



Comparison Of The Influence Of Social Media Marketing Activities On Purchase Intention In Mediating Consumer Brand Engagement In Local And Global Sneakers Brands In Indonesia

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ABSTRACT

The objective of this study is to analyse the impact of social media marketing activities (SMMA) on consumer brand engagement (CBE) on the social media of local and global sneakers brands on customer purchase intention, with CBE acting as a mediator. Data were collected from 400 social media followers of local and global sneakers in Indonesia. The data were analysed using PLS-SEM with multigroup analysis (MGA) to measure causal relationships between variables from two or more groups. This study found that SMMA has a positive effect on purchase intention both directly and indirectly. SMMA has an effect on CBE. There is a positive effect of CBE on purchase intention. There is no significant difference between local and global sneakers brands in Indonesia. It is recommended that those engaged in the sneakers business and online business managers pay attention to the factors that shape customer purchase intention. This can be achieved by paying attention to social media activities, which can be used to stimulate consumer relationships with brands that have an impact on purchase intention. This study proposes a new model for research in the field of fashion, especially sneakers, by using comparisons to find out the differences between local and global sneakers brands in Indonesia.

INTRODUCTION

In the contemporary era of social media, it is evident that this platform exerts a significant influence on consumer behaviour. Brand migration represents an effective strategy for modifying a brand's marketing communication approach, with a shift in focus from traditional marketing activities to social media. This presents an excellent opportunity for marketers to reallocate resources from traditional marketing activities to social media (Cheung et al., 2019).

The construction of robust and positive brand awareness among consumers represents an effective strategy for engaging with existing and prospective customers. (Cheung, Pires, Rosenberger III, Leung, et al., 2021; Seo & Park, 2018). The relationship between brands and consumers is direct and interactive, with both parties influencing each other. Social media marketing activities (SMMA) represent a fundamental aspect of social media marketing (SMM). This is in accordance with the purpose of social media marketing (SMM), which is to facilitate communication between brands and consumers. Moreover, social media marketing activities (SMMA) facilitate the formation of customer relationships with customers. (Erdogmus & Cicek, 2012; Ibrahim, 2022). Social media marketing activities (SMMA) represent a pivotal aspect of a brand's long-term success (Yu & Yuan, 2019). Consumer brand engagement (CBE) is a multifaceted construct encompassing cognitive, emotional and behavioural dimensions. Moreover, it is closely related to social media marketing. This implies that it entails the formulation and implementation of marketing strategies through social media platforms for the dissemination of brand-related information and the administration of customer relationships (Cheung et al., 2020; Hollebeek, 2011; Solem & Pedersen, 2016). CBE represents an effective means of associating brands with consumers and also serves as a marketing mechanism that encompasses brand preference and brand purchase. This demonstrates how consumers become interested or attracted by a brand, and that purchase intentions must be increased because consumer engagement can lead to emotional attachment and increase satisfaction. Furthermore, CBE serves as a prime illustration of consumer involvement and participation, elucidating the manner in which consumers become interested or attracted by a brand (Lee et al., 2022). A survey of industry professionals revealed that 91% of respondents consider reviews, ratings, and other factors on the internet before purchasing any item from an e-commerce site. Additionally, 46% of respondents indicated that they support the idea that reviews can influence their decision to purchase an item. This is excellent news for customers who may be interested in purchasing through SMMA (Banerji & Singh, 2024). There is a significant opportunity for marketers to utilise community-based social media platforms, where consumers can follow a brand's page either independently or through persuasion from marketers. Moreover, by following or interacting with a brand's fan page, customers indicate their willingness to share their experiences with others and to receive information from the brand and the wider community. This represents a significant opportunity for marketers to more effectively identify and interact with existing and potential consumers. In the contemporary era, social media platforms such as YouTube, Instagram, and TikTok have emerged as the most effective channels for achieving optimal advertising outcomes. For instance, a considerable proportion of marketers, namely 70%, utilise Facebook ads. Furthermore, in the third quarter of 2021, a considerable number of advertisers, namely 10 million, were active on the platform (Moedeen et al., 2024; statista, 2021). The proportion of the Indonesian population that uses social media is 60.4%. Of this total, 64.5% use it to find information about brands and products. Furthermore, fashion products are no exception. Indeed, the industry has a turnover of 8.74 billion dollars (wearesocial, 2023).

