

# Social media, lifestyle influence, brand awareness mediate Fore Coffee purchase decisions

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## ABSTRACT

This research aims to determine the influence of social media marketing and lifestyle on purchase decisions, with brand awareness as a mediating variable. The methodology used is a causal research design. 225 respondents who are Indonesian consumers of Fore Coffee were given questionnaires to complete in order to gather data. The measurement model and structural model of the research construct being constructed are evaluated and analyzed in this study using Structural Equation Modeling (SEM) analysis with the aid of the statistical tool AMOS 24. In this research, the independent variables are social media marketing and lifestyle, the dependent variable is purchase decision, with brand awareness as the mediating variable. Variables are measured using 5-point Likert scale, where respondents are asked to rate their agreement with statements related to each variable. This study shows that social media marketing, lifestyle and brand awareness significantly influence purchase decisions directly and indirectly through brand awareness.

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## 1. Introduction

In Southeast Asia, Indonesia occupies the largest position due to its extensive agricultural sector, vast territory and abundant natural resources (Fitri et al., 2023). Indonesia is an agricultural country where the majority of the population makes their living as farmers. One major factor contributing to Indonesia's economic growth is the agricultural sector. In 2022, the agricultural sector in Indonesia will be ranked third in terms of contribution to Gross Domestic Product (GDP), reaching 12.4 percent, below industry which contributes 18.3 percent and trade at 12.8 percent. Agriculture also remains one of the main sectors in the business world which plays an important role in economic growth (BPS Indonesia, 2022). In this case, coffee is one of the resources that supports the rapid development of the agricultural sector in Indonesia. Coffee is a commodity that has the potential to be developed in Indonesia and even throughout the world. Coffee is also one of the products that plays a very important role in the commodity market, occupying a special position in the economies of more than 70 developing countries which makes an important contribution to their economic revenues (Holmes & Otero, 2020), and plays a role in creating a huge number of jobs around the world (Pham et al., 2019). This is possible because coffee is one of the most consumed beverages worldwide, with an estimated 7.5 million tons consumed annually. Demand for coffee is expected to rise, reaching an estimated 16.5 million tons annually, according to conservative estimates (Hernandez-Aguilera et al., 2019). According to information from the United States Department of Agriculture (USDA), world coffee production will reach 170 million bags containing 60 kg of coffee during the 2022/2023 period. After Brazil and Vietnam, Indonesia holds the third position as the world's largest producer of coffee (USDA, 2022). With this phenomenon, opening a coffee shop can be a promising business idea in Indonesia. Coffee shops are now places to relax, work, hold meetings, and enjoy coffee in addition to other activities. According to an Indonesian consumer behavior expert, coffee drinking is not a recent

addition to the country's long-standing customs (Dhisasmito & Kumar, 2020). Coffee shops have also experienced rapid innovation in various countries, including Indonesia. This shows that competition in this industry will also be very tight. Entrepreneurs must find strategies to draw in new clients and hold onto their current clientele in order to compete. Therefore, every coffee shop needs to innovate to improve purchase decisions.

According to Salem, (2018) Purchase decision is a stage that begins when a consumer realizes a need, then looks for various options, assesses available alternatives, and finally decides to buy certain products and services. Social media marketing is one of the factors that can influence a customer's purchase decision. It allows advertisers to exchange concepts and information to boost brand value and decrease bias and misperceptions of their goods (Khan, 2022), if done right, social media advertising can help companies stay competitive in a dynamic business environment and produce engaging content (Kongar & Adebayo, 2021). Research by Hanaysha, (2022) asserts that a brand's ability to influence consumer purchasing decisions and meet its marketing objectives depends on its use social media as a resource. Especially teenagers and younger children, they tend to be very susceptible to the influence of social media advertising related to food and drink (Fleming-Milici & Harris, 2020). Apart from social media marketing, lifestyle can also influence purchase decisions. Lifestyle are individual factors that allow differences in way of life and level of living (Chouk & Mani, 2019). Lifestyle is defined and measured through four components: personality, information, brand reputation, and practicality (Kang, 2019). Research by Nguyen et al. (2020) revealed that differences in lifestyle will lead to differences in people's behaviour and thoughts, different lifestyles will result in differences in interests and behavior when making purchase decisions. With a high lifestyle, the desire to make purchases will also be higher, while a low lifestyle will result in a low level of purchases (Dian & Prajanti, 2019). When social media and lifestyle marketing is carried out, it is believed that product brand awareness will also increase. The ability of consumers to identify and remember brands in a range of situations is known as brand awareness (Dabbous & Barakat, 2020), since consumers in this situation hold the key to a door that leads to a variety of brands when making decisions about what to buy, brands that raise their profile may be able to enter a market that is highly competitive (Daruka & Pádár, 2021). According to Pradipta et al. (2020) purchase decisions and brand awareness are strongly correlated.

