

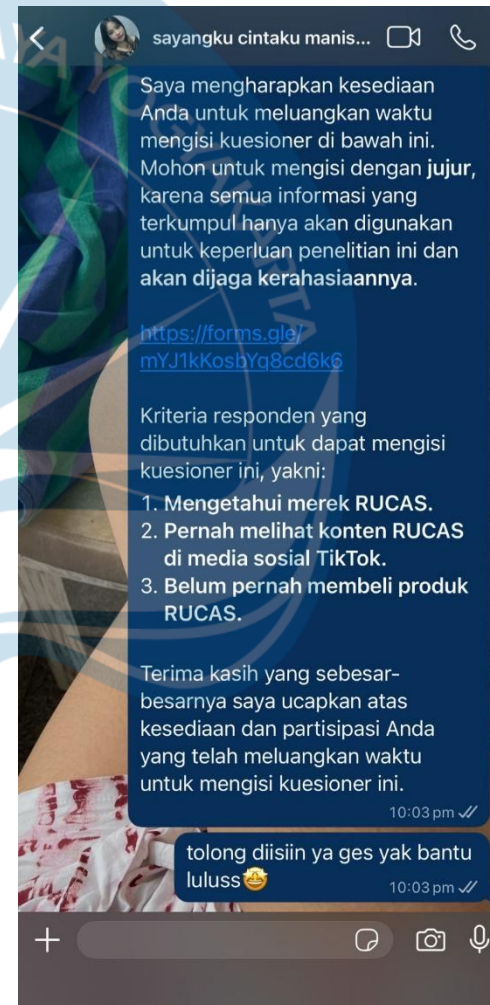
Hypotheses Testing (Direct Effects)

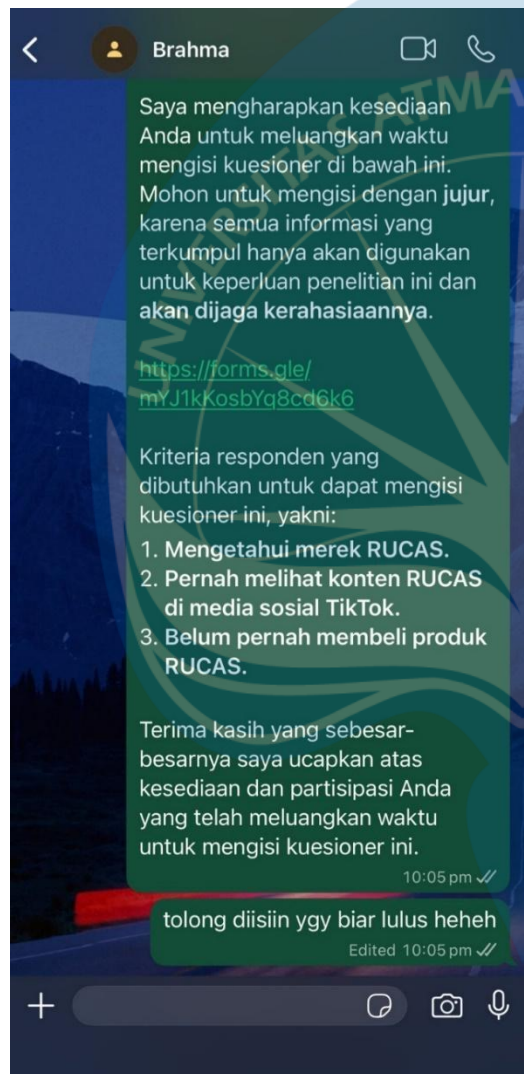
Path coefficients - Mean, STDEV, T values, p values						
	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	
BI → PI	0.491	0.499	0.060	8.232	0.000	
SMM → BI	0.487	0.493	0.074	6.535	0.000	
SMM → PI	0.212	0.210	0.065	3.282	0.001	

Hypotheses Testing (Indirect Effect)

Specific indirect effects - Mean, STDEV, T values, p values						
	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	
SMM → BI → PI	0.239	0.246	0.049	4.894	0.000	

Appendix 4. Spreading the Questionnaire





Appendix 5. Raw Data

Timestamp	Do you know the RUCAS brand?	Have you ever seen RUCAS content on TikTok social media?	I have never bought a product from the RUCAS brand.	Gender	Age	Final Education	Profession	Revenue Per Month	Monthly Expenses On Clothes
7/13/2025 20:35:58	Yes	Yes	Yes	Male	18 - 29 Years	SD/SMP/SMA/SMK	Student/Student	IDR 2,000,001 - IDR 3,000,000	< IDR 1,000,000
7/13/2025 20:38:06	Yes	Yes	Yes	Women	18 - 29 Years	D1/D2/D3	Student/Student	IDR 1,000,000 - IDR 2,000,000	< IDR 1,000,000
7/13/2025 20:39:49	Yes	Yes	Yes	Male	18 - 29 Years	SD/SMP/SMA/SMK	Others	IDR 1,000,000 - IDR 2,000,000	< IDR 1,000,000

7/13/2025 20:40:03	Yes	No							
7/13/2025 20:45:08	Yes	Yes	Yes	Male	18 - 29 Years	D1/D2/D3	Others	IDR 2,000,001 - IDR 3,000,000	IDR 2,000,001 - IDR 3,000,000
7/13/2025 20:47:23	Yes	Yes	Yes	Male	18 - 29 Years	SD/SMP/SMA/S MK	Student/Student	IDR 3,000,001 - IDR 4,000,000	IDR 1,000,000 - IDR 2,000,000
7/13/2025 20:47:41	Yes	Yes	No						
7/14/2025 8:49:54	Yes	Yes	Yes	Women	18 - 29 Years	S1	Private Employees	IDR 1,000,000 - IDR 2,000,000	< IDR 1,000,000
7/14/2025 8:52:07	Yes	Yes	Yes	Male	18 - 29 Years	S1	Entrepreneurship	IDR 2,000,001 - IDR 3,000,000	IDR 1,000,000 - IDR 2,000,000
7/14/2025 8:55:25	Yes	Yes	Yes	Male	18 - 29 Years	S1	Student/Student	IDR 1,000,000 - IDR 2,000,000	< IDR 1,000,000
7/14/2025 8:57:17	Yes	Yes	Yes	Women	18 - 29 Years	D1/D2/D3	Student/Student	IDR 1,000,000 -	< IDR 1,000,000