Sneakers represent a niche within the broader field of fashion, with local brand sneakers experiencing a notable increase in sales. (BPIPI Kemenperin, 2022). Conversely, global brand sneakers are experiencing a decline in sales (Nada Aprillia, 2023). It is intriguing to examine the social media marketing activities of both local and global brands of sneakers in Indonesia. With a projected revenue of US\$0.53 billion in 2024 (statista, 2024), it is evident that this is an exciting and dynamic market. Previous research has been conducted to determine the effect of social media marketing activities on purchase intention (Banerji & Singh, 2024). (Banerji & Singh, 2024; Guha et al., 2021; Ho et al., 2024; Shuyi et al., 2024). The influence of SMMA on purchase intention

It can be concluded that there is no role of CBE variables in this context. However, this presents an exciting opportunity to explore the importance of CBE in the relationship with SMMA

and purchase intention. In conclusion, it is related to the degree of consumer involvement and participation in a brand (Lee et al., 2022).

LITERATURE REVIEW

Social Media Marketing Activities

As defined by Kaplan and (Kaplan & Haenlein, 2010), SMM is the utilisation of online tools, channels, technology systems, and online applications that facilitate engagement in social networks, the creation and sharing of content, and collaboration with other community members. This study employs SMM activities to assess the perceptions of SMMA regarding a sneakers brand's social media engagement. Two constructs have been developed for SMMA, each of which was developed by Yadav & Rahman (2018) and Kim & Ko (2012). According to Yadav & Rahman (2018), SMMA is "a marketing process in which companies create, communicate, and deliver online offers through social media platforms to build and maintain relationships with stakeholders that increase the value of stakeholders by facilitating interaction, information sharing, and offering personalised purchase recommendations." The creation of word of mouth among stakeholders about existing and trending products and services. This is a two-dimensional construct comprising interactivity, informativeness, personalisation, trendiness, and word-of-mouth (WOM). According to Kim & Ko (2012), SMMA is a two-way communication to seek empathy with users and to make users part of a brand. This has five constructs, including interaction, WOM, customisation, entertainment, and trendiness.

The dimensions developed by Kim & Ko (2012) have been employed in a number of studies across various industries, including the fashion industry (Shah & Ali, 2023a), the health industry (Cheung, Pires, Rosenberger III, & De Oliveira, 2021), the telecommunication industry (Cheung et al., 2020; S. Kumar & Hsieh, 2024), and the cosmetics industry (Cheung, Pires, Rosenberger III, Leung, et al., 2021). Furthermore, the dimensions developed by Yadav & Rahman (2018) have been employed in numerous studies across various industries, including the digital technology and media industries (Moedeen et al., 2024) and the food service industry (Attiq et al., 2024). In this study, the constructs developed by Kim & Ko (2012) were employed because they are widely used in the fashion industry, and this study examines the fashion industry.

1. H1 : SMMA has a direct and positive effect on CBE.
2. H2 : SMMA has a direct and positive effect on Purchase intention.

Consumer Brand Engagement

Consumer engagement is a context-dependent psychological state characterised by fluctuating levels of intensity and occurs in a dynamic and iterative process of engagement. In a multidimensional concept, it consists of comprising cognitive, emotional, and behavioural dimensions and is crucial in the relational exchange process, where other relational concepts influence customers' repeated engagement in a brand community. (Brodie et al., 2013). Consumers engage with brands, which are represented by media marketing that aims to communicate brand value. This is known as brand engagement (Mollen & Wilson, 2010). The concept of CBE is derived from a combination of the concepts of consumer engagement and brand engagement. The latter focuses on consumers' interaction with a brand in a more intimate way (Hollebeek, 2011; Hollebeek et al., 2014).

Two distinct sets of CBE dimensions have been developed by researchers. The first set, proposed by Hollebeek et al (2014), encompasses cognitive processing (cognitive), affection, and activation (behavioral). The second set, proposed by Leckie et al (2016), comprises consumer involvement, consumer participation, and self-expressive. The CBE dimensions developed by Hollebeek et al (2014) have been utilised in the food service industry (Ballester et al., 2023), fashion industry (Gutiérrez-Rodríguez et al., 2023; Hazzam*, 2022; Molina-Prados et al., 2022;

Samala & Katkam, 2019) and the telecommunications industry (Algharabat et al., 2020). Furthermore, the dimensions utilised by Leckie et al (2016) within the telecommunications industry (Algharabat et al., 2020) are employed in this study. However, the dimensions of Hollebeek et al (2014) are employed instead, as the dimensions of Leckie et al (2016) focus on product services related to the role of consumers in proactively creating their experiences and values on social media platforms through active dialog and interaction.

