



The influence of social media marketing on purchase intention with brand awareness and halal awareness of Scarlett products

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ARTICLE INFO

Received 14 August 2023
Accepted 1 September 2023
Published 30 September 2023

Keywords:

SMM; brand awareness;
halal awareness; purchase
intention; mediation analysis

ABSTRACT

The purpose of this study is to examine the effect of social media marketing on purchase intention in Padang, using brand awareness and halal awareness as mediators of scarlett products. The population of this research is the people of Padang city who have used social media. The survey attracted 140 participants. Data acquired through the distribution of surveys is processed using SmartPLS software. The results of this study indicate that (1) social media marketing has a large and favorable impact on purchase intention, (2) social media marketing has a large and favorable impact on brand awareness, (3) social media marketing has a large and favorable impact on halal awareness, (4) brand awareness has a positive and significant effect on purchase intention, (5) halal awareness has no significant effect on purchase intention (6) social media marketing has a positive and significant effect on purchase intention with brand awareness as mediation, (7) social media marketing has no significant effect on purchase intention with halal awareness as mediation.

How to cite: Mulyadi N.A. & Mesta H.A. (2023). The influence of social media marketing on purchase intention with brand awareness and halal awareness of Scarlett products. *Marketing Management Studies*, 3 (3), 312-322. DOI 10.24036/mms.v3i3.407



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INTRODUCTION

In this increasingly advanced digital era, the use of social media has become an important part of many people's daily lives. One of the main impacts of this development is changes in consumer behavior, especially in terms of buying interest. In 2022, the number of Indonesians active on social media will reach 191 million, an increase of 12.35% from the previous year. Many social media that can be used for business promotion, such as Facebook, Twitter, Instagram, TikTok, Telegram, marketplaces, blogs, email marketing and YouTube, provide great opportunities.

A significant category of digital communications on a company's own site, or social presences like Facebook or Twitter or in specialist publisher sites, blogs, and forums, according to the definition of social media marketing. It is the most important form of digital marketing group to encourage communication with customers on company websites or social presences like Facebook or Twitter. According to Chaffey and Chadwick (2016) in (Nathalia and Indriyanti 2022). Social Media Marketing gives everyone the opportunity to market goods or services to the public on a scale that cannot be achieved by conventional means. Social media marketing is advertising carried out on social media platforms. This is a marketing activity that involves creating content and strategies to carry out marketing activities through social media.

The ability of customers to recognize goods through logos, images, colors and other types is called brand awareness. According to Keller in Juliana and Sabrina O. Sihombing (2019: 22) brand awareness is the primary component of brand equity and refers to a person's capacity to identify and recall brands from a specific product category. Collaborating with influencers on social media and carrying out promotions to increase brand awareness through social media is one of the efforts to build product brand awareness. Product halalness can influence the customer's desire to buy and use beauty products. According to Shaari and Arifin (2010) halal awareness is the degree of knowledge that Muslim consumers possess to enable them to seek out, utilize, and use halal items in line with Islamic law, it was said.

If customers receive benefits that are comparable or more than what they paid for a product, their desire to buy the product will increase. If customers receive benefits that match their expectations, or even exceed their expectations, a positive impression, loyalty and profits will be created for the company. The company is very concerned about consumer buying interest, which is defined as the steps taken by consumers before deciding to buy a product. Purchase intention is a type of decision making regarding the reasons why customers tend to buy certain brands (Shah *et al*, 2012). There are several internal factors, such as: consumer needs and preferences, attitudes, perceptions and various internal factors.

LITERATURE REVIEW

Purchase intention

One way to determine purchase intention is to inquire about the availability of the advertised goods. The expression "purchase intention" refers to the possibility and concern of buying goods. According to Kim and Ko (2012) in (Chrisniyanti and Fah 2022) consumer attitudes and preferences for a product or service are called purchase intentions, and this is closely related to their purchase intentions. After a consumer's needs and desires arise, purchase intention culminates in the purchase decision process.

Social media marketing

Social Media Marketing gives everyone the opportunity to market goods or services to the public on a scale that cannot be achieved by conventional means. Social media marketing is a marketing activity that involves creating content and strategies for conducting marketing activities through social media. According to Chaffey and Chadwick (2016) in (Nathalia and Indriyanti 2022) the use of social media platforms like Facebook, Twitter, specialized publisher sites, blogs, and forums as well as a company's own website are all examples of social media marketing, which is a significant subcategory of digital communications.

