Social Media Marketing and Fashion Purchase Intention in Indonesia's Transitional Economy

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Abstract

The research set out to look at how social media marketing in the fashion business in Indonesia, a developing nation, affects consumers' propensity to make a purchase. This study surveyed 118 people in Indonesia using an online survey instrument. The proposed theoretical model was tested using Smart PLS and structural equation modeling (SEM). The bootstrapping method was used to test the hypotheses and the mediating roles of brand awareness and customer satisfaction. Despite the direct influence of social media marketing on purchase intention, brand awareness and customer satisfaction do not mediate the relationship between the two. This study contributes to the literature by shedding light on the impact of social media marketing on brand awareness, customer satisfaction, and purchase intention in transition economies, such as Indonesia. Findings from this study have practical applications because they can help marketers in a variety of contexts design social media marketing strategies that are more likely to be successful in reaching their intended audiences despite economic uncertainty.

Article Info

1. INTRODUCTION

The way businesses choose to connect with their target customers and clients has changed as a result of recent advancements in internet technologies. Internet technologies give businesses greater chances to reach target customers with more specialized marketing mix methods in addition to their mass marketing communication strategies. These days, academics are attempting to investigate the effects that various digital tools have on their users. Recently, human interaction has become easier thanks to social media platforms (Balakrishnan et al., 2014), this new type of communication presents both greater potential and obstacles (P Laksamana, 2018). Since consumers now have more information due to increased information, companies are under pressure to improve how they market and explain their products. Therefore, companies had to consider fresh approaches to fusing technologically embedded communication tactics with the current marketing communication efforts. Reaching growing generations of tech-savvy consumers has never been more important than it is now thanks to social media marketing (Balakrishnan et al., 2014).

Surprisingly, practically all internet users also use social media. According to DataReportal (2022), social media accounts for 93.5 per cent of total internet users in Indonesia in January 2022 or 191.4 million people. Figure 1 illustrates that, in addition to

providing social functions for human contact and interaction (Lizhe, 2021), social media is also widely used by internet users to conduct research on the brand of a product or service until a purchasing decision is made According to Cheung et al. (2019), social media is becoming an essential platform for providing brand information to consumers. This study believes that firms can benefit from Digital Marketing, such as Social Media Marketing. This is becoming increasingly prevalent as technology advances, and the necessity for the internet has become an essential component that cannot be overlooked in daily life. The growing usage of social media and e-commerce opens up new avenues for marketers to reach clients via digital channels. People may all be connected in a network that makes it easier for them to interact and select the best marketing approach by employing technology and the internet. As a result, more research on social media marketing and its impact on brand awareness, customer satisfaction, and purchase intent is required.

Although there has been a lot of recent research on the subject of digital marketing, for example: (1) according to the study of (Purwaningwulan et al., 2019), social media is being used to promote Muslim clothes as a result of changes in Muslim consumers who are both more pious and more intense in their use of social media; (2) The research findings of (Nurnafia, 2021) also reveal major changes in corporate social media marketing activities in the Instagram brand community before and after the pandemic, which can be valuable for fashion businesses and the advancement of social media marketing theory; but since the emergence of Covid-19 in Indonesia three years ago, the contribution of the fashion industry to the country's GDP growth has dropped. The apparel and domestic textile industry is still suffering from changes in people's consumption patterns during the Covid-19 pandemic (Kusnandar, 2022). This study's main objective is to look into how social media marketing affects brand awareness, customer satisfaction, and purchase intention. The research also looks at the potential mediating effects of brand awareness and customer satisfaction on the connection between social media marketing and purchase intention.

The research problem is introduced at the beginning of the publication. The relevant literature on social media marketing, brand awareness, customer satisfaction, and purchase intention is reviewed in the section that follows. The methodology and the empirical results are then presented. The discussion and conclusion are covered in the last section.

Literature Review
Social Marketing Management (SMM)

Social media is becoming more and more popular, and businesses should use it to interact with customers. Social media may be used by business owners as a marketing tool to get to know and understand potential clients. Social media marketing, as defined by Maharsi et al. (2021) and Kotamena et al. (2020)), is a type of marketing that involves promoting various business content to social media consumers. Social media marketing is used to determine the best method for spreading the information required to advance corporate objectives and boost sales (Wirawati et al., 2021). According to Erlangga (2021), social media (social media marketing), such as Facebook, Instagram, Telegram, Spotify, Pinterest, Blogger, Youtube, and Tiktok, is common use on the internet in marketing.