								IDR 2,000,000	
7/14/202 5 9:00:40	Yes	Yes	Yes	Women	18 - 29 Years	S2	Private Employees	IDR 2,000,001 - IDR 3,000,000	IDR 1,000,000 - IDR 2,000,000
7/14/202 5 9:02:53	Yes	Yes	Yes	Male	< 17 years old	SD/SMP/SMA/S MK	Student/Student	< IDR 1,000,000	< IDR 1,000,000
7/14/202 5 9:04:18	Yes	Yes	Yes	Women	< 17 years old	SD/SMP/SMA/S MK	Student/Student	IDR 1,000,000 - IDR 2,000,000	IDR 1,000,000 - IDR 2,000,000
7/14/202 5 9:06:02	Yes	Yes	Yes	Male	18 - 29 Years	S1	Private Employees	IDR 3,000,001 - IDR 4,000,000	IDR 1,000,000 - IDR 2,000,000
7/14/202 5 9:08:40	Yes	Yes	Yes	Male	18 - 29 Years	S1	PNS	> IDR 4,000,000	IDR 2,000,001 - IDR 3,000,000
7/14/202 5 9:10:16	Yes	Yes	Yes	Women	18 - 29 Years	S1	Private Employees	IDR 3,000,001 - IDR 4,000,000	IDR 1,000,000 - IDR 2,000,000
7/14/202 5 9:11:56	Yes	Yes	Yes	Women	< 17 years old	SD/SMP/SMA/S MK	Student/Student	< IDR 1,000,000	< IDR 1,000,000

7/14/202 5 9:14:11	Yes	Yes	Yes	Male	30 - 39 Years	S2	Private Employees	> IDR 4,000,000	IDR 1,000,000 - IDR 2,000,000
7/14/202 5 9:25:49	Yes	Yes	Yes	Male	18 - 29 Years	S1	Private Employees	IDR 3,000,001 - IDR 4,000,000	IDR 2,000,001 - IDR 3,000,000
7/14/202 5 9:27:09	Yes	Yes	Yes	Women	18 - 29 Years	S1	Private Employees	> IDR 4,000,000	IDR 1,000,000 - IDR 2,000,000
7/14/202 5 9:44:02	Yes	Yes	Yes	Male	18 - 29 Years	S1	Others	> IDR 4,000,000	IDR 1,000,000 - IDR 2,000,000
7/14/202 5 9:45:49	Yes	Yes	Yes	Male	30 - 39 Years	S2	Entrepreneurshi p	> IDR 4,000,000	IDR 1,000,000 - IDR 2,000,000
7/14/202 5 9:47:30	Yes	Yes	Yes	Women	18 - 29 Years	D1/D2/D3	Private Employees	IDR 2,000,001 - IDR 3,000,000	< IDR 1,000,000
7/14/202 5 9:49:47	Yes	Yes	Yes	Male	18 - 29 Years	D1/D2/D3	Private Employees	IDR 2,000,001 - IDR 3,000,000	< IDR 1,000,000

7/14/202 5 9:51:04	Yes	Yes	Yes	Women	18 - 29 Years	D1/D2/D3	Private Employees	IDR 2,000,001 - IDR 3,000,000	IDR 1,000,000 - IDR 2,000,000
7/14/202 5 9:52:46	Yes	Yes	Yes	Women	> 40 years old	S2	Entrepreneurshi p	> IDR 4,000,000	IDR 1,000,000 - IDR 2,000,000
7/14/202 5 9:54:11	Yes	Yes	Yes	Male	18 - 29 Years	D1/D2/D3	Private Employees	IDR 2,000,001 - IDR 3,000,000	< IDR 1,000,000
7/14/202 5 9:55:42	Yes	Yes	Yes	Male	< 17 years old	SD/SMP/SMA/S MK	Student/Student	< IDR 1,000,000	< IDR 1,000,000
7/14/202 5 9:57:20	Yes	Yes	Yes	Women	18 - 29 Years	D1/D2/D3	Private Employees	IDR 2,000,001 - IDR 3,000,000	< IDR 1,000,000
7/14/202 5 9:59:26	Yes	Yes	Yes	Women	18 - 29 Years	D1/D2/D3	Private Employees	IDR 2,000,001 - IDR 3,000,000	< IDR 1,000,000
7/14/202 5 10:02:01	Yes	Yes	Yes	Women	30 - 39 Years	S1	Private Employees	IDR 3,000,001 - IDR 4,000,000	< IDR 1,000,000

