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# Investigating the Effect of Social Media Marketing Activities Influence on Purchase Intention: The Utilization of S-O-R Model

ARDIAN, YU-HSUN LIN\*

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## ABSTRACT

Indonesia is the tenth largest country in the global e-commerce industry, accounting for one percent of all e-commerce transactions worldwide. Shopee is one of Indonesia's e-commerce sites with the highest transaction and top-of-mind indicators. It may happen because they utilized social media more effectively and efficiently than their competitor. Therefore, this study explores the influence of social media marketing activities on brand equity and purchase intention. The research was conducted in Riau Province, Indonesia, using the online questionnaire written in Indonesian and distributed using the snowball sampling method through social media, such as Instagram, Line, and WhatsApp. This study successfully collected 232 valid respondents and used SmartPLS 4.0 to perform SEM-PLS analysis. As a result, trendiness, customisation, and E-WOM are related to brand image. Meanwhile, entertainment and interaction are not related to brand image. Furthermore, entertainment is related to brand awareness. Meanwhile, trendiness, customisation, interaction, and E-WOM are unrelated to brand awareness. Lastly, brand image and brand awareness are related to purchase intention. The findings provide a better understanding of the influence of social media marketing activities in the e-commerce industry in Indonesia. In conclusion, the correlation among social media marketing activities, brand image, brand awareness, and purchase intention become clearer since the S-O-R model was utilized to theoretically give a better perspective and explanation.

**Keywords:** Social Media Marketing Activities, Brand Image, Brand Awareness, Purchase Intention, and S-O-R Model

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\* Ardian, International Master of Business Administration, Ming Chi University of Technology, Master; Yu-Hsun Lin, Department of Business and Management, Ming Chi University of Technology, Associate Professor, E-mail: yslin@mial.mcut.edu.tw (Corresponding Author)

## I. INTRODUCTION

The Internet has transformed into a key component of globalization, as well as its presence has disrupted communication challenges. Around 5.4 billion people worldwide use the Internet actively, and in Indonesia, around 204.7 million Indonesians use the Internet We Are Social (2022). According to the Indonesian Statistics Agency's census findings, the Indonesian population is technologically savvy. They divided Indonesian internet users into Gen Z (Generation Z) and Millennials. Gen Z accounted for 27.94% of Indonesian internet users, while Millennials accounted for less than 2% of Gen Z or 25.87%. These two generations are regarded as well-versed in social media and technological advancement.

As social media grows in popularity, businesses no longer rely on traditional media to shape public opinion of their products. Social media have received much attention as a marketing tool, partly because the recall rates for social media commercials are 55% greater than traditional ads (Seo & Park, 2018). Consequently, social media have recently become an important marketing channel and weapon. Tokopedia and Shopee are the top two leading e-commerce in Indonesia because their online traffic in million clicks is sensational, with more than 130 million clicks. Still, Tokopedia remains number one with 157.23 million clicks (Statista, 2022). Shopee, as non-local e-commerce, can compete strictly and aggressively with Tokopedia. Interestingly, Shopee has the highest transaction value in 2022, with 41% transaction value out of 100% e-commerce transaction data in Indonesia, followed by Tokopedia and Lazada with 34% and 16%, respectively.

Despite the fact that Shopee is not the first leading e-commerce in Indonesia in terms of online traffic in 2022 (Statista, 2022). Shopee Indonesia ranks first as the most recognizable e-commerce site with 54% of respondents, followed by Tokopedia with 30% and Lazada with 13%. Recently, among famous used social media, e.g., YouTube, Instagram, TikTok, and Twitter, Shopee Indonesia is in the first position compared to competitors in the e-commerce industry in Indonesia, and even they have more followers than its core competitors, namely Tokopedia. Shopee Indonesia has 8.8 M followers on Instagram, 12.7 M followers on TikTok, 898 K followers on Twitter, and 2.6 M subscribers on YouTube. Meanwhile,

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Tokopedia has 5.4 M followers on Instagram, 12.2 M followers on TikTok, 1 M followers on Twitter, and 2.3 M subscribers on YouTube. Interestingly, according to the data, Shopee Indonesia is not the first leading e-commerce site in Indonesia regarding online traffic. Still, Shopee Indonesia is in the first position with the highest transaction value this year instead. It might come due to the power of its social media, which has the biggest followers in Indonesia. In spite of the fact that Shopee Indonesia is an incredible e-commerce (online shopping platform) platform that has been operating in Indonesia since 2015 and assists many merchants in the market and earns money, the understanding of how consumer activities on the platform of Shopee Indonesia lead to commercial success is limited.

Academic research literature has been confirmed regarding the role of some social media marketing activities in facilitating customer values and customer relationships, such as enabling brand equity in terms of brand image and awareness (Aji et al. 2020; Bilgin, 2018; Ebrahim, 2020). Brand equity may represent customers' thoughts, sentiments, and behaviours toward a brand, and it can even serve to improve a company's worth, market share, and benefits (Lin, 2015). There are numerous activities that actively partake in social media marketing activities, including customisation, entertainment, trendiness, interaction, and word of mouth (Kim & Ko, 2012). Entertainment relates to the amount to which a business provides something entertaining on its social media, which may help to establish an intimate relationship between the brand and the customer (Islam et al., 2018). Customisation is the endeavour to modify services, communications, and marketing activities to fit customer needs (Godey et al., 2016). They also defined Trendiness as how much brand communicates with its consumers by offering the most recent or up-to-date information. Interaction refers to how much social media enhances users' ability to communicate information (Kim & Ko, 2012). E-WOM demonstrates customers' readiness to share information from social media with others (Liu et al., 2021). The above social media marketing activities is related to brand equity and purchase intention. Furthermore, previous studies just examined how social media marketing activities affected brand equity without considering any further consequence or output from brand equity to customer behaviour, such as purchase intention. The study regarding these topics is limited to those in the e-commerce industry, so Shopee Indonesia is also rarely examined and researched.

Social media is being utilized massively and widely by most companies worldwide as one of the tools of a marketing strategy and to build customer relationships. The advancement of social media usage as a marketing tool has led and encouraged many researchers to examine social media marketing activities in many fields of business. In line with the variety of business marketing strategies, it is also supported by academic research literature regarding the role of social media marketing activities. As researchers noted that social media marketing activities could assist companies in achieving brand equity and building relationship (Anggraini & Hananto, 2020), companies can utilize this properly and potentially increase their brand in the consumer's mind by building a relationship with their consumers and their consumers will be satisfied with the brand (Ismail, 2017). Therefore, it is important and necessary for the researcher to examine the commercial impact of social media marketing activities on Shopee Indonesia because the issue is critical for understanding the business success of Shopee Indonesia and has not been investigated yet. Previous studies have analysed the role of social media marketing activities in various business fields, such as the airline industry (Seo & Park, 2018), luxury fashion (Kim & Ko, 2012), social media users (Chen & Lin, 2019), household industry, automotive industry, jewelry industry, automotive industry, and communication industry (Bilgin, 2018).

As researchers noted, studying the effect and outcomes of social media marketing at the business level can assist in expanding knowledge of how various social media marketing activities strengthen a company's brand equity (Li et al., 2021). Brand equity represents customers' thoughts, sentiments, and behaviours toward a brand, and it can even improve a company's worth, market share, and benefits (Lin, 2015). In assessing the efficacy of marketing efforts, brand equity methods are a key means for the increase in the number of customers and, as a result, purchase intention (Saleh et al., 2018.). Moradi & Zarei (2017) stated that brand equity has positively influenced purchase intention. **Similarly, Puspaningrum (2022)** revealed that brand equity significantly affects purchase intention. Also, social media marketing activities can stimulate purchase intention due to their powerful effort to drive consumers' responses (Chen & Lin, 2019). As discussed above, there are relationships between social media activities, brand equity, and purchase intention. Their relationships, therefore, should be scrutinized when

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exploring the effect of social media marketing activities. To this end, the S-O-R (Stimulus- Organism-Reaction) model can serve as the research framework to explain their causal connections. The S-O-R model assumed that stimuli evoke feelings and emotions in organisms (persons) and then affect a person's attitude or behavioural responses (Han & Huang, 2018). Within the framework of the S-O-R model, social media marketing activities can be regarded as external environmental stimuli that elicit emotional and cognitive states of customers (i.e., brand equity), thus producing specific reactions (i.e., purchase intention).