Brand awareness

Consumers will have brand awareness when they see or recognize a product. This brand awareness can arise when they see something about the product, such as colors, logos, images, or other things that describe their identity. Brand awareness also known as brand awareness can be created through various promotional media ranging from mass media, social media, advertisements, billboards, product reviews, and so on. According to Clow and Baack (2018: 159), brand awareness is a form of consumer recognition and reminder of a brand or company name when they are considering purchasing options.

Halal awareness

In everyday vocabulary, "halal" means anything that is permitted to be used or done. Products that are permitted to be used according to Islam are also referred to as halal. Yunus et al (2014) in (Rahmawati and Rakhmawati 2022) define halal awareness as the level of understanding of the concept of halal. This knowledge includes an understanding of what halal is, how halal standards are used to produce goods, and why people should prioritize using halal goods. However, Prastiwi and Auliya (2016) define halal awareness as the level of knowledge that buyers have about halal products.

Hyphothesis

The effect of social media marketing on purchase intention

The findings of the study that has been carried out by (Raharjo and Semuel 2019) That the association between social media marketing and purchase intention is positive and significant. In line with research conducted (Kaplan and Heinlein 2011) which says that social media marketing supports increasing purchase intention. So that a promotion has an influence in the formation or increase in buying interest. As a result, the hypotheses are:

H1: SMM has a positive and significant impact on Purchase Intention

The effect of social media marketing on brand awareness

The findings of the study that has been carried out by (Pujana Mahendra and Utami Nugrahani 2021) which states that social media marketing has a positive and significant effect on brand awareness. Another study conducted by (Nathalia and Indriyanti 2022) claimed that consumers of Halal Sariayu cosmetics in DKI Jakarta had a heightened knowledge of the brand as a result of social media marketing. As a result, the hypotheses are:

H2: SMM has a positive and significant impact on purchase intention

The effect of social media marketing on halal awareness

The findings of the study that has been carried out by (Amaliah 2021) which claims that halal awareness is positively and significant impacted by social media marketing. Social media has an important role in providing identity to products and as a means of information between producers to consumers and between consumers. As a result, the hypotheses are:

H3: SMM has a positive and significant impact on halal awareness

The effect of brand awareness on purchase intention

The results of research that has been carried out by (Eliasari and Sukaatmadja 2017) it claims that brand awareness significantly and favorably influences consumers' intent to buy. Brand awareness supports increasing consumer knowledge about the brand so that consumers will have more trust and brand awareness will influence consumers to make decisions. As a results, the hypotheses are:

H4: Brand awareness has a positive and significant impact on purchase intention

The effect of halal awareness on purchase intention

The results of research that has been carried out by (Widyaningrum 2019) state that halal awareness has a positive and significant effect on purchase intention. The interest in purchasing a product increases with halal awareness. As a results, the hypotheses are:

H5: Halal awareness has a positive and significant impact on purchase intention

The effect of social media marketing on purchase intention mediated by brand awareness

(Asnan and Yuniarinto 2023) claim that social media marketing significantly affects consumers' intent to buy. The immediate result of social media marketing on brand awareness and the direct effect of brand awareness on purchase intention, both of which have a significant influence, it can be said that social media marketing has a substantial indirect impact on purchase intention through brand awareness. So, the hypothesis are:

H6: SMM has a positive and significant impact on purchase intention with brand awareness as mediation

The effect of social media marketing on purchase intention mediated by halal awareness

(Amaliah 2021) asserts that social media marketing has a big impact on purchase intention. The direct effect of social media marketing on halal awareness and the direct effect of halal awareness on purchase intention, both of which have a significant influence, it can be said that there is a significant indirect

effect between social media marketing on purchase intention through halal awareness. So, the hypothesis are:

H7: SMM has a positive and significant impact on purchase intention with halal awareness as mediation

