

CHAPTER II

LITERATURE REVIEW

2.1. Literature Review

2.1.1. Social Media Marketing

According to Tuten and Solomon (2020), social media marketing is defined as the application of social media technologies, channels, and software to the process of making, communicating, and delivering the offerings that are advantageous to the organization's stakeholders. Additionally, Chaffey (2022) stated that this is a strategic plan which benefits from social media in a manner that allows customers to interact with each other and take part in the process, finally leading to increased engagement and purchase intent. In addition, Dwivedi et al. (2021) also emphasized that marketing through social media has been a form of digital strategy that focuses on direct interaction with the audience and the creation of relevant content for the purpose of encouraging consumer engagement in the long term.

Social Media Marketing (SMM) has become an indispensable strategic tool in the management area, and it has radically changed the manner of business-consumer communication. It is the process of social media platforms like Facebook, Instagram, Twitter, and YouTube, etc., where the target audiences are engaged, brand recognition is created, and consumer behavior is influenced. In the context of its own management, SMM not only functions as a communication medium but is also used as a tool to explore customer insights, strengthen relationships with customers, and create value through digital involvement. Organizations can develop more targeted marketing strategies and more precise managerial decision-making by utilizing user-generated contexts, real-time interactions, and data analysis. In addition, the relationship between consumers and brands has been redefined by social media marketing because customers are given a greater role to influence brand perception and purchase decisions. Therefore, managers need to understand the message and impact of SMM deeply in order to be able to maintain a competitive advantage in an increasingly digital market.

2.1.2. Purchase Intention

Purchase intention represents a consumer's personal inclination or readiness to buy a specific product. Kotler, et al. (2022) say that a consumer's choice of buying the most liked brand over others in the decision-making process, thereby forming an intention to purchase, is already stage in the process that has been named the purchase intention. It is shaped by a combination of internal factors, such as the consumer's attitudes and perceptions toward particular products or brands, and external influences, including social trends, the attitudes of others, and marketing efforts. As a form of psychological activity, purchase intention reflects both the desire and likelihood of a consumer making a purchase. Businesses consider understanding purchase intention as a necessity, as it is the basis for predicting consumer behavior, and informs the strategies to sway buying decisions (Lin & Shen, 2023).

The intention to buy can also be interpreted as a response that spontaneously occurs after someone gets a stimulus through the sight of a product, which in turn, ignites their desire to acquire it (Joesyiana, et al. 2021). Purchasing intention can be described as a mental commitment or declaration made by consumers, which indicates their intention or plan to buy a specific product with a particular brand. According to Santuso (2024), purchase intention is characterized as a mental operation and practical moves that people do to make the decision of buying, This encompassing, through the cognitive process and the physical one, a series of steps beginning with the identification of needs or wants, continuing with the information search and the alternatives evaluation, finally reaching the specific product or service selection.

Purchase intention functions as a predictor of the customer's future decision regarding the purchase of a specific item or service. With the increase in the desire to buy will be a sign that the opportunity for consumers to make purchases will also be greater. Therefore, purchase intent is often used as a main indicator by researchers to be able to predict consumer purchasing behavior. When consumers have a strong intention to buy, this condition is a reflection of a positive

commitment that gives them the encouragement to realize real purchase actions (Safria, 2022).

According to Santuso (2024), purchase intentions are influenced by many factors.

1) Individual motivations

Individual motivation refers to impulses that come from personal needs and desires that will make consumers make purchases. Maslow's hierarchy of needs is one of the main frameworks in this motivational understanding effort which occurs in gradual development ranging from the most basic physiological needs to self-actualization. For example, a person buys food to overcome hunger (basic needs) or buys luxury products to be able to gain status and self-fulfillment.

2) Perceptions of the product

Consumer perception plays such an important role in the decision-making process. This has to do with the way individuals assess the attributes of a product as well as the quality, design, packaging, or reputation of the brand. This positive perception can provide increased confidence and a boost to the possibility of a purchase whereas a negative perception can create consumer doubts or refuse to buy even though the product has objectively good value.

3) Prior experiences

Previous experience with a product or brand greatly influences subsequent purchasing decisions. When customers have a satisfactory experience then they are more motivated to buy back or stay loyal. Conversely, a bad experience can discourage customers from buying and switching to a competitor's product.