Therefore, this study aims to determine the influence of social media marketing activities on brand equity and how brand equity influence purchase intention in Shopee Indonesia. Shopee Indonesia Instagram will be investigated in this study because it is the Indonesia e-commerce with the highest number of Instagram followers. The implication of this research for academics and practitioners is to propose a social commerce strategy to strengthen a brand's performance by defining specific social media users' activities relating to brand equity and purchase intention.

## **II. LITERATURE REVIEW**

### **1. The S-O-R Model**

According to Mehrabian and Russell's model, the S-O-R model has three dimensions: stimulus, organism, and reaction. The S-O-R Model defines the changes in internal psychology that are caused and stimulated by the environment. Hu et al. (2017) noted that stimuli (S) represent the input regarded as the external factor that will affect organisms; the entity that will respond towards stimuli by producing some feelings and emotions is recognized as an organism (O); and the reactions and actions of organisms are known as responses (R), such as consumer behaviour. The S-O-R model explains the process of how stimuli (external factors) will influence organisms' emotions and feelings and will end up encouraging the response (behaviour).

Social media marketing activities in this study are divided into five elements or activities, namely entertainment, interaction, customisation, trendiness, and

electronic word-of-mouth. Yadav & Rahman (2018) investigated social media marketing activities on brand equity where they examined selected social media marketing activities, namely interactivity, trendiness, entertainment, and customisation as the stimuli. Zollo et al. (2020) investigated social media marketing activities where electronic word-of-mouth as one of the social media marketing activities was determined as stimuli. Malarvizhi et al (2022) explored brand awareness and brand image as considered as the organism towards intention to purchase as the response.

## 2. Social Media Marketing Activities

Several current definitions for social media marketing activities describe how they operate for the success of social media commerce. To begin, social media is described as a marketing technique that can be employed to engage consumers, create two-way contact, and give value offers which raise brand/product or service attention and promote consumer engagement Ebrahim (2020). Secondly, social media marketing activities facilitate interaction, content sharing, and information diffusion (Chang et al., 2015). Thirdly, social media marketing activities, such as word of mouth and interaction, allow users to share content to support marketing efforts (Anggraini & Hananto, 2020). Lastly, social media marketing activities can facilitate user positive responses towards brands by virtue of fostering word-of-mouth, loyalty, and purchase intention (Kim & Ko, 2012).

Bilgin (2018) mentioned that to get the efficiency of social media, marketing activities is crucial to be applied to the company's social media to have functional value. Ebrahim (2020) classified that social media marketing activities, there are several elements inside this strategy, namely interaction, customisation, trendiness, word-of-mouth, and entertainment. Seo & Park (2018) divided social media marketing activities into five elements: perceived risk, entertainment, interaction, trendiness, and customization. Aji et al. (2020) examined the effect of social media marketing activities on brand equity in Indonesia's ready-to-drink industry and discovered that social media marketing activities positively affect brand image and brand loyalty. They classified social media marketing activities namely entertainment, interaction, trendiness, customisation, and advertisement.

In this study, social media marketing activities elements that will be adapted are from Al-haddad et al. (2021) that said there are several elements in social media activities, namely entertainment, interaction, trendiness, customization, and electronic word-of-mouth, and these have been used and validated by many researchers. They also mentioned that these social media marketing activities elements have received advantages as a marketing tool as follows: first, the customers would get entertained by the enterprise's marketing content, and second, they would produce social network activity. Second, consumers can customize information related to the brand using the search feature. Third, nowadays, social media allows customers to get real-time information, or the latest trends related to products that firms offer. Fourth, social media marketing activities generate interaction virtually. Lastly, electronic word-of-mouth can increase customer willingness to pass the information from an enterprise's social media to others. Thus, social media marketing activities consists of five elements: entertainment, interaction, trendiness, customization, and E-WOM.

## **2.1 Entertainment**

Al-haddad et al. (2021) defined entertainment as the pleasure that has been acquired by customers from social media and the fun or happy time for the customers by using social media. Cheung & Pires (2020) stated that entertainment activities can create an enjoyable ambiance and experience for consumers on social media and motivate them in social-media-based brand communities. Aggarwal & Mittal. (2022) mentioned entertainment as the vital component of social media to generate positive emotions, user engagement, and usage intention. Entertainment activities that would provide those benefits, such as games, quizzes, contests, and video sharing. Hence, entertainment is considered the main driver of social media attractiveness (Seo & Park, 2018).

## **2.2 Customisation**

Seo & Park (2018) explained that customization in social media is built on communication with individual users, which is a significant distinction from conventional advertising media. "Customization" is to what extent and ease consumers retrieve information through their respective social media regarding anything, such as brands. Bilgin (2018) said that the customisation component's

purpose is to generate customer satisfaction through interaction and communication between the user and the company. Therefore, customisation is the process of aligning social media with the tastes and attitudes of customers to improve their engagement with the company.

### **2.3 Interaction**

Godey et al. (2016) noted that interaction is the result as customers are motivated to search for information and actively engage on social media. Interaction on social media offers a space for consumers to exchange information and share their thoughts honestly regarding a certain brand, which will contribute to the social media platform with respect to particular brands (Seo & Park, 2018). Social interaction on social media with others will affect the user's brand in making a brand choice (Karman, 2015). Therefore, interaction is a salient component of social media for consumers (Al-haddad et al., 2021).

### **2.4 E-WOM**

Kudeshia & Kumar (2017) emphasized that electronic word of mouth (E-WOM) is determined by how customers share and post material about brand experiences on social media. Word-of-mouth plays a vigorous role in building and maintaining the consumer-brand relationship and long-term brand trust (Cheung & Pires, 2020). Besides that, Almestarihi & Al-gasawneh (2021) said that E-WOM plays an important role in creating buzz through marketing. Buzz marketing, also called viral marketing, has to be considered as the e-commerce brand marketing function and features in business promoting brands through interaction among consumers (Shen & Bissell, 2013).

### **2.5 Trendiness**

Trendiness is the degree of how up-to-date a company's information and content are on social media (Ebrahim, 2020). Trendiness is one of the important elements in social media marketing activities for evaluating the effectiveness of social media marketing activities (Sano, 2014). Trendy information contains brand-related information updates, product reviews, and new brand concepts generated by marketers and customers, hence increasing consumer brand confidence (Godey et al., 2016). Akgün et al. (2020) stated that trendiness is an effective element of social media marketing activities for consumers.



### 3. Brand Equity

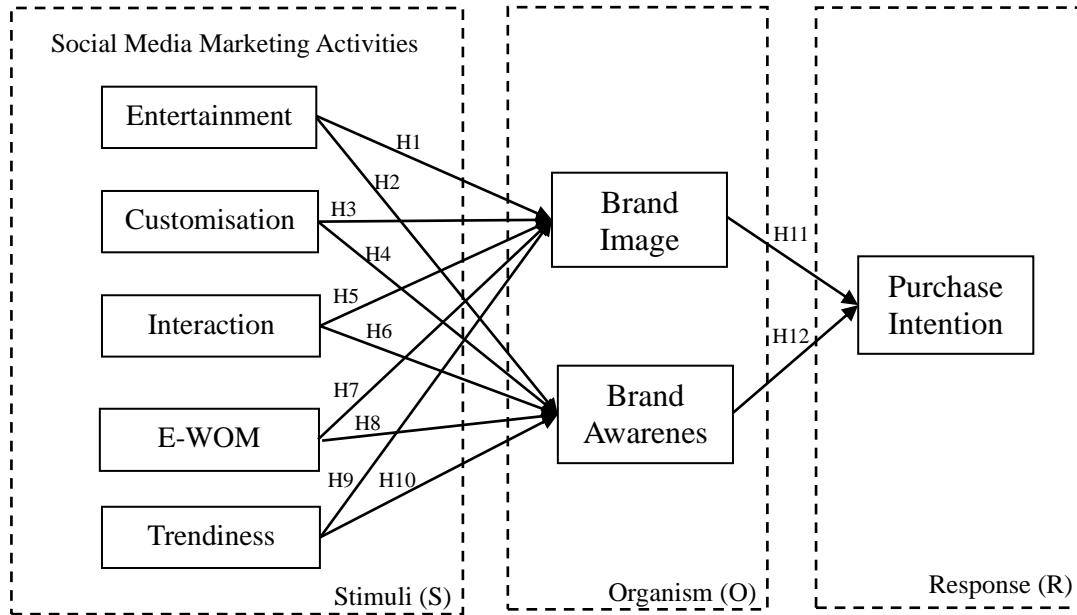
Keller (1993) mentioned that brand image and brand awareness as the brand equity categorization, which he considered them to be a component of brand knowledge. He also mentioned that A consumer's perception of a brand is reflected by brand associations preserved in their memory. Pandjaitan (2019) defined brand awareness is defined as a consumer's ability to recognize a brand in a range of contexts, which may be achieved through recognizing the brand. He also mentioned that regular brand exposure strengthens and increases brand familiarity. Rahmawan & Suwitho (2020) said that brand awareness appears when a brand itself is easily identified and recognized by consumers among many competitors.

