

Conference Paper

The Influence of Social Media Marketing Activities on Purchase Intention Through Brand Awareness

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ORCID:Sopiah: <http://orcid.org/0000-0002-7984-3566>**Abstract**

The aim of this research was to investigate the influence of social media marketing activities on purchase intention and to elaborate the role of brand awareness as the mediating variable in this relationship. The sample consisted of 315 respondents. The data were collected through a closed-ended questionnaire with five alternative responses: highly agree (score five) and highly disagree (score one). The data were then analyzed through descriptive statistics and path analysis. The results showed that social media marketing activities had a significant influence on purchase intention and that brand awareness acted as the pull mediating variable in this relationship.

Keywords: social media marketing activities, brand awareness, purchase intention

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1. Introduction

The advanced development of information technology gives impacts on every aspect of life. One of the most influential technology is social media. Social media currently is a common matter in the society, even it is considered as the primary need of the society as the daily communication media. Based on the data, the development of social media users in 2019 by Webs Indo, the total users of social media reached 150 million users. It means that most people use internet to socialize through social media. The number of social media users was 56% of the total population of Indonesia (264 million people), while 130 million of them were mobile users.

Due to the increasing users of social media, many companies have tried to utilize online media. One of the online media utilized by companies for marketing activities is Instagram. Most internet users tend to be more attracted to visual language than to other social media. Instagram maximizes its features for communication through pictures and videos. Once visual language dominates the internet, the business persons take the

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advantage from the opportunity existing in the social media of Instagram. It is in line with the result of the survey conducted by Websindo in January 2019 concerning the most widely used social media platform in which the social media of Instagram reached 80% and ranked on the fourth position among the other social media platforms.

One of the companies exploiting the increase of social media users is the company of cosmetics and beauty care. The industry of cosmetics and beauty care in Indonesia can be considered as a quite perspective business and it gives a highly promising profit. The products of cosmetics and beauty care have been a primary need for women who are the main target from such industry. Moreover, due to the increasing demand of cosmetics and beauty care products, companies of such industry started to expand their market on men and kids. The minister of industry stated that the growth of cosmetics and beauty care industry this year reached 9%, greatly improving than that of last year being around 7.3%. It is in line with the trend of the society starting to consider cosmetics and beauty care products as primary needs. Another potential is the awareness of the society on the importance of natural cosmetics and beauty care products because they are reliably free from chemicals and safer to be consumed.

One of the cosmetics and beauty care industries in Indonesia is The Body Shop. The Body Shop is one of the pioneers of natural, environmentally friendly, and no animal testing cosmetics and beauty care products established in 1976 in England by Anita Roddick. This company entered Indonesian market in 1992 and existed under the license of PT Monica Hijau Lestari headquartered in Bintaro, Tangerang. That company is not the only one manufacturing cosmetics and beauty products in Indonesia since there are several competitors, namely Nature Republic, Innisfree, and Herborist.

Based on their official Instagram accounts in 2019, The Body Shop had 650 thousand followers, Nature Republic had 485 thousand followers, Innisfree had 279 thousand followers, and Herborist had 33.4 thousand followers. It means that The Body Shop is the product mostly followed by social media users of Instagram compared to the other similar products.

The numerous followers of the official Instagram account The Body Shop proves that the products of The Body Shop possess different features or attractiveness from their competitors. The Body Shop also features environmentally friendly concept by utilizing recyclable plastic bottles for the packaging of their products. The unique features in the products offered aims to attract the interest of potential customers, the people who start to care about environment. According Kotler & Keller (2006) in Priansa (2017), purchase intention is an attitude of consumers emerging as the response on the object showing one's desire to make a purchase.

In order to determine to which extent, the purchase intention level of potential customers on the products of The Body Shop, the researcher conducted a pre-observation with 40 respondents having purchase intention on the products from The Body Shop conducted on September 2nd – 4th, 2019. The initial observation was conducted by interviewing the potential customers whether they intended to purchase the products from The Body Shop.

Based on the result of the initial observation, 75% of the potential customers had intention to purchase the products offered by The Body Shop, and the rest 25% did not have any intention to repurchase the products of The Body Shop. The interest of potential customers on the products of The Body Shop may emerge as the result of the marketing through social media or social media marketing activities conducted by the company. According to Dann (2010) in Chen & Lin (2019), social media marketing is the process of marketing activities utilizing social media in the effort of positively influencing consumer attitude.

