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The Influence of Instagram Social Media Marketing Activities of Somethinc on Customer Purchase Intention

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Abstract

Technological advancements have seen significant growth, encompassing various aspects of life, including the buying and selling of products. The advent of the internet has given rise to numerous digital social media platforms that are now widely utilized by entrepreneurs to conduct product transactions. As market competition intensifies, entrepreneurs need to implement efficient and easily executable marketing strategies to remain relevant among competitors. This study aims to analyze the influence of social media marketing activity on the purchase intention of the skincare brand Somethinc. The focus of this research is on the social media marketing activities of the skincare brand Somethinc conducted on the Instagram platform. This research was carried out by distributing questionnaires via Google Forms, which were then disseminated through the researchers' social media. Convenience sampling was used in this study, with a total of 250 respondents. The obtained data were analyzed using quantitative methods and processed using SPSS and Smart PLS applications. The results showed that social media marketing activities positively influenced brand awareness and brand image. Brand awareness also had a positive effect on electronic word of mouth, and brand image positively influenced electronic word of mouth. Finally, electronic word of mouth also had a positive effect on purchase intention. The findings of this study are expected to assist entrepreneurs in designing effective marketing strategies, enabling them to compete with other competitors in marketing through social media, particularly Instagram.

Keywords: ***social media marketing activities, brand awareness, brand image, electronic word of mouth, purchase intention.***

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INTRODUCTION

In today's digital era, social media usage has rapidly grown, becoming an integral part of daily life. This technological advancement has significantly altered marketing strategies for many companies. Social media is now a crucial component of the marketing environment (Liu et al., 2018). According to Dewing (2012), social media enables users to engage in online exchanges, interact, contribute content, and participate in online communities, including platforms like blogs, wikis, and social media sites (e.g., Instagram, TikTok, Facebook, Twitter). This evolution has reshaped how companies market their products, presenting challenges and opportunities for marketers to positively influence consumer purchase intentions (Chen & Lin, 2019).

Social media is defined as online applications, platforms, or media that facilitate collaboration, interaction, and content dissemination (Richter & Koch, 2007). It plays a pivotal role in marketing activities by fostering customer relationships and providing companies with customer access (Kelly et al., 2010). Researchers have examined social media usage patterns, revealing that 90% of users are content consumers, 9% engage with comments, and only 1% create new content (Arthur, 2006). Internet and social media usage continue to rise, with a notable increase in active social media users (We Are Social, 2022).

In Indonesia, popular social media platforms include Instagram, TikTok, WhatsApp, and YouTube, with Instagram being a key platform for sharing current information (Populix, 2022). Instagram's features, such as stories, feeds, and reels, facilitate information sharing and enhance visual content's impact (Belanche et al., 2019; Sohaib et al., 2022). Research indicates that millennials frequently use Instagram for cosmetic and skincare information (Cooley & Parks-Yancy, 2019), offering marketers a significant opportunity.

The cosmetic and skincare market in Indonesia is growing, with an increasing number of local brands (BPS, 2021). Somethinc, a local beauty brand under PT Royal Pesona Indonesia, leverages Instagram for marketing, showcasing visually appealing content to attract followers (Kompasiana, 2021). Effective social media engagement enhances brand awareness and image, driving consumer trust and loyalty (Cheung et al., 2020; Ahmad & Haron, 2017).

Social Media Marketing Activities (SMMA) include entertainment, interaction, trendiness, and customization (Kim & Ko, 2012; Sano, 2015). These activities contribute to brand equity by boosting brand awareness and image (Keller, 1993; Lemon et al., 2001). Social media also fosters electronic word-of-mouth (eWOM), which influences

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consumer purchase decisions through credible, empathetic, and relevant information (Muntinga et al., 2011; Gruen et al., 2006).

Purchase intention reflects the likelihood of consumers planning to buy a product in the future (Wu et al., 2011). Positive brand engagement can enhance purchase intentions (Martins et al., 2018). Consumers often seek information based on others' experiences before making a purchase decision (Binwani & Ho, 2019).

This study aims to examine how SMMA, brand awareness, brand image, and eWOM on Instagram influence consumer purchase intentions for Somethinc. The research will involve an online questionnaire distributed via social media, with the findings expected to provide insights for improving Somethinc's marketing strategies.

LITERATURE REVIEW

Social Media Marketing Activity

Social media marketing activities are a strategy where companies use social media platforms to promote their products or services, leveraging user interaction and participation on these platforms to achieve marketing goals (Jakwatanaham et al., 2022). In research, social media marketing activities are seen as a connecting medium for promotion that complements an organization's marketing strategy by offering enhanced interaction through online media between the organization and consumers (Ibrahim et al., 2020).

