

Does Brand Awareness Mediate the Effect of Social Media Marketing on Purchase Intention?

I Komang Mahayana PUTRA¹, I Gusti Ketut GEDE², I Wayan WIRGA³, Ida Bagus SANJAYA⁴, I Ketut YASA⁵

^{1,2,3,4,5}Bali State Polytechnic

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Corresponding Author:

I Komang Mahayana Putra

Email:

komangmahayanaputra@pnb.ac.id

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Abstract:

Purpose:

This research examines the role of brand awareness in mediating the effect of social media marketing on purchase intention for MS Glow Men products. MS Glow Men is a skincare brand specifically for men and men made from natural ingredients, which is quite well known among men's skincare product users. Botanicals conducted this research in Denpasar City.

Methodology:

Research data was collected using an online questionnaire with a sample size of 100 respondents. The sample determination method uses a non-probability sampling method, namely purposive sampling. This research uses path analysis techniques.

Findings:

The research results show that social media marketing has a positive and significant effect on purchase intention; social media marketing has a positive and significant effect on brand awareness; brand awareness has a positive and significant effect on purchase intention; and brand awareness mediates the effect of social media marketing on purchase intention.

Implication:

The MS Glow Men company should increase interactive content on social media, create exciting campaigns, and focus more on introducing the advantages of its products compared to competitors.

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INTRODUCTION

Cosmetic and body care products are currently crucial for the lifestyle of people aged from teenagers to adults (Cahya et al., 2021). It happens because more and more people think taking care of the body, especially the skin, has become necessary. Skin, the largest organ in the human body, is the outermost layer that protects the body. Everyone has different skin types: normal, dry, combination, and oily skin (Kusumahadi et al., 2020). Therefore, to meet everyone's skin needs, companies in the industry continue to innovate by creating new products to overcome the skin problems people experience.

The high use of men's skin care products is in line with the growth of Indonesia's men's skin care industry. The Indonesian skincare industry has continued to increase over the last few years. According to Globaldata.com (2022), the value of the Indonesian skincare market will reach \$1.7 billion or around IDR 26.4 trillion in 2021. Then, this market value will increase to \$2.05 billion or IDR 31.9 trillion in 2022 Statista.com, 2022. The high market value makes competition in the industry even tighter. It is shown by the number of companies in the skincare industry in Indonesia, reaching 797 in 2019, both large and small. Then, 294 companies registered with the Planting Coordinating Board Capital or BKMP (Ministry of Industry, 2020).

MS Glow Men is a skincare brand specifically for men and men made from natural ingredients, which is quite well known among men's skincare product users. MS Glow Men has been certified by GMP or Good Manufacturing Practice, BPOM (Food and Drug Supervisory Agency) Indonesia, and is also halal certified, thus guaranteeing that every raw material and production process is of high quality. The products sold by MS Glow Men include face cleanser, toner, moisturizer, mask, scrub, and many others. One of its most popular products is a face cleanser or facial cleansing soap. The public demands men's skincare products, specifically men's skin care

products from local Indonesian brands, for several reasons: easy to obtain, affordable prices, best quality, and received.

MS Glow Men has become one of the leading brands in the local skincare category with non-hazardous ingredients, but in the local skincare market, MS Glow Men is still unable to compete with other brands. It causes MS Glow Men to focus on increasing consumers' purchasing intentions for their products. Purchase intention is a consumer's behavior in buying or choosing a product based on their experience, benefits, and desires (Kotler & Keller, 2016). Purchase intention is a reaction that arises from stimulation, resulting in the intention to buy and try a brand (Azzahra et al., 2021).

As there are more and more manufacturers of men's skincare products, competition in the industry is becoming increasingly fierce. This situation means that businesses must aggressively carry out promotions and advertising to make potential consumers interested so they will later buy the products being sold. One way is through social media or what is usually called social media marketing. Social media marketing itself is a tool in digital marketing.

Chaffey (2019), in his theory, states that social media marketing is monitoring and facilitating customer interactions and participation to encourage positive engagement with the company and its brand. Interactions may occur on company sites, social networks, and other third-party sites. Carrying out promotions and Advertising via social media is being implemented by many companies today. This is due to Indonesia's high number of social media users worldwide.

Referring to previous research conducted by Aileen et al. (2021), Almohaimmeed (2019), and Sağtaş (2022) found that social media marketing has a positive and significant effect on purchase intention. Meanwhile, several other studies showed different results and became a research gap in this research. Research by Diventy et al. (2020) and Emini and Zeqiri (2021) reveal that social media marketing does not significantly affect purchase intention. The differences in results seen in previous studies raise new problems. Does social media marketing have a significant effect on purchase intention, or does it not significantly affect purchase intention? Therefore, based on the results of previous research, an initiative emerged to research again by adding mediation parameters, which act as intermediaries for the independent variables, which are the basis of this research.

