International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

The Effect Of Social Media Information Quality On Consumer Involvement And Purchase Intention On Vapezoo Electric Cigarette Products

Sofyan Hanafi[1], Alldila Nadhira Ayu Setyaning[2]

[1.2]Universitas Islam Indonesia

[1*]Corresponding Author : sfyn.hnf@gmail.com

Abstract

Social media is now a strategic channel in digital marketing, including for e-cigarette products such as Vapezoo. This study aims to analyze the effect of social media information quality on consumer engagement and purchase intention, considering the role of consumer attitudes and brand familiarity. Using a quantitative approach through an online survey of 171 Vapezoo users, the data were analyzed using multiple linear regression. The results showed that information quality significantly influenced consumer engagement, which had a positive impact on attitudes and purchase intentions. These findings emphasize the importance of informative and interactive content in shaping consumer behavior. Further research is recommended to use a longitudinal approach and reach various social media platforms.

Keywords: Information Quality, Social Media, Consumer Engagement, Purchase Intention, Vapezoo.

INTRODUCTION

Vapezoo is a company operating in the electronic cigarette (vape) industry with a focus on the distribution and marketing of premium vape mod devices. One of its flagship products is HexOhm, a vape mod from the United States that has been marketed in Indonesia since 2017. This product is known for its extraordinary quality and solid performance, making it a favorite among high-end vape users. With a price range of IDR 3 million to IDR 5 million, HexOhm targets the middle to upper market segment. Vapezoo

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

has managed to maintain stable sales, with sales of around 2,400 to 2,500 HexOhm units per month. In addition to Indonesia, Vapezoo has entered other countries such as Malaysia and South Korea, and has plans to enter the Philippines and Thailand. The active and widespread HexOhm Indonesia community is very supportive of the product and helps with its marketing. This community is very important to Vapezoo's growth strategy. Indeed, Vapezoo competes with other brands in the vape industry such as Lostvape, Dotmod, and others, but they excel because they offer high-quality products with international reach and continuous innovation. In Indonesia, their success in maintaining sales growth and expanding the market shows their commitment to quality and customer satisfaction (Darandono, 2023; Petriella, 2023). In addition, this business approaches its loyal consumers through its social media brand page, namely Instagram with the name @vapezoo_official as a place to promote product content that is marketed. In addition, this business has an Instagram account for its community group called @hexohmindonesia which contains various content that aims to build interaction and solidarity between its members, such as creating educational content about vape, then about events and activities that will be held as well as testimonials and reviews. This can be used to build sustainable relationships between businesses and customers that will benefit the company.

Consumer engagement in brands has significant economic and social impacts. According to research (Leckie et al., 2016) consumers can increase their loyalty to their brands through their engagement, especially through the affective and engagement aspects that build a strong emotional connection between them and the brand. This is in line with research (Algharabat et al., 2020) which states that consumer engagement affects consumer-based brand equity mainly through the affective, cognitive, and activation aspects related to brand loyalty and awareness. Through social media platforms, consumer engagement with interactive brand posts can encourage more social interactions and positive feedback from consumers, thereby strengthening the sense of attachment to the brand (Schultz, 2017).

LITERATURE REVIEW

The Theory of Planned Behavior (TPB) developed by Ajzen (1985) is a development of the Theory of Reasoned Action (TRA) previously introduced by Fishbein and Ajzen (1975). TPB explains that a person's intention to perform a behavior is the main predictor of actual behavior, which is formed by three main components: attitude toward the behavior, subjective norms, and perceived behavioral control or perception of control

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

over the behavior (Ajzen, 2020). The stronger a person's intention, the more likely the behavior is to be carried out.

In the context of this study, TPB is very relevant to explain the mechanism of the formation of purchase intention of Vapezoo e-cigarette products through user interaction on social media. Consumers' positive attitudes towards the Vapezoo brand formed through the quality of information and interaction on social media play an important role in forming purchase intention. Subjective norms are reflected in social influences on social media, such as user communities and positive reviews from other consumers, which help shape the collective perception that purchasing the product is the right choice. Meanwhile, perceived behavioral control reflects the perception of ease in purchasing Vapezoo products, which is influenced by practical information such as price, product availability, and accessibility through online platforms.

Thus, TPB becomes a strong theoretical basis for understanding how the quality of information on social media, attitude towards the brand, and consumer involvement directly affect purchase intention. This theory also explains that emotional and rational experiences in digital interactions also strengthen behavioral intentions, including the decision to purchase products online, especially among the younger generation who are the main segment of e-cigarette users.

RESEARCH METHODS

Research is a systematic process of understanding and answering questions about a particular phenomenon with the aim of gaining new knowledge or strengthening existing knowledge. Research is conducted through a structured and systematic approach, by collecting, analyzing, and interpreting data objectively and scientifically to answer hypotheses or research questions. According to Niraula, 2019 Research is a systematic search process for relevant information on a particular topic. The purpose of research is to test hypotheses and discover new facts.