Considerable research has been done on purchase decisions by earlier researchers. However, there are differences in the study results, leaving a research gap that permits more researchers to look into the same subject. The author is interested in researching the purchase decision of a brand again. This research was conducted at Fore Coffee because this coffee shop is already popular among Indonesian people. Fore Coffee has been present since 2018 in Jakarta, Indonesia. After one year of this coffee shop's existence, its popularity increased rapidly, making Fore Coffee able to open branches outside Jabodetabek, namely in Medan and Surabaya in 2019. In 2021 Fore Coffee succeeded in reaching more than 120 shops in 28 cities throughout Indonesia (Fore.Coffee, 2023). This research seeks to find out how Fore Coffee uses Instagram as its social media marketing platform and is supported by the Indonesian population who have access to the internet an average of 7 hours 59 minutes a day, as stated in the research (Yonathan & Bernarto, 2022). In that year, the Instagram platform became one of the most widely used platforms in Indonesia and was in second place with a user percentage of 84.8%, only behind WhatsApp which reached 88.7% (Yunikartika & Harti, 2022). Instagram is a very popular social media with coverage of around 98 million people in Indonesia, the majority of whom are between 18 and 45 years old (Sahartian et al., 2022). By sharing quality and interesting content, Fore Coffee can build strong brand awareness on the Instagram platform. Furthermore, the relationship between lifestyle and the influence of social media marketing on purchase decisions is moderated by brand awareness. This is because strong brand awareness can influence consumer perceptions of the products or services offered (Adriano & Cahyanigratri, 2022). Customers are more likely to take the brand's goods or services into consideration when making decisions if it has a strong and persuasive brand awareness (Apriany & Gendalasari, 2022). (Apriany & Gendalasari, 2022). Apart from that, consumer lifestyle can also play a role in purchasing decisions (Nguyen et al., 2020). Consumers' lifestyles can influence whether they are more likely to choose certain products because they are aware of a brand which is then taken into account when they make a purchase decision. Best of this phenomenon, the author is keen to reexamine how brand awareness functions as a mediating variable and how social media marketing and lifestyle affects to purchase decision Fore Coffee.

The urgency of this research lies in business sustainability and growth, competitive advantage, market dynamics, understanding brand awareness, actuality and relevance of Instagram in marketing a product. This research also has significance not only for Fore Coffee's specific strategy but also broader

implications regarding consumer lifestyles, brand awareness, and the impact of social media marketing in the coffee industry in Indonesia. This can serve as a guide for other businesses navigating a similar market landscape.

## 2. Research Method

The research design used in this study is causal research. A questionnaire that was given out to participants who satisfied predefined requirements was used to conduct the study. The survey used a 5-point Likert scale, with 1 representing disagreement and 5 representing strong agreement. Social media marketing uses six items adapted from (Taan et al., 2021). Seven tools that were modified from were used to measure lifestyle (Sutardjo et al., 2020). The six items that were used to gauge brand awareness were taken from (Imam Ardiansyah &, 2019). Four items that were modified from were used to measure purchase decision (Keller, 2021). The characteristics of the respondents are given, including gender, age, occupation, education, monthly income (for those in employment), monthly pocket money (for those not in employment), and the respondent's place of residence.

There were 225 respondents in the size of the study's sample. Purposive sampling was the sample strategy employed, and it met the following requirements: 1) respondents aged at least 17 years who live in Indonesia, 2) respondents who have listened to Fore Coffee's social media marketing, 3) respondents who have acted as decision makers to visit Fore Coffee, 4) respondents have visited Fore Coffee at least twice in the last 1 month. Sampling locations were distributed using an online questionnaire in the community F&B in the city of Pontianak and distributed using a questionnaire online throughout Indonesia via the Instagram application.

