Brand Awareness Mediate the Influence of Social Media Marketing and Online Advertising on Purchase Decision

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Abstract

This research aims to understand whether social media marketing, online advertising and brand awareness as a mediator are positively related to purchase decision through Shopee. The target population are customers who lived in Jakarta and use Shopee. The data was collected using questionnaire sampling method. The data was analyzed using Partial Least Square-Structural Equation Modeling approach of SmartPLS 3.0 software. The results show that not all hypothesis were positively related to purchase decision. In addition, online advertising and brand awareness are positively related to purchase decision, while social media marketing is not positively related to purchase decision.

I. Introduction

In today's digital era, social media, the internet, and everything in the form of technology have become daily human needs that cannot be separated. Technology at this time has begun to recognize age; from children to adults, they already know what technology is. With the internet in this world, everything has become more accessible; much information can be reached only by searching on the internet. Many people think that the internet brings terrible things to future generations, but everything should be seen from two different sides. The internet does not always have a destructive impact on the current generation, especially with the pandemic conditions that are still rampant. Social media, platforms, and others related to digital can bring unique benefits to society. The Covid-19 pandemic has changed everyone's life since 2019 until now; not a few people in the world have been affected, especially in this case; Indonesia is one of the countries with a relatively high level of Covid-19, and it affects the economy of the Indonesian people. Jakarta is one of the city centers in Indonesia that have been affected by the Covid-19 pandemic. Some companies or individuals who have micro, small and medium enterprises (MSMEs) start using social media, such as Instagram, Facebook, WhatsApp, and even Tiktok, to market the products sold so that it can encourage them to form a marketplace. Large e-commerce (electronic commerce) companies such as Shopee, Tokopedia, and Lazada have implemented digitalization to benefit these companies during the pandemic because the use of e-commerce applications by the public has increased sharply.

This research brings up the topic of Shopee because Shopee is one of the most well-known e-commerce sites in Indonesia and is easy to access. The authors focus the research on Shopee consumers in Jakarta because Jakarta is the capital city of Indonesia, and

economically, that makes Jakarta a very vibrant and active city and quite advanced in business activities. Digital marketing is a form of direct marketing that connects consumers with sellers electronically using interactive technologies such as e-mail, websites, television, and other technologies. (Kotler and Armstrong, 2010). To address the challenges and harness the opportunities offered by digital technologies during this crisis, participants shared a concern to recognize and protect digital rights in particular around the areas of privacy and inclusion (Hariati, 2021). This can be interpreted as internet users in Indonesia belongs to the category of digital natives group (Gunawan, 2020). The use of digital technology worldwide is increasing, especially since the COVID- 19 pandemic in early 2020 (Yugo, 2021). In today's digital era, digital marketing is very much needed to carry out companies and small businesses to survive in this increasingly advanced world. If seen from the explanation above, it can be concluded that the purpose of using digital marketing is to attract consumers through electronic media in new ways with advertisements and other ways and help producers to approach consumers more quickly. With digital marketing, transactions are also more accessible and can be carried out at any time. Undoubtedly, Indonesians cannot be separated from social media and carry out buying and selling in e-commerce. Indonesians are very active on social media and easily influenced by new things on social media. This opens opportunities for MSMEs and e-commerce companies to develop their markets.

