BAB V

PENUTUP

Pada bab ini berisikan mengenai kesimpulan, saran untuk penelitian selanjutnya, implikasi manajerial, dan juga keterbatasan pada penelitian yang telah dilakukan.

5.1. Kesimpulan

Berdasarkan penelitian yang telah dilakukan dan hasil serta pembahasannya sudah dijabarkan pada bab IV, maka dapat diketahui bahwa:

1. Pemasaran media sosial memiliki pengaruh signifikan positif terhadap kesadaran merek.

2. Pemasaran media sosial memiliki pengaruh signifikan positif terhadap niat beli.

3. Pemasaran media sosial memiliki pengaruh signifikan positif terhadap keterlibatan merek.

4. Kesadaran merek memiliki pengaruh signifikan positif terhadap niat beli.

5. Kesadaran merek memediasi pengaruh antara pemasaran media sosial terhadap niat beli.

6. Keterlibatan merek memiliki pengaruh tidak signifikan dan negatif terhadap niat beli.

7. Keterlibatan merek tidak memediasi pengaruh antara pemasaran media sosial terhadap niat beli.

5.2. Saran Untuk Penelitian Selanjutnya

Penelitian ini terbatas pada media sosial Instagram, sehingga hasilnya dapat berbeda apabila dibandingkan dengan media sosial lainnya seperti TikTok, dan lain-lain. Di masa mendatang, peneliti dapat menggunakan TikTok atau media sosial lainnya untuk menguji model teoritis yang ditetapkan dalam penelitian ini. Saran untuk penelitian selanjutnya agar dilakukan uji dengan pengambilan responden yang lebih spesifik terhadap suatu produk tertentu dan pada cangkupan wilayah tertentu.

5.3. Implikasi Manajerial

Berdasarkan penelitian ini, penulis dapat menunjukkan adanya hubungan dari unsur-unsur yang secara langsung maupun secara tidak langsung dari pemasaran media sosial yang dimediasi kesadaran merek dan keterlibatan merek terhadap niat beli dalam Instagram. Pemasaran media sosial berpengaruh signifikan pada kesadaran merek, niat beli serta keterlibatan merek. Pemasaran media sosial berpengaruh paling besar terhadap kesadaran merek dibandingkan niat beli dan keterlibatan merek. Kesadaran merek mampu memberikan pengaruh signifikan pada niat beli. Berbeda dengan kesadaran merek, keterlibatan merek memberikan pengaruh tidak signifikan terhadap niat beli. Kesadaran merek mampu memberikan efek mediasi pada pemasaran media sosial dan niat beli, keterlibatan merek tidak mampu memberikan efek mediasi terhadap pemasaran media sosial dan niat beli.

Penulis memberikan saran terhadap perusahaan agar mampu membangun kesadaran merek lebih lagi melalui media sosial agar usaha pemasaran yang dilakukan mampu menumbuhkan minat beli suatu produk atau jasa yang ditawarkan pada konsumen. Perusahaan dapat mengoptimalkan penggunaan media sosial untuk membangun kesadaran merek dari sebuah produk atau jasa dengan menyiapkan konten terkonsep secara rutin agar dapat mendapatkan perhatian lebih dari konsumen. Selain dari kegiatan rutin dari konten yang akan diberikan, disarankan untuk mampu membuat konten yang menarik dan membuat inovasi sehingga tidak hanya sekedar rutinitas membuat konten, namun ada ketertarikan lebih dari konsumen terhadap konten yang dibagikan. Informasi yang terkandung pada saat menyediakan konten juga harus mampu dipersiapkan dan disajikan dengan matang agar informasi tersebut dapat tersampaikan dengan baik kepada konsumen yang membaca atau melihatnya.

5.4. Keterbatasan Penelitian

1. Penelitian ini hanya berfokus pada responden yang hanya menggunakan Instagram, sehingga penelitian terbatas untuk mengetahui perspektif dari media sosial lainnya yang tentu saja terdapat perbedaan pada hasilnya. Pada penelitian berikutnya diharapkan dapat melakukan penelitian dengan membandingkan atau melakukan uji beda antara media sosial lainnya sehingga memiliki perspektif lainnya yang dapat mendukung uji model teoritis dalam penelitian ini.

2. Penelitian ini hanya terfokus pada variabel pemasaran media sosial, kesadaran merek, niat beli dan keterlibatan merek saja. Diharapkan pada penelitian

selanjutnya dapat melakukan penambahan maupun memodifikasi variabel lainnya yang akan mempengaruhi niat beli suatu produk atau jasa tertentu yang dipasarkan dengan pemasaran media sosial.

