

BRAND TRUST CAPACITY IN MEDIATING SOCIAL MEDIA MARKETING ACTIVITIES AND PURCHASE INTENTION: A CASE OF A LOCAL BRAND THAT GO-GLOBAL DURING PANDEMIC

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Abstract: Indonesia has an active number of social media users, as many as 191 million people in January 2022 which rise significantly during the pandemic. This study aims to understand how social media marketing activities affect consumer purchase intention that is mediated by brand trust in a go-global, local clothing brand. This study uses a quantitative method on 200 respondents through an online questionnaire that is distributed to the Instagram followers of one of the go-global brands that showcase their product in New York Fashion Week in 2021. The results of this study indicate that social media marketing activities and brand trust have a significant effect on purchase intention. Brand trust mediates the relationship between social media marketing and purchase intention. Four dimensions of social media marketing activities namely word-of-mouth, entertainment, customizations, and trendiness, are the indicators that have the most significant influence in influencing purchase intention through brand trust. This research found two main things. First, social media marketing activities affect consumer purchase intentions to buy the product. Second, brand trust strengthens the influence of social media marketing activities on purchase intention.

Keywords: social media, brand trust, word-of-mouth, purchase intention, pandemic

Abstrak: Indonesia memiliki jumlah pengguna social media yang sangat banyak mencapai 191 juta orang pada Januari 2022, dan meningkat secara drastis selama pandemi. Penelitian ini bertujuan untuk memahami bagaimana aktivitas pemasaran di social media memengaruhi keinginan membeli yang di mediasi oleh brand trust pada perusahaan lokal yang melakukan strategi go-global. Penelitian ini menggunakan metode kuantitatif dengan 200 responden yang didistribusikan kepada followers Instagram sebuah brand pakaian lokal yang telah go-global dan memamerkan koleksinya pada New York Fashion Week 2021. Hasil dari penelitian ini menemukan bahwa social media marketing activities dan brand trust memiliki efek yang signifikan pada purchase intention. Empat dimensi dari social media marketing activities dengan nama word-of-mouth, entertainment, customizations, dan trendiness adalah indikator yang memiliki pengaruh paling kuat dalam mempengaruhi purchase intention melalui brand trust. Penelitian ini menemukan dua hal utama yakni satu, social media marketing activities mempengaruhi consumer purchase intention. Kedua, brand trust memperkuat pengaruh social media marketing activities pada purchase intention.

Kata kunci: social media, brand trust, word-of-mouth, keinginan membeli, pandemi

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INTRODUCTION

The internet and technology have changed many aspects of consumer behavior. Over the past fifteen years, the internet has experienced significant growth (Alasdair, 2016). Technology has brought significant changes and has affected every aspect of our lives (Irfan et al. 2017). The internet has many features that can make it easier to reach more consumers (Umair et al. 2020a). One industry that also uses social media marketing as a marketing tool is the clothing industry.

As one of the most prominent textile producing countries in 2019 (Investment, 2021), Indonesia owns plenty of local brands with good design and quality. One of the local Indonesian brands with 2.5 million followers on Instagram was go-global by showcasing its understand easily, this brand will be identified as Brand A. This brand focuses on the sustainability of its product and emphasizes that its product can be worn by all people regardless of race, size, and gender (NYFW, 2021).

The industry landscape has pushed companies to compete to satisfy consumer needs. Brand A currently on top of the mind of its target market. Brand A has been in the business since 2013 and has managed 60 employees to date (Utami, 2021). Although 60 employees seem small, the brand team consistently operates in a pop-up stores all over Indonesia to reach its customers. Brand A's target market is young people in the age range of 20 to 25 years old. This reflects in the price of their product and their promotional material on their social media or the e-commerce platform. The brand has also collaborated with an e-commerce platform to bring its latest design successfully to New York Fashion Week 2021 (Nasution, 2021).