1. H3 : CBE has a direct and positive effect on Purchase intention.

Purchase Intention

The concept of purchase intention describes the actions of customers in a competitive market, whereby they express their desire to purchase specific goods or services while considering alternative options.(Kudeshia et al., 2016) indicate that purchase intention is considered to be one of the most accurate components for predicting actual purchase behaviour. (Farzin & Fattahi, 2018)The factors that influence it originate from both internal and external sources (Sánchez Pérez et al., 2007). Purchase intention is also related to the buyer's evaluation of the expected benefits and costs of the product. This evaluation is based on perceived value, whereby the buyer will assess the relationship between benefits and costs in order to determine the value of a particular product. (Konuk, 2015).

A considerable number of studies employ purchase intention as a means of predicting the strength of an object in a study, based on its influence with other variables. Purchase intention research is a widely used methodology in various industries, including the digital technology and media industries.(Pang & Wang, 2023), the cosmetic industry(Nuryakin et al., 2023), and the fashion industry (Ghasemi Siani et al., 2021; V. Kumar et al., 2022; Mehta et al., 2023; Patel et al., 2023; Rüteliöné & Bhutto, 2024; Slaton & Pookulangara, 2023).

METHODS

The sampling technique employed is non-probability sampling with purposive sampling, a non-probability sampling technique whereby the sample is selected based on the characteristics deemed to represent the population (Zikmund et al., 2012). In this case, the respondents are individuals who follow local sneaker brands on social media and individuals who follow global sneaker brands on social media. The data were collected over a period of four weeks in February 2024. A total of 400 responses from 200 local sneaker social media followers and 200 global sneaker social media followers were deemed suitable for further analysis. In determining the number of samples, the optimal sample size is between 100 and 200 (Hair Jr. et al., 2017).

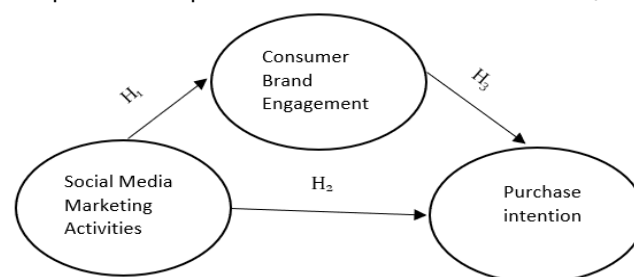


Figure 1 The Proposed Model

The constructs were distributed online to Indonesian users and social media followers of sneakers in Indonesia and globally via a self-developed questionnaire. All constructs in the questionnaire were measured using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). Additionally, the questionnaire included questions regarding participants' profiles, such as gender, age, educational level, and the duration of internet usage per day. A total of eleven constructs were used, with the details shown in Table 1.

Table 1 The Indicators Of Variables And Their Sources

variables	Construct	Sources
Social Media Marketing Activities	<p>Customization1: The sneaker brand's social media that I follow presents content that matches my information preferences.</p> <p>Customization2: The social media admin of the sneaker brand I follow provides services that match my preferences.</p> <p>Customization3: The content offered by the sneaker brand's social media that I follow matches my preferences.</p> <p>Entertainment1: I find the social media content of the sneaker brand that I follow interesting</p> <p>Entertainment2: I feel enthusiastic every time I use the social media of the sneaker brand that I follow</p> <p>Entertainment3: I feel happy to find information about a product using the social media of the sneaker brand that I follow</p> <p>Interaction1: I find it easy to write opinions on the social media of the sneaker brand that I follow</p> <p>Interaction2: I feel that the interaction between social media users of the sneakers brand that I follow is lively.</p> <p>Interaction3: I feel that the social media admin of the sneakers brand that I follow interacts with the users in it.</p> <p>Trendiness1: I feel that the social media content of the sneakers brand that I follow is not outdated</p> <p>Trendiness2: I feel trendy/up-to-date when I see the social media content of the sneaker brand that I follow.</p> <p>Trendiness3: I feel that the social media content of the sneakers brand that I follow always presents the latest info</p> <p>WOM1: I will recommend friends to visit the local sneakers social media that I follow</p> <p>WOM2: I will encourage my friends to use the local sneakers social media that I follow</p> <p>WOM3: I will share my experience in using social media of local sneakers that I follow</p>	(Cheung, Pires, Rosenberger III, Leung, et al., 2021; Kim & Ko, 2012; Shah & Ali, 2023b)
Consumer Brand Engagement	<p>Activation1: I spend more time looking at the social media activities of sneakers that I follow than other brands.</p> <p>Activation2: I look for sneakers references through sneakers social media that I follow</p> <p>Activation3: I often open the social media of local sneakers that I follow</p>	(Hazzam*, 2022; Hollebeek et al., 2014)