Gros (2012) in Gautam & Sharma (2017) stated that social media offer more opportunity for marketers to connect them with potential consumers compared through other marketing media. It is supported by the research conducted by Gautam & Sharma (2017), revealing that social media marketing activities have positive and significant influence on purchase intention. Furthermore, another research conducted by Laksmana, P (2018) also revealed that social media marketing activities have positive and significant influence on purchase intention.

Once a potential customer has the interest and intention to purchase a product, it is often followed with the brand awareness of that product. A potential customer will be interested to consume the product offered by a company when he/she has recognized the product that will be purchased. According to Kertamukti (2015), brand awareness is the ability of a potential customer to recognize or to recall that a brand is a part of particular product category. According to Huang & Sarigolu (2012) in Liu, et al. (2017), brand awareness influences the process of purchase decision making, and the recognized product will be a consideration in selecting the available various choices. Wijaya (2013) proved that brand awareness has a positive and significant influence on purchase intention. Another research in line with this statement was conducted by Khan, et al. (2017), stating that brand awareness is positively and significantly influential on purchase intention. A marketing strategy is required to be able to win the competition. That is why a company should be actively involved in social media. Marketing through social media is widely used because it is able to save time and expenses. Moreover, potential customers will be able to easily obtain information and interact with the

marketers concerning the desired product or service. A precise communication is able to help developing brand awareness optimally.

According to Tsimonis & Dimitriadis (2014) in Bilgin (2018), brand awareness is one of the main outputs expected from social media marketing activities. It is also supported by the result of the research conducted by Fanion (2011) in Bilgin (2018), revealing that social media is a significant media in forming and improving brand awareness.

The aims of this research are to investigate the influence of social media marketing activities on purchase intention and to elaborate the role of brand awareness as the mediating variable in the relationship between social media marketing activities and purchase intention. The result of the research is expected to be beneficial for the management division of The Body Shop Indonesia as the consideration in improving the strategy of social media marketing activities through Instagram to establish purchase intention and brand awareness of potential customers and to develop the marketing strategy in facing both current and future competitions.

The proposed hypotheses are:

H₁: Social media marketing activities have a positive and significant influence on the brand awareness from the potential customers of The Body Shop directly.

H₂: Brand awareness has a positive and significant influence on the purchase intention of the potential customers of The Body Shop directly.

H₃: Brand awareness has a positive and significant influence on the purchase intention from the potential customers of The Body Shop directly

H₄: Social media marketing activities have positive and significant influence on the purchase intention from the potential customers of The Body Shop directly.

2. Method

2.1. Characteristics and Data Collection

Quantitative approach and explanatory research are implemented in this research. There are three research variables, Social Media Marketing Activities (X) as the independent variable, Purchase Intention as the dependent variable (Y), and Brand Awareness as the intervening variable (Z). The correlation established among the variables of this research can be represented as follows.

The research sample consists of 315 respondents: 80% women and 20% men. Most respondents are 20 – 40 years old (56%), undergraduates (58%), and residents of

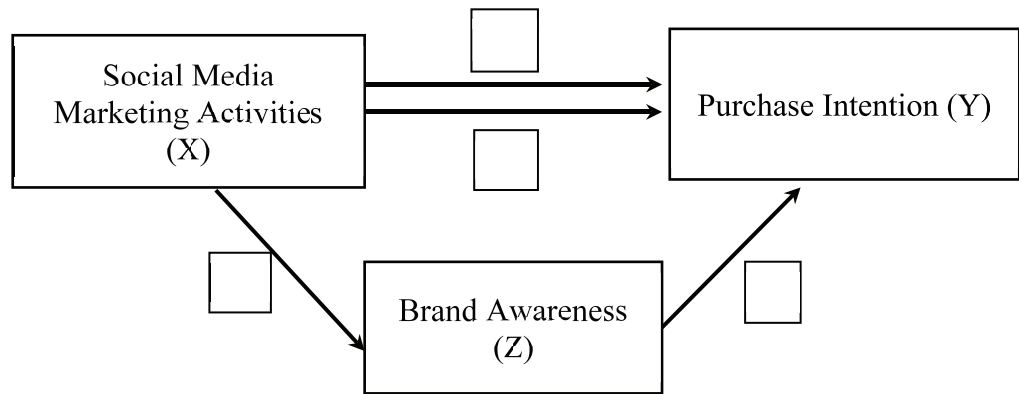


Figure 1: Research Framework Model

Java (55%). A close-ended questionnaire is utilized by using Likert’s scale (5 alternative responses: highly agree with the score of 5 and highly disagree with the score of 1).