The developed research construct's measurement model and structural model are analyzed and evaluated in this study using Structural Equation Modelling (SEM) and AMOS 24 statistical tools. Model suitability testing will be evaluated based on the Model Fit Index parameters, such as Chi Square ( $\chi^2$ ), CMIN/DF, Root Mean Square Error of Approximation (RMSEA), Root Mean Squared Residuals (RMR), Tucker Lewis Index (TLI), Incremental Fit Index (IFI), Comparative Fit Index (CFI), and Normed Fit Index (NFI). To evaluate validity, we will use the Standardized Loading Factor (SLF) value, which needs to be  $\geq 0.50$  in compliance with the suggestions from previous studies (Hair et al., 2014). In addition, the reliability of the construct will be evaluated with the calculation results Construct Reliability (CR) and Average Variance Extracted (AVE). The research hypothesis will then be evaluated using SEM analysis to determine whether it is approved or denied. The calculated t-value every coefficient will be displayed via SEM analysis. If the t value is less than or equal to the t table (1.96) at a significance level of  $\alpha$  (typically  $\alpha = 0.05$ ), the hypothesis is said to have a causal relationship.

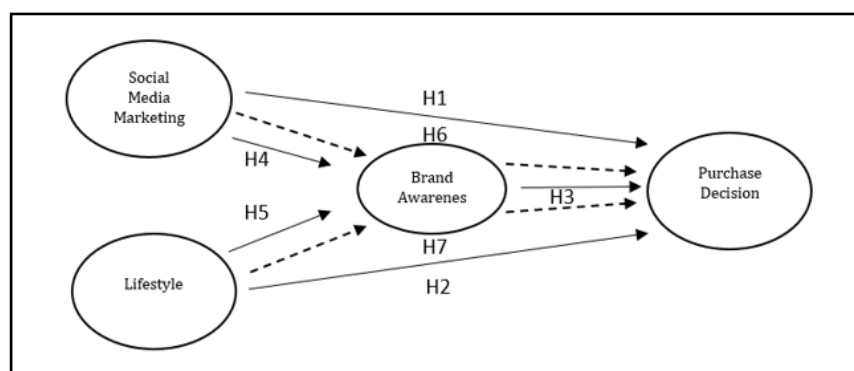


Figure 1. Research framework

### Social media marketing on Purchase decision

People use social media, an online platform, to exchange information and communicate with one another (Hansopaheluwakan et al., 2020). Through social media marketing, social media is being used more and more to help businesses and customers communicate (Mason et al., 2021). Social media marketing is a strategy that enables users to advertise products or services to a wider audience (Yong et al., 2019). Whereas a purchase decision is a person's decision to buy certain goods or services offered by a company rather than its competitors (Hanaysha, 2022). Importance when social media marketing is running it effectively

influences purchase decisions (Mason et al., 2021). The previous research conducted by (Hasan & Sohail, 2020; Hanaysha, 2018; Hanaysha, 2022) about social media marketing on purchase decisions with indicators of content sharing, community building, content creation and connecting (Taan et al., 2021) and confidence when deciding to buy, careful consideration, and priority of choice (Kotler & Keller, 2021) conclude that consumer purchase decisions are influenced by social media marketing. This aligns with the results of further investigation conducted by (Putri & Nilowardono, 2021; Raniya et al., 2023; Suharyanto & Rahman, 2022; Wikantari, 2022) which claims that purchasing decisions are significantly influenced by the social media marketing variable's value.

### **Lifestyle on Purchase decision**

Lifestyle is defined as a typical way of life or characteristic, in the aggregative and most general sense, of an entire society or its segments (Akkaya, 2021). According to Pasaribu et al. (2019) Lifestyle is every person's desire to fulfil the needs that are of interest to them, caused by environmental factors and developments over time which cause a person's desires to change. Meanwhile, the purchase decision goes through five steps in the process: the first step is identifying the need or problem, after identifying the need or problem, the second step is looking for information, the third step is looking for alternative comparisons, the fourth step is the last purchase and the fifth step is behaviour after purchase (Prasad et al., 2019). Study carried out by (Jeklin et al., 2021; Nguyen et al., 2020; Rahman & Wijaya, 2021) about lifestyle towards purchase decisions with indicators of activities, interests and opinions (Sutardjo et al., 2020) concluded that lifestyle influences consumer purchase decisions. These results are also supported by studies conducted by (Jamila & Siregar, 2022; Vitantri et al., 2020; Yelvita, 2022) which state that the lifestyle variable value has a strong influential on purchase decisions.

