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The role of social media in creating brand awareness and purchase intention

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ABSTRACT

Social media has become an integral part of modern marketing strategies, offering a powerful platform for businesses to connect with their target audience. The rise of social media platforms has revolutionized the way companies interact with consumers, which has a significant impact on brand awareness and purchase intent. The purpose of this study is to test and analyze the role of social media in creating brand awareness and purchase intention. The research method used is a SEM-PLS-based causality approach. The sample used was Nako Coffee consumers with a total of 100 respondents using the Lameshow formula. The results of this study provide an explanation that social media has a strong influence on brand awareness and purchase intention, and at the same time brand awareness can be a mediator in social media on purchase intention.

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1. Introduction

Internet technology is developing rapidly and has become an inseparable part of life. Based on data released by (Kemp, 2024a) shows that in Indonesia, there are 139 million active social media users. Instagram is the most widely used social media and ranks second after WhatsApp, followed by Facebook, TikTok, Telegram, X (Twitter) and others. This proves that social media is a fairly effective strategy for increasing sales in Indonesia and can increase brand awareness. This means that the development of technology and the great growth of social media users can provide benefits for business actors in Indonesia. Currently, Nako Coffee is popular among the people of Serang City, especially for teenagers who like to hang out. Kopi Nako implements a strategy to attract its customers through social media, this is realized by the owner that social media has an important role for sustainable business, especially to attract customers to want to buy its products.

Since the early 2000s, with the popularity of user-generated content, internet users have started to create producer and participant features in content creation and consumption. In social media tools, not only publishers but also individual users create a variety of content ranging from their own lives, ideas, and experiences to current topics, as well as reshape and disseminate existing content by developing and enriching it (Arriagada & Ibáñez, 2020; Tuten, 2023). With the development of the scope and structure of social media, there is a functional dissemination of quality information along with personal expertise. User-generated content has become a key component of social networks focused on the relationship between community users, such as Instagram, which combines all this by developing its field daily. The transparency and diversity of information flows on social networks reflect and enrich the diversity of users' social lives. Individuals who connect with their colleagues, family, and friends through social networks can see other parts of their lives in terms of one part of their lives and provide support in revealing their true personality (Aichner et al., 2021; Jain et al., 2021).

Over the past 40 years, there has been a significant change in the way businesses conduct their businesses and how people collaborate (Agarwal & Sambamurthy, 2020; Walker & Lloyd-Walker, 2019). Based on the high increase in the number of users on social networks around the world and the prevalence of social media use among global businesses over the past few years, it can be argued that people are rapidly adapting social media to their daily lives (Kemp, 2024b). Therefore, social media is a medium designed for content interaction and circulation on the internet through public interaction (Dwivedi et al., 2021; Ledbetter & Meisner, 2021; Quesenberry, 2020). Although the terms social media and social networks are often used interchangeably and have some overlap, they are not the same. Social media serves as a communication channel that conveys a message. Social networks are two-way, direct communication that involves sharing information between multiple parties. User engagement and user-generated content are common elements of many definitions. Social media is the medium through which social networks are formed. Social media is all about how people interact with each other through messages and media. Users are actively engaged in creating message content. This content creation is a strong and unique social media focus (Dolan et al., 2019; Tuten, 2023).

Social media platforms are an efficient marketing area where many potential consumers voluntarily gather and share their personal information. These social media platforms offer great opportunities such as doing cheaper activities, connecting with customers, and accessing customer opinions and suggestions in the shortest possible way (Appel et al., 2020; Bhimani et al., 2019; Macarthy, 2021). Any website or online platform that allows users to share opinions and content and encourage interaction and community building can be classified as a social network. The most popular social networks include WhatsApp, Instagram, Facebook, TikTok, Telegram, Twitter and others. Over the past decade, social media has become one of the biggest communication and marketing tools (Evans et al., 2021). Consumer access to information has become easier, and companies and consumers can communicate. Thus, while more interactive structures are taking shape, consumer information and research functions are beginning to be realized on sharing platforms and have become a part of daily life. With this change, which includes the socialization phenomenon, companies are starting to use social networks as advertising tools. For this reason, it is important to understand how advertisements published on social networks influence consumer buying behavior and attitudes (Root & Dalgic, 2018; Ebrahimi et al., 2022; Jibril et al., 2019; Zafar et al., 2021). On social media, users share positive or negative information about themselves, their environment, their friends, the products they use, the services they receive, and their experiences. Thus, information on social media influences the purchasing behavior of other individuals. Brand awareness is an inevitable outcome of proper social media marketing. Through consistent content sharing and engagement, brands can connect with their target audience and build a social media presence among a wider demographic.