4) Social factors

Overlapping family, friends, social groups, social classes, or reference groups will provide monitoring of consumer actions. For example, a customer may own a particular brand because of its popularity among

peers or be given advice by people they trust. This factor can be further strengthened by social media and online communities in today's market.

5) Market situations

The market is a reflection of external conditions that influence consumer decisions, including pricing strategies, promotions offered, the availability of alternatives, or the economic situation. For example, consumers may be encouraged to buy immediately or make changes in brand preferences due to discounts, stock limitations, or changes in income.

According to Kalesaran et al. (2022), purchase intention can be measured through four key indicators:

- 1) Transactional Interest: This is an indication that consumers do have the intention to buy certain products which indicates a direct commitment to make a purchase.
- 2) Referential Interest: This indicates the consumer's tendency to recommend the product to others, suggesting a positive perception and willingness to endorse it within their social circle.
- 3) Preferential Interest: This is the consumer's intention to make the product their top choice in shopping, showing a strong preference for it over alternatives.
- 4) Exploratory Interest: This reflects the consumer's desire to gather more information regarding the product before they finalise their decision; and this can either be interpreted as curiosity or the demand for extra assurance.

2.1.3. Brand Image

According to Kotler & Keller (2022), brand image refers to the perception created by consumers through the various associations that the brand has in their minds. It could thus be said that brand image represents the total of consumers' perceptions of the brand, including their trust and opinions about it.

On the other hand, Firmansyah (2020) characterizes Brand Image as a mental picture that emerges in consumers' brains when they think of a brand in

connection with a specific product category. Additionally, these encounters will afterwards be made manifest or represented in the brand, thus creating a favorable or unfavorable Brand Image in accordance with the consumers' different prior experiences and perceptions of the brand.

According to Li (2022), brand image as the totality of consumers' mental impressions of a brand. The psychological image is classified into two primary dimensions, one concerning the user's view of the brand's practical characteristics and the other representing the brand's emotional value. The perception of functional attributes is the brand's capability to meet the functional needs.

According to Keller & Swaminathan (2020), they identified several factors that contribute to the formation of brand image, including:

- 1) The strength of brand association is one of the major factors that build brand image. The stronger the brand association, the more profound the person thinks about the product information and links it with the brand's previous knowledge. There are two ways to enhance the connection with any information: making it personally relevant and consistent in its presentation throughout time. This tells that the importance of the association recalled and its significance depend not only on how strong the association is but also on the retrieval signals available and the context in which the brand is considered. Strength reflects the ease with which a brand-related node is activated in memory. In Keller's associative-network model, stronger links mean the brand cue more readily "calls up" that attribute or benefit in a consumer's mind.
- 2) Favorability of brand association is the second factor in forming brand image. Companies might create brand associations by persuading the customers about the brand's relevant qualities and advantages needed to gratify their desires and therefore coming up with a favorable view of the brand as a whole. Consumers will definitely not rank all brand associations to be of the same significance; moreover, they will not always attribute positive aspects to them or consider them equally valuable in every purchasing or using situation. Depending on the specific situation or

context, brand associations may vary and may be evaluated differently based on the consumers' objectives in making a purchase or use decision. Favorability measures the value of the connections associated with the brand, whether they are neutral, positive, or negative. Loyalty, preference, and readiness to pay are all influenced by positive associations.

- 3) Uniqueness of brand association is the third factor in shaping brand image. In practical terms, brand positioning assures that the brand has a durable competitive edge or a unique selling point that attracts customers to it. Differentiation can be done either through a direct comparison with rivals or by indirect means. Performance-related and non-performance-related attributes or benefits can be the basis for these unique advantages. Unique associations are very crucial for a brand's success, but unless the brand is the only one in the market, it is highly probable that some associations will be common with other brands. To a certain degree, shared associations serve to create category identity and delineate competition with other products and services.

According to Keller & Swaminathan (2020), brand image indicators can be seen from:

- 1) Corporate Image is a collection of associations felt by consumers towards companies that produce certain goods or services. This includes the company's popularity, credibility, network, and reputation of the product's users.
- 2) Product/Consumer Image is a mixture of feelings a customer has regarding a specific good or service. It consists of product characteristics, advantages to users, and warranties concerning the product.
- 3) User Image is a collection of associations felt by consumers towards users who use a good or service. This includes perceptions of the individual characteristics of the user and the social status associated with the user which determines if a connection actually sets the brand apart from its competitors.

