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

The Influence Of Social Media Advertising On Ice Cream Purchase Decisions In Indonesia

Annisa Giani Zahra[1], Mahrinasari MS[2], Dorothy Rouly H. Pandjaitan[3]

[1,2,3]Faculty of Economics and Business, University of Lampung, Indonesia

corresponding author: gianizahr@gmail.com

Abstract

This study examines the influence of advertising on consumer purchasing behavior and brand loyalty, highlighting the mediating role of brand awareness and the moderating effect of perceived quality. Previous studies, such as Zhao et al. (2022), have demonstrated this relationship within the cosmetics industry, but the application of a similar framework remains limited in the fast-moving consumer goods (FMCG) sector in emerging markets like Indonesia. Furthermore, the role of perceived quality in influencing the strength of brand awareness on purchasing outcomes has not been widely explored empirically. To address this gap, this study adapts the Zhao et al. model using Wall's ice cream as a case study. A quantitative approach was employed by collecting data from 300 respondents through purposive sampling. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) via SmartPLS 4. The findings indicate that advertising significantly affects brand awareness and brand loyalty but does not directly influence consumer purchasing behavior. Brand awareness serves as a mediator, while perceived quality only moderates the relationship between brand awareness and purchasing behavior.

Keywords: advertising, brand awareness, perceived quality, consumer purchasing behavior, brand loyalty

INTRODUCTION

The food-based fast-moving consumer goods (FMCG) industry continues to grow in Indonesia, one indicator being the increasing consumption of ice cream, a popular impulse product across age groups. Despite rising demand, competition has become

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

more intense, especially between global brands such as Wall's and local players like Aice and Joyday. Price competition, distribution expansion, and digital penetration are crucial factors shaping the dynamics of the national ice cream market.

In this context, Wall's, a long-established dominant brand, faces new challenges. Despite extensive advertising on social media, consumer loyalty towards Wall's has declined, as evidenced by a decreasing Top Brand Index (TBI) over the past three years and waning digital search trends. In other words, promotion intensity does not necessarily guarantee success in building consumer engagement.

Academically, the literature on the effectiveness of advertising in influencing loyalty and purchasing behavior remains inconsistent. Some studies assert that advertising can enhance brand awareness, but its subsequent effect on loyalty is not always significant without support from factors like quality perception or message credibility. Moreover, studies focusing on the ice cream industry in developing countries are still scarce, thus testing this in such a context is crucial.

This study adopts and adapts the conceptual model from Zhao et al. (2022), tailoring it to the Indonesian ice cream market context. The model positions advertising as an independent variable, brand awareness as a mediator, and perceived quality as a moderator, to examine their effects on purchasing behavior and consumer loyalty. This approach is expected to contribute theoretically and practically to brand communication strategies in the digital era, particularly within the impulsive food sector in emerging markets like Indonesia.

OBJECTIVES

The purpose of this study is to address the empirical challenges faced by the Wall's brand in retaining consumers amid the increasingly competitive ice cream industry in Indonesia. Specifically, this research aims to test a conceptual model that links advertising, brand awareness, and perceived quality to consumer behavior and brand loyalty. The detailed objectives include: examining whether digital promotional activities can enhance brand recognition; identifying whether digital promotion influences purchase decisions and consumer attachment to the brand; analyzing the relationship between brand awareness and both purchase tendency and brand loyalty; assessing the role of perceived product quality in strengthening or weakening the relationship between brand awareness and consumer purchase behavior and loyalty; and exploring the mediating role of brand awareness in bridging the effect of advertising on consumer behavior and brand loyalty.

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

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

LITERATURE REVIEW

To understand the influence of advertising on purchasing behavior and brand loyalty, this study refers to approaches in marketing management and consumer behavior. Marketing management emphasizes the importance of communication strategies that create value through planned interactions between brands and consumers (Skålén et al., 2022; Bhattacharya et al., 2021; Yang et al., 2020). In the digital marketing landscape, social media has become a primary channel for delivering advertising messages that are broad, personalized, and interactive (Belanche et al., 2020; Wang et al., 2020).