Shopee started operating in February 2015 and was launched in Singapore, which Sea Limited owns. Besides Singapore, Shopee was also launched in Indonesia, Malaysia, Thailand, Taiwan, Vietnam, and the Philippines. Shopee is a platform formed by adjusting the targeted areas. They provide easy, guaranteed, and fast service to their customers. When compared to other e-commerce, according to the author, Shopee is easier to see and easy to use in online buying and selling transactions, with attractive designs for buyers. The products sold on Shopee are pretty complete and cheap, so many young people are interested in buying products through Shopee. Following Shopee's goals, which want and promise to change the world for the better through interactive technology by providing a platform to connect consumers and producers in one community. Not only in marketing, but Shopee also established the first University in Taiwan in December 2015. In 2018, Shopee obtained a Gross Merchandise Value (GMV) of US $ 10 billion, with 600 million transactions. Shopee continues to think of new things to become the number one e-commerce in the world. Shopee has values that are instilled in its employees; there are five values, namely, we serve, we adapt, we run, we commit, and we stay humble. Shopee is used to support the community's needs during the pandemic and to drive the economy during this pandemic, especially for MSMEs. Based on a survey from IPrice, in the second quarter of 2021, Shopee is one of the leading e-commerce sites in terms of the number of visitors on the website. It can be seen that online advertising has quite a big impact on consumers. Currently, Shopee has 126.99 million web visitors.

Internet users in Southeast Asia reached 360 million in 2019, a rapid increase compared to 2015 as many as 100 million users. Indonesia and Vietnam have the highest internet usage, with a 40% increase every year. From these results, Shopee has the most active users in Southeast Asia, especially in Indonesia and Vietnam. Therefore, Shopee is said to be a bustling market in Southeast Asia (Arthur Gideon, 2019). According to Angelyn and Kodrat (2021), two variables influence the purchase decision. Social media marketing and brand awareness mediation in purchasing decisions are the two variables. In addition, Upadana and Pramudana (2020) also state that social media marketing is very influential in purchasing decisions, of course, by creating brand awareness first because, with awareness of a brand, consumers will be more interested in buying through the company. In addition to social media marketing, according to AL-AZZAM and AL-MIZEED (2021).

II. Review of Literature

2.1 Purchase Decision

A purchase decision is a decision that consumers make through the existing order of choices. Before choosing to buy, consumers have the will to fulfill their daily needs. The decision can be influenced by the place of purchase, brand, model, quantity, time, amount of money, and price. In addition, the buyer's decision is also influenced by the marketing strategy of the existing product (Schiffman and Kanuk, 2007). In purchasing decisions, there is a process carried out by consumers and consideration of whether to buy the product or not (Angelyn and Kodrat, 2021). In addition, consumers will also look for information related to brands, promotions, and references from other people. When people buy a product, that is called a purchase decision (Ansari et al., 2019).

2.2 Brand Awareness

Through platforms such as social media, online advertising, and e-commerce, it can form brand awareness in the minds of consumers. For example, we can identify a brand by just looking at the picture, color, or slogan, without looking at the brand. In this case, the logo from Shopee with the characteristic image of an orange bag with the symbol S. Most Southeast Asian people already know that the logo is the Shopee logo. This is called brand awareness. Products with high brand awareness are the first step for consumers to have the intention to buy and decide to buy. According to (Herdana, 2015), consumers tend to buy a product with a well-known brand, compared than a product that still sounds foreign to their ears. Shopee is e-commerce whose name is well known and familiar to the people of Southeast Asia, especially in Indonesia. There are already many Shopee branches spread across Indonesia. In creating brand awareness, Shopee itself is inseparable from social media marketing, online advertising, and other marketing strategies. Brands in this era more often reach consumers through social media such as Instagram, Facebook, Twitter, Youtube, and other social media (Budiman, 2021).

2.3 Social Media Marketing

E-commerce, in this case, Shopee, used its opportunity during this pandemic to improve its business and also help the MSME community to help improve its economy affected by this pandemic. According to Upadana and Pramudana (2021), social media is an online media that makes it easier to share information and communicate without thinking about distance, transactions, and participation. Social media is also a marketing strategy integral to a broader service, communication, and marketing strategy. Social media that is used as a marketing strategy is known as social media marketing. Social media marketing is a new trend, and its use continues to increase, making it easier for entrepreneurs to reach their target market. Social media is tool companies use to promote the company and its products (Barefoot and Szabo, 2010). Social media marketing is a program formed by a company to attract consumers by creating brand awareness so that it can increase its business development. Many companies choose this strategy because it effectively attracts consumers to buy products or use the services offered (Kurniasari and Budiatmo, 2018).