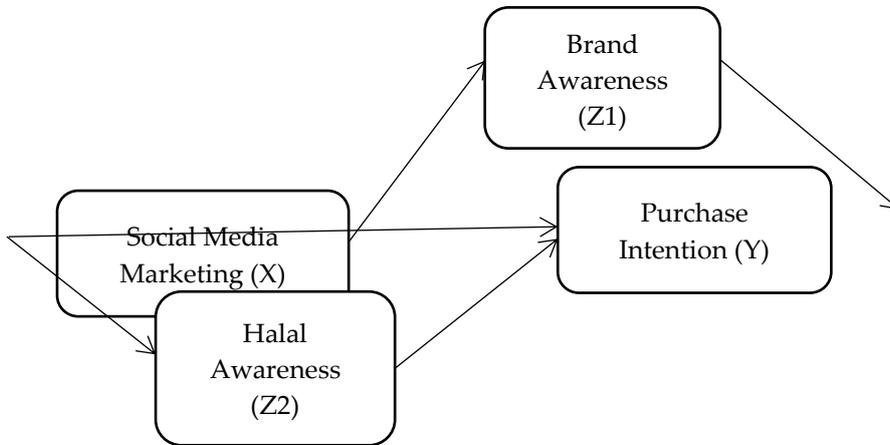


Figure 1. Conceptual Framework

METHOD

This study uses quantitative descriptive methods. Observable phenomena are examined, described, and explained utilizing quantitative descriptive research methodologies, and conclusions are drawn from these phenomena. Nevertheless, the primary data source is the one that was used in this investigation. Primary data is research information that is gathered through interviews, field observations, and the distribution of questionnaires from the objective reality of what is occurring in the field.

By distributing surveys that were randomly distributed online via the Google form, primary data was collected. Measurement models and model test structures in the data are categorized using PLS. Convergent and discriminant validity is a term used to describe the validation of a measurement model using a validity measure. After performing a validation check, reliability will be evaluated using a structural model that calculates r squared. Calculating the q squared, which shows the strength and direction of the link between variables, is the most efficient method for figuring out how important a variable is. There are four variables, one independent variable (X1 = Social Media Marketing), with two mediating variables (Z1 = Brand Awareness, Z2 = Halal Awareness), and one dependent variable (Y = Purchase Intention)

Table 1. Operational Variables

Variable	Definition	Indicator
<i>Purchase Intention (Y)</i>	Purchase intention is something that represents consumers who have the possibility, plan and are willing to buy a product in the future.	1. Transactional Interest 2. Referential Interest 3. Preferential Interest 4. Explorative Interest
<i>Social Media Marketing (X)</i>	Social media marketing is a system that enables marketers to engage, collaborate, interact and leverage the intelligence of the people participating in it for marketing purposes.	1. Online Communication 2. Interaction 3. Sharing of Content 4. Accesibility

<i>Brand Awareness (Z1)</i>	Brand Awareness is a form of consumer recognition and reminder of a brand or company name when reviewing a purchase	1. Brand Recall 2. Brand Recognition 3. Purchase Decision 4. Consumption
<i>Halal Awareness (Z2)</i>	Halal awareness is the level of knowledge possessed by Muslim consumers to seek and consume or use halal products according to Islamic law	1. Understandingo/knowledge 2. Priority to use halal product 3. Aware of Halal

RESULT AND DISCUSSION

This quantitative research approach. According to Sekaran and Bougie (2014), the purpose of quantitative research is to determine how the independent variables influence the dependent variable. The primary data source is the one used in this inquiry. The SEM approach used in this study, known as SEM-PLS, is based on partial least squares. When the sample size is limited, the SEM-PLS technique is employed to optimize the variability measure of the predictor explainable variables. SmartPLS software was utilized for analysis.

The reliability and validity of the tests were evaluated when testing the outer model. Validity tests are used to determine how correctly the measures the thing under test. The goal of the validity test is to determine whether or not the data received after the research is valid data. According to Guo et al. (2018), convergent validity is an adjustment across steps of the same construct examined using distinct methodologies, the convergent validity test necessitates a loading factor value greater than 0.5-0.6 and an AVE greater than 0.5 (Ghozali & Latent, 2012). The construct validity test for this study fulfills the minimum criteria. Table 2 illustrates the results for the outer loading :

Table 2. Outer Loading

Variable	Purchase Intention (Y)	Social Media Marketing (X)	Brand Awareness (Z1)	Halal Awareness (Z2)
PI1	0.747			
PI2	0.761			
PI3	0.788			
PI4	0.767			
PI5	0.666			
PI6	0.703			
PI7	0.596			
PI8	0.723			
SCM1		0.744		
SCM2		0.732		
SCM3		0.703		
SCM4		0.791		
SCM5		0.766		
BA1			0.796	
BA2			0.697	
BA3			0.793	
BA4			0.868	
HA1				0.595
HA2				0.574
HA3				0.913

Source: Primary Data, 2023

According to Table 2, all indicators had values larger than 0.5-0.6 after indicators with values between 0.5 and 0.6 were removed. Validity value convergence is accurate.

