

# Increasing Purchase Intention through Brand Awareness and Brand Trust: A Study on Social Media Marketing

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## ABSTRACT

Modern marketing is certainly different from previous marketing which is more conventional. One of the modern marketing tools itself is Social Media, where anyone who uses Social Media can see and know the promotions carried out by the company so that they can expand the range of promotions carried out by the company. Modern marketing using social media also of course makes it more effective and efficient. One of the social media that currently has many users and is also a topic of discussion is Instagram social media. At first, Instagram was only used to post photos which would then reap likes and comments. However, with the rapid development of the internet, the function of Instagram itself has also become wider. Modern marketing is present through social media to be able to attract more consumers to buy their products. The content created on Instagram aims to increase consumer awareness and trust which will later grow consumer buying intentions because consumers have received sufficient and interesting information related to products so that there is a tendency to buy. This is what can then grow purchase intentions or purchase Intentions built by social media marketing mediated by brand awareness and brand trust.

**KEYWORD:** *purchase intention, brand awareness, brand trust, social media marketing*

## INTRODUCTION

Currently, communication and interpersonal interactions have changed due to the influence of technological advances and the existence of internet access that allows individuals to communicate without being limited by space and time. As a result of the development of technology and the internet, it has also given rise to various means of internet-based public communication or what is commonly referred to as Social Media. Social media is an internet-based means of communication which was originally created only to communicate, but nowadays the functions of Social Media also vary. There are many positive and useful things that can be done through Social Media, such as spreading the news to doing marketing. Users of Social Media are currently also increasing so, Social Media can also be one of the promising modern marketing media. Modern marketing is also certainly different from previous marketing which was more conventional. One of the modern marketing tools itself is Social Media, where anyone who uses Social Media can see and know the

promotions carried out by the company so that they can expand the range of promotions carried out by the company. Modern marketing using social media also of course makes it more effective and efficient.

One of the social media that currently has many users and is also being discussed is Instagram social media. At first, Instagram was only used to post photos which would then reap likes and comments. However, with the rapid development of the internet, the function of Instagram itself has also become wider. Because of its function that has developed and has many benefits. It is also used for modern marketers to do promotions. Social Media Instagram is one of the digital marketing channels that companies or business people can use to promote. Promotions that can be done through Instagram are photos or videos that can attract Instagram users. Instagram also has a feature that can help marketing activities, namely Instagram for Business, where companies or marketers can find out or analyze the information they need related to their business.

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Through this feature, marketers can find out which Instagram users have a tendency or interest in their brand or the promotion they are holding.

Brand Awareness (Brand Awareness) is the ability of consumers to recognize or recall a brand when thinking about a certain product category and there is convenience when the name is raised (Dewi&Jatra, 2018). Potential consumers are more likely to buy or like a familiar brand because they will feel more secure about a known brand. The ability of a potential customer to recognize and remember a brand has a big role in his decision. Seeing this, business organization is trying to increase the awareness of its current consumers through social media, one of which is through Instagram. Through Instagram, a business organization tries to build brand awareness with content posted on Instagram account, which hopes to increase awareness of the brand to its consumers through social media and survive the pandemic and tight competition.

Brand Trust or Brand Trust according to Dharmayana et al (2017) states that brand trust is the willingness of consumers to trust a brand with all the risks because there is an expectation in their minds that the brand will give positive results to consumers so that they will lead to brand loyalty. In this case, Social Media Marketing has an important role in increasing consumer trust through social media. Through the content Instagram, consumers can see all the information related to the product. Informative and interesting content will certainly be able to grow consumer confidence in the brand, especially coupled with content created by other customers related to Starbucks Indonesia products, it can increase consumer confidence so that it will be able to foster buying interest in Starbucks Indonesia products.

Purchase intention is the tendency or interest to buy a brand and is generally based on the suitability of the purchase motive with the attributes or characteristics of the brand. Interest is described as an individual's situation before taking an action that can be used as a basis for predicting behavior or action. In this case, Starbucks Indonesia is present through social media to be able to attract more consumers to buy their products. The content created by Starbucks Indonesia aims to increase consumer awareness and trust in Starbucks Indonesia which will later grow consumer buying intentions because consumers have received sufficient and interesting information related to products so that there is a tendency to buy. This is what can then grow purchase intentions or Purchase Intentions which is influenced by Social Media Marketing mediated by Brand Awareness and Brand Trust. Therefore, this paper discusses the role of

socialmedia marketing on Purchase Intention through Brand Awareness and Brand Trust.

### **Social Media Marketing**

In the past, social media might only be used for simple communication such as sending messages to friends or family. But now the role of social media has also been quite broad, social media has changed the communication between marketers and consumers. Therefore, Social Media Marketing arises or marketing through social media. According to Santoso (2017) social media marketing is a form of marketing that is used to create awareness, recognition, memory and even action for a brand, product, business, individual, or group either directly or indirectly by using tools from the social web such as blogging, microblogging, and social networking. Marketing through social media or Social Media Marketing can now be done in various existing social media, one of the well-known social media and also often used for marketing is Instagram.