7/14/2025 10:25:26	Yes	Yes	Yes	Male	18 - 29 Years	S1	Private Employees	IDR 2,000,001 - IDR 3,000,000	< IDR 1,000,000
7/14/2025 10:28:54	Yes	Yes	Yes	Women	18 - 29 Years	S1	Private Employees	IDR 2,000,001 - IDR 3,000,000	< IDR 1,000,000
7/14/2025 10:30:24	Yes	Yes	Yes	Women	18 - 29 Years	S1	Private Employees	IDR 3,000,001 - IDR 4,000,000	< IDR 1,000,000
7/14/2025 10:32:58	Yes	Yes	Yes	Male	18 - 29 Years	D1/D2/D3	Others	IDR 3,000,001 - IDR 4,000,000	IDR 1,000,000 - IDR 2,000,000
7/14/2025 10:35:02	Yes	Yes	Yes	Male	18 - 29 Years	D1/D2/D3	Private Employees	IDR 2,000,001 - IDR 3,000,000	IDR 1,000,000 - IDR 2,000,000
7/14/2025 10:36:47	Yes	Yes	Yes	Male	18 - 29 Years	S1	Private Employees	IDR 3,000,001 - IDR 4,000,000	IDR 1,000,000 - IDR 2,000,000
7/14/2025 10:38:14	Yes	Yes	Yes	Male	30 - 39 Years	S2	Entrepreneurshi p	> IDR 4,000,000	IDR 1,000,000 - IDR 2,000,000

7/14/2025 10:39:31	Yes	Yes	Yes	Male	18 - 29 Years	S1	Private Employees	IDR 2,000,001 - IDR 3,000,000	< IDR 1,000,000
7/14/2025 10:39:48	No								
7/14/2025 10:41:46	Yes	Yes	Yes	Male	< 17 years old	SD/SMP/SMA/S MK	Student/Student	< IDR 1,000,000	< IDR 1,000,000
7/14/2025 10:43:47	Yes	Yes	Yes	Women	18 - 29 Years	S1	Private Employees	IDR 2,000,001 - IDR 3,000,000	< IDR 1,000,000
7/14/2025 10:45:31	Yes	Yes	Yes	Male	18 - 29 Years	S1	Entrepreneurshi p	IDR 1,000,000 - IDR 2,000,000	< IDR 1,000,000
7/14/2025 10:47:13	Yes	Yes	Yes	Women	18 - 29 Years	S1	Student/Student	IDR 1,000,000 - IDR 2,000,000	< IDR 1,000,000
7/14/2025 10:48:38	Yes	Yes	Yes	Women	18 - 29 Years	D1/D2/D3	Student/Student	IDR 1,000,000 - IDR 2,000,000	< IDR 1,000,000
7/14/2025 10:50:03	Yes	Yes	Yes	Male	18 - 29 Years	S1	Private Employees	IDR 2,000,001 -	IDR 1,000,000 -

								IDR 3,000,000	IDR 2,000,000
7/14/2025 10:51:31	Yes	Yes	Yes	Male	18 - 29 Years	S1	Private Employees	IDR 1,000,000 - IDR 2,000,000	< IDR 1,000,000
7/14/2025 10:52:51	Yes	Yes	Yes	Male	< 17 years old	SD/SMP/SMA/S MK	Student/Student	< IDR 1,000,000	< IDR 1,000,000
7/14/2025 10:54:21	Yes	Yes	Yes	Women	30 - 39 Years	S1	Entrepreneurship	IDR 3,000,001 - IDR 4,000,000	< IDR 1,000,000
7/15/2025 9:44:13	Yes	Yes	Yes	Male	< 17 years old	S1	Private Employees	< IDR 1,000,000	< IDR 1,000,000
7/15/2025 9:45:27	Yes	Yes	Yes	Women	18 - 29 Years	D1/D2/D3	Private Employees	IDR 2,000,001 - IDR 3,000,000	IDR 1,000,000 - IDR 2,000,000
7/15/2025 9:46:54	Yes	Yes	Yes	Women	18 - 29 Years	D1/D2/D3	Entrepreneurship	IDR 3,000,001 - IDR 4,000,000	IDR 1,000,000 - IDR 2,000,000
7/15/2025 9:48:49	Yes	Yes	Yes	Male	18 - 29 Years	S1	Entrepreneurship	IDR 3,000,001 - IDR 4,000,000	IDR 1,000,000 - IDR 2,000,000

7/15/202 5 9:50:43	Yes	Yes	Yes	Male	18 - 29 Years	S1	Others	IDR 3,000,001 - IDR 4,000,000	IDR 2,000,001 - IDR 3,000,000
7/15/202 5 9:53:03	Yes	Yes	Yes	Women	18 - 29 Years	S1	Private Employees	IDR 3,000,001 - IDR 4,000,000	IDR 2,000,001 - IDR 3,000,000
7/15/202 5 9:54:51	Yes	Yes	Yes	Male	18 - 29 Years	S1	Private Employees	IDR 3,000,001 - IDR 4,000,000	IDR 2,000,001 - IDR 3,000,000
7/15/202 5 23:19:07	Yes	Yes	Yes	Male	18 - 29 Years	D1/D2/D3	Student/Student	IDR 1,000,000 - IDR 2,000,000	< IDR 1,000,000
7/15/202 5 23:20:56	Yes	Yes	Yes	Women	18 - 29 Years	S1	Private Employees	IDR 2,000,001 - IDR 3,000,000	IDR 1,000,000 - IDR 2,000,000
7/16/202 5 9:00:52	Yes	Yes	Yes	Women	18 - 29 Years	S1	PNS	IDR 2,000,001 - IDR 3,000,000	IDR 1,000,000 - IDR 2,000,000
7/16/202 5 9:09:19	Yes	Yes	Yes	Male	18 - 29 Years	S2	Entrepreneurshi p	IDR 3,000,001 - IDR 4,000,000	IDR 1,000,000 - IDR 2,000,000