This study uses a quantitative approach and is conducted through empirical studies, where the hypothesis is tested. According to (Sugiyono, 2013) quantitative research methods are research approaches that aim to explain the relationship between variables by testing theories on certain populations or samples. This method uses data in the form of numbers and involves statistical analysis tools. This study uses a survey method, or questionnaire, according to Fink, (2010) a survey is a system of collecting valid information from or about people to describe, compare, or explain their knowledge, attitudes, and behavior. This method is used to investigate brand familiarity, information

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

quality, Consumer Engagement on Social Media, consumer attitudes, and purchase intentions.

RESULTS

According to the Hypothesis 1 test, Consumer Involvement on Social Media has no effect on Vapezoo consumer attitudes. The beta effect coefficient is 0.107 and the sig value is 0.218> 0.05 so that this hypothesis is rejected. The factors that influence this hypothesis to be rejected are because vape itself is a very segmented product, so not all consumers involved in social media are Vapezoo's main target market. In line with the view of Campbell et al. (2014), not all interactions on social media reflect interest or affection for the brand, because the audience that interacts may come from segments that have no purchase intention or are even only interested in entertainment content.

In the context of Vapezoo, many users may simply follow social media accounts due to trends or curiosity, without actually having an attachment to the brand or its products. This is reinforced by the findings of Schamari & Schaefers (2015), who emphasized the importance of "embeddedness" or socially meaningful engagement for engagement to have a positive impact on attitudes. If consumer interaction with Vapezoo content is shallow or not supported by strong emotional value, then the effect on consumer attitudes will be minimal. Wang (2021) also stated that content that is not relevant to the audience's values or interests will not create a positive attitude, even if interaction still occurs. Therefore, to form a positive attitude towards the brand, Vapezoo needs to develop a content strategy that is more targeted, relevant, and able to create emotional connections with audiences who are truly potential users of the product.

Based on this analysis, it can be stated that hypothesis 1, which states that there is a positive influence of Consumer Involvement in Social Media on attitudes towards brand presence in social media, is rejected. The Influence of Consumer Engagement on Social Media on Purchase Intentions

Hypothesis 2 Testing, states that Consumer Involvement on Social Media has a positive effect on the purchase intention of Vapezoo e-cigarette products. It is shown by the fact that the Beta coefficient is positive 0.001 <0.05. So, increasing consumer involvement with brands on social media can also increase purchase intentions. When vape users feel involved in Vapezoo social media, the purchase intention for Vapezoo products will increase.

These results are in accordance with research conducted by a study conducted by Rachmanu et al (2024), which emphasizes the importance of interaction on social media

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

to build brand awareness and association, also showing that Vapezoo's strategy reflects this. Vapezoo has succeeded in encouraging customers to get to know and trust their products better through consistent social media activities, such as community discussions, Q&A sessions, and interactive content. Vaharani & Halim (2024) the quality of Vapezoo's content on various online platforms is a major factor in attracting users. Vapezoo can attract customers by providing useful information, exclusive promotions, and interesting user testimonials. The effectiveness of advertising campaigns discussed by Matin et al (2020) is also relevant to Vapezoo's marketing strategy. This brand can attract the attention of potential customers and build strong brand associations by using the right social media-based marketing strategies.

So, it can be concluded that hypothesis 2 which states that there is a positive influence of Consumer Involvement in Social Media on purchasing intentions is accepted.

The results of this study based on hypothesis 3 test, state that consumer attitudes have a positive effect on purchase intentions on Vapezoo e-cigarette products. This is evident from the positive beta coefficient value of 0.499 and the sig value of 0.001 <0.05, so this hypothesis is accepted. So, the purchase intention of vape users, especially the Vapezoo brand, will increase if the consumer's view of Vapezoo social media is more positive, things that influence include interesting, informative, or relevant content, then they will have a positive attitude towards the brand. Thus, it can be concluded that Hypothesis 3 is suspected to have a positive and significant influence between Consumer Attitude and Purchase Intention is accepted.

DISCUSSION

This finding shows that consumers' positive attitudes towards Vapezoo's social media have a significant influence on their purchase intention for their e-cigarette products. In line with the findings of Khoirunnisaa (2022), vape users who have a positive view of Vapezoo's social media tend to be more interested in purchasing products from the brand, especially if they actively interact with the content presented. Interesting, informative, and relevant content, such as product reviews, education about vaping, and exclusive promotions, can build a positive image and increase customer engagement. B. Shah & Asif (2021) also support this idea, showing that the influence of brand reputation on social media on consumers' decisions to buy something. By providing genuine user testimonials, displaying product certifications, and interacting directly with customers through the comment feature or direct messages, Vapezoo can increase its credibility. In addition, as stated by McClure & Seock (2020) active customer engagement on social

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

media can help them maintain a positive impression of the brands they buy. As a result, to maintain customer loyalty and increase sales figures, Vapezoo must continue to optimize its digital strategy by creating content that is interesting and engages the audience.