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### **Social media marketing on Brand awareness**

Numerous social media platforms have been developed and are readily utilised to enhance communication (Susiyanto et al., 2023), one of which is used as a tool for marketing usually called social media marketing. According to Hansopaheluwakan et al. (2020) People regularly use social media platforms for interaction and information exchange with the aim of promoting products as part of a marketing strategy. This practice is known as social media marketing. Meanwhile, brand awareness is explained as brand recognition or memory about the brand (Febriyantoro, 2020). Prior studies on how social media marketing affects brand awareness has been carried out by several researchers, such as (Hasan & Sohail, 2020; Maria et al., 2020), who came to the conclusion that consumers' or customers' purchase decisions are influenced by social media marketing. These results are also supported by studies conducted by (Maddinsyah & Juhaeri, 2021; Nwali & Ntegeeh, 2022; Parmar, 2019; Silfitri & Hermawan, 2023) which indicate that the value of the social media marketing variable greatly affects brand awareness.

### **Lifestyle on Brand awareness**

Lifestyle is a description of how consumers spend their time, what they spend their money on and how much income they have (Al-Dmour et al., 2020). On the other hand, brand awareness refers to a consumer's capacity to identify or recall a brand, enabling them to associate products with the brand (Cheung et al., 2019). Brand awareness is also a requirement for customers to consider the brand when they make decisions (Cheung et al., 2019). Research conducted by (Akkaya, 2021; Husain et al., 2022) about lifestyle on brand awareness, concluding that lifestyle influences consumer brand awareness. These findings also receive support from research carried out by (Nightingale et al., 2018) which states that value of the lifestyle variable has a strong influence on brand awareness.

### Brand awareness mediates social media marketing on purchase decision

A commercial marketing technique known as "social media marketing" makes use of social media to sway consumers' purchasing decisions. Moreover, decline of traditional communication channels and people's reliance on physical stores has required businesses to seek best practices in the use of techniques for digital marketing and social media to maintain and increase market share (Chen & Lin, 2019; Dwivedi et al., 2021). Good marketing via social media will bring out favorable brand awareness in consumers' thoughts so that the decision to buy arises.

Based on research conducted by (Angelyn, 2021; Ardiansyah & Sarwoko, 2020; Gabriella et al., 2022; Nugroho & Herdinata, 2021), shows that there is a strong link between brand awareness through social media marketing and purchase decisions. The appropriate use of social media has the potential to strengthen consumer purchase decisions. When consumer awareness of the brand has been formed positively, this will lead to consumer purchase decisions. Additional evidence for this comes from studies done by (Upadana & Pramudana, 2020; Widodo, 2023) which demonstrates the substantial relationship between brand awareness through social media marketing and purchase decisions.

### Brand awareness mediates Lifestyle on Purchase decision

The connections between lifestyle, brand awareness, and purchase decision making has been studied by several researchers. Research by (Anggraini, 2022; Manik Megasari & Siregar Marakali, 2022) demonstrate that brand awareness and social media marketing have a positive connections with purchase decisions. Consumer lifestyle has the potential to influence consumer purchasing decisions. When consumer awareness of the brand has been formed positively, this will lead to consumer purchase decisions. Additional evidence for this comes from studies done by (Shodikin & Rahmawan, 2021; Taan & Radji, 2019; Widayat et al., 2022) which demonstrates the close connection that exists between lifestyle on purchase decisions through brand awareness.

## 3. Results And Discussions

The results of this research were obtained by causal research, through questionnaires. In this study there were 225 samples with purposive sampling provisions including 1) respondents aged at least 17 years who live in Indonesia, 2) respondents who have listened to Fore Coffee's social media marketing, 3) respondents who have acted as decision makers to visit Fore Coffee, 4) respondents have visited Fore Coffee at least twice in the last 1 month. Sampling locations were distributed using an online questionnaire in the F&B community in the city of Pontianak and distributed using an online questionnaire throughout Indonesia via the Instagram application, then analyzed and evaluated using Structural Equation Modeling (SEM) and AMOS 24 statistical tools.