2.2 Prior Research

Table 2.1 Prior Research

Yes	Title/Author/ Year	Variable	Research methods	Results
1.	<i>Social Media Marketing Drive Customer Purchase Intention for Dietary Supplement Products in Phnom Penh, Cambodia: The Mediating Role of Brand Image</i> Nak Lyreaksmey & Akaraphun Ratasuk (2024)	H1: Social media marketing positively impacts purchase intention. H2: Social media marketing positively influences brand image. H3: Brand image positively affects purchase intention. H4: Brand image mediates the relationship between social media marketing and purchase intention.	Respondents: 409 respondents from Phnom Penh Object: Consumers of dietary supplements in Phnom Penh, Cambodia. Analysis tool: PLS-SEM	The research found that social media marketing has a good impact not only on brand image but also on the consumers' purchase intention in Phnom Penh. Marketing content on social media created a better perception of the brand among consumers, which consequently increased their consideration of the product. It was also found that brand image played an important role in this process because it helped explain how social media marketing leads to purchase decisions. So, even if people don't immediately decide to buy, having a good brand image created by social media can eventually lead them to make a purchase.
2.	<i>Purchase Intention on Shopee: Brand Ambassador and Social Media Marketing Mediated by Brand Image</i>	H1: Brand Ambassador influences Brand Image H2: Brand Ambassador influences Purchase Intention H3: Brand Image influences Purchase Intention	Respondents: 78 respondents Object: Shopee users living in Jakarta, Bogor, Tangerang, and Bekasi	The research show the brand ambassador was not a decisive factor for either brand image or purchase intention which indicates that having a famous person associated with a brand is no guarantee that consumers will perceive the brand

	Sania Eka Yanti & Devyasri Nusa Handayani (2024)	H4: Social Media Marketing influences Brand Image H5: Social Media Marketing influences Purchase Intention H6: Social Media Marketing influences Purchase Intention through Brand Image H7: Brand Ambassador influences Purchase Intention through Brand Image	Analysis tool: PLS-SEM	better or be more willing to buy from it. In contrast, social media marketing had a very positive effect on brand image, and brand image, in turn, also, had a very positive effect on purchase intention. Surprisingly, social media marketing did not have any direct impact on purchase intention but it became effective by first enhancing the brand image. This implies that Shopee's social media marketing efforts are at their best when they are successful in creating a positive image about the brand. The mediation analysis also pointed out the fact that brand image played a significant role in mediating the effect of social media marketing on purchase intention but it didn't perform the same way for Brand Ambassadors. Thus, Shopee should invest its time and resources more in building brand image through content and campaigns rather than depending on the celebrities too much.
3.	<i>The Influence of Social Media Marketing Strategy on Purchase Intention with the Mediating Variables of</i>	H1: Social Media Marketing influences Purchase Intention H2: Social Media Marketing influences Brand Image H3: Social Media Marketing	Respondents: 240 respondents Object: Consumers of travel insurance products in Indonesia	The research indicated that social media marketing not only has a significant positive impact on the brand image and brand awareness but also the latter two factors are the primary ones affecting the

	<i>Brand Image and Brand Awareness on Types of Travel Insurance Products in Indonesia</i> Decima Fitriani Purba & Adi Susilo Jahja (2024)	influences Brand Awareness H4: Brand Image influences Purchase Intention H5: Brand Awareness influences Purchase Intention H6: Brand Image mediates the relationship between Social Media Marketing and Purchase Intention H7: Brand Awareness mediates the relationship between Social Media Marketing and Purchase Intention	Analysis tool: PLS-SEM	consumers' purchase intention for travel insurance. Moreover, the influence of the social media marketing strategies becomes even stronger when they improve the consumers' perception and recognition of the brand. Surprisingly, purchase intention was also affected directly by social media marketing, which means that this form of marketing has a very strong persuasive ability. The research team has pointed out that social media campaigns which are strategically designed with engaging content and interactive features can easily gain brand recognition, create an emotional connection, and thereby increase consumer interest in the purchase of intangible services such as travel insurance, besides driving the brand awareness.
4.	<i>Effectiveness of TikTok Marketing on Students' Purchase Intention Towards Fashion Products</i> Nurazree Mahmud et al.	H1: Promotion has a significant relationship with students' purchase intention towards fashion products. H2: Video quality has a significant relationship with students' purchase intention towards fashion products. H3: Time consumption has as significant relationship with students'	Respondents: 120 respondents Object: Undergraduate business and management students in Malaysian public universities Analysis tool: SPSS	The findings showed that promotion and time consumption both had a significant positive influence on students' purchase intentions toward fashion products, while video quality did not. This suggests that students are more likely to be persuaded by attractive promotions and the amount of time they spend on

