

The Influence of Social Media Marketing on Purchase Impulses with Brand Attentiveness as A Mediating Variable on UMKM X

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Abstract

The purpose of this study was to analyze the effect of social media marketing on purchase impulses mediated by brand attentiveness. This research has three variables, namely social media marketing, brand attentiveness, and purchase impulse. The sample in this study was 231 customers of UMKM X. The method of analysis in this study was SEM partial least squares (PLS) analysis. PLS-SEM analysis was carried out through secondary data collection and hypothesis testing. The results showed that all 4 hypotheses were significant.

Keywords: Social Media Marketing, Brand Attentiveness, Purchase Impulsion.

1. Introduction

The digital era is unavoidable. To survive in business competition, UMKM actors must be able to maximize the benefits of digital development [1]. The development of digital technology allows UMKM actors to market their products online and make transactions through the online banking system. Social media is the easiest digital marketing tool to use. Before a business has a website, it is not uncommon for us to find, especially in markets like Indonesia, that they have started to enter the virtual world through social media. This can be a stimulant for the development of entrepreneurship and the sustainability of UMKM.

In addition to the low cost and no need for special skills in initial initiation, social media is considered capable of directly reaching potential consumers. Therefore, it is not surprising that business actors focus more on the use of social media than on the development of a site. The UMKM actors are hampered by the lack of knowledge about digital marketing. The use of digital marketing requires people to be technology literate, therefore socialization and training in the use of information and communication technology is needed. One application of digital marketing is social media marketing.

Social media marketing is a marketing strategy for goods and services using social media to build relationships, communities, transactions and exchange information with consumers and potential customers. Social media marketing can influence consumer interests, interests, decisions, in choosing a product or service, consumers choose products



that are familiar or familiar [2] Social media marketing is used by business owners or companies to strengthen brand attentiveness and increase purchase impulses for a product.

Brand attentiveness is the ability of consumers to recognize or remember a part of a product called a brand [3]. Strong brand attentiveness is created through social media marketing in the form of interaction between brands and consumers (Sasmita & Suki, 2015). Purchase impulse or buying interest is the desire to have a product that appears in consumers as a result of consumer observations and learning of something [4]. Dewi stated that purchase impulse is the consumer's desire to buy a product or service in the future. High purchase impulses are created from the company's superiority in managing social media marketing. UMKM X is one of the UMKM in Jakarta that implements social media marketing in its marketing activities. Therefore, this study aims to analyze the effect of social media marketing on purchase impulses mediated by brand attentiveness in UMKM X [5].

2. Theory and Hypothesis

2.1 Digital Marketing

Digital technology has changed the way humans communicate, act, and make decisions. Marketing activities cannot be separated from the influence of digital technology. The term digital-based marketing (digital marketing) has evolved from the initial activity of marketing goods and services using digital channels to a broader understanding, namely the process of acquiring consumers, building consumer preferences, promoting brands, nurturing consumers, and increasing sales. The concept of digital marketing comes from the internet and search engines on websites. When internet usage exploded in 2001, the market was dominated by Google and Yahoo as search engine optimization (SEO). The definition of digital marketing according to the American Marketing Association (AMA) is the activities, institutions, and processes facilitated by digital technology in creating, communicating, and delivering value to consumers and other interested parties [6]. Digital marketing is also defined as marketing activities that use internet-based media [7]. The internet is a powerful tool for business. Ritz revealed the characteristics of the internet as follows: Interactivity, the ability of technological devices to facilitate communication between individuals such as face-to-face [8]. Communication is very interactive so that participants can communicate more accurately, effectively, and satisfactorily. Demassification, messages can be exchanged to the participants involved in large numbers. Asynchronous, communication technology has the ability to send and receive messages at the desired time for each participant. Social media allows businesses to reach consumers and build more personal relationships. [9] divide social media into two groups according to the nature of connection and interaction: Profile-based, namely social media based on profiles that focus on individual members. This group's social media encourages connections that occur because individuals are attracted to those social media users. Content-based, namely social media focuses on content, discussions, and comments on the content displayed. The main goal is to connect individuals with content provided by a particular profile because the individual likes it. Social media has opened doors for businesses to communicate with millions of people about their products and has created new marketing opportunities.