2.4 Online Advertising

Online advertising is a form of marketing that convinces consumers to make purchasing decisions and provides information to the public. Consumers will be interested in the marketing being delivered well (Mishra and Mahalik, 2017). With online advertising, the internet will be beneficial and help consumers find it easier to find what they need. Also, it will be easier for entrepreneurs to use online advertising to reach the target market more

accurately and quickly (Budiman, 2021). Online advertising is also commonly known as internet advertising. Through this platform, entrepreneurs or producers can convey messages and products to increase their sales in the future (Dhore and Godbole, 2019). An online advertising strategy will also make updating information, products, and services more accessible. Social media marketers use platforms such as websites for sales (Nur, 2021).

2.5 Hypothesis Development

Upadana and Pramudana (2021) research describe the relationship between social media marketing and purchase decision mediated by brand awareness. Many variables influence purchase decisions. These variables are social media marketing, e-mail marketing, online advertising, and mobile marketing, according to Mishra and Mahalik (2017). The authors decided to modify the four variables by adding a variable that affects online advertising (independent variable) on purchase decisions (dependent variable) because online advertising significantly influences purchase decisions.

III. Research Method

This type of research is causal associative hypothesis testing. This study analyzes the effect of social media marketing on brand awareness. The study also examines the effect of online advertising on brand awareness. It addresses the effect of social media marketing, the effect of online advertising, and the effect of brand awareness on the purchase decision. It further tests whether brand awareness mediates the relationship between social media marketing and purchase decision and whether brand awareness mediates the relationship between online advertising and purchase decision in Shopee. The conceptual framework is shown in Figure 1.
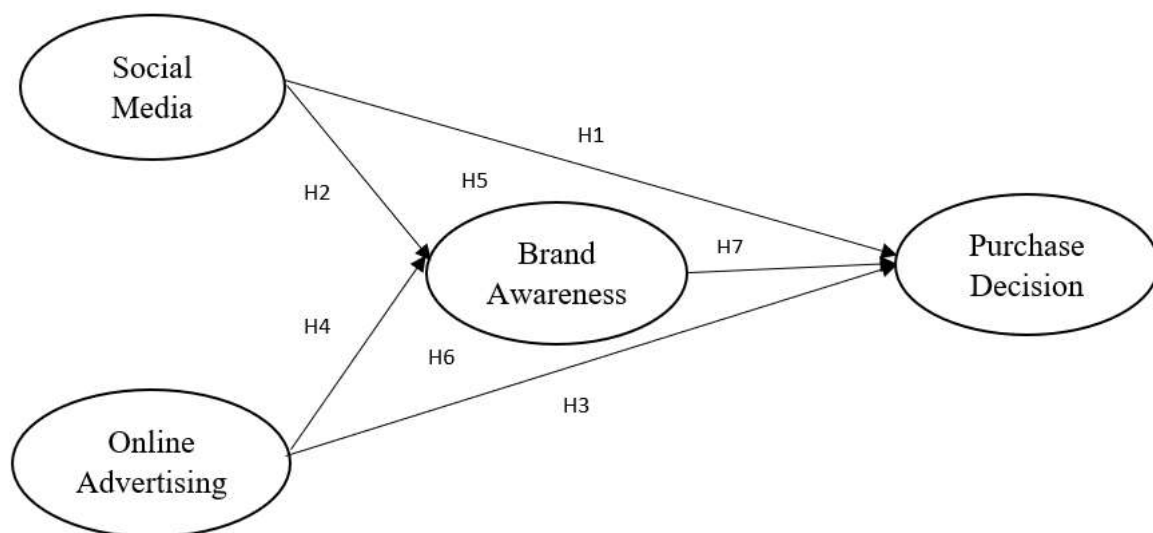

Figure 1. *The Conceptual Framework*
Source: Modified from Upadana and Pramudana (2021) and Mikha and Mahalik (2017)

IV. Discussion

4.1 Results
a. Measurement Model Test (Outer Model)

Reliability and validity data is the most commonly used method to evaluate the outer model. Reliability was tested through composite Reliability, while validity was tested with convergent and discriminant validity. Reliability testing is needed to ensure the accuracy and consistency of the research instruments to measure the constructs provided. Composite Reliability will be shown in table 4.3 attached in the attachment.