3. Pada penelitian ini tidak membagi jenis komoditas atau spesifik produk sehingga sulit untuk mengatakan apakah jenis produk memiliki dampak yang berbeda pada niat beli produk. Maka dari itu, penelitian di masa depan dapat melihat permasalahan yang ada ini.
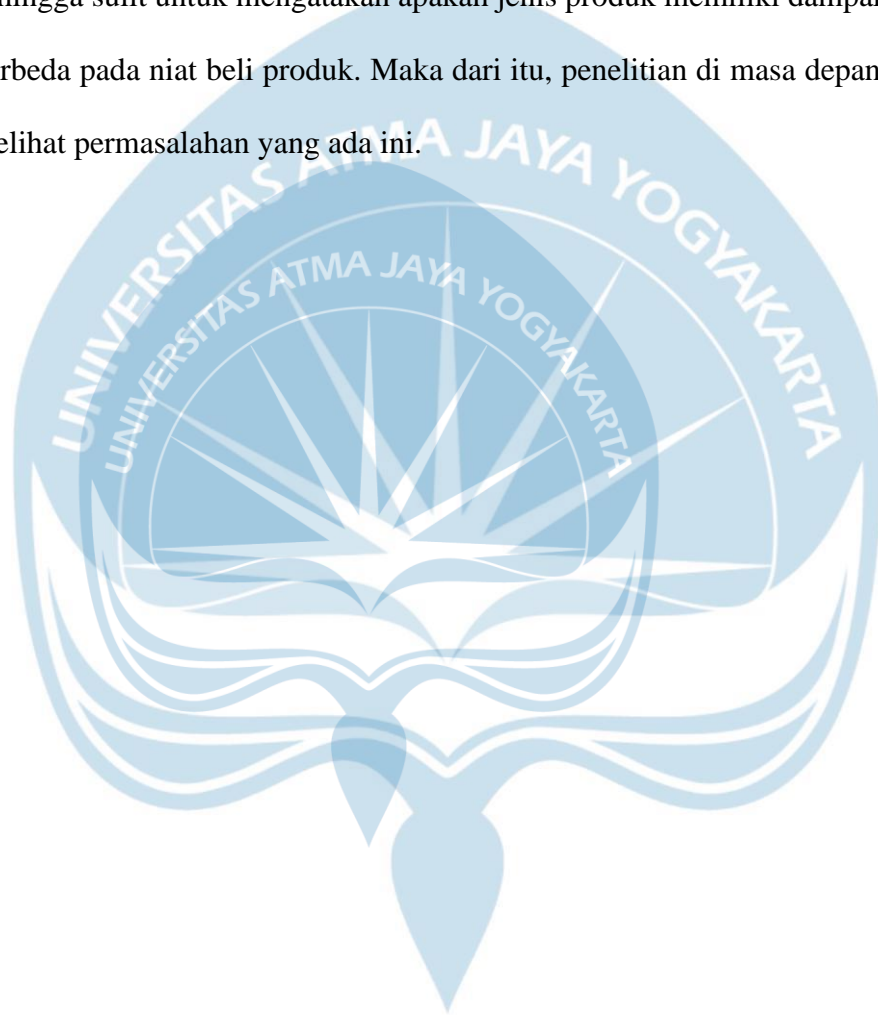
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LAMPIRAN 1 KUESIONER

KUESIONER PENELITIAN

1. Apakah anda berdomisili di wilayah Indonesia?

   o Ya

   o Tidak

2. Apakah anda mengetahui media sosial Instagram?

   o Ya

   o Tidak

3. Apakah anda menggunakan media sosial Instagram?

   o Ya

   o Tidak

4. Jenis Kelamin

   o Laki-laki

   o Perempuan

5. Usia

   o <20

   o 21-30

   o 31-40

   o 41-50

   o >51

6. Status Pekerjaan

   o Belum Bekerja

   o Sudah Bekerja

7. Pengalaman menggunakan media sosial Instagram

- o 1-2 tahun
- o 3-4 tahun
- o 5-6 tahun
- o >7 tahun

Penelitian ini menggunakan skala likert 1-5, istilah kuesioner tersebut yang sesuai dengan keadaan sesungguhnya oleh saudara/i :

STS (1) : Sangat Tidak Setuju

TS (2) : Tidak Setuju

N (3) : Netral

S (4) : Setuju

SS (5) : Sangat Setuju

Bagian I Pemasaran Media Sosial

No.	Pernyataan	STS	TS	N	S	SS
Pemasaran Media Sosial						
1	Iklan melalui Instagram menarik perhatian saya terhadap merek yang ditawarkan.					
2	Instagram memberikan informasi yang saya butuhkan terkait merek tertentu.					
3	Sangat menarik untuk melihat informasi dari sebuah merek melalui Instagram.					

Bagian II Kesadaran Merek

No.	Pernyataan	STS	TS	N	S	SS
Kesadaran Merek						
1	Kesadaran merek (pemahaman akan merek) lebih mudah didapatkan melalui Instagram.					
2	Instagram menawarkan lebih banyak karakteristik tentang suatu merek.					
3	Merek yang diiklankan melalui Instagram mudah diingat.					
4	Instagram membantu saya dalam mengenali sebuah merek					

Bagian III Keterlibatan Merek

No.	Pernyataan	STS	TS	N	S	SS
Keterlibatan Merek						
1	Saya memiliki hubungan dekat di Instagram dengan pengguna produk dari merek yang sama.					
2	Saya terlibat melalui Instagram dalam aktivitas sebuah merek. (fitur *live* instagram, komentar, voting, dll)					
3	Instagram membuat saya merasa positif terhadap sebuah produk.					

