

The Influence of Social Media Marketing Activities on Indonesian Local Apparel Brand Purchase Intentions

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ABSTRACT

The Covid-19 pandemic has triggered a significant increase of social media users in Indonesia and driven companies to shift their marketing activities online. Past studies related to social media marketing activities have much focused on luxury brands from large companies and less focused on local brands from small medium enterprises. The purpose of the research is to measure the impact of Social Media Marketing Activities (SMMA) on consumer intention to purchase of small local apparel brand companies in Indonesia. The information was gathered via online questionnaires to consumers who follow local apparel brand accounts on social media. 400 customers have responded and the data were used for further analysis. This study used partial least squares structural equation modeling (PLS-SEM) to test the hypotheses. The results show that SMMA variables have a positive impact on intention to purchase. This research adds to our knowledge of the SMMA theory in the context of small local apparel brand companies. The companies may use the results of the study to enhance their products selling in the market.

Keywords: Social Media Marketing Activities (SMMA), Purchase Intention, Small Enterprises, Local Apparel Brand.

1. INTRODUCTION

In recent years, social media development has significantly changed marketing practices, especially in the digital contexts [1]. KataData [2] shows that 19.8% of the Indonesian population devotes the majority of their time online, especially on social media with an average use of more than eight hours a day. In addition, Indonesia is the fourth largest country globally for internet users, with a total of 150 million users [3]. However, most small businesses have not used the internet as a medium to promote and market their products.

The Covid-19 pandemic has caused a great decline in the sales of small-medium enterprises (SMEs), including the apparel industry, in Indonesia [4]. In 2020, this industry, especially the fashion industry, contributed the second-highest of Indonesian Gross Domestic Product (GDP) amounting to 17% or \$11.9 billion [5]. Therefore, the Indonesian Ministry of SMEs pushes small businesses to utilise social media platform to endorse their products to increase sales [6] particularly in the Covid-19 pandemic time in which the social media users increase up to 40 % [2].

Social Media Marketing Activities (SMMA) provide wide opportunities in providing information to consumers through interactions, likes, comments, shares,

and views of the products [7]. Thus, they could improve the understanding of online consumer behavior and create new knowledge as well as develop digital marketing strategies [8]. Due to its significant contribution to the Indonesian GDP, local brand apparel companies are pushed to utilise social media platforms to compete in the market. However, past studies show that research on SMMA has much focused on luxury brands of large companies and less focused on small business brands [9-11]. For example, studies conducted by Gautam and Sharma [10], Kim and Ko [9], and Kim and Ko [11] are all focused on luxury brands. This paucity needs to be addressed with studies that observe small companies.

Taking into account the previous researches, the goal of this research is to determine the extent to which the SMMA on Indonesian local apparel brand purchase intention. The contribution of the current research is twofold. First, it enhances our understanding of SMMA variables in the context of local apparel brands from small enterprises. Second, the result of tested SMMA variables can be used by small companies to develop their social media marketing tactics.

2. LITERATURE REVIEW

2.1. Purchase Intention

Purchase intention is a variable that can be used to measure the consumer's contribution to a brand in the future because it creates buying behavior. The bigger the purchase intention, the greater the desire to purchase a product [12, 13]. A brand activity on social media can affect customer purchase intention because it is influenced by casual interactions and promotions [14]. The previous study of Zhang, Zhang [15] finds that Social Media Marketing Activities (SMMA) considerably influence intention to purchase.

2.2. Social Media Marketing Activities (SMMA)

Social Media Marketing Activities (SMMA) is determined as effective marketing communication. They capture the perceptions of consumers involved in activities on social media [11]. Thus, they are considered an effective marketing communication method on social media platforms [9]. Previous studies show that SMMA have the following dimensions; entertainment, interaction, and trendiness [9, 11, 16]. The details are described in the following paragraphs:

2.2.1. Entertainment

Entertainment refers to communication and information, or the content provided by the brand, that is fun and playful and can lead consumers into understanding more about the brand [16]. When consumers enjoy the entertainment provided on social media such as photos, videos, and stories, it will build a positive image for customers to better recognize the brand [17]. In brief, entertainment content on SMMA can give consumers pleasure and strengthen their love for a brand [18]. In the previous study, Gautam and Sharma [10] find that entertainment also significantly affects purchase intention. Therefore, the hypothesis related to entertainment is as follows:

H1: Entertainment positively influences purchase intention towards local apparel brands

2.2.2. Trendiness

Trendy information and content provided by a brand can effectively attract consumers' attention, and it is an essential factor to strengthen consumer recognition of a brand [16]. Typically, trendiness is the degree to which a brand is capable of collaborating and provides evidence on a new or up-to-date trend on social media [19]. Consumers need trendy information or content so they can increase their knowledge about a brand; besides, it also creates the brand's positive image [16]. In the previous study, Zhang, Zhang [15] find that trendiness has a substantial impact on the likelihood of

making a purchase. Thus, the hypothesis related to trendiness is as follows:

