### Reliability Statistics

Cronbach's Alpha	N of Items
.773	5

### 2.4 Brand trust

#### Reliability Statistics

Cronbach's Alpha	N of Items
.838	5

### 2.5 Brand loyalty

#### Reliability Statistics

Cronbach's Alpha	N of Items
.766	3

### 3. Multiple regression analysis

#### 3.1

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.013E-17	.106		.000	1.000
	Knowledge_SH	.254	.109	.254	2.335	.022
	Interaction	-.154	.109	-.154	-1.417	.160

a. Dependent Variable: Acculturation

#### 3.2

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.049E-16	.109		.000	1.000
	Knowledge_SH	.070	.112	.070	.626	.533
	Interaction	.100	.112	.100	.892	.375

a. Dependent Variable: Brand trust

#### 3.3

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.008E-16	.105		.000	1.000
	Brand trust	.298	.106	.298	2.823	.006
	Acculturation	-.019	.106	-.019	-.175	.861

a. Dependent Variable: Brand loyalty

### 4. Survey Items

Personal Questions	
1.	What is your name
2.	What is your gender (1=Female, 2=Male, 3=Prefer not to say)
3.	What is your age (1=17-23, 2=24-30, 3= 31-39, 4= 40-59)
Knowledge sharing	
4. KSH1	The advice I receive from other members using the social media has increase my understanding.
5. KSH2	The advice I received from other members using the social media has increased my knowledge.
6. KSH3	The advice I receive from other members using the social media allows me to conduct tasks more successfully.
Interaction	
7. INT1	I use social media to interact with others (e.g., group of interest).
8. INT2	I use social media to interact with my friends.
9. INT3	I use social media to interact with my family.
Acculturation:	
10. ACC1	I spend most of my time with Dutch people.
11. ACC2	I often ask for help/advice from Dutch students.
12. ACC3	I often participate in Dutch public celebrations.
13. ACC4	I frequently eat with Dutch friends/colleagues.
14. ACC5	I often listen to Dutch music.

<b>Brand trust</b>	
15. BT1	My brand gives me everything that I expect out of the product.
16. BT2	I rely on my brand.
17. BT3	My brand never disappoints me.
18. BT4	My brand is the honest brand.
19. BT5	My brand is safe.
<b>Brand Loyalty</b>	
20. BL1	I would rather stick with a brand I usually buy than try something I am not sure of.
21. BL2	If I like a brand, I rarely switch from it just to try something different.
22. BL3	I always introduce new brands and products to my friends and family.
23. BL4	I rarely take chances by buying unfamiliar brands even if it means sacrificing.
24. BL5	I buy the same brand of mobile phone even if I think it is of only average value.

#### Enculturation

ENC1. I spend most of my time with my native people.

ENC2. I often ask for help/advice from native students.

ENC3. I often participate in public celebrations of my cultural heritage.

ENC4. I frequently eat with friends/colleagues of my cultural heritage.

ENC5. I often listen to my native music.