2. Research Method

The type of research used in this study is quantitative research with a causality approach. The researcher wants to test and analyze the relationship of the variables studied, namely social media, brand awareness, and purchase intention. The population in this study is Nako Coffee consumers, because Nako Coffee is a coffee shop that is a popular place among teenagers, especially in Serang City. Because the number of Nako Coffee consumers is not known with certainty, the sample size is determined using the Lemeshow formula with an error rate of 10% and a confidence level of 1.96 or 95%, so based on this formula, the number of respondents is 100 respondents (Prasojo, 2023). The source of data in this study is primary data obtained directly by researchers in the field by distributing questionnaires. The variables used in this study are social media (Khatib, 2016; Putri & Nofirda, 2023) (e.g. “I am interested in accessing accounts that offer products on social media”), brand awareness (Azzari & Pelissari, 2020) (e.g. “I can identify this brand among competitors”), and purchase intention (Tran, 2020) (e.g. I plan to purchase products that are promoted on Nako Coffee”). The outer model is also called the evaluation of the measurement model to assess the validity and reliability of the model. The inner model is used to test the relationship with each other based on substance theory.

3. Result and Discussion

A two-stage analysis process is used in the PLS-SEM analysis method. In this process, the measurement model is first evaluated, and if it has the appropriate value, then the next step is to examine the structural model (Hair et al., 2022). The validity and reliability conditions in the measurement model are examined in

detail. In the second stage, a structural model was used, where hypothesis tests, determination coefficients (R2), and path coefficient significance were carried out (Hair et al., 2022). The measurement model is the first stage of analysis. The validity and reliability of the research model were tested.

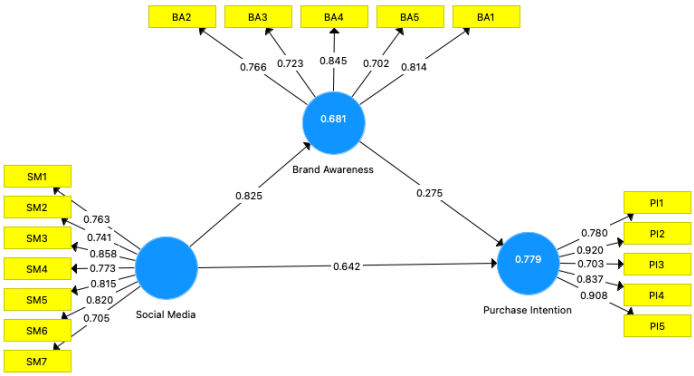

Figure 1. Validity test

Figure 1 shows that the factor load of the entire construct is above the threshold value of 0.70, this is following the recommendation of Hair et al. (2022). In Table 1, the results of the research measurement model are shared in detail. Whether the measurement model provides reliable results is checked with Cronbach alpha and Composite Reliability values. Both Cronbach's Alpha (CA) and Composite Reliability (CR) values are higher than the 0.70 reference values mentioned in this literature (CA: 0.829-0.895; CR: 0.880-0.919); these results show that the research model is reliable. In this context, when the scale values in the study (Brand Awareness, Purchase Intention, and Social Media) in Table 1 were examined, they were greater than 0.70, indicating that the variables studied are reliable. Furthermore, when viewed in Table 1, it can be seen that the AVE (Average Variance Extracted) is greater than the specified threshold value of 0.50, where the results range from 0.596-0.695. This shows that the research model has convergent validity (Hair et al., 2022).

