

The Effect of Social Media Activities on Purchase Intention Study on Somethinc, A Local Skincare Brand in Indonesia

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Abstract: The sales of the skincare industry in Indonesia increase from year to year. Along with the increase in social media use, it results in newcomers in the local brand sector; one is a brand called Somethinc. This study analyses social media activities (SMA) regarding purchase intention over a local skincare brand in Indonesia. This research was built using quantitative cross-sectional sampling with a total of 258 samples who lived in Jabodetabek. They are following Somethinc on social media, especially its Instagram @somethincofficial, yet they have never purchased Somethinc products. The data were analyzed using the SEM method through the SmartPLS 3.2.9 application. The results show that SMA has direct influences on brand equity, and brand equity influences purchase intention. Moreover, SMA also has a direct effect on purchase intention. This study proves that social media activities (SMA) significantly increase brand awareness, brand image, and purchase intention. The presence of customization, interactions, eWOM, and trendiness further enhance the positive effect. This means that managers must provide the latest and relevant information about their products in all cases.

Keywords: Social media activities, Brand equity, Purchase intention, Instagram, Local brand, Skincare

INTRODUCTION

Social media active users in Indonesia keep increasing year-on-year. Hootsuite (2022) reported that the increment is 12.6 YoY. In 2022, 191.4 million of Indonesia citizens were an active social media user which is 68.9% from Indonesia's total population (Hootsuite, 2022). Generation Z dominates the Indonesian population, with 74.93 million registered names or equal to 27.94% of the total population (Katadata, 2021). On the other hand, those numbers were followed by total of 69,38 million of the Millennial Generation or 25.87% out of the total population. The daily average internet use for all purposes is 8 hours and 36 minutes, and the average time spent for social media use is 3 hours and 17 minutes. That behavior creates a good opportunity for brands to advertise on social media. Moreover, 80.1% of social media users are using social media as their main resource for brand research (Hootsuite, 2022). This number is a big opportunity for brand to promote their brand through social media.

Social media is a few platforms and communities that exist in an online context (Schroder, 2017). Where users are able to exchange in opinions, experiences and perspectives with other users. Social media have a huge role in building brand equity due to the ease of consumer trust establishment (Pena, 2019). There are five dimensions of social media which are entertainment, customization, interaction, e-WOM, and trendiness (Cheung et al., 2014). Entertainment is an important part of a brand's appeal because it stimulates consumer behavior and reflects positive

perceptions about the brand (Kang, 2005). Even if the social media use of individual users is different, entertaining content can easily attract consumers' attention (Manthiou et al., 2014). In addition, research has shown that entertainment plays a role in inspiring consumers to engage or interact with social media (Ashley et al., 2015).

Godey et al. (2015) and Ding et al. (2016) defined customization as a measure on how far is the given service to consumer to fulfill their needs or satisfy them. On the other hand, according to Martin et al. (2010), customization allows businesses to provide exclusiveness to each brand and increase in consumer preference. Chan et al. (2011); Zhu et al. (2015); Bilgin (2018), argued that personalization allows businesses to deal individually with the consumer problems while directing advertisements as well as communications to create a value for an individual or specific group of people. To enhance consumer satisfaction, for instance, replies to consumers' questions as quickly as possible.

Interaction is a space where opinions are exchanged and discussed in the social media platform through two modes of interactions and data sharing (Dessart, 2015). Businesses need to create an interaction on social media by making it easy for consumers to access information, opinions and suggestions directly in order to increase consumer behavior towards a product or brand (Fischer & Reuber, 2011, Vukasovic, 2013, and Hajli, 2015). On the other hand, interactive communication that exist on a social media platform have advantages over traditional media such as radio or TV in reaching more consumers than conventional media (Zhu et al., 2015; Bowen & Bowen, 2015).

