

The Influence Of Social Media Marketing On Purchasing Decisions Is Influenced By Brand Awareness In Avoskin Beauty Products

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Abstract.

Companies in any field must have a strategy that focuses on maintaining the existence of their brand so that it is increasingly recognized by the public. One of the strategies used is through social media marketing. This research aims to analyze the effect of three marketing strategy components on Avoskin Beauty skin care products. This research was conducted using a google form and a questionnaire distributed online. The research also required 160 respondents, this study used a quantitative method with data processing using PLS-SEM (smartpls). The results of this research test will provide answers to the results of the three activity components, namely social media marketing has a positive effect on purchasing decisions, brand awareness has no effect on purchasing decisions, and the last is the influence of social media marketing on purchasing decisions which has a positive effect on brand awareness.

Keywords: Social media marketing, brand awareness, purchase decision and avoskin beauty.

I. INTRODUCTION

In the current era, social media marketing (SMM) has become an important part for us to connect virtual interactions. Social media marketing (SMM) generally has a sizable role in influencing consumer perceptions of brands (Keller, 2009) [13] and (Langaro et al., 2018) [17]. Social media marketing (SMM) is considered a relatively new marketing tool and understanding of the influence of SMM on brand awareness is still limited (Schulze et al., 2015) [20]. Social media has changed the way how consumers buy (Chen et al., 2017) [6]. Many consumers rely even more on the information their social media provides when they want to know about the product. Social media has changed the way consumers buy. Avoskin is a skincare product that can take up the time of Indonesian women, especially skincare lovers in Indonesia. Avoskin is a local skincare brand whose sales are quite popular in various online stores in Indonesia. Based on research data, Avoskin is the 4th best-selling local skincare brand as a local skincare brand with total sales of IDR 5.3 billion. Brand awareness is the ability of potential consumers to recognize or recall a brand in their minds, assisting consumers in associating products with brands (Aaker, 1991)[1].

Brand awareness is also seen as one of the prerequisites for incorporating brands into consumer considerations set in decision making (Langaro et al., 2018)[17]. Brand awareness through social media plays a major role in increasing market share because this affects consumer repeat purchasing behavior. When consumers actually buy a product or service, it is called a purchase decision, which is a decision-making process which will later become a decision that consumers choose for goods and services offered in the market (Ansari et al., 2019)[2]. The purchase decision is the stage where the buyer has made the decision to choose and buy the product Krishna, M. W. U., & Agus, K. S. P. (2019)[15]. During the decision-making process, consumers choose products with brands they are aware of or remember. These are important considerations, because brands that have a high top of mind are for consumers to choose from. Based on the background description that social media marketing, brand awareness and purchasing decisions can affect consumer involvement in choosing something. Through social media marketing and brand awareness can make a purchase decision that will benefit the company, it will be proven the effect of social media marketing on purchasing decisions and is influenced by brand awareness on Avoskin Beauty products in this study.

II. LITERATURE REVIEW

Purchase Decision

Purchase decision is a stage where the buyer evaluates Several brand choices in order to decide which product to buy (Kotler & Keller, 2009)[13]. Indicator used in the decision purchasing identifying problems, searching for information, evaluating alternative brands, decision to buy, and buying behavior (Kotler & Keller, 2009)[13].

Social Media Marketing

(Yong et al., 2019)[27] define social media marketing as a process that enables individuals to promote their products or services through online social media channels and tap into a much larger community. The use of social media marketing ranges from not only within the scope of the individual but also affects the industry as a whole.

The Relationship of Social Media Marketing, Brand Awareness, and Purchasing Decisions

Many previous studies show that social media marketing activities had a positive influence on the level of brand awareness as the nature of social media users easily share the content with their connected friends (Bruhn et al., 2012) [5], (Hutter et al., 2013)[10], (Barreda et al., 2015)[3], (BİLGİN, 2018)[4], dan (Seo & Park, 2018)[21].

H₁: Social media marketing has a positive effect on brand awareness.

The presence of social media is an alternative media to establish communication with customers. Social media has become a platform where consumers interact with a brand (Tsai & Men, 2013)[26], the interaction has a significant impact on consumer purchase decisions (Elwalda & Lu, 2016)[8]. Communication on social media will increase purchase intention (Jalilvand & Samiei, 2012)[11] which leads to purchase decisions (Prasad et al., 2017)[19].