Bagian IV Niat Beli

No.	Pernyataan	STS	TS	N	S	SS
Niat Beli						
1	Saya berencana untuk membeli produk dari merek yang saya lihat di Instagram.					
2	Saya biasa merekomendasikan merek yang saya suka kepada orang lain melalui Instagram.					
3	Saya berniat membeli produk dari merek yang saya suka berdasarkan diskusi di Instagram.					
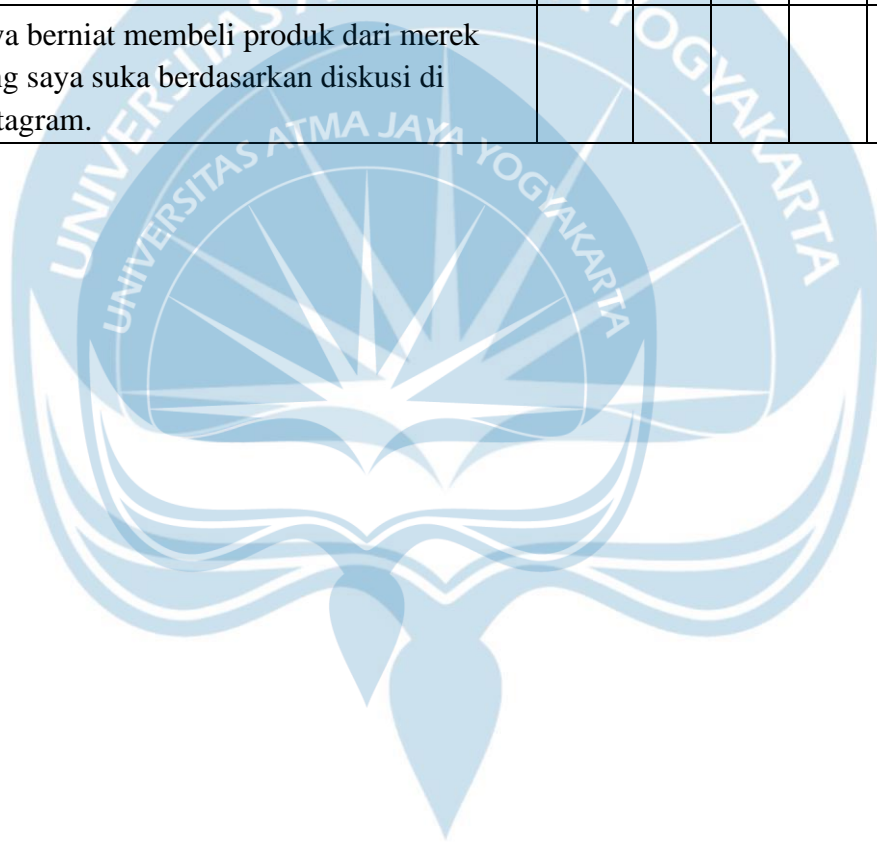
LAMPIRAN 2 DATA RESPONDEN

Jenis Kelamin	Usia	Status Pekerjaan	Pengalaman mengggunakan media sosial Instagram
Laki-laki	21-30	Belum Bekerja	>7 tahun
Perempuan	21-30	Belum Bekerja	5-6 tahun
Laki-laki	21-30	Sudah Bekerja	5-6 tahun
Laki-laki	21-30	Sudah Bekerja	>7 tahun
Perempuan	21-30	Belum Bekerja	>7 tahun
Perempuan	21-30	Belum Bekerja	>7 tahun
Laki-laki	21-30	Belum Bekerja	>7 tahun
Laki-laki	21-30	Belum Bekerja	>7 tahun
Laki-laki	21-30	Sudah Bekerja	>7 tahun
Perempuan	21-30	Belum Bekerja	>7 tahun
Perempuan	21-30	Belum Bekerja	5-6 tahun
Perempuan	21-30	Sudah Bekerja	5-6 tahun
Laki-laki	21-30	Sudah Bekerja	>7 tahun
Perempuan	<20	Belum Bekerja	>7 tahun
Laki-laki	21-30	Belum Bekerja	3-4 tahun
Perempuan	21-30	Belum Bekerja	3-4 tahun
Laki-laki	<20	Belum Bekerja	>7 tahun
Perempuan	21-30	Belum Bekerja	5-6 tahun
Perempuan	21-30	Belum Bekerja	3-4 tahun
Perempuan	21-30	Belum Bekerja	>7 tahun
Laki-laki	21-30	Sudah Bekerja	>7 tahun
Perempuan	21-30	Belum Bekerja	5-6 tahun
Perempuan	21-30	Sudah Bekerja	>7 tahun
Perempuan	21-30	Sudah Bekerja	5-6 tahun
Perempuan	21-30	Sudah Bekerja	>7 tahun
Perempuan	21-30	Sudah Bekerja	>7 tahun
Laki-laki	21-30	Sudah Bekerja	>7 tahun
Perempuan	21-30	Sudah Bekerja	>7 tahun
Laki-laki	21-30	Sudah Bekerja	5-6 tahun
Perempuan	<20	Belum Bekerja	5-6 tahun
Perempuan	21-30	Belum Bekerja	3-4 tahun
Laki-laki	21-30	Sudah Bekerja	>7 tahun
Perempuan	21-30	Belum Bekerja	>7 tahun
Laki-laki	21-30	Sudah Bekerja	5-6 tahun

Laki-laki	21-30	Sudah Bekerja	>7 tahun
Laki-laki	21-30	Sudah Bekerja	5-6 tahun
Perempuan	21-30	Sudah Bekerja	5-6 tahun
Perempuan	21-30	Belum Bekerja	>7 tahun
Laki-laki	21-30	Belum Bekerja	5-6 tahun
Perempuan	<20	Belum Bekerja	5-6 tahun
Laki-laki	21-30	Belum Bekerja	5-6 tahun
Perempuan	21-30	Belum Bekerja	5-6 tahun
Laki-laki	21-30	Sudah Bekerja	>7 tahun
Perempuan	21-30	Belum Bekerja	>7 tahun
Perempuan	21-30	Sudah Bekerja	>7 tahun
Perempuan	21-30	Belum Bekerja	>7 tahun
Perempuan	21-30	Belum Bekerja	>7 tahun
Perempuan	<20	Belum Bekerja	3-4 tahun
Perempuan	21-30	Belum Bekerja	3-4 tahun
Perempuan	21-30	Belum Bekerja	>7 tahun
Perempuan	<20	Belum Bekerja	5-6 tahun
Perempuan	21-30	Belum Bekerja	>7 tahun
Perempuan	21-30	Sudah Bekerja	3-4 tahun
Perempuan	21-30	Belum Bekerja	5-6 tahun
Laki-laki	21-30	Belum Bekerja	3-4 tahun
Perempuan	<20	Belum Bekerja	5-6 tahun
Perempuan	21-30	Sudah Bekerja	>7 tahun
Perempuan	21-30	Belum Bekerja	5-6 tahun
Laki-laki	21-30	Sudah Bekerja	5-6 tahun
Laki-laki	21-30	Belum Bekerja	3-4 tahun
Perempuan	21-30	Sudah Bekerja	>7 tahun
Laki-laki	21-30	Sudah Bekerja	>7 tahun
Laki-laki	31-40	Sudah Bekerja	5-6 tahun
Perempuan	31-40	Sudah Bekerja	>7 tahun
Perempuan	<20	Belum Bekerja	>7 tahun
Laki-laki	21-30	Sudah Bekerja	5-6 tahun
Laki-laki	21-30	Belum Bekerja	>7 tahun
Perempuan	21-30	Belum Bekerja	5-6 tahun
Laki-laki	<20	Belum Bekerja	>7 tahun
Perempuan	21-30	Belum Bekerja	>7 tahun
Laki-laki	21-30	Belum Bekerja	5-6 tahun
Laki-laki	21-30	Belum Bekerja	>7 tahun