According to Ghozali and Latan (2015), Cronbach's alpha measures the lower limit of the reliability value of a construct. Composite Reliability is considered better in estimating the internal consistency of a construct because Composite Reliability measures the actual reliability value of a variable, where the composite reliability value is greater than 0.7 and is declared reliable. Table 1 shows the results of all composite reliability measurements>0.7, so the composite Reliability is reliable.

Tabel 1. Reliability Test Result

Variable	Composite Reliability
Brand Awareness	0.850
Online Advertising	0.896
Purchase Decision	0.933
Social Media Marketing	0.850

Source: primary data processing results (2022).

The validity test consists of discriminant and convergent validity. The validity test looks at the differences from each observed scale and produces the differences from each measured scale to be more explicit. AVE and outer loadings can be used to determine convergent validity. The Fornell-Larcker test and the Heterotrait-Monotrait ratio (HTMT) are used for discriminant validity. According to Ghozali & Latan (2015), AVE values above 0.5 are declared valid. Table 2 shows that the outer loading values of BA1, BA5, OA5, and SM5 are less than 0.7, which means the outer loading values are invalid. Table 3 shows that the AVE value of all constructs is more than 0.5. Thus, the model is said to be valid, and table 4 shows the cross-loading discriminant validity test results.

Table 2. Outer Loading Convergent Validity Test Results

	Brand Awareness	Online Advertising	Purchase Decision	Social Media Marketing
BA1	0.690			
BA2	0.736			
BA3	0.771			
BA4	0.802			
BA5	0.638			
OA1		0.741		
OA2		0.864		
OA3		0.872		
OA4		0.848		
OA5		0.634		
PD1			0.896	

PD2			0.890	
PD3			0.824	
PD4			0.913	
SM1				0.771
SM2				0.778
SM3				0.734
SM4				0.765
SM5				0.655

Source: primary data processing results (2022)

Table 3. AVE Convergent Validity Test Results

	Average variance Extracted
Brand Awareness	0.532
Online Advertising	0.635
Purchase Decision	0.777
Social Media Marketing	0.533

Source: primary data processing results (2022)

Table 4. Cross Loading Discriminant Validity Test Results

	Brand Awareness	Online Advertising	Purchase Decision	Social Media Marketing
BA1	0.690	0.308	0.341	0.249
BA2	0.736	0.309	0.400	0.273
BA3	0.771	0.370	0.776	0.236
BA4	0.802	0.357	0.457	0.298
BA5	0.638	0.385	0.360	0.247
OA1	0.424	0.741	0.343	0.527
OA2	0.372	0.864	0.429	0.576
OA3	0.356	0.872	0.465	0.553
OA4	0.389	0.848	0.495	0.521
OA5	0.358	0.634	0.309	0.469
PD1	0.625	0.388	0.896	0.235
PD2	0.631	0.527	0.890	0.392
PD3	0.548	0.473	0.821	0.312
PD4	0.612	0.437	0.913	0.285
SM1	0.295	0.460	0.264	0.711
SM2	0.274	0.512	0.245	0.778
SM3	0.207	0.513	0.259	0.734
SM4	0.243	0.488	0.269	0.765
SM5	0.257	0.451	0.232	0.655

Source: primary data processing results (2022)

Table 5 shows the results of Fornell Larcker's discriminant validity. The Fornell-Larcker criterion shows compatibility with the model proposed in this study, and it is stated that discriminant validity is formed positively in the designed model.

