

BAB V

KESIMPULAN DAN SARAN

Pada bab terakhir ini, peneliti akan menarik kesimpulan serta saran dari hasil yang sudah didapatkan melalui metode yang ada, yang berguna untuk penelitian lebih lanjut dan sebagai bahan pembelajaran konsentrasi studi pemasaran.

5.1 Kesimpulan

Sesuai dengan hasil data yang sudah dianalisis dari 204 responden yang mayoritas adalah laki-laki dan usia mayoritas adalah 17 – 23 tahun, dapat ditarik kesimpulan yang menjelaskan secara keseluruhan dari penelitian ini. Kesimpulan Antara lain:

1. *Social media marketing* terkhusus Instagram, berpengaruh positif terhadap *brand consciousness* konsumen sepatu Aerostreet. Positif yang dimaksud adalah, Strategi pemasaran Aerostreet menggunakan Instagram, terbukti dapat menarik perhatian calon konsumen, dan menumbuhkan rasa kesadaran terhadap merek Aerostreet tersebut. Mayoritas responden penelitian ini menjawab bahwa setidaknya Instagram membantu mereka untuk mengenal produk Aerostreet. Berhasil nya social media marketing, akan membuat brand consciousness menjadi tinggi.
2. *Brand consciousness*, memberikan pengaruh positif pada *online purchase intention* konsumen sepatu Aerostreet. Positif yang dimaksud adalah, setelah konsumen sadar akan merek Aerostreet, tumbuh niat untuk melakukan pembelian di masa depan. Dalam hasil kuesioner penelitian, responden juga menyatakan bahwa mendengar nama Aerostreet dapat menggambarkan kualitas produknya. Artinya kesadaran konsumen akan merek Aerostreet berlanjut ke arah niat

pembelian. Tinggi nya brand consciousness, dapat mempengaruhi tinggi nya niat beli di masa mendatang.

3. *Social media marketing* terkhusus Instagram, berpengaruh positif terhadap *value consciousness* konsumen sepatu Aerostreet. Yang artinya, dengan harga yang ditawarkan Aerostreet, konsumen merasa *value* produk yang diberikan seimbang. Konsumen merasa mendapatkan kualitas produk yang terbaik dengan uang yang mereka bayarkan untuk membeli sepatu, karena responden mayoritas akan membandingkan uang yang mereka keluarkan dan kualitas yang diterima. Berhasil nya *social media marketing*, dapat meningkatkan *value consciousness* konsumen.
4. *Value consciousness*, memberikan pengaruh positif pada *online purchase intention* konsumen sepatu Aerostreet. Artinya adalah ketika kesadaran akan nilai sudah terbentuk, maka dapat tumbuh niat untuk melakukan pembelian di masa mendatang karena responden sudah merasa mendapatkan harga terbaik/layak. Singkatnya, dengan tinggi nya *value consciousness* konsumen, maka semakin tinggi juga kemungkinan niat beli konsumen.
5. *Social media marketing* terkhusus Instagram, berpengaruh positif terhadap *price consciousness* konsumen sepatu Aerostreet. Dikatakan positif karena berarti pemasaran di Instagram dapat meningkatkan kesadaran harga. Salah 1 keunggulan Aerostreet adalah harga yang lebih rendah dibanding *competitor* nya. Instagram Aerostreet berhasil menarik kesadaran responden dengan hal itu dan merasakan bahwa dengan membeli sepatu Aerostreet, responden merasa mendapatkan harga termurah dibanding merek lainnya. Semakin tinggi nilai *social media marketing*, maka semakin tinggi juga *price consciousness* konsumen.
6. *Price consciousness*, tidak memberikan pengaruh signifikan pada *online purchase intention* konsumen sepatu Aerostreet. Dikatakan tidak signifikan karena kesadaran akan harga yang murah ternyata tidak berhasil mengantarkan responden untuk memiliki niat pembelian di masa mendatang. Artinya,

responden memiliki factor lain yang lebih penting daripada harga ketika memiliki niat pembelian, tidak hanya tentang harga yang murah saja.

5.2 Implikasi Manajerial

Berdasarkan hasil penelitian yang telah dilakukan, implikasi manajerial yang dapat diberikan bagi pihak terkait adalah sebagai berikut:

1. Hasil penelitian ini dapat digunakan sebagai bahan pertimbangan dalam menyusun strategi pemasaran melalui Instagram agar dapat meningkatkan niat pembelian di masa mendatang.
2. Menonjolkan kelebihan dan keunggulan dari kualitas sepatu, agar tidak ada persepsi bahwa aerostreet hanya sekedar murah, tetapi bersamaan dapat meyakinkan konsumen akan kelebihan kualitas yang memumpuni dan layak dipertimbangkan untuk dibeli.
3. Memahami perilaku konsumen dalam memilih produk yang akan dibeli agar produk yang dijual dapat lebih tepat sasaran.
4. Kesadaran konsumen memiliki pengaruh terhadap niat beli. Untuk hal ini, Aerostreet perlu meningkatkan kesadaran konsumen terlebih terkait harga, kualitas, dan meyakinkan konsumen.

5.3 Saran Untuk Penelitian Selanjutnya

Berdasarkan penelitian yang telah dilakukan, peneliti merumuskan saran untuk penelitian selanjutnya adalah sebagai berikut:

1. Penelitian selanjutnya sebaiknya dapat fokus terhadap variable baru seperti kualitas produk, *buying behavior*, dan pertimbangan konsumen dalam memilih produk yang akan dibeli.

2. Meneliti objek lain yang berkaitan dengan penelitian ini, seperti kepuasan konsumen setelah membeli dan pengaruhnya terhadap pembelian ulang, dan sejenisnya.
3. Melakukan penelitian dengan objek dan variable yang sama terhadap merek populer lainnya untuk menguji tingkat efektif teori *consciousness*

5.4 Kelemahan Penelitian

Penelitian ini tidak luput dari sebuah kelemahan dan tetap memiliki kekurangan untuk dapat dijadikan acuan dan pelajaran bagi studi selanjutnya. Kelemahan dalam penelitian ini adalah terdapat kesan memaksakan dan ambigu karena teori *consciousness* pada penelitian ini sekilas mirip dengan teori *awareness*. *Consciousness* adalah kondisi dimana konsumen dapat mengenali merek tertentu dari berbagai merek yang tersedia. Teori *awareness* berfokus pada seberapa kenal konsumen terhadap merek yang dipilih. Penelitian ini berfokus untuk mencari tahu bagaimana responden dapat mengenali Aerostreet dari berbagai aspek *consciousness*. Kemiripan teori ini dapat mengecoh pembaca maupun peneliti lain, sehingga perlu pemahaman lebih untuk menangkap konsep *consciousness* ini.

DAFTAR PUSTAKA

- Ahmed, Q. M., Raziq, M. M., & Ahmed, S. (2018). The Role of Social Media Marketing and Brand Consciousness in Building Brand Loyalty. *GMJACS*.
- Aileen, E., Gaberamos, O., Bernarto, I., & Pasaribu, L. H. (2021). The Effect Of Social Media Marketing, Word Of Mouth, And Effectiveness Of Advertising On Brand Awareness And Purchase Intention On Grab Application Users Domicile Of Tangerang.
- Ansari, S., Ansari, G., Ghori, M. U., & Kazi., A. G. (2019). Impact of Brand Awareness and Social Media Content Marketing on Consumer Purchase Decision.
- Arora, R., Duggal, V., & Kaur, J. (2020). To study the impact of Social Media Marketing on the buying behavior of the Millennial parents.
- Brashear, T., Kashyap, V., Musante, M., & Donthu, N. (2009). A profile of the internet shopper: Evidence from six countries. *Journal of Marketing Theory and Practice*.
- Bukalapak. (2023, February 1st). *BukaReview*. Retrieved April 12, 2023, from Bukalapak: <https://review.bukalapak.com/mens-style/brand-sepatu-lokal-indonesia-107827>
- Cahyani, K. I. (2016). Pengaruh Brand Awareness Dan Brand Image Terhadap Keputusan Pembelian. *Management Analysis Journal*.ISSN:2252-6552.
- Cui, G., & Liu, Q. (2001). Executive insights: emerging market segments in a transitional economy: A study of urban consumers in China. *Journal of International Marketing*.
- databoks. (2021). *Jangkauan Iklan Instagram di Indonesia Terbesar Keempat di Dunia*. Retrieved from databoks.katadata: <https://databoks.katadata.co.id/datapublish/2021/11/17/jangkauan-iklan-instagram-di-indonesia-terbesar-keempat-di-dunia>
- databoks. (2022). *Daftar Negara Paling Sering Belanja Online, Indonesia Peringkat ke-5*. Retrieved from databoks.katadata: <https://databoks.katadata.co.id/datapublish/2022/02/14/daftar-negara-paling-sering-belanja-online-indonesia-peringkat-ke-5>
- Eliasari, P. R., & Sukaatmadja, I. G. (2021). Pengaruh Brand Awarness Terhadap Purchase Intention diMediasi Oleh Percieved Quality dan Brand Loyalty Pengaruh Brand Awarness Terhadap Purchase Intention diMediasi Oleh Percieved Quality dan Brand Loyalty.
- Evans, D. (2012). . *Social Media Marketing: An Hour a Day*. 2nd ed. John Wiley and Sons.