Brand Awareness

Brand awareness is the ability of a prospective buyer to recognize or recall that a particular brand is associated with a specific product (Ilyas et al., 2020). Brand awareness refers to the brand's footprint in the consumer's memory to identify the brand under certain conditions (Rossiter & Percy, 1987). This means that brand awareness is the likelihood of a brand name coming to mind and the ease with which it does so (Keller, 1993). Dabbous & Barakat (2020) state that brand awareness has become an important variable that influences consumers' perceptions of a brand.

Brand Image

Brand image is defined as the consumer's perception of a brand that reflects their level of satisfaction based on the perceived advantages and quality of the product or service. This can indicate the presence of positive emotions from consumers (Hedman &

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Orrensalo, 2018). Keller (1993) also describes brand image as the perception of a brand as reflected in the consumer's memory.

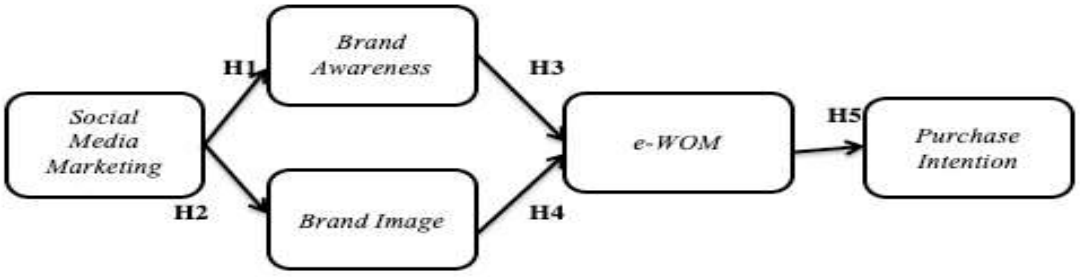
Electronic-Word of Mouth (e-wom)

Electronic word of mouth (e-WOM) is an activity where users directly share their experiences about a product or service, making this online activity an effective and efficient way to communicate with others (Cha & Lyu, 2019). According to Kotler & Keller (2016), electronic word of mouth is a form of word-of-mouth communication that encourages consumers to express their opinions about a product or service in the form of videos, images, or text to others online. A study conducted by Jansen et al. (2009) investigated e-WOM activities regarding a brand on Instagram and found that consumer posts create a rapid information dissemination process, encompassing comments and opinions about a product.

Purchase Intention

Kim & Ko (2012) define purchase intention as a consumer's behavioral response towards an object that indicates the desire to make a purchase. Schiffman & Kanuk (2008) define purchase intention as a psychological force within an individual that impacts the act of making a purchase. The intention to engage in purchasing activities arises from the process of information seeking and problem-solving within the potential buyer, and also involves participating in the decision-making process to choose a product or service from a brand (Imbayani & Gama, 2018). If consumers have a positive intention to buy a product or service, positive brand engagement will influence that purchase decision (Martins et al., 2018).

Research Framework



Source: adapted from Seo & Park (2018)

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METHOD

The theme of this thesis research is about social media marketing activities on purchase intention with brand awareness, brand image, and e-WOM. The social media platform used in this research is Instagram, focusing on individuals who actively interact with the Somethincofficial account. The data collection method in this study adopts a quantitative approach by distributing questionnaires via Google Forms online. The research sample will be collected using non-probability convenience sampling, allowing the author to randomly distribute questionnaires to respondents who meet the criteria through social media platforms like WhatsApp and Instagram. The questionnaires will be disseminated through Instagram by embedding the questionnaire link in the bio or Instagram story. Instagram is chosen because it can reach a wider audience. In addition to using Instagram, the questionnaires will also be distributed via personal chat on WhatsApp to reach respondents directly, thereby encouraging them to complete the questionnaires.

RESULT

Statistik Analysis

Outer Model Test

The Outer Model test aims to observe the relationship between indicators and latent variables in the research hypothesis. Validity and reliability are tested on variables such as social media marketing activity, brand awareness, brand image, electronic word of mouth (e-WOM), and purchase intention. The statistical test is conducted using SmartPLS with 342 respondents.