	<p>Affection1: I feel very positive when I see the social media content of sneakers that I follow</p> <p>Affection2: I feel very entertained by the sneakers social media content that I follow</p> <p>Affection3: I feel proud of the sneakers social media that I follow</p> <p>CognitiveProcessing1: I think about the social media content of sneaker brands that I follow</p> <p>CognitiveProcessing2: I think about the social media content of the sneakers brand that I follow when I see someone using the sneakers brand's products.</p> <p>CognitiveProcessing3: The social media content of the sneaker brand I follow stimulates me to find out more about it</p>	
Purchase intention	<p>PI1: I will buy sneakers brand products whose social media I follow</p> <p>PI2: I would recommend sneakers brands whose social media I follow to others</p> <p>PI3: I will come to an offline store to buy sneakers brands whose social media I follow</p>	(V. Kumar et al., 2022; Slaton & Pookulangara, 2023)

The data analysis was conducted using the Partial Least Square Structural Equation Model (PLS-SEM), with the SmartPLS 3.0 software package employed for this purpose. This study employed PLS-SEM because it is an appropriate method for testing causality, given that the model is predictive (Hair Jr et al., 2022). The PLS-SEM method with multigroup analysis (MGA) was employed to ascertain the causal relationships between variables from two groups (Cheah et al., 2023). MGA enables the identification of significant structural differences between groups, thus facilitating a more profound understanding of the dynamics of relationships between variables in diverse contexts. This method is particularly useful in research involving different groups, as it can demonstrate whether causal relationships between variables remain consistent or differ across different group contexts. This provides higher external validity and allows researchers to ascertain whether their findings are generalizable or limited to a specific group. PLS-SEM was employed to test various hypotheses in this study through a two-step approach: first, measurements were taken on the structural model, and then the structural model was examined (Hair, Risher, et al., 2019).

RESULTS

Measurement Model

The measurement model is employed to ascertain the reliability and validity of each latent variable. The reliability of each variable is evaluated through the assessment of its Cronbach alpha and composite reliability. This is employed to ascertain the lower and upper limits of the reliability of the internal consistency of each variable. Validity tests are conducted by examining the loading factors, convergent validity, and discriminant validity (Hair, Risher, et al., 2019).

In order to ensure the validity of a loading factor, the standardized requirement is 0.70 (as demonstrated in Table 2). The subsequent step was to conduct a convergent validity test utilising the sum of the AVE coefficient values. The requisite value is above 0.50. Additionally, the Heterotrait-Monotrait (HTMT) test was performed, yielding a value below 0.9 (Hair, Risher, et al.,

2019). As illustrated in Table 2, the Cronbach alpha values and CR for all constructs exceeded the recommended threshold of 0.700. The Average Variance Extracted (AVE) for the constructs was found to be greater than 0.50 for both the local sneakers sample and the overall sample, which serves to corroborate the findings regarding convergent validity. The dimensions for SMMA in sneakers globally were found to exhibit low reliability and lack convergent validity. Nevertheless, the CBE and PI were determined to be reasonably reliable, with values exceeding 0.50. Moreover, the overall dataset exhibits superior quality characteristics compared to each individual sample (Latif et al., 2022). Table 3 illustrates the Heterotrait-Monotrait (HTMT) test values, with all variable values remaining below 0.90. This aligns with the established criteria for the HTMT test (Hair, Ringle, et al., 2019). The model is deemed to be secure and meets the criteria for validity.