### 4. Purchase Intention

The consumer's desire to have the opportunity, plan, and willingness to acquire or buy a certain item or service in the future is referred to as purchase intention (Pandjaitan, 2019). Purchase intention is frequently defined as a combination of client interest and likelihood of acquiring a product. (Kim & Ko, 2012). Similarly, purchase intention is well-known in marketing refers to the customer's willingness to buy a certain product and service (Saleh et al, 2018.) Therefore, Purchase intention is defined as a consumer's propensity to acquire a product that is motivated by their interest in a certain product.

## III. Conceptual Framework and Hypothesis Development

The research model **explains** the effect of social media marketing activities in Shopee Indonesia on purchase intention. The hypotheses development concerning the relationships between social media marketing activities, brand image, brand awareness, and purchase intention are delineated as follows.



**Figure 1. The Proposed Research Model**

Prior **studies** have examined social media marketing activities. Godey et al. (2016) explored the influence of social media marketing activities on brand equity in luxury brand. Seo & Park (2018) scrutinized social media marketing activities on brand equity in the airline industry in South Korea. Kim & Ko (2012) investigated the role of social media marketing activities in strengthening brand equity in the fashion industry in South Korea. According to the findings of past studies, all social media marketing actions have a favourable and significant impact on brand image and brand awareness. As a result, this research suggests that all created aspects of social media marketing operations have a favourable and significant effect on brand image and brand awareness.

Mokhtar et al. (2019) studied the effect of brand equity elements on purchase intention in the food truck industry. Ayu et al. (2020) researched the role of brand image in affecting purchase intention in the cosmetics industry. Shahid et al. (2017) analysed the effect of brand awareness on consumers' buying intention. According to the findings of earlier studies, all brand equity aspects positively and significantly influence purchase intention. As a result, this study indicates that brand image and awareness have a favourable and significant impact on purchase intention. Taken together, the hypothesis between social media marketing activities,

brand image, brand awareness, and purchase intention are developed and elaborated as the follows.

## **1. Entertainment, Brand Image, and Brand Awareness**

Manthiou et al. (2014) noted that appealing content on social media would pique clients' interest in using it. In the process of connecting with the media, the sentiments and moods of users will be influenced positively by their high degree of interest and attractiveness (Nguyen & Nguyen, 2020). Consequently, entertainment will likely produce a favourable experience in their minds, leading people to easily recognize and influence their perception towards a brand (Al-haddad et al., 2021). Thus, marketers could use social media to deliver hilarious stuff to clients and provide engaging information, such as images and videos uploaded on Facebook and Instagram, to meet consumers' desire for joy, capturing their attention.

Entertainment is vital in social media marketing activities because it generates positive emotions, user engagement, and usage intention Aggarwal & Mittal. (2022). Mason & Najaf (2021) said that Brand content that is engaging and imaginative that promotes enjoyment and entertainment results in a high brand value. According to the research by Godey et al. (2016) , entertainment positively affects brand image and awareness. They claimed that the entertainment content on social media leads to a good perception towards a brand and builds brand awareness. Therefore, entertainment may strengthen and assist the company in building brand image and awareness. Considering the previous studies, the following hypotheses are developed:

**H1. Entertainment is related to Brand Image**

**H2. Entertainment is related to Brand Awareness**

## **2. Customisation, Brand Image, and Brand Awareness**

Customisation in social media marketing is quite different from traditional

marketing, which is centred on consumer interaction and connection, allowing for customer happiness by personalizing the information delivered to them (Ding & Keh, 2016). Conversely, social media marketers use social media marketing activities to disseminate information about consumers' favourite things, such as price, product attributes, and features, to increase brand value and recognition (Cheung et al., 2020). In addition, customization can assist businesses in providing exclusivity and developing consumer preferences for their brands (Martin & Todorov, 2020). Therefore, customization in social media marketing can impact customers' cognitive experiences and brand connection, resulting in a preference for a certain brand (Seo & Park, 2018).

Kim & Ko (2012) found that customisation positively and significantly affects brand image and awareness. They said that the customized service and information in social media influence users to use social media easily. In line with the result of the previous study. Al-haddad et al. (2021) figured out that customisation positively and significantly influences the brand image and awareness. Moreover, they stated that customization is aligning social media with the tastes and attitudes of customers to improve their engagement with the company. Hence, social media that provide customers with customized service and information will result in customer satisfaction and retention as a reciprocal (Chan & Guillet, 2011). Therefore, customisation may assist the company in building brand image and awareness. Considering the previous studies, the following hypotheses are developed:

**H3. Customisation is related to Brand Image**

**H4. Customisation is related to Brand Awareness**

### **3. Interaction, Brand Image, and Brand Awareness**

Interaction is utilized in social media marketing activities for sharing thoughts and information, notably brand to consumer, consumer to brand, and consumer to consumer. Interaction generates direct communication among users, eventually leading them to pass information virtually (Wibowo et al. 2021). Interaction in

social media can be accomplished when users disseminate their thoughts on social media platforms to converse and dispute with those who hold similar beliefs about certain items or brands (Muntinga et al., 2011). As a result, the users' involvement in social media interaction will contribute to forming a strong brand image and awareness (France et al., 2016). Increased brand-related information sharing will boost customers' capacity to view brands as part of their brand image and awareness (Langaro et al., 2018). Therefore, interaction is an important aspect of social media since it allows customers to share information and ideas with others, encourages active participation, and keeps clients motivated to seek knowledge (Godey et al., 2016).

Bilgin (2018) investigated the effects of social media marketing activities on brand image and brand awareness and found that interaction positively and negatively affects brand image and brand awareness. On the contrary, Zollo et al. (2020) found that interaction insignificantly affects brand image and awareness. They said that the users in social media have a lack of interest in communicating with other users directly. However, Kim & Ko (2012) obtained that interaction positively and significantly affects brand image and awareness. They added that social media marketing activities allow users and brands to communicate, regardless of place and media, resulting in pleasant attention and passion for the brand. Therefore, interaction may assist the company in building brand image and awareness. Considering the findings of the previous studies, the following hypotheses are developed:

**H5. Interaction is related to Brand Image**

**H6. Interaction is related to Brand Awareness**

## **4. E-WOM, Brand Image, and Brand Awareness**

E-WOM may stimulate customer interest in products or brands, which has a significant impact on brand image and brand awareness, as well as on a consumer's whole decision-making process (Al-haddad et al., 2021). Online reviews and ratings, a major source of electronic word-of-mouth, strongly impact and steer

consumers (Cheung & Thadani, 2012). Unlike actual word of mouth, which fades once the speaker has finished speaking, electronic word-of-mouth remains visible until a post is removed. Electronic word-of-mouth also allows users to communicate as widely as possible, which may influence consumers' brand choices (Sano, 2014). Moreover, electronic word-of-mouth may be established as a dominant factor affecting brand image and brand awareness by offering information related to products (Rimadias et al., 2021).