7/16/202 5 9:10:44	Yes	Yes	Yes	Male	18 - 29 Years	S1	Private Employees	IDR 1,000,000 - IDR 2,000,000	< IDR 1,000,000
7/16/202 5 9:13:27	Yes	Yes	Yes	Male	18 - 29 Years	S1	PNS	IDR 2,000,001 - IDR 3,000,000	< IDR 1,000,000
7/16/202 5 9:15:05	Yes	Yes	Yes	Male	18 - 29 Years	S1	Student/Student	< IDR 1,000,000	< IDR 1,000,000
7/16/202 5 9:17:05	Yes	Yes	Yes	Women	18 - 29 Years	S1	Student/Student	IDR 1,000,000 - IDR 2,000,000	< IDR 1,000,000
7/16/202 5 9:18:35	Yes	Yes	Yes	Women	18 - 29 Years	S1	Entrepreneurshi p	IDR 1,000,000 - IDR 2,000,000	< IDR 1,000,000
7/16/202 5 9:22:33	Yes	Yes	Yes	Women	18 - 29 Years	D1/D2/D3	Student/Student	IDR 1,000,000 - IDR 2,000,000	< IDR 1,000,000
7/16/202 5 9:24:03	Yes	Yes	Yes	Women	18 - 29 Years	S1	Private Employees	IDR 2,000,001 - IDR 3,000,000	< IDR 1,000,000
7/16/202 5 9:25:24	Yes	Yes	Yes	Women	18 - 29 Years	D1/D2/D3	Entrepreneurshi p	IDR 1,000,000 -	< IDR 1,000,000

								IDR 2,000,000	
7/16/202 5 9:26:49	Yes	Yes	Yes	Women	18 - 29 Years	S1	Student/Student	IDR 2,000,001 - IDR 3,000,000	< IDR 1,000,000
7/16/202 5 9:28:23	Yes	Yes	Yes	Male	18 - 29 Years	S1	Private Employees	IDR 2,000,001 - IDR 3,000,000	< IDR 1,000,000
7/16/202 5 9:29:47	Yes	Yes	Yes	Women	18 - 29 Years	S1	Student/Student	IDR 1,000,000 - IDR 2,000,000	< IDR 1,000,000
7/16/202 5 9:31:00	Yes	Yes	Yes	Women	18 - 29 Years	S1	Private Employees	IDR 2,000,001 - IDR 3,000,000	< IDR 1,000,000
7/16/202 5 9:32:23	Yes	Yes	Yes	Women	18 - 29 Years	S1	Private Employees	IDR 2,000,001 - IDR 3,000,000	< IDR 1,000,000
7/16/202 5 9:33:38	Yes	Yes	Yes	Women	18 - 29 Years	S1	Entrepreneurshi p	IDR 1,000,000 - IDR 2,000,000	< IDR 1,000,000
7/16/202 5 9:35:02	Yes	Yes	Yes	Male	18 - 29 Years	S1	Private Employees	IDR 2,000,001 -	< IDR 1,000,000

								IDR 3,000,000	
7/16/2025 9:38:42	Yes	Yes	Yes	Male	18 - 29 Years	S1	Private Employees	IDR 1,000,000 - IDR 2,000,000	< IDR 1,000,000
7/16/2025 10:14:14	Yes	Yes	Yes	Male	18 - 29 Years	S1	PNS	IDR 2,000,001 - IDR 3,000,000	< IDR 1,000,000
7/16/2025 10:15:52	Yes	Yes	Yes	Women	18 - 29 Years	D1/D2/D3	Student/Student	IDR 1,000,000 - IDR 2,000,000	< IDR 1,000,000
7/16/2025 10:40:13	Yes	Yes	Yes	Women	18 - 29 Years	S1	Private Employees	IDR 1,000,000 - IDR 2,000,000	< IDR 1,000,000
7/16/2025 13:24:12	Yes	Yes	Yes	Male	18 - 29 Years	S1	Private Employees	IDR 2,000,001 - IDR 3,000,000	IDR 1,000,000 - IDR 2,000,000
7/16/2025 13:27:12	Yes	Yes	Yes	Women	18 - 29 Years	D1/D2/D3	Private Employees	IDR 2,000,001 - IDR 3,000,000	IDR 1,000,000 - IDR 2,000,000
7/16/2025 13:29:11	Yes	Yes	Yes	Male	18 - 29 Years	S1	Student/Student	< IDR 1,000,000	< IDR 1,000,000

7/16/2025 13:31:40	Yes	Yes	Yes	Women	30 - 39 Years	S2	Entrepreneurship	> IDR 4,000,000	IDR 1,000,000 - IDR 2,000,000
7/16/2025 13:33:03	Yes	Yes	Yes	Male	30 - 39 Years	S2	Entrepreneurship	> IDR 4,000,000	IDR 1,000,000 - IDR 2,000,000
7/16/2025 13:35:44	Yes	Yes	Yes	Male	18 - 29 Years	S1	Student/Student	IDR 1,000,000 - IDR 2,000,000	< IDR 1,000,000
7/16/2025 13:37:30	Yes	Yes	Yes	Male	18 - 29 Years	S1	Private Employees	IDR 2,000,001 - IDR 3,000,000	< IDR 1,000,000
7/16/2025 13:39:53	Yes	Yes	Yes	Women	18 - 29 Years	S1	Student/Student	IDR 2,000,001 - IDR 3,000,000	IDR 1,000,000 - IDR 2,000,000
7/16/2025 13:42:32	Yes	Yes	Yes	Women	18 - 29 Years	D1/D2/D3	Student/Student	IDR 1,000,000 - IDR 2,000,000	< IDR 1,000,000
7/16/2025 13:43:56	Yes	Yes	Yes	Male	18 - 29 Years	S1	Private Employees	IDR 2,000,001 - IDR 3,000,000	< IDR 1,000,000