The contribution of promotional activities using social media marketing can't be ignored. Social media is an essential tool for business growth that includes two-way communication tools, low-cost marketing, getting information, connecting, and building relationships with customers (Irfan et al. 2019). Businesses currently market their products through social media such as Facebook, Whatsapp, Instagram, Snapchat, Youtube, Twitter, etc. (Ninan et al. 2020). In this regard, social media marketing aims to help companies increase their market share and consumer purchase intentions (Irfan et al. 2017).

The competition of the local brand in Indonesia is also tight. Brand A uses extensive social media marketing activities (SMMA) to compete to engage and interact with its customers and potential customers. For example, on their social media, Instagram, they frequently post engaging content, namely photos of their product on the street of New York and their huge promotional billboard on Times Square. From the consumer's perspective, consumers are also increasingly rational in choosing products, which makes clothing brand companies must make better products and attract attention to their consumers through social media. One key important thing for a brand is to induce such stimulation on social media that creates the consumers and potential consumers to trust their brand. In the online environment, social media provides a more trusted perception than traditional information (Ebrahim, 2020; Sanny et al. 2020) as it enables the consumer to engage with a brand in a reasonably short time, if not an instant (Sohail et al. 2020).

While brand trust can be built based on frequent interaction with consumers, it is crucial to see how this reflects their purchase intention. Consumer purchase intention is a combination of consumer interest in a product and the possibility of buying the product. According to (Kotler and Keller, 2009) purchase intention is the consumer response to an object that indicates their desire to make a purchase. At the same time, Aaker (1997) describes it as a personal and conscious effort and reflecting on their purchase plan.

In the recent research connecting social media marketing activities and purchase intention, some studies, such as one conducted by Aji et al. (2020) and Umair et al. (2020b) found that social media marketing has a positive effect on purchase intention. The research conducted by (Tümer et al. 2019) explains that traditional and social media marketing contributes to brand trust. Brand trust plays a significant role in defining consumer habits and increasing purchase intention. This statement is supported by the research of Kim and Ko (2012) about social media marketing activities and purchase intention on luxury brands. Schivinski and Dabrowski (2016) also discussed the consumer perception of brands using social media marketing. As such, this research aims to determine how a local brand that go-global builds its brand trust through social media marketing activities and to understand its consumer purchase intention.

METHODS

A quantitative method was used in this study, and a closed questionnaire was used as a data collection technique. The research questionnaire was distributed online to the respondents. Respondents are local brand product enthusiasts on social media. The sample in this study is 200 respondents (one-time consumers and potential consumers). The data in this study were collected over two months, six months after the company made appearance at the New York Fashion Week.

The research questionnaire was distributed online to the respondents. Respondents are local brand product enthusiasts on social media. The sample in this study is 200 respondents (one-time consumers and potential consumers). The Likert scale is used as a measurement scale in this study. The measured variables are translated into indicators used to formulate statements with answer choices with specific values. Respondents' answers in this study can be given a weighted value between 1 to 5. This study measures Purchase Intention using Awareness, Interest, Desire, and action (Rehman et al. 2014). Meanwhile, social media marketing activities indicators include Entertainment, Interaction, e-Word of Mouth, Trendiness, and Customization (Kim and Ko, 2012) and Brand Trust indicators, including Honest, Consistency, and Concern (Lyubenova, 2020) (Table 1).

This study uses SmartPLS to analyze the data. First, the outer analysis model. The outer analysis model consists of a reliability test and a validity test. The outer model is used to determine the feasibility of the data. The validity test can be measured utilizing variance extract (AVE). The validity represents the measured variable. Second, the inner model. The inner model tests the model and hypotheses, including R-Square, F-Square, and Estimate For Path Coefficients. R-Square contributes to the independent variables in forming the dependent variable. At the same time, F-Square investigates the effect of the dependent variable on the independent variable and categorizes it as weak, moderate, or large. Figure 1 is our conceptual framework or our research design. Our Hypotheses are as follows:

- H1: SMMA influence Purchase Intention
- H2: SMMA influences Brand Trust
- H3: Brand Trust Influence Purchase Intention
- H4: SMMA influence Purchase Intention through Brand Trust

RESULTS

The following section will discuss the research finding. Based on the 200 respondents, most respondents are male (54%), aged 21 to 25 years old (59%). Most respondents also have tmonthly expenses of IDR 1 million. - IDR 2.5 million (42%). This is in line with the target market served by Brand A, where the consumers are mostly young males. Sample characteristic in Table 2.