2.2. Data Measurement

There are three main variables in this research. Firstly, the independent of Social Media Marketing Activities adopted from Kim & Ko (2012) in Godey, et al. (2016). Secondly, the mediating variable of Brand Awareness adopted from Keller (2008), in Foroudi, P, et al. (2018). Thirdly, the dependent variable of Purchase Intention adopted from Gefen & Straub (2004), in Lu, Baozhou, et al. (2016). After the data had been collected, descriptive statistics analysis and path analysis tests were conducted, with the path analysis test conducted before the classical assumption test.

3. Result and Discussion

3.1. Path Test Result

3.1.1. Direct Influence Analysis of Variable X on Variable Z.

TABLE 1: Path Analysis Result of Social Media Marketing Activities (X) on Brand Awareness (Z).

Model	Unstandardized Coefficient		Standardized Coefficient	t	Sig
	Beta	Std. Error	Beta		
(Constant)	0.877	0.221		4.149	.000
ASM (X)	.781	.053	.642	14.826	.000

Dependent Variable ABA (Z)
 R: 0.642 or 62.2%
 R Squared: 0.413
 Adj R Squared: 0.411

Based on the analysis of the descriptive statistics, the grand mean of celebrity endorser variable was 4.48, meaning that the celebrity endorser featured by Head & Shoulders Shampoo is good, the grand mean of brand image variable was 4.51, meaning that the brand image produced on Head & Shoulders Shampoo is good, and the grand mean of purchase intention variable was 4.52, meaning that the purchase intention of Indonesian people on Head & Shoulders Shampoo is high.

Based on the analysis result in Table 1, the first structure equation is formulated as follows:

$$Z = \beta_1 X + \epsilon_1$$

$$Z = 0.642X + 0.766 \text{ and } R_1^2 = 0.413$$

The equation above can be elaborated as follows:

1. β_1 (path coefficient) is the coefficient of X path, meaning that brand awareness (Z) can be explained by social media marketing activities (X) for 0.642. Therefore, if the value of social media marketing activities variable increases for 1%, the value of brand awareness variable will increase for 64.2%.
2. The path coefficient for the unidentified variable (error) can be calculated as follows:

$$P\epsilon_1 = \sqrt{1 - R_1^2} = \sqrt{1 - 0,413} = \sqrt{0,587} = 0,766$$

3.1.2. Direct Influence Analysis of Variable X and Variable Z on Variable Y

TABLE 2

Model	Unstandardized Coefficient		Standardized Coefficient	t	Sig
	Beta	Std. Error	Beta		
(Constant)	0.565	0.170		3.330	.000
ASM (X)	.416	.054	.368	7.743	.000
ABA (Z)	.440	.044	.474	9.963	.000

Dependent Variable AMB (Y)
 R: 0.765 or 76.5%
 R Squared: 0.585
 Adj R Squared: 0.582

The equation above can be elaborated as follows:

1. Beta ($\beta_2 Z$) = 0.474 is the coefficient of regression Z, meaning that purchase intention (Y) can be explained by *brand awareness* (Z) for 0.474. Hence, if the

value of *brand awareness* variable increases for 1%, the value of purchase intention variable will increase for 47.4%.

2. Beta ($\beta_3 X$) = 0.368 is the coefficient of X, meaning that purchase intention (Y) can be explained by *social media marketing activities* (X) for 0.368. Thus, if the value of social media marketing activities increases for 1%, the value of purchase intention variable will increase for 36.8%.
3. The path coefficient for the unidentified variable (error) can be calculated as follows:

$$P\epsilon_2 = \sqrt{1 - R_2^2} = \sqrt{1 - 0.585} = \sqrt{0.415} = 0.644$$

The influence of error in the second structural equation is 0.644 or 64.4%, meaning that the information contained in the calculation result is able to explain the influence of independent variable on dependent variable for 35.6% only, while the rest of 64.4% is influenced by other variables outside the model or those omitted in this research.