Word of mouth (WOM) is a form of communication between consumer over a brand or products without the intention to commerce. Nowadays, the Internet is growing more rapidly to transform WOM into an electronic word of mouth (eWOM). Sulthana and Vasantha (2019) pointed out that eWOM includes both negative and positive aspects for brands, products or services that have been developed by previous consumers and now potential consumers that can be accessed through the internet. According to Erkan and Evans (2018), the eWOM process was defined as a transfer, where an impact could vary depending on the consumer's attitude and behavior. The trendiness is known by providing the latest information on services and products (Godey et al., 2016). In addition, Godey et al. (2015); Manthiou et al. (2014) mentioned that trendy information includes latest information of a brand or product, feedback and new idea, where it leads to trust in brand and increase in positive awareness.

Aaker (1996) considered that brand awareness is the ability of potential customers to recognize or remember a particular brand, enabling them to identify and associate products with brands. In literature by Langaro et al. (2018), this is a prerequisite for the inclusion of brands into consumer decision-making processes. Keller (2009) defined brand image as the perception of a brand that is divided by strength, favorability, and uniqueness towards the brand associations. The image of a brand allows the consumer to differentiate it from its competitors. (Hsieh & Li, 2008). It means that to help consumers make decisions during the purchasing process, Brand image plays a decisive role and influences consumer behavior regarding repurchase (Bian & Moutinho, 2011). Few studies have described the fact that a brand's image can be influential on purchase intentions (Charo et al., 2015).

The combination of consumer interest and the probability of purchasing is defined as purchase intention (Kim & Ko, 2012). The decision to buy a product or service by the brand involves an evaluation of brands, products and services that competitors provide. (Teng et al., 2007). Zeng et al. (2009) stated that the value associated with purchasing intent is positive in social media.

Instagram, currently ranked as the second most popular social media platform in Indonesia and the biggest platforms used by Indonesians. Instagram is known as the fastest growth in network site (Ershad & Aghajani, 2017). The use of social media as a tool for establishing and maintaining relationship with consumers, improving brand equity and enhancing corporate performance could be beneficial to businesses (Hudson et al., 2016). CNBC Indonesia reported that the cosmetics industry that is based on pharmacy, chemical, and traditional medicine increase with 9.61% in 2021 (Hasibuan, 2022). It said the revenue generated of beauty product is worth \$2.05 Billion where this number increase \$0.27 billion or 15% compared with 2021. Out of the 15.8 million sales from cosmetic products on the Internet, 67.3% were purchased using a mobile device. (Statista, 2022).

In this study, we've selected the Millennials and Gen Z as our respondents according to Somethinc's primary target audience. At the same time, these two generations represent a majority of Instagram users in Indonesia. (Napoleoncat.com, 2022). This study intent to examine the relationship between Social Media Activities (SMA), including entertainment, customization, interaction, eWOM, and trendiness on brand equity (brand awareness and brand image) and examine the relationship between brand equity (brand awareness and brand image) on purchase intention among local skincare brand in Indonesia (Somethinc). A review of the earlier studies has been conducted in relation to these activities. However, most of these studies have been conducted in western countries, with a very limited number of studies in Indonesia.

This study contributes significant implications to enriching the literature on Social Media Activities, specifically by exploring the dimensions in SMA that become its antecedents. Practically, it adds a reference for managers in creating and implementing SMA properly and relevant, especially on local skincare brand in Indonesia.

METHODS

Research Design

The study uses the survey method to provide a descriptive quantitative study. Data has been collected via an online questionnaire, which is carried out using Google Forms and disseminated through social media (Instagram and WhatsApp). Figure 1 shows the research model. In addition, the hypotheses are put forward in line with this framework.