Table 1. Construct and measure

Construct	Measure	Item	References
SMMA	Entertainment	SMMA1, SMMA2	Kim & Ko (2012)
	Interaction	SMMA3, SMMA4	
	e-Word of Mouth	SMMA5, SMMA6	
	Trendiness	SMMA7, SMMA8	
BT	Honest	BT1, BT2	Lyubenova (2020)
	Consistency	BT3, BT4, BT5	
	Concern	BT6, BT7	
PI	Awareness	PI1, PI2	Rehman et al. (2014)
	Interest	PI3,PI4, PI5	
	Desire	PI6, PI7	
	Action	PI8, PI9	

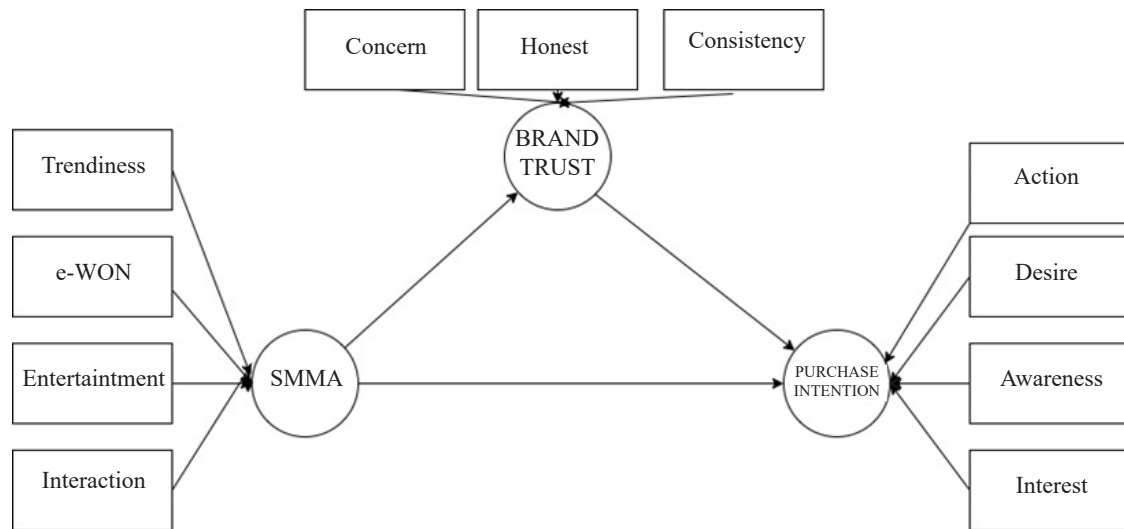


Figure 1. Structural model

Table 2. Sample characteristic

Characteristic	Item	Frequency	%
Gender	Male	108	54%
	Female	92	46%
Age	15–20	46	23%
	21–25	118	59%
	26–30	29	14.5%
	> 30	7	3.5%
Monthly Expenses	IDR 1,000,000	68	34%
	IDR 1,000,000 – IDR 2,500,000	84	42%
	IDR 2,500,000 – IDR 4,000,000	32	16%
	> IDR 4,000,000	16	8%

Data Measurement Finding

In the data measurement, our aim is to test the structural model in Figure 1 and connect the relationship between SMMA, PI, and BT whether it is a direct effect or an indirect effect. The tests to measure the data are validity and reliability test.