3.1.3. Indirect Influence of X on Y through Z

Based on the indirect path analysis test of Social Media Marketing Activities (X) on Purchase Intention (Y) through Brand Awareness (Z), the conclusion is as follows:

$$\begin{aligned} \text{Indirect Effect} &= (p_{zx} \times p_{yz}) \\ &= 0.642 \times 0.474 \\ &= 0.304 \end{aligned}$$

Sobel test was then conducted with the t value of 8.273 ($t_{count} > t_{table}$) and t_{table} of 1.96. It means that H4 was accepted, brand awareness acts as a full mediating variable in the correlation between social media marketing activities and purchase intention.

$$\begin{aligned} &= 1 - 0.586 = 0.414 \\ &= 0.758 \end{aligned}$$

3.1.4. Total Influence of Variable X on Y through Z

The total influence of variable X on Y through Z can be calculated by using the following formula.

$$\begin{aligned} \text{Total Effect} &= P_{yx} + \text{Indirect Effect} \\ &= 0.368 + 0.304 \\ &= 0.672 \end{aligned}$$

Based on the calculation result above, it can be concluded that the total influence of social media marketing activities (X) on purchase intention (Y) through brand awareness (Z) is 0.672 or 67.2 %.

The recapitulation of path test result can be seen in the following Figure 2:

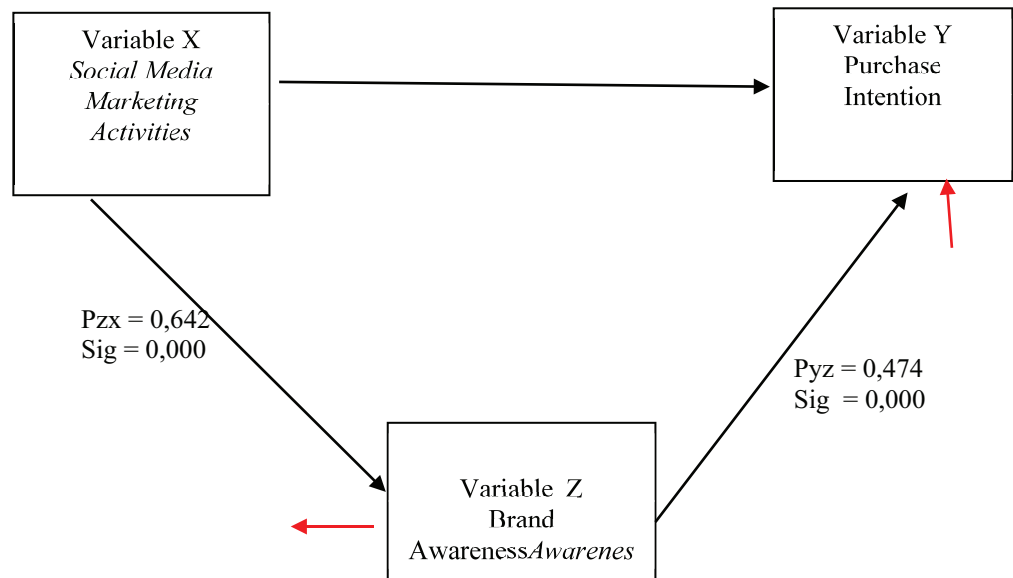


Figure 2: Recapitulation Among Research Variables

TABLE 3: Recapitulation Path Test Result

Relationship Among Variables	Direct Influence	T count	T table	Significance Value	Conclusion
X → Z	0.642	14.826	1.96	0.000	H ₁ was accepted
Z → Y	0.474	9.963	1.96	0.000	H ₂ was accepted
X → Y	0.368	7.743	1.96	0.000	H ₃ was accepted
X → Z → Y		8.273	1.96		H ₄ was accepted

3.2. Discussion

3.2.1. Description of Social Media Marketing Activities on Potential Customers from The Body Shop Indonesia.

Social media marketing activities are the marketing activities through social media in order to achieve marketing communication and promotion. The activities may include posting pictures and videos as well as sharing contents of the products available in the official Instagram account of The Body Shop. Social media marketing activities in this

research can be measured by utilizing the 5 indicators obtained from the research of Godey, et al. (2016). The 5 indicators utilized in this research are: (1) entertainment, (2) interaction, (3) trendiness, (4) customization, and (5) word of mouth.

Based on the result of the descriptive analysis, the social media marketing activities in The Body Shop Instagram account was considered as high, meaning that the contents available in the Instagram account of The Body Shop Indonesia are attractive and pleasurable for the users of Instagram social media or its followers. It is in line with the descriptive statistics analysis result of social media marketing activities variable. The social media marketing activities perceived were that the Instagram contents uploaded by The Body Shop are attractive and pleasurable, The Body Shop Instagram account covers complete information, it is feasible to look for information about The Body Shop, The Body Shop Instagram account provides the latest information, and potential customers are able to deliver information about the products of The Body Shop to other people.