- Ghozali, I. (2006). Structural Equation Modeling Metode Alternatif dengan Partial Least Square.
- Hatoro, B. (2013). Mengenal Karakteristik Pengukuran.
- Ismail, A. R. (2017). The influence of perceived social media marketing activities on brand . *Asia Pacific Journal*.
- Kemp, S. (2022). *Digital 2022 : Instagram's Surge Contionues*. (we are social) Retrieved from datareportal: https://datareportal.com/reports/digital-2022-instagram-headlines?utm_source=Global_Digital_Reports&utm_medium=Partner_Article&utm_campaign=Digital_2022
- Khan, D. M., Iqbal, M., & Lodhi, A. J. (2021). Influencer Marketing on Instagram: Effects of Promotional Posts on Purchasing Behavior of Consumers.
- Kim, A. J., & Ko, E. (2011). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand.
- Konuk, F. A. (2013). The effects of price consciousness and sale proneness on purchase intention towards expiration date-based priced perishable foods.
- Kotler, P., & Amstrong, G. (2018). *Principles of Marketing (18th ed.)*. Pearson.
- Kotler, P., & Hermawan Kartajaya, I. S. (2017). *Marketing 4.0. Moving from Traditional to Digital*. Hoboken, New Jersey: John Wiley & Sons, Inc.
- Kukar-Kinney, M., Xia, L., & Monroe, K. (2007). Consumers' perceptions of pricematching refund policies.
- Laroche, M. H., & M, R. (2013). To be or not to be in social media: How . *International Journal of Information Management*.
- Lichtenstein, D. R., & Netemeyer, R. G. (1993). Price perceptions and consumer shopping behavior: A field study. *Journal of Marketing Research*.
- Lin, C., Sher, P., & Shih, H. Y. (2005). Past progress and future directions in conceptualizing customer perceived value. *International Journal of Service Industry Management*.
- Liu, C., Bao, Z., & Zheng, C. (2018). Exploring consumers' purchase intention in social commerce. An empirical study based on trust, argument quality, and social presence.
- Madzunya, N., Viljoen, K., & Cilliers, L. (2021). The effect of Instagram conspicuous consumptive behaviour on the intention to purchase luxury goods: A developing country's perspective.

- Momany, M., & Alshboul, A. (2016). Social media marketing: utilizing social media to advance brand awareness and increase online sales. *International Journal of Business, Marketing, & Decision Science*,.
- Pandjaitan, D. R. (2018). An Analysis of Brand Awareness Influence on Purchase Intention in Bandar Lampung City's Online Transportation Service (Study on Y Generation Consumers).
- Peper, A. (2020). A general theory of consciousness I.
- Pura, M. (2005). Linking perceived value and loyalty in location-based mobile services.
- Rakesh, S., & Khare, A. (2012). Impact of promotions and value consciousness in online shopping behaviour in India. *Database Marketing and Customer Strategy Management*.
- Rakesh, S., & Khare, A. (2012). Impact of promotions and value consciousness in online shopping behaviour in India.
- Ren-Fang, C., & Ping-Chu, L. (2016). The impact of brand image and discounted price on purchase intention in outlet mall: Consumer attitude as mediator. *The Journal of Global Business Management*.
- Riorini, S. V. (2018). Social Media Marketing Toward Perceptual Consciousness . *European Research Studies Journal*.
- Schiffman, L. G., & Wisenbirt, J. L. (2015). *Consumer Behavior. 11th Edition*. Pearson.
- Schindler, P. S. (2014). *Business Research Methods, 14th Edition*. Mc Graw Hill.
- Sharma, A. (2011). *Take-off of online marketing: casting the next generation strategies*. Business Strategy Series.
- Shimp, T. (2007). *Integrated marketing promotions in advertising and promotion. 7th ed.* Thompson South-Western.
- Sinha, I., & Batra, R. (1999). The effect of consumer price consciousness on private label purchase.
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Tjiptono, F., & Chandra, G. (2017). *PEMASARAN STRATEGIK 3rd ed.* ANDI.
- Tsitsi, S. (2013). The Adoption of Social Media Marketing in South Africans Banks. *European Business Review*.
- We Are Social. (2022). *Digital 2022*. Retrieved from We Are Social.

Wibowo, A., Chen, S.-C., Wiangin, U., Ma, Y., & Ruangkanjanases, A. (2021). Customer Behavior as an Outcome of Social Media Marketing: The Role of Social Media Marketing Activity and Customer Experience.

Xie, X., & Chaipoopirutana, S. (2014). A study of factors affecting towards young customers' purchase intention of domestic-branded smartphone in Shanghai, Republic of China. *International Conference on Business, Law and Corporate Social Responsibility*.

Zarrad, H., & Debabi, M. (2012). Online Purchasing Intention: Factors and Effects.



LAMPIRAN 1

KUESIONER

A. Petunjuk pengisian

Berilah tanda (X) pada jawaban yang akan dipilih pada kolom yang tersedia.

Keterangan:

1. Sangat Tidak Setuju (STS)

2. Tidak Setuju (TS)

3. Netral (N)

4. Setuju (S)

5. Sangat Setuju (SS)

1. Jenis kelamin : Laki-laki/perempuan

2. Usia Responden : 17 -40 tahun

3. Apakah anda memiliki akun Instagram?

- Ya
- Tidak

4. Apakah anda mengetahui merek aerostreet?

- Ya
- Tidak

5. Apakah anda pernah melakukan pembelian produk sepatu Aerostreet?

- Ya
- Tidak

6. Apakah anda memiliki niat akan membeli produk sepatu Aerostreet?

- Ya
- Tidak

Pertanyaan	STS	TS	N	S	SS
<ul style="list-style-type: none"> • Anda menemukan konten menarik yang ditampilkan di media sosial Instagram tentang produk Aerostreet yang sedang Anda pertimbangkan untuk dibeli • Mudah mengungkapkan pendapat Anda tentang produk Aerostreet yang sedang Anda pertimbangkan untuk dibeli melalui media sosial Instagram • Anda menggunakan media sosial Instagram untuk mencari informasi tentang produk Aerostreet terbaru yang sedang Anda pertimbangkan untuk dibeli • Anda akan menyampaikan informasi mengenai merek, produk, atau pelayanan dari media sosial Instagram Aerostreet kepada teman-teman Anda 					
<ul style="list-style-type: none"> • Anda memperhatikan produk Aerostreet yang Anda beli • Nama merek Aerostreet yang Anda beli memberi tahu Anda sesuatu tentang kualitas produk tersebut 					

<ul style="list-style-type: none"> • Ketika Anda sudah mengenal merek Aerostreet, Anda rela membayar lebih untuk mendapatkan produk Aerostreet • Produk Aerostreet yang Anda beli kualitasnya bagus 				
<ul style="list-style-type: none"> • Anda sangat ingin harga produk Aerostreet yang Anda beli murah, tapi dengan kualitas produk yang baik, karena ini sama pentingnya • Anda membandingkan harga dari berbagai merek saat berbelanja, untuk memastikan bahwa Anda mendapatkan nilai terbaik untuk uang Anda • Ketika Anda berbelanja produk sepatu, Anda selalu berusaha mendapatkan produk yang berkualitas baik sesuai dengan uang yang Anda keluarkan • Ketika Anda membeli produk Aerostreet, Anda ingin memastikan bahwa Anda mendapatkan harga yang baik/layak 				
<ul style="list-style-type: none"> • Anda cenderung membeli produk sepatu Aerostreet karena harga yang murah dan sesuai dengan kebutuhan Anda • Saat membeli produk sepatu Aerostreet, Anda sangat memperhatikan harga • Anda akan mencari produk sepatu Aerostreet karena memiliki harga termurah saat akan membeli • Anda memilih produk Aerostreet karena merasa harga adalah faktor terpenting ketika memilih produk sepatu 				
<ul style="list-style-type: none"> • Anda ingin membeli produk Aerostreet melalui internet 				

<ul style="list-style-type: none">• Anda mungkin akan membeli produk Aerostreet melalui internet di masa mendatang• Anda ingin membeli produk Aerostreet melalui internet di masa mendatang• Anda akan membeli produk Aerostreet melalui internet di masa mendatang					
--	--	--	--	--	--



LAMPIRAN 2

UJI AWAL INSTRUMEN

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
SMM1	10.7333	7.375	.653	.655
SMM2	11.2000	8.166	.510	.735
SMM3	10.5667	8.599	.585	.700
SMM4	11.3000	7.941	.516	.734

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
BC1	10.9333	5.651	.352	.557
BC2	11.0333	4.999	.652	.348
BC3	12.2667	6.754	.024	.834
BC4	11.0667	4.616	.748	.265

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
VC1	13.4000	5.903	.727	.919
VC2	13.3333	5.471	.905	.858
VC3	13.3000	5.528	.779	.903
VC4	13.2667	5.857	.834	.884

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PC1	12.8667	15.982	.752	.809
PC2	13.1000	15.403	.800	.795
PC3	11.8667	19.568	.580	.854
PC4	13.2333	15.909	.714	.821
PC5	12.0000	18.966	.550	.859

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
OPI1	12.4333	10.530	.858	.984
OPI2	12.4333	10.392	.951	.958
OPI3	12.5000	10.259	.964	.954
OPI4	12.5333	10.395	.952	.957