Validity Test

The Outer model shows the indicator’s ability to measure latent variables (Table 3). The individual reflective measure is considered high if it is correlated > 0.70 with the measured construct (Ghozali, 2015). This study will use a loading limit of 0.70. According to the convergent validity test, if the external load value of all variables is > 0.70, then all variables can be declared valid. The validity of a study can also be

measured by the average variance extraction value (AVE). The recommended AVE value is > 0.5. Based on our findings, the results of the AVE value are > 0.50 so all variables are considered valid, according to Fornell and Larcker (Ghozali, 2015). This data is reflected in Table 4.

Meanwhile, on the result of the Discriminant Validity (Cross Loading) test results, the value of the cross-load indicator of the latent variable is discovered to have a higher cross-load value than other variables. Thus, the discriminatory validity of each latent variable is declared good. Then, according to the test results, Table 5 shows that the square root value of AVE or Fornell and Larcker has a higher value than the correlation value with other constructs and has a value > 0.7. The discriminant validity is declared sound, or all variables are set as valid.

Table 2. Sample characteristic

	Brand Trust	Purchase Intention	Social Media Marketing Activities
BT1	0.761		
BT2	0.765		
BT3	0.791		
BT4	0.751		
BT5	0.802		
BT6	0.816		
BT7	0.805		
PI1		0.790	
PI2		0.717	
PI3		0.806	
PI4		0.823	
PI5		0.819	
PI6		0.784	
PI7		0.766	
PI8		0.827	
PI9		0.790	
SMMA1			0.866
SMMA2			0.805
SMMA3			0.766
SMMA4			0.779
SMMA5			0.844
SMMA6			0.877
SMMA7			0.836
SMMA8			0.854

Table 4. Average Variance Extracted (AVE)

Variable	AVE	Remarks
Social Media Marketing Activities	0.616	Valid
Purchase Intention	0.627	Valid
Brand Trust	0.688	Valid

Table 5. Discriminant validity

Variable	Brand Trust	Purchase Intention	Social Media Marketing Activities
Brand Trust	0.785		
Purchase Intention	0.682		0.792
Social Media Marketing Activities	0.685	0.681	0.829

Reliability Test

If the Cronbach Alpha score > 0.7, the variable is claimed to be reliable (Ghozali, 2015). Based on the reliability test Table 6 shows that Cronbach's Alpha value for each variable has a value above > 0.7. It can be stated that the reliability value is high. Alongside the outer model, the inner model must be measured (Table 7). The value of R-Square is obtained through the evaluation of the Inner Model. The greater the R-Square value, the greater the influence of the independent variable on the dependent variable. The following is the result of calculating the value of R-Square (Table 8).

Based on our findings which are reflected, SMMA and BT contributed to the formation of PI by as much as 55%. With this value, it can be inferred that there is a strong influence. BT influences SMMA to form PI as much as 47%. In addition, with SMMA and BT affecting PI, other variables not included in this study are considered at a low influence. The next step is to evaluate the F-Square. F-Square is used to measure the systematic quality of the model in the study. F-squared values of 0.02, 0.15, and 0.35 are used in interpreting the extent of the influence of latent variable predictors at the structural level. They can be categorized as weak, moderate, or large effects. The Table 9 show the results of the F-Square analysis of each variable for this study.

Table 6. Reliability test

Variable	Cronbach's Alpha	Remarks
Social Media Marketing Activities	0.896	Valid
Purchase Intention	0.926	Valid
Brand Trust	0.935	Valid