	(2024)	purchase intention towards fashion products.		TikTok rather than how high the video resolution is. Evidence provides clues to the length of time content consumption is the strongest predictor of purchase intent with the longer a person watches TikTok, the more likely they are to make impulse purchases. This research also focuses on the strong influence of TikTok visuals and influencer culture in an effort to form more specific student buying behavior in the fashion field where trendy and interactive content plays an important role in consumer decisions.
5.	<i>The Influence of Social Media Marketing and Electronic Word of Mouth on Purchase Intention Through Brand Image as Intervening Variables: A Study on Azarine Cosmetic in Malang City</i> Rifki Warri Zain & Irmayanti Hasan (2024)	H1: Purchase intention can be influenced by social media marketing significantly and positively. H2: Purchase intention can be influenced by E-WOM significantly and positively. H3: Purchase Intention can be influenced by brand image significantly and positively. H4: Brand image can be influenced by social media marketing significantly and positively. H5: Brand image can be influenced by E-WOM significantly and	Respondents: 155 respondents Object: Consumers of Azarine Cosmetics from Generation Z in Malang City Analysis tool: PLS-SEM	The research revealed that the website marketing and electronic word of mouth (E-WOM) were both very influential and positively effective on the brand image and also had a direct impact on the consumers' purchasing intention. The brand image, however, was not a significant factor in the purchase intention and also was not a strong mediator between social media marketing or E-WOM and purchase intention. This means that while social media content and online reviews helped shape how people saw the brand, their

		positively. H6: There is an influence between social media marketing on purchase intention mediated by brand image. H7: There is an influence between the E-WOM on purchase intention mediated by brand image.		actual buying decisions were more directly driven by the information and engagement they received rather than by their overall perception of the brand.
6.	<i>The Effect of Social Media Influencer Marketing Disclosure on Consumer's Perceived Brand Image and Purchase Intention Among Youth in Malaysia</i> Wan Nurdayana & Che Wan Mohd Khair (2023)	H1: Influencer Marketing Disclosure influences Source Credibility. H2: Source Credibility influences Brand Image. H3: Brand Image influences Purchase Intention. H4: Source Credibility and Brand Image mediate the relationship between Influencer Disclosure and Purchase Intention.	Respondents: 111 respondents Object: Youth in Malaysia (ages 18–34) who follow influencers. Analysis tool: Correlation and regression analysis.	Researchers have determined that if the influencers explicitly declare that their posts are sponsored (for instance, by employing hashtags like #ad or #sponsored), the audience perceives them as more trustworthy. This trustworthiness subsequently enhances the consumers' opinion about the brand being advertised. When the people have a favorable view of the brand, they are more inclined to purchase it. However, the research also indicated that the letting the cat out of the bag was not a sufficient reason to purchase directly, it merely worked when it made the influencer look trustworthy and the brand look good. Therefore, the forthrightness in influencer marketing is very crucial when attempting to sway the young consumers.

7.	<i>Examining the Influence of Social Media Marketing on Purchase Intention: The Mediating Role of Brand Image</i> Imran Ali & Mohammad Naushad (2023)	H1: Social Media Marketing influences Brand Image. H2: Brand Image influences Purchase Intention. H3: Social Media Marketing influences Purchase Intent. H4: Brand Image mediates the relationship between Social Media Marketing and Purchase Intention.	Respondents: 410 respondents. Object: Indian social media users. Analysis tool: SEM with AMOS	The research indicated that social media marketing enhances consumer perceptions of a brand, and brand image is a powerful determinant of consumers' intention to buy. However, it is noteworthy that social media marketing by itself did not have a direct impact on consumers' purchasing decisions. It, however, acted through brand image. To put it differently, consumers do not purchase merely because one brand has an online presence but rather the ad helps create a positive image of the brand in their minds. This implies that marketers should concentrate more on brand image creation via social media if they intend to increase purchase intention.
8.	<i>The Impact of Social Media Marketing on Purchase Intention: The Mediating Role of Brand Trust and Image</i> Hanadi A. Salhab et al. (2023)	H1: Social Media Marketing influences Brand Image. H2: Social Media Marketing influences Brand Trust. H3: Brand Image influences Purchase Intention. H4: Brand Trust influences Purchase Intention. H5: Brand Image and Brand Trust mediate the relationship between	Respondents: 374 respondents Object: Customers of beauty centers in Jordan. Analysis tool: SmartPLS	The study results designate social media marketing as a major element which positively impacts brand image and brand trust. The brand's perception and trust by the consumers both lead them to the purchase. The study points out that together, brand image and trust can be a very large part of the purchasing decision. Besides that, it was made clear that the social media marketing strategy is more effective if it concentrates on