Table 1. Measurement model

Variables	Cronbach's Alpha	Composite Reliability	AVE	R-Square
Brand Awareness	0,829	0,880	0,596	0,681
Purchase Intention	0,887	0,919	0,695	0,779
Social Media	0,895	0,917	0,614	

The R2 value is examined to find out the variance explained by the variables of the research model, which shows the contribution of variables that can affect the dependent variables. It can be seen in Table 1, presented in the R-Square column, showing brand awareness of 0.681 and purchase intention of 0.779. At this point, R2 can be classified on three criteria, including substantial (0.75), moderate (0.50), and weak (0.25) (Hair et al., 2022).

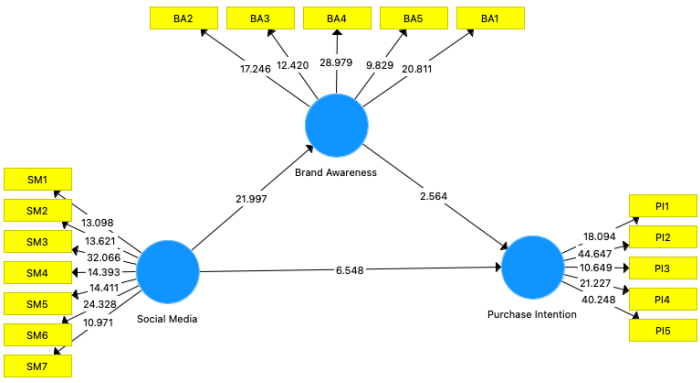

Figure 2. Hypothesis test

Once the measurement model has the necessary qualifications, a structural equation model and a structural model are used, where hypothesis testing is carried out for the main purpose of the research. In the structural model section, 5000 bootstraps were first created with a bootstrap approach (Hair et al., 2022). Figure 1 and Table 2 show the results of hypothesis testing.

Table 2. Hypothesis

Hypothesis	Path Coefficients	t-value	p-value	Result
H1: Social Media → Purchase Intention	0,642	6,578	0,000	Significant
H2: Social Media → Brand Awareness	0,825	21,816	0,000	Significant
H3: Brand Awareness → Purchase Intention	0,275	2,578	0,010	Significant
H4: Social Media → Brand Awareness → Purchase Intention	0,227	2,545	0,011	Significant

If the results of the analysis are considered collectively, then the situation regarding the hypothesis tested in the scope of the study is as follows: It is determined that social media has a positive and statistically significant influence on purchase intention ($\beta = 0.642$, $t = 6.578$, $p = 0.000$), and creates brand awareness ($\beta = 0.825$, $t = 21.816$, $p = 0.000$). It was determined that brand awareness had a positive and statistically significant influence on purchase intention ($\beta = 0.275$, $t = 2.578$, $p = 0.010$), and on the other hand that brand awareness could mediate social media on purchase intention ($\beta = 0.275$, $t = 2.578$, $p = 0.010$). When all these results are evaluated collectively, the entire hypothesis in this study is acceptable.

Social media has become an integral part of our daily lives, revolutionizing how we communicate, consume information, and make purchasing decisions. The widespread influence of social media platforms has had a significant impact on consumer behavior and preferences, with far-reaching implications for businesses and marketers (Dhingra, 2023). One of the main ways social media influences consumer purchase intent is by providing consumers with a wealth of information about products and services. Consumers can now access a wide range of product reviews, comparisons, and recommendations from their peers and influencers, which can significantly shape their purchasing decisions. Increased access to this information empowers consumers to make more informed choices, giving them a higher confidence in their purchasing decisions. Furthermore, social media platforms have become a powerful tool for marketers to engage with their target audience and influence their buying behavior (Shawky et al., 2019). Businesses can leverage social media to showcase their products, highlight unique features, and create a sense of exclusivity or appeal around their offerings (Rathore, 2018; Smilansky, 2017). This can be very effective in generating interest and fostering brand loyalty among consumers, ultimately driving increased purchase intent.

Brands allow companies, products, and services to differentiate and attract attention. Therefore, in this period of intense competition, it is an important weapon that happens in the minds of the target audience and gives preference compared to competitors. Brands can be a powerful weapon for companies, but creating a brand is not enough. Brand awareness is also an important weapon for companies (Ahmed et al., 2020; Melović et al., 2020). With brand awareness, the company's reputation is positively affected, the sales rate increases, it becomes the first company that comes to mind, and it changes the attitude and behavior of the target audience (Dwivedi et al., 2021; Foroudi, 2019; Makrides et al., 2020; Zhao et al., 2022). Therefore, brand awareness becomes important in all sectors where all types of products and services are available, it can also increase purchase intention (Dabbous & Barakat, 2020).