Perempuan	<20	Belum Bekerja	>7 tahun
Perempuan	21-30	Sudah Bekerja	>7 tahun
Perempuan	>51	Sudah Bekerja	1-2 tahun
Perempuan	21-30	Sudah Bekerja	5-6 tahun
Laki-laki	<20	Belum Bekerja	>7 tahun
Perempuan	21-30	Sudah Bekerja	>7 tahun
Laki-laki	21-30	Belum Bekerja	5-6 tahun
Laki-laki	21-30	Sudah Bekerja	>7 tahun
Perempuan	21-30	Belum Bekerja	>7 tahun
Laki-laki	<20	Belum Bekerja	>7 tahun
Perempuan	21-30	Belum Bekerja	>7 tahun
Laki-laki	21-30	Belum Bekerja	5-6 tahun
Perempuan	21-30	Belum Bekerja	5-6 tahun
Perempuan	21-30	Sudah Bekerja	>7 tahun
Laki-laki	21-30	Belum Bekerja	>7 tahun
Perempuan	<20	Belum Bekerja	>7 tahun
Perempuan	21-30	Belum Bekerja	>7 tahun
Perempuan	21-30	Sudah Bekerja	>7 tahun
Perempuan	21-30	Sudah Bekerja	5-6 tahun
Perempuan	<20	Belum Bekerja	5-6 tahun
Perempuan	21-30	Belum Bekerja	>7 tahun
Laki-laki	31-40	Sudah Bekerja	>7 tahun
Perempuan	21-30	Sudah Bekerja	>7 tahun
Laki-laki	21-30	Sudah Bekerja	>7 tahun
Perempuan	21-30	Belum Bekerja	>7 tahun
Perempuan	<20	Belum Bekerja	>7 tahun
Perempuan	21-30	Belum Bekerja	5-6 tahun
Perempuan	21-30	Belum Bekerja	3-4 tahun
Perempuan	<20	Belum Bekerja	>7 tahun
Perempuan	21-30	Sudah Bekerja	>7 tahun
Perempuan	21-30	Belum Bekerja	3-4 tahun
Perempuan	21-30	Sudah Bekerja	>7 tahun
Laki-laki	31-40	Sudah Bekerja	5-6 tahun
Laki-laki	31-40	Sudah Bekerja	>7 tahun
Laki-laki	31-40	Sudah Bekerja	3-4 tahun
Perempuan	<20	Belum Bekerja	5-6 tahun
Laki-laki	21-30	Sudah Bekerja	>7 tahun
Laki-laki	31-40	Sudah Bekerja	>7 tahun

Laki-laki	31-40	Sudah Bekerja	5-6 tahun
Perempuan	31-40	Sudah Bekerja	>7 tahun
Perempuan	21-30	Belum Bekerja	>7 tahun
Laki-laki	21-30	Sudah Bekerja	>7 tahun
Laki-laki	21-30	Sudah Bekerja	3-4 tahun
Laki-laki	21-30	Sudah Bekerja	>7 tahun
Perempuan	21-30	Belum Bekerja	>7 tahun
Perempuan	21-30	Sudah Bekerja	>7 tahun
Perempuan	21-30	Sudah Bekerja	5-6 tahun
Laki-laki	21-30	Sudah Bekerja	3-4 tahun
Laki-laki	<20	Belum Bekerja	>7 tahun
Laki-laki	41-50	Sudah Bekerja	3-4 tahun
Perempuan	21-30	Belum Bekerja	>7 tahun
Perempuan	21-30	Belum Bekerja	>7 tahun
Perempuan	21-30	Belum Bekerja	>7 tahun
Perempuan	<20	Belum Bekerja	5-6 tahun
Laki-laki	21-30	Sudah Bekerja	5-6 tahun
Perempuan	<20	Belum Bekerja	5-6 tahun
Perempuan	<20	Belum Bekerja	5-6 tahun
Laki-laki	<20	Belum Bekerja	5-6 tahun
Perempuan	<20	Belum Bekerja	3-4 tahun
Laki-laki	<20	Belum Bekerja	>7 tahun
Laki-laki	<20	Belum Bekerja	>7 tahun
Perempuan	<20	Belum Bekerja	5-6 tahun
Perempuan	<20	Belum Bekerja	>7 tahun
Laki-laki	41-50	Sudah Bekerja	>7 tahun
Perempuan	41-50	Sudah Bekerja	5-6 tahun
Laki-laki	21-30	Sudah Bekerja	>7 tahun
Perempuan	<20	Belum Bekerja	>7 tahun
Laki-laki	21-30	Belum Bekerja	5-6 tahun
Laki-laki	21-30	Belum Bekerja	5-6 tahun
Perempuan	<20	Belum Bekerja	5-6 tahun
Laki-laki	21-30	Sudah Bekerja	5-6 tahun
Perempuan	21-30	Belum Bekerja	5-6 tahun
Perempuan	21-30	Belum Bekerja	>7 tahun
Laki-laki	21-30	Sudah Bekerja	3-4 tahun
Laki-laki	21-30	Sudah Bekerja	>7 tahun
Laki-laki	<20	Belum Bekerja	3-4 tahun