H2 Trendiness positively influences purchase intention towards local apparel brands

2.2.3. Electronic Word of Mounth (e-WOM)

Nowadays, e-WOM on social media influences consumers in evaluating a service because it is considered as something that can affect their trust [20]. Furthermore, e-WOM can positively influence consumers, build positive perceptions of a brand, and increase purchase intention [21]. In the marketing field, researchers argue that e-WOM on social media can have a significant relationship with intention to buy [22]. This activity includes conveying brand information, such as posting photos, videos, or stories and sharing the opinions of a brand with other fellow users [16]. Meanwhile, in a previous study, Nuseir [23] finds e-WOM positively influences e-purchase intention. Thus, the hypothesis regarding e-WOM is as follows:

H3 e-WOM positively influences purchase intention towards local apparel brands

2.3. The Proposed Research Model

Based on previous explanations, this section discusses the proposed research model for the current research. The model is proposed to assess SMMA influence on purchase intention (see figure 1). This model was adapted from several previous studies by Kim and Ko [9], Kim and Ko [11], and Yazdanian, Ronagh [24].

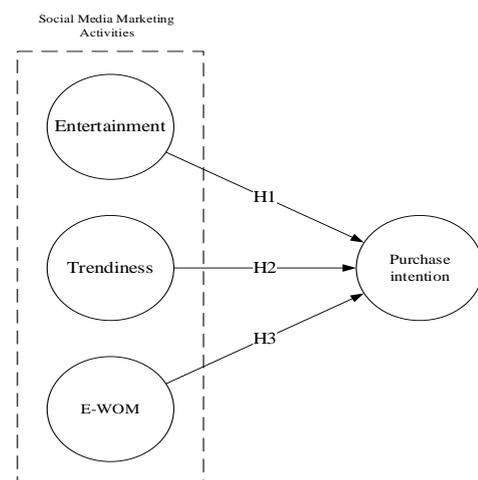


Figure 1 The Research Model

3. RESEARCH METHODS

3.1. Variable Measurement

Variable measurements in the context of local apparel brands were compiled and designed based on previous research. The primary data were collected

through a questionnaire. This method focuses on collecting data from respondents who have certain information that can help researchers solve their research problems [25]. The instruments were adapted from earlier studies on the context of fashion social media marketing [11, 26]. First, entertainment was adopted from Godey, Manthiou [27], Kim and Ko [11] and Cheung, Pires [16]. Second, trendiness was adopted from Kim and Ko [11] and Cheung, Pires [16]. Third, e-WOM was adopted from Cheung, Pires [16]. Lastly, purchase intention was adopted from Poturak and Softic [28]. Moreover, the tool used to measure the variables was a Likert scale (1 = Strongly disagree – 5 = Strongly agree) [29]. Then, a pilot test was conducted to minimize the ambiguity of meaning in the questionnaire. The pilot test was done on 60 consumers that followed local apparel brand accounts. Several dictions were adjusted after the pilot test without changing the original meaning of the questionnaire, and this questionnaire was finally suitable for data collection.

3.2. Sampling and Data Collection

The sample that was used in this study are consumers that followed local apparel brand sites on social media such as Instagram, Facebook, YouTube, and TikTok. The questionnaires were distributed online from February to May 2021. It resulted in 400 samples. As a result, the requirements of 400 samples for a 95 percent confidence level and a 4.9 percent margin of sample error were met [30].

3.3. Data Analysis

Based on the research purpose, this study implements variance-based partial least squares (PLS-SEM) by using SmartPLS 3.2.8 to scrutinize the measurement and structural model. First, the measurement model consists of outer loading, Composite Reliability (CR), and average variance extracted (AVE). The discriminant validity of this study was measured using the Heterotrait-Monotrait Ratio of Correlations (HTMT). Meanwhile, the structural model test was carried out on the goodness of fit (GoF), coefficient determination (R^2), path coefficient, Cross-Validated Redundancy (Q^2), and effect size (f^2). Also, this study used IBM SPSS Statistics 23 to calculate respondent’s profiles.

4. RESULTS

4.1. The Respondent’s Profiles

The demographics of the respondents are shown in Table 1. The data were collected from 400 respondents who participated in this research. The dominant respondents in this study were males between 20-24 years old.