### Result

**Table 1.** Respondent characteristics

Categories	Items	f	%
Gender	Male	98	44
	Female	127	56
Total		225	100
Age	Less than 21 years old	81	36
	21 to 30 years old	131	58
	31 to 40 years old	13	6
	41 to 50 years old	0	0
	50 years and over	0	0
Total		225	100
Last education	Elementary School	0	0
	Middle/Junior High School	0	0
	Senior High School	150	67
	D1/D2/D3/D4	18	8
	Bachelor degree	57	25
Total	Post graduate (S2/S3)	0	0
Domicile	Kalimantan	152	68
	Java	38	17

Categories	Items	f	%
	Sulawesi	0	0
	Sumatra	30	13
	Papua	0	0
	Bali	5	2
	Maluku	0	0
	Nusa Tenggara	0	0
	Other	0	0
Total		225	100
	Student	18	8
	College Student	118	52
	Civil servants	6	3
	POLRI/TNI	0	0
	Businessman/ Businesswoman	20	9
	State-Owned Enterprises	13	6
	Private sector employee	31	14
	Other	29	13
Total		225	100
	Less than IDR 2 million	17	8
	IDR 2 million to IDR 4 million	49	22
	More than IDR 4 million to IDR 6 million	22	10
	More than IDR 6 million to IDR 8 million	21	9
	More than IDR 8 million to IDR 10 million	5	2
	More than IDR 10 million	6	3
	Not yet working	105	47
Total		225	100
	Less than IDR 1 million	25	11
	IDR 1 million to IDR 1.5 million	36	16
	More than IDR 1.5 million to IDR 2 million	15	7
	More than IDR 2 million to IDR 2.5 million	9	4
	More than IDR 2.5 million	20	9
	Already working	120	53
Total		225	100

### Measurement Model

The following are the findings from the tests of suitability, validity, and reliability.

**Table 2.** Value of standardized loading factor, construct reliability (CR), and average variance extracted (AVE) in overall model fit

	Items	SLF	CR	AVE
Social media marketing	Fore Coffee's IG social media contains complete information, making it easier for me to find out all Fore Coffee offers to its consumers.	0.829	0.920509	0.629264
	Fore Coffee's IG social media makes it easier for me to understand the details of Fore Coffee products	0.787		
	Fore Coffee's IG social media always updates its offer information, so I don't miss any information	0.762		
	Fore Coffee's IG social media is able to facilitate more intense interaction between fellow consumers.	0.782		
	In my opinion, IG Fore Coffee social media is able to provide interesting content for its followers.	0.8		
	Fore Coffee's IG social media makes it easy for me to access Fore Coffee wherever I am.	0.798		
lifestyle	I usually visit the Coffeeshop to fill my free time.	0.852	0.932126	0.650545
	When I'm tired or bored, I visit the Coffeeshop to find entertainment	0.823		
	My interest in visiting the Coffeeshop is because I like hanging out with friends.	0.809		
	I am interested in coming to Coffeeshop to follow the trend.	0.793		
	When I visit the Coffeeshop, I feel more confident	0.811		