7/16/2025 13:46:09	Yes	Yes	Yes	Male	18 - 29 Years	S1	PNS	IDR 2,000,001 - IDR 3,000,000	< IDR 1,000,000
7/16/2025 13:46:26	Yes	No							
7/16/2025 17:11:38	Yes	Yes	Yes	Male	18 - 29 Years	SD/SMP/SMA/S MK	Student/Student	IDR 1,000,000 - IDR 2,000,000	< IDR 1,000,000
7/16/2025 17:14:28	Yes	Yes	Yes	Male	18 - 29 Years	D1/D2/D3	Private Employees	IDR 2,000,001 - IDR 3,000,000	< IDR 1,000,000
7/16/2025 17:15:58	Yes	Yes	Yes	Women	18 - 29 Years	SD/SMP/SMA/S MK	Student/Student	IDR 3,000,001 - IDR 4,000,000	IDR 1,000,000 - IDR 2,000,000
7/16/2025 17:28:30	Yes	Yes	Yes	Male	18 - 29 Years	S1	Private Employees	IDR 3,000,001 - IDR 4,000,000	< IDR 1,000,000
7/16/2025 17:30:07	Yes	Yes	Yes	Women	18 - 29 Years	S1	Private Employees	> IDR 4,000,000	IDR 2,000,001 - IDR 3,000,000

7/16/2025 17:32:39	Yes	Yes	Yes	Male	18 - 29 Years	SD/SMP/SMA/S MK	Student/Student	IDR 3,000,001 - IDR 4,000,000	IDR 1,000,000 - IDR 2,000,000
7/16/2025 17:34:48	Yes	Yes	Yes	Male	18 - 29 Years	D1/D2/D3	Private Employees	IDR 2,000,001 - IDR 3,000,000	< IDR 1,000,000
7/16/2025 17:36:37	Yes	Yes	Yes	Male	18 - 29 Years	D1/D2/D3	Private Employees	IDR 2,000,001 - IDR 3,000,000	< IDR 1,000,000
7/16/2025 17:38:33	Yes	Yes	Yes	Women	18 - 29 Years	S1	Private Employees	IDR 3,000,001 - IDR 4,000,000	IDR 1,000,000 - IDR 2,000,000
7/16/2025 17:41:16	Yes	Yes	Yes	Male	18 - 29 Years	S1	Private Employees	IDR 3,000,001 - IDR 4,000,000	< IDR 1,000,000
7/16/2025 17:42:48	Yes	Yes	Yes	Male	18 - 29 Years	S1	Private Employees	IDR 3,000,001 - IDR 4,000,000	IDR 1,000,000 - IDR 2,000,000
7/16/2025 17:44:10	Yes	Yes	Yes	Male	18 - 29 Years	SD/SMP/SMA/S MK	Student/Student	IDR 1,000,000 - IDR 2,000,000	< IDR 1,000,000

7/16/2025 17:44:24	No								
7/16/2025 19:36:46	Yes	Yes	Yes	Male	18 - 29 Years	S1	Private Employees	IDR 2,000,001 - IDR 3,000,000	< IDR 1,000,000
7/16/2025 19:37:54	Yes	Yes	Yes	Male	30 - 39 Years	S1	Entrepreneurship	> IDR 4,000,000	< IDR 1,000,000
7/16/2025 19:39:16	Yes	Yes	Yes	Male	18 - 29 Years	SD/SMP/SMA/S MK	Student/Student	IDR 1,000,000 - IDR 2,000,000	< IDR 1,000,000
7/16/2025 19:40:41	Yes	Yes	Yes	Male	18 - 29 Years	SD/SMP/SMA/S MK	Student/Student	IDR 2,000,001 - IDR 3,000,000	< IDR 1,000,000
7/16/2025 19:43:01	Yes	Yes	Yes	Women	18 - 29 Years	D1/D2/D3	Student/Student	IDR 1,000,000 - IDR 2,000,000	< IDR 1,000,000
7/16/2025 19:59:17	Yes	Yes	Yes	Women	18 - 29 Years	S1	Private Employees	IDR 1,000,000 - IDR 2,000,000	< IDR 1,000,000
7/16/2025 20:00:38	Yes	Yes	Yes	Women	18 - 29 Years	S1	Private Employees	IDR 2,000,001 -	< IDR 1,000,000

								IDR 3,000,000	
7/16/2025 20:02:19	Yes	Yes	Yes	Male	18 - 29 Years	D1/D2/D3	Student/Student	< IDR 1,000,000	< IDR 1,000,000
7/16/2025 20:02:36	Yes	No							
7/16/2025 20:03:49	Yes	Yes	Yes	Women	18 - 29 Years	S1	Entrepreneurship	IDR 1,000,000 - IDR 2,000,000	< IDR 1,000,000
7/16/2025 20:04:58	Yes	Yes	Yes	Male	18 - 29 Years	S1	Entrepreneurship	IDR 1,000,000 - IDR 2,000,000	< IDR 1,000,000
7/16/2025 20:06:29	Yes	Yes	Yes	Women	18 - 29 Years	S1	Student/Student	IDR 1,000,000 - IDR 2,000,000	< IDR 1,000,000
7/16/2025 20:07:39	Yes	Yes	Yes	Women	18 - 29 Years	S1	Private Employees	IDR 3,000,001 - IDR 4,000,000	IDR 1,000,000 - IDR 2,000,000
7/16/2025 20:08:54	Yes	Yes	Yes	Male	18 - 29 Years	S1	Private Employees	IDR 2,000,001 - IDR 3,000,000	< IDR 1,000,000