Perempuan	21-30	Belum Bekerja	3-4 tahun
Perempuan	21-30	Belum Bekerja	>7 tahun
Perempuan	21-30	Sudah Bekerja	>7 tahun
Perempuan	<20	Belum Bekerja	>7 tahun
Perempuan	21-30	Sudah Bekerja	>7 tahun
Perempuan	21-30	Belum Bekerja	>7 tahun
Perempuan	21-30	Sudah Bekerja	5-6 tahun
Perempuan	<20	Belum Bekerja	5-6 tahun
Laki-laki	21-30	Belum Bekerja	>7 tahun
Perempuan	21-30	Belum Bekerja	5-6 tahun
Laki-laki	21-30	Belum Bekerja	5-6 tahun
Laki-laki	21-30	Belum Bekerja	3-4 tahun
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LAMPIRAN 3 HASIL KUESIONER

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LAMPIRAN 4 JURNAL ACUAN

The Impact of Social Media Marketing on Purchase Intention in a Transition Economy:
The Mediating Role of Brand Awareness and Brand Engagement

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Abstract

The study aimed to investigate the impact of social media marketing on purchase intention among consumers in Kosovo as a transition economy. The survey research has been conducted with a sample of 334 respondents in Kosovo, using an online survey tool for response collection. Structural equation modeling was used for assessing the proposed theoretical model. The bootstrapping technique was used to test the hypotheses and the mediating effects of brand awareness and brand engagement. The findings revealed a positive indirect impact of social media marketing on purchase intention and a full mediating effect of brand awareness and brand engagement in the relationship between social media marketing and purchase intention. The contribution of this study is that it provides insights into the impact of social media marketing on brand awareness, brand engagement, and purchase intention in transition economies. Moreover, it highlights the impact of social media marketing on enhancing brand awareness, brand engagement, and purchase intention in emerging economies in general and in particular in Kosovo. On a practical level, research results provide customers' insights relevant for designing effective social media marketing strategies for their potential prospects in transition economies.

Introduction

The new advances in communication technologies have transformed the way companies decide to communicate with their target consumers and clients. Internet technologies offer companies more opportunities that enable companies besides their mass marketing communication strategies to reach their prospects with more customized marketing mix strategies. Scholars nowadays try to explore the impact that various digital tools have on their customers. In this line more and more companies are interested in using digital marketing as a new way of delivering superior value to their targets. Even the positioning strategies have become easier with the support of digital strategies. Social media platforms have eased the interaction of humans recently (Balakrishnan et al., 2014). Therefore, companies use different tools for digital marketing communication, such as search engine optimization, content marketing, social media platforms, etc. which proves to be very effective and efficient. Therefore, this new form of communication offers more opportunities and more challenges at the same time (Laksamana, 2018).

The new way of communicating with target markets has posed some new challenges for companies in general, and especially for companies that operate in emerging markets, such as the Kosovo market. Since consumers now have more information which provides them with more power, henceforth making pressure on companies on the way how they communicate and promote their marketing offerings. As a result, companies had to look at new ways of combining the existing marketing communication activities with communication techniques that embed technology. Social media marketing has become a very crucial marketing tool to reach emerging generations of consumers that are savvy with technology
(Balakrishnan et al., 2014).

According to some estimates, there are around 1.76 million internet users in Kosovo, and the penetration rate is 91 percent. There are 1.10 million social media users in Kosovo, representing 56.9% of the population that uses any social media platform (Kemp, 2021). Concerning age generation and platform users, age groups between 25-34 years old are more active on Facebook, Instagram, and LinkedIn, whereas 18-24 use more on Snapchat.

The topic of digital marketing has been researched a lot recently, but still, there is little research on the impact of social media marketing in emerging markets in general, and especially in the Kosovo market.

More specifically, the main aim of this research is to explore the impact of social media marketing, brand awareness, and brand engagement on purchase intention. In addition, the research tries to analyze whether brand awareness and customer engagement mediate the relationship between social media marketing and purchase intention.

The paper commences with an introduction to the research problem. The following section reviews the relevant literature regarding social media marketing, brand awareness, brand engagement, and purchase intention. Next, the methodology and empirical findings are presented. The final section deals with the discussion and conclusion.

Literature review

From a company perspective, the proliferation of social media marketing helps them reach their target customers using any of the social media platforms. This kind of interaction provides companies with customer insights to assess customers' journeys in different stages of the adoption process. From a consumer's perspective, the use of these digital technologies offers customers many benefits, such as useful information, efficiency, comparing products and services, comparing prices, convenience, variety of products, etc. (Tiago et al., 2014). Companies in the past used to engage their customers through many forms of traditional marketing

communication tools including television, radio, direct marketing, telemarketing to disseminate information about their products or services. Consumer behavior has changed a lot concerning technology adoption, and as a result, consumers nowadays prefer to use the internet for getting and sharing information, getting feedback, and reviewing products and services.

Social media platform seems to enhance consumer interaction more proactively, and companies should use social media marketing to communicate with consumers as well (Tiago et al., 2014). The popularity of social media is rising every day. People can communicate with each other about anything that interests them in this digital environment. More importantly, people talk and share experiences about products and services they buy and consume (Gray et al., 2018). This makes social media marketing a very valuable tool for companies to promote their marketing offers.

Social media has become a very popular place for finding information, since people post information, videos, photos, and other posts using different social media, including Facebook, Instagram, LinkedIn, Pinterest, and others.

Organizations can use different social media marketing strategies, a passive approach focusing on using social media as a source of customer insights, and as a source of customer engagement (Constantinides, 2014).

Based on the above literature review a conceptual framework is proposed with purchase intention as a dependent variable, and brand awareness, customer engagement as independent variables. Therefore, the hypothesized relationship between these variables is depicted in Figure 1.