Zollo et al. (2020) found that electronic word-of-mouth positively and significantly affects brand image and awareness. Similarly, with this result, Godey et al., (2016) found that electronic word-of-mouth positively and substantially influences brand image and awareness. They noted that electronic mouth-of-mouth can assist a company in building brand image and awareness because of its ability to make the sharing process or exchanging information among user easily, generate positive feelings, and strengthen the brand relationship. In other words, electronic word-of-mouth in social media could encourage and influence users to share their thoughts and experience towards the brand, which will influence brand image and awareness. Therefore, E-WOM may assist the company in building brand image and awareness. Also, considering the pieces of evidence from previous studies, the following hypotheses are developed:

**H7. E-WOM is related to Brand Image**

**H8. E-WOM is related to Brand Awareness**

## **5. Trendiness, Brand Image, and Brand Awareness**

Information can instantly be retrieved on on social media, and it has become the latest and most up-to-date source of information for clients. The most recent information about a brand or product, as well as comments and fresh ideas, builds customer trust in the brand and, consequently, maintains the consumer's favourable awareness of the brand or product (Godey et al., 2016). Trendiness significantly affects the brand image and awareness because customers use social media to research what products are currently being utilized by other consumers and to get

information to assist them in buying products based on current trends (Seo & Park, 2018). Customers are susceptible to current brand information on social media platforms to stay up to speed with the newest brand developments and product knowledge (Gallaughier & Ransbotham, 2010). Therefore, the trendy information and content on social media may assist and encourage the brand's perception and recognition for the users.

As researchers revealed, consumers tend to consider social media as a more reliable source of information than traditional marketing communications techniques such as advertising; similarly, social media is an important source of up-to-date brand information (Liu et al., 2021). Consumers trust brand information gained via social media more than traditional methods because it is believed to be more valuable and up-to-date (Al-haddad et al., 2021). Seo & Park (2018) discovered that information about product trendiness positively and significantly affects brand image and awareness. Similarly, Godey et al. (2016) found that social media marketing activity concerning trendiness positively and significantly affect brand image and awareness. Therefore, trendiness may assist the company in building brand image and awareness. Considering the findings of previous studies, the following hypotheses are developed:

**H9. Trendiness is related to Brand Image**

**H10. Trendiness is related to Brand Awareness**

## **6. Brand Image and Purchase Intention**

Brand Image may be defined as a recognized but not spoken component, such as symbols, letter design, or colour, or the consumer's view of a product or service that it symbolizes (Benhardy et al., 2020). They also said that a favourable brand image assists consumers in more readily evaluating a product, evaluating quality, mitigating risk on purchase, and obtaining a satisfying experience from product distinctiveness. A brand with a more favourable brand image is more likely to be purchased by consumers, and consumers are more inclined to buy well-known items with a positive brand image (Wang & Tsai, 2014). Brands with a favourable

image are more likely to be remembered and accepted by customers. Hence, it is also important for companies; they make an effort to improve marketing activity and connect with strategies for positioning and maintaining a positive brand image. Consequently, brand image is linked to attitudes about a brand in the element of preferences and convictions and influences purchase intention (Septianti et al., 2022).

Wu et al. (2022) found that brand image positively and significantly affects purchase intention. In the same vein with that result, Yasmin (2017) discovered that brand image influences purchase intention positively and significantly. These two previous studies claimed that a brand with a good and positive brand image would encourage customers to have a purchase intention. On the contrary, Christian (2020) discovered that brand image did not significantly influence purchase intention. This study indicates that a brand with a positive perception from customers does not become the factor that encourages the customers' purchase intention. However, Seo et al. (2012) confirmed that brand image positively and significantly affects purchase intention. The findings revealed that brand image appeal significantly influences a consumer's visual attention and purchase intention toward a product. Therefore, the brand image may influence customers to have a purchase intention towards a certain brand. Additionally, considering the previous studies, the following hypothesis is developed:

**H11. Brand Image is related to Purchase Intention**

## **7. Brand Awareness and Purchase Intention**

Seo & Park (2018) revealed that companies must communicate with new and existing customers to establish a positive brand image; moreover, a brand with a high level of awareness may help the presence of purchase intention. Brand awareness may range from simple brand recognition to brand dominance, referring to the situation in which the brand in question is the only brand recalled by a customer. Consumers' thoughts toward several competing brands included several posters, each relating to a different brand; the size of the posters would determine awareness, so the larger the poster, the better the brand's awareness; thus, it refers



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to the consumer's ability to recall the brand as part of a specific product category (Azzari & Pelissari, 2020).

Anselmsson et al. (2014) addressed that a brand with a high level of awareness perceived by customers has a beneficial impact on purchase intention because they recognize the brand's identification and are more inclined to have a purchase intention. In consistent with the finding of Anselmsson et al (2014). Bakator et al. (2019) confirmed the effect of brand awareness on purchase intention. Also, Christian (2020) discovered that purchase intention does be positively and significantly affected by brand awareness. Taken together, brand awareness may influence customers to have a purchase intention towards a certain brand. Further, considering the previous studies above, the following hypothesis is developed:

**H12. Brand Awareness is related to Purchase Intention**

## **IV. RESEARCH METHOD**

This study adapts each examined variable's items from several previous studies, as presented in Appendix Table 1 in detail. A cross-sectional quantitative survey of this study was carried out. An online-validated questionnaire issued to samples was used to obtain responses from participants. To do so, snowball sampling was utilized to conduct data collection. Sadler et al. (2010) mentioned that in a multistage procedure, the snowball sample outreach technique chooses an individual with the desired traits and uses the individual's social networks to attract comparable volunteers.

The questionnaire was circulated via several internet channels such as Instagram, Line, and WhatsApp and written in Indonesian. Participants had to rate each item on a five-point Likert scale ranging from "strongly disagree" to "strongly agree" for each item in the questionnaire. This study received 235 respondents from October to November 2022, and respondents who did not live in Riau Province, Indonesia, were disqualified. Therefore, three respondents were removed, and only 232 respondents were regarded as valid respondents.

Using SmartPLS 4.0, this study conducted the measurement and structural models to analyse and evaluate the proposed hypothesis. Before delineating the

assessments of the measurement and structural models, the descriptive analysis of the demographic profile for collected responders is first presented. Analysis results are outlined bellows.

## **V. Analysis Result**

### **1. Descriptive Analysis**

The preliminary step of conducting the analysis results is to describe the demographic profile. Table 1 shows that 60.3% are female respondents (140 respondents), and 39.7% are male respondents (92 respondents). On age group, 87.5% are 18 – 25 years old (203 respondents) of the total respondents, 6.8% of respondents aged 26 – 35 years old (16 respondents), 3.8% are 45 years old (9 respondents), 1.3% are below 18 years old (3 respondents), and 0.4% is 36 – 45 years old (1 respondent). On education level, 82.3% are undergraduates (191 respondents), 15.5% of are senior high school (36 respondents), and 2.2% are from master's degrees (5 respondents). On occupation, 80.2% are students (186 respondents), 6.9% are private officers (16 respondents), 6% are entrepreneurs (14 respondents), 3% are housewives (7 respondents), 1.3% are civil servants (3 respondents), 2.6% are others (6 respondents). On domicile, 82.8% are living in Pekanbaru (192 respondents), 4.3% are living in Kampar (10 respondents), 2.6% are living in Dumai (6 respondents), 2.2% are living in Siak (5 respondents), 2.2% respondents are living in Pelalawan (5 respondents), 1.7% are living in Indragiri Hulu (4 respondents), 1.3% respondents live in Indragiri Hilir (3 respondents), 1.3% respondents live in Bengkalis (3 respondents), 0.9% are living in Kuantan Singingi (2 respondents), 0.4% are living in Rokan Hilir (1 respondent), and 0.4% respondents live in Rokan Hulu (1 respondent).