Table 7. Inner Model

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Bt1 <- Brand Trust	0.761	0.761	0.035	21.550	0.000
Bt2 <- Brand Trust	0.765	0.766	0.033	23.007	0.000
Bt3 <- Brand Trust	0.791	0.788	0.035	22.686	0.000
Bt4 <- Brand Trust	0.751	0.749	0.037	20.236	0.000
Bt5 <- Brand Trust	0.802	0.802	0.033	24.559	0.000
Bt6 <- Brand Trust	0.816	0.814	0.031	26.577	0.000
Bt7 <- Brand Trust	0.805	0.805	0.026	30.757	0.000
Pi1 <- Purchase Intention	0.790	0.791	0.032	24.420	0.000
Pi2 <- Purchase Intention	0.717	0.717	0.043	16.655	0.000
Pi3 <- Purchase Intention	0.806	0.802	0.040	20.338	0.000
Pi4 <- Purchase Intention	0.823	0.821	0.031	26.860	0.000
Pi5 <- Purchase Intention	0.819	0.818	0.027	29.870	0.000
Pi6 <- Purchase Intention	0.784	0.783	0.035	22.675	0.000
Pi7 <- Purchase Intention	0.766	0.763	0.037	20.851	0.000
Pi8 <- Purchase Intention	0.827	0.826	0.024	34.443	0.000
Pi9 <- Purchase Intention	0.790	0.790	0.030	26.116	0.000
Smm1 <- Social Media Marketing	0.866	0.867	0.016	53.387	0.000
Smm2 <- Social Media Marketing	0.805	0.805	0.031	25.752	0.000
Smm3 <- Social Media Marketing	0.766	0.764	0.034	22.387	0.000
Smm4 <- Social Media Marketing	0.779	0.780	0.032	24.548	0.000
Smm5 <- Social Media Marketing	0.844	0.844	0.027	31.690	0.000
Smm6 <- Social Media Marketing	0.877	0.877	0.019	46.673	0.000
Smm7 <- Social Media Marketing	0.836	0.839	0.029	29.309	0.000
Smm8 <- Social Media Marketing	0.854	0.855	0.023	37.647	0.000

Table 8. R-Square

Variable	R Square	R Square Adjusted
Brand Trust	0.470	0.467
Purchase Intention	0.551	0.546
Brand Trust	0.688	Valid

Table 9 shows that SMMA has a positive but moderate influence on PI (0.192). However, SMMA is very influential on BT (0.886) as it scored above 0.35. Meanwhile, Brand Trust has a moderate effect with a low influence on Purchase Intention (0.195).

Hypothesis Testing

The criteria used to test the hypothesis with the criteria of a positive coefficient value or Original Sample (O) value can show a positive influence and a T-Statistic value > 1.96 and a P value < 0.05 indicating the significance of the independent variable affecting the dependent variable. This is shown in the Table 10.

This study examines four hypotheses from three variables which include Social Media Marketing Activities (SMMA), Purchase Intention (PI), and Brand Trust (BT). The first finding found that SMMA had a significant effect on the PI. This is in line with the research results that state that SMMA can increase PI.

A study conducted a few years back stated that before buying a product, consumers usually ask their social media community for advice. This proves that social media has a big role in influencing consumers to buy a product. Brand A has been known to implement a good social media marketing strategy to provide an interactive platform for its consumers and potential consumers through likes, posts, stories, and reels features on Instagram. Based on the data analysis that we have calculated; the entertainment indicator has the biggest influence in SMMA on PI significantly. It aligns with another research with a brand from all industries, one of which is the results of research from Moslehpour et al. (2022), which examines the transportation industry, stating that entertainment and e-word of mouth are the most important factors in increasing PI. On another note, there is also research conducted to understand the perception of consumer perceived value and social identification (Chen, 2019) and found that social media marketing influence greatly.