However, among the 6 statement items above, there was an item receiving the lowest response, namely that the potential customers are able to deliver information about the products of The Body Shop to their colleagues, relatives, and family. It revealed that not all potential customers will tell the information of The Body Shop products to everyone due to the lack of understanding and the quite expensive price.

The result of the field survey conducted by the researcher by observing the comment section of The Body Shop's official Instagram account showed that there were quite interactive engagements between potential customers and The Body Shop related to the questions from the potential customers. However, in the direct message feature, The Body Shop did not respond to the questions or consultations from its potential customers quickly enough. The potential customers did not get enough attention from The Body Shop when stating their complaints in the comment section. The following is one of the complaints on a potential customer's question responded late by The Body Shop. The potential customer asked The Body Shop to reply his/her message immediately because the response from The Body Shop was highly meaningful for him/her. Therefore, by observing the problems faced by the potential customers, The Body Shop should be more responsive in handling the questions or consultations from the potential customers because it is necessary to make them feel appreciated by receiving friendly and quick services.

Based on the result of the field research, the social media marketing activities in the official Instagram account of The Body Shop was considered as high. It is in line with the result of the research conducted by Godey, et al. (2016) explaining that there are three

indicators influential for potential customers, namely entertainment, interaction, and trendiness. It reflects the descriptive analysis result that the three research indicators (entertainment, interaction, and trendiness) had high mean value.

According to the findings, the social media marketing strategy must consider entertaining contents triggering potential customers to be involved and interactive in the social media. Therefore, according to the research result, it can be concluded that the social media marketing activities in the official Instagram account of The Body Shop have been interactive, informative, and attractive for potential customers, even though there was one indicator should be concerned by The Body Shop.

3.2.2. Description of Brand Awareness on the Potential Customers of The Body Shop Indonesia

Brand awareness is the stage when the brand of The Body Shop has been recognized and recalled by potential customers. The brand awareness in this research can be measured by utilizing the 2 indicators obtained from a theory by Foroudi, et al. (2018). The following are the two indicators utilized in this research: (1) brand recognition and (2) brand recall. Based on the descriptive analysis result, the brand awareness of the potential customers on The Body Shop brand was considered as high. It means that its potential customers have recognized and identified the brand of The Body Shop Indonesia as a supplier of natural and safe cosmetics and beauty care products.

Even though the value of brand awareness level in this research was considered as high, there were several respondents giving low score on the brand awareness variable. The lowest mean in item no 9 located in the brand recall indicator was when a potential customer thinks of a product of cosmetics and beauty care, The Body Shop crosses the mind of the potential customer. It was caused by the fact that The Body Shop is not the only supplier of cosmetics and beauty care products existing in Indonesia and there are various similar products becoming the competitors of The Body Shop.

Based on the result of the field survey conducted by the researcher by observing the followers of The Body Shop official Instagram account with 725 thousand followers in 2020 while 74% of them being women, the products of The Body Shop were preferred more by women.

Keller (2009) in Bilgin (2018) defined brand awareness as a force in the memory of customers reflecting their ability to recall or recognize a brand in different conditions. According to Durianto et al. (2004) in Erliasari and Sukaatmadja (2017) the role of brand awareness can be comprehended by exploring how brand awareness produces a value

of a particular brand. The higher the value produced by brand awareness, the better the product is in the customers' mind. It can be seen from the result of the grand mean that was categorized as high, implicating that The Body Shop has been in the customers' mind ever since as natural and safe cosmetics and beauty care products.

3.2.3. Description of Purchase Intention on the Potential Customers of The Body Shop Indonesia.

Purchase intention is a intention to purchase a product. When a potential customer has the intention to make a purchase of a particular product or service, he/she will look for information about that product. The purchase intention in this research can be measured through the 3 indicators obtained from the theory by Gefen & Straub (2004) in Lu, et al. (2016).

The 3 indicators utilized in this research are: (1) probability to purchase, (2) consideration to purchase, and (3) intention to purchase. Based on the descriptive analysis result explained in Chapter IV page 43, the variable of purchase intention on The Body Shop products was categorized as high, implying that the potential customers have the interest and intention to purchase The Body Shop products. It is also based on the purchase intention variable grand mean of 3.99 which is classified as high.