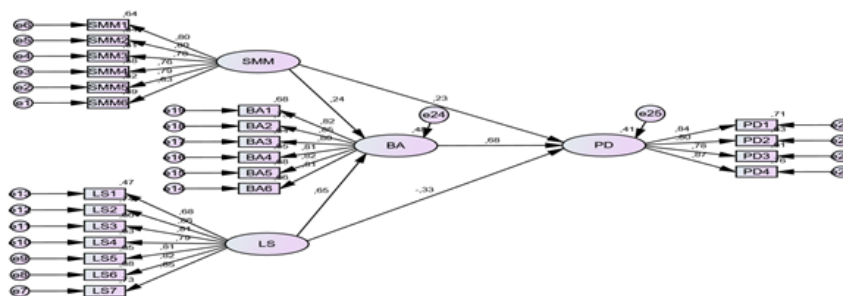
	Items	SLF	CR	AVE
Brand awareness	hanging out with friends			
	In my opinion, coffeeshops can be a place to socialize	0.862		
	In my opinion a coffee shop is the right place to relax.	0.683		
	Fore Coffee is a coffee shop that is known to many people.	0.812	0.928154	0.672958
	I know Fore Coffee as a coffee shop spread across various regions in Indonesia.	0.823		
	I know Fore Coffee as a coffee shop that is very active in using social media in its promotions.	0.806		
	When I hear other people mention coffee with buttercream, my mind immediately goes to Fore Coffee.	0.802		
	When I remember coffeeshop names, Fore Coffee is the one I remember most.	0.853		
Purchase decisions	I often hear Fore Coffee discussed through advertising or word of mouth.	0.825		
	I felt confident when I decided to visit Fore Coffee.	0.841	0.899539	0.678247
	My decision to visit Fore Coffee was made after careful consideration.	0.796		
	Fore Coffee was my priority choice when I decided to come to Coffeeshop.	0.781		
	I believe my decision to visit Fore Coffee was the right choice.	0.873		

The findings of validity and reliability tests are displayed in Table 2. The table above shows the values for standardized stress factors (SLF) that all indicator variables of the model built have values above 0.50. This indicates that every indicator has been deemed legitimate and is thought to be capable of measuring the model in its entirety. In the meantime, consistent findings are shown by the reliability test results. This is demonstrated by the indicator instrument's overall avariance extracted (AVE) value, which was more than 0.50 and the Construct Reliability (CR) value, which was more than 0.70.

**Table 3.** Goodness of fit index

Goodness of Fit Index	Cut off Value	Results
$\chi^2$	<i>Expected to be low</i>	404,995
Df		225
$\chi^2$ - Significance Probability		0,000
CMIN/DF	$\leq 3.00$	1,800
RMSEA	$\leq 0.08$	0,060
NFI	$\geq 0.90$	0,900
IFI	$\geq 0.90$	0,953
TLI	$\geq 0.90$	0,947
CFI	$\geq 0.90$	0,953

It is declared that the model suitability requirements are acceptable as stated by the Goodness of Fit (GOF) measurement results in Table 3. The data illustrates that there are seven measurements that are categorized as good. The CMIN/DF value of 1.800 ( $\leq 3.00$ ) and the RMSEA value of 0.060 ( $\leq 0.08$ ) indicate that the model has a good level of suitability. Similarly, the model is fit and accepted since value obtained NFI=0.900, IFI=0.953, TLI=0.947, and CFI = 0.953 are all above  $\geq 0.90$ .



**Figure 2.** Full model testing

### Hypothesis Testing

The following can be used to display the findings of the testing of the relationship between variables in the research configuration used in this study.

**Table 4.** Hypothesis testing

Hypothesis	Path	Estimate	S.E	CR	P
H1	Social media marketing ---> Purchase decision	0.253	0.077	3,300	***
H2	Lifestyle ---> Purchase decision	-0.332	0.093	-3,582	***
H3	Brand awareness ---> Purchase decision	0.618	0.088	7,004	***
H <sub>4</sub>	Social media marketing---> Brand awareness	0.284	0.074	3,834	***
H5	Lifestyle ---> Brand awareness	0.719	0.079	9,125	***

Based on Table 4, the t-count value of 3.300 which exceeds the t-table value (1.96) indicates that the influence of social media marketing on purchase decisions has statistical significance. Similarly, the p-value is below the significance level of  $\alpha=0.05$ , that is, less than 0.001. This finding is consistent with the first hypothesis, which holds that social media marketing significantly influences consumers' decisions to buy. Regarding the second hypothesis, the t-value indicates that lifestyle has a -3.582 influence on purchase decisions, with a p-value of less than 0.001. This demonstrates the strong positive influence that lifestyle has on buying decisions. Regarding the third hypothesis, the p-value is less than 0.001 and the t-value for the impact of brand awareness on purchase decisions is 7.004. These findings show that brand awareness significantly influences decisions about what to buy. The fourth hypothesis shows that the t-value for the influence of social media marketing on brand awareness is 3.834, with a p-value smaller than 0.001. These results indicate that there is a significant positive influence between social media marketing and brand awareness. Finally, the fifth hypothesis reveals that the influence of lifestyle on brand awareness has a t-value of 9.125, with a p value smaller than 0.001. Therefore, it can be concluded that lifestyle has a significant positive impact on brand awareness.