Table 1. Respondent’s profile

Variable	Description	Frequency	%
Gender	Male	207	51,8
	Female	193	48,3
Age	15 -19	125	31,3
	20 - 24	197	49,3
	25 - 30	46	11,5
	> 30	32	8,0
Occupation	Student	233	58,3
	Employee	76	19,0
	Entrepreneur	70	17,5
	Housewife	21	5,3
Income/Month	< 3Million	226	56,5
	3-5 Million	85	21,3
	6-10 Million	61	15,3
	> 10Million	28	7,0
Social Media	Instagram	277	53,1
	Facebook	104	19,9
	Youtube	51	9,8
	Tiktok	51	9,8
	Others	37	7,1

4.2. The Measurement Model Evaluation

Table 2 displays the values of the outer loading, CR, and AVE. Hair, Ringle [31] suggest using Composite Reliability (CR) with the lowest value of 0.7. On the other hand, factor loading was utilized for convergent validity. The loading indicator in this study is 0.7. Even though it is less than 0.7, the indicator loading is still more than 0.4, which is still acceptable [31]. Furthermore, the Average Variance Extracted (AVE) value must be above 0.5 in which the conditions for convergent validity is satisfied [32]. Additionally, Henseler, Ringle [33] suggest testing the Discriminant validity by applying the Heterotrait-Monotrait Ratio of Correlations (HTMT) with a cut-off value of not more than 0.9. In this study, the HTMT value is not more than 0.9 (displayed in Table 3). As a result, this research has met all of the requirements associated with evaluating of the measurement model according to the previous literature.

Table 2. Result of Loading, Composite Reliability, and AVE

Construct/item	Loading**	CR	AVE
Entertainment		0,823	0,609
Social media content is attractive	0,808		
Fun	0,828		
Easy to get information	0,700		
Trendiness		0,864	0,680
Content is up to date	0,766		
Content is very trendy	0,889		
Content always gives new information	0,814		
e-WOM		0,893	0,735
Share information	0,845		
Share content on my account	0,871		
Share opinions	0,855		
Purchase Intention		0,865	0,681
Consider	0,807		
Choose local products over foreign brands	0,784		
Recommend others	0,882		

Note: **All of them is significant on $p < 0.01$

Table 3. Heterotrait-Monotrait Ratio of Correlations (HTMT)

Variable	(1)	(2)	(3)
(1) Entertainment			
(2) Purchase Intention	0,840		
(3) Trendiness	0,799	0,830	
(4) e-WOM	0,617	0,750	0,654

4.3. The Structural Model Evaluation

Following the evaluation of the measurement model, the Goodness of Fit (GoF) was tested to see if the PLS model as a whole is valid [34]. Hair Jr, Sarstedt [32] explain that GoF is divided into three categories; 0.1 (small), 0.25 (moderate), and 0.36 (large). Table 4 displays the GoF value in this study is 0.573 and it is considered large. As a result, the suggested framework is of excellent quality [32]. Meanwhile, the model value assessment was determined by its capability to figure out the endogenous constructs through R^2 , Q^2 , path coefficients, and f^2 [31].

Table 4. The goodness of fit (GoF)

Variable	AVE	R^2	Q^2
Entertainment	0,609		
Trendiness	0,680		
e-WOM	0,735		
Purchase Intention	0,681	0,486	0,377
Average Score	0,676	0,486	
AVE X R2		0,329	
GoF		0,573	

In short, Hair, Ringle [31] explain that in scientific research focusing on marketing problems, the R^2 values are categorized as large (0.75), modest (0.50), and weak (0.25) on the latent variable. The result shows that entertainment, trendiness, and e-WOM can predict purchase intention by 48,6% ($R^2 = 0.486$) Thus, the accuracy of these variables on purchase intention is considered weak [31]. Afterward, Hair Jr, Sarstedt [32] suggest that the value of Q^2 needs to be more than zero which indicates the predictive relevance for the endogenous construct. The relevance predictive of Q^2 to assess inner model and values were obtained using blindfolding procedures [32]. On the other hand, to determine the predictive relevance, it has a Q^2 value of 0.377 on purchase intention. As such, the model has good relevance.

Lastly, effect size (f^2) was used to measure a construct's exogenous variables toward R^2 in endogenous constructs. Specifically, Hair Jr, Sarstedt [32] explain that the effect size (f^2) of each variable can be expressed in several ways as minor (0.02), average (0.15), and big (0.35), the effect size of fewer than 0.02 specifies of no effect. Table 5 shows that entertainment has a small result on intention to buy. Similarly, trendiness and e-WOM also have a minor influence on purchase intention. Table 5 shows the results of the effect size.