Figure 1
Research concept model
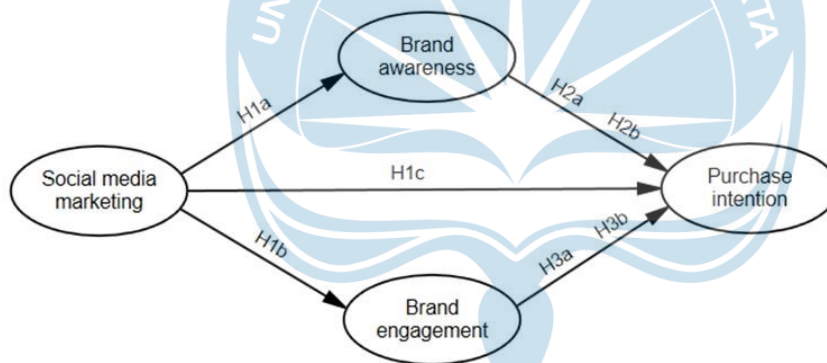
Source: Author's work

Hypotheses development
Social Media Marketing

Information technologies have changed the way people and companies communicate and interact. Nowadays consumers use social media platforms to interact and share information with others. The increased number of social users has forced companies to find new ways to communicate with their target markets. As a result of social media, an expansion made companies more active with digital marketing activities for their marketing purposes (Çizmeci et al., 2015).

Organizations use many social media platforms. This kind of digital marketing strategy enables companies to build customer relationships (Patrutiu-Baltes, 2016). A lot of studies point out the impact that social media marketing has on brand awareness (Seo et al., 2018; Ansari et al., 2019),

brand engagement (Holliman et al., 2014; Meire et al., 2019), and invoking purchase intention. Therefore, the following hypotheses are postulated as follows:

- *o H1a: Social media marketing impacts significantly brand awareness*

- *o H1b: Social media marketing impacts significantly brand engagement o H1c: Social media marketing impacts significantly purchase intention*

Brand Awareness

Companies use their brands to distinguish their products and services from other competitors. Brands embody in themselves new names, symbols or, logos for new products or services (Keller, 2008). Branding is all about differentiating products and services from other offers in a given market (Kotler et al., 2016). Brand awareness helps consumers decrease the time spent during the search process for a product (Verbeke et al., 2005).

Social media marketing (SMM) facilitates the process of brand awareness for consumers. A lot of studies point out the link between social media marketing usage and brand awareness. Momany et al. (2016) indicate a strong link between social media communication efforts and brand awareness. Social media marketing is seen as a trendiness component of communication which has a significant effect on brand awareness (Seo et al., 2018). In addition, other recent studies like Ansari et al. (2019); Jamali et al. (2018); Ezenwafor et al. (2021); Aljumah et al. (2021), also support the correlation between social media marketing and brand awareness. Therefore, based on the above we propose the following hypothesis:

- *o H2a: Brand awareness impacts significantly purchase intention o H2b: Brand awareness mediates the relationship between SMM and purchase intention*

Brand engagement

There are different definitions concerning what comprises customer engagement. The former is linked with the value perceived by the customer during interaction with the brand (Gambetti et al., 2012; Brodie et al., 2013; Bowden, 2009) and the latter represents the interaction of consumers with the product and organization (Kumar et al., 2010; Verhoef et al., 2010). The rapid diffusion of social media communication influenced the process of interaction between people, the way they communicate and interact with one another (Tiago et al., 2014).

Many studies point out that customer engagement leads to purchase intention. Brand engagement moderates the impact of SMM on consumer purchase intention (Husnain et al., 2017; Meire et al., 2019; Chen et al., 2019: Pansari et al., 2017).

Therefore, the following hypotheses are postulated as follows:

- *o H3a: Brand engagement impacts significantly purchase intention o H3b: Brand engagement mediates the relationship between SMM and purchase intention*

Methodology

This study used a structured questionnaire to investigate the effect of social media marketing on brand awareness, brand engagement, and purchase intention. The study tried also to reveal the mediating effect of both brand awareness and brand engagement on the relationship between social media marketing and purchase intention in Kosovo. A convenience sampling technique

was used to collect the data. The data was collected from March to May 2021.

Respondents were asked to respond to the structured questionnaire with a 5-point Likert scale and distributed using online google forms. The first part of the questionnaire provided demographic data of respondents and the second part customer perceptions toward the impact of SMM on BA, BE, and PI.

Table 1 shows the respondents' characteristics. Of the respondents, 121 were males (36.2%), and 213 were females (63.8%). Concerning age, 99 (29.6%) were under 20. Most respondents were 21 to 30 years of age, or 177 (53.0%) of the sample, 45 (13.5%) were 31 to 40, 7 (2.1%) were 41 to 50, and 6 (1.8%) were more than 51. Regarding respondents' social media experience 4 (1.2%) were with 1 to 2 years of social media experience, 45(13.5%) with 3 to 4 years of social media experience, 82 (24.6%) with 5 to 6 years of social media experience, and the majority of respondents 203 (60.8%) were with more than 7 years of social media experience. More than half of the respondents were college students 154 (46.1%), 102 (30.5%) working full-time, 52 (15.6%) working part-time and going to college, 26 (7.8%) working part-time only.

Table 1
Demographic profile

		Frequency	Percent
Gender	Male	121	36.2
	Female	213	63.8
Age	Under 20	99	29.6
	21-30	177	53.0
	31-40	45	13.5
	41-50	7	2.1
	More than 51	6	1.8
Social media experience	1 to 2 years	4	1.2
	3 to 4 years	45	13.5
	5 to 6 years	82	24.6
	More than 7 years	203	60.8
Occupation	Part-time	154	46.1
	Working full-time	102	30.5
	Working part-time and going to college	52	15.6
	Working part-time only	26	7.8

Source: Author's calculation based on results

Structural equation modeling (SEM) is used to test observant and latent variables. We used a two-step strategy for assessing the measurement model and the structural equation modeling. The SEM technique was used to evaluate the measurement model (validity and reliability of the measures) and to estimate the structural model. A bootstrapping method was used for testing the significance of the path coefficients and the factor loadings (Hair et al., 2016).