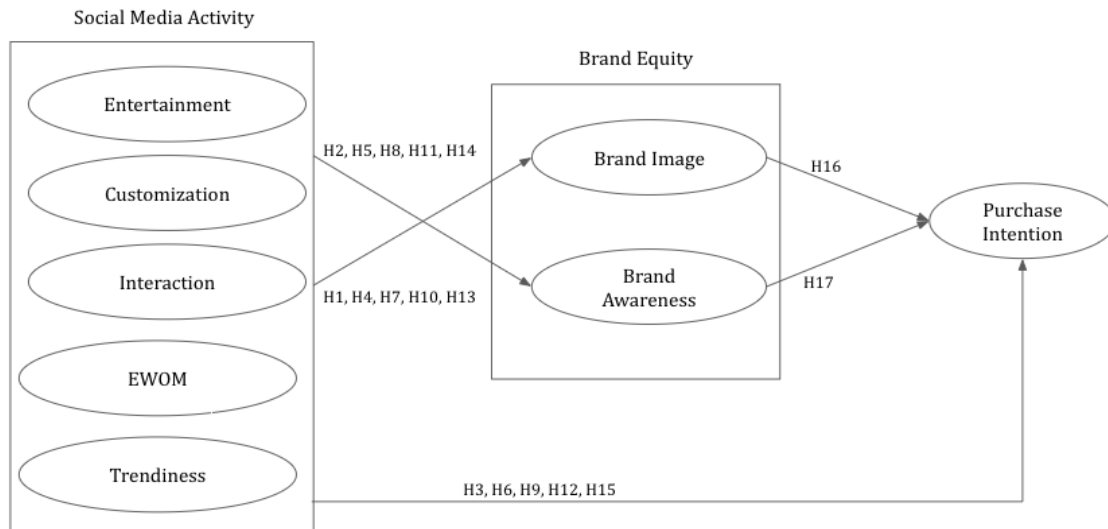


Figure 1. Research Model

- H1: Entertainment has a positive effect on brand image.
- H2: Entertainment has a positive effect on brand awareness.
- H3: Entertainment has a positive effect on purchase intention.
- H4: Customization has a positive effect on brand image.
- H5: Customization has a positive effect on brand awareness.
- H6: Customization has a positive effect on purchase intention.
- H7: Interaction has a positive effect on brand image.
- H8: Interaction has a positive effect on brand awareness.
- H9: Interaction has a positive effect on purchase intention.
- H10: EWOM has a positive effect on brand image.
- H11: EWOM has a positive effect on brand awareness.
- H12: EWOM has a positive effect on purchase intention.
- H13: Trendiness has a positive effect on brand image.
- H14: Trendiness has a positive effect on brand awareness.
- H15: Trendiness has a positive effect on purchase intention.
- H16: Brand awareness has a positive effect on purchase intention.
- H17: Brand image has a positive effect on purchase intention.

Measurement

This study used 7-Likert scales with 1 “Strongly disagree” and 7 “Strongly agree” with 36 indicators. Indicators of entertainment, customization, interaction, eWOM, and trendiness Indicators were adapted from the study of Godey et al. (2016) and Kim and Ko (2010). Indicators of brand awareness and brand equity were adapted from the study of Godey et al. (2016); Jalilvand and Samiei (2017), while indicators of Purchase Intention were adapted from the study of Majeed et al. (2021). Given that the respondents are Indonesian Instagram users, we have adapted the linguistic context in order to achieve better results for this research.

Population and Sample

The respondents of the study are male and female, Generation Millennial (born in 1981 - 1996) and Generation Z (born in 1997 - 2012), who live in the Jabodetabek

area, Instagram active users, and follow Somethinc's official Instagram account (@somethincofficial). We collected 360 responses from Google Forms and identified 258 eligible respondents to participate in the survey.

Data Analysis

Partial Least Square Structural Equation Modelling (PLS-SEM) was used to analyze the data. To minimize the term error for endogenous variables, estimates of the path coefficient are given using a PLS-SEM type based on available data. It is possible to use this method with small sample sizes in complex models, and PLS-SEM is not subject to normal distribution assumptions (Haenlein & Kaplan, 2004). The measurement model's collinearity R^2 , Q^2 , and F^2 values were examined, as well as the structural measurement's internal consistency measure (CR), convergent validity measure (outer loadings and AVE), and discriminant validity measure (Heterotrait-Monotrait Ratio and cross-loadings). 500 subsamples of bootstrapping are used to calculate the t-value and p-value for testing hypotheses.