Consumer behavior in the digital context is increasingly influenced by visual content and affective experiences. Pelet and Ettis (2022) found that social media advertising significantly affects purchase intention, especially when combined with emotional and visually engaging elements. Moreover, Hamelin et al. (2021) assert that credibility and engagement in advertisements enhance brand perception positively. Brand awareness serves as a crucial mediating variable linking advertising to purchasing decisions. Zhao et al. (2022) demonstrated that brand awareness mediates the relationship between advertising and both loyalty and purchase intentions. This aligns with Alqaysi et al. (2024) and Rahman et al. (2020), who emphasize that repeated brand exposure on social media strengthens consumer memory and preference.

Meanwhile, perceived quality functions as a moderating variable. Consumers not only recognize a brand but also evaluate its credibility based on intrinsic (taste, texture) and extrinsic (packaging, price) cues, as explained by cue utilization theory (Olson and Jacoby, 1972). Stylidis et al. (2019) and García-Fernández et al. (2018) highlight that perceived quality significantly influences the formation of loyalty and brand value.

This study's conceptual model integrates advertising, brand awareness, and perceived quality into a unified framework to examine how these variables interact in shaping purchasing decisions and brand loyalty in the ice cream industry.

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

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

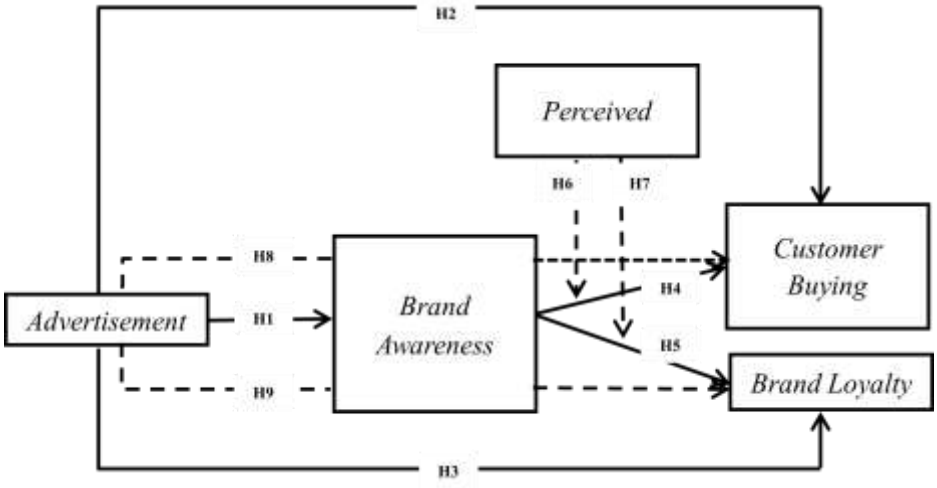


Figure 1. Conceptual Framework of the Study (adapted from Zhao et al., 2022)

RESEARCH METHODOLOGY

A quantitative approach with a causal design was used to test cause-effect relationships among advertising, brand awareness, perceived quality, consumer purchasing behavior, and brand loyalty. The causal design was chosen for its ability to test direct, indirect, and interaction effects among constructs (Malhotra, 2016). Partial Least Squares Structural Equation Modeling (PLS-SEM) was employed, as this method is well-suited for examining complex relationships among latent variables without requiring normal distribution assumptions (Stoffels et al., 2023; Sarstedt et al., 2014). It is also effective for moderate sample sizes and accommodates models with multiple indicators (Hair et al., 2021; Westland, 2010).

Data were collected through two methods: literature review and field study. The literature review provided the theoretical framework, while the field study involved distributing online questionnaires via Google Forms. The questionnaire was disseminated through social media platforms such as Instagram, WhatsApp, and TikTok to reach digitally active target populations. A purposive sampling technique was used, selecting individuals who had seen Wall's advertisements and purchased the product within the past three months.