In this research, there are three statement items, namely the probability that I will purchase the products of The Body Shop, I have considerations to purchase the products of The Body Shop one day, and I have an intention to purchase the products of The Body Shop. Even though the grand mean value of purchase intention variable in this research was high, there are several respondents giving low score on the purchase intention variable. The lowest mean value in the item number 11 located in the indicator of probability to purchase was the probability that I will purchase the products of The Body Shop. It was caused by the doubts from the potential customers in purchasing the products of The Body Shop since the price offered was quite expensive.

The result of the field survey conducted by the researcher through the observation of the official Instagram account of The Body Shop showed that the management of The Body Shop did not mention the price of their cosmetics and beauty care products. However, in the comment section, there were several potential customers asking the price of their products. It was then revealed that the price of the products of The Body Shop were quite expensive.

Considering such problem, a special attention from The Body Shop is required in setting the price or conducting particular promotions in order to attract the purchase

intention of potential customers. Therefore, the descriptive analysis result of purchase intention variable was categorized as high. According to Kim & Lee (2009) in Gautam and Sharma (2017) purchase intention has a close relationship between the attitude and preference on a particular brand or product. When a company builds a relationship with the customers based on brand attitude, the purchase intention of potential customers is expected to be influenced by such relationship.

3.2.4. The Direct Influence of Social Media Marketing Activities on Brand Awareness from The Potential Customers of The Body Shop Indonesia

Based on the research result, social media marketing activities have a positive and significant influence on the variable of brand awareness from the potential customers of The Body Shop Indonesia. The result revealed that the higher the social media marketing activities in the official Instagram account of The Body Shop is, the higher the brand awareness level of the potential customers to recognize the brand of The Body Shop will be. It is in line with the result of the research conducted by Seo and Park (2018) about the experience of Koreans using the airline services in Incheon International Airport and Gimpo International Airport. In their research, it was revealed through path analysis technique that social media marketing activities are able to improve the awareness of the society in using airline services.

However, there is a difference between that research and this research which is the research objects. Their research objects are the passengers using social media in Korea. The similarities between this research and that research lie in the research variables concerning social media marketing activities and brand awareness, and the result revealing that social media marketing activities have a positive and significant influence directly on the brand awareness from the potential customers.

Social media marketing activities are a means to produce positive effects on brand awareness and brand image. The more attractive the social media created by the company, the better the brand awareness of their products will be. It is in line with the research conducted by Bilgin (2018) about the social media marketing activities in five top brands in Turk. In his research, it was revealed that marketing through social media is a significant tool in improving the brand awareness of potential customers.

However, there is a difference between his research and this research in term of the research object. The research objects of his research are the followers of five top brands' social media: Madame Coco (household linen industry), Turkish Airlines (airline

industry), Mercedes Benz (automotive industry), Zen Diamond (jewelry industry), and Turkcell (communication industry) in Turk. In his research, Bilgin (2018) implemented SEM analysis technique to determine to which extent social media marketing activities is able to influence brand awareness, while path analysis is implemented in this research. The similarity between the two research lies in the research variables concerning social media marketing activities and brand awareness. Therefore, it can be concluded that attractive social media marketing activities are able to influence the brand awareness level of potential customers.

Based on the result of the research, there is a direct influence of social media marketing activities on the brand awareness from the potential customers of The Body Shop. According to Tsimonis & Dimitriadis (2014) in Bilgin (2018), brand awareness is one of the main outputs expected from the activities of social media marketing. It is also supported by Seo & Park (2018), stating that social media marketing activities are able to contribute in producing positive brand awareness and brand image because companies will be able to interact with potential customer through social media. Hence, the theory can be considered as a general statement that one of the outputs expected from social media marketing activities is brand awareness.

3.2.5. Direct Influence of Brand Awareness on the Purchase Intention from Potential Customers of The Body Shop Indonesia.

Based on the result of the research, brand awareness has a positive and significant influence on the purchase intention from potential customers of The Body Shop Indonesia. It implies that the higher the brand awareness from the potential customers to recall and recognize The Body Shop brand is, the higher the purchase intention will be.