Kualitas Argumen

Reliability Statistics

Cronbach's Alpha	N of Items
.763	4

Reliability Statistics

Cronbach's Alpha	N of Items
.604	4

Reliability Statistics

Cronbach's Alpha	N of Items
.916	4

Reliability Statistics

Cronbach's Alpha	N of Items
.972	4

Reliability Statistics

Cronbach's Alpha	N of Items
.859	5

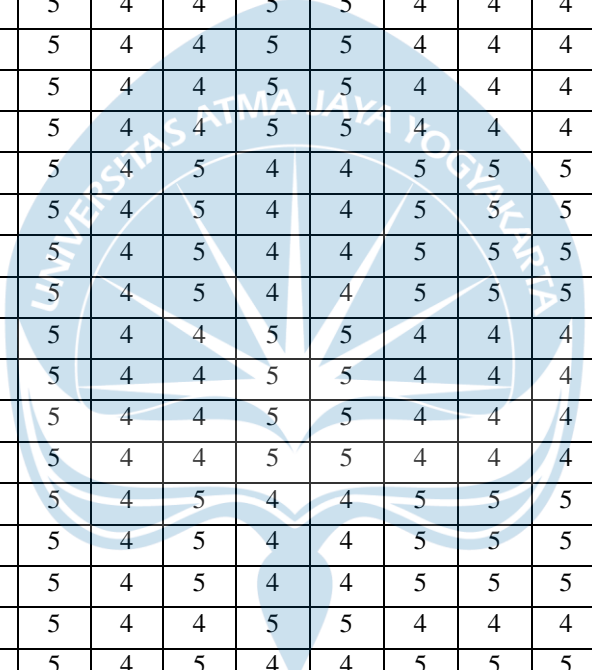


JAWABAN RESPONDEN

SMM1	SMM 2	SMM 3	SMM 4	BC 1	BC 2	BC 3	BC 4	VC 1	VC 2	VC 3	VC 4	PC 1	PC 2	PC 3	PC 4	OPI 1	OPI 2	OPI 3	OPI 4
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
4	4	5	2	5	5	2	5	4	5	5	5	2	4	1	4	4	5	5	4
2	2	4	2	5	4	2	5	5	4	2	5	5	5	2	2	5	5	5	4
5	2	5	2	5	4	2	5	5	5	5	5	1	5	1	4	5	5	5	5
4	3	5	3	3	4	3	3	4	5	5	5	1	2	1	2	1	1	1	1
4	4	4	4	5	5	1	5	4	3	4	4	3	3	1	2	4	4	3	3
4	4	4	4	5	4	3	4	4	4	4	4	3	3	2	4	5	4	4	4
4	4	5	5	5	5	5	5	5	5	5	5	4	5	2	4	5	5	5	5
4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	5	4	4	4	4
5	5	4	4	5	4	3	5	5	5	5	5	3	4	1	5	4	5	4	4
3	3	2	3	4	4	1	3	4	4	4	4	3	4	1	2	4	4	4	4
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
5	5	5	5	5	3	3	4	5	5	5	5	4	4	2	4	5	4	4	4
3	4	4	4	4	4	2	3	3	5	5	5	3	5	3	4	4	5	5	5
3	2	3	3	3	3	2	3	5	5	5	4	3	4	3	4	3	3	3	3
5	1	5	2	5	5	2	4	5	4	5	5	2	4	2	4	4	4	4	4
2	2	4	3	4	4	4	3	4	4	4	4	1	2	2	2	3	4	4	4
4	5	3	4	4	4	5	4	3	4	5	5	5	4	5	4	4	4	4	4
2	2	2	3	5	3	2	3	5	5	5	5	3	4	2	4	5	3	3	3
1	3	3	2	3	2	1	3	4	4	4	4	4	5	5	5	2	3	3	3
4	4	4	4	4	5	3	4	4	4	5	5	4	5	5	5	5	4	4	5
5	2	5	4	4	4	1	4	5	5	5	5	4	4	2	5	5	5	5	5

4	4	4	1	5	5	2	5	4	4	4	4	4	4	4	5	5	5	5	5
5	4	4	2	5	5	1	4	5	5	5	5	2	4	2	4	5	5	5	5
5	4	4	1	2	5	5	5	5	5	5	5	1	2	2	2	5	5	5	5
1	1	1	1	1	1	3	1	1	1	1	1	1	1	2	1	1	1	1	1
4	4	5	4	4	4	4	4	5	5	5	4	4	4	4	4	5	5	5	5
5	4	4	4	2	4	4	4	5	5	5	5	1	4	2	4	5	5	5	5
5	5	5	5	5	4	4	5	5	5	5	5	1	5	1	5	5	5	5	5
5	2	5	5	5	5	2	5	5	5	4	4	2	4	2	4	5	5	5	5
4	5	5	4	5	4	4	4	4	4	4	4	3	3	1	3	4	4	4	4
4	4	5	3	5	5	2	4	5	4	4	4	5	4	5	5	5	4	5	5
4	3	4	4	3	4	3	3	4	4	4	4	4	5	3	4	4	4	4	4
4	3	4	3	4	4	3	3	4	4	4	4	4	4	3	4	4	4	4	4
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	4
5	4	4	5	5	4	5	4	4	5	5	5	4	5	3	4	3	4	4	5
4	4	4	4	4	4	4	3	4	4	5	5	4	5	5	5	4	4	4	4
4	5	4	4	4	5	5	5	4	4	5	4	4	5	4	4	5	4	4	5
3	3	3	3	3	3	4	3	3	3	3	3	4	3	3	2	3	4	4	3
4	2	4	4	5	5	2	4	5	4	4	5	2	4	2	4	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	3	4	3	4
3	4	3	4	3	4	3	4	4	3	3	3	3	3	3	4	3	3	3	4
4	4	4	5	5	4	3	4	5	5	5	5	1	3	1	4	5	5	5	5
5	5	5	4	4	4	5	5	5	5	4	4	5	5	5	5	5	4	5	5
3	1	1	5	1	1	1	3	3	5	4	5	1	5	5	5	1	1	1	1
5	5	5	3	5	4	3	4	5	5	5	5	2	4	2	3	4	4	4	4
4	5	4	4	5	4	4	5	5	5	5	4	4	5	4	4	5	4	5	5
2	4	4	2	2	4	4	4	4	4	4	5	2	4	2	4	5	5	5	5

5	5	5	4	5	5	3	5	5	5	5	4	4	4	4	3	5	5	5	5
4	4	4	4	5	4	2	4	5	5	5	5	4	4	2	4	5	4	5	5
4	4	4	4	5	4	2	4	5	5	5	5	4	4	2	4	5	4	5	5
4	4	4	4	5	4	2	4	5	5	5	5	4	4	2	4	5	4	5	5
4	4	4	4	5	4	2	4	5	5	5	5	4	4	2	4	5	4	5	5
4	4	4	4	5	4	2	4	5	5	5	5	4	4	2	4	5	4	5	5
4	4	4	4	5	4	2	4	5	5	5	5	4	4	2	4	5	4	5	5
4	4	4	4	5	4	2	4	5	5	5	5	4	4	2	4	5	4	5	5
4	4	4	4	5	4	2	4	5	5	5	5	4	4	2	4	5	4	5	5
4	4	4	4	5	4	2	4	5	5	5	5	4	4	2	4	5	4	5	5
5	4	5	4	4	5	4	5	4	4	5	5	5	5	3	4	4	4	4	5
5	4	5	4	4	5	4	5	4	4	5	5	5	5	3	4	4	4	4	5
5	4	5	4	4	5	4	5	4	4	5	5	5	5	3	4	4	4	4	5
4	5	4	5	5	5	4	4	5	5	4	4	4	2	4	5	5	5	4	4
4	5	4	5	5	5	4	4	5	5	4	4	4	2	4	5	5	5	4	4
5	4	5	4	4	5	4	5	4	4	5	5	5	5	3	4	4	4	4	5
4	5	4	5	5	5	4	4	5	5	4	4	4	2	4	5	5	5	4	4
5	4	5	4	4	5	4	5	4	4	5	5	5	5	3	4	4	4	4	5
4	5	4	5	5	5	4	4	5	5	4	4	4	2	4	5	5	5	4	4
5	4	5	4	4	5	4	5	4	4	5	5	5	5	3	4	4	4	4	5
5	4	5	4	4	5	4	5	4	4	5	5	5	5	3	4	4	4	4	5



4	5	4	5	5	5	4	4	5	5	4	4	4	2	4	5	5	5	4	4
5	4	5	4	4	5	4	5	4	4	5	5	5	5	3	4	4	4	4	5
4	5	4	5	5	5	4	4	5	5	4	4	4	2	4	5	5	5	4	4
4	5	4	5	5	5	4	4	5	5	4	4	4	2	4	5	5	5	4	4
4	5	4	5	5	5	4	4	5	5	4	4	4	2	4	5	5	5	4	4
4	5	4	5	5	5	4	4	5	5	4	4	4	2	4	5	5	5	4	4
4	5	4	5	5	5	4	4	5	5	4	4	4	2	4	5	5	5	4	4
5	4	5	4	4	5	4	5	4	4	5	5	5	5	3	4	4	4	4	5
5	4	5	4	4	5	4	5	4	4	5	5	5	5	3	4	4	4	4	5
5	4	5	4	4	5	4	5	4	4	5	5	5	5	3	4	4	4	4	5
4	5	4	5	5	5	4	4	5	5	4	4	4	2	4	5	5	5	4	4
4	5	4	5	5	5	4	4	5	5	4	4	4	2	4	5	5	5	4	4
4	5	4	5	5	5	4	4	5	5	4	4	4	2	4	5	5	5	4	4
4	5	4	5	5	5	4	4	5	5	4	4	4	2	4	5	5	5	4	4
4	5	4	5	5	5	4	4	5	5	4	4	4	2	4	5	5	5	4	4
5	4	5	4	4	5	4	5	4	4	5	5	5	5	3	4	4	4	4	5
5	4	5	4	4	5	4	5	4	4	5	5	5	5	3	4	4	4	4	5
4	5	4	5	5	5	4	4	5	5	4	4	4	2	4	5	5	5	4	4
5	4	5	4	4	5	4	5	4	4	5	5	5	5	3	4	4	4	4	5
5	4	5	4	4	5	4	5	4	4	5	5	5	5	3	4	4	4	4	5
4	5	4	5	5	5	4	4	5	5	4	4	4	2	4	5	5	5	4	4
4	5	4	5	5	5	4	4	5	5	4	4	4	2	4	5	5	5	4	4
4	5	4	5	5	5	4	4	5	5	4	4	4	2	4	5	5	5	4	4
5	4	5	4	4	5	4	5	4	4	5	5	5	5	3	4	4	4	4	5
5	4	5	4	4	5	4	5	4	4	5	5	5	5	3	4	4	4	4	5