Results

Measurement model, reliability, and validity

To calculate the scale reliabilities of the four constructs, Cronbach's alpha was used. The proposed threshold of 0.70 or greater reliability coefficient indicates od reliability (Hair et al., 2014). As it can be seen in table 2, Cronbach alpha for all constructs is above 0.7 recommended threshold (Ursachi et al., 2015).

This study used SEM to analyze the proposed research model. Further, SEM was used to test hypotheses and validate the conceptual model. The SEM technique evaluates R^2, β, and t-values (Zeqiri et al., 2020) to assess the model fit. Therefore, the SEM technique is used to evaluate the measurement model and to estimate the structural model. The obtained results from CFA showed that chi-square/df was 2.071 indicating satisfactory fit; a ratio of five or less is a good fit (Wheaton et al., 1977), CFI (0.971), GFI (0.949), AGFI (0.919), NFI (0.945), TLI (0.960), and RMSEA (0.057) all denote an adequate fit of the model.

To test the normality of the data, all VIF values are used to check if the model is biased. VIF values greater than 3.3 indicate a collinearity problem (Kock, 2015). Thus, the results denote that the model has a normal fit of the data (Table 2).

Table 2
Construct items

Construct		Loadings	Mean	STDEV	VIF	AVE
Social media marketing	Cronbach alpha (0.726)					0.477
SMM1	Social media advertising draws my attention to brands.	0.679	3.796	1.068	1.812	
SMM2	Social media provides me with information that I need for brands.	0.707	3.883	0.884	1.804	
SMM3	It is interesting to see information on brands through social media.	0.691	3.832	0.861	1.765	
Brand awareness	Cronbach alpha (0.850)					0.580
BA1	Brand awareness is easier through social media.	0.749	3.775	0.917	2.020	
BA2	Social media offer more characteristics about brands.	0.827	3.823	0.947	2.603	
BA3	Brands through social media are easily remembered.	0.683	3.817	0.897	1.990	
BA4	Social media helps me recognize brands	0.813	3.892	0.894	2.825	
Brand engagement	Cronbach alpha (0.800)					0.539

BE1	I have close relations on social media with those who use the same brands	0.827	3.063	1.031	2.190	
BE2	I get engaged through social media in brand activities	0.683	3.395	0.943	2.108	
BE3	Social media makes me feel positive toward a brand	0.813	3.021	0.960	2.257	
Purchase intention	Cronbach alpha (0.807)					0.586
PI1	I plan to purchase a brand that I see on social media	0.799	3.174	1.013	2.236	
PI2	I used to recommend a brand that I like to others through social media.	0.752	3.470	0.970	2.038	
PI3	I intend to buy a brand that I like based on social media discussions	0.745	3.207	0.984	2.090	

Source: Author's calculation based on results

Convergent validity examines how close items relate to each other in a construct. (Becker et al., 2013). Convergent validity is usually tested by assessing the loadings, average variance extracted (AVE), and composite reliability.

Cronbach's alpha for social media marketing construct is 0.726, 0.850 for brand awareness, 0.800 for brand engagement, and 0.807 for purchase intention. The results reveal that all four constructs had reliability coefficients greater than the proposed threshold of 0.70. Convergent validity is reached if the factor loading exceeds the 0.7 thresholds and the average variance extracted (AVE) exceeds 0.5. Discriminant validity examines how items in one construct are different from the item in other constructs. differ statistically from other item constructs (Zeqiri, 2020). As it can be seen in Table 2, the AVE is greater than 0.5 for all constructs, except Social MM which is 0.477. Therefore, achieving discriminant and convergent validity, the square root of the AVE should be greater than the correlations among the constructs (Table 3)

Table 3
Discriminant validity

Construct	SMM	BA	BE	PI
Social media marketing (SMM)	0.691			
Brand awareness (BA)	0.668	0.762		
Brand engagement (BE)	0.587	0.528	0.734	
Purchase intention (PI)	0.571	0.535	0.672	0.765

Note: Squared correlations; AVE in the diagonal. Source: Author's calculation based on results

Structural Model Estimation

As shown in Figure 2, the R^2 (R Square) for the proposed research model is estimated that purchase intention variance is explained by 75 percent, brand awareness is explained by 71 percent of its variance, and brand engagement is explained by 58 percent of its variance by the model.

Table 4 shows the results of the path coefficients of the constructs. The results in indicate that social media marketing positively affected brand awareness with path coefficient = 0.975, t-value = 10.391, p < 0.000). Thus, H1a is supported. H1b is also supported, social media marketing positively affects brand engagement with path coefficient = 0.997, t-value = 10.119. The results reveal that social media marketing does not have any significant impact on purchase intention, with path coefficient = 0.190, t-value = 0.400, p < 0.409). Thus, h1c is not supported. The results in table 5 also show that brand awareness does not have any effect on purchase intention, with path coefficient = 0.071, t-value = 0.486, p < 0.627). Thus, h2a is not supported. Finally, the results show that brand engagement has a significant positive effect on purchase intention, with path coefficient = 0.0739, t-value = 6.688, p < 0.000). Thus, h3a is supported.