With the existence of Social Media Marketing, it is easier for business actors to interact with their customers online. The costs incurred are not too large and there is no time limit as long as you are connected to the internet. Ardiansyah, and Sarwoko, (2020). define social media marketing as a process that allows individuals to promote their products or services through online social channels and take advantage of a much larger community. The use of social media marketing is not only for individuals but also affects the industry as a whole. Social Media Marketing has a fairly broad scope because it is not limited by time and place and has a lower cost.

### **Brand Awareness**

Brand Awareness is the ability of consumers to recognize or recall a brand when thinking about a certain product category and have the convenience of bringing up that name. According Jatra and Dewi (2018), Brand Awareness is the ability of the public as potential customers to recognize and remember a brand in their own minds. According Upadana and Pramudana (2020) consumers tend to buy a product with a brand that is already known or that has been remembered, compared to products that still sound foreign to their ears. If the brand is easy to remember and is vulnerable in consumer memory, this is the most important aspect of brand awareness. Brand awareness refers to the ability of consumers to be able to remember and recognize the brand.

According to Upadana and Pramudana (2020) measurement of brand awareness based on the level of brand awareness includes top of mind describing the brand that is easiest to remember and mention about a product, brand recall reflects the next brand

linkage after mentioning the first brand that is remembered, brand recognition where they can remember and recognize a brand through the questions given, and unaware of the brand which is the lowest level in measuring brand awareness, this is a brand that consumers cannot remember or recognize at all regarding a product. So the level of awareness that consumers have to remember and be aware of the existence of a product is brand awareness.

### **Brand Trust**

Brand trust is one of the aspects of a brand that binds brand consumers and can be defined as a feeling of security that is generated based on their interaction with a brand and the brand can be trusted and responsible (Shin et al., 2016). Brand trust can also be interpreted as a consumer's willingness to lead to a brand and ignore risks due to the expectation that the brand will provide positive benefits (Agustina et al., 2018). One of the reasons consumers decide to buy a product from a brand will certainly be influenced by good trust in the product or brand in question. This trust can arise through various things such as the reputation of the brand in question is indeed good. Good marketing can present good interactions in the form of product-related information clearly so that consumers will be interested in the products offered and it can also foster trust in a product or a brand. If there has been good interaction between marketers and consumers, trust in a brand will certainly increase. This can happen because through the interaction and information provided on the product, consumers will feel that it is always facilitated, from there a sense of trust will arise. Customer experience related to a brand will also certainly foster a sense of trust in a brand, because consumers have used it before, which means that consumers already know the quality presented by the brand. Consumers who like the quality of a brand will feel safe and tend to have the same brand in the future.

### **Purchase Intention**

Purchase Intention or Purchase Intention is a decision made by customers after analyzing the reasons for buying a certain product brand (Purwianti and Ricarto, 2018). Customer decisions in analyzing a product brand are influenced by external and internal factors (Purwianti and Ricarto, 2018). Consumer purchase intention will arise if there is a reason. Purchase intentions can arise because consumers are looking for and need the product or they just want to buy the product. This, as previously explained, can arise through external and internal factors.

External factors mean that consumers' purchase intentions are influenced by external parties such as the environment. Meanwhile, internal factors can

arise through themselves which are influenced by their needs or desires for a product from a related brand. Both of these things can arise through marketing carried out by a brand. Through this marketing, consumers will know the product. Marketing can appear in its environment such as on social media. Marketing through social media can appear at any time and this will certainly be able to influence the purchase intention of consumers who see the advertisement or marketing content. Customer intention in analyzing a product brand goes through 6 processes, namely awareness of the desired product (awareness), knowledge of the brand (knowledge), interest (interest), preference (preference), trust (persuasion), and purchase (Purwianti and Ricarto, 2018).

### **Relationship between Brand Awareness Brand Trust and Purchase Intention in Social Media Marketing**

Previous research from Dewi&Jatra (2018) said that social media marketing using social media has a positive and significant effect on brand awareness. Consumers know brand awareness through an effective marketing utilizing technology such as television, mobile phones and online advertising. Provide product quality assurance and credibility that helps reduce the risk of product evaluation and selection when buying a product (Raharjo, 2017). The marketing carried out by their Instagram is a step to help increase the awareness of their consumers on Instagram. This of course helps in expanding the reach of Starbucks Indonesia because through Instagram brand awareness can be built through photos, videos and other consumer uploads that are not limited by distance and time, so that consumers can see it anytime. Therefore, it is assumed that there is a positive influence of social media communication between Social Media Marketing on the company's Brand Awareness.