4	5	4	5	5	5	4	4	5	5	4	4	4	2	4	5	5	5	4	4
4	5	4	5	5	5	4	4	5	5	4	4	4	2	4	5	5	5	4	4
4	5	4	5	5	5	4	4	5	5	4	4	4	2	4	5	5	5	4	4
4	5	4	5	5	5	4	4	5	5	4	4	4	2	4	5	5	5	4	4
5	4	5	4	4	5	4	5	4	4	5	5	5	5	3	4	4	4	4	5
4	5	4	5	5	5	4	4	5	5	4	4	4	2	4	5	5	5	4	4
4	5	4	5	5	5	4	4	5	5	4	4	4	2	4	5	5	5	4	4
5	4	5	4	4	5	4	5	4	4	5	5	5	5	3	4	4	4	4	5
5	4	5	4	4	5	4	5	4	4	5	5	5	5	3	4	4	4	4	5
5	4	5	4	4	5	4	5	4	4	5	5	5	5	3	4	4	4	4	5
5	4	5	4	4	5	4	5	4	4	5	5	5	5	3	4	4	4	4	5
5	4	5	4	4	5	4	5	4	4	5	5	5	5	3	4	4	4	4	5
4	5	4	5	5	5	4	4	5	5	4	4	4	2	4	5	5	5	4	4
5	4	5	4	4	5	4	5	4	4	5	5	5	5	3	4	4	4	4	5
4	5	4	5	5	5	4	4	5	5	4	4	4	2	4	5	5	5	4	4
4	5	4	5	5	5	4	4	5	5	4	4	4	2	4	5	5	5	4	4
4	5	4	5	5	5	4	4	5	5	4	4	4	2	4	5	5	5	4	4
5	4	5	4	4	5	4	5	4	4	5	5	5	5	3	4	4	4	4	5
4	5	4	5	5	5	4	4	5	5	4	4	4	2	4	5	5	5	4	4
4	5	4	5	5	5	4	4	5	5	4	4	4	2	4	5	5	5	4	4
4	5	5	4	4	4	5	4	5	4	4	5	4	5	4	4	4	4	5	5
4	5	5	4	4	4	5	4	5	4	4	5	4	5	4	4	4	4	5	5

4	5	4	5	5	4	5	4	4	4	5	4	5	4	4	5	4	5	5	5
4	5	4	5	5	4	5	4	4	4	5	4	5	4	4	5	4	5	5	5
4	5	4	5	5	4	5	4	4	4	5	4	5	4	4	5	4	5	5	5
4	5	4	5	5	4	5	4	4	4	5	4	5	4	4	5	4	5	5	5
4	5	4	5	5	4	5	4	4	4	5	4	5	4	4	5	4	5	5	5
5	4	5	4	4	5	4	5	4	4	5	5	5	5	3	4	4	4	4	5
4	5	4	5	5	4	5	4	4	4	5	4	5	4	4	5	4	5	5	5
4	5	4	5	5	4	5	4	4	4	5	4	5	4	4	5	4	5	5	5
4	5	4	5	5	4	5	4	4	4	5	4	5	4	4	5	4	5	5	5
4	5	4	5	5	4	5	4	4	4	5	4	5	4	4	5	4	5	5	5
4	5	4	5	5	4	5	4	4	4	5	4	5	4	4	5	4	5	5	5
4	5	4	5	5	4	5	4	4	4	5	4	5	4	4	5	4	5	5	5
4	5	4	5	5	4	5	4	4	4	5	4	5	4	4	5	4	5	5	5
4	5	4	5	5	4	5	4	4	4	5	4	5	4	4	5	4	5	5	5
4	5	4	5	5	4	5	4	4	4	5	4	5	4	4	5	4	5	5	5
4	5	4	5	5	4	5	4	4	4	5	4	5	4	4	5	4	5	5	5
5	4	5	4	4	5	4	5	4	4	5	5	5	5	3	4	4	4	4	5
5	4	5	4	4	5	4	5	4	4	5	5	5	5	3	4	4	4	4	5
5	4	5	5	4	4	5	4	5	4	5	4	4	5	4	5	5	4	4	5
5	4	5	5	4	4	5	4	5	4	5	4	4	5	4	5	5	4	4	5
5	4	5	5	4	4	5	4	5	4	5	4	4	5	4	5	5	4	4	5
5	4	5	5	4	4	5	4	5	4	5	4	4	5	4	5	5	4	4	5

HASIL TURNITIN

SKRIPSI CEK TURNITIN 19/5/23

ORIGINALITY REPORT

16%	16%	8%	6%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS
PRIMARY SOURCES			
1	e-journal.uajy.ac.id Internet Source		6%
2	repository.trisakti.ac.id Internet Source		2%
3	dspace.uii.ac.id Internet Source		1%
4	jurnal.uii.ac.id Internet Source		1%
5	ejournal.umpwr.ac.id Internet Source		<1%
6	eprints.uny.ac.id Internet Source		<1%
7	journal.univetbantara.ac.id Internet Source		<1%
8	Submitted to Universitas Jenderal Soedirman Student Paper		<1%
9	Submitted to Universitas Negeri Surabaya The State University of Surabaya Student Paper		<1%

10	Submitted to Forum Perpustakaan Perguruan Tinggi Indonesia Jawa Timur Student Paper	<1 %
11	es.scribd.com Internet Source	<1 %
12	www.coursehero.com Internet Source	<1 %
13	www.mdpi.com Internet Source	<1 %
14	Submitted to Colorado School of Mines Student Paper	<1 %
15	www.scribd.com Internet Source	<1 %
16	www.emeraldinsight.com Internet Source	<1 %
17	Irwan Desyantoro, Hardani Widhiastuti. "Motivasi Kerja dan Kepuasan Kerja terhadap Kinerja Karyawan PT. XYZ melalui Disiplin Kerja sebagai Variabel Intervening", PHILANTHROPY: Journal of Psychology, 2021 Publication	<1 %
18	core.ac.uk Internet Source	<1 %
19	eprints.iain-surakarta.ac.id Internet Source	<1 %

20	repository.unair.ac.id Internet Source	<1 %
21	repository.upp.ac.id Internet Source	<1 %
22	Gishella Lara Duta, Maulana Agung, Ghia Subagja. "TIKTOK DAN REVIEW KONSUMEN: PENGARUHNYA TERHADAP KEPUTUSAN PEMBELIAN", Jurnal Perspektif Bisnis, 2022 Publication	<1 %
23	Submitted to Universitas Diponegoro Student Paper	<1 %
24	eurasianpublications.com Internet Source	<1 %
25	johannessimatupang.wordpress.com Internet Source	<1 %

Exclude quotes Off Exclude matches < 25 words
 Exclude bibliography On

HASIL OLAH DATA

Hasil *Path Coefficient*

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Brand Consciousness -> Online Purchase Intention	0,487	0,456	0,129	3,772	0,000
Price Consciousness -> Online Purchase Intention	0,130	0,148	0,097	1,346	0,179
Social Media Marketing -> Brand Consciousness	0,915	0,913	0,018	50,942	0,000
Social Media Marketing -> Price Consciousness	0,850	0,851	0,031	27,572	0,000
Social Media Marketing -> Value Consciousness	0,833	0,831	0,036	23,300	0,000
Value Consciousness -> Online Purchase Intention	0,353	0,369	0,114	3,098	0,002

Hasil Convergen Validity / Outer Loading

	Brand Consciousness	Online Purchase Intention	Price Consciousness	Social Media Marketing	Value Consciousness
BC1	0,717				
BC2	0,924				
BC3	0,733				
BC4	0,896				
OPI1		0,923			
OPI2		0,912			
OPI3		0,946			
OPI4		0,911			
PC1			0,896		
PC2			0,609		
PC3			0,764		
PC4			0,900		
SMM1				0,909	
SMM2				0,853	
SMM3				0,808	
SMM4				0,883	
VC1					0,881
VC2					0,896
VC3					0,821
VC4					0,796