Social media marketing (SMM) is regarded as one of the most crucial channels for informing customers about brands (Cheung et al., 2019). Communication between customers and manufacturers is made possible through SMM. According to research (Ansari et al., 2019; Bilgin, 2018; Seo & Park, 2018), social media marketing (SMM) efforts are very important for keeping a brand's awareness (BA) in the minds of consumers, increasing customer satisfaction (CS) (Khan et al., 2015; Majeed et al., 2022), and influence purchase intention (PI) (P Laksamana, 2018; Majeed et al., 2022). However, contrary to research conducted by (Ceyhan, 2019), he argues that consumer perceptions of SMM do not affect brand loyalty or purchase intentions. The failure of some brands to develop or implement SMM is evidence of this. In order to have a bigger impact on customers' purchasing decisions (P Laksamana, 2018) and satisfaction levels, businesses must pay special attention to marketing on social media (Monica & BalaÅŸ, 2014). SMM can be very strong if the

strategies employed to attract clients are carried out correctly (Jan et al., 2020; Uzir et al., 2020).

According to (Bilgin, 2018; Cheung et al., 2019; P Laksamana, 2018), the SMM indicators for BA and PI are measured based on factors of entertainment, interaction, trendy advertisements, customization, and EWOM. Meanwhile, according to (Monica & BalaÅŸ, 2014), the factors that influence BA in the use of SMM are (1) interesting content (content marketing, e.g. blogs, Twitter accounts, Facebook fan pages or LinkedIn groups); and (2) appropriate social media sites (Pinterest, Facebook, Twitter, Google+, YouTube, etc.). (Ceyhan, 2019) argues that the SMM indicator on PI is measured by self-brand image congruency, hedonic, social, functional, co-creation value, and. (Jan et al., 2020) said that the SMM indicators used for CS have three factors, namely: social media interactivity, social media content, and social media activity. (Uzir et al., 2020) also added that the factors that influence CS in SMM are measured by product quality, service quality, and customer-perceived value. As a result, we propose the following relationship between SMM and Brand Awareness (BA), Purchase Intention (PI), and Customer Satisfaction (CS):

Hypothesis 1a (H1a). SMM has a positive and significant effect on Brand Awareness.
Hypothesis 1b (H1b). SMM has a positive and significant effect on Purchase Intention.
Hypothesis 1c (H1c). SMM has a positive and significant effect on Customer Satisfaction.

Brand Awareness (BA)

The term "brand awareness" refers to the extent to which a market segment is familiar with a given brand as an example of a given product class (Kevin Lane Keller & Lehmann, 2003; Sasmita & Suki, 2015). To get the intended response (customers remembering the company's brand), the company concentrates on increasing brand awareness among consumers in the marketing context (Foroudi, 2019). Additionally, consumers will spend less time and take fewer risks when searching for the goods they want to purchase, thanks to brand awareness (Verbeke et al., 2005). Consumers like to purchase things that are well known, so a product with a high level of brand awareness will be preferred by more consumers (Macdonald & Sharp, 2000; Shabbir et al., 2017).

Businesses utilize their brands to set themselves apart from rivals' goods and services. Brands are unique identifiers for newly introduced goods and services (K L Keller, 2008). The basic goal of branding is to differentiate products and services from others on the market (Kotler et al., 2016). Brand awareness enables shoppers to save time by restricting product searches. (Verbeke et al., 2005). Consumer brand awareness is facilitated through social media marketing (SMM). The use of social media marketing and brand awareness have been linked in numerous research. Brand awareness and social media communication activities have a high association (Momany & Alshboul, 2016). Current type of communication social media marketing has a substantial effect on brand awareness (Seo & Park, 2018). Social media marketing is linked to increased brand awareness, according to a number of recent research such as Aljumah et al. (2021); Ansari et al. (2019); Ezenwafor et al. (2021); Jamali & Khan, (2018). In light of the aforesaid, we advise the following:

Hypothesis 2a (H2a). Brand awareness strongly influences purchasing intention.
Hypothesis 2b (H2b). The association between SMM and purchase intention is mediated by brand awareness.

Customer Satisfaction (CS)

Customer satisfaction is defined by (Velnampy & Sivesan, 2012; Wilson et al., 2016) as a customer's emotional reaction to the experience associated with and supplied by a specific product or service purchased. According to research findings (Khan et al., 2015; Majeed et al., 2022), satisfaction is a strong indicator of customer desire to repurchase online. Customer satisfaction is a crucial notion that has grown to be extensively researched in marketing studies (Ok et al., 2018). Analysis of customer satisfaction is frequently used to

raise the standard of business service delivery. For every business to increase customer loyalty and retention, satisfied customers are a crucial asset. Numerous other scholars contend that expectations for repeat purchases are significantly influenced by consumer satisfaction (Cronin Jr et al., 2000). Additionally, happy consumers favourably influence others, draw in new clients, and increase a company's long-term revenues. Customer satisfaction will be used as a benchmark for success in any organization because it provides insight into how a company performs or provides goods or services (Manani, 2012).