Businesses must focus more than just social media marketing as a promotional medium. Apart from social media marketing, another important thing for companies to consider in increasing purchase intention is brand awareness of the product or company. Brand awareness is closely related to how consumers can quickly identify a brand in various conditions (Fitrianna & Aurinawati, 2020). Brand awareness is also connected to strong associations producing a brand image (ELAydi, 2018). According to Putra and Aristana (2020), brand awareness is the ability of potential buyers or consumers to recognize or remember a brand in different conditions.

Brand awareness can be a way for businesses to convey information about their brands and products to potential consumers. Conveying this information can be done through various media, including social media. Information, campaigns, and various kinds of content distributed through social media marketing can stimulate consumers to think about brands and business products until they finally decide to buy.

Research conducted by ELAydi (2018), Billin (2018), and Seo & Park (2018) shows that there is a positive and significant relationship between social media marketing and brand awareness. On the other hand, there is also a positive and significant relationship between brand awareness and purchase intention, as shown by research from Pandjaitan (2018), Amitay et al. (2020), and Shamsudin et al. (2020). Based on several research results, this research uses the brand awareness variable as a mediating variable to strengthen the relationship between the dependent and independent variables.

Consumer behavior explains how individuals decide to spend available resources (time, money, effort) on goods offered by marketers (Schiffman & Wisenblit, 2015). Mothersbaugh et al. (2020) define consumer behavior as a study of individuals, groups, or organizations, including the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to meet needs and the impact of these processes on consumers and society. Consumer behavior is a complex multidimensional process. Consumer decisions often involve many steps and are affected by several factors, including demographics, lifestyle, and cultural values. Consumer behavior describes how customers or consumers examine, select, purchase, repurchase, use, or order ideas, products, and services to satisfy their needs and desires. Thus, consumer behavior emphasizes the differences in attitudes, choices, actions, and motivations that underlie consumers in the market (Nassè, 2021).

According to research by Aileen et al. (2021), social media marketing positively affects purchase intention. This finding aligns with research by Almohaimmeed (2019), which shows the significant effect of social media marketing on purchase intention. Apart from that, Sağtaş's research (2022) also shows a positive effect of social media marketing on purchase intention. Likewise, Laksamana's (2018) research showed positive results from social media marketing on purchase intention. Research by Azzahra et al. (2021) also shows that social media marketing significantly affects purchase intention.

Based on research conducted by Billin (2018) shows that there is a significant relationship between social media marketing variables and brand awareness. It is also supported by research by Seo and Park (2018), which shows a positive relationship between social media marketing and brand awareness. Apart from that, research conducted by ElAydi (2018) also found a significant positive relationship between social media marketing and brand awareness.

Based on research conducted by Pandjaitan (2018), it was found that brand awareness has a significant effect on purchase intention. The same results were also shown by research by Amitay et al. (2020), which revealed that brand awareness has a positive effect on the purchase intention variable. In addition, research by Shamsudin et al. (2020) also shows a significant effect of brand awareness on purchase intention. Based on research conducted by ElAydi (2018), Billin (2018), and Seo & Park (2018) shows that there is a significant effect between social media marketing and brand awareness. On the other hand, there is also a significant relationship between brand awareness and purchase intention, which is shown by research from Pandjaitan (2018), Amitay et al. (2020), and Shamsudin et al. (2020). Sutariningsih and Widagda (2021) found that brand awareness significantly mediated the effect of social media marketing on purchase intention. Putra and Aristana's research (2020) obtained similar results. Regarding purchase intention, social media marketing has no impact. However, social media marketing significantly affects purchase intention by adding the brand awareness variable as a mediating variable.

METHODS

This research uses a quantitative approach in the form of casual associative. This approach was used because the research aims to determine the effect of social media marketing on purchase intention, social media marketing on brand awareness, brand awareness on purchase intention, and the mediating role of brand awareness in the effect of social media marketing on purchase intention. This research was conducted in Denpasar City, Bali because it is a business and government center. The population of Denpasar City is dominated by adult men who have a modern lifestyle and pay attention to their appearance and personal hygiene through skincare products.

The object of this research is the role of brand awareness in mediating the effect of social media marketing on purchase intention for MS Glow Men products in Denpasar City. The population used in this research cannot be calculated with certainty. The population in this study were users of facial care products domiciled in Denpasar City who had never purchased MS Glow Men products. This research uses a data collection method by distributing questionnaires via Google Forms. The sample size for this study was set at 100 respondents. This research uses a non-probability sampling method, purposive sampling type. Then, the collected data was analyzed using this research; the inferential statistics used were path analysis.