Convergen Validity Test

Table 1. *Outer loading*

	BA	BI	EWOM	PI	SMMA
BA1	0,710				
BA2	0,595				
BA3	0,563				
BA4	0,704				
BA5	0,595				
BI1		0,599			

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BI2		0,655			
BI3		0,620			
BI4		0,632			
BI5		0,587			
EWOM1			0,687		
EWOM2			0,645		
EWOM3			0,674		
EWOM4			0,664		
EWOM5			0,588		
PI1				0,664	
PI2				0,674	
PI3				0,675	
PI4				0,698	
SMMA1					0,527
SMMA2					0,408
SMMA3					0,595
SMMA4					0,590
SMMA5					0,440
SMMA6					0,602
SMMA7					0,576
SMMA8					0,593
SMMA9					0,590
SMMA10					0,592

Source: data processing (2024)

Based on the data from table 1, all indicators meet the criteria with values above 0.40. According to Herdiansyah and Diana (2019), a minimum loading factor value of ≥0.40 is acceptable. Therefore, all indicators show satisfactory loading factor values. Based on these results, the next testing process can proceed.

Diskriminant Validity Test

Tabel 2. Diskriminant Validity Test

	BA	BI	EWOM	PI	SMMA
Brand Awareness	0,636				
Brand Image	0,572	0,619			

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E-WOM	0,566	0,558	0,653		
Purchase Intention	0,585	0,617	0,653	0,678	
Social Media Marketing Activity	0,666	0,621	0,619	0,671	0,555

Source: data processing (2024)

Based on Table 2 of the discriminant validity results, the majority of variable items have higher values compared to the variables below them. For example, the value of the Brand Awareness item (0.636) is higher than the Brand Image item (0.572), and the value of the E-WOM item (0.653) is higher than the Purchase Intention item (0.652). From these discriminant validity test results, it can be concluded that all variables in this study demonstrate good discriminant validity.

Reliability Test

The In this study, in addition to conducting tests of convergent and discriminant validity, it is also necessary to test reliability using Cronbach's alpha and composite reliability. According to Noor (2017), a variable is considered reliable if its Cronbach's alpha and composite reliability values exceed 0.40. For more details, please refer to Table 3 :

Tabel 3. *Cronbach,s Alpha and Composite Reliability*

Variabel	Cronbach's Alpha	*Composite Reliability*
Brand Awareness	0,633	0,771
Brand Image	0,599	0,756
E-WOM	0,662	0,787
Purchase Intention	0,611	0,773
Social Media Marketing Activity	0,747	0,815

Source: data processing (2024)

Based on the data presented in table 4.13, it can be concluded that all variables in this study have Cronbach's alpha and composite reliability values exceeding 0.40. Thus, each variable is considered valid and reliable, enabling further testing to be conducted.

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Inner Model Test

Colinearity Test

Collinearity testing is used to evaluate relationships between latent variables, which is a method in structural testing. In the context of PLS-SEM, the expected tolerance value is 0.20 or less, or a VIF value not exceeding 5. Higher tolerance values or VIFs over 5 indicate potential collinearity issues. If collinearity is very high or VIF reaches 5 or more, consider removing one of the respective indicators (Hair et al., 2014). Detailed results are provided in Table 4.

Tabel 5. Colinearity test

Variabel	BA	BI	EWOM	PI	SMMA
Brand Awareness			1,487		
Brand Image			1,487		
E-WOM				1,000	
Purchase Intention					
Social Media Marketing Activity	1,000	1,000			

Source: data processing (2024)

R Square Test

R-Square values are commonly used to evaluate how well exogenous variables explain endogenous variables in a model. This coefficient measures the predictive power by squaring the correlation between observed endogenous constructs and their predicted values. R-Square also reflects the combined effect of exogenous latent variables on endogenous latent variables. Detailed R-Square results for each variable can be seen in Table 5.

Table 6. R square Test

	R-*Square*	R-*Square Adjusted*
Brand Awareness	0,444	0,442
Brand Image	0,386	0,384
E-WOM	0,402	0,399

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Purchase Intention	0,425	0,424

Source: data processing (2024)

In Table 4.14, Brand Awareness is influenced by its antecedent variables by 44.2%, leaving 55.8% influenced by other variables. Brand Image is explained by its antecedent variables by 38.4%, with the remaining 61.6% explained by other variables. Meanwhile, E-wom is influenced by its antecedent variables by 39.9%, with 60.1% influenced by other variables. Lastly, Purchase Intention is influenced by its antecedent variables by 42.4%, with 57.6% influenced by other variables.

Q-Square Test

Q-Square is an indicator in structural models that evaluates the out-of-sample prediction or data not used in model estimation (Hair et al., 2016). According to Hair et al. (2016), in structural models, Q-Square should have a value greater than zero ($Q^2 > 0$) to reflect the predictive relevance of the path model to specific endogenous latent variables, indicating the model's predictive relevance for certain dependent constructs. Q-Square results are displayed in Table 6.