Table 5. The effect size

Variable	Purchase Intention
Purchase Intention	
Entertainment	0,110
Trendiness	0,127
e-WOM	0,146

The structural model on path coefficients was tested using Bootstrapping of 5000 samples to evaluate the construct indicators [32]. Meanwhile, the critical t-values for the two-tailed test are 1.65 (significance level = 0.1), 1.96 (significance level = 0.05), and 2.58 (significance level = 0.01) [31]. Table 6 displays the hypothesis outcomes of this study. The results indicate that H1 is accepted. Entertainment has a positive and important result on purchase intention ($\beta = 0.282$, p

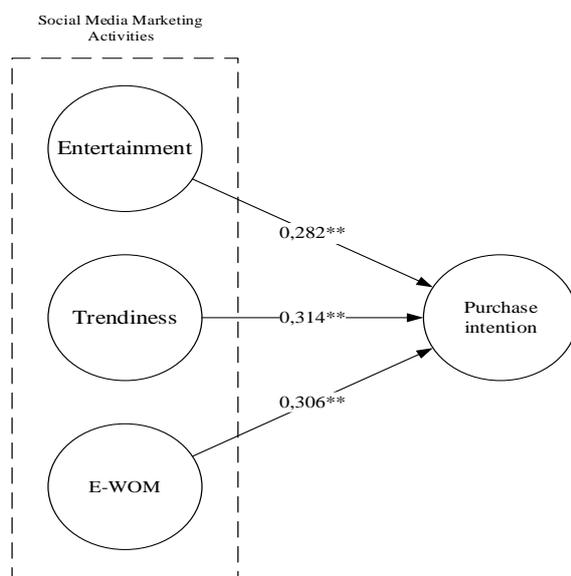
<0.01). Following that, trendiness similarly has a positive and major result on purchase intention ($\beta = 0.314, p < 0.01$). Thus, H2 is accepted. Similarly, the effect of e-WOM towards purchase intention is also

positive and significant ($\beta = 0.306, p < 0.01$). Therefore, H3 is accepted. As a result, all the tested hypotheses are accepted. The results of the relationship among constructs are showed in Figure 2.

Table 6. Path analysis results

Hypotheses	β	t-value	p-value	Result
H1 Entertainment -> Purchase intention	0,282	5,463	0,000**	Accepted
H2 Trendiness -> Purchase intention	0,314	6,208	0,000**	Accepted
H3 e-WOM -> Purchase intention	0,306	6,450	0,000**	Accepted

Note: **p<0.01



Note: **p < 0.01

Figure 2 The Summary of the Relationship between Variables

5. DISCUSSION

The purpose of the research is to measure the effect of Social Media Marketing Activities (SMMAs) on intention to purchase. The results show that SMMAs definitely influence intention to purchase. It can be said that SMMA is an essential factor in customer intention to purchase. In more detail, this study’s results can be explained in the following paragraphs.

First, the finding indicates that entertainment has a positive and significant influence on purchase intention. This result explains that entertainment such as endorsements can affect purchase intention.

Furthermore, it also implies that choosing a reputable endorser can increase attention and be viewed favorably by consumers. The finding is different from previous research conducted by Yazdanian, Ronagh [24] who find that entertainment did not affect purchase intention in the luxury brand sector. On the other hand, the result of this study proves that entertainment is a vital element in purchase intention on social media brands. Therefore, to increase entertainment on social media, local apparel brands can collaborate with other similar brands or influencers.

Second, trendiness has an important effect on purchase intention. It is because the content provided is in accordance with consumer needs. This result is consistent with Aji, Nadhila [3] who find that trendiness can influence purchase intention in the drink tea sector. However, this study is slightly different because local brand social media accounts often provide viral content such as online events (local product bazaars). Furthermore, in regards to trendy content, local apparel brands can increase the number of products at the event. They can collaborate with e-commerce platforms and create events to make consumers interested in buying.

Lastly, e-WOM has a substantial influence on purchase intention. It can be explained that consumers tend to share social media content with their friends or family. Consumers create fan pages on social media. This result is in accordance with Putra and Kalvin [35] who find that e-WOM has a significant result on purchase intention in the smartphone sector. However, this study is slightly different because consumers share opinions about a brand with their community and recommend them to buy. Thus, to improve the e-WOM aspect, local apparel brands can suggest consumers review the products based on their experiences. In addition, local apparel brands can also use “give away” promotions requiring inviting friends to follow the brands on social media.

6. CONCLUSION

The association among entertainment, trendiness, e-WOM, and purchase intention has been empirically tested. Overall, this study finds that entertainment, trendiness, and e-WOM are the essential factors of purchase intention for local apparel brand products. This research has filled the research gap. It provides further knowledge about SMMAs and purchase intention in the local apparel brand sector for other researchers, marketers, practitioners, and related industries. In this regard, by identifying the relationships, brands can increase their innovative and competitive capabilities for local apparel brands, especially during the COVID-19 pandemic.

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