Utilization of Digital Marketing by UMKM Actors Social media has the potential to assist UMKM actors in marketing their products [10]. Social media applications are available from instant messaging to social networking sites that offer users to interact, connect and communicate with each other. These applications intend to initiate and circulate online information about the user experience in consuming a product or brand, with the main aim of reaching people.

Sharma found that digital marketing strategies have an effect of up to 78% on the competitive advantage of UMKMs in marketing their products [11]. The strategy consists of: Availability of product information and product guides; Availability of images such as photos or product illustrations; Availability of videos capable of visualizing products or presenting supporting presentations; Availability of attachments for documents containing information in various formats; Availability of online communication with entrepreneurs; Availability of transaction tools and variety of payment media; Availability of customer assistance and services; Availability of online opinion support; Availability of testimonial display; Availability of

visitor records; Availability of special offers; Availability of the latest information presentation via SMS blog; Easy product search; Ability to create brand visibility and awareness; Ability to identify and attract new customers; The ability to strengthen the brand image that is accepted by consumers.

The use of digital marketing has several advantages, including [12]: 1. Targets can be set according to demographics, domicile, lifestyle, and even habits; 2. Quick results are seen so that 3. marketers can take corrective actions or changes if they feel something is not right; 4. Cost is much cheaper than conventional marketing; 5. Wider coverage because it is not geographically limited; 6. Can be accessed at any time not limited by time; 7. Results can be measured, for example, the number of site visitors, and the number of consumers who make online purchases; 8. The campaign can be personalized; 9. Can engage or reach consumers because communication occurs directly and in two directions so that business actors build relationships and foster consumer trust.

2.2 Social Media Marketing

Is a form of marketing using social media to market an item, service, brand, or issue by utilizing the audiences who participate in social media. Social media marketing is a system that allows marketers to engage, collaborate, interact and utilize the intelligence of the people who participate in it for marketing purposes.

Hubert, et al. [13] define social media marketing as a marketing strategy that people use in the form of online networks. Maia, et al. [14] argue in their journal entitled Social Media Marketing-The Paradigm Shift in International Marketing, social media marketing refers to the process of getting network site visits or attention through social media sites. Social media marketing programs are usually centered on creating content that grabs attention and encourages readers to share it with the online store's social network.

Referring to statements from several experts, social media marketing is a marketing strategy using social media to market goods or services by utilizing the people who participate in it for marketing purposes. Research on social media marketing has been widely carried out, the latest research conducted by Hubert, et al. [15] produces the following indicators:

- **Online Communities**
Company or type of business can use social media to build a community around an interest in its goods or business. The community spirit to build loyalty, encourage discussions, and contribute information, is very useful for the development and progress of the business.
- **Interaction**
Social media allows for greater interaction with online communities, through up-to-date and relevant information from customers.
- **Sharing of Content**
Talks about the scope of individual exchange, distribution, and receipt of content in social media rules.
- **Accessibility**
Accessibility refers to the ease of access and minimal cost to use social media. Social media is also easy to use and does not require special skills.
- **Credibility**
Credibility is described as sending a clear message to build credibility for what is said or done that relates emotionally to the target audience.

2.3 Brand Attentiveness

A brand is a designation, name, symbol, feature, design, or a mixture of these, which is intended to identify goods or services from an individual or group of sellers with the aim of distinguishing products from other industries or competitors. Brand equity is a positive differential effect which shows that knowing a brand name will make consumers or customers

respond to products or services. Brands with strong brand equity are very valuable assets [16].