RESULTS AND DISCUSSION

Validity and Reliability

The validation and reliability of the models shall be calculated in the outer model evaluation. Convergent, discriminant validity, composite, and construct reliability were analyzed in order to estimate the outer model (Hair et al., 2017). Convergent validity implies a robust correlation of the manifest variable of the construct. According to Hair et al. (2017), an instrument can be said to be valid if the outer loading value on each latent variable indicator has a value > 0.5 and an AVE value ≥ 0.5 , and an instrument can be said to be reliable if the composite reliability (CR) value ≥ 0.7 . Table 1 shows the results of convergent validity in relation to these results. Since all of the variables are CRs higher than 0.7, AVEs over 0.5 and an outer loading factor above 0.5, it can be inferred that they are highly valid and reliable.

Table 1. Internal Consistency and Convergent Validity

Items	CR	Outer Loadings	AVE
Entertainment	0.814		0.523
ENT1 - The content found in Somethinc's Instagram account seems interesting		0.729	
ENT2 - It is exciting to use Somethinc's Instagram account		0.676	
ENT3 - It is fun to collect information on Somethinc's products through Somethinc's Instagram account		0.728	
ENT4 - It is easy to kill time using Somethinc's Instagram account		0.758	
Customization	0.847		0.536
CTM1- It is possible to search for customized information on Somethinc's Instagram account		0.700	
CTM2 - Somethinc's Instagram account provide products needed		0.686	
CTM3 - Somethinc's Instagram account provide lively feed information I am interested in		0.769	

Items	CR	Outer Loadings	AVE
CTM4 - It is easy to use Somethinc's Instagram account		0.705	
CTM5 - Somethinc's Instagram account can be accessed anytime, anywhere		0.763	
Interaction	0.825		0.612
INT1 - It is easy to convey my opinion through Somethinc's Instagram account		0.765	
INT2 - It is possible to have two-way interaction through Somethinc's Instagram account		0.812	
INT3 - It is possible to share information with other users through Somethinc's Instagram account		0.768	
EWOM	0.836		0.631
EWM1 - I would like to pass the information related to Somethinc's products from Somethinc's Instagram account to my friends		0.813	
EWM2 - I would like to upload content from Somethinc's Instagram account on my Instagram account		0.858	
EWM3 - I want to share my opinion about product information obtained from the Somethinc's Instagram account with my friends		0.703	
Trendiness	0.830		0.619
TRD1 - Content found on Somethinc's Instagram account is up-to-date		0.738	
TRD2 - Content on Somethinc's Instagram is trendy		0.832	
TRD3 - The content on Somethinc's Instagram account is the newest information		0.789	
Brand Awareness	0.868		0.569
BA1 - I am always aware of Somethinc		0.716	
BA2 - Characteristics of Somethinc come to my mind		0.735	
BA3 - I can quickly recall the symbol or logo of Somethinc		0.778	
BA4 - I can remember Somethinc often		0.788	
BA5 - I can recognize the characteristics of Somethinc		0.751	
Brand Image	0.910		0.591
BI1 - In comparison to other brands, products of Somethinc are of high quality		0.747	
BI2 - Somethinc has a rich history		0.797	
BI3 - I can reliably predict how Somethinc will perform		0.774	
BI4 - Somethinc is a leading brand		0.712	
BI5 - Somethinc has extensive experience		0.857	
BI6 - Somethinc is a good representative of the industry		0.731	
BI7 - Somethinc is a customer-oriented brand		0.755	
Purchase Intention	0.897		0.593
PI1 - I would buy this product/brand rather than any other brands available		0.835	
PI2 - I am willing to recommend that brand to others to buy		0.647	
PI3 - I intend to purchase this product/brand in the future		0.765	
PI4 - No matter what I will buy this brand		0.795	
PI5 - This brand attracts my attention quickly		0.749	
PI6 - This quickly comes to mind when I have to make purchase		0.814	

Table 2 and Table 3 indicate that all variables in this study are valid by looking at the Heterotrait-Monotrait Ratio (HTMT) and cross-loading discriminant validity. According to Henseler et al. (2015), the reference value generated by HTMT inference is $-1 < HTMT < 1$. While the cross-loading measure indicates that the indicator values of each construct are higher than those of other constructs. It is possible to proceed to the next phase of data testing.