Hasil Discriminant Validity / Cross Loading

	Brand Consciousness	Online Purchase Intention	Price Consciousness	Social Media Marketing	Value Consciousness
BC1	0,717	0,695	0,469	0,576	0,696
BC2	0,924	0,775	0,630	0,789	0,749
BC3	0,733	0,640	0,786	0,813	0,525
BC4	0,896	0,769	0,808	0,809	0,786
OPI1	0,827	0,923	0,728	0,828	0,848
OPI2	0,829	0,912	0,632	0,717	0,703
OPI3	0,768	0,946	0,657	0,698	0,762
OPI4	0,811	0,911	0,793	0,837	0,784
PC1	0,793	0,691	0,896	0,766	0,599
PC2	0,385	0,432	0,609	0,511	0,503
PC3	0,447	0,390	0,764	0,520	0,284
PC4	0,773	0,806	0,900	0,837	0,768
SMM1	0,796	0,712	0,726	0,909	0,782
SMM2	0,868	0,907	0,762	0,853	0,718
SMM3	0,709	0,620	0,608	0,808	0,650
SMM4	0,782	0,740	0,826	0,883	0,722
VC1	0,756	0,621	0,663	0,793	0,881
VC2	0,729	0,754	0,561	0,698	0,896
VC3	0,653	0,691	0,698	0,765	0,821
VC4	0,596	0,584	0,446	0,545	0,796

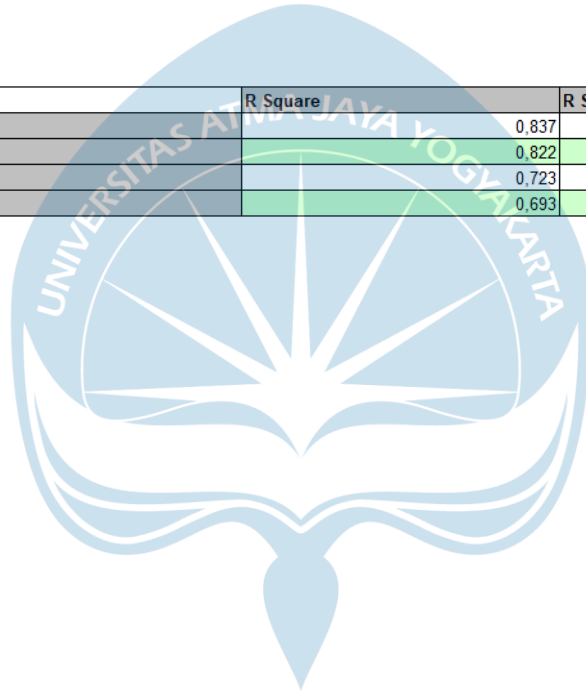
Hasil Construct Reliability and Validity

Construct Reliability and Validity					
	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)	
Brand Consciousness	0,835	0,847	0,892	0,677	
Online Purchase Intention	0,942	0,943	0,959	0,853	
Price Consciousness	0,806	0,872	0,875	0,642	
Social Media Marketing	0,887	0,891	0,922	0,747	
Value Consciousness	0,872	0,885	0,912	0,722	

Hasil *R-square*

R Square

	R Square	R Square Adjusted
Brand Consciousness	0,837	0,836
Online Purchase Intention	0,822	0,820
Price Consciousness	0,723	0,721
Value Consciousness	0,693	0,692



Social Media Marketing Toward Perceptual Consciousness and its Impact on Online Purchasing Intention

Sri Vandayuli Riorini¹

Abstract:

Social media marketing has become very popular nowadays along with the rapid growth of internet users. The research aims to analyze the influence of social media marketing on brand consciousness, value consciousness, and price consciousness, and its impact on online purchasing intention.

Data were collected from 200 samples that became observation units, and were chosen by using purposive sampling technique, namely consumers who have purchased fashion products through Facebook, Instagram, and YouTube, at least once in the last year.

Further data is processed with Structural Equation Modeling technique. All hypotheses proposed in the study are supported and consistent with previous research, where there is a positive influence of social media marketing on brand consciousness, value consciousness, and price consciousness, and also positively impact on online purchasing intentions. Furthermore, price consciousness is found as the factor that predominantly influence online purchasing intention and the most important factor to form perceptual consciousness.

The study examines Indonesian consumers as a country with the largest number of internet users in the world. In addition, price consciousness is added as a new dimension to the proposed perceptual consciousness variable.

For further research it is advisable to research online-based shopping with other media, other product categories, as well as an addition of attitude towards online shopping that can affect online purchasing intention.

Keywords: *Social media marketing, Brand consciousness, Value consciousness, Price consciousness, Online purchasing intention*

¹ Faculty of Economics and Business, Trisakti University, Jakarta, Indonesia

1. Introduction

Dissemination of information both in knowledge and issues are so rapid today and inseparable from the phenomenon of rapid growth of social media (Van der Bank and Van der Bank, 2015). Many companies use social media to connect consumers with corporate marketing programs (Okazaki and Taylor, 2013). The development of internet technology also encourage the increasing number of social media users in Indonesia every year. Social media is utilized to communicate via online among other internet users as well as with companies (Hennig-Thurau *et al.*, 2004). In 2016, Indonesian social media users reached 132.7 million users, an increase of more than 100% over the last 5 years. This makes Indonesia a country with the largest number of internet users in the world (<https://www.apjii.or.id>). It makes social media a good marketing medium.

For some people, online purchase is considered more effective and efficient, and can solve problems in terms of buying a product. But behind the benefits of an online purchasing system there is a risk that raises concerns for online consumers. The Nielsen Global Survey of e-commerce released consumer concerns about online shopping, namely; (1) the distrust of providing credit card information via online, (2) the dislike of buying products via online due to shipping costs, (3) social media is often very confusing, and (4) never thought of using social media for shopping (Nielsen, 2014). In addition, online shopping through social media has weaknesses, namely security issues and customer privacy that affect consumers in re-purchasing through social media (Belanger *et al.*, 2002), where it is in line with the most common risks in Indonesia by using social media, namely related to security issues, fraud, and consumer dissatisfaction (Ministry of Communications and Informatics, 2013). Such concerns can have significant impact on online purchasing intention. Many companies are still experiencing problems in creating online purchasing intention through social media due to consumer concerns (Fournier and Lee, 2009). Every company should be able to create an online purchasing intention that will benefit the company, since online purchasing intention indicates the customer's intention to buy a company product again (Morison and Crane, 2007). Purchase intention in online marketing is also very important to create relationship marketing that can impact on corporate marketing performance (Myftaraj and Nexhipi, 2014).

Online behavior is the impact of consumer attitudes on information technology (Teo, 2002). Chen *et al.*, (2002) and Zarrad and Debabi (2012) found a direct influence of attitudes toward online shopping to online purchasing intention. Consciousness is a form of attitude (Zimmerman, 2006). The research is conducted to develop perceptual consciousness with brand consciousness, value consciousness and price consciousness that give impact to online purchasing intention. Ismail (2017) explained that brand consciousness significantly affects consumer's concern for a brand compared to other similar product brands. If consumer awareness of brands is high, consumers tend not to care about relatively expensive prices, since they use the brand as a symbol of status and prestige (Escalas and Bettman, 2005).

Consumers who are aware of the value of the product and they want to purchase are said to have value consciousness (Schiffman and Wisenblit, 2015). Consumers who have value consciousness traits tend to look for products with a superior combination of price and quality, because the focus of consumers who have value consciousness in purchasing is to get a low price and good quality, so that consumers will check the prices and compare them with other brand prices to gain the best value for money (Ailawadi *et al.*, 2001). Weinstein (2012) introduced SQIP (Service, Quality, Image, Price) approach as a factor assessed by consumers that will create consumer awareness of value. Each factor can affect the level of satisfaction and dissatisfaction of consumers to the product, company's service or business, which will eventually lead to consumer's purchase intention.

Consumers who are price conscious are consumers who tend to buy at a relatively cheaper price. Generally they do not pay attention to the advantages of the product, but only look for prices that have a high difference. To date, most consumers with lower incomes are consumers who pay attention to price consciousness in making decisions. For that, they will generally try to find information about price and high selection process. Low price is a very important factor for consumers to choose store brand products. Consumers who have high price consciousness will better match their store brand product choices to their needs (Pepadri, 2002). Price consciousness in this study is added as a new dimension that will form a variable perceptual consciousness.

Social media marketing can create a perceptual consciousness before purchasing. Social media has a role to help consumers seek references (Kim and Ko, 2012), since the source of information from social media is more reliable than the traditional media used by companies (Foux, 2006). Information will create consumer awareness prior to the purchase. Jin (2012) said that consumer awareness of luxurious brand relates to the intention to use social media for online shopping. Social media can assist companies to market their products widely. This can reduce the costs incurred by the company on the marketing side. Companies can also use consumers as marketing for their products by providing references to other consumers and providing opinions on products that can be disseminated in social media (Ismail, 2017). Therefore, the purpose of this study is to analyze the influence of social media marketing to online brand, value, and price consciousness and its impact on purchase intention.

2. Theoretical, Empirical, and Methodological Grounds of the Research

2.1. Theoretical, Hypothesis and Conceptual Model

Social media marketing, brand consciousness and online purchasing intention: Tools and approaches to communicate with customers have greatly changed with the advent of social media (Mangold and Faulds, 2009). Social media marketing is a marketing technique using internet-based applications that are easy to be accessed

and used as a marketing medium for a user generated content exchange, a personal liaison between brands and consumers, as well as to empower individuals and communities to promote websites, products or company services (Kaplan and Haenlein, 2010; Chi-Hsun, 2008; Weinberg, 2009; Keisidou *et al.*, 2013).