H₂: Social media marketing has a positive effect on purchase decisions.

The Relationship of Brand Awareness and Purchase Decision

Jung & Seock (2016)[12], Kumar & Gupta (2016)[16], and Siali et al. (2019)[24] stated that raising the level of brand awareness will enhance the likelihood to consider the brands when making purchase decisions. In a simple meaning, the higher the level of awareness on a specific brand, the higher the possibility of those brands to be purchase.

H₃: Brand awareness has a positive effect on purchase decisions.

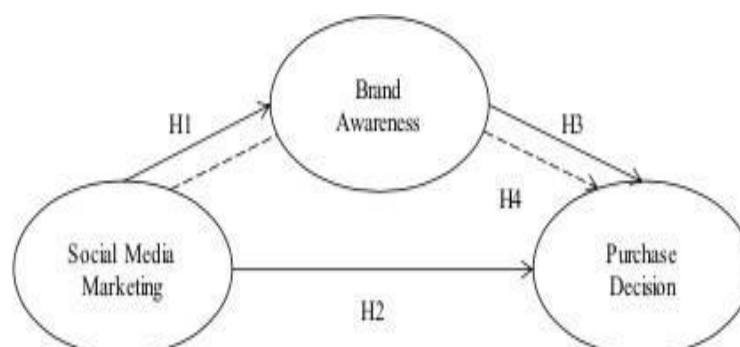
The Mediation Role of Brand Awareness

Brand awareness is the ability of potential consumers to recognize or recall a brand in their minds, assisting consumers in associating products with brands (Aaker, 1991)[1]. In line with the analysis concluded by (Shabbir et al., 2010)[22], (Sharifi, 2014)[23] also confirms the mediating role of brand awareness in influencing the relationship between the emotional trilogy and purchase intention in the future.

H₄: The effect of social media marketing on purchase decisions is affected by brand awareness.

Influenced by purchasing decisions. According to previous research conducted by (Dewi & Jatra, 2018) [7], concluded an opinion that the role of social media marketing has a very positive and appropriate impact on brand awareness. (Tarigan & Tritama, 2016) [25]also said that social media can have a tremendous impact on brand awareness for a company or subsidiary. (Siali et al., 2016) [24]which shows that brand awareness has a significant relationship with consumer purchasing decisions.

Fig 2.1. Framework



III. METHODS

The location of this research will be carried out in all regions of Indonesia, the target respondents of this research are the use of Avoskin Beauty skincare products. This research will be analyzed using quantitative methods which will then provide answers to the problem formulation and hypotheses. This study uses a survey method with a Google form which will be distributed online to make it easier to collect respondent data. The type of sample used is Non-Probability Sampling with the Convenience Sampling Technique which is carried out by determining the sample and looking for subjects based on the things that are of interest to the researcher. To continue to analyze the proposed hypotheses, the validity and reliability measurements of research instruments need to be done. The results of the validity and reliability testing that all instruments used in this study were valid and reliable.

Indicator	Pearson Correlation	Criteria	Decision
<i>(social media marketing)</i>			
SMM 1	0.768	0.312	Valid
SMM 2	0.733	0.312	Valid
SMM 3	0.766	0.312	Valid
SMM 4	0.715	0.312	Valid
<i>(purchase decision)</i>			
PD 1	0.873	0.312	Valid
PD 2	0.847	0.312	Valid
PD 3	0.868	0.312	Valid
PD 4	0.884	0.312	Valid
<i>(brand awareness)</i>			
BA 1	0.713	0.312	Valid
BA 2	0.821	0.312	Valid
BA 3	0.821	0.312	Valid
Variabel	Cronbach's Alpha	Standart Cronbach's Alpha	Decision
<i>social media marketing</i>	0.731	0.6	Reliabel
<i>purchase decision</i>	0.879	0.6	Reliabel
<i>brand awareness</i>	0.673	0.6	Reliabel