Table 2. Discriminant Validity: Heterotrait-Monotrait Ratio (HTMT)

	BA	BI	CTM	ENT	EWM	INT	PI	TRD
BA								
BI	0.938							
CTM	0.929	0.782						
ENT	0.947	0.911	0.921					
EWM	0.934	0.965	0.757	0.993				
INT	0.787	0.956	0.758	0.975	0.961			
PI	0.939	0.985	0.684	0.879	0.923	0.812		
TRD	0.946	0.780	0.899	0.868	0.640	0.786	0.725	

Note. BA=Brand awareness; BI=Brand image; CTM=Customization; ENT=Entertainment; EWM=eWOM; INT=Interaction; PI=Purchase intention; TRD=Trendiness

Table 3. Cross-Loadings

	BA	BI	CTM	ENT	EWM	INT	PI	TRD
BA1	0.716	0.496	0.638	0.488	0.500	0.331	0.580	0.494
BA2	0.735	0.611	0.591	0.641	0.595	0.423	0.631	0.400
BA3	0.778	0.693	0.751	0.567	0.549	0.583	0.679	0.658
BA4	0.788	0.629	0.645	0.550	0.533	0.484	0.602	0.630
BA5	0.751	0.561	0.614	0.471	0.492	0.389	0.608	0.497
BI1	0.577	0.747	0.498	0.501	0.624	0.559	0.675	0.446
BI2	0.679	0.797	0.581	0.618	0.604	0.634	0.704	0.458
BI3	0.560	0.774	0.546	0.566	0.704	0.589	0.712	0.371
BI4	0.584	0.712	0.655	0.544	0.566	0.579	0.598	0.441
BI5	0.670	0.857	0.658	0.600	0.616	0.586	0.775	0.531
BI6	0.568	0.731	0.533	0.492	0.497	0.507	0.633	0.534
BI7	0.645	0.755	0.623	0.549	0.506	0.555	0.651	0.513
CTM1	0.667	0.553	0.700	0.457	0.501	0.461	0.614	0.501
CTM2	0.607	0.588	0.686	0.562	0.556	0.487	0.622	0.434
CTM3	0.647	0.569	0.769	0.618	0.529	0.583	0.530	0.554
CTM4	0.587	0.541	0.705	0.530	0.421	0.415	0.479	0.511
CTM5	0.606	0.494	0.763	0.498	0.422	0.375	0.470	0.572
ENT1	0.570	0.519	0.600	0.729	0.486	0.496	0.522	0.610
ENT2	0.491	0.472	0.480	0.676	0.464	0.447	0.450	0.528
ENT3	0.537	0.485	0.520	0.728	0.468	0.425	0.515	0.370
ENT4	0.490	0.601	0.528	0.758	0.606	0.593	0.556	0.355
EWM1	0.617	0.641	0.578	0.591	0.813	0.509	0.622	0.421
EWM2	0.573	0.661	0.524	0.569	0.858	0.550	0.669	0.356
EWM3	0.491	0.514	0.511	0.510	0.703	0.538	0.481	0.300
INT1	0.469	0.525	0.520	0.513	0.442	0.765	0.469	0.501
INT2	0.427	0.576	0.438	0.524	0.524	0.812	0.542	0.353
INT3	0.491	0.640	0.553	0.556	0.588	0.768	0.518	0.409
PI1	0.712	0.724	0.684	0.649	0.681	0.537	0.835	0.503
PI2	0.639	0.607	0.591	0.519	0.523	0.497	0.647	0.491

	BA	BI	CTM	ENT	EWM	INT	PI	TRD
PI3	0.620	0.658	0.603	0.514	0.512	0.448	0.765	0.452
PI4	0.563	0.752	0.503	0.522	0.663	0.552	0.795	0.325
PI5	0.631	0.646	0.530	0.453	0.482	0.425	0.749	0.510
PI6	0.641	0.687	0.576	0.602	0.582	0.549	0.814	0.484
TRD1	0.508	0.426	0.504	0.535	0.270	0.424	0.387	0.738
TRD2	0.603	0.493	0.568	0.550	0.401	0.373	0.521	0.832
TRD3	0.573	0.517	0.596	0.437	0.392	0.474	0.490	0.789