Table 3. Output AVE

Variable	Average Variance Extract
PI	0.520
SMM	0.559
BA	0.625
HA	0.506

Source: Primary Data, 2023

Table 4. Cross Loading Value

Variable	Purchase Intention (Y)	Social Media Marketing (X)	Brand Awareness (Z1)	Halal Awareness (Z2)
PI1	0.747	0.561	0.672	0.247
PI2	0.788	0.682	0.591	0.349
PI3	0.767	0.652	0.627	0.373
PI4	0.767	0.645	0.564	0.334
PI5	0.666	0.477	0.581	0.239
PI6	0.703	0.588	0.618	0.383
PI7	0.596	0.489	0.452	0.340
PI8	0.723	0.550	0.550	0.280
SMM1	0.641	0.744	0.632	0.349
SMM2	0.645	0.732	0.591	0.270
SMM3	0.523	0.701	0.467	0.406
SMM4	0.680	0.791	0.635	0.428
SMM5	0.519	0.764	0.470	0.440
BA1	0.616	0.498	0.796	0.276
BA2	0.538	0.439	0.697	0.210
BA3	0.660	0.695	0.793	0.432
BA4	0.727	0.707	0.868	0.334
HA1	0.138	0.258	0.112	0.595
HA2	0.040	0.188	0.002	0.574
HA3	0.500	0.503	0.473	0.899

Source: Primary Data, 2023

According to Table 4, there is a larger correlation between the variable and the indicator than there is between the variable and the other indication. All of the study's analyzed indicators exhibit discriminative validity.

Table 5. Cronbach's Alpha dan Composite Reliability

Variable	Cronbach's Alpha	Composite Reliability
PI	0.867	0.896
SMM	0.803	0.864
BA	0.800	0.869
HA	0.623	0.745

Source: Primary Data, 2023

Based on table 5, Cronbach's alpha and composite reliability of this study, both have a value better than 0.6 and it is good. As a result, the constructed construct verifies the reliability or accuracy of its size.

Table 6. R-Square

Variable	R-Square
PI (Y)	0.749
BA (Z1)	0.571
HA (Z2)	0.254

Source: Primary Data, 2023

As seen in Table 6, R-squared purchase intention is 0.749. With a confidence level of 74.9%, this figure indicates that the brand awareness and halal awareness variables may explain the variable purchase intention, with the remaining 25.1% being explained by other variables that were not studied in this study. The R-squared values for brand awareness and halal awareness are 0.571 and 0.254, respectively, showing that brand awareness contributes 57.1% and halal awareness contributes 25.4%, respectively. While this research model only considered certain variables, another 17.5% was obtained from additional factors.

Table 7. Q-square

	Q-Square
Purchase Intention	0.724
Social Media Marketing	
Brand Awareness	0.724
Halal Awareness	0.724

Source: Primary Data, 2023

Based on Table 7, the purchase intention, brand awareness, and halal awareness variables all have Q-square values larger than 0, namely 0.724.

Table 8. Path Coefficient (Direct Effect)

	Original Sample (O)	t-statistics (O/STDEV)	P Value	Explanation
SMM (X) -> PI (Y)	0.452	5.325	0.000	Received
SMM (X) -> BA (Z1)	0.756	21.188	0.000	Received
SMM (X) -> HA (Z2)	0.494	5.140	0.000	Received
BA (Z1) -> PI (Y)	0.458	5.464	0.000	Received
HA (Z2) -> PI (Y)	0.028	0.550	0.562	Rejected

Source: Primary Data, 2023

Table 9. Indirect Effect

	Original Sample (O)	t-statistics (O/STDEV)	P Value	Explanation
SMM (X) -> HA (Z1) -> PI (Y)	0.346	5.467	0.000	Received
SMM (X) -> BA (Z2) -> PI (Y)	0.014	0.546	0.546	Rejected

Source: Primary Data, 2023

DISCUSSION

Social media marketing has a significant effect on purchase intention

Based on this results of this study, social media marketing has a positive and significant effect on purchase intention. According to the results of the study, (Abdillah and Pradana 2023), social media marketing has a positive and significant effect on purchase intention. Social media marketing has the potential to boost consumer buying interest, meaning that the use of social media to convey information and promotions to customers has the potential to increase consumer buying interest.