Brand consciousness is an important part of consumer knowledge about a brand and describes a strength of brand presence on consumer's mind (O'Guinn and Albert, 2009). The general purpose of marketing communications is to create brand consciousness, since the consumers have a high brand consciousness, they will be able to recognize and recall a brand. Consumers with high brand consciousness tend to believe that brands are a symbol of status and prestige so they are very aware of the brand and are more willing to pay the price (Liao and Wang, 2009). Purchase intention refers to the consumer's intention to re-purchase the same product of the company by considering the current situation and circumstances (Gounaris *et al.*, 2010). Online purchasing intention is still a rare research subject (Zarrad and Debabi, 2012). Purchasing intention is a component of cognitive behavior and refers to the propensity of individuals to intend to buy a specific brand (Huang and Su, 2011). Online purchasing intention indicates consumers' readiness to conduct online transactions (Ling *et al.*, 2010) and buy products from certain websites (Childers *et al.*, 2001).

Today, consumers have shifted from traditional media to the use of social media for information (Mangold and Faulds, 2009) due to more reliable source of information (Foux, 2006). In addition, social media-based communications can facilitate consumers with relevant information and reduce the efforts of consumers to seek information (Laroche *et al.*, 2013). The information one received may lead to his/her consciousness (Dunne and Jahn, 2005). Many companies use social media to provide information and increase consumer awareness of the brand. Sending photos through social media is a good way to increase consumer awareness of brands and inspire other consumers to spread the brand to make it famous (Manrai *et al.*, 2001). A brand can become famous if consumers share references about its products (Gensler *et al.*, 2013). When consumers already have brand consciousness, they will share experiences and provide references through social media to other consumers (Ismail, 2017). Yoo *et al.*, (2000) found a positive effect of traditional marketing communications tools (radio, TV, magazine) on brand loyalty, brand association and brand awareness. While research on the positive influence of social media marketing on brand consciousness of apparel in Pakistan found by Siddique and Rashidi (2015), as well as shopping product in Malaysia (Ismail, 2017).

Brand consciousness refers to the mental orientation of the consumer to select a known product and has a strong advertising branding (Ismail, 2017). Shimp (2007) revealed that at some stage, consumers will search information and evaluate information from available brand alternatives that can create brand consciousness, then make purchasing decisions which start with the intention or tendency to buy a particular brand. Consumers often reveal their personal characteristics through

a brand (Manrai *et al.*, 2001), hence becoming a commitment of a brand to make consumers intend to re-purchase the same company's goods or services in the future (Sriram *et al.*, 2007). Chi-Hsun (2008) and Kiseol (2010) has conducted a study and found a positive effect of brand consciousness on purchase intention. Based on the theory and previous research, the hypothesis to be tested is formulated as follows:

H₁: There is a positive influence of social media marketing toward brand consciousness.

H₂: There is a positive influence of brand consciousness toward online purchasing intention.

Social media marketing, value consciousness and online purchasing intention:

Social media has become a mean of promoting the value of goods and services offered by the company, as well as changing the method of previously one-way communication into two-way communication that enables more customer involvement (Evans, 2012). Value is a guiding concept for consumers in choosing and deciding which products to be bought and consumed (Pura, 2005), which can create consumer satisfaction (Lin *et al.*, 2005). Consumers who possess value consciousness tend to be more sensitive to the cheap price and best product quality, and they often use social media to shop for the best price. They also believe that the use of social media will provide benefits in the form of savings since they get the cheapest price, get the product as needed, and able to compare prices from several brands before purchasing (Sharma, 2011). Ismail (2017), in his study has also found a positive influence of social media marketing toward value consciousness shopping product.

Value consciousness is a concept that reflects the concern of consumers in buying products at low prices for the best quality (Lichtenstein *et al.*, 1993). The study found that consumers looking for a balance between price and quality were more positively and significantly affected toward purchase intention. As for the company, value becomes an important factor to stimulate market share and profit optimization through purchasing intention (Rajagopal, 2005). Rakesh and Khare (2012) found a positive influence between value consciousness in online shopping toward online shopping behavior in India. The research hypothesis to be tested based on previous theory and research is as follows:

H₃: There is a positive influence of social media marketing toward value consciousness.

H₄: There is a positive influence of value consciousness toward online purchasing intention.

Social media marketing, price consciousness and online purchasing intention: The use of the internet to seek information can generate time and cost efficiencies for consumers, because consumers can easily find the cheapest prices for acceptable quality products through the internet (Brashear *et al.*, 2009). Cui and Liu (2001) said

that in purchasing decision, getting goods and services at the cheapest price is relatively important compared to brand image or product quality. Price consciousness is defined as the reluctance of consumers to pay higher prices for a product, in other words, consumers focus on lower prices and override other businesses such as time and effort spent (Lichtenstein *et al.*, 1993). When consumers have a price awareness, consumers tend to look for price differences. Based on findings of Huang *et al.*, (2004) research, price consciousness is a negative pricerole, that is, when consumers focus only on lower prices so that consumers are no longer care about the quality of the product.

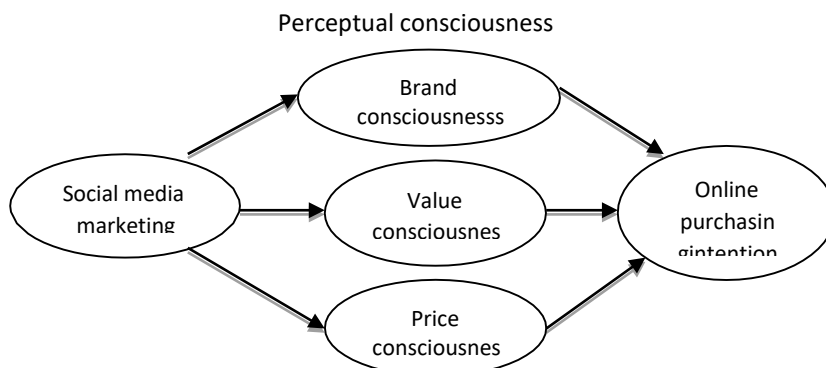
Lichtenstein *et al.*, (1993), used price consciousness to measure consumer search rates towards lower prices before making a purchase. Consumers who are price conscious will use online sites to compare prices (Kukar-Kinney *et al.*, 2007), since online purchases promise cheap prices. Consumers will be actively seek high discounted product. Products with high discounts will increase consumers' purchase intentions (Ren-Fang and Ping-Chu, 2016). Xie and Chaipoo Pirutana (2014) in their research proved that price consciousness has a positive and significant influence on purchasing intention of buying Xiaomi mobile phone in China. Several other studies have found the impact of price consciousness on purchase intention (Chi-Hsun, 2008; Hansen, 2013; Konuk, 2015). Based on the description above, the hypothesis proposed in this study is as follows:

H₅: There is a positive influence of social media marketing toward price consciousness.

H₆: There is a positive influence of price consciousness toward online purchasing intention.

To solve the problems in this study, the research model is developed as Figure 1. This model is developed based on theories that explain the direct influence of social media marketing toward brand consciousness, value consciousness and price consciousness and their respective impacts toward online purchasing intention.

Figure 1. Conceptual Framework



2.2 Methodological grounds of the research

The design used in this study is hypothesis testing. Each variable is measured using a number of statement items and a scale size technique that is Likert scale from 1=very disagree to 5=very agree. Testing validity by using confirmatory factor analysis method and reliability by using internal consistency reliability method, initially performed to 50 consumers to ensure that research instrument used is good. The result of the test in Table 1 shows that the measuring instrument is a statement item used to measure each variable of social media marketing, brand consciousness, consciousness value, consciousness price, and online purchasing intention is valid (all factor loading >0.6). While testing reliability of each research variable also shows that each research variable used is reliable (Cronbach's coefficient $\alpha > 0.6$). This explains that each measuring tool is suitable and appropriate to measure each variable and consistent to collect research data.

Social media which become research objects are 3 favourite social media or the most visited in Indonesia in 2016 according to APJII survey (2016), namely: (1) Facebook (71.6 million users, 54% of the total), (2) Instagram (19.9 million users, 15% of the total), and (3) YouTube (14.5 million users, 11% of the total). The data were collected by questionnaire, during February 2017, a total of 200 that became observation units being selected using purposive sampling technique. The chosen sampling criteria are consumers who have made the purchase of fashion products through social media at least once in the previous year. Brand fashion trend in Indonesia is currently growing very rapidly, although it is still influenced by international fashion. It is because the clothing worn is indeed modern, originally from the West (<http://www.sinarharapan.co/>).

In this study, from the data obtained we observe: (a) the majority of the respondents use Instagram (82%) to collect the information, to choose and to buy fashion products where products purchased are clothing (81%), female (75%), age of <20 years (84.2%), latest education of senior high school (78%), monthly income of Rp 1.000.000-Rp 2.999.999 (62%); (b) the minority buy fashion products through YouTube (2%), buying bag products (2.4%), male (25%), age of >50 years (0.8%), latest education of master degree (1.7%), with monthly income of $>Rp$ 5.000.000 (10.8%).

The data analysis method uses SEM (Structural Equation Modeling) with the support of AMOS program. SEM is a statistical technique that allows testing of a series of relations simultaneously. The relationship is a double relationship of a number of free and bound variables. Prior to performing hypothesis testing, it is necessary to previously test the model used as a prerequisite. The model suitability test or goodness of fit test was conducted to measure the suitability of the model used in the study (Hair *et al.*, 2010).