Note. BA=Brand awareness; BI=Brand image; CTM=Customization; ENT=Entertainment; EWM=eWOM; INT=Interaction; PI=Purchase intention; TRD=Trendiness

A structural model evaluation is examined at a further stage. Collinearity tests were conducted and indicates that all variables had a VIF coefficient value at 1.249 - 2.705 which is below 5.00 threshold. Therefore, indicates no correlation. In addition, a PI variable's most adjusted R² value was 0.784, and that of Q² was 0.500 when analyzed in tables R² and Q². Particularly, the Q² value of each variable was > 0, indicating that a model is acceptable and reliable. In addition, the largest changes are seen in the F² column for EWT to BA of 0.240, EWT to BI of 0.256, and EWT to PI of 0.422.

Table 4. R², F², and Q²

	Adjusted R ²	Q ²	F ²							
			BA	BI	CTM	ENT	EWM	INT	PI	TRD
BA	0.743	0.405							0.096	
BI	0.732	0.418							0.422	
CTM			0.142	0.022					0.044	
ENT			0.014	0.009					0.015	
EWM			0.240	0.256					0.015	
INT			0.005	0.140					0.007	
PI	0.784	0.500								
TRD			0.225	0.049					0.000	

Note. BA=Brand awareness; BI=Brand image; CTM=Customization; ENT=Entertainment; EWM=eWOM; INT=Interaction; PI=Purchase intention; TRD=Trendiness

Respondents Profile

A total of 258 respondents profiles shows in Table 5. Most respondents were female (85.7%), between 24 - 28 years old (53.1%), lived in Jakarta (52.3%), with income per month of Rp 5,000,001.00 - Rp 10,000,000.00 (53.9%), with bachelor as their education background (64.0%), and work as private employees (54.7%).

Table 5. Respondents Profile

Category	Total	Percentage
Age		
17 - 23 years old	101	39.1%
24 - 28 years old	137	53.1%
29 - 33 years old	20	7.8%
Domicile		
Jakarta	135	52.3%
Bogor	29	11.2%
Depok	20	7.8%

Category	Total	Percentage
Tangerang	58	22.5%
Bekasi	16	6.2%
Gender		
Female	221	85.7%
Male	37	14.3%
Income per Month		
< IDR 1,000,000.00	17	6.6%
IDR 1,000,001.00 – 5,000,000.00	71	27.5%
IDR 5,000,001.00 – 10,000,000.00	139	53.9%
IDR 10,000,001.00 – 15,000,000.00	25	9.7%
IDR 15,000,001.00 – 20,000,000.00	6	2.3%
Education		
Junior High School	82	31.8%
Bachelor	165	64.0%
Master	11	4.3%
Occupation		
Private employees	141	54.7%
Experts/professionals	17	6.6%
Government employees	12	4.7%
Students	69	26.7%
Entrepreneur	18	7.0%
Unemployment	1	0.4%

Hypothesis Testing

Path analysis through PLS-SEM calculation was examined through a bootstrapping method to estimate the structural models (see Table 6).

Table 6. Path Coefficients

Path	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistics	P-Values
ENT → BI	0.051	0.052	0.053	0.957	0.339
ENT → BA	0.056	0.055	0.066	0.844	0.399
ENT → PI	0.054	0.048	0.048	1.120	0.263
CTM → BI	0.247	0.248	0.051	4.835	0.000
CTM → BA	0.547	0.547	0.061	8.960	0.000
CTM → PI	-0.009	-0.001	0.059	0.146	0.884
INT → BI	0.272	0.276	0.048	5.641	0.000
INT → BA	-0.091	-0.084	0.058	1.572	0.116
INT → PI	-0.044	-0.039	0.059	0.742	0.459
EWM → BI	0.336	0.331	0.052	6.427	0.000
EWM → BA	0.259	0.254	0.064	4.040	0.000
EWM → PI	0.094	0.095	0.050	1.877	0.061
TRD → BI	0.104	0.099	0.055	1.877	0.061
TRD → BA	0.223	0.220	0.047	4.763	0.000
TRD → PI	-0.027	-0.019	0.048	0.558	0.577
BI → PI	0.590	0.574	0.122	4.834	0.000
BA → PI	0.302	0.302	0.087	3.463	0.001