Moreover, the Sobel results are contained in the mediating variables' indirect effects in Table 5.

**Table 5.** Sobel test - significance of mediation

	Sobel test statistic	Two- tailed probability
Social media marketing ---> Brand awareness ---> Purchase decision	3,36	0.0007
Lifestyle---> Brand awareness ---> Purchase decision	5,55	0.0003

With a p-value of 0.0007, the Sobel statistical value is 3.36 based on the analysis of the Sobel test results shown in Table 5. These findings show that the p-value obtained is less than 0.05 and that the statistical value of the Sobel test surpasses the t-table value (1.96). This indicates that there is a significant indirect influence from social media marketing on purchase decisions through brand awareness. Similar results were also found in the analysis of the influence of lifestyle, where the Sobel test statistical value was 5.56, exceeding the t-table value of 1.96, and the p-value was 0.0003, which was smaller than 0.05. As a result, brand awareness has a big indirect impact on lifestyle choices made by consumers.

### Discussion

The influence of social media marketing on purchase decisions is 3,300, exceeding the t-table value (1.96). In addition, the p-value is less than 0.001, which is smaller than the significance level  $\alpha=0.05$ . This finding is in accordance with the first hypothesis, which states that social media marketing has a significant positive influence on purchase decisions. Thus, it can be concluded that effective marketing via social media can strengthen brand purchase decisions. This finding is likewise backed by previous research carried out by (Hasan & Sohail, 2020; Hanaysha, 2018; Hanaysha, 2022; Putri & Nilowardono, 2021; Raniya et al., 2023; Suharyanto & Rahman, 2022; Wikantari, 2022) the study's findings demonstrate the considerable positive influence that the social media marketing variable has on consumers' purchase decisions. These findings are consistent with earlier studies carried out by various researchers. The analysis results show that in the second hypothesis, the t-value shows that the influence of lifestyle on purchase decisions is -3.582, and the p-value is smaller than 0.001. These findings prove that lifestyle has a significant positive influence on purchase decisions. These outcomes also correspond with the findings of several past research carried out by (Jeklin et al., 2021; Nguyen et al., 2020; Jamila & Siregar, 2022; Vitantri et al., 2020; Yelvita, 2022) the research results show that the value of the lifestyle variable has a significant positive impact on purchase decisions. This result is consistent with earlier studies carried out by different researchers. According to the analysis



results for the third hypothesis, the p-value is less than 0.001 and the t-value for the impact of brand awareness on purchase decisions is 7.004. These results indicate that brand awareness has a significant positive influence on purchase decisions. These results also align with the findings of earlier research carried out by (Pradipta et al., 2020; Rachmawati et al., 2022; Ajeng Sintiya et al., 2023; Lena Ellitan, 2022; Nadhiroh & Astuti, 2022; Sari Dewi et al., 2020) the research results show that the value of the brand awareness variable has a significant positive impact on purchase decisions. This result is consistent with earlier studies carried out by different researchers.