7/16/2025 20:10:02	Yes	Yes	Yes	Male	18 - 29 Years	S1	Entrepreneurship	IDR 2,000,001 - IDR 3,000,000	< IDR 1,000,000
7/16/2025 20:11:17	Yes	Yes	Yes	Male	18 - 29 Years	S1	Private Employees	IDR 2,000,001 - IDR 3,000,000	< IDR 1,000,000
7/16/2025 20:12:20	Yes	Yes	Yes	Male	18 - 29 Years	S1	Student/Student	IDR 2,000,001 - IDR 3,000,000	< IDR 1,000,000
7/16/2025 20:13:30	Yes	Yes	Yes	Male	18 - 29 Years	S1	PNS	IDR 3,000,001 - IDR 4,000,000	< IDR 1,000,000
7/16/2025 20:14:45	Yes	Yes	Yes	Women	18 - 29 Years	S1	Private Employees	IDR 3,000,001 - IDR 4,000,000	IDR 1,000,000 - IDR 2,000,000
7/16/2025 20:16:33	Yes	Yes	Yes	Male	18 - 29 Years	S1	Private Employees	IDR 3,000,001 - IDR 4,000,000	< IDR 1,000,000
7/16/2025 20:17:49	Yes	Yes	Yes	Women	30 - 39 Years	S1	Private Employees	> IDR 4,000,000	IDR 1,000,000 - IDR 2,000,000

7/16/2025 20:19:08	Yes	Yes	Yes	Male	18 - 29 Years	S1	Private Employees	IDR 3,000,001 - IDR 4,000,000	< IDR 1,000,000
7/16/2025 20:20:22	Yes	Yes	Yes	Male	18 - 29 Years	S1	Private Employees	IDR 3,000,001 - IDR 4,000,000	IDR 1,000,000 - IDR 2,000,000
7/16/2025 20:21:29	Yes	Yes	Yes	Male	18 - 29 Years	S1	Private Employees	IDR 2,000,001 - IDR 3,000,000	< IDR 1,000,000
7/16/2025 20:23:04	Yes	Yes	Yes	Male	18 - 29 Years	S1	Private Employees	IDR 3,000,001 - IDR 4,000,000	IDR 1,000,000 - IDR 2,000,000
7/16/2025 20:24:22	Yes	Yes	Yes	Male	18 - 29 Years	S1	PNS	IDR 3,000,001 - IDR 4,000,000	< IDR 1,000,000
7/16/2025 20:25:42	Yes	Yes	Yes	Male	18 - 29 Years	D1/D2/D3	Student/Student	IDR 1,000,000 - IDR 2,000,000	< IDR 1,000,000
7/16/2025 20:26:49	Yes	Yes	Yes	Women	18 - 29 Years	D1/D2/D3	Student/Student	IDR 1,000,000 - IDR 2,000,000	< IDR 1,000,000

7/16/2025 20:28:05	Yes	Yes	Yes	Male	18 - 29 Years	S1	Private Employees	IDR 3,000,001 - IDR 4,000,000	< IDR 1,000,000
7/16/2025 20:29:11	Yes	Yes	Yes	Male	18 - 29 Years	S1	PNS	IDR 3,000,001 - IDR 4,000,000	< IDR 1,000,000
7/16/2025 20:30:25	Yes	Yes	Yes	Male	18 - 29 Years	D1/D2/D3	Student/Student	IDR 1,000,000 - IDR 2,000,000	< IDR 1,000,000
7/16/2025 20:31:32	Yes	Yes	Yes	Male	18 - 29 Years	S1	Entrepreneurship	> IDR 4,000,000	IDR 1,000,000 - IDR 2,000,000
7/16/2025 20:32:44	Yes	Yes	Yes	Male	18 - 29 Years	S1	Private Employees	IDR 3,000,001 - IDR 4,000,000	IDR 1,000,000 - IDR 2,000,000
7/16/2025 20:33:50	Yes	Yes	Yes	Women	18 - 29 Years	S1	Private Employees	IDR 3,000,001 - IDR 4,000,000	IDR 1,000,000 - IDR 2,000,000
7/16/2025 20:34:54	Yes	Yes	Yes	Women	18 - 29 Years	S1	Private Employees	IDR 3,000,001 - IDR 4,000,000	< IDR 1,000,000

7/16/2025 20:37:16	Yes	Yes	Yes	Women	30 - 39 Years	S2	PNS	IDR 3,000,001 - IDR 4,000,000	< IDR 1,000,000
7/16/2025 21:18:12	Yes	Yes	Yes	Women	18 - 29 Years	S1	Private Employees	IDR 3,000,001 - IDR 4,000,000	< IDR 1,000,000
7/16/2025 21:19:23	Yes	Yes	Yes	Women	18 - 29 Years	S1	Student/Student	IDR 1,000,000 - IDR 2,000,000	< IDR 1,000,000
7/16/2025 21:20:40	Yes	Yes	Yes	Women	18 - 29 Years	S1	Private Employees	IDR 2,000,001 - IDR 3,000,000	< IDR 1,000,000
7/16/2025 21:22:06	Yes	Yes	Yes	Women	< 17 years old	D1/D2/D3	Private Employees	IDR 2,000,001 - IDR 3,000,000	IDR 1,000,000 - IDR 2,000,000
7/16/2025 21:23:14	Yes	Yes	Yes	Women	18 - 29 Years	S1	Student/Student	> IDR 4,000,000	IDR 1,000,000 - IDR 2,000,000
7/16/2025 21:24:27	Yes	Yes	Yes	Women	18 - 29 Years	S1	Private Employees	> IDR 4,000,000	IDR 2,000,001 - IDR 3,000,000