According to Seo & Park [17] regarding the definition of brand attentiveness or brand awareness is the ability possessed by someone who has the potential to buy company products to recognize and also remember a certain brand from a certain type/category of goods. According to Nguyen. et al. [18] brand awareness (brand attentiveness) is a common communication goal for all promotional strategies, this is because consumers will not be able to buy goods or services from a particular brand unless they are aware of the brand. With the creation of brand awareness, marketers hope that every time a category of needs arises, the memory associated with a brand that appears in the minds of consumers will also be used as a consideration for alternative choices for decisions.

According to Sasmita & Suki [19] brand attentiveness (brand awareness) also includes several levels of awareness that play a role in the integrity of brand equity. The level of brand attentiveness has the following levels: 1) The level of unawareness of the brand which if interpreted is the level of not being aware of a brand. This level is a very basic level when viewed from the pyramid level of brand awareness, and this means that the consumer is not aware of the existence of a particular brand. 2) The level of brand recognition which if interpreted is the level of recognition of a brand. This level is the minimum or least level of being aware of the existence of a brand. And achieving this level is very important, especially when consumers choose brands when they want to make a purchase. 3) The level of brand recall, which if interpreted is the level of recall of a brand. This level is the level where people are asked to pronounce a brand that belongs to a specific product category without any outside help. 4) The top-of-mind level, which if interpreted is the peak level of the mind. This level is the level when a particular brand is first spoken or pronounced by consumers. This means that the brand that is said to be the earliest is the most important brand for the consumer, even though there are many brands in his mind. According to Susan Gunelius [20], she states that social media marketing can help a business in many ways, and one of them is building a brand. This is because a chat on social media is a tactic of social media marketing (social media marketing) to spread information regarding a company's brand online, it is a perfect way to increase the components of brand attentiveness (brand awareness) such as recognition. and brand recall. Therefore, the variable brand attentiveness can be influenced by social media marketing variables.

2.3 Purchase Impulses

Arora & Sahney [21] said that the buying decision-making process refers to consistent and wise actions taken to meet needs. Buying decision-making is a customer's decision about what to buy, how much to buy, where to do it, when to do it and how to make a purchase.

Purchasing Decision Process A purchasing activity is a series of physical and mental actions experienced by a customer in making a purchase. Based on the opinion of Kotler and Keller, the stages in the purchase decision made by the customer are:

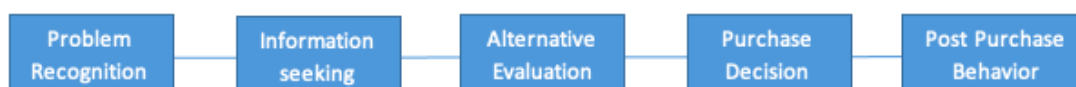


Figure 1. Purchase Decision Process

Purchase is described as the customer's actual action in buying or using the product again. Once a customer buys a certain item, it has the potential to repeat the purchase. This means that customers repeatedly consume similar services or products from the same seller. Whereas repurchase is the actual act, repurchase intention shows the customer's intention to engage in future activities with the seller. Meanwhile, according to Arora & Sahney, purchase impulse is the consumer's desire to make purchases in the future based on the experience that has been obtained. The consumer's desire to repurchase is usually based on satisfaction with the product because the product can meet consumer expectations. Repurchase intention is the tendency of buying behavior from consumers on a product of goods and services that is

carried out repeatedly within a certain period of time and actively likes and has a positive attitude towards a product or service, based on experiences that have been carried out in the past state that repurchase intention is an individual's judgment about repurchasing products from the same company in a situation that has already occurred.

2.4 Impact of Social Media Marketing on Brand Attentiveness

Information about products that spread quickly can make brands easily known by social media users. The emergence of social media has changed many marketing activities from those using below-the-line media such as brochures, television, newspapers, and others to a more sophisticated and practical form, namely digital content marketing. The company's targeted output in doing social media marketing is to increase brand attentiveness to social media users. Brand attentiveness comes from promotions that are carried out well by the company. Therefore, the research hypothesis is

Hypothesis 1: Social media marketing affects brand attentiveness.