Table 7. Q-Square Test

	SSO	SSE	Q^2 (=1-SSE/SSO)
Brand Awareness	1710,000	1412,654	0,174
Brand Image	1710,000	1466,103	0,143
E-WOM	1710,000	1425,869	0,166
Purchase Intention	1368,000	1111,105	0,188
Social Media Marketing Activity	3420,000	3420,000	

Source: data processing (2024)

In Table 6, Brand Awareness has a Q-Square of 0.174; Brand Image 0.143; E-wom 0.166; and Purchase Intention has a Q-Square of 0.188. The variable Social Media

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Marketing Activity has a Q-Square value of 0, which is normal because it is an independent variable.

Path Coefficient Test

Path coefficient testing is a crucial step in hypothesis testing, calculated using SmartPLS with bootstrapping techniques. Based on the bootstrapping results in Table 4.17, all hypotheses are supported. This conclusion aligns with the principles outlined by Hair et al. (2016), stating that T-statistic values should exceed 1.96 and P-values should be less than 0.05 to support hypotheses. Therefore, all hypotheses in this study are supported. Detailed path coefficient test results are provided in Table 4.17.

Table 8. Path Coefficient test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic (|O/ST5DEV|)	P Values	Kesimpulan
SMMA->BA	0,666	0,668	0,042	16,011	0,000	H1 Signifikan
SMMA->BI	0,621	0,622	0,045	13,893	0,000	H2 Signifikan
BA->EWOM	0,367	0,371	0,063	5,797	0,000	H3 Signifikan
BI->EWOM	0,348	0,346	0,060	5,822	0,000	H4 Signifikan
EWOM->PI	0.652	0,651	0,043	15,274	0,000	H5 Signifikan

Source: data processing (2024).

Table 8 indicating that all directly related hypotheses are considered valid and significant.

The Social Media Marketing Activity on Brand Awareness

The data analysis results indicate that the T-statistic value for the influence of social media marketing activity on brand awareness is 16.011, which is greater than 1.96, with a P-value of 0.000, less than 0.05. Therefore, it can be concluded that social media marketing activity has a positive and significant impact on brand awareness. This also indicates that increasing social media marketing activity will influence higher brand awareness. Thus, hypothesis 1 in this study can be accepted.

The Influence Social Media Marketing Activity on Brand Image

The data analysis results show that the T-statistic value for the influence of social media marketing activity on brand image is 13.893 > 1.96, with a P-value of 0.000 < 0.05.

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Therefore, it can be concluded that social media marketing activity has a positive and significant impact on brand image. This also indicates that increasing social media marketing activity will influence higher brand image. Thus, hypothesis 2 in this study can be accepted.

The Influence Brand Awareness on Electronic-Word of Mouth

The data processing result for the T statistic of the influence of brand awareness on electronic-word of mouth is 5.797 > 1.96 with a P-value of 0.000 < 0.05. Therefore, it can be concluded that brand awareness has a positive and significant influence on electronic-word of mouth. This also indicates that higher brand awareness will influence higher electronic-word of mouth. Thus, hypothesis 3 in this study can be accepted.

The Influence Brand Image on Electronic-Word of Mouth

The data processing result for the T statistic of the influence of brand image on electronic-word of mouth is 5.822 > 1.96 with a P-value of 0.000 < 0.05. Therefore, it can be concluded that brand image has a positive and significant influence on electronic-word of mouth. This also indicates that higher brand image will influence higher electronic-word of mouth. Thus, hypothesis 4 in this study can be accepted.

The Influence Electronic-Word of Mouth on Purchase Intention

The data processing result for the T statistic of the influence of electronic-word of mouth on purchase intention is 15.274 > 1.96 with a P-value of 0.000 < 0.05. Therefore, it can be concluded that electronic-word of mouth has a positive and significant influence on purchase intention. This also indicates that higher electronic-word of mouth will influence higher purchase intention. Thus, hypothesis 5 in this study can be accepted.

CONCLUSION

This This study was conducted to examine the impact of Instagram social media marketing activity on the purchase intention of local skincare products Somethinc through the variables of brand awareness, brand image, and electronic-word of mouth as mediators. Based on the data analysis and hypothesis testing conducted, the conclusions can be outlined as follows:

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Social media marketing activity has a positive and significant influence on **brand awareness**

1. **Social media marketing activity** have a positive and significant influence on **brand image**
2. **Brand awareness** has a positive and significant influence on **electronic-word of mouth**
3. **Brand image** has a positive and significant influence on **electronic-word of mouth**
4. **Electronic-word of mouth** has a positive and significant influence on purchase intention

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