It is in line with the result of the research conducted by Khan, et al. (2017) about shopping center in Malaysia. In their research, they found out that brand awareness is significantly influential on purchase intention. However, there are differences between their research and this research. The objects of the research are visitors of 6 shopping centers in Malaysia and the aim of the research is to measure the brand awareness level of Malaysians on the purchase intention of luxury products.

In their research, regression analysis is implemented to determine the correlation between brand awareness and purchase intention, while path analysis is implemented in this research. There are also two similarities between their research and this research, namely the research variables about brand awareness and purchase intention, and

the data collection technique of survey by distributing research questionnaire to the respondents.

It is in line with the research conducted by Wijaya (2013) on the students of Economy Faculty in Universitas Sam Ratulangi. In that research, it is revealed that brand awareness is positively influential on purchase intention. Hence, it can be concluded that the more the potential customers recognize and recall a brand, the greater their purchase intention indirectly will be. It is also mentioned that brand awareness is able to influence product quality, causing the intention to purchase a product.

However, there is a difference between that research and this research. In his research, Wijaya (2013) used Apple smartphone belonging to the Economy Faculty students of Sam Ratulangi University as the research subject. Multiple regression analysis is implemented in his research, while path analysis is implemented in this research to determine to which extent brand awareness is able to influence the purchase intention of potential customers. The similarity between the two research is the research variables about brand awareness and purchase intention.

Based on the result of the research, there is a direct influence of brand awareness on the purchase intention from the potential customers of The Body Shop. It is supported by the theory of Peter & Olson (2002) in Masyhuri and Rizal (2016), stating that by creating brand awareness, marketers expect that whenever a need of particular category emerges, the brand will be activated from the memory and then will be included in various considerations of purchase decision. Therefore, the theory can be categorized as a general statement that the brand awareness created by a company will influence the potential customers in making purchase decisions.

3.2.6. Direct Influence of Social Media Marketing Activities on the Purchase Intention from the Potential Customers of The Body Shop Indonesia.

Based on the result of this research, social media marketing activities have positive and significant influence on the purchase intention from the potential customers of The Body Shop Indonesia. It means that the greater the level of social media marketing activities in the official Instagram account of The Body Shop is, the greater the purchase intention of the potential customers will be.

The result of this research is in line with the research conducted by Kim & Ko (2010) about the influence of social media marketing activities on the purchase intention of Luis Vuitton products in Seoul. It reveals the importance of luxury product to utilize

social media in its marketing activities to enable potential customers interacting, sharing information, and sharing opinions in the social media everything related to the brand, it will trigger purchase intention on the other potential customers.

However, there is a difference between this research and the research conducted by Kim & Ko (2010). The brand luxury product of Luis Vuitton in Seoul is the research object of the research conducted by Kim & Ko (2010). In their research, multiple regression analysis is implemented, while path analysis is implemented in this research. There is also a similarity between the two research, namely the research variables about social media marketing activities and purchase intention.

It is in line with the research conducted by Laksmana (2018) about the influence of social media marketing activities and the purchase intention from the bank customers in Jakarta. In his research, it is revealed that marketing activities through social media enables two-way communication between the consumers and the bank. Therefore, its interaction has positive impacts on product evaluation and finance performance which will influence the interest of potential customers to use the bank service. However, there are differences between his research and this research. Banking companies are the research objects in the research conducted by Laksmana, P measuring the influence level of social media marketing activities on purchase intention. Exploratory factor analysis is implemented in his research to determine to which extent social media marketing activities are able to influence purchase intention. There are also similarities between the two research, namely the research variables about social media marketing activities and purchase intention. Likert scale is utilized in both researches as well. Based on the result of the research, it can be concluded that there is a direct influence of social media marketing activities on the purchase intention from the potential customers of The Body Shop. It is supported by Dann (2010) in Chen & Lin (2019) stating that social media marketing is a process of marketing activities utilizing social media in the effort of positively influencing consumer behavior.

According to Gros (2012) in Gautam & Sharma (2017), social media offers more opportunities for marketers to connect them with potential customers compared with the other marketing media. Hence, the company should be able to conduct marketing through unique and recent social media in order to attract potential customers when visiting the official Instagram account of The Body Shop Indonesia.

3.2.7. The Role of Brand Awareness as a Full Mediating Variable in the Relationship between Social Media Marketing Activities and the Purchase Intention from the Potential Customers of The Body Shop

Based on the result of the research, social media marketing activities have positive and significant influence on brand awareness. Moreover, brand awareness also has positive and significant influence on purchase intention. It is also revealed that social media marketing activities have positive and significant influence on purchase intention. Furthermore, based on the Sobel calculation, social media marketing activities also have indirect influence on purchase intention through brand awareness from the potential customers of The Body Shop Indonesia.