Table 5. Fornell Larcker Discrimination Validity Test Results

	Brand Awareness	Online Advertising	Purchase Decision	Social Media Marketing
Brand Awareness	**0.730**			
Online Advertising	0.476	**0.797**		
Purchase Decision	0.686	0.519	**0.882**	
Social Media Marketing	0.352	0.664	0.349	**0.730**

Source: primary data processing results (2022)

This study also used the HTMT ratio to verify validity. HTMT was used to ensure overall validity. Ghozali and Latan (2015) stated that the HTMT ratio value of less than 0.9 indicates no correlation; however, a value higher than 0.9 indicates a high degree of correlation between variables. Table 6 shows that all HTMT results are below 0.9 and included in the valid category, and these variables are not correlated.

Table 6. Test Results of Heterotrait-Monotrait Ratio Discriminant Validity

	Brand Awareness	**Online Advertising**	**Purchase Decision**	**Social Media Marketing**
Brand Awareness				
Online Advertising	0.584			
Purchase Decision	0.757	0.586		
Social Media Marketing	0.452	0.820	0.413	

Source: primary data processing results (2022)

b. Structural Model Test (Inner Model)

The inner model can be evaluated through R-squared (R2), multicollinearity statistics, and bootstrapping. The inner model is usually referred to as the structural model. *R-squared* is defined as the square of the coefficient of one variable, whether the objective variable or the response, while other variables are known as explanatory variables. Romanov et al. (2018) state that the value will increase if many predictors are entered into the model. The more variables, the higher the r-square result. This result will measure how well the line fits the data, known as the "goodness of fit." Multicollinearity statistics are found by calculating the value of variance, inflation factor, or VIF. The rule of thumb for the VIF value is that the value must be less than 5. The purpose of multicollinearity statistics is to determine that there is no correlation between the independent variables (Ghozali and Latan, 2015). Table 7 shows that each variable has a value of less than 5, indicating the validity of the variable and showing that the independent variables are not correlated in any way.

Table 7. Multicollonearity Test Results

Prediktor Brand Awareness		Prediktor Purchase Decision	
Konstruk	**VIF**	**Konstruk**	**VIF**
OA	1.790	BA	1.297
SM	1.790	OA	2.033
		SM	1.796

Sources: primary data processing results (2022)

The R-squared value of 1.0 indicates that the data obtained fit the linear model perfectly, but obtaining a value does not occur every time. Values less than 1.0 can occur because values can vary, influenced by the nature of the analysis and the research environment (Hamilton, Ghert, and Simpson, 2015). As stated in table 8, the brand awareness variable has an r-square value of 0.229 or 22.9%. This means that brand awareness can be achieved through social media marketing and online advertising, while other variables can explain the remaining 77.1% outside this research. Furthermore, this variable has an r-square value of 0.519 or 51.9% for the purchase decision variable. Purchase decisions can be explained or achieved by social media marketing, online advertising, and brand awareness, while other variables can explain the remaining 48.1% outside of this study.

Table 8. Coefficient of Determination Test Results (R^2)

Variabel	R^2
Brand Awareness	0.229
Purchase Decision	0.519

Sources: primary data processing results (2022)

c. Hypothesis Testing

Next is bootstrap to see the significance of the weights. For the one-tailed test, the 5% significance level states that the t-value must be greater than 1.65 (Black et al., 2016). The assessment for the inner model is also seen from the path coefficient. The values range from -1 to +1. A path coefficient close to +1 indicates a strong positive relationship, and a value close to -1 indicates a weak positive relationship.

Table 9. Hypothesis Test Results and Strength of Influence

Hipotesis	Path Coefficient	t-value	Hasil
H_1: Social Media Marketing → Purchase Decision	0.596	0.530	Insignificant
H_2: Social Media Marketing → Brand Awareness	0.506	0.666	Insignificant
H_3: Online Advertising → Purchase Decision	0.000	4.729	Significant
H_4: Online Advertising → Brand Awareness	0.000	5.383	Significant
H_5: Brand Awareness → Purchase Decision	0.000	14.850	Significant

Business research usually uses a significance level of 5%; thus, the t-value must be higher than 1.65. Looking at table 4.13, which is the result of bootstrapping, statement H1 is that social media marketing positively affects purchase decisions and is not supported. This is proven in this study because this hypothesis has a t-value of 0.530. It can be concluded that social media marketing does not affect purchase decisions.