The second findings indicate that SMMA has a strong influence on BT. It is apparent in the case of Brand A consumers. BT significantly increase if the SMMA is also improved. Based on our research and others supporting research, it can be concluded that SMMA has a significant impact on BT regardless of its line of business. When clothing brands manage their social media marketing well, consumer confidence in a brand will subsequently increase. This statement does not only apply to Brand, but also applies to the aviation industry. Tatar and Eren-Erdogmus (2016) discovered that social media is an essential driver of Brand Trust. Likewise, research from Sohail et al. (2019) concluded

research on social media users in Saudi Arabia revealed that social media had a positive effect on Brand Trust and consumer loyalty. In using social media, go-global companies must provide relevant content that can be trusted by consumers. The companies must also be able to keep promises that have been made because it is proven that the social media marketing strategy used by the company will affect consumer confidence in a brand. Brand A utilize its social media marketing strategy well when it made its appearance that NYFW 2021. Interestingly, in our third finding, this study found that BT has a positive and significant effect on PI. Brand A is a well-acquainted with consumers from middle to low income with a relatively affordable price. BT influences PI to the extent that consumers wanted to purchase in their store. According to (Cuong, 2020) brand trust is the buyer's willingness to depend on the brand in terms of uncertainty because they expect the brand to give positive results. Brand Trust, in this case, works well with well with the SMMA element. Unfortunately, it is not as prevalent as the influence of SMMA on BT.

Based on our research result, it can be concluded that when a clothing brand fulfills the promises offered and is always honest in providing information, consumer interest in buying a product will increase. In this case, clothing brands can use a brand trust strategy to be able to increase their consumers' purchase intentions, namely by always providing reliable claims and providing quality services. For a go-global company, it is advisable that such aptitude is frequently displayed to gain more trust, which will increase their purchase intention.

Table 9. F-Square

Variable	Brand Trust	Purchase Intention	Social Media Marketing Activities
Brand Trust		0.195	
Purchase Intention			
Social Media Marketing Activities	0.886	0.192	

Table 10. Summary of coefficient and hypothesis testing

Variable	Original Sample (O)	T Value	P Values	Hypothesis
SMMA → PI	0.406	5.365	0.000	H1 Accepted
SMMA → BT	0.685	12.312	0.000	H2 Accepted
BT → PI	0.403	5.538	0.000	H3 Accepted
SMMA → BT → PI	0.278	4.681	0.000	H4 Accepted

Our fourth finding shows that SMMA has a positive and significant influence on PI through BT. Previous research supports this finding, such as the work of (Tümer et al. 2019) states that there are positive impacts on SMMA, PI, and BT. Another evidence of this is also supported by (Moslehpour et al. 2022) who researched the transportation industry, and DAM (2020) in the retail sector. Both of their studies found that social media marketing significantly affects purchase intention mediated by brand trust. One of the issues that emerge from these findings is that the influences of brand trust on purchase intention are moderate and low. However, the influences are not too prevalent compared to our first, second, and third findings. Consequently, companies must adapt to the current business notion to plan their online marketing better strategically. Hence, businesses need to examine and experiment with several strategic approaches to social media marketing. A go-global company shall look for a new social media marketing strategy to ensure its consumers are entertained, up to date with the recent/global trends, and ensure that their social media content gets notable shares, likes, or reposts

Managerial Implication

This paper has a contribution to managerial aspects by the following point: First, entertainment factors are more important to influence consumer Purchase Intentions. According to this notion the company must put more attention to make attractive content on social media to stimulate consumer interest. Second, this paper finds that the SMMA element has a strong influence on Brand Trust, therefore the company should fulfill their promise to consumer and provide honest information to their consumer to increase their interest in buying the product.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Social media is a tool that can make it easier for companies to carry out their marketing strategies. It can also be used to promote tourism activities (Santoso et al. 2022). In addition to low costs, social media also makes it easier for companies to reach more new consumers. Therefore, it can be concluded that when a company designs, creates, and strategically position its social media, the consumer's purchase intention

will increase. This is due to that the SMMA carried out by the company will affect the consumer's trust. In addition, the company does not have to focus solely on Instagram but on other social media platforms such as Youtube, Tiktok, Twitter, and Snapchat to reach more consumers. So, it can be concluded that all hypotheses are accepted.

Recommendations

This research also has drawbacks. This research only applies to social media marketing through Instagram. So, it is hoped that future research that discusses similar topics can find respondents using different platforms other than Instagram.

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