According to the analysis results, the fourth hypothesis has a t-value of 3.834 and a p-value less than 0.001 for the impact of social media marketing on brand awareness. This indicates that there is a significant positive influence between social media marketing on brand awareness. These results also align with earlier studies carried out by (Hasan & Sohail, 2020; Maria et al., 2020; Maddinsyah & Juhaeri, 2021; Nwali & Ntegeeh, 2022; Parmar, 2019; Silfitri & Hermawan, 2023) the findings of the study indicate that brand awareness is significantly positively impacted by the social media marketing variable's value. This result is consistent with the findings of earlier research carried out by various researchers. In the fifth hypothesis, the analysis's findings indicate that the t-value for the influence of lifestyle on brand awareness is 9.125, with a p-value smaller than 0.001. Thus, lifestyle has a significant positive influence on brand awareness. These results also align with the findings of earlier research carried out by (Akkaya, 2021; Husain et al., 2022; Nightingale et al., 2018) the research results show that the value of the lifestyle variable has a significant positive impact on brand awareness. This result is consistent with the findings of earlier research carried out by various researchers. For the sixth hypothesis, it has been tested using the Sobel test method. Based on the Sobel test results listed in table 5, the Sobel statistical value is 3.36, and the p-value is 0.0007. These findings show that the Sobel test's statistical value is higher than the 1.96 t-table value. In addition, the p-value obtained is smaller than 0.05. These results suggest that brand awareness has a major indirect impact of social media marketing on purchase decisions. Additionally, these outcomes align with earlier studies that have been carried out by (Angelyn, 2021; Ardiansyah & Sarwoko, 2020; Gabriella et al., 2022; Nugroho & Herdinata, 2021; Upadana & Pramudana, 2020; Widodo, 2023) these findings demonstrate a strong positive correlation between brand awareness and purchase decisions influenced by social media marketing. These results are consistent with earlier studies that were carried out by various researchers. In the seventh hypothesis, the Sobel test results also show appropriate results, especially in the context of lifestyle. The Sobel test's statistical value is 5.56, which exceeds the t-table value of 1.96, and the p-value is 0.0003, which is smaller than 0.05. These results indicate that there is a significant indirect influence of lifestyle on purchase decisions through the influence of brand awareness. These results also align with earlier studies carried out by (Anggraini, 2022; Manik Megasari & Siregar Marakali, 2022; Shodikin & Rahmawan, 2021; Taan & Radji, 2019; Widayat et al., 2022) these results indicate that there is a significant positive relationship between lifestyle and purchase decisions through the influence of brand awareness. In this context, it can be said that research has demonstrated the significant influence that lifestyle, brand awareness, and social media marketing have on consumers' purchasing decisions, both directly and indirectly mediating brand image.

#### 4. Conclusion

In addition to investigating the mediating function of brand awareness, this study attempts to test and assess the application of Fore Coffee social media marketing and lifestyle, which influence consumer purchase decisions when making product purchases and visiting Fore Coffee. According to Salem, (2018) Purchase decision is a stage that begins when a consumer realizes a need, then searches for various options, assesses available alternatives, and finally decides to buy certain products and services. Marketing on social media is one factor that can influence purchase decisions because advertising on social media allows marketers to reduce prejudice and misunderstanding of brands and increase brand value by sharing information and ideas (Khan, 2022), if done right, social media advertising can help companies stay competitive in a dynamic business environment and produce engaging content (Kongar & Adebayo, 2021). Using social media as a marketing tool becomes an important element for a brand in achieving its desired marketing goals and can increase Fore Coffee consumers' purchase decisions.

Besides social media marketing, lifestyle can also play a big role in purchasing decisions. Research by Nguyen et al. (2020) revealed that differences in lifestyle would lead to differences in people's behaviour and thoughts, different lifestyles will result in differences in interests and behaviour when making purchase

decisions. With a high lifestyle, the desire to make purchases will also be higher, while a low lifestyle will result in a low level of purchases (Dian & Prajanti, 2019). This lifestyle, it provides a strong impetus for Fore Coffee consumers' purchasing decisions. When social media and lifestyle marketing are carried out, it is believed that product brand awareness will also increase. Brand awareness is the capacity of consumers to identify and remember brands in a range of contexts (Dabbous & Barakat, 2020). Customers are the ones who open many brands' doors to make purchase decisions, making it possible for brands that increase brand awareness to walk through the door of a cutthroat industry (Daruka & Pádár, 2021). With this, brand awareness plays an important role in Fore Coffee purchase decisions.

In this context, it can be said that this research has shown how social media marketing, product quality, and brand image all have a big relationship on consumers' purchasing decisions, both in direct influence and indirect influence mediated by brand awareness. This research contributes to scientific knowledge by understanding the dynamics of purchase decisions, validating influential factors in decision-making, developing business strategies, mediating the role of brand awareness, applicability, and generalizability. Overall, this study enriches the scientific community by providing empirical evidence and insights into the various factors influencing consumer purchase decisions, which can be valuable for academia, businesses, and marketers seeking to comprehend and effectively leverage consumer behavior.

Limitations in this research include sample size, respondent coverage, and limited variables that can limit the generalization of the findings. For future research, it is recommended to expand the sample size by involving more respondents from various backgrounds and geographical areas. Additionally, research could consider including more relevant variables to enrich the analysis and understanding of consumer decision making. This will expand the scope of findings and increase the generalizability of research results.

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