**Table 1. Demographics Sample**

<b>Variables</b>	<b>Categories</b>	<b>Frequency (N)</b>	<b>%</b>
Gender	Male	92	39.7
	Female	140	60.3
Age	<18	3	1.3
	18-25	203	87.5
	26-35	16	6.8
	36-45	1	0.4
	>45	9	3.8
Occupation	Students	186	80.2
	Entrepreneurs	14	6
	Private Officers	16	6.9
	Government Officers	3	1.3
	Other	13	5.6
Education	High School Graduates	36	15.5
	Undergraduates	191	82.3
	Postgraduates	5	2.2
Domicile	Pekanbaru	192	82.8
	Kampar	10	4.3
	Dumai	6	2.6
	Siak	5	2.2
	Pelalawam	5	2.2
	Indragiri Hulu	4	1.7
	Indragiri Hilir	3	1.3
	Bengkalis	3	1.3
	Kuantan Singingi	2	0.9
	Rokan Hilir	1	0.4
	Rokan Hulu	1	0.4

Respondents were asked questions related to social media. As shown in Table 2, 56.5% have been using social media for more than 5 years (131 respondents), 34.5% have been using social media for more than 3-5 years (80 respondents), 7.8% have been using social media for more than 1-2 years (18 respondents), and 1.3% have been using social media for less than a year (3 respondents). Moreover, 56.9% followed Shopee Indonesia's Instagram (132 respondents), 25.9% did not follow any Shopee Indonesia's social media (60 respondents), 10.3% followed Shopee Indonesia's TikTok (24 respondents), 3% followed Shopee Indonesia's

Twitter (7 respondents), and 3.3% followed YouTube (9 respondents). In addition, 34.1% saw content from Shopee in its social media, 2-3 times (79 respondents), 24.6% saw content from Shopee in its social media 4-5 times (57 respondents), 22% of respondents saw content from Shopee in its social media 1 time (51 respondents), and 19.4% respondents saw contents from Shopee in its social media more than 6 times (45 respondents).

**Table 2. User Experiences**

<b>Variables</b>	<b>Categories</b>	<b>Frequency (N)</b>	<b>%</b>
Using Social Media Period	>1 Year	3	1.3
	1-2 Year	18	7.8
	3-5 Year	80	34.5
	>5 Year	131	56.5
Social Media Followers	Instagram	131	25.9
	TikTok	10.3	24
	Twitter	3	7
	YouTube	9	3.3
	Not Followed	60	56.9
Seeing Social Media Contents	1 Time	51	22
	2-3 Times	79	34.1
	4-5 Times	57	24.6
	>6 Times	45	19.4

## 2. Measurement Model Testing

This study used Smart PLS 4.0 to analyse and evaluate the measurement model. The testing for the measurement model's reliability coefficient, convergent validity, and discriminant validity is explained below.

### 2.1 Factor Loadings Assessment

Factor loading relates to the extent to which each of its items in the correlation matrix correlates with the given principal component. Each indicator's factor loading on its belonging construct must be above 0.7 and greater than its factor loading on other constructs. One item for customization (CUS5) and one item for trendiness (TRE1) were dropped due to their factor loading on the other construct being greater than its factor loading on its belonging construct. As shown in Table 3, all indicators have surpassed 0.7 and have the greatest values of factor loading

on their belonging construct, which means that strong discriminant validity exists since each measurement item's loading in the latent construct is greater than its loading with another construct.

## 2.2 Indicator Multicollinearity Assessment

The VIF analysis was performed to ensure that the model is relevant and to check for multicollinearity between the constructs. Hair et al. (2017) mentioned that VIF values for the variables must be  $< 5.0$ . As shown in Table 3, the VIF values in this study varied from 1.741 to 4.82, indicating no potential multicollinearity effects amongst the latent components.

**Table 3. Factor Cross Loading and Collinearity Statistics**

	ENT	CUS	INT	EWO	TRE	B	BA	PI	VIF
ENT1	<b>0.873</b>	0.689	0.677	0.698	0.670	0.497	0.606	0.594	2.708
ENT2	<b>0.918</b>	0.764	0.699	0.726	0.724	0.584	0.629	0.651	3.519
ENT3	<b>0.914</b>	0.727	0.704	0.763	0.701	0.550	0.580	0.631	3.509
ENT4	<b>0.870</b>	0.693	0.673	0.720	0.708	0.547	0.620	0.657	2.552
CUS1	0.711	<b>0.858</b>	0.668	0.693	0.716	0.590	0.507	0.607	2.246
CUS2	0.775	<b>0.844</b>	0.755	0.791	0.776	0.620	0.640	0.709	2.072
CUS3	0.669	<b>0.873</b>	0.652	0.651	0.626	0.556	0.560	0.608	2.424
CUS4	0.503	<b>0.761</b>	0.515	0.509	0.494	0.485	0.491	0.518	1.741
INT1	0.720	0.747	<b>0.895</b>	0.750	0.732	0.568	0.592	0.689	3.445
INT2	0.738	0.728	<b>0.938</b>	0.770	0.766	0.586	0.591	0.631	4.821
INT3	0.680	0.664	<b>0.885</b>	0.744	0.693	0.552	0.594	0.675	2.748
INT4	0.623	0.676	<b>0.877</b>	0.702	0.658	0.539	0.473	0.594	2.825
EWO1	0.770	0.726	0.775	<b>0.918</b>	0.753	0.662	0.612	0.699	3.266
EWO2	0.733	0.654	0.730	<b>0.902</b>	0.735	0.542	0.500	0.607	3.217
EWO3	0.672	0.750	0.700	<b>0.855</b>	0.806	0.641	0.627	0.731	1.783
TRE2	0.758	0.728	0.754	0.829	<b>0.931</b>	0.619	0.564	0.684	3.919
TRE3	0.682	0.742	0.711	0.779	<b>0.920</b>	0.695	0.659	0.697	2.838
TRE4	0.755	0.736	0.753	0.795	<b>0.939</b>	0.612	0.602	0.703	4.208
BI1	0.437	0.529	0.412	0.527	0.517	<b>0.838</b>	0.618	0.557	2.136
BI2	0.562	0.632	0.570	0.598	0.622	<b>0.887</b>	0.656	0.631	2.681
BI3	0.543	0.546	0.579	0.614	0.598	<b>0.849</b>	0.538	0.592	2.161
BI4	0.567	0.638	0.594	0.666	0.660	<b>0.899</b>	0.634	0.680	2.803
BA1	0.690	0.624	0.614	0.696	0.681	0.612	<b>0.816</b>	0.696	2.141
BA2	0.576	0.543	0.532	0.552	0.530	0.629	<b>0.895</b>	0.674	3.353
BA3	0.488	0.547	0.425	0.446	0.476	0.583	<b>0.827</b>	0.597	2.442
BA4	0.598	0.556	0.578	0.562	0.590	0.588	<b>0.870</b>	0.662	2.669
BA5	0.541	0.557	0.518	0.523	0.508	0.597	<b>0.872</b>	0.658	3.125

**Table 3. Factor Cross Loading and Collinearity Statistics (Continued)**

	ENT	CUS	INT	EWO	TRE	B	BA	PI	VIF
PI1	0.635	0.623	0.659	0.691	0.678	0.598	0.705	<b>0.881</b>	3.227
PI2	0.674	0.682	0.687	0.755	0.696	0.662	0.701	<b>0.908</b>	4.067
PI3	0.563	0.637	0.595	0.610	0.629	0.635	0.604	<b>0.860</b>	2.833
P4	0.640	0.665	0.607	0.648	0.644	0.641	0.694	<b>0.906</b>	3.854
PI5	0.645	0.679	0.666	0.711	0.683	0.635	0.726	<b>0.903</b>	3.703

Note: ENT: Entertainment; CUS: Customisation; INT: Interaction; EWO: E-WOM; TRE: Trendiness; BI: Brand Image; BA: Brand Awareness; PI: Purchase Intention

## 2.3 Reliability and Validity Assessment

In measuring whether the study's measurement has similar results under the similar condition, the Reliability Coefficient was utilized to examine the measurement. The higher the reliability value, the higher the consistency measurement. A construct reliability test is also performed to see whether the instruments used in research to gather information can be relied on as a data collecting tool and can expose the true information in the field (Bagozzi & Yi, 2012). This test is carried out using Cronbach's Alpha and Composite Reliability (CR). First, Cronbach's coefficient was used to assess the variables in this study. Cronbach's alpha, which reflects the intercorrelations of indicators, should be greater than 0.7 as part of the reliability analysis (Hair et al., 2017). According to Table 4, all indicators in this study constructs are well above 0.855, which can be assumed as adequate to show satisfactory reliabilities. Second, Composite reliability (CR) values have been utilized as an alternate measurement of internal consistency, with a cut-off value greater than 0.7 (Hair et al., 2019). As shown in Table 4, the composite reliability (CR) surpassed 0.902, which confirmed the high reliability level. In addition, Dijkstra-Henseler's rho (rhoA) was used to examine the construct reliability (Ahmad & Al-Shbiel, 2019). The Dijkstra-Henseler rho results show that all of its values are above the threshold value of 0.7, which statistically confirms the excellent dependability of all constructions.