Hypothesis H2 with the hypothesis that social media marketing positively affects brand awareness is not supported. The T-value in this hypothesis is 0.666, where the value is below 1.65, so there is no significant relationship between social media marketing and brand awareness, even though social media marketing and brand awareness are proven valid and

reliable or reliable from the previous test results. However, the hypothesis test shows that the hypothesis is not supported, so there is no guarantee that social media marketing can lead to brand awareness.

In hypothesis H3, online advertising positively affects purchase decisions with a t-value of 4.729, supporting the hypothesis.

In H4, online advertising has a positive effect on brand awareness. Based on the bootstrap results in table 4.13. This hypothesis has a t-value of 5.383. This value is higher than 1.65, so the hypothesis is supported.

Hypothesis H5, brand awareness has a positive effect on purchase decisions. This hypothesis has a t-value of 14,850, and such a high value can be concluded that brand awareness has a strong positive influence on purchase decisions.

The statement from H6 that brand awareness positively mediates the influence of social media marketing on purchase decisions is not supported. The relationship between social media marketing and brand awareness is not supported, and the influence of social media marketing on purchase decisions is not supported. So the statement in H6 cannot be supported because social media marketing has no significant effect on brand awareness and purchase decision. However, the relationship between brand awareness and purchase decisions is supported.

In Hypothesis H7, brand awareness positively mediates the influence of online advertising on purchase decisions. It can be seen in table 4.13 that the relationship between online advertising and brand awareness is supported, and the relationship between online advertising and purchase decisions is also supported and has a positive influence. In addition, it is also supported by the relationship between brand awareness and purchase decisions, which has a positive influence. It can be concluded that brand awareness positively mediates the influence of online advertising on purchase decisions.

4.2 Discussion

The results of this study indicate that there are seven hypotheses, and from the results of data processing, there are four supported hypotheses and three unsupported hypotheses. From the results of the H1 hypothesis, social media marketing does not have a positive influence on purchase decisions. Based on previous research, it is stated that social media marketing positively influences purchase decisions, which is not supported in this study, especially in research on Shopee. In Hypothesis H2, social media marketing has no positive effect on brand awareness, so the results of previous studies, which stated that social media marketing had a positive influence on brand awareness, were not supported in this study.

Furthermore, in H3, online advertising positively influences purchase decisions. According to previous researchers, it is supported that there is a significant relationship between online advertising and purchase decisions. So it can be concluded that consumers decide to buy when they see it from online advertising. In H4, online advertising positively influences brand awareness, which is supported, as in hypothesis three, in accordance with previous researchers who showed significant results between online advertising and purchase decisions. So, it can be concluded that online advertising makes consumers aware of a brand. In H5, brand awareness that has a positive influence on purchase decisions is supported. Previous research also states the same thing, concluding that brand awareness allows consumers to make purchasing decisions.

In H6, brand awareness positively mediates the influence of social media marketing on purchase decisions, although previous research states that the hypothesis is supported. Differences in the object of research can cause this. In H7, the statement that brand awareness positively mediates online advertising on purchase decisions is supported. As previous researchers who showed the results of the hypothesis were supported, it can be concluded that

with brand awareness, through online advertising, consumers can decide to purchase after seeing it.

V. Conclusion

Based on the discussion above, purchase decision in Shopee is influenced by their online advertising and brand awareness. Currently, the company is quite active in social media and online advertising, but based on the survey, customers are more attracted by Shopee's online advertising. That way, they will receive the fast outcome of the product they searched for.

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