Respondents were Indonesian citizens of productive age who used social media and had been exposed to Wall's ice cream advertisements. A total of 300 valid responses were collected, meeting the minimum sample requirement based on the number of indicators (Hair et al., 2021). The research instrument was a closed questionnaire using

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

a 5-point Likert scale, adapted from Zhao et al. (2022). Secondary data included the Top Brand Index and Google search trends, which provided contextual insights and helped interpret the findings (Hutchings et al., 2021; Cervera de la Cruz & Shabani, 2023).

RESULTS

The model was tested using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4 software. Before testing variable relationships, validity and reliability assessments were conducted. All indicators had outer loading values above 0.7, indicating indicator validity. Average Variance Extracted (AVE) values exceeded 0.5, and Cronbach's Alpha and Composite Reliability scores were above the 0.7 threshold, confirming internal reliability.

Table 1. Construct Validity and Reliability Results

Variable	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
ADV	0.914	0.915	0.929	0.592
BRA	0.850	0.852	0.893	0.625
BRL	0.770	0.779	0.819	0.601
CBB	0.774	0.780	0.855	0.597
PRQ	0.771	0.792	0.839	0.511

Source: Primary data, processed in June 2025

Structural model analysis showed that social media advertising significantly influences brand awareness (H1) and brand loyalty (H2) but has no direct effect on consumer purchasing behavior (H3). Brand awareness significantly affects purchasing behavior (H4) and brand loyalty (H5). Moderation testing showed that perceived quality strengthens the relationship between brand awareness and purchasing behavior (H6) but not with brand loyalty (H7).

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

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

Table 2. Hypothesis Testing Results – Direct Effects

Hypothesis	Construct Relationship	Original sample (O)	T statistics (|O/STDEV|)	P values	Remark
H1	Advertising (ADV) → Brand Awareness (BRA)	0,541	8,999	0,000	Valid
H2	Advertising (ADV) → Consumer Buying Behavior (CBB)	0,170	2,523	0,000	Valid
H3	Advertising (ADV) → Brand Loyalty (BRL)	0,296	4,306	0,000	Valid
H4	Brand Awareness (BRA) → Consumer Buying Behavior (CBB)	0,600	13,588	0,000	Valid
H5	Brand Awareness (BRA) → Brand Loyalty (BRL)	0,658	16,205	0,000	Valid
H6	Perceived Quality (PRQ) × Brand Awareness (BRA) → Consumer Buying Behavior (CBB)	0,094	4,073	0,000	Valid
H7	Perceived Quality (PRQ) × Brand Awareness (BRA) → Brand Loyalty (BRL)	0,194	2,245	0,000	Valid

Source: Primary data, processed in June 2025

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

Additionally, indirect effect tests revealed that brand awareness mediates the relationship between advertising and both purchasing behavior (H8) and brand loyalty (H9). These mediation paths were statistically significant at the 5% level.

Table 3. Mediation Test Results – Specific Indirect Effects

Hypothesis	Construct Relationship	Original sample (O)	T statistics (|O/STDEV|)	P values	Remark
H8	Advertisement (ADV) → Brand Awareness (BRA) → Consumer Purchase Behavior (CBB)	0,314	6,730	0,000	Diterima
H9	Advertisement (ADV) → Brand Awareness (BRA) → Brand Loyalty (BRL)	0,345	8,040	0,000	Diterima

Source: Primary data, processed in June 2025

The R^2 values for consumer purchasing behavior and brand loyalty were 0.579 and 0.609, respectively, indicating that the endogenous constructs were well explained by the model. Q^2 values also suggested strong predictive capability.

Table 4. R^2 and Q^2 Values

Variable	R^2	R^2 *Adjusted*	Q^2
Brand Awareness	0,292	0,290	0,277
Brand Loyalty	0,753	0,750	0,483
Customer Buying Behavior	0,769	0,766	0,359

Source: Primary data, processed in June 2025

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

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

The final model can also be visualized in a path diagram illustrating the direction and magnitude of the relationships among the latent variables.