**Table 4. Correlation between constructs and parameters for reliability and validity testing**

Correlation between constructs								
Construct	ENT	CUS	INT	EWO	TRE	BI	BA	PI
ENT	<b><i>0.894</i></b>							
CUS	0.804	<b><i>0.835</i></b>						
INT	0.770	0.783	<b><i>0.899</i></b>					
EWO	0.813	0.801	0.826	<b><i>0.892</i></b>				
TRE	0.785	0.791	0.794	0.860	<b><i>0.930</i></b>			
BI	0.610	0.678	0.625	0.695	0.693	<b><i>0.869</i></b>		
BA	0.682	0.663	0.629	0.656	0.657	0.704	<b><i>0.857</i></b>	
PI	0.709	0.737	0.721	0.767	0.747	0.711	0.771	<b><i>0.892</i></b>
Cronbach's Alpha	0.916	0.855	0.921	0.872	0.922	0.891	0.909	0.936
rho_A	0.917	0.863	0.924	0.879	0.926	0.897	0.912	0.937
CR	0.941	0.902	0.944	0.921	0.951	0.925	0.932	0.951
AVE	0.799	0.697	0.808	0.796	0.865	0.754	0.734	0.795

Note: ENT: Entertainment; CUS: Customisation; INT: Interaction; EWO: E-WOM; TRE: Trendiness; BI: Brand Image; BA: Brand Awareness; PI: Purchase Intention; the values with bold and italics font on the diagonal are the square root of AVE.

## 2.4 Construct Convergent Validity Analysis

Table 3 shows that the values of item loading for all indicators have surpassed 0.7, which means that strong discriminant validity exists since every measurement item's loading in its assigned latent construct is greater than its loading with another construct. In addition, the correlation between variables them are well below 0.85 value, which means strong validity. The Average Variance Extracted (AVE) method is often used to assess convergent validity, which measures how much variance in indicators can be comprehended through latent variables and how much variance a construct captures compared to the error measurement of the variance. As recommended by Hair et al. (2017), the value of AVE should be more than 0.5. Table 4 shows that the AVE of all variables is with the range from 0.697 to 0.865. Lastly, Table 4 shows that the variable has a much greater square root of AVE in the diagonal than the association between the variable and other variables in the model. Therefore, it indicates that discriminant validity exists.

### 3. Structural Model Testing

The partial least square (PLS) approach exemplified by SmartPLS 4.0 was utilized to examine the proposed research model and the hypotheses. This study examined the hypotheses for the relationship constructed and posited in the research model by using inner (structural) model results. Hypotheses testing is done by examining the p-values and coefficient values. Using a two-tailed test, the hypotheses were accepted when the p-value was greater than the critical value of 5% (0.05). Both measurement and structural models were regarded as significant when the 5,000-bootstrap procedure was utilized (Hair et al., 2017). As presented in Figure 2 and Table 5, there were 6 hypotheses supported and 6 hypotheses not supported.

Regarding the relationship between social media marketing activities elements and brand image, the effect of customization on the brand image was the strongest ( $\beta=0.289$  and  $p=0.032$ ), followed by E-WOM ( $\beta=0.284$  and  $p=0.010$ ), and trendiness ( $\beta=0.275$  and  $p=0.024$ ), therefore H3, H7, and H9 were supported. Meanwhile, the effect of entertainment on the brand image was insignificant ( $\beta=-0.067$  and  $p=0.638$ ), and the impact of interaction on the brand image was insignificant as well ( $\beta=-0.002$  and  $p=0.984$ ); therefore, H1 and H5 were not supported.

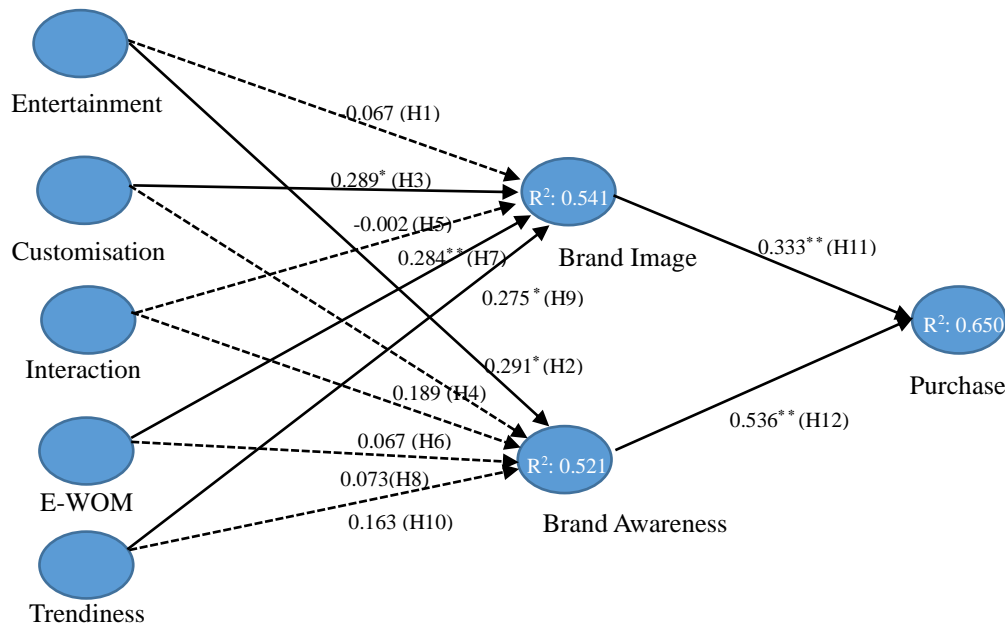


Figure 2. the Results of Structural Model Testing



**Table 5. Hypotheses Testing and Summary**

	<b>Path Coefficient</b>	<i>t</i> value	<i>p</i> value	<b>Supported</b>
H1: Entertainment → Brand Image	-0.067	0.470	0.638	Not Supported
H2: Entertainment → Brand Awareness	0.291*	2.462	0.014	Supported
H3: Customisation → Brand Image	0.289*	2.145	0.032	Supported
H4: Customisation → Brand Awareness	0.189	1.335	0.182	Not Supported
H5: Interaction → Brand Image	-0.002	0.020	0.984	Not Supported
H6: Interaction → Brand Awareness	0.067	0.556	0.578	Not Supported
H7: E-WOM → Brand Image	0.284**	2.568	0.010	Supported
H8: E-WOM → Brand Awareness	0.073	0.594	0.553	Not Supported
H9: Trendiness → Brand Image	0.275*	2.257	0.024	Supported
H10: Trendiness → Brand Awareness	0.163	1.277	0.202	Not Supported
H11: Brand Image → Purchase Intention	0.333**	4.698	0.000	Supported
H12: Brand Awareness → Purchase Intention	0.536**	7.650	0.000	Supported

Furthermore, the effect of entertainment on brand awareness was the strongest ( $\beta= 0.291$  and  $p=0.0014$ ). Therefore, H2 was supported. Meanwhile, the effect of customisation ( $\beta=0.189$  and  $p=0.182$ ), interaction ( $\beta=0.067$  and  $p=0.578$ ), E-WOM ( $\beta=0.073$  and  $p=0.553$ ), and trendiness ( $\beta=0.163$  and  $p=0.202$ ) were insignificant. Therefore H4, H6, H8, and H10 were not supported. Regarding the relationship between brand equity elements and purchase intention, Brand image ( $\beta=0.333$  and  $p=0.000$ ) and brand awareness ( $\beta=0.536$  and  $p=0.000$ ) positively and significantly influence purchase intention. Therefore, H11 and H12 were supported.

## VI. DISCUSSION

As the disclose of analysis result, Entertainment is not related to brand image, therefore **H1 is not supported**. This study's findings contradict earlier research by Seo and Park (2018). However, the findings of this study are comparable to those

of the study done by other studies (Khan et al., 2023; Malarvizhi et al., 2022). They emphasized that even though some brands' entertaining content is extremely alluring, the passive enjoyment of customers generates the entertainment value of reading such information but does not stimulate customers to care about brand image. Consequently, as a passive consumption of customers, entertainment could not affect the process of valuing some brands.