2.5 Impact of Social Media Marketing on Purchase Impulsion

Brands with high awareness and a good image can promote brand loyalty to consumers and higher brand awareness is higher brand trust and purchase impulses toward company products. Based on this description, the research hypothesis:

Hypothesis 3: Brand attentiveness affects purchase impulsion

2.6 The influence of Social Media Marketing on Purchase Impulse Mediated by Brand Attentiveness

Awareness of a brand is considered one of the keys to improving relationships with customers or with a particular brand, and it has been recognized that awareness is a variable for building long-term relationships with customers. The utilization of social media as a marketing tool is carried out because this marketing strategy offers various opportunities to achieve business goals, one of which is building brand attentiveness. Brand attentiveness is an aspect of brand value that binds consumers to the brand and can be defined as a feeling of security generated based on their interaction with a brand and the brand can be trusted and responsible. Building and maintaining brand awareness is very important because it has a direct impact on purchase intention.. Based on this description, the research hypothesis:

Hypothesis 4: Brand attentiveness mediates the influence of Social media marketing on purchase impulses.

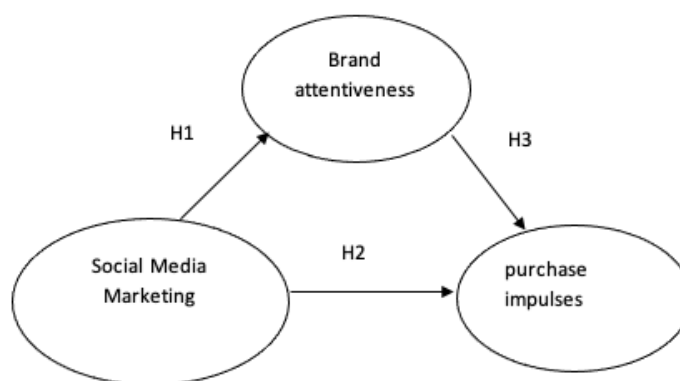


Figure 2. Research Model

3. Research Method

This research has three variables, namely social media marketing, brand attentiveness, and purchase impulse. The sample in this study was 231 customers of UMKM X. The method of analysis in this study was partial least squares (PLS) analysis. Partial least

squares (PLS) analysis was carried out through secondary data collection and hypothesis testing.

3.1 Data Analysis

3.1.1 Validity Test

The corrected convergent validity test is declared valid if the loading factor value is greater than or equal to 0.3. Meanwhile, discriminant validity is seen from the AVE value and is declared valid if it is greater than or equal to 0.5. The results of the convergent validity test can be seen in the following table:

Table 1. Validity Test

	Brand attentiveness	Purchase Impulsion	Social Media Marketing
BA1	0,984		
BA2	0,976		
BA3	0,977		
PI1		0,992	
PI2		0,982	
PI3		0,989	
SMM1			0,943
SMM2			0,957
SMM3			0,942
SMM4			0,944

The statement item brand attentiveness has the highest loading factor value of 0.984 and the lowest is 0.976. The purchase impulse statement item has the highest loading factor value of 0.992 and the lowest is 0.982. Social media marketing statement items have the highest loading factor value of 0.957 and the lowest of 0.942. After testing the convergent validity, then the discriminant validity is tested by looking at the AVE value:

Table 2. Average Variance Extracted (AVE) and Cronbach Alpha

	Cronbach's Alpha	Average Variance Extracted (AVE)
Brand attentiveness	0,978	0,959
Purchase Impulsion	0,988	0,976
Social Media Marketing	0,961	0,896

Based on table 2, the AVE value for each variable is greater than 0.5 so that all statement items are discriminantly valid. Testing the reliability of the instrument was tested using Cronbach's Alpha analysis. Cronbach's alpha is the average of all possible coefficients resulting from different ways of dividing the scale items. Based on table 2, the alpha-Cronbach value for each variable is greater than 0.7 so it can be concluded that the statement items for each variable are reliable.

