The Effect of Social Media Marketing towards Purchase decision mediated by Brand Awareness, and Willingness to Buy, and moderated by Income Level, and Educational Level

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Abstract

This paper aims to examine whether social media marketing activities plays an important role upon creating purchase decision, and the effects if mediated by brand awareness and willingness to buy. In addition, if Income and educational level can amplify the effects towards purchase decision. Causal relationships between hypothesized variables are related to each other so as to form a structural equation model (SEM) with one exogenous variable, three endogenous variables, and two moderating variables. Convenient sampling method was used to obtain 200 samples of ordinal data derived from respondents' assessments of 27 survey items with a scale of five. Respondents from this study were Taeyang Culture students whose entry was allegedly due to the influence of social media marketing activities. The decision of prospective students to join Taeyang Culture is strongly influenced by the dimensions of SMMAs which include interactivity, informativeness, personalization, and trendiness. This effect is more effective, especially if the SMMA is more directed at prospective students who are highly educated and have high incomes. This research refines previous research that has not considered environmental aspects in the model, namely income level and education level which strengthen the desire of prospective students to decide to join Taeyang Culture.

Keywords
Social Media Marketing, Brand Awareness, Willingness to Buy, Educational and Income Level, Purchase Decision.

1. Introduction
Taeyang Culture is an educational company based in Bandung, Indonesia. The product they serve is language course with many programs for four languages, namely: English, Japanese, Korean, Mandarin, with over 3000 students from Indonesia and abroad. Taeyang Culture uses social media marketing activities since the first time it was established in 2016, it was used to spread awareness about the importance of having the ability to speak bilingually and cultures of other countries, mainly countries that they teach.

There were several periods of time that social media marketing helps them finding new students, but there are two out of six months that social media does not help creating purchase decision, and thus further research was needed. The

study of the concept of purchasing decisions (PD) becomes an interesting theme not only for business practices but also for academics because it is an important performance for a company to achieve sustainable business performance.

1.1 Objectives

Many previous studies have examined the effect of social media marketing activities (SMMA) on purchasing decisions (PD) but have not reached agreement on the framework used in the model, both models involving mediating variables and moderating variables. In general, many researchers have included the role of mediating variables in the causal relationship between social media marketing activities and purchase decision, but it is still very rare to investigate the role of moderating variables in the model. The use of mediating variables varies from one study to another; one researcher used a brand attitude variable (Abzari et al., 2014), while another researcher used a trust variable (Prasad et al., 2017), brand equity (Godey et al, 2016; Anupama, 2017; Widodo, 2019), and brand awareness (BA) as the dimensions of brand equity (Widodo et al., 2020). There are still few researchers who investigate the role of moderating variables on factors that influence purchasing decisions, such as willingness to buy (WB). The influence of willingness to buy on purchase decisions, however, is very likely to be influenced by environmental conditions such as education level (EDL), and income level (ICL), so further empirical research is needed. This study aims to examine the role of brand awareness and willingness to buy variables in mediating the effect of social media marketing activity on purchase decision, and to investigate the role of income and educational level variables in moderating the effect of willingness to buy on purchase decision. The causal relationship between the variables used ultimately leads to marketing performance such as purchase decisions. Of course, this relationship cannot be expressed by a single equation model, but a structural equation model (SEM)