Entertainment is related to brand awareness, therefore **H2 is supported**. The result of this study is supported by the previous study (Godey et al., 2016). As noted by Bilgin (2018), entertainment is an important component in motivating participant behaviour in order to instil favourable sentiments and emotions about the company in the minds of social media followers. As an external factor, entertainment can influence people's emotions in recognizing the brand, thus if a social media promotion or campaign is more enjoyable for customers, their brand recognition will rise (Nguyen & Nguyen, 2020).

Customisation is related to brand image; therefore, **H3 is supported**. This study indicates that better-customised marketing activities related to the brand on social media can facilitate the consumer's perception of a brand. The previous research from Kim & Ko (2012) backs up the findings of this study. Customisation shows how the brand can provide personal information (Godey et al., 2016). It is a helpful tool for building customers' positive perceptions (Cheung et al., 2020). Wang et al. (2020) emphasized that in the S-O-R model, the different levels of the external environment will affect the person's internal state as the stimulation. Therefore, well-managed social media marketing activities with the customisation feature can receive more positive attention and establish a positive image perception in customers' minds.

Customisation is unrelated to brand awareness; therefore, **H4 is not supported**. The result of this study contradicts the previous study Kim & Ko (2012). Cheung et al. (2020) noted that customization is a marketing service where clients can be individually gratified; for the customers, the customized service is easily changeable and accessible. While customisation demonstrates a consumer-centric approach to social media marketing, the appearance of such marketing activities on social media is typically regarded as a loss of control from customers (Bright & Daugherty, 2012). Thus, when consumers get exposed to

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customized services on social media, they may have a low desire to control their social media usage mindfully because the service usages are straightforward and user-friendly; in doing so, they tend to unconsciously engage in social media marketing activities for putting less effort, thus giving insufficient recognition of media content concerning the brand (Bright & Daugherty, 2012). Thus, the more advanced the customized social media environment, the lower the brand's recognition.

Interaction is not related to brand image, therefore **H5 is not supported**. The result of this study contradicts to the previous studies (Bilgin 2018; Seo and Park (2018). However, the finding of this investigation is comparable to those of the study done by Malarvizhi et al. (2022). The lack of interest in the brand and/or few people with the same interest to discuss the brand produce consumers' low interaction with the brand and other users, thus not realizing the brand image (Malarvizhi et al., 2022). Also, one possible explanation is that once the external necessary and reliable information is obtained from social media, social media interaction activities have been taking granted as normal activities. Consumers may neglect the stimulation from social media interaction activities, so social media interaction activities would not matter in facilitating the customers' perception of the brand.

Interaction is not related to brand awareness, therefore **H6 is not supported**. The result of this study contradicts to a previous study (Seo & Park, 2018) but is consistent with the finding of Malarvizhi et al (2022). As some researchers noted that social media offer easy interaction and opportunities to obtain information, encourage discussion, and improve relationships between consumers and brands (Rimadias et al., 2021), and, as a consequence of sharing the value they offer to the customer with personalized suggestions and accurate information, social media do increases interaction with their followers and acts as a magic wand in finding potential customers Akgün et al. (2020). However, as the finding of the present study, it does not affect the customers' awareness of the brand. One possible rationale is that with the technological advance in social media marketing, the offering of interaction has been widely adopted by social media merchants and become a basic and necessary activity for promotion to receive customers' attention

but not enough to foster the customers' brand engagement and recognition with the brand.

E-WOM is related to brand image, therefore **H7 is supported**. Previous research backs up the findings of this study (Akgün et al., 2020). As researchers noted, E-WOM has been recognized as one of the most significant means of information transmission (Jalilvand & Samiei, 2012). Sano (2014) further explained that E-WOM is an informal communication between customers that has a major impact on consumer brand choice, making it a strong marketing tool.

E-WOM is not related to brand awareness, therefore **H8 is not supported**. The result of this study contradicts a previous study (Akgün et al., 2020). However, the result of this study is similar to the study by Maria et al. (2020). Liu et al. (2021) told that electronic word-of-mouth is a behavioural manifestation of client involvement in reaction to the actions of a business. However, the reliability of information spread by word-of-mouth may be questionable, thus we cannot validate whether the information is correct or just a hoax. So, brand awareness cannot be fostered by E-WOM.

Trendiness is related to brand image; therefore, **H9 is supported**. The result of this study is supported by the previous study (Pramudhita, 2021). Cheung et al. (2020) noted that Trendiness marketing activities may add value to a company's image as a leading brand by pushing people to seek out the latest information on brand sites, ultimately adding to a positive brand experience in consumers' thoughts. Thus, trendiness marketing activities on social media are beneficial for the firms to enhance its brand image.

Trendiness is not related to brand awareness, therefore **H10 is not supported**. The result of this study contradicts a previous study (Aggarwal & Mittal, 2022). Although the tendency of users engaged on social media platforms is to obtain tailored services and acquire the most up-to-date information while sharing their thoughts and other recommendations (Ebrahim, 2020), our findings reveal that trendiness marketing activities could facilitate consumers to build brand image but cannot make them establish a favourable brand memory. Maybe, the establishment of brand awareness requires high engagement of the customers. It can be achieved by offering entertainment marketing activities for customers, as disclosed by H1 confirmation.

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Brand image is related to purchase intention, therefore **H11 is supported**. The result of this study is supported by previous studies (Rahmawan & Suwitho, 2020; Mokhtar et al., 2019). Brand image in this case becomes a perception of an organism (emotions of people) where it will encourage the response (behaviour). Specifically, brand image has a beneficial impact on purchase intentions, when some stores have a positive brand image, it strengthens their consumers' purchase intention (Martínez et al., 2014).

Brand awareness is related to purchase intention, therefore **H12 is supported**. The result of this study is supported by previous study (Shahid et al., 20117). They discovered that brand awareness positively and significantly influences purchase intention. Brand awareness this case becomes a perception of organism (customers) toward the brand that it will encourage the tendency of the customers' behavioural response (i.e., purchase intention).

## VII. CONCLUSION

This study examined the social media marketing activities of Shopee Indonesia influence purchase intention. As a result, five social media marketing activities (entertainment, customisation, interaction, word-of-mouth, and trendiness) influenced two constructed brand equity elements (brand image and brand awareness). To be detailed, customisation, E-WOM, and trendiness are related to brand image. Customisation became the strongest element that affected the brand image, followed by E-WOM and customisation. Meanwhile, entertainment and interaction are not related to brand image. Moreover, entertainment is related to brand awareness. Entertainment becomes the only element that affects brand awareness. Meanwhile, entertainment, customisation, interaction, and E-WOM are unrelated to brand awareness. Furthermore, two constructed brand equity elements (brand image and awareness) are related to purchase intention. Brand awareness becomes the strongest element that affects purchase intention. The finding led to the conclusion that the firms must influence and maintain the relationship with their customers to keep the customers' purchase intention. In this regard, the SOR model can explain that external factors (stimuli, i.e., social media marketing activities) will drive certain perceptions of the organism (emotions and cognition of

people, i.e, brand image and brand awareness). Eventually, it will encourage the response (tend to exhibit coping behaviour, i.e., purchase intention).

## **1. Theoretical Implications**

This study utilized S-O-R Model to explore the effect of social media marketing activities on brand image, brand awareness, and purchase intention. Past studies on social media marketing activities only focused on explaining its elements without giving any further and detailed explanation regarding each relationship with a certain theory. Therefore, this study can give a better understanding and deeper explanation by using the S-O-R model in its research model to explore the effect of social media marketing activities on brand image, brand awareness, and purchase intention. Furthermore, social media marketing activities were considered as stimuli or external factors that could influence the organism's perceptions (people's emotions). Brand image and brand awareness were regarded as the organism's perceptions toward the stimuli of social media marketing activities that could be built and developed by stimuli (external factor). As a result, the stimuli can finally drive and encourage somebody's behaviour; hence this study does confirm purchase intention as the response.

This study also added purchase intention in the proposed research model, which is considered the organism response. As a result, this study discovered that brand image and awareness positively relate to purchase intention. Previous studies tended to ignore a certain theory giving deep explanations in each research relationship. Moreover, this study examined social media marketing activities by narrowing down activities into five activities: entertainment, customisation, interaction, word-of-mouth, and trendiness. This study also observed purchase intention as a response influenced by the organism, and external factors, namely stimuli, influence the organism. Most previous studies on this study's topic did not examine social media marketing activities in the e-commerce industry. In conclusion, the findings in this research become the key contributions and provide a better understanding of the influence of social media marketing activities on brand image, brand awareness, and purchase intention.