CONCLUSION

This study is about the influence of social media information quality on consumer involvement and purchase intention on vapezoo electronic cigarette products. Based on the explanation in the previous chapters, it produces the following conclusions:

1) Consumer involvement in social media does not have a positive effect on consumer attitudes. The ineffectiveness of this influence lies in the characteristics of vape products which are highly segmented, so that not all consumers who are active or involved in social media interactions are part of the main target market. High interaction on social media does not guarantee that these consumers have a positive purchase interest or preference for the brand,
2) Consumer engagement on social media has a positive effect on purchase intention. This is because active interaction with brand content, such as discussions, education, and testimonials, builds trust, increases awareness, and creates an emotional connection between consumers and brands. This activity strengthens positive perceptions of the product and encourages consumers to consider and make decisions to purchase.
3) Consumer attitudes have a positive effect on purchase intention. This is because positive views of the brand, especially through Vapezoo's social media, encourage consumer trust, interest, and interest in purchasing the product. Interesting, informative, and relevant content can shape a positive brand image, increase credibility, and strengthen consumers' emotional relationships with the brand, which ultimately encourages purchase intentions.
4) Brand familiarity has a positive effect on consumer engagement on social media. This is shown because consumers who already know and trust a brand tend to be more active in interacting with the brand's content. A high level of familiarity increases consumer interest, trust, and comfort in following, commenting, and sharing their experiences on social media. This encourages greater participation and digital brand advocacy.
5) Information quality has a positive effect on consumer engagement on social media. This happens because informative, relevant, accurate, and useful content can

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

build trust, increase interest, and encourage active consumer interaction. Good information not only answers user needs, but also strengthens brand credibility and creates a more meaningful digital experience, so that consumers are encouraged to interact, share, and discuss with brands more often on social media.

RECOMMENDATION

The author can make several suggestions based on the results and contents of this study:

1) In brand familiarity, the lowest question item is “I know what the Vapezoo brand means”. Companies are advised to continue to strengthen brand meaning on various platforms, especially social media, to strengthen brand meaning. Vapezoo’s vision, mission, and brand values are explained through educational content and narratives. This also differentiates its products from competitors. For example, creating video posts or infographics explaining the design philosophy, brand history, and premium value of products such as HexOhm.
2) Information quality in this case has the lowest question item “I find the quality of content on Vapezoo’s social media sites valuable to me”. To increase the perceived value, Vapezoo can tailor its content according to the demographics of its audience. For example, this content can provide usage advice for new users, technical reviews for experienced users, or community information for loyal fans. In addition, the perception that the content is truly “valuable” will be increased by including relevant action messages and content that solves real consumer problems.
3) Consumer engagement has the lowest question item “I am actively involved in Vapezoo social media sites”. The solution to this is to create more interactive content, such as quizzes, polls, or challenge campaigns that directly involve users. In addition, digital-based loyalty programs, such as rewards given to users who frequently interact with them, such as leaving comments, sharing content, or inviting friends, can encourage users to be more active. In addition, it will strengthen two-way interactions by increasing the frequency and diversity of content that invites discussion, such as "what do you think about X" or "tell us your experience with this product."
4) Consumer attitude has the lowest question item “I find Vapezoo’s social media site valuable”. Social media content should more clearly convey emotional and functional benefits to enhance this perception. For example, featuring direct user

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

reviews, providing exclusive advice from vape experts, or providing the latest information on product innovations. Social media can also serve as a knowledge hub for consumers, where they can find new information about vaping, including about the community, education, and lifestyle related to it. Purchase intention in this case has the lowest question item “I expect I will buy Vapezoo products in the future”.

MANAGERIAL IMPLICATIONS

For the government

The results of this study provide an important signal for the government to strengthen regulation and supervision of e-cigarette product marketing on social media, considering that consumer engagement has been proven to drive purchase intention. The government needs to establish stricter digital communication policies for sensitive products such as vapes, especially in protecting young age groups from exposure to aggressive and persuasive promotions. On the other hand, the government can also utilize social media as a channel to educate the public about the health risks posed by e-cigarettes, by disseminating objective, accurate, and research-based information. This digital literacy strategy should be supported by partnerships with social media platforms and industry players, to ensure that communications delivered in the digital space are not only interesting, but also responsible and in accordance with public ethics. Consumers on social media have a positive effect on purchase intention because active interaction with brand content, such as discussions, promotions, and testimonials, builds trust, increases awareness, and creates an emotional connection between consumers and brands. This activity strengthens positive perceptions of the product and encourages consumers to consider and make decisions to purchase.