2. Literature Review

2.1. Direct effect brand awareness on willingness to buy and purchase decision

Brand is a name, alias, mark, symbol, and design combined which aims to identify a product or service from the competitor. Brand is a product or service which the dimension may differ the brand to another with the same purpose of design (Kotler and Keller, 2012). Brand is more than just a logo; brand is a promise of an organization to its customer to provide the principles of the brand itself. Not only in functional benefit, but also emotional, self - expression and social. Brand is more than a journey to fulfil a promise, each brand has its connection that has been developed through perception and experience the customer has every time they connect to the brand (Aaker, 2014). Brand awareness is a customer's ability to recognize and recall a brand and relate it with product. Brand awareness involves recognition of a brand and memory of it. Brand recognition involves people who can recognize the brand what differs it to others. This brand awareness made them able to recognize a brand by just a glance of the logo or hears the motto (Aaker, 2013). Brand awareness has levels inside the memory of the customer, there are: Top of mind, people recognize a product and recall of just one brand on top of their mind, and it's supported by Perceived quality which how the brand is perceived by the customers. Brand association is how the brand connected to the customer emotionally. Brand Loyalty is how a customer purchase the product of a specific brand repetitively (Aaker, 2013). Willingness to buy is a behavior that comes up as a response to an object that projects customers wants to make a purchase (Kotler and Keller, 2013). A product considered consumed by customer if the product has decided to be purchased. Customer's personal characteristics are used to process a very complex respond, and one of it is the source of motivation to purchase. Willingness that appears on making purchase creates a motivation that keeps recorded inside the mind and become one powerful behavior and will eventually whenever a customer has to fulfil their needs, they will actualize what is inside their mind. Willingness to buy is identified through three indicators (Ferdinand, 2014). This literature reviews resulted several hypotheses

H1 Brand Awareness has positive effects towards Willingness to Buy

H3 Brand Awareness has positive effects towards Purchase Decision

2.2. The direct effect of social media marketing activities on brand awareness, willingness to buy and purchase decision

Today, the development of the internet is very fast. One of the consequences, is shopping habits that have changed in the last 20 years which has caused the shift of people who shop offline to shop online or what we can call e-shopping. Another revolution in the Internet era is Web 2.0 which provides interactive components to Web 1.0, and the most important application of Web 2.0 is social media. With the increasing acceptance of social media sites. Facebook and

Twitter have opened the prospect of an innovative e-commerce business model, which is often known as social commerce (Liang and Turban, 2014). Social Media is a group of Internet-based applications built on the ideological and technological foundations of Web 2.0, which enable the creation and exchange of User Generated Content. Social media can be divided into various forms such as social networking sites, blogs, wikis, microblogging sites, etc. Currently the most widely used social media platforms are Facebook, Twitter, and content sharing website YouTube (Pham and Gammoh, 2015). Moreover, social media is widely used for e-commerce marketing activities (Yadav and Rahman, 2017). Purchase decisions are a form of consumer involvement in bringing their desires and interests to a product which ultimately creates a purchase decision. (Mittal, 1989; Widodo, 2021). Several studies have proven that EWOM is an important tool by which customers can obtain information about services or products (Chevalier and Mayzlin, 2006) and EWOM messages can reduce customer uncertainty or risk significantly and hence trust is developed, while purchasing decisions are taken, so that purchasing decisions can be significantly influenced further.

H2 Social Media Marketing has positive effects towards Brand Awareness

H4 Social Media Marketing has positive effects towards Purchase Decision

H5 Social Media Marketing has positive effects towards Willingness to Buy

H6 Willingness to Buy has positive effects towards p Purchase Decision.

H7 Willingness to Buy mediates the effect of Brand Awareness towards Purchase Decision.

2.3. Willingness to buy and brand awareness as mediating variable towards purchase decision

Based on the first step regression analysis that social media marketing and brand awareness shown a positive effects with willingness to buy. The greater social media marketing effects and brand awareness effects will increase the willingness to buy, and continuously towards purchase decision will follow the greater effects of mediating variables (Kurniasari and Budiatmo, 2018). These explanations prove that as a mediating variable, Willingness to buy amplifies the following effects mediated by it. So, with it, we come up with several mediating hypotheses.

H8 Willingness to Buy mediates the effect Social Media Marketing towards Purchase Decision

H9 Brand Awareness mediates the effect Social Media Marketing towards Purchase Decision

H10 Brand Awareness mediates the effect Social Media Marketing towards Willingness to buy

H11 Brand Awareness dan Willingness to Buy mediates the effect of Social Media Marketing towards Purchase decision

2.4. The moderation effect of educational level and income level

Educational level is another traditional marketing aspect included inside the socioeconomic status is an activity to develop abilities, attitude, and behavior for current time or for the future (Adriana and Widodo, 2019). Education is an effort that done with full awareness and organized to create a learning process to develop potentials that a person must have self-control, spiritual power, personality, intelligence, also abilities that needed for themself, community, and country (Act of the republic of Indonesia Number 20, Year 2003 on National Education System). Educational level in this research is being used to have more knowledge about the need. Income basically is a name we used to explain several things that we measure to make normative comparison. With income, a person can survive for themselves to maintain well-being for the family, buying needs (Brooks, 2017). Income we used in this research are payroll, monthly earnings of the individuals that can support their life and decisions.