This demonstrates how a satisfied customer will be more likely to purchase the brand again and will be more loyal to the business. Customer satisfaction has a significant impact on purchase intention, as found by (Dash et al., 2021). The results of this study indicate that CS indicators like brand identity and brand image positively and significantly affect customer satisfaction and purchase intention. The effect of SMM on consumer purchase intention is also moderated by customer satisfaction (Bilgin, 2018; P Laksamana, 2018; Majeed et al., 2022). In light of the aforesaid, we advise the following:

Hypothesis 3a (H3a). Customer satisfaction strongly influences purchasing intention.
Hypothesis 3b (H3b). The association between SMM and purchase intention is mediated by customer satisfaction.

Purchase Intention
The way a person wants to purchase a certain commodity or service is referred to as their purchase intention, which is a part of their consumer cognitive behavior (Ling et al., 2010). In the development of computerized advertising and electronic commerce, purchase intention is crucial (e-commerce). According to (Dehghani & Tumer, 2015), consumers who use social media platforms actively consider online reviews of purchases before making a final choice. Consumers will consult online product reviews before making the best purchase option because trends alter periodically. (Vahdati & Mousavi Nejad, 2016)Also said that researching products or reading product reviews online can: (1) raise customer satisfaction and excitement when purchasing goods and services; (2) result in repeat business from customers; (3) result in frequent visits to digital platforms; and (4) result in positive recommendations and reviews of advertised goods (Hausman & Siekpe, 2009).

The conceptual framework is suggested based on the literature review mentioned above, with five latent variables namely SMM, Brand Awareness, Customer Satisfaction and Purchase Intention. As a result, Figure 1 shows the proposed link between these variables.
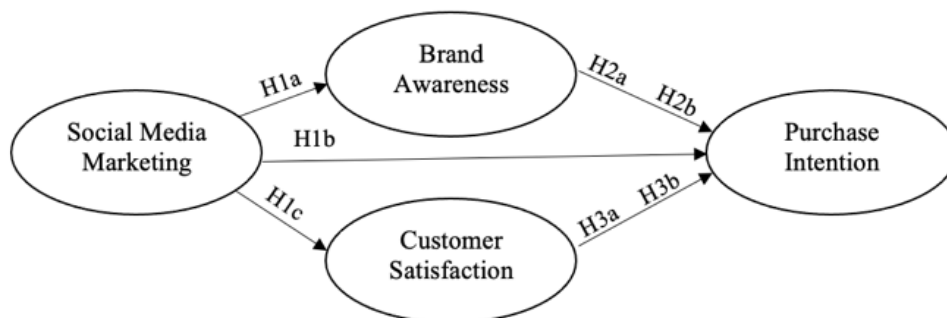

Figure 1. Conceptual Model

2. METHOD

Using a structured questionnaire, this study investigated the effects of social media marketing (SMM) on brand awareness (BA), customer satisfaction (CS), and purchase intention (PI). Furthermore, the study aimed to define the function that brand awareness and customer satisfaction play as mediators between social media marketing and consumer

purchase intention in Indonesia. Using a convenience sampling strategy, the data were acquired. From September 2022 through October 2022, data was collected.

Through the use of online Google Forms, we polled our sample using a 5-point Likert-scale questionnaire. The first section of the survey inquired about the participants' personal information, while the second half focused on the respondents' perceptions of how SMM affected BA, CS, and PI. Observable and latent variables can be tested with structural equation modeling (SEM). We evaluated the measurement model and the structural equation modeling in two stages. We estimated both the structural model and the measurement model using structural equation modeling (validity and reliability of the measures). The significance of the path coefficients and factor loadings was assessed using the bootstrapping technique (Hair et al., 2014). Utilizing Smart-PLS, the obtained data were processed.

3. RESULTS AND DISCUSSION

The traits of the respondents are displayed in Table 1. 32 men (27% of the total) and 86 women (73% of the total) were found in the data. In terms of age, 76 (64%) of the sample, or the majority of respondents, were between the ages of 17 and 22. 20 (17%) were between the ages of 23 and 28, 12 (10%) were between the ages of 29 and 34, 5 (4%) were between the ages of 25 and 40, and 4 (3%) were between the ages of 41 and 46. 67 (57% of the respondents) were students or college students, 33 (28%) were private employees, 7 (6%) were businessmen, 5 (4%) were housewives, 3 (3%) were civil servants, 2 (2%) were unemployed, and 1 (1%) were other responses. Most respondents (47%) make less than IDR 1,000,000, and 38 (32%) make between IDR 1,000,000 and IDR 4,999,999.