IV. RESULT AND DISCUSSION

After determining the type of research, research approach, research method, population, sample and the results of the data analysis, matters that are discussed to prove the results of the hypothesis will be discussed in this chapter including the characteristics or criteria of the respondents. Hypothesis testing in this study used the criteria for P values and T values as consideration. The hypothesis will be supported if it shows a p-value <0.05 and a t-value > 1.96. The path coefficient or path coefficient test is used to show the relationship between variables. The following are the results of hypothesis testing and path coefficients:

Hyphothesis	Coefficient	T Values	P Values	Conclusion
Social media marketing-> brand awareness	0.547	3.851	0.000	The coefficient is positif, H1 supported and significant
Social media marketing ->purchase decision	0.404	4.716	0.000	The coefficient is positif, H2 supported and significant
Brand awareness -> purchase decision	0.582	1.391	0.164	The coefficient positif, H3 not supported and not significant
Social media marketing-> brand awareness -> purchase decision	0.502	3.860	0.000	The coefficient is positif, H4 supported and significant

Based on table the results of the path coefficient test, the conclusion is that all the variables tested show a positive relationship. Each variable studied has a path coefficient value of more than 0 or close to 1, meaning that there is a relationship between the variables studied.

Discussion

1. The Influence of Social Media Marketing on Brand Awareness

The results of hypothesis testing conducted by researchers showed a positive coefficient, the hypothesis relationship was supported and significant. Research conducted by (Dewi & Jatra, 2018)[7] states that social media marketing has a positive and appropriate or significant effect on brand awareness. (Tarigan & Tritama, 2016) [25] even said that social media has a positive effect on brand awareness of subsidiary or company products.

2. The Influence of Social Media Marketing on Purchasing Decisions

(Shabbir et al., 2010) [22] studies say that the task of social media marketing on people's purchase intentions found that there is a relationship between social media marketing and purchasing decisions. Research says that the positive coefficient, positive and significant hypothesis relationship that focuses on social media marketing on purchasing decisions, this will increase the likelihood of considering social media marketing when making purchasing decisions. In a simple sense, the higher the level of social media marketing, the higher the probability that the brand will be purchased.

3. The Effect of Brand Awareness on Purchasing Decisions

(Macdonald & Sharp, 2000)[18] and (Huang & Sarigöllü, 2014) [9] inform that purchasing decisions or brand awareness is very influential on public and consumer decision making because many people choose to use it as the basis or prefix of a purchase decision. The results of hypothesis testing show a negative coefficient, the relationship of the hypothesis is not supported and is not significant between brand awareness and purchasing decisions. This research is not in accordance with research conducted by several studies that focus on the role of brand awareness as a builder in influencing a purchasing decision.

4. The influence of social media marketing on purchasing decisions is influenced by brand awareness.

The results of the hypothesis testing carried out by the researchers showed that there was a positive coefficient, the hypothesis relationship was supported and significant, according to previous research conducted by (Dewi & Jatra, 2018) [7], concluding an opinion that the role of social media marketing has a very positive and appropriate impact on brand awareness. The results of the conclusions show that there is social media marketing which is a framework that becomes a unit in forming consumer purchase intentions, this process will later become a major influence on the purchasing decisions of consumers and society.

V. CONCLUSIONS AND SUGGESTIONS

This research was conducted to examine the factors related to social media marketing, brand awareness and purchasing decisions for Avoskin Beauty skincare products. Based on the results of the research hypothesis that has been described previously, the following conclusions can be obtained:

1. Social media marketing has a positive effect on brand awareness where social media marketing means that it has a major influence on brand awareness and on Avoskin beauty skincare products.
2. The effect of social media marketing on purchasing decisions, which means that the influence of social media marketing on purchasing decisions has a significant and positive influence.
3. The effect of brand awareness on purchasing decisions, gives non-positive and insignificant results. This states that brand awareness has no effect or is not significant on the purchasing decision of Avoskin Beauty products.
4. The influence of social media marketing on brand awareness is influenced by purchasing decisions, providing supported and significant results. this states that social media marketing and brand awareness are strongly influenced by purchasing decisions in avoskin beauty products.

This research still has some limitations so it is still necessary once to be corrected for further research, these limitations include:

1. This researcher only focuses on a few variables and only focuses on social media marketing, it is hoped that future researchers can examine more other variables.
2. This study only used a few respondents and was dominated by the age range of 16-30 years, so it was not able to fully explain.

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