H12 Education moderates the effects of willingness to buy towards purchase decision

H13 Income moderates the effects of willingness to buy towards purchase decision

With the knowledges above. We have come up with the following conceptual framework.
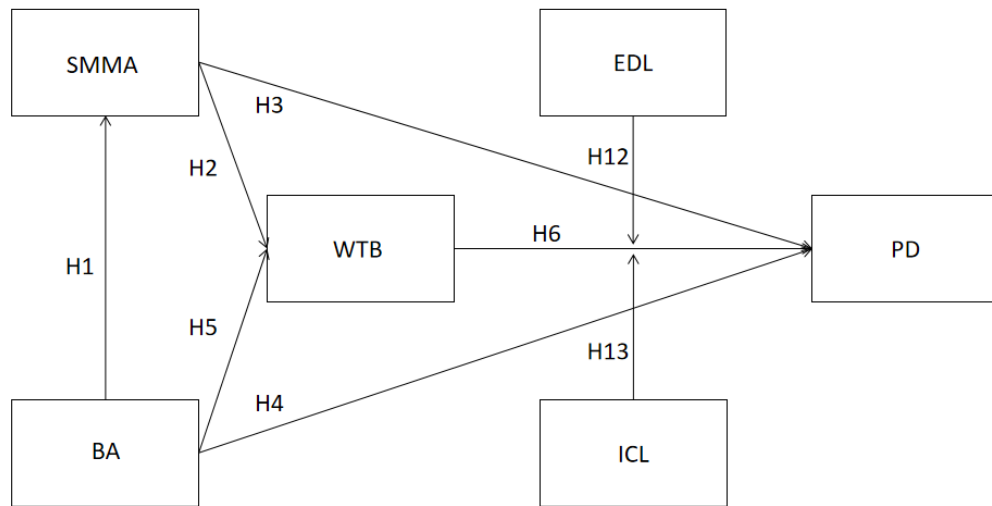
Figure 1 Theoretical model. BA = Brand Awareness, SMMA = Social Media Marketing Activities, WTB = Willingness to Buy, EDL = Educational Level, ICL = Income Level, PD = Purchase Decision

The indirect effect consists of five hypotheses, namely H7 to H11. H7 hypothesizes the indirect effect of BA on PD through WTB. H8 hypothesizes the indirect effect of SMMA on PD through WTB. While H9 hypothesizes the indirect effect of SMMA on PD through BA. Furthermore, H10 hypothesizes the indirect effect of SMMA on WTB through BA. And the last is H11 which hypothesizes the indirect effect of SMMA on PD through BA and WTB. (Figure 1)

3. Methods

Taeyang Culture was chosen as the object of research to empirically investigate the effect of the social media marketing activity model on purchase Decision, which involves brand awareness and willingness to buy as mediating variables, as well as income level and education level as moderating variables. Cross-sectional data was obtained through a survey conducted by distributing questionnaires in the form of Google Form to 200 respondents who were selected using the convenient sampling method. The online questionnaire was preceded by screening questions containing gender, age, education level, income level, and length of time they were students. The core of the questionnaire consisted of 27 statement items that represented indicators of the six variables used, producing ordinal data with five Likert scale. The result will form a structural equation modelling (SEM)

3.1. Validity and reliability test

All statement items are used because each has a loading factor greater than 0.5. A group of questionnaire items belonging to each variable is declared valid because the results of the Average Variance Extracted (AVE) test of each variable are worth more than the criteria, which is 0.5. All the items in the questionnaire were also declared reliable because the results of the Construct Reliability (CR) test for each variable had a value greater than the criteria, which was 0.7 (Hair et al, 2019). (Table 1).