For Companies

For companies like Vapezoo, the findings of this study provide strategic direction to improve the effectiveness of digital marketing through informative, interactive, and relevant social media content to consumers' needs. Given that information quality and brand familiarity have been shown to influence engagement and purchase intention, companies need to design consistent and value-added content strategies, such as product education, user testimonials, and exclusive promotions that can build emotional connections with consumers. In addition, companies must be able to segment social media audiences more precisely, because not all forms of engagement reflect real

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

purchase intentions. By leveraging engagement data and digital behavior algorithms, companies can tailor marketing communications based on the demographic and psychographic characteristics of their target market, as well as collaborate with appropriate influencers to expand reach and strengthen brand image.

For Education

This research provides significant contributions to the world of education, especially in the fields of marketing, digital communication, and consumer behavior. Educational institutions can use these results as contextual teaching materials in courses such as Digital Marketing, Consumer Behavior, and Brand Management, by presenting real case studies on e-cigarette marketing strategies on social media. In addition, this research also encourages the importance of teaching digital business ethics, especially because the products being marketed are related to public health issues. Students are expected to not only understand effective digital marketing techniques, but also be able to consider the social and moral impacts of the strategies they implement. The academic world can also use this research as a basis for further multidisciplinary research, which examines the relationship between digital promotion, brand perception, and its impact on consumer behavior and health.

REFERENCE

Acharya, A. (2021). The impact of brand familiarity, customer brand engagement and self-identification on word-of-mouth. South Asian Journal of Business Studies, 10(1), 29–48. https://doi.org/10.1108/SAJBS-07-2019-0126

Adnan Maulana, M., Visual Communication Design Study, P., Architecture and Design, F., Bandung National Technology, I., Kunci, K., & Elektrik, R. (2024). CAMPAIGN DESIGN TO IMPROVE AWARENESS OF THE HAZARDS OF ELECTRIC CIGARETTES IN FEMALE ELECTRIC SMOKERS.

Aini, SN (2022). The Influence of Opinion Quality, Source Credibility, and Two-Sided Information on the Usefulness of EWOM Information on Consumer Purchase Intentions on Social Media. Competence: Journal of Management Studies, 16(1), 16–23.

Ajzen, I. (2020). The theory of planned behavior: Frequently asked questions. Human Behavior and Emerging Technologies, 2(4), 314–324. https://doi.org/https://doi.org/10.1002/hbe2.195

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Algharabat, R., Rana, N. P., Alalwan, A. A., Baabdullah, A., & Gupta, A. (2020). Investigating the antecedents of customer brand engagement and consumer-based brand equity in social media. Journal of Retailing and Consumer Services, 53. https://doi.org/10.1016/j.jretconser.2019.01.016

Aljarah, A., Sawaftah, D., Ibrahim, B., & Lahuerta-Otero, E. (2024). The differential impact of user- and firm-generated content on online brand advocacy: customer engagement and brand familiarity matter. European Journal of Innovation Management, 27(4), 1160–1181. https://doi.org/10.1108/EJIM-05-2022-0259

Ansari, M. M., & Khan, S. (2023). An In-depth Examination of Validity Assessment: Exploring Diverse Methodologies and Dimensions of Validity in Social Research Studies. Asian Journal of Agricultural Extension, Economics & Sociology, 41(10), 772–782. https://doi.org/10.9734/ajaees/2023/v41i102224

Arani, M.S., & Shafiizadeh, H. (2019). Investigation of brand familiarity and brand recognition and their relationship with loyalty, repurchase intention, and brand recommendation with mediating role of brand reputation (Case Study: Esteghlal Hotel). Revista Gestão & Tecnologia, 19(5), 7–29.

Arghashi, V., Bozbay, Z., & Karami, A. (2021). An Integrated Model of Social Media Brand Love: Mediators of Brand Attitude and Consumer Satisfaction. Journal of Relationship Marketing, 20(4), 319–348. https://doi.org/10.1080/15332667.2021.1933870

Tegal, W., & Tengah, PJ (2018). Mayor of Tegal, Central Java Province.

Wahyudin, I., Tosida, E., & Andria, F. (2019). Inspectorate Strategic Plan. Quality, March, 1–6. Yogyakarta, DI (2023). SPECIAL PERGUB 30 OF THE REGENT OF SLEMAN.

Yuanita, DW, & Dewi, Christine N. (2021). Analysis of the Realization of Good Governance Through Public Accountability and Minimizing Opportunistic Behavior in the Regional Government Environment. Islamic Economics Journal, 2(1), 21–41.http://ejournal.radenintan.ac.id/index.php/salam/article/view/8611/pdf

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.