		Social Media Marketing and Purchase Intention.		building a trustworthy and favorable brand image rather than just creating awareness. Thus, in the beauty industry specifically, trust and image play an important role in turning marketing efforts into real sales.
9.	<i>The Influence of Social Media Marketing and Brand Image on Purchase Intention of Skincare Skintific in Generation Z</i> Agus Chrisna Yanti & Oktafalia Marisa Muzammil (2023)	H1: There is a positive relationship between social media marketing and brand image H2: There is a positive relationship between social media marketing and purchase intention H3: There is a positive relationship between brand image and purchase intention H4: There is a positive relationship between social media marketing and purchase intention through brand image	Respondents: 111 respondents Object: Generation Z individuals who have never used Skintific Analysis tool: PLS-SEM	The research indicated that marketing through social media could lead to not only positive branding but also great purchase intention, the latter being a consequence of the former. In addition, the brand image played a very important role in the overall process of marketing through social media to purchase intention. It is an indication that Generation Z is the category that gets influenced not only by brands' online postings but also by the image created of the brand through those postings. In the case of Skintific, creative and continuous marketing through social media paved the way for the brand being perceived positively which in turn led to more young consumers wanting to buy. The research results also point to quality and strong online presence as crucial factors in the long run for the brand to remain

				credible in the eyes of consumers and for their trust to be built.
10.	<i>The Influence of Social Media Marketing on Purchase Intention through Brand Image on Smartphone X</i> Muchamad Ridwan & Imanuddin Hasbi (2023)	H1: Social media marketing influences purchase intention H2: Social media marketing influences brand image H3: Brand image influences purchase intention H4: Social media marketing influences purchase intention through brand image	Respondents: 385 respondents Object: Individuals who know or use Smartphone X and are aware of its official social media Analysis tool: PLS-SEM	According to the study, purchase intention and brand image were both significantly and positively impacted by social media marketing. Additionally, customers' intentions to purchase were strongly influenced positively by brand image. Also, it has been shown to moderate the relationship between purchase intention and social media marketing, showing that digital marketing works best when it improves brand perception. Despite its decline in market share, Smartphone X could increase consumer interest and influence purchasing behavior by improving the brand's perception through constant and exciting social media activity. Overall, the results show that social media is a strategic platform for influencing consumer views and influencing real purchasing decisions as opposed to being a promotional platform.
11.	<i>'I See It, I Want It, I Buy It': The Role of Social Media Marketing in Shaping</i>	H1: Social Media Marketing influences Brand Image. H2: Social Media Marketing influences Purchase Intent.	Respondents: 184 respondents	Results revealed that social media marketing had a direct impact on Gen Z's perception of the brand and the intention to buy local products. In addition, brand

	<i>Brand Image and Gen Z's Intention to Purchase Local Product</i> Evi C. Waworuntu, Deske W. Mandagi, Anthony S. Pangemanan (2022)	H3: Brand Image influences Purchase Intention. H4: Brand Image mediates the relationship between Social Media Marketing and Purchase Intention.	Object: Generation Z consumers of local products in Indonesia. Analysis tool: SmartPLS	image significantly affected the purchase intention. This indicates that if a local brand is presented as attractive through social media content, Gen Z will buy it more. One more thing, the research discovered that brand image was one of the major reasons through which social media marketing influenced the customers' decision to buy or not. Therefore, even though the social media posts can motivate customers to buy, they will have a greater impact if they also work on the brand's image.
12.	<i>Impact of Social Media Marketing on Consumer's Purchase Intentions: The Mediating Role of Customer Trust</i> Umair Manzoor et al. (2020)	H1: Social Media Marketing influences Customer Trust. H2: Customer Trust influences Purchase Intention. H3: Social Media Marketing influences Purchase Intent. H4: Customer Trust mediates the relationship between Social Media Marketing and Purchase Intention.	Respondents: 190 respondents Object: Consumers in Faisalabad, Pakistan. Analysis tool: Quantitative; statistical analysis.	The results showed that social media marketing helps build customer trust, and that trust makes people more likely to buy. Social media marketing also had a direct effect on purchase intention, but trust made that effect even stronger. This means that while promoting products on social media is useful, it works even better when customers feel they can trust the brand. Especially in online shopping, where people can be cautious, building trust is really important to turn interest into actual buying.
13.	<i>The Influence of Social Media Marketing on</i>	H1: There is positive effect of Social Media Marketing on e-wom	Respondents: 150 respondents	The study indicated that although social media marketing had a positive influence