Structural Model

The structural model was evaluated using the Goodness of Fit (GoF), coefficient of determination (R²), and path coefficient. One of the earliest proposed indices was by (Hair, Risher, et al., 2019) who proposed the goodness-of-fit index (GoF) as "an operational solution to this problem as it may be meant as an index for The validation of the PLS model on a global scale (Hair Jr. et al., 2017). In Wetzels et al (2009), the GoF values are 0.10 (low GoF), 0.25 (medium GoF), and 0.36 (high GoF). As stated by Hair, Risher, et al (2019), an R² value of 0.75 is indicative of a high level of explanatory power, while a value of 0.50 is indicative of a medium level of explanatory power. Furthermore, the R² variable value of 0.25 is classified as low. An R² value above 0.50 is considered medium. As indicated by Hair, Risher, et al (2019), Q² values are classified as high (0.50), medium (0.25), or low (0). Values above 0.50 are considered to be in the high category. This implies that the model proposed in this study is highly compatible with the research hypothesis and has been effective in explaining the research model.

Table 2 The Measurement Model Result

Construct/item	Loading*	Alpha	CR	AVE
SMMA		0,960	0,964	0,640
Customization1	0,837			
Customization2	0,845			
Customization3	0,772			
Entertainment1	0,797			
Entertainment2	0,805			
Entertainment3	0,810			
Interaction1	0,804			
Interaction2	0,818			
Interaction3	0,819			
Trendiness1	0,825			
Trendiness2	0,873			
Trendiness3	0,827			
WOM1	0,714			
WOM2	0,711			
WOM3	0,723			
CBE		0,956	0,962	0,740
Activation1	0,864			
Activation2	0,802			
Activation3	0,798			
Affection1	0,911			
Affection2	0,875			

Affection3	0,852			
CognitiveProcessing1	0,890			
CognitiveProcessing2	0,897			
CognitiveProcessing3	0,845			
PI		0,906	0,941	0,842
PI1	0,927			
PI2	0,903			
PI3	0,922			

Note: local and global sneakers

Table 3 HTMT test result

	CBE	PI	SMMA
CBE			
PI	0,848		
SMMA	0,856	0,879	

Table 4 Goodness-Of-Fit Result

Items	R ²	Q ²
CBE	0,673	0,673
PI	0,736	0,642
$GoF = \sqrt{Commuality \times R^2}$	0,680	

The objective of this analysis was to ascertain the simultaneous impact of exogenous variables on endogenous variables, with a particular focus on the value of R². The R² value is classified into three assessment groups: a rating of 0.19 is categorized as weak, 0.33 as moderate, and 0.67 as strong.

The GoF value for this model is 0.68, which exceeds the 0.36 threshold. As illustrated in Table 4, all endogenous variables were influenced by exogenous variables with high criteria. The hypotheses are accepted if the T-statistics value in a study has a cut-off value of more than 1.96 and P-values below 0.005(Hair, Risher, et al., 2019).

Table 5 Coefficient Determination

Variable	R ²	Adjusted R ²
CBE	0,673	0,672
PI	0,736	0,734

As evidenced in Tables 6 and 7, all hypotheses exhibit a t-value exceeding 1.96 and a p-value below 0.05. This indicates that the variables exert a notable influence, and CBE additionally yields the outcome of the indirect effect between variables (Hair, Risher, et al., 2019).

Table 6 Hypotheses Testing Result

Hypotesis	Sneakers lokal			Sneakers global			completed		
	β	T	P	β	T	P	β	T	P
SMMA ->CBE	0,840	3,108	0,002	0,795	21,199	0,000	0,820	26,105	0,000
SMMA ->PI	0,612	22,343	0,000	0,663	7,818	0,000	0,557	10,040	0,000
CBE -> PI	0,312	6,670	0,000	0,274	3,020	0,003	0,340	5,628	0,000

Table 7 Indirect Effect Result

Variable	Sneakers lokal			Sneakers global			completed		
	B	T	P	B	T	P	B	T	P
SMMA ->PI	0,263	3,080	0,002	0,218	3,264	0,001	0,279	5,706	0,000

Table 8 Multi-Group Analysis Result

Variables	Difference (sneakers lokal – sneakers global)	P
SMMA->CBE	-0,039	0,771
SMMA->PI	-0,045	0,407
CBE->PI	0,052	0,665

In conclusion, the study presents the findings of the multigroup analysis comparing local and global brand sneakers. As illustrated in Table 8, notable discrepancies emerge between local brand sneakers and global brand sneakers with regard to the impact of SMMA on CBE, the influence of SMMA on PI, and the effect of CBE on PI. The findings indicate that the observed differences are not statistically significant.