Table 1. Summary of measurement scale

Construct/measurement	Factor loading	Cronbach's coefficient alpha
<i>Social media marketing (Source : Kim and Ko, 2012)</i>		0.75
1.I find interesting content that is displayed in social media about fashion products that I am considering to buy	0.70	
2.Easy to express my opinion about fashion products that I am considering to buy through social media	0.72	
3.I use social media to find information about the latest brand fashion products that I am considering to buy	0.74	
4.I will pass information about the brand, product, or service from social media to my friends	0.75	
<i>Brand consciousness (Source : Ismail, 2017)</i>		0.74
1.I pay attention to the brand of fashion product that I buy	0.63	
2.The brand name of the fashion product I buy tell me something about the quality of the product	0.61	
3.Sometimes I am willing to pay more expensive fashion products that I buy because of its brand	0.63	
4.The fashion products I buy are good quality	0.68	
<i>Value consciousness (Source : Ismail, 2017)</i>		0.73
1.I really want the price of fashion product that I buy is cheap, but with good product quality, because these are equally important	0.71	
2.I compare prices from different brands when shopping, to make sure that I get the best value for my money	0.68	
3.When I shop for fashion products, I always try to get good quality products according to the money I spend	0.67	
4.When I buy fashion products, I like to make sure that I get a good/proper price	0.70	
<i>Price consciousness (Source : Sinha and Batra, 1999)</i>		0.78
1.I tend to buy brands of fashion products with the cheapest price that suits my needs	0.73	
2.When I buy fashion products, I see the cheapest prices of all brands available	0.75	
3.When buying fashion products, I am very concerned about the price	0.72	
4.I am looking for the cheapest brand of fashion products when buying	0.73	
5.Price is the most important factor when I choose various brands of fashion products	0.71	
<i>Online purchasing intention (Source : Zarrad and Debabi, 2012)</i>		0.72
1.I want to buy fashion products through internet	0.65	
2.I might buy fashion products via the internet in the future	0.62	
3.I want to buy fashion products through the internet in the future	0.67	
4.I am going to buy fashion products via internet in the future	0.68	

3. Results

3.1 Structural model

The test results of goodness of fit statistics indicate that the proposed model fits to the data. Several criteria of measurement used along with cut-off-value indicating the goodness of fit of the model (Hair *et al.*, 2010). From the data processed, Chi-square value=335,475; Prob=0.000; Cmin/df=1.833 are obtained. Furthermore, other value of goodness test of fit obtained are TLI=0.947; GFI=0.936; AGFI=0.919; CFI=0.954; and RMSEA= 0.043 (TLI=Tucker-Lewis Index; GFI=Goodness-of-Fit statistic; AGFI=Adjusted Goodness-of- fit statistic; CFI=Comparative Fit Index; RMSEA=Root Mean Square Error of Approximation). These results indicate that the proposed model fits quite well with the data obtained.

After the fitted model is obtained, then hypothesis testing can be performed. The following in Table 2 is a summary of data processing results of hypothesis testing.

Table 2. *Result of hypothesis test*

Hypothesis	Path estimation	p-value	Decision
H ₁ : There is a positive influence of social media marketing toward brand consciousness	0.324	0.000	H ₁ Supported
H ₂ : There is a positive influence of brand consciousness toward online purchasing intention	0.211	0.011	H ₂ Supported
H ₃ : There is a positive influence of social media marketing toward value consciousness	0.549	0.000	H ₃ Supported
H ₄ : There is a positive influence of value consciousness toward online purchasing intention	0.507	0.010	H ₄ Supported
H ₅ : There is a positive influence of social media marketing toward price consciousness	0.643	0.000	H ₅ Supported
H ₆ : There is a positive influence of price consciousness toward online purchasing intention	0.668	0.000	H ₆ Supported

Notes: p-value < 0.05 ; H₀ rejected.

From H₁ test result, it was found the positive influence of social media marketing toward brand consciousness ($\beta=0.324$; p-value=0.000). Meanwhile from H₂, there was a positive influence of brand consciousness toward online purchasing intention ($\beta=0.211$; p-value=0.011). Furthermore, for H₃ and H₄ test results found the positive influence of social media marketing toward value consciousness ($\beta= 0.549$; p-value=0.000), and positive influence of value consciousness toward online purchasing intention ($\beta=0.507$; p-value=0.010). Similarly, from H₅ and H₆ it was

also found a positive influence of social media marketing on price consciousness ($\beta=0.643$; $p\text{-value}=0.000$), and the positive influence of price consciousness toward online purchasing intention ($\beta=0.668$; $p\text{-value}=0.000$). From the test results, there is consistency in the direction of interrelationships between variables formed between theory and fact. Furthermore, by using H_0 decision-making criteria is rejected if $p\text{-value}<0.05$ (Hair *et al.*, 2010), then all proposed hypothesis are supported. Furthermore, it can be seen that price consciousness is the strongest factor affecting online purchasing intention, and also price consciousness is the most important factor to form perceptual consciousness influenced by social media marketing.

3.2 Discussion

Based on H_1 test result, it was found that the more interesting content in social media and the easier the consumer is looking for, convey his opinion through social media, then consumers will pay more attention to the brand of products purchased and are willing to pay higher prices. This is consistent with the research by Siddique and Rashidi (2015) and Ismail (2017). Gensler *et al.*, (2013) said that social media allows consumers to provide references about a company's brand, the brand can become famous since the consumers distributes references about the company's brand. The consumer reference level in social media can increase curiosity and awareness of other consumers. Consumers will find out about the brand prior to make a purchase by looking for reviews from consumers who are more familiar with the brand. Consumers with high brand consciousness prefer to buy more expensive items since they use the brand as a symbol of status and prestige (Escalas and Bettman, 2005). In addition, consumers who respond positively to advertising and corporate promotions through social media, enable the creation of relationships between consumers and brands to create brand consciousness (Ismail, 2017). From the results of H_2 test, it was found that if consumers increasingly pay attention to the brand of products purchased and willing to pay more expensive prices, then consumers are more likely to buy fashion products through the internet in the future. This result is in line with the research by Kiseol (2010). Consumers who are brand consciousness will appreciate more information about the latest fashion and fashion trends with their brand and celebrity. Brand also reflects individual character and self image (Manrai *et al.*, 2001). Consumers with high brand consciousness consider brand as a symbol of image, identity and status that reflects their personality and more committed to making consumers buy brands without any encouragement (Sriram *et al.*, 2007).

H_3 and H_4 test results explain that the easier the consumer to find, convey his opinion through social media, then consumers will increasingly want to get the product with cheap price with the best quality, which eventually lead to the higher consumer desire to buy fashion products through the internet in the future. The findings of this study are consistent with the results of Ismail's (2017) and Rakesh and Khare (2012) studies. Social media-based communications facilitate consumers with relevant information including information about products and prices (Laroche

et al., 2013). According to Palazzo'n and Delgado (2009), price quality association is a belief that the price level is a benchmark of product quality. Many consumers use price as a benchmark in assessing the quality of a product (Völckner and Hofmann, 2007), largely because of the consumer experience that explains that expensive products and brands are of better quality than inexpensive products. According to Russo (2014), as many as 78% of consumers say they are not loyal to the brand. In a dynamic market (where products can be accessed by the internet) and price competitive, customers with value consciousness are more attached to the brands they buy with low price. When consumers buy through the web, value-conscious consumers are more motivated to buy products based on price. If the price is too high they will reject it and look for another brand alternative at a better price, and this also makes them not intended to buy in the future.

Furthermore, the test results of H₅ and H₆ explain that the easier the consumer to find, convey his opinion through social media, the more consumers want the cheapest price, which in turn led to the increasing desire of consumers to buy fashion products through the internet in the future. This study supports the Chi-Hsun(2008), Hansen (2013), and Konuk (2015) studies. In this study, the majority of consumers are young adults, aged between 18 and 35 years old (Hilaludin and Cheng, 2014). The highest level of social media adoption is the young adults group, as these consumers are generally considered to be spending more time in social media, indicating that the main target of social media marketing is the young adults group (Rohm *et al.*, 2013). Y Generation, commonly born in the 1970s and 1990s, has a tendency to behave consumptively in purchasing giving more emphasis on price consciousness. Consumers with higher price consciousness will use price as a standard in making purchasing decisions, and they also think they are getting good quality (Lichtenstein *et al.*,1993). For high-priced consciousness consumers, low prices are a very important factor to suit their needs. However, if consumers get price unfairness in their perception, then they will not intend to repurchase (Sinha and Batra, 1999).

4. Conclusions and recommendations

Social media nowadays has become a very important sales medium in marketing that can provide many benefits for consumers. Perceptual consciousness variables developed with the dimensions of brand consciousness, value consciousness, and price consciousness in this study are important factors that can contribute to the theory literature. The study found that there is a positive influence of social media marketing on brand consciousness, value consciousness, and price consciousness, which in turn also definitely affects the online purchasing intentions. Furthermore, it was found that the price consciousness added as a new dimension in this study is the strongest factor affecting online purchasing intention, and also the most important factor forming perceptual consciousness.