7/16/2025 21:41:26	Yes	Yes	Yes	Women	18 - 29 Years	S1	Private Employees	> IDR 4,000,000	IDR 2,000,001 - IDR 3,000,000
7/16/2025 21:42:43	Yes	Yes	Yes	Women	< 17 years old	D1/D2/D3	Student/Student	IDR 1,000,000 - IDR 2,000,000	< IDR 1,000,000
7/16/2025 21:43:51	Yes	Yes	Yes	Male	18 - 29 Years	S1	Student/Student	IDR 2,000,001 - IDR 3,000,000	< IDR 1,000,000
7/16/2025 21:45:06	Yes	Yes	Yes	Women	18 - 29 Years	S1	Entrepreneurship	> IDR 4,000,000	IDR 2,000,001 - IDR 3,000,000
7/17/2025 10:38:35	Yes	Yes	Yes	Women	30 - 39 Years	S2	Entrepreneurship	> IDR 4,000,000	IDR 2,000,001 - IDR 3,000,000
7/17/2025 10:39:57	Yes	Yes	Yes	Women	18 - 29 Years	S1	Student/Student	IDR 3,000,001 - IDR 4,000,000	IDR 1,000,000 - IDR 2,000,000
7/17/2025 10:42:11	Yes	Yes	Yes	Male	18 - 29 Years	S1	Private Employees	> IDR 4,000,000	< IDR 1,000,000

7/17/2025 10:43:24	Yes	Yes	Yes	Women	30 - 39 Years	S2	Private Employees	> IDR 4,000,000	IDR 1,000,000 - IDR 2,000,000
7/17/2025 10:45:04	Yes	Yes	Yes	Women	< 17 years old	D1/D2/D3	Student/Student	IDR 1,000,000 - IDR 2,000,000	< IDR 1,000,000
7/17/2025 10:46:36	Yes	Yes	Yes	Women	18 - 29 Years	S1	Student/Student	IDR 3,000,001 - IDR 4,000,000	IDR 1,000,000 - IDR 2,000,000
7/17/2025 10:48:03	Yes	Yes	Yes	Women	18 - 29 Years	D1/D2/D3	Student/Student	IDR 1,000,000 - IDR 2,000,000	< IDR 1,000,000
7/17/2025 10:50:04	Yes	Yes	Yes	Women	30 - 39 Years	S2	Private Employees	> IDR 4,000,000	IDR 2,000,001 - IDR 3,000,000
7/17/2025 10:51:28	Yes	Yes	Yes	Women	< 17 years old	SD/SMP/SMA/S MK	Private Employees	IDR 2,000,001 - IDR 3,000,000	< IDR 1,000,000
7/17/2025 10:53:09	Yes	Yes	Yes	Women	18 - 29 Years	D1/D2/D3	Student/Student	IDR 1,000,000 - IDR 2,000,000	< IDR 1,000,000

7/17/2025 10:54:28	Yes	Yes	Yes	Male	18 - 29 Years	D1/D2/D3	Student/Student	IDR 2,000,001 - IDR 3,000,000	< IDR 1,000,000
7/17/2025 10:55:49	Yes	Yes	Yes	Women	< 17 years old	D1/D2/D3	Student/Student	IDR 1,000,000 - IDR 2,000,000	< IDR 1,000,000
7/17/2025 10:57:04	Yes	Yes	Yes	Male	18 - 29 Years	S1	Student/Student	> IDR 4,000,000	< IDR 1,000,000
7/17/2025 10:58:50	Yes	Yes	Yes	Women	18 - 29 Years	S1	Student/Student	IDR 3,000,001 - IDR 4,000,000	IDR 1,000,000 - IDR 2,000,000
7/17/2025 10:59:59	Yes	Yes	Yes	Male	18 - 29 Years	S1	Student/Student	> IDR 4,000,000	< IDR 1,000,000
7/17/2025 11:01:29	Yes	Yes	Yes	Women	< 17 years old	D1/D2/D3	Student/Student	IDR 2,000,001 - IDR 3,000,000	IDR 1,000,000 - IDR 2,000,000
7/17/2025 11:03:41	Yes	Yes	Yes	Male	18 - 29 Years	D1/D2/D3	Student/Student	IDR 3,000,001 - IDR 4,000,000	IDR 1,000,000 - IDR 2,000,000
7/17/2025 11:05:15	Yes	Yes	Yes	Women	18 - 29 Years	S1	Student/Student	> IDR 4,000,000	IDR 1,000,000 -

									IDR 2,000,000
7/17/2025 11:06:46	Yes	Yes	Yes	Women	> 40 years old	S2	Entrepreneurship	> IDR 4,000,000	IDR 1,000,000 - IDR 2,000,000
7/17/2025 11:08:38	Yes	Yes	Yes	Women	18 - 29 Years	S1	Student/Student	> IDR 4,000,000	IDR 1,000,000 - IDR 2,000,000
7/17/2025 11:10:17	Yes	Yes	Yes	Male	18 - 29 Years	S1	Private Employees	> IDR 4,000,000	IDR 1,000,000 - IDR 2,000,000
7/17/2025 11:11:36	Yes	Yes	Yes	Women	18 - 29 Years	S1	Entrepreneurship	> IDR 4,000,000	IDR 1,000,000 - IDR 2,000,000
7/17/2025 11:12:50	Yes	Yes	Yes	Women	18 - 29 Years	S1	PNS	IDR 3,000,001 - IDR 4,000,000	IDR 1,000,000 - IDR 2,000,000
7/17/2025 11:14:08	Yes	Yes	Yes	Women	< 17 years old	D1/D2/D3	Private Employees	IDR 2,000,001 - IDR 3,000,000	IDR 1,000,000 - IDR 2,000,000
7/17/2025 11:15:21	Yes	Yes	Yes	Women	18 - 29 Years	S1	Student/Student	> IDR 4,000,000	IDR 1,000,000 -