DISCUSSION

The results of this study imply that social media marketing activities have an impact on purchase intention either directly or mediated by consumer brand engagement, all of which have been widely discussed in the literature, the relationship between all these important constructs has not been widely discussed, besides that this research also reveals that there is no significant difference between followers of local brand sneakers and followers of global brand sneakers.

First, this study reveals that purchase intention in followers of local social media sneakers brands is driven by social media marketing activities, the same is true for followers of global social media sneakers. Practicing SMMA in research, and external management of companies can serve as a marketing strategy and improve brand reputation. Furthermore, seeing consumers as members of a community that must be maintained and gaining consumer trust that has an effect on purchase intention.

Second, this study notes that the influence of social media marketing activities on consumer brand engagement is important for both global brand sneakers social media followers and local brand social media followers, considering that the fashion business, especially local brand sneakers, has different resources from global brand sneakers, utilizing the market on social media is the main choice of local sneakers in providing good experiences to consumers in using local sneakers brand social media. CBE in the marketing domain argues the importance of interactive consumer experiences and consumer-brand relationships in building CBE.

Third, the study found that there is an influence between consumer brand engagement and purchase intention both in local sneakers social media followers and in global sneakers social media followers, In the practice of CBE in external fashion companies, especially sneakers, where marketing tactics often fail due to unpredictable consumer emotional behavior. With a good emotional experience, it can be an evaluation of consumers in purchase intention.

Finally, this research can be used to predict how the social media activities of a brand and predict the closeness of the brand to consumers seen from its social media activities, which can also predict the level of consumer purchases based on the activities of a brand on social media.

CONCLUSION

Based on the results of the study, it was found that Consumer Brand Engagement has a positive and significant influence on Purchase Intention with a coefficient of 0.340, a t-statistic of

5.742 (greater than 1.96), and a p-value of 0.000 (less than 0.05). This indicates that any increase in Consumer Brand Engagement will significantly increase Purchase Intention. In addition, Social Media Marketing Activities has a positive and significant effect on Consumer Brand Engagement with a coefficient of 0.820, a t-statistic of 26.473 (greater than 1.96), and a p-value of 0.000 (less than 0.05). An increase in Social Media Marketing Activities will significantly increase Consumer Brand Engagement.

Social Media Marketing Activities also directly have a significant effect on Purchase Intention with a coefficient of 0.557, t-statistic of 10.216 (greater than 1.96), and p-value of 0.000 (less than 0.05). In addition to this direct effect, Social Media Marketing Activities also have an indirect effect on Purchase Intention through Consumer Brand Engagement. The mediation test shows that Consumer Brand Engagement mediates the effect of Social Media Marketing Activities on Purchase Intention with a path coefficient of 0.279, a t-statistic of 5.769 (greater than 1.96), and a p-value of 0.000 (less than 0.05). This indicates that Social Media Marketing Activities, in addition to having a direct impact, also significantly increase Purchase Intention through increased Consumer Brand Engagement.

The difference in influence between global and local sneakers groups in this study did not show significant results. The path coefficient difference in the effect of Consumer Brand Engagement on Purchase Intention between global and local sneakers groups is -0.039 with a p-value of 0.771 (greater than 0.05), indicating no significant difference. Likewise, the difference in the effect of Social Media Marketing Activities on Consumer Brand Engagement between global and local sneakers groups is -0.045 with a p-value of 0.407 (greater than 0.05), and the difference in the effect of Social Media Marketing Activities on Purchase Intention is 0.052 with a p-value of 0.665 (greater than 0.05). These results indicate that these effects are consistent between the two groups and are not significantly different.

SUGGESTION

Notwithstanding certain constraints, these findings provide a foundation for a multitude of prospective avenues for further inquiry. The present study focuses on sneakers brands that exist on various social media platforms. A comparative study between local and global fashion brands may prove beneficial in future research. Additionally, the cultural context of this study is limited to Indonesian social media users. To enhance the generalizability of the findings, future research could involve participants from diverse nationalities. Furthermore, this study solely examined marketing activities on social media. To gain a more comprehensive understanding, future research could incorporate traditional marketing activities to assess the relationship between traditional marketing and consumer purchase intention.

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