In the transaction process, Social Media Marketing is a new medium in terms of exchanging information and offering products from a company. The use of social media as a new tool because this marketing strategy has the potential to launch a company goal, namely by creating brand trust (Bawono and Subagio, 2020). Social Media Marketing is a modern form of marketing that has a wide reach. Through content created and uploaded on Instagram Starbucks Indonesia can increase consumer confidence. Consumer trust can also be increased through content uploaded by other customers that can be seen on Starbucks Indonesia's Instagram account so that from there, consumer confidence in Starbucks Indonesia is built. This can also be done by taking advantage of

the existing features on Instagram so that the content can be more interesting. According to the research results of Bawono and Subagio (2020) it is also said that social media marketing has a positive and significant influence on the brand trust of Adidas Indonesia. Effect of Social Media Marketing on Purchase Intention

The results of research conducted by Priatni et al., (2019) stated that Social Media Marketing had a significant positive effect on Purchase Intention. The buying interest that arises in the minds of consumers will certainly appear through promotions carried out by a brand and the surrounding environment. The results of research from Raharjo (2018) which states that Social Media Marketing has a significant and positive effect on Purchase Intention. Not being limited by time is an advantage of Social Media Marketing so that consumers can access these ads at any time. Consumers can view Social Media Marketing via Instagram at any time, so that when consumers see existing promotions or content, they can generate purchase intentions. The latest information presented can also be directly seen by consumers and it can also increase consumers' purchase intentions for certain brands.

Brand awareness affects consumer decision making to buy products (Priatni et al, 2019). Customers will definitely tend to buy or consume products from a brand that they remember or at least know about. The ability of marketers to raise brand awareness in the minds of consumers will of course be able to help increase consumer buying intentions for the brand. Brand awareness requires continuity from customers in choosing a product because the first feeling in using the product can represent the belief that there is only one brand that represents in a product category (Priatni et al., 2019). The results of the research from Priatni et al., (2019) showed that Brand Awareness had a significant positive effect on Purchase Intention.

Sanny et al. (2020) revealed that brand trust has a positive effect on the purchase intention of national brands. There is an effect between brand trust and purchase intention, which means that if brand trust increases, the value of purchase intention will increase (Takaya, 2019). Gottoya (2016) assumes that trust in a brand contributes to higher purchase intentions. Purchase intentions for a product from a brand will definitely be based on customer trust in the brand. Trust is also what makes customers decide to buy products from that brand instead of choosing competitors' products. This trust can arise through promotions carried out by a brand so as to attract customer trust in the brand or it can also arise from

the customer's experience of a brand. According Sanny et al. (2020), Effective and proactive marketing communications can build a positive relationship between trust and purchase intention.

Consumers know brand awareness through an effective marketing utilizing technology such as television, mobile phones and online advertising. Provide product quality assurance and credibility that helps reduce the risk of product evaluation and selection when buying products (Raharjo, 2018) in (Priatni et al. 2019). The more consumers remember, the consumers know the quality of the products we sell and believe in those products. Brand awareness affects consumer decision making to buy products (Priatni et al. 2019). Consumer awareness of a brand will be able to increase consumer buying intentions for the product. One of the ways to build this awareness is through Social Media Marketing. The content in Social Media Marketing which is then seen by customers can certainly increase consumer awareness, from the awareness that arises it will be able to increase consumer buying intentions so that consumers will buy products from that brand more than competing brands.

Consumer marketing experiences are significantly driven by social media and positively influence brand trust (Sanny et al. 2020). There is an effect between brand trust and purchase intention, which means that if brand trust increases, the value of purchase intention will increase. Sanny et al. (2020) assume that trust in a brand contributes to higher purchase intention. Social Media Marketing from a brand can increase customer trust through uploaded content, either photos or videos containing information related to existing products or promotions. From the trust that arises as a result of seeing an existing promotion on social media, it will build consumer buying intentions for the brand.

## Conclusion

Brand trust is one of the important elements in a brand. A brand must be able to build consumer trust so that consumers are interested and willing to buy or consume products from that brand. Awareness that exists in consumers towards products can be sourced from Social Media Marketing owned by the company, namely Instagram, this awareness can grow through information regarding products, promos and other information that is always provided on the company's Instagram. Social Media Marketing through the company's Instagram can build consumer trust in the company through the content presented by the company as well as testimonials made by other customers. The content on the company's Instagram can also build a sense of confidence and security in

consuming the product. Social Media Marketing affects Purchase Intention. The content on the company's Instagram does not necessarily lead to consumer buying intentions. The purchase intention that arises is not only influenced by the content on the company's Instagram but also needs to be based on other variables such as consumer trust. However, sometimes consumer awareness of the company does not necessarily lead to purchase intentions for the product. Consumers who know the product or price do not necessarily have the desire to consume the product. Purchase intentions that arise can be based on consumer confidence in Starbucks products. If the company can foster trust in the form of confidence and security in consuming its products, the company will be able to increase consumer buying intentions so that this can increase consumption of the product. Confidence and security for the product can be presented by the company through the content on the company's Instagram. Purchase intentions that exist in consumers can arise through consumer awareness of Starbucks products through content on the company's Instagram. Interesting and informative content can be the key in increasing consumer awareness and will have a good impact in increasing consumer purchase intention. Not only can it increase awareness, but Instagram owned by the company can also lead to consumer trust which will have a good impact on increasing consumer buying intentions. So photos related to products or other customer testimonials can make other consumers believe in the company which will later increase the amount of product consumption.

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