With the advancement of information technology, reduced costs, and easy access to the internet, social media has become one of the communication channels today. Social media has become an environment where all socio-economic classes can take part and individuals of all age groups can easily participate (Faber et al., 2020; Marwick et al., 2017; Mihelj et al., 2019). In an environment where all types of target audiences are included, companies can communicate with their desired target audience and even have the opportunity to communicate with them one-on-one. In this context, social media has become a powerful communication channel for companies to ensure brand awareness (Cheung et al., 2019; Kushwaha et al., 2020; Poturak & Softić, 2019). Companies conduct various marketing and communication activities to differentiate from their competitors and put the brand in the best position in the minds of the masses to strengthen brand awareness. It is a great advantage for companies and users to share photos and videos, share content on social media, create content shared by users, view shares by thousands of individuals, comment on those shares, allow individuals to communicate one-on-one at any time, create a community, and do all this at a low cost. Therefore, with such advantages, companies acquire serious data about their target audience, interpret this data, and conduct studies that will increase their brand awareness to a higher level than their competitors.

To consolidate brand awareness in the minds of consumers, first of all, the target audience must be recognized because the wants and expectations of the recognized target audience are known. Social media is one of the ideal platforms to provide for this situation. By evaluating the data they obtain from the social media environment, companies can deliver the right message to the desired target audience at the right time. Thus, social media provides an opportunity to provide applications that provide brand awareness such as campaigns, events, complaint tracking, product and service promotions to the right target audience at the right time and also provide influence in increasing purchase intention in customers or potential customers (Febriyantoro, 2020; Moslehpour et al., 2021; Sanny et al., 2020). With the development of information technology and the widespread use of the internet, social media makes a positive contribution to brand awareness by allowing brands to differentiate, to keep thinking, to strengthen brand reputation, to increase trust in brands, to contribute to brand promotion, to explain themselves and to access information about brands in their target audience.

When customers buy a product, how often do they research it and want to predict the risks they may face before purchasing the product or service they want to buy. In this context, it is important to know which sources consumers collect information about the product when purchasing it and how they will use it in the context of purchasing behavior. Social media is a source of information that customers want to see and have before making a purchase decision, and which is unlikely to be directed by the manufacturer (Aji et al., 2020; McClure & Seock, 2020). If social media is used effectively, it is a scalable advertising tool in terms of reaching consumers and delivering the right message as a new promotional tool. Social media is also easy and cheap in the scope of promotional activities. Social media, one of the new media platforms, will be able to create brand awareness (Aljumah, 2023; Fatima et al., 2022) it can activate many applications such as event and campaign announcements, product promotions, and receiving consumer opinions and complaints. With the widespread use of the internet and mobile technologies, social media apps allow brands to promote themselves better and support increased brand awareness by helping consumers know brand information, promotions, and innovations at a higher level. Consumer perceptions of brands that perform successfully on social media platforms are growing positively (Ibrahim et al., 2020; Yu & Yuan, 2019), , and positive perceptions can contribute positively to brand awareness levels (Foroudi, 2019; Sürücü et al., 2019). . As a result, the desired effect is achieved in consumer purchasing behavior. This situation can contribute to the brand image and increase the company's awareness by using marketing methods through social media.