RESULTS AND DISCUSSION

This research calculated the effect of social media marketing on brand awareness through the SPSS 25.0 for Windows application. The results of structure calculation one are shown in Table 12 below.

Table 1. Results of Structural Path Analysis 1

Variable	Coefficient beta value	t value	Sig value.
Social Media Marketing	0.657	7,213	0,000
R Square	0.545		
F statistic	72,087		
F Sig	0,000		

Primary Data, 2023

Pe This equation can be interpreted as β_2 having a value of 0.657, which shows that social media marketing variables positively affect brand awareness. When social media marketing increases by one point, brand awareness will increase. Structural equation 1 is considered fit/valid because it has a significant F value of 0.000, less than 0.05, meaning that social media marketing significantly and positively affects brand awareness. The magnitude of the effect of the independent variable on the dependent variable is shown by the total determination value (R square) of 0.545, which means that 54.5 percent of the variation in brand awareness is affected by social media marketing. In comparison, other factors explain the remaining 45.5 percent. Not included in the model.

In this research, we calculated the effect of social media marketing and brand awareness on purchase intention through the SPSS 25.0 for Windows application. The results of the two structure calculations are shown in Table 2 below.

Table 2. Results of Structure Path Analysis 2

Variable	Coefficient beta value	t value	Sig value.
Social Media Marketing	0.542	7,668	0,000
Brand Awareness	0.321	5,443	0,000
R Square	0.724		
F statistic	123,876		
F Sig	0,000		

Primary Data, 2023

This equation has the meaning β_1 which is worth 0.542, which shows that the social media marketing variable has a positive effect on purchase intention. If social media marketing increases, purchase intention will also increase. β coefficient 3, which has a value of 0.391, indicates that the variable brand awareness has a positive effect on purchase intention; when brand awareness increases, purchase intention will increase. Table 1 also shows a sig F value of 0.000 or less than 0.05, which means that structural equation 2 is considered fit/valid. Namely, the social media marketing and brand awareness variables significantly positively affect the purchase intention variable. The magnitude of the effect of the independent variable on the dependent variable is shown by the total determination value (R square) of 0.724, which means that 72.4 percent of the variation in purchase intention is affected by social media marketing and brand awareness. In comparison, factors explain the remaining 27.6 percent. Others are not included in the model.

The results of calculating the total determination value were 0.840, which can be concluded that 84 percent of the purchase intention variable for MS Glow Men skin care products in the people of Denpasar City is affected by social media marketing and brand awareness. In comparison, the remaining 16 percent is affected by other factors not included in the model study.

CONCLUSION

Based on the analysis and discussion of this research, the following can be concluded. Social media marketing positively and significantly affects purchase intention for MS Glow Men products in Denpasar City. It shows that the better and more interesting the use of social media as a marketing medium, the higher consumer purchase intentions for MS Glow Men's skincare products. Social media marketing positively and significantly affects brand awareness of MS Glow Men products in Denpasar City. It shows that the better and more interesting the use of social media as a marketing medium, the higher the brand awareness of MS Glow Men's skincare products. Brand awareness positively and significantly affects purchase intention for MS Glow Men products in Denpasar City. It shows that the higher the awareness of the MS Glow Men skincare product brand, the higher the consumer's purchase intention. Brand awareness mediates the effect of social media marketing on purchase intention for MS Glow Men products in Denpasar City. It shows that brand awareness has a significant impact and can increase the effect of social media marketing on purchase intention.

Some suggestions that can be given in this research are things that MS Glow Men should do regarding social media marketing, namely that MS Glow Men should increase the number of interactive content where consumers/audiences can interact with each other, both with fellow audiences and with MS. Glow Men. What MS Glow Men must do regarding brand awareness is create an exciting campaign so that the audience pays attention

to the MS Glow Men campaign, products, and brand. What MS Glow Men must do regarding purchase intention is be more aggressive in introducing product values that are unique and different from competitors through more frequent paid ads. So that consumers will have the intention to buy MS Glow Men products because they have become top of mind. MS Glow Men must create a program or campaign that can change high purchase intention values into consumer action in purchasing MS Glow Men skincare products (purchase decision), such as an affiliate program. Suggestions for further research are to expand the scope of the research by increasing the number of respondents so that the research can be generalized to other companies and regions; conduct research again in the future regarding the effect of social media marketing variables, brand awareness, and purchase intention; and adding several other variables that can affect purchase intention such as word of mouth, brand image, trust, product quality, and price perception.

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