Table 1 Validity and Reliability Test

VARIABLE/SURVEY ITEMS	Loading Factor	Cronbach Alpha	Average Variance Extracted	Composite Reliability
Social Media Marketing				
Taeyang Culture social media provides accurate product information	0.781	0.892	0.721	0.913

The information that Taeyang Culture social media provides is very comprehensive	736			
Taeyang Culture social media made a purchase according to my needs	0.646			
I feel my needs are met by Taeyang Culture's social media	0.611			
Taeyang Culture's social media facilitates individual search of information	0.663			
The content on Taeyang Culture's social media is the latest trend	0.625			
Using Taeyang Culture's Social Media service is trendy	0.851			
Whatever's trendy is on Taeyang Culture's social media	0.837			
I will recommend my friends to visit Taeyang Culture social media	0.585			
l I will support my friends and acquaintances to use Taeyang Culture's services	0.733			
Brand Awareness				
I found out that Taeyang Culture has a lot of followers	0.627			
When talking about language course, I often hear the name Taeyang Culture	0.772	0.73	0.807	0.848
I feel that Taeyang Culture's service represents me	0.551			

Table 1 Continued

VARIABLE/SURVEY ITEMS	Loading Factor	Cronbach Alpha	Average Variance Extracted	Composite Reliability
Willingness To Buy				
I will try the language course program at Taeyang Culture if the number of students is 5 - 10 people per class	0.614			
I'm interested in trying two programs at once such as online classes in English and Korean	0.559			
I will recommend Taeyang Culture course to people around me	0.672			
I will invite people around me to take courses at Taeyang Culture	0.558			
I will choose Taeyang Culture as my main choice for language learning compared to other course institutions	0.551	0.852	0.665	0.884
I will choose the Language program at Taeyang Culture because the costs are cheaper than other institutions	0.624			
I will prioritize learning Languages at Taeyang Culture because the knowledge can be useful in my future	0.662			
I will prioritize learning languages at Taeyang Culture because I don't want to be left behind by expert teachers	0.571			

I will look for information about leveling up and exams in the language program at Taeyang Culture through the internet and Taeyang Culture staff	0.527			
I will seek testimonials from people who have tried to learn languages at Taeyang Culture to increase my confidence in the program.	0.668			
Purchase Decision				
I will join the language program at Taeyang Culture compared to other institutions	0.572	0.704	0.878	0.871
I am willing to recommend people to use Taeyang Culture's services	0.692			
Income Level				
Income Level of Respondents	1	<0.001	1	1
Educational Level				
Educational Level of Respondents	1	<0.001	1	1

3.2 Goodness of Fit Test

The WarpPLS software used can test the level of Goodness of Fit (GoF) through the parameters Average Path Coefficient, Average R-Squared, Average Adjusted R-Squared, Average block VIF, Average Full collinearity VIF, Tenenhaus GoF, Sympson's Paradox Ratio, R- Squared Contribution Ratio, Statistical Suppression Ratio, and Nonlinear Bivariate Causality Direction Ratio (Hair et al, 2019)

MODEL

Figure 2. Goodness of Fit Indices and result

The SEM model built in this study was declared fit because all the parameters of the test results had met the requirements. The hypothesis was tested by comparing the p-value of the calculated significance with the p-value at a significance of 0.05. If the calculated p-value is less than 0.05 then the hypothesis is accepted. The strength of the influence between variables is seen from the magnitude of the regression coefficient of the hypothesized variable relationship. Result stated above. (Figure 2)

4. Data Collection

Taeyang Culture was chosen as the object of research to empirically investigate the effect of the social media marketing activity model on purchase Decision, which involves brand awareness and willingness to buy as mediating variables, as well as income level and education level as moderating variables. Cross-sectional data was obtained

through a survey conducted by distributing questionnaires in the form of Google Form to 200 respondents who were selected using the convenient sampling method. The online questionnaire was preceded by screening questions containing gender, age, education level, income level, and length of time they were students. The core of the questionnaire consisted of 27 statement items that represented indicators of the six variables used, producing ordinal data with five Likert scale.