Based on 500 samples, the bootstrapping results demonstrate the PLS-SEM calculation's robustness. Table 6 shows eight insignificant relationships out of 17: ENT to BI, ENT to BA, ENT to PI, CTM to PI, INT to BA, EWM to PI, TRD to BI, and TRD to PI. Given the direct effect on PI between SMA and PI, these two mediation relationships are considered to be partially mediated. Additionally, in order to verify the SRMR value, we performed a feasibility study. This research model is theoretically feasible due to its SRMR value of 0.8, based on the feasibility study results.

Discussion

This research contributes by looking at the relationship between social media activities (SMA) and brand equity further by breaking down the dimensions that exist within SMA and looking at the relationship to each dimension of brand equity, namely brand awareness and brand image based on previous research conducted by Masa'deh et al. (2021). As well as adding the purchase intention variable according to Masa'deh's recommendation (2021), this study's result can be more extensive because it also examines the direct effect between SMA and purchase intention. SMA can increase brand equity (increase brand awareness and brand image).

The data indicates that almost all dimensions of SMA can increase brand awareness, brand image, and purchase except the effect of entertainment on brand awareness, entertainment on brand image, entertainment on purchase intention, customization on purchase intention, interaction on brand awareness, EWOM to purchase intention, trendiness on brand image, and trendiness to purchase intention (H1, H2, H3, H6, H8, H12, H13, and H15). Majeed et al. (2021) stated that entertainment does not significantly affect brand equity. At the same time, Masa'deh et al. (2021) mentioned that trendiness has no significant effect on brand image. However, this study shows different results from the study carried out by Kim and Ko (2012), where there is a significant result between entertainment and purchase intention. In the skincare industry, entertainment does not significantly affect brand image, brand awareness, and purchase intention because skincare products are beauty products that affect facial skin health. Thus, entertainment content on social media in the skincare industry is less relevant because it needs credibility.

The next findings showed the significant positive effect of customization on brand image, brand awareness, and purchase intention. Based on the data, customization significantly impacts brand image and brand awareness but has no significant impact on purchase intention. These results also correspond with the previous study by Masa'deh et al. (2021); Kim and Ko (2012), that customization has a significant impact on brand image and brand awareness but no significant impact on purchase intention. In the skincare industry, product customization is important because each product is expected to impact each facial skin problem. Delivering and providing actual information on skin care products is important in forming awareness and brand image. However, this customization does not directly affect consumer purchase intentions because, from the information consumers get from the brand, consumers will see the results from existing consumers after using those products or ask dermatologists or skin specialists first before making a purchase.

Furthermore, the results of the empirical tests of H7, H8, and H9 show the effect of interaction on brand image, brand awareness, and purchase intention. The analysis shows that interaction significantly impacts brand image and purchase intention but does not significantly impact brand awareness. These results correspond with the research conducted by Masa'deh et al. (2021), who stated that interaction significantly impacts brand image. This result also corresponds with research conducted by Ko & Kim (2012), who stated that interaction significantly impacts purchase intention. However, this result contradicts the research conducted by Masa'deh et al. (2021) stated there is a significant impact between interaction on brand awareness. But this result corresponds with the study conducted by Abu-Rumman and Alhadid (2014), who mentioned that interaction significantly impacts brand equity. In the skincare industry, an interaction occurs if consumers are already aware of the skincare brand. The two-way interaction between the consumer and the brand will give the brand a positive or negative image. With good interaction between brands and consumers, it can influence consumer buying intentions.