Figure 2
Structural Equation Model
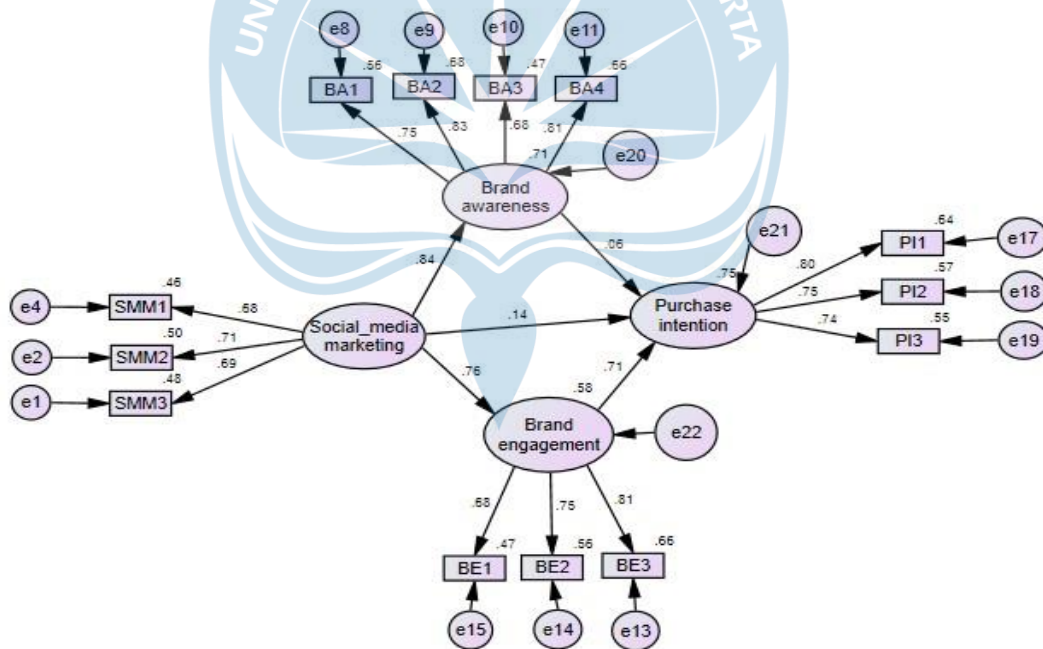
Source: Authors' work

Table 4
Hypotheses testing

Hypotheses		Estimate	S.E.	C.R.	Conclusion

			Estimate	S.E.	C.R.	Label
H1a. **Brand_awareness**	<	Social_media _marketing	0.975	0.094	10.391***	H1a supported
H1b. **Brand_engagement**	<	Social_media _marketing	0.997	0.099	10.119***	H1b supported
H1c. **Purchase_intention**	<	Social_media _marketing	0.190	0.231	0.826	H1c not supported
H2a. **Purchase_intention**	<	Brand_aware ness	0.071	0.146	0.486	H2a not supported
H3a. **Purchase_intention**	<	Brand_engag ement	0.739	0.111	6.688***	H3a supported

Source: Author's calculation based on results

Mediation effect of brand awareness and brand engagement
A mediation effect analysis was used to find out if there are any mediation effects of brand awareness and brand engagement on the relationship between social media marketing and purchase intention. The results were based on factor loading and pvalues.

Table 5
Mediation Effect of Brand Awareness and Brand Engagement

Hypotheses	Estimate	Lower	Upper	p-Value	Label
H3a. Indirect effect_BA	0.069	-0.316	0.386	0.637	No mediation
H3b. Indirect effect_BE	0.737	0.461	1.236	0.000	Full mediation

Source: Author's calculation based on results

Table 5 reveals that brand awareness showed no mediation effect on the relationship between social media marketing and purchase intention. Thus, H3a is not supported. Brand engagement mediates fully the relationship between social media marketing and purchase intention as seen from results, path coefficient 0.737 and p-value= 0.000. Thus, supporting H3b.

Discussion and conclusion
This study explores the effect of social media marketing on purchase intention in Kosovo by deploying a model consisting of three independent variables related to social media marketing, brand awareness, and brand engagement, and a dependent variable related to purchase intention. Social media marketing was positively and significantly related to brand awareness, corresponding to many studies that explored the impact of social media marketing on brand awareness such as Seo et al. (2018), Ansari et al. (2019), Jamali et al. (2018), Ezenwafor et al. (2021), Aljumah et al. (2021) and other studies. The findings also revealed that social media marketing was positively related to brand engagement. The findings are also supported by other studies including Kumar, et al. (2010) and Verhoef et al. (2010). The findings did not show any positive relationship between social media marketing and purchase intention.
Moreover, the findings also reveal that brand awareness did not show any positive and significant impact on purchase intention. On the other hand, brand engagement showed to be positively and significantly related to purchase intention, corresponding with other studies such as Husnain et al. (2017), Meire et al. (2019), Chen et al. (2019), Pansari et al. (2017), and other studies.
Our findings revealed also the mediation effect that brand engagement has on the relationship

between social media marketing and purchase intention. Moreover, brand awareness did not mediate the relationship between social media marketing and purchase intention.

Our study is unique in that it contributes to the research of social media marketing in emerging markets. The study offers customer insights concerning consumer behavior regarding the influence that social media marketing has on purchase intention. The study provides some interesting facts that even though social media marketing enhances brand awareness but does not necessarily mean that consumers being aware of certain brands would buy them at the end unless they are engaged or linked with the brand. Companies need to try to engage consumers since the results revealed that brand engagement leads to purchase intention.

The findings also provide organizations with some insights on how to deploy digital marketing strategies in emerging markets to reach consumers to promote their products and to engage them to purchase.

Despite this study's contributions to literature, it has several limitations. First, we used a convenience sample. Second, the sample size is from only one country, which makes the results very difficult to generalize in other countries. Future research is recommended to focus on cross-national analysis by performing multi-group analysis to check similarities and differences about consumers' perceptions in different countries concerning the effect that social media marketing has on purchase intention.

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