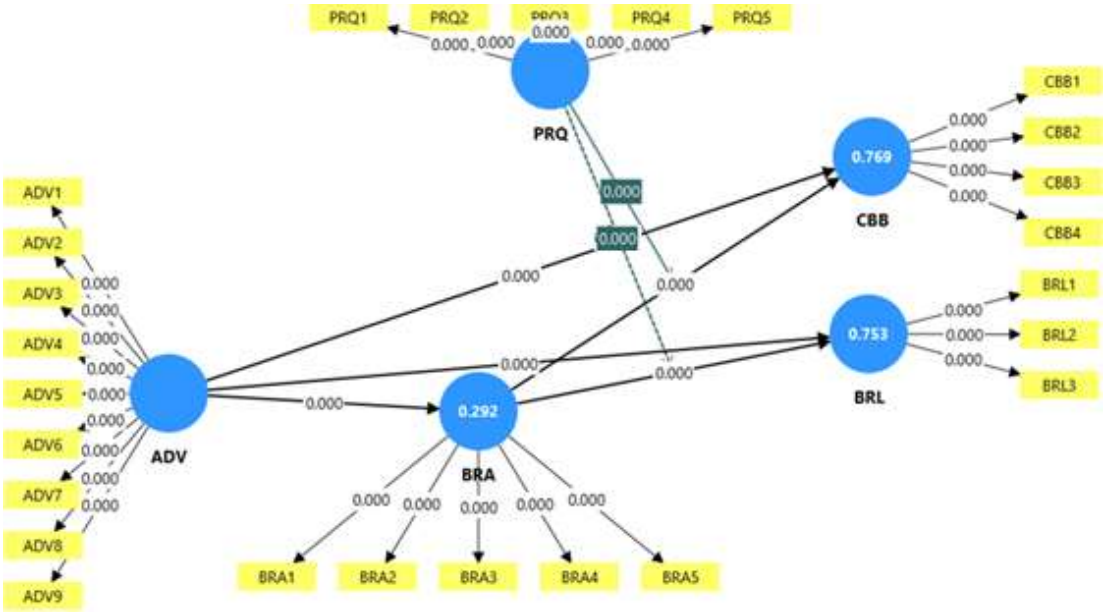


Figure 2. Bootstrapping Model or Path Diagram from SmartPLS

DISCUSSION

This study found that advertising has a positive and significant effect on brand awareness (β = 0.541; T = 8.999; p = 0.000). This finding confirms that consistent advertising exposure, especially through platforms such as Instagram and TikTok, is capable of forming strong brand recognition in consumers' minds. Wall's advertising strategy, which highlights the Paddle Pop variant with distinctive visuals and cheerful elements, has proven effective in increasing awareness, particularly among the younger segment. These results align with the findings of Citrasumidi et al. (2023), which show that visually appealing social media content can enhance brand recall and recognition. Moreover, Hair et al. (2021) explain that in the context of PLS-SEM, relationships between exogenous and endogenous variables like these reflect a strong causal contribution.

However, the direct effect of advertising on purchase behavior was not significant (β = 0.026; T = 0.461; p = 0.645). This means that although consumers are exposed to advertisements, it does not automatically drive them to purchase without the presence of intervening factors such as value perception or quality. This is consistent with Fuadu and

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

Aprilianty (2022), who stated that purchase intention for ice cream products is often influenced by a combination of taste perception, packaging, and price rather than promotion alone. Zhao et al. (2022) also emphasize that advertising in low-involvement product industries like ice cream is more effective when acting indirectly through consumer psychological processes, such as brand awareness formation.

The effect of advertising on brand loyalty was also found to be significant but moderate (β = 0.296; T = 4.306; p = 0.000). This indicates that consistent brand messaging can create emotional closeness, especially when the message touches on personal values or consumer lifestyles. This effect can be explained by continuous visual exposure on social media, which builds affective attachment to the brand even without direct purchase experience.