Moreover, the results of the empirical test of H10, H11, and H12 show the effect of eWOM on brand image, brand awareness, and purchase intention. The data indicate that eWOM significantly impacts brand image and awareness but does not significantly impact purchase intention. These results correspond with Masa'deh et al. (2021), which remarked that eWOM has a significant impact on brand image and brand awareness. This result is also support Ibrahim et al. (2021), who said that SMA has no significant impact on purchase intention. In the skincare industry, the eWOM that other consumers give is insufficient. It needs to be eWOM given by experts in their fields, such as beauty dermatologists, beauty clinic owners, or skincare experts. EWOM provided by other consumers may have an impact on brand awareness and also brand image. Still, it is not enough to impact purchase intention because eWOM is needed from people who are more experts in their field.

Furthermore, the results of empirical tests of H13, H14, and H15 show the effect of trendiness on brand image, brand awareness, and purchase intention. The data in this research indicates that trendiness has no significant impact on brand image and purchase intention but has a significant impact on brand awareness. These results correspond with a study by Masa'deh et al. (2021), which said that trendiness significantly impacts brand image and brand awareness. This result also corresponds with a study by Kim and Ko (2012), which said that trendiness significantly impacts purchase intention. In the skincare industry, sharing the latest content can increase brand awareness. However, it cannot affect brand image and purchase intention because content sharing requires credibility to build a good brand image and increase purchase intention.

This research also shows the impact of brand image to purchase intention (H16). Based on the data, it indicates that brand image significantly impacts purchase intention. This result corresponds with a study by Majeed et al. (2021) stated that brand equity significantly impacts purchase intention. However, this study contradicts the study by Febriyanto and Wright (2020) that noted no significant impact exists between brand image and purchase intention. In the skincare industry, having a good brand image can influence purchase intentions.

Lastly, this research also represents the impact of brand awareness on purchase intention (H17). Based on the data, it indicated that brand awareness significantly impacts purchase intention. This result corresponds with the study of Majeed et al. (2021). However, this result contradicts the study of Febriyanto and Wright (2020), which highlighted that there is no significant impact between brand awareness and purchase intention. In the skincare industry, having a well-known brand is important because these skincare products are very closely related to skin problems, and using these products can have both positive and negative effects on facial skin. Therefore, having a well-known brand can influence consumer purchase intentions.

CONCLUSION

Social media activities that consist of entertainment, customization, interaction, eWOM, and trendiness can increase brand awareness, brand image, and purchase intention. However, from the five dimensions of social media activities (SMA), only variable entertainment does not directly affect brand awareness, brand image, and purchase intention. Furthermore, brand awareness and brand image are also proven to increase purchase intention. This study proves that SMA significantly increases brand awareness, brand image, and purchase intention. The presence of customization, interactions, eWOM, and trendiness further enhance the positive effect. This means that managers must provide the latest and relevant information about their products in all cases.

In addition, it is necessary to ensure the existence of interaction and two-way communication between consumers and brands on their social media accounts and to ensure that there are interactions and two-way communications between brand-consumers and among consumers on their social media accounts. We also suggest that to increase eWOM, managers need to develop content about referral programs such as personalized vouchers. Social media managers need to ensure that the latest information regarding to brand or products available on their social media accounts. In the skincare of beauty industry, the impact of SMA on purchase intentions is significantly mediated by the awareness and image of the brand. All mediation-effect relationships can be considered partial mediation because there is a significant impact of SMA on purchase intention.

However, this study does have certain limitations. In particular, this study only focuses on the five dimensions of SMA (entertainment, customization, interaction, eWOM, and trendiness), whereas there are other SMA dimensions. Therefore, other dimensions of the SMA, such as surveillance and remuneration, need to be included in future studies. Secondly, two dimensions of brand equity are measured in this study: brand awareness and brand image. Future studies can add other dimensions of brand equity, such as brand loyalty and perceived quality. Finally, respondents of this study were chosen solely for the purpose of asking whether they had bought something from Something or not. The time taken to buy the product has not been included in this estimate, i.e., during the past six months. In order to improve the results of the research and have a stronger impact, timeframes might be added

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