	<i>Purchase Intention with Electronic Word of Mouth (E-WOM), Trust, and Brand Image as Mediating Variables of Ija Kroeng Brand in Banda Aceh</i> Tjoet Alya Bararah & Syafruddin Chan (2019)	H2: Social Media Marketing has a positive influence on the customer's Trust H3: Social Media Marketing has a positive effect on Brand Image H4: Social Media Marketing has a positive influence on the customers' Purchase Intention H5: There is positive effect of social media marketing on Purchase Intention through E-WOM, trust and brand image as mediating variable.	Object: Ija Kroeng customers in Banda Aceh Analysis tool: PLS-SEM	on e-WOM, trust, and brand image this was not the case with purchase intention where direct effect was still non-significant. However, e-WOM, trust, and brand image, all three mediators, were found to have significant positive impacts on purchase intention.. These results suggest that the effectiveness of social media marketing depends heavily on whether it can first enhance consumer conversations, build trust, or improve the perception of the brand. In this case, consumers didn't decide to purchase just because of social media promotion; they did so when those promotions led to stronger trust or positive buzz around the brand.
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2.3 Conceptual Model and Hypothesis Development

2.3.1 Social Media Marketing Influences Brand Image

In the current digital landscape, social media marketing has become a powerful tool for shaping and enhancing brand image. Businesses are able to publish content, engage and interact with consumers, and communicate brand values through social networking platforms. Empirical evidence shows that social media marketing activities enable firms to strengthen brand associations and influence how consumers perceive a brand through repeated exposure and interactive communication (Waworuntu et al., 2022; Ridwan & Hasbi, 2023).

Based on previous studies, brand image reflects how customers view and relate to a company based on the connections they make with it through marketing encounters. According to Ali & Naushad (2023), brand image is the primary factor affecting consumers' intents to make purchases and acts as the connecting thread between social media marketing and purchasing decisions. Similarly, social media activities can greatly improve brand image when firms use smart communication and compelling content (Ratasuk & Lyreaksmey, 2024). To be able to remain visible and build an emotional relationship with customers, businesses that provide product offerings such as RUCAS must form a strong and consistent brand image through collaboration with influencers, creative post creation, and the implementation of interactive campaigns.

Prior research further confirms that effective social media marketing practices improve brand image by fostering trust, admiration, and emotional connection with consumers. Ridwan & Hasbi (2023) show that social media marketing has a positive and significant effect on brand image, suggesting that brands engaging in creative content, interactive campaigns, and influencer collaborations are more likely to be perceived positively by consumers. This indicates that consistent and engaging social media marketing activities allow brands to communicate their values and differentiate themselves in competitive markets. Therefore, the hypothesis proposed in this study is:

H1: Social media marketing has a significant influence on the brand image

2.3.2 Brand Image Influences Purchase Intention

Brand image plays a vital role in determining consumer purchase behavior, as it represents consumers' overall perceptions and associations toward a brand formed through marketing interactions and consumption experiences. From a theoretical perspective, customer-based brand equity explains that favorable brand knowledge, including brand image, shapes consumers' responses to marketing activities and influences their purchasing decisions (Keller, 2021).

This theoretical explanation is strongly supported by empirical evidence. Waworuntu et al. (2022) demonstrate that a positive brand image significantly enhances consumers' intention to purchase by creating favorable brand associations and emotional attachment. Similarly, Yanti & Muzammil (2023) confirm that brand image has a positive and significant effect on purchase intention among Generation Z consumers, indicating that brands with strong images are more likely to be chosen by younger consumer segments.