4. Results & Discussion

Here are the results of the PLS-SEM analysis in research analysis:

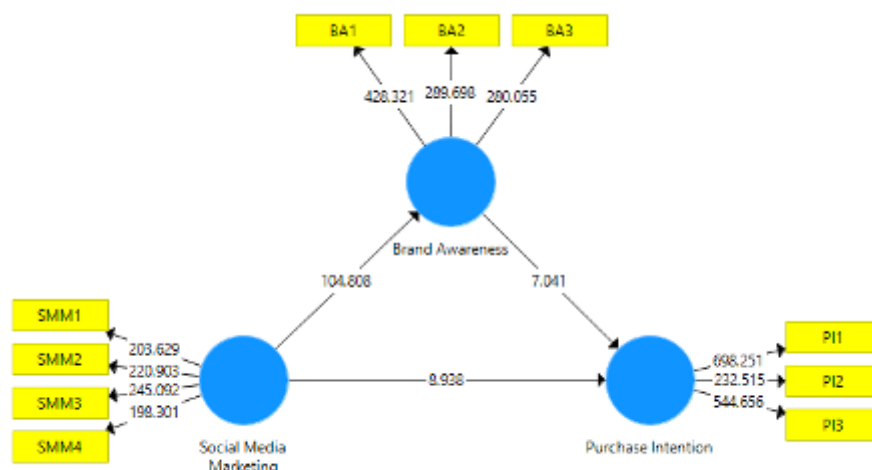


Figure 3. SmartPLS Output

Table 3. Hypothesis Test Summary

	Original Sample	T Statistics	P Values
Brand attentiveness -> Purchase Impulsion	0,438	7,041	0,000
Social Media Marketing -> Brand attentiveness	0,940	104,808	0,000
Social Media Marketing -> Purchase Impulsion	0,556	8,938	0,000

Based on table 3, the p-value for hypothesis 1 is 0.000 < 0.05, meaning that there is an influence of social media marketing on brand attentiveness. The p-value for hypothesis 2 is 0.000 < 0.05, meaning that there is an influence of social media marketing on purchase impulses. The p-value for hypothesis 3 is 0.000 < 0.05, meaning that there is an effect of brand attentiveness on purchase impulse.

Table 4. Mediation Hypothesis Test

	Original Sample (O)	T Statistics (O/STDEV)	P Values
Social Media Marketing -> Brand attentiveness -> Purchase Impulsion	0,412	7,177	0,000

Based on table 4, the p-value for hypothesis 4 is $0.000 < 0.05$, meaning that there is an influence of social media marketing on purchase impulses mediated by brand attentiveness

4. Conclusion

There is an influence of social media marketing on brand attentiveness. Product information that spreads quickly makes brands easily known by social media users. The emergence of social media has changed many marketing activities from those using below-the-line media such as brochures, television, newspapers, and others to a more sophisticated and practical form, namely digital content marketing. The company's targeted output in doing social media marketing is to increase brand attentiveness to social media users.

There is an influence of social media marketing on impulse purchases. Social media is considered more appropriate for consumers in obtaining information from an online store. Purchase impulses are influenced by promotions if one of the promotional objectives is to remind consumers of online stores. An important factor in increasing impulse purchases is to make consumers recall an online store or product with the help of promotional media on social media.

There is an effect of brand attentiveness on purchase impulse. Brands with high awareness and good image can promote brand loyalty to consumers and higher brand awareness is higher brand trust and impulse purchase of the company's products.

There is an influence of social media marketing on purchase impulses mediated by brand attentiveness. Awareness of a brand is considered one of the keys to improving relationships with customers or with a particular brand, and it has been recognized that awareness is a variable for building long-term relationships with customers. The use of social media as a marketing tool is done because this marketing strategy offers various opportunities to achieve business goals, one of which is building brand attentiveness. Brand attentiveness is an aspect of brand value that binds consumers to the brand and can be defined as a feeling of security that is generated based on their interaction with a brand and the brand can be trusted and responsible. Building and maintaining brand awareness is very important because it has a direct impact on purchase intention.

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