Based on the determination of the mediation model by Baron and Kenny (1986), the mediating variable in this research (brand awareness) is categorized as a full mediation, meaning that social media marketing activities and purchase intention of potential consumers. It is also supported by the result of the research conducted by Hilal (2018) about the influence of social media marketing activities on purchase intention through brand awareness from the users of social media in the product and service sector in Sri Lanka. In his research, it is revealed that social media marketing activities create brand awareness and brand image on the companies of products and services in Sri Lanka.

The research shows that brand awareness in this research is one of the main components of brand equity influencing purchase intention, and brand awareness is the driving force of brand equity. However, there are two differences between his research and this research. The research object of his research is the companies of product and service sector in Sri Lanka and the number of respondents is 297 obtained through the implementation of convenience sampling technique.

Besides, there is also a similarity between the two research, namely the research variable of brand awareness as the mediating variable and the influence of social media marketing on purchase intention which is greater than the direct influence of brand awareness on purchase intention. Therefore, brand awareness does not fully mediate the relationship among social media marketing on purchase intention through brand awareness.

Based on the result of the research, it can be concluded that brand awareness acts as a full mediating variable between social media marketing activities and purchase intention of potential customers.

4. Conclusion and Suggestions

4.1. Conclusion

The level of social media marketing activities is categorized as high, meaning that the contents in the official Instagram account of The Body Shop Indonesia is attractive and pleasurable for the users of Instagram social media or the followers. It is measured through 5 indicators, namely entertainment, interaction, trendiness, customization, and word of mouth.

Accordingly, the analysis result of the purchase intention variable is categorized as high, meaning that the potential customers have interest and intention to purchase the products of The Body Shop. It is measured through 3 indicators, namely probability to purchase, consideration to purchase, and intention to purchase. The brand awareness variable is also categorized as high, meaning that the potential customers have realized and recognized the brand of The Body Shop Indonesia as natural and safe cosmetics and beauty care products. It is measured through 2 indicators, namely brand recall and brand recognition. There is a positive and significant direct influence of social media marketing activities variable on brand awareness. It means that when the social media marketing activities existing the platform of the official Instagram account of The Body Shop is considered high and appropriate with the expectation of potential customers, the brand awareness of The Body Shop products will improve. There is a positive and significant direct influence of brand awareness on the purchase intention from the potential customers of The Body Shop Indonesia. It means that the brand awareness level of the potential customers is high in order to recognize the products of The Body Shop. Thus, it can be concluded that the level of purchase intention from The Body Shop products is high. There is a positive and significant direct influence from the social media marketing activities on the purchase intention from the potential customers of The Body Shop Indonesia.

It can also be concluded that when the potential customers consider that the social media marketing activities in the official Instagram account of The Body Shop high, their purchase intention level on The Body Shop Products is also high. Brand awareness acts as a full mediating variable in the correlation between social media marketing activities and purchase intention of potential customers. Hence, social media marketing and brand awareness are important and influential on the purchase intention of consumers.

4.2. Implication

The Body Shop company should improve the social media marketing activities in the platform of Instagram social media in order to improve the purchase intention of the consumers, particularly in the aspect of responsiveness in responding to questions or consultations from potential customers concerning the products they are interested in. The management of The Body Shop may create a consultation feature in all social media of The Body Shop to facilitate potential customers to have consultation or to ask further information about cosmetics and beauty products to The Body Shop Indonesia.

In order to be able to improve the brand awareness level to the potential customers' top of mind, The Body Shop company should improve their marketing strategy, particularly in the promotion strategy and market segment expansion. Through the promotion in both online and offline media as well as expansion to the aspect of men's care product, The Body Shop will not only focus on the women segment for the cosmetics and beauty care products. In this research, the brand awareness level of the potential customers is low. Therefore, The Body Shop company should pay a special attention to improve the brand awareness of its potential customers.

In order to be able to improve the purchase intention of potential customers in the products of The Body Shop, the company should also improve its weakness in term of the set price of the products. It would also be better for The Body Shop to reconsider the price of its products. In this case, the management of The Body Shop Indonesia may apply particular promotions on their products. Therefore, it will attract the interest of potential customers to purchase the products of The Body Shop.

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