In addition to the above, social media can play an important part in creating brand awareness by providing several advantages in terms of time, cost, and effectiveness compared to traditional media. As a result, companies can benefit from social media marketing and have the opportunity to achieve many marketing goals, such as coming up with ideas for new marketing strategies and increasing product sales. It can be seen that social media, which is a new dimension of media, has an increasing role in the formation and development of sales strategies, public relations, customer service, and brand marketing. Brands are aware of the possibilities and opportunities that arise with social media and are taking the necessary steps in this direction. From the corporate side, the increasing role and power of the internet and social networks are getting bigger and bigger (Graham & Dutton, 2019), and it can be seen that social media has become a tool that allows mutual interaction in customer relationship applications (Itani et al., 2020; Steinhoff et al., 2019). In a competitive environment, it is observed that social media meets the need for quick and easy access to information and facilitates communication with the target audience. It can be clearly stated that the power of social media, which has a crucial role in brand formation and especially in brand recognition and one's desire to buy products from the brand, provides an environment in which the current meeting of consumers and brands takes place. Social media, which has many apps like Instagram, allows brands to meet with their consumers, increase awareness on recall and recognition rates, and, what's more, allow consumers to engage with shared content. In an environment where institutions compete with each other, it is observed that each institution competes on social media, not ignoring the advantages of social media that allow quick and easy access to information and make interactive relationships with the target audience effective. Social media, which has a significant role in ensuring brand formation and brand awareness, has become a meeting point and a meeting point for brands created by customers and companies today.

The impact of social media on consumer behavior and preferences is significant, as it provides consumers with easy access to a wide range of information about products and services (Palalic et al., 2021; Varkaris & Neuhofer, 2017; Voramontri & Klieb, 2019). In particular, the role of brand awareness on social media in influencing purchase intent is an important area of research. Existing research has highlighted the various benefits of using social media as a marketing channel (Dwivedi et al., 2021; Hooda & Hooda, 2018).

Social media platforms allow companies to reach their target audience directly, communicate their brand message effectively, and foster strong relationships with consumers. These platforms are often inexpensive, quick to set up, and require no technical expertise, making them an attractive option for businesses of all sizes. Furthermore, previous research has confirmed that social media marketing can have a positive influence on consumers' purchase intent and their final purchase decision (Kusumo et al., 2021). Social media allows like-minded individuals to come together in the virtual world, create and share user-generated content, and engage in communication and opinion sharing. Although most users on social media have accounts primarily to stay connected with family and friends, they are also aware that social media is widely used as a marketing channel for brands. This awareness has led to social media becoming an essential component of consumers' daily lives, regardless of age, and influencing various aspects of their routines, including the way they shop and make purchasing decisions. Consumers' judgment of a product often depends on the information they have about the actual function of the product. Thus, the information and brand awareness they receive through social media can significantly influence their purchase intent

4. Conclusion

Social media has become an integral part of our daily lives, revolutionizing how businesses interact with customers. The ubiquitous presence of social media platforms has created new avenues for businesses to connect with their target audience, build brand awareness, and ultimately drive sales. Social media allows businesses to engage with potential and existing consumers, building more profound and more meaningful customer relationships. This is especially important in today's business environment, where consumer trust can be lost due to the slightest mistake. This leads to the spread of feedback and negative information about a particular product, service, brand, or company. Social media has a strong position along with the development of internet technology, and it has opened up new horizons in the field of communication with its comprehensive and interactive structure.

Social media is the activity, practice, and behavior of people who gather online to share information and opinions using conversation. The rise of social media has created a marketing shift from traditional methods to social media platforms. People use social media to get information about products, buy products, communicate with others, and communicate their buying experience. This situation puts social media first among the factors that can create brand awareness and purchase intent. Social media allows users to share their feelings, experiences, thoughts, and explanations. Social media influences consumer behavior, from obtaining information to post-purchase dissatisfaction notifications. Social media has many advantages, such as helping businesses improve their relationships with consumers on time and at low cost, influencing consumer perceptions and attitudes, increasing sales, reaching previously unreachable customers, and bringing like-minded people together. Research in this domain has explored the various ways social media can influence consumer purchase intent and create brand awareness, potentially reinforcing existing marketing theories or providing a new perspective on the literature. One of the key aspects of this relationship is the role of social media communication in consumer decision-making. Social media platforms allow for better interaction and information sharing between consumers and businesses so that consumers can make more informed purchasing decisions. Additionally, social media facilitates the creation and distribution of user-generated content, which can significantly influence consumer behavior through mechanisms such as social proof and personalization. However, like most studies, this study also has limitations, as it only explores the role of social media, purchase intention, and brand awareness, and the number of respondents is not too large. Therefore, future research can add other veriables, such as content consistency, so that this is also expected to increase purchase intention.

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