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## 2. Practical Implications

The practical implications of this study's results for practitioners are essential. The results give more understanding and deep examination regarding the effect of social media marketing activities. This study divides social media marketing activities into five elements: entertainment, customisation, interaction, and word-of-mouth. The results of this study have shown that entertainment and interaction are not related to brand image. Conversely, customisation, electronic word-of-mouth, and trendiness positively affect the brand image. Martínez et al. (2014) expressed that the two main components of the brand image are its functional and affective dimensions. The functional component is associated with measurable characteristics, whereas the affective measurement is linked with a psychological approach demonstrated through attitudes and emotions toward the firms. As stimuli, customisation, E-WOM, and trendiness significantly affect the brand image as the organism (people's emotions). Therefore, the firm may provide the reward for customers to encourage them to recommend the firm's products and must put efforts into turning and remaking its social media marketing content with customized and trendy information and services, thereby building brand image positively.

Furthermore, a social media marketing element, namely entertainment, is positively related to brand awareness. Brand awareness closely relates to the consumer's recognition of a certain brand or product and the degree to which consumers are aware on a certain brand. Bilgin (2018) noted that entertainment is a salient component in encouraging participant behaviour that creates positive feelings and emotions about the brand in the minds of social media followers. As the external factor of brand awareness firmed by the present study, entertainment can influence people's emotions in recognizing the brand, thus if some promotion or advertisement on social media is more entertaining to consumers, their brand awareness will increase (Nguyen & Nguyen, 2020). Thus, the firm should maintain entertaining and easy-receiving characteristics of social media marketing activities, then customers will remember the brand in their minds naturally.

Recently, social media has become a powerful and indispensable channel for firms to build their brand equity. Furthermore, as revealed by the findings of this

study, purchase intention as the response (people's behaviour) stimulated by social marketing activities can be built by brand equity, that is, brand image and brand awareness. Therefore, by ascertaining that in the recent state of social media marketing activities, the firm must ponder its approaches to building and strengthening its brand image and awareness. In Indonesia, the massive advertisement and contents on Shopee Indonesia social media create the availability of Shopee products spreading throughout social media a lot, and it becomes widely known among consumers. The success of Shopee Indonesia suggests that the time has come for firms waiting for the consumers to buy the product to introduce effective marketing activities. In this regard, the firms can improve the way customers feel about a product through supporting social marketing activities concerning entertainment, customisation, E-WOM, and trendiness, resulting in strengthening brand equity and a surge in demand to purchase the product right away.

### **3. Limitations and Future Recommendations**

Although this study has theoretical and practical implications, it is important to note its limitations. The major limitation of the study is the presence of cross-sectional data. But since the researcher did not capture longitudinal variance, future research should be more cautious in defining a correlation between the variables. Future researchers can combine the study with a longitudinal design to address this limitation. Besides that, the research scope is relatively small because this study examined one province in Indonesia, namely Riau. It would be better if future researchers conducted related research in a country and took many samples from many regions.

The questionnaires were distributed unevenly. As a result, the findings are skewed toward certain groups. For example, most respondents are young people who may have lower emotional tolerance and become emotionally exhausted more easily. As a result, the sample cannot truly represent all ages, as many middle-aged people are in this field. Furthermore, this study examined social media marketing activities on purchase intention; it would be better if future researchers conducted some research by examining social media marketing activities until purchase decision. It will confirm whether or not consumers who have the willingness to



purchase can implement this willingness into reality. In addition, to ascertain the capabilities of Shopee Indonesia in competing in the fierce e-commerce in Indonesia, future research is highly encouraged to be taken by comparing its social media marketing activities to its competitors in Indonesia.

## APPENDIX

**Appendix Table 1 Construct Measurement**

Construct and Item (Item source)	
Entertainment (Al-haddad et al., 2021)	
ENT1	The content found in Shopee social media seems interesting
ENT2	It is exciting to use Shopee social media
ENT3	It is fun to collect information on services through Shopee social media social media
ENT4	It is easy to kill time using Shopee social media
Customisation (Godey et al., 2016)	
CUS1	It is possible to search for customized information on Shopee social media
CUS2	Shopee Indonesia social media provide customized services
CUS3	Shopee Indonesia social media provide lively feed information I am interested in
CUS4	It is easy to use Shopee Indonesia social media
CUS5	Shopee Indonesia social media can be used anytime, anywhere
Interaction (Cheung & Pires, 2020)	
INT1	It is easy to convey my opinion through Shopee Indonesia social media
INT2	It is easy to convey my opinions or conversation with other users through Shopee Indonesia social media
INT3	It is possible to have two-way interaction through Shopee Indonesia
INT4	It is possible to share information with other users through Shopee Indonesia social media.
E-WOM (Al-haddad et al., 2021)	
EWO1	I would like to pass along information on Shopee Indonesia's services from its social media to my friends
EWO2	I would like to share opinions on services acquired from Shopee Indonesia social media with my friends
EWO3	I would like to upload the content from Shopee social media

**Appendix Table 1 Construct Measurement (Continued)**

<b>Trendiness (Aji et al., 2020)</b>	
TRE1	The content shared in Shopee Indonesia social media Instagram of this brand is the newest information
TRE2	Interacting with Shopee Indonesia Instagram is trendy
TRE3	Content found on Shopee Indonesia social media is up-to-date
TRE4	Using Shopee Indonesia social media is very trendy
<b>Brand Image (Kim &amp; Hyun, 2011)</b>	
BI1	Shopee Indonesia is a leading e-commerce
BI2	Shopee Indonesia has extensive experience.
BI3	Shopee Indonesia is a representative of the e-commerce
BI4	Shopee Indonesia is a customer-oriented company
<b>Brand Awareness (Jalilvand &amp; Samiei, 2012)</b>	
BA1	I am always aware of Shopee Indonesia
BA2	Characteristics of Shopee Indonesia come to my mind quickly
BA3	I can quickly recall the symbol or logo of Shopee Indonesia
BA4	I can remember Shopee Indonesia often
BA5	I can recognize the characteristics of Shopee Indonesia
<b>Purchase Intention (Sallam, 2014)</b>	
PI1	I have high intentions to become a Shopee Indonesia customer
PI2	I will buy products marketed in Shopee Indonesia
PI3	I would rather purchase a product in Shopee Indonesia than any other e-commerce in Indonesia
PI4	I will add products that are being sold in Shopee Indonesia in my wish list
PI5	I would actively look products in Shopee Indonesia

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# 探討社交媒體營銷活動對購買意願的影響： 運用刺激-有機體-反應模型

阿迪安·林裕勛\*

## 摘要

印度尼西亞(印尼)是全球電子商務產業第十大國家，其佔全球電子商務總交易量的百分之一。Shopee 則是印尼交易量和受關注度最高的電子商務網站之一。其原因可能是 Shopee 比競爭對手更能有效地利用社交媒體。因此，本研究旨在探討社交媒體營銷活動對品牌資產和購買意願的影響。本研究以滾雪球抽樣法進行問卷調查，調查地點在印尼廖內省，並透過 Instagram、Line 和 WhatsApp 等社交媒體發放印尼語編撰的線上問卷。本研究成功收集了 232 名有效受訪者，並使用 SmartPLS 4.0 進行 SEM-PLS 分析。研究結果顯示，時尚、客製化、網路口碑與品牌形象相關。但娛樂性和互動性與品牌形象無關。此外，娛樂性與品牌知名度有關。但時尚、客製化、互動和電子口碑與品牌知名度無關。最後，品牌形象和品牌知名度與購買意願有關。本研究結果有助於更好地瞭解社交媒體營銷活動對印尼電子商務產業的影響。總之，刺激-有機體-反應(S-O-R)模型可以從理論上給予購買意圖成因更好的詮釋觀點，讓社交媒體營銷活動、品牌形象、品牌知名度和購買意圖之關聯得以釐清。

關鍵字：社交媒體營銷活動、品牌形象、品牌知名度、購買意願、刺激-有機體-反應模型

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\*作者簡介：阿迪安，明志科技大學國際企業管理碩士；林裕勛，明志科技大學經營管理系副教授，通訊作者。