5. Results and Discussion

Based on the Table 1 above shows that each indicator has loading factor value above 0.5, means that all indicators in this research are able to measure each variable. Composite reliabilities > 0.7 are desirable and valid (Hair et al, 2014). Based on this theory, the reliabilities, and validities and all the scales used in this study were acceptable Contents shown inside the table determines if the survey items or statements are valid and reliable to represent the related variables. In several validity test using the AVE, each indicator also shown valid results that all variables have AVE value above 0.5, it means that all indicators can combine and represent the variable. The Goodness of fit in this structural model shown that it has good value and suitable of each GOF criteria in general. There are five minimal measurement indexes that must be fulfilled to be said that the structural model considered fi. In the. research, the value of Average Path Coefficient (APC) is suitable with a condition of P Value must be less than 0.05, the results given in this research, the APC value of 0.403 and P Value of 0.001. The next index is Average R-Squared (ARS) which also requires P Value to be less than 0.05. ARS of this research has value of 0.790 with P Value of less than 0.001 which means that it is suitable and good fit. Average Adjusted R-Squared (AARS) also fulfilled the requirements with value of 0.789 and P Value of less than 0.001. Next model fit criteria is Average block VIF (AVIF) which fit or accepted if the value less or equal to 5, ideal value is less or equal to 3.3. AVIF value of this research is 4.176 which means it's accepted. The next index is Average Full Collinearity VIF (AFVIF) which has similar requirements as AVIF, the value of this research is 2.356 which means it's ideal. Next index is Tenenhaus GoF (GoF) which has several criteria. The value is categorized as small value if it is bigger or equal to 0.1, medium if it is bigger or equal to 0.25, and big if it is bigger or equal to 0.36, this research has 0.794 which is big. Next indexes are Simpson's paradox ratio (SPR), R-Squared Contribution Ratio (RSCR), Statistical Suppression Ratio (SSR) and Nonlinear Bivariate Causality Direction Ratio (NLBCDR), which is all accepted with value of 1. 000.The respondents of this research are students who joined Taeyang Culture recently from all programs. To confirm that the indicators are suitable for the research, we conducted a pretest (n = 40). In the survey, subjects were divided by two genders with 98% or 196 female students and 2% or four male students. The Ages of respondents are 35% 21 – 25 years old or 70 participants, 16 – 20 years old 35% as well with 69 participants. Next are respondents at the age of 26 – 30 Years old are 13% or 26 persons. Students who are under 15 years old are 10% or 20 participants. Followed by 31 – 35 years old with 5% or 11 people and lastly, 36 – 40 years old with 2% or 4 People. The dominance of 21 – 25 years old and 16 – 20 years old take more than a half of total participant, this caused by the active age for people who want to learn new things are high, and enthusiastic about all things related to edutainment or education about entertainment.

For educational level, there are 43% of participants were undergraduates' students or 85 people. The next educational level is senior high school with the percentage of 26% or 51 person. Next one is junior high school with the percentage of 17% or 35 respondents. From elementary school we have 10% or 20 people. And the least is from postgraduates with 4% or 9 people. The income level results were varied from the highest percentage of respondents are at level 3 (IDR 3.000.000 - 4.000.000) with 33,5% or 67 respondents. Followed by respondents' level 4 (IDR 4.100.000 - 5.000.000) with 28% or 56 people. The next one is respondents with income level 1 (<IDR 2.000.000) with 16% or 32 respondents. The next one is level 5 (>IDR5.000.000) is 13% or 26 people. The last one is at level 2 (IDR2.100.000 - 3.000.000) is at 9,5% or 19 people out of 200 respondents.