Table 1. Demographic Profile

		Frequency	Per cent
Gender	Male	32	27
	Female	86	73
Age	Under 17	1	1
	17-22	76	64
	23-28	20	17
	29-34	12	10
	35-40	5	4
	41-46	4	3
	More Than 46	0	0
Occupation	Student or college student	67	57
	Civil Servant	3	3
	Private Employees	33	28
	Housewife	5	4
	Businessman	7	6
	Unemployment	2	2
	Other	1	1
Income	Less Than IDR 1,000,000	55	47
	IDR 1,000,000 – IDR 4,999,999	38	32
	IDR 5,000,000 – IDR 8,999,999	14	12
	IDR 9,000,000 – IDR 12,999,999	6	5
	More Than IDR 12,999,999	5	4

Source: Data Processed (2022)

Assessment of Measurement Model

Cronbach's alpha, composite reliability, and average variance retrieved are used here to check the constructs' reliability and validity (AVE). Above 0.70 is required for Cronbach's alpha and composite dependability to be deemed satisfactory; more than 0.80 is regarded as good, and above 0.90 as remarkable. The AVE value must be more than 0.50 in order to be accepted (Hair Jr et al., 2014). Cronbach's alpha, composite reliability, and average reliability estimations are shown in Table 2.

Table 2. Cronbach alpha, composite reliability and AVE

	Cronbach's alpha	Composite reliability	The average variance extracted (AVE)
Brand awareness (BA)	0.864	0.899	0.598
Customer satisfaction (CS)	0.848	0.908	0.766
Purchase intention (PI)	0.820	0.880	0.646
Sosial media marketing (SMM)	0.801	0.863	0.557

Source: Data Processed (2022)

Table 2 shows the components' Cronbach alpha, composite reliability, and extracted average variance reliability and validity (AVE). Cronbach alpha values were found to be 0.864, 0.848, 0.820, and 0.801 for brand awareness, customer satisfaction, purchase intention, and social media marketing, respectively. For the composite reliability, the observed values are 0.899, 0.908, 0.880, and 0.863, respectively. All of the constructions' observed AVE values are 0.598, 0.766, 0.646, and 0.557, respectively. The values are accepted statistically because they meet the criteria for reliability and validity.

Table 3. Discriminant validity

	BA	CS	PI	SMM
Brand awareness (BA)	0.773			
Customer satisfaction (CS)	0.730	0.875		
Purchase intention (PI)	0.566	0.522	0.804	
Sosial media marketing (SMM)	0.661	0.603	0.571	0.746

Source: Data Processed (2022)

Table 3 above compares the square root of AVE to the correlation value of various variables to demonstrate its discriminant validity. The discriminant validity is additionally evaluated by the measuring model by analyzing correlation values. Analyzing discriminant validity compares elements from one construct to those from other constructions. Different from other item constructions statistically (Zeqiri et al., 2020). The square root of AVE meets the discriminant validity requirement because it is greater than other correlation values. Therefore, it is acceptable.

Structural Equation Model

This section of the research investigates the potential links between the framework structures that have been proposed. To test the hypotheses, the PLS bootstrapping technique is utilized, and the β-value, t-value, and p-value are used to assess their validity. Because of the 95% confidence interval, the t-value in social sciences must be more than 1.96 and the p-value must be less than 0.05 (Hair Jr et al., 2014). The results of the direct hypotheses are shown in Table 4, and the Smart-PLS SEM model is shown in Figure 2.

Table 4. Hypothesis testing (Direct Effect)

	Original Sample (O)	T Statistics	P-Value	Conclusion
SMM → BA	0.661	11.284	0.000	H1a supported
SMM → CS	0.603	8.870	0.000	H1c supported
SMM → PI	0.317	3.363	0.001	H1b supported
BA → PI	0.246	1.450	0.148	H2a not supported
CS → PI	0.151	0.902	0.367	H3a not supported

Source: Data Processed (2022)