Social Media Marketing has a significant effect on brand awareness

Based on results of this research, social media marketing has a positive and significant effect on brand awareness. This proves that product marketing through social media can have an impact on consumer brand awareness. According to research results (Pujana Mahendra and Utami Nugrahani 2021), social media marketing has a beneficial and sizable influence on brand awareness. Another study by (Nathalia and Indriyanti 2022) states that there is a positive and significant influence between social media marketing on brand awareness of consumers of Sariayu halal cosmetics in DKI Jakarta. Marketing through social media can give consumers a good impression and perception, thus creating buying interest.

Social Media Marketing has a significant effect on halal awareness

Based on the results of this research, social media marketing has a positive and significant effect on Halal Awareness. Based to research (Amaliah 2021), social media marketing has a positive and significant effect on halal awareness. In addition, research (Widyaningrum 2019) states that halal awareness has a positive and significant effect on purchase intention. Social media plays a crucial role in product identification as well as information exchange between producers and customers.

Brand awareness has a significant effect on purchase intention

Based on the results of this research, brand awareness has a positive and significant impact on purchase intention. According to (Eliasari and Sukaatmadja 2017) research, brand awareness has a positive and significant effect on purchase intention. Brand awareness has a positive and significant impact on purchase intention, according to (Sutariningsih and K 2021). Customer must maintain brand awareness when selecting a product since the first impression of using a product can indicate the assumption that there is only one brand that represents a product category. Increased brand awareness will result in increased purchase intention.

Halal awareness has not significant effect on purchase intention

Based on the results of this research, Halal Awareness has no significant effect on Purchase Intention. This shows that consumer awareness of halal has no effect on consumer purchase intention. According to research (Triana 2021) halal awareness has no effect on purchase intention. This suggest that halal awareness does have a significant influence in halal product consumption or use. The results of this study are also supported by research (Rektiansyah and Auwalin 2022) which claims that halal awareness alone has no effect on purchase intention to buy something. This research, however, contradicting research (Widyaningrum 2019) which claims that halal awareness has a positive and significant effect on purchase intention, implying that the greater the halal awareness, the greater the purchase intention. This study also contradicts previous research (Arlisa 2019) which claims that halal awareness influences purchase intention.

Social media marketing has a significant effect on purchase intention mediated by brand awareness

Based on the results of this research indicate that social media marketing has a positive and significant impact on purchase intention with brand awareness as mediation. This is supported by the study hypothesis results, which show an original sample size 0.346, a statistical value of 5.467 and P value of 0.000. This indicates that social media that promoting a product might impact consumer purchasing interest by increasing brand awareness of the product. According to (Raharjo and All 2019) social media marketing has a positive and significant effect on purchase intention with brand awareness as a mediator. This research is also in line with (Asnan and Yuniarinto 2023) social media marketing has a positive and significant influence on purchase intention with brand awareness as a mediator.

Social media marketing has not significant effect on purchase intention mediated by halal awareness

Based on the results of the research indicate that social media marketing has no significant effect on purchase intention with halal awareness as mediation. This is supported by the study hypothesis outcomes, which show an original sample of 0.014, a statistical value of 0.546 and P value of 0.564. This means that consumers halal awareness has no effect on their purchase intention. Accordance to the results of the study (Fitriyani 2021) social media marketing has a negative and significant effect on purchase intentions with halal awareness as mediation. Product promotion using social media will stimulate purchasing interest, but customer halal awareness has no effect on this purchase intention.

CONCLUSSION

At the end of this thesis, the researcher will give some conclusions recommendations based on the research findings and descriptions of the difficulties studied in prior chapter.

1. Social media marketing has a positive and significant effect on purchase intention. That is, advertisements displayed on social media can influence consumer buying interest.
2. Social media marketing has a positive and significant impact on brand awareness. That is, advertisements displayed on social media can build consumer brand awareness of a brand.
3. Social media marketing has a positive and significant effect on halal awareness. That is, that product advertisements on social media can influence public halal awareness of a product.
4. Brand awareness has a positive and significant effect on purchase intention. That is, with the existence of brand awareness owned by the community, it can build people's buying interest in a product.
5. Halal Awareness has no significant effect on purchase ontention. That is, the halal awareness possessed by consumers does not affect the intention to buy a product.
6. With brand awareness as a mediator, social media marketing has a favorable and significant effect on purchase intention. Product marketing on social media can raise customer brand awareness and enhance consumer purchase intetion in a product.
7. With halal awareness as a mediator, social media marketing has no meaningful effect on purchase intention. That is, halal awareness is not one of the characteristics influencing social media marketing on purchase intention.

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