Ali & Naushad (2023) further show that brand image plays a central role in shaping consumers' purchase intentions, as favorable perceptions toward a brand increase consumers' confidence and willingness to buy. In addition, Purba & Jahja (2024) find that brand image significantly influences purchase intention and serves as an important mechanism through which marketing activities affect consumers' buying decisions. These findings suggest that when consumers perceive a brand positively, they are more likely to develop favorable attitudes and stronger intentions to purchase the brand's products. Therefore, the hypothesis proposed in this study is as follows:

H2: Brand image has a significant influence on purchase intentions

2.3.3 Social Media Marketing Influences Purchase Intention

Social media marketing plays a direct role in stimulating consumer interest and motivating purchase behavior by enabling interactive and engaging communication between brands and consumers. From a theoretical perspective, social media functions as an extension of the promotion mix that facilitates two way communication, allowing consumers to receive brand information while

simultaneously observing social validation from other users, which strengthens their purchase motivation (Ali & Naushad, 2023).

This theoretical explanation is strongly supported by empirical findings. Waworuntu et al. (2022) demonstrate that social media marketing has a positive and significant influence on consumers' purchase intention, as interactive content and peer engagement enhance consumers' confidence in making purchase decisions. Similarly, Salhab et al. (2023) find that social media marketing directly affects purchase intention by increasing consumers' exposure to brand information and strengthening their trust in the brand.

Further empirical evidence is provided by Yanti & Handayani (2024), who show that social media marketing significantly influences purchase intention, even when its effect operates indirectly through brand image. These findings indicate that well designed social media content, such as visual product presentations, reviews, and influencer collaborations, plays a critical role in encouraging consumers to move from interest to purchase intention. With this basis, the research proposes the following hypotheses:

H3: Social media marketing has a significant influence on purchase intentions

2.3.4 Brand image mediates the effect of social media marketing on purchase intention

Brand image plays an important role as a mediating variable in explaining how social media marketing influences consumers' purchase intentions. From a conceptual perspective, social media marketing activities first shape consumers' perceptions of a brand by forming associations related to credibility, attractiveness, and value, which subsequently influence consumers' behavioral responses. When consumers develop favorable brand perceptions through social media exposure, they are more likely to translate interest into purchase intention.

This conceptual explanation is strongly supported by empirical evidence. Ali & Naushad (2023) demonstrate that social media marketing significantly influences brand image, and that brand image, in turn, has a significant effect on

purchase intention, indicating a mediating relationship. Similarly, Ratasuk & Lyreaksmey (2024) find that brand image functions as a key mechanism through which social media marketing drives consumers' purchase intentions by strengthening brand perceptions formed through online engagement.

Further support is provided by Yanti & Muzammil (2023), who show that brand image significantly mediates the relationship between social media marketing and purchase intention, suggesting that social media activities alone may attract attention, but favorable brand perceptions are necessary to convert that attention into buying intentions. In addition, Purba & Jahja (2024) confirm that brand image serves as an intervening variable linking social media marketing with purchase intention, reinforcing the importance of brand image formation in the consumer decision making process. Therefore, the hypothesis proposed in this study is as follows:

H4: Brand image significantly mediates the influence between social media marketing and purchase intentions

2.4. Research Framework

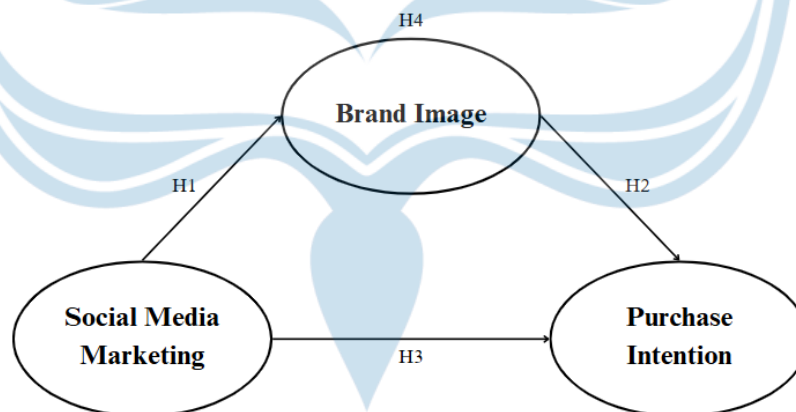


Figure 2.1 Research Framework

Source: Adapted from Lyreaksmey & Ratasuk (2024)