Path coefficients for the various constructs are presented in Table 4. According to the findings in, social media marketing had a significant effect on brand awareness with the β-value = 0.661; t-value = 11.284; p-value = 0.000. Thus, H1a is supported. Social media marketing also has a positive and significant effect on Purchase Intention with β = 0.317; t-value = 3.363; p-value = 0.001, indicated that H1b is supported. H1c is also supported, social media marketing positively affects customer satisfaction with β = 0.603; t-value = 8.870; p-value = 0.000. The results show that brand awareness has no effect on purchase intention, with β-value = 0.246; t-value = 1.450; p-value = 0.148. Thus, H2a is unsupported. Lastly, the results indicate that customer satisfaction has no effect on purchase intention, with β-value = 0.151, t-value = 0.902, p-value = 0.367. Thus, H3a is not supported.
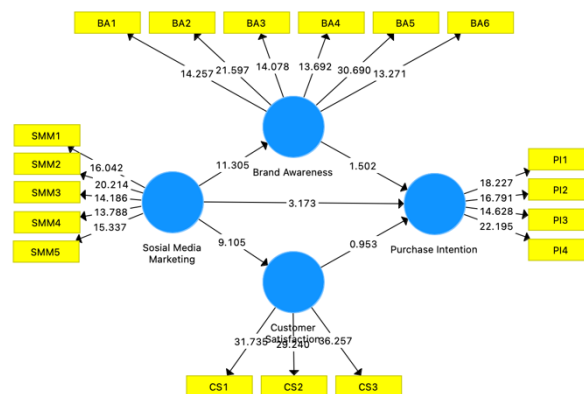

Figure 2. Structural Equation Model
Source: Data Processed (2022)

Mediation effect of Brand Awareness and Customer Satisfaction

To assess whether brand awareness and customer satisfaction have any mediation effects on the link between social media marketing and purchase intention, a mediation effect study was performed. Table 5 provides more information. Due to the 95% confidence interval, the t-value must remain greater than 1.96, and the p-value must remain less than 0.05 in social sciences (Hair Jr et al., 2014).

Table 5. Mediating Effect

	Original Sample (O)	T Statistics	P-Value
SMM → BA → PI	0.163	1.393	0.164
SMM → CS → PI	0.091	0.891	0.373

Source: Data Processed (2022)

In the Indonesian fashion sector, Hypothesis H2b analyzes the mediating link of brand awareness between social media marketing and purchase intention. The hypothesis is assessed on the basis of β = 0.163; t-value = 1.393; p-value = 0.164; so therefore, H2b is not supported. Table 5 also reveals that The association between social media marketing and purchase intention was not mediated by customer satisfaction with β = 0.091; t-value = 0.891; p-value = 0.373. Thus, H3b is rejected on statistical grounds.

4. CONCLUSION

In the Indonesian fashion business, the current study identifies Purchase Intention, which is influenced by social media marketing circumstances, with the mediating roles of brand awareness and customer satisfaction. Numerous obstacles beset Indonesia's fashion sector, particularly in the midst of the epidemic and the prospect of a recession. As a result, social media applications become more crucial as services become more easily accessible and affordable. This study makes the case that social media marketing is crucial for drawing in customers and facilitating fruitful interactions between them and brands. We use a model with three independent variables linked to social media marketing, brand awareness, and customer satisfaction and a dependent variable associated to purchase intention to investigate the impact of social media marketing on purchase intention in the Indonesian fashion industry.

The results show that there is a favourable and statistically significant connection between social media marketing and brand awareness. Several studies, such as (Aljumah et al., 2021; Bilgin, 2018; Cheung et al., 2019; Ezenwafor et al., 2021; Monica & BalaÅŸ, 2014) have examined the impact of social media marketing on brand awareness. The information also showed a link between client happiness and social media marketing. The results are supported by several studies, such as (Almohaimmeed, 2019; Jan et al., 2020; Majeed et al., 2022; Uzir et al., 2020), Furthermore, this study shows a strong link between social media marketing and purchase intent. Additional research, such as those that included (Almohaimmeed, 2019; Ceyhan, 2019; Patria Laksamana, 2018). Unexpectedly, the statistics show that customer happiness and brand knowledge had no positive or statistically significant impact on purchase intention. The link between social media marketing and intent to buy was also not mediated in any way.

We think our research is new because it expands the body of knowledge on social media marketing in third world countries. Findings from this research provide valuable information about how consumers' attitudes and actions are influenced by social media marketing campaigns. Although the study shows that social media marketing does increase brand awareness, it does not guarantee that customers who are aware of a brand will really purchase that brand. Since research showed that social media marketing leads to purchase intention, businesses should aim to utilize these findings. The findings also provide insight into how companies in developing nations may most effectively use digital marketing strategies to advertise their goods and get customers to buy them.

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