Brand awareness was shown to play a major role in driving both purchase behavior (β = 0.600; T = 13.588; p = 0.000) and brand loyalty (β = 0.658; T = 16.205; p = 0.000). These effects are reinforced by large f^2 values of 1.025 and 0.797, respectively, indicating the dominance of awareness in mediating consumer responses to marketing stimuli. Citrasumidi et al. (2023) note that consumers who recognize and recall a brand well tend to demonstrate higher purchase intentions and loyalty, even for impulsive product categories.

Perceived quality significantly moderated only the relationship between brand awareness and purchase behavior (β = 0.127; T = 2.347; p = 0.019), but not the relationship with brand loyalty. This suggests that consumers are more likely to convert awareness into purchase decisions when they believe the product is of high quality—whether in taste, texture, or packaging. However, loyalty seems to require a more complex foundation such as repeated satisfaction, brand trust, and emotional relevance.

Mediation tests showed that brand awareness mediates the effect of advertising on purchase behavior (β = 0.314; T = 6.730; p = 0.000) and on brand loyalty (β = 0.345; T = 8.040; p = 0.000). These indirect effects are statistically stronger than the direct effects of advertising, confirming that awareness is a crucial psychological mechanism in converting promotional exposure into actual consumer action. Hair et al. (2021) also affirm that significant mediation effects reflect a more accurate influence pathway in SEM modeling.

Overall, the results of this study emphasize the importance of integrating brand communication strategies and product quality management in building consumer loyalty in the fast-moving consumer goods market. For brands like Wall's, increasing awareness

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

is not the end but the beginning of a long-term process to create sustainable consumer preference and attachment.

CONCLUSION

This study demonstrates that social media advertising has a significant impact on brand awareness and brand loyalty but does not have a direct effect on consumer purchase behavior. These findings reinforce the role of brand awareness as a mediator, bridging the influence of advertising on both purchase behavior and consumer loyalty. Additionally, perceived quality was found to moderate the relationship between brand awareness and purchase behavior, but its moderating effect on brand loyalty was not significant.

The implications of these results emphasize that brand communication strategies in fast-moving consumer goods industries, such as ice cream, should focus on enhancing meaningful brand awareness supported by positive perceptions of product quality. Brands that rely solely on advertising frequency without building credibility and perceived quality tend to fail in converting exposure into actual purchase decisions.

The limitations of this study include the data collection method, which used only an online survey approach, potentially biasing the sample toward a digitally savvy population. Furthermore, the brand loyalty variable was analyzed only from a behavioral perspective, without considering affective or long-term commitment aspects. Future research is recommended to broaden the demographic scope of respondents and to incorporate emotional loyalty dimensions in order to gain a more holistic understanding of the brand–consumer relationship.

REFERENCES

Alqaysi, N., Mohd Shamsudin, F., Al-Ghazali, B. M., & Alzoubi, H. M. (2024). The impact of social media marketing activities on brand equity and customer response: Empirical evidence from smartphone users. *Heliyon*, *10*(1), e18571.

Belanche, D., Casaló, L. V., Flavián, C., & Ibáñez-Sánchez, S. (2020). Building influencers' credibility on Instagram: Effects on followers' attitudes and behavioral responses toward the influencer. *Journal of Retailing and Consumer Services*, *55*, 102133.

Bhattacharya, A., Dey, V., & Ho, C. H. (2021). Effectiveness of digital marketing tools on purchase decision: A study on Indian millennials. *Journal of Retailing and Consumer Services*, *59*, 102375.

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

Cervera de la Cruz, R., & Shabani, M. (2023). Big data for development: Applications and methodological challenges. *Big Data & Society*, *10*(2), 20539517231175129.