Information obtained from the results of this study is expected to be beneficial for marketing managers, especially those who apply online sales. As for some suggestions that can be given are: (1) to increase the use of social media marketing, therefore marketing managers should: (a) To increase consumer satisfaction in using social media by creating experience in using social media. For that purpose, the manager must create perceived ease of use and perceived enjoyment toward the use of social media, by encouraging consumers to spend time to use social media to provide a practice when shopping and convince people that using social media to shop is more productive and costless; (b) providing discount or vouchers for consumers who provide reviews on social media when they have purchased products, so the more reviews consumers get the more well-known and trusted products will be. (2) To increase consumer awareness of the brand, value, and price of the goods purchased, it is recommended that the manager should provide informative and attractive news about the product and the price offered, such as using endorsements from famous artists for uploaded photos, dare to provide guarantee that the price is the cheapest, and give rewards for consumer dissatisfaction if it happens. (3) To improve online purchasing intention, the manager should create community groups in social media, and apply customer loyalty program for consumers who purchase through social media.

Studies conducted in this issue have limitations that can be used as a suggestion for future research. First, this research is only applied to purchases through social media, so it is advisable to research online-based shopping with other media, such as mobile shopping and e-mail marketing. Second, the research is only performed to fashion products purchase. For further research, it could be applied to other product categories, such as artificial products or purchasing services through social media. Third, online purchasing intention is influenced by attitude towards online shopping, where factors influencing attitude towards online shopping are the experience with internet use, the perceived ease of use, the gender, and the perceived usefulness (Zarrad and Debabi, 2012) are not included in this study, therefore it is advisable to include them in a subsequent research.

References:

- Ailawadi, K., Neslin, S.A. and Gedenk, K. 2001. Pursuing the value conscious consumer: Store brands versus national brand promotions. *Journal of Marketing*, 65(1), 71-89.
- Belanger, F., Hiller, J. and Smith, W. 2002. Trustworthiness in electronic commerce: The role of privacy, security, and site attributes. *Journal of Strategic Information Systems*, 11, 245-270.
- Brashear, T.G., Kashyap, V., Musante, M.D. and Donthu, N. 2009. A profile of the internet shopper: Evidence from six countries. *Journal of Marketing Theory and Practice*, 17(3), 267-281.
- Carson, S. 2001. Hedonic and utilitarian motivations for online retail shopping behavior. *Journal of Retailing*, 77(4), 511-535.
- Chen, L., Gillenson, M.L. and Sherrell, D.L. 2002. Enticing online consumers: An extended technology acceptance perspective. *Information and Management*, 39(8), 705-719.

- Chi-Hsun, L. 2008. The effects of price consciousness, brand consciousness and familiarity on store brand purchase intention. *Management Review*, 113-117.
- Childers, T.L., Carr, C.L., Peck, J. and Hennig-Thurau, T., Maltbouse, E.C., Friege, C., Gensler, S., Lara, L., Rangaswamy, A. and Skiera, B. 2004. The impact of new media on customer relationships. *Journal of Service Research*, 13(3), 311-330.
- Cui, G., Liu, Q. 2001. Executive insights: emerging market segments in a transitional economy: A study of urban consumers in China. *Journal of International Marketing*, 9(1), 84-106.
- Dunne, B.J., Jahn, R.G. 2005. *Consciousness, information, and Living systems*. Engineering Quadrangle. Princeton Engineering Anomalies Research (PEAR), Princeton University, Princeton NJ 08544-5263, USA.
- Escalas, J.E., Bettman, J.R. 2005. Self construal, reference groups, and brand meaning. *Journal of Consumer Research*, 32(3), 378-389.
- Evans, D. 2012. *Social Media Marketing: An Hour a Day*. 2nd ed. New York, John Wiley and Sons.
- Fournier, S., Lee, L. 2009. Getting brand communities right. *Harvard Business Review*, 87(4), 105-111.
- Foux, G. 2006. Consumer-generated media: Get your customers involved. *Brand Strategy*, 8, 38-39.
- Gensler, S., Franziska, V., Yuping L.T. and Caroline, W. 2013. Managing brands in the social media environment. *Journal of Interactive Marketing*, 27(4), 242-256.
- Gounaris, S., Dimitriadis, S., and Stathakopoulos, V. 2010. An examination of the effects of service quality and satisfaction on customers' behavioral intentions in e-shopping. *Journal of Services Marketing*, 24(2), 142-156.
- Hair, J., Black, W.C., Babin, B.J. and Anderson, R.E. 2010. *Multivariate data analysis*. (7th ed.). Upper Saddle River, New Jersey, Pearson Education International.
- Hansen, H. 2013. Price consciousness and purchase intentions for new food products: The moderating effect of product category knowledge when price is unknown. *Journal of Food Products Marketing*, 19(4), 237-246.
- Hilaludin, I.H., Cheng, B.L. 2014. Factors influencing customer satisfaction and e-loyalty: Online shopping environment among the young adults. *Management Dynamics in the Knowledge Economy*, 2(3), 462-471.
- Huang, X., Su, D. 2011. Research on online shopping intention of undergraduate consumer in China-Based on the theory of planned behavior. *International Business Research*, 4(1), 86-92.
- Huang, W.Y., Schrank, H. and Dubinsky, A.J. 2004. Effect of brand name on consumers' risk perceptions of online shopping. *Journal of Consumer Behaviour*, 4(1), 40-50.
- Ismail, A.R. 2017. The influence of perceived social media marketing activities on brand loyalty: The mediation effect of brand and value consciousness. *Asia Pacific Journal of Marketing and Logistics*, 29(1), 129-144.
- Jin, S.A.A. 2012. The potential of social media for luxury brand management. *Marketing Intelligence and Planning*, 30(7), 687-699.
- Kaplan, A.M., Haenlein, M. 2010. Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, 53(1), 59-68.
- Kim, A.J., Ko, E. 2012. Do social media marketing activities enhance customer equity?: An empirical study of luxury fashion brand. *Journal of Business Research*, 65, 1480-1486.
- Kiseol, Y. 2010. The effects of technology self-efficacy and innovativeness on consumer mobile data Service adoption between American and Korean consumers. *Journal of International Consumer Marketing*, 22(2), 117-127.

- Keisidou, E., Sarigiannidis, L., Maditinos, D. and Thalassinou, I.E. 2013. Customer satisfaction, loyalty and financial performance: A holistic approach of the Greek banking sector. *Marketing Intelligence and Planning*, 31(4), 259-288, Emerald Group Publishing Ltd., DOI: 10.1108/LJBM-11-2012-0114.
- Konuk, F.A. 2015. The effects of price consciousness and sale proneness on purchase intention towards expiration date-based priced perishable foods. *British Food Journal*, 117(2), 793-804.
- Kukar-Kinney, M., Xia, L. and Monroe, K.B. 2007. Consumers' perceptions of pricematching refund policies. *Journal of Retailing*, 83, 325-337.
- Laroche, M., Habibi, M.R. and Richard M. 2013. To be or not to be in social media: How brand loyalty is affected by social media? *International Journal of Information Management*, 33, 76-82.
- Liao, J., Wang, L. 2009. Face as a mediator of the relationship between material value and brand consciousness. *Psychology and Marketing*, 26(11), 987-1001.
- Lichtenstein, D.R., Ridgway, N.M. and Netemeyer, R.G. 1993. Price perceptions and consumer shopping behavior: A field study. *Journal of Marketing Research*, 30(2), 234-245.
- Lin, C.H., Sher, P.J. and Shih, H.Y. 2005. Past progress and future directions in conceptualizing customer perceived value. *International Journal of Service Industry Management*, 16(3/4), 318-336.
- Ling, K.C., Chai, L.T. and Piew, T.H. 2010. The effects of shopping orientations, online trust and prior online purchase experience toward customers' online purchase intention. *International Business Research*, 3(3), 63-76.
- Mangold, W.G., Faulds, D.J. 2009. Social media: The new hybrid element of the promotion mix. *Journal of Business Horizons*, 52, 357-365.
- Manrai, A., Lascu, D.N., Manrai, A.K. and Bobb, H.W. 2001. A cross-cultural comparison of style in Eastern European emerging markets. *International Marketing Review*, 13(5), 270-285.
- Myftaraj, E., Nexhipi, O. 2014. The importance of customer loyalty in relationship marketing in the online and offline market: The case of the Albanian financial sector. *Interdisciplinary Journal of Research and Development*, 1(2), 1-6.
- O'Guinn, T.C., Albert, M.Jr. 2009. The social brand: Towards a sociological model of brands. In Loken, B., Rohini, A. and Michael J.H. (eds.). *Brands and Brand Management: Contemporary Research Perspectives*. New York, Taylor and Francis, 133-159.
- Okazaki, S., Taylor, C.R. 2013. Social media and international advertising: Theoretical challenges and future directions. *International Marketing Review*, 30(1), 56-71.
- Palazzo'n, M., Delgado, E. 2009. Effectiveness of price discounts and premium promotions. *Psychology and Marketing*, 26(12), 1108-1129.
- Pepadri, I. 2002. Pricing is the moment of truth: All marketing comes to focus in the pricing decision. *Jurnal Usahawan*, 10, 16-21.
- Pura, M. 2005. Linking perceived value and loyalty in location-based mobile services. *Managing Service Quality*, 15(6), 509-538.
- Rajagopal. 2005. Impact of advertising variability on building customer based brand personality under competitive environment: empirical analysis in reference to Mexico. *Latin American Business Review*, 6(3), 63-84.
- Rakesh, S., Khare, A. 2012. Impact of promotions and value consciousness in online shopping behaviour in India. *Database Marketing and Customer Strategy Management*, 19(4), 311-320.

Reproduced with permission of copyright owner. Further reproduction prohibited without permission.