5.1 Hypotheses Test

Table 2 Hypotheses Test

Hypotheses	Regression Coefficient	P Values	Result
H1: BA → WTB	0.459	<0.001	Supported
H2: SMMA → BA	0.761	<0.001	Supported
H3: BA → PD	0.127	0.024	Supported

H4: SMMA → PD	0.238	<0.001	Supported
H5: SMMA → WTB	0.369	<0.001	Supported
H6: WTB → PD	0.894	<0.001	Supported
H7: BA →WTB → PD	0.411	<0.001	Supported
H8: SMMA→WTB → PD	0.427	<0.001	Supported
H9: SMMA →BA → PD	0.168	<0.001	Supported
H10: SMMA → BA→ WTB	0.349	<0.001	Supported
H11: SMMA → BA → WTB → PD	0.269	<0.001	Supported
H12: WTB → EDU → PD	0.250	<0.001	Supported
H13: WTB → INC → PD	0.142	0.013	Supported

The model has been developed into 13 hypotheses have been tested empirically using a one-tailed test, at a significance level of 95% (p value < 0.05), and with a total of 200 data. The model is built with six direct relationships, five indirect relationships (via mediating variables), and two moderating relationships. Test the hypothesis of the direct effect of the six pairs of causal relationships (H1, H2, H3, H4, H5, H6) were all significant because they had p-values less than 0.05. Social Media Marketing Activities have a positive effect on the significance level (p-value) of <0.001, with an influence strength of 0.238. The influence is direct influence (without mediation). The indirect effect of SMMA on Purchase Decision as illustrated by the paths SMMA → WB → PD (H8), SMMA → BA → PD (H9), and SMMA → BA → WB → PD (H11) are all significant with successive coefficients of influence of 0.427 (p<0.001), 0.168 (p<0.001), and 0.269 (p<0.001). The direct effect of SMMA on PD is 0.238 (p<0.001) while the total effect is 0.568 (p<0.001), so the difference of 0.330 indicates an indirect effect or in other words, the value indicates the role of BA and WB variables in mediating the influence of SMMA on PD. WB has a positive and significant effect on PD with an influence coefficient of 0.894 (p <0.001). The effect of WB on PD was moderated significantly by education level (EDU) and income level (INC) with moderating power of 0.250 (p<0.001) and 0.142 (p=0.013). (Table 2)

6. Conclusion

The effect of social media marketing activities (SMMA) on purchase decision (PD) is explained by the significance of direct influence, indirect effect, and total effect. The direct effect is the effect without a mediating variable, while the indirect effect is the effect through the mediating variables, namely brand awareness (BA) and willingness to buy (WB). The total effect is the sum of the direct and indirect effects. In the end, the magnitude of the total influence is also corroborated by education level (EDU) and income level (INC) which moderate the influence of WB on PD.

All question items belonging to each indicator are valid and reliable, as well as the research model that has been built, has met the goodness of fit requirements. Marketing activities using social media have been proven to be able to encourage prospective participants to decide to join the training program, but the encouragement will become even stronger because these activities increase one's awareness of Taeyang Culture (BA) and willingness to participate in the training program (WB). The more effective the SMMA activities, the higher the BA and WB, and the higher the BA and WB in the end the higher the PD. Meanwhile, the rise and fall of BA in addition to affecting WB and PD in the same direction so that because WB also has a positive effect on PD, finally BA has a greater total effect on PD. In other words, it can be concluded that BA and WB as mediating variables have contributed to increasing the influence of SMMA on PD. The income level (INC) and education level (EDU) of the parents of students strengthen a prospective student who is willing to participate in deciding to take part in the Taeyang Culture (PD) training program.

For academics, this research contributes an alternative model of increasing purchase decision originating from marketing activities through corporate social media by including BA and WB multi mediation variables, and multi moderating variables INC and EDU. As for business practitioners, this research provides recommendations on how to encourage Taeyang Culture's target market to decide to join the program by making the company's social media platforms more effective.dd conclusion here. Make sure to address that all objectives are met and emphasize of unique research contribution (10 font)

Acknowledgements

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Biography

Teguh Widodo Is PhD in strategic management, teaching, and research in the Informatics Business Management expertise group. Experience working in telecommunications companies, being vice chancellor, and leading the faculty. The publication of research results has been referred to as many as 86 citations with a scholar H-index of 4 since 2017.

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