Citrasumidi, A., & Pasaribu, R. A. (2023). Pemanfaatan Media Sosial sebagai Strategi Pemasaran Produk Es Krim untuk Meningkatkan Brand Awareness. *Jurnal Ekonomi dan Bisnis Digital*, 5(1), 67–82.

Fuadu, N. P., & Aprilianty, F. (2022). Developing Marketing Strategies For Cone Ice Cream: A Case Study Of Brand X Ice Cream Indonesia. *Asian Journal of Entrepreneurship, 3*(3), 23–39. https://doi.org/10.55057/aje.2022.3.3.3

García-Fernández, J., Gálvez-Ruiz, P., & Fernández-Gavira, J. (2018). The effects of service convenience and perceived quality on perceived value, satisfaction and loyalty in low-cost fitness centers. *Sport Management Review*, *21*(3), 250–262.

Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2021). *A primer on partial least squares structural equation modeling (PLS-SEM)* (3rd ed.). Sage Publications.

Hamelin, N., Harcar, T., & Ben Rejeb, W. (2021). Attention-grabbing advertising strategies and consumer involvement: A study of online banner ads. *International Journal of Advertising*, *40*(3), 457–476.

Hutchings, R., Nayna Schwerdtle, P., Druce, N., & Thompson, K. (2021). Data, dashboards, and decision-making in the COVID-19 response in Africa. *BMJ Global Health*, *6*(5), e005936.

Malhotra, N. K. (2016). *Marketing research: An applied orientation* (7th ed.). Pearson Education.

Olson, J. C., & Jacoby, J. (1972). Cue utilization in the quality perception process. In M. Venkatesan (Ed.), *Proceedings of the Third Annual Conference of the Association for Consumer Research* (pp. 167–179). Association for Consumer Research.

Pelet, J. É., & Ettis, S. (2022). Enhancing advertising effectiveness on social media through emotional appeal: The role of cognitive and affective trust. *Journal of Consumer Behaviour*, *21*(4), 904–918.

Rahman, A., Chatterjee, S., & Singh, A. (2020). The role of brand awareness and perceived quality in building brand loyalty: Empirical evidence from smartphone users in India. *Journal of Retailing and Consumer Services*, *54*, 102010.

Sarstedt, M., Ringle, C. M., Smith, D., Reams, R., & Hair, J. F. (2014). Partial least squares structural equation modeling (PLS-SEM): A useful tool for family business researchers. *Journal of Family Business Strategy*, *5*(1), 105–115.

Skålén, P., Aaltonen, S., & Edvardsson, B. (2022). Marketing-as-practice: A framework and research agenda. *Journal of Marketing Management*, *38*(1–2), 18–43.

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

Stoffels, B., Henseler, J., & Hubona, G. (2023). PLS path modeling: A primer and review of its applications in marketing. *Industrial Marketing Management*, *111*, 1–17.

Stylidis, D., Sit, J., & Biran, A. (2019). Consumption stereotypes and place brands: The role of perceived quality, place identity and satisfaction. *Journal of Product & Brand Management*, *28*(1), 78–90.

Top Brand Award. (2025). Top Brand Index 2022–2024 (Kategori Es Krim). Diakses dari https://www.topbrand-award.com (akses Mei 2025).

Wang, Y., Yu, C., & Fesenmaier, D. R. (2020). Transforming social media marketing: Exploring the potential of the social media experience for destination marketing. *Tourism Management Perspectives*, *33*, 100608.

Westland, J. C. (2010). Lower bounds on sample size in structural equation modeling. *Electronic Commerce Research and Applications*, *9*(6), 476–487.

Yang, K., Kim, H. Y., Min, J. H., & White, B. (2020). Understanding student engagement in online learning: A study of the perception of digital marketing education. *Journal of Marketing Education*, *42*(3), 264–276.

Zhao, Y., Yao, X., Wang, M., & Zhou, R. (2022). The impact of advertising on consumer purchase intention and brand loyalty: The mediating role of brand awareness and the moderating role of perceived quality. *Journal of International Consumer Marketing*.

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