									IDR 2,000,000
7/17/2025 11:16:29	Yes	Yes	Yes	Women	18 - 29 Years	S2	Private Employees	> IDR 4,000,000	IDR 2,000,001 - IDR 3,000,000
7/17/2025 11:17:31	Yes	Yes	Yes	Male	18 - 29 Years	D1/D2/D3	Private Employees	IDR 3,000,001 - IDR 4,000,000	< IDR 1,000,000
7/17/2025 11:18:47	Yes	Yes	Yes	Male	18 - 29 Years	S1	Private Employees	IDR 3,000,001 - IDR 4,000,000	< IDR 1,000,000
7/17/2025 11:19:59	Yes	Yes	Yes	Women	18 - 29 Years	D1/D2/D3	Private Employees	IDR 2,000,001 - IDR 3,000,000	< IDR 1,000,000
7/17/2025 11:21:11	Yes	Yes	Yes	Male	18 - 29 Years	SD/SMP/SMA/S MK	Student/Student	IDR 2,000,001 - IDR 3,000,000	< IDR 1,000,000
7/17/2025 11:22:11	Yes	Yes	Yes	Male	18 - 29 Years	D1/D2/D3	Private Employees	IDR 2,000,001 - IDR 3,000,000	< IDR 1,000,000
7/17/2025 20:01:43	Yes	Yes	Yes	Male	18 - 29 Years	SD/SMP/SMA/S MK	Student/Student	IDR 3,000,001 -	IDR 1,000,000 -

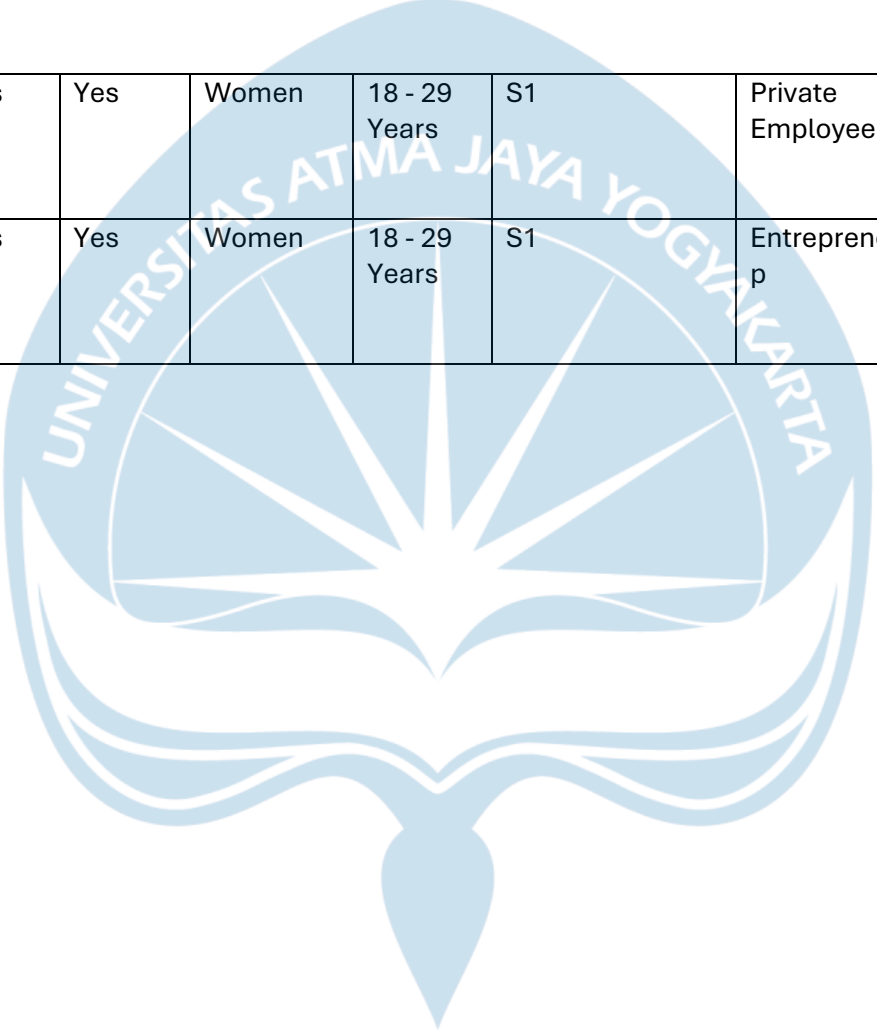
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7/17/2025 20:03:01	Yes	Yes	Yes	Women	18 - 29 Years	D1/D2/D3	Private Employees	IDR 3,000,001 - IDR 4,000,000	< IDR 1,000,000
7/17/2025 20:04:44	Yes	Yes	Yes	Male	18 - 29 Years	S1	Entrepreneurship	> IDR 4,000,000	IDR 1,000,000 - IDR 2,000,000
7/17/2025 20:07:13	Yes	Yes	Yes	Male	30 - 39 Years	S1	PNS	> IDR 4,000,000	< IDR 1,000,000
7/17/2025 20:08:57	Yes	Yes	Yes	Male	< 17 years old	SD/SMP/SMA/S MK	Student/Student	IDR 1,000,000 - IDR 2,000,000	< IDR 1,000,000
7/17/2025 20:10:36	Yes	Yes	Yes	Male	30 - 39 Years	S1	Private Employees	IDR 3,000,001 - IDR 4,000,000	< IDR 1,000,000
7/17/2025 20:11:59	Yes	Yes	Yes	Male	18 - 29 Years	D1/D2/D3	Private Employees	IDR 2,000,001 - IDR 3,000,000	< IDR 1,000,000
7/17/2025 20:13:15	Yes	Yes	Yes	Women	18 - 29 Years	S1	Private Employees	IDR 3,000,001 - IDR 4,000,000	< IDR 1,000,000

7/17/2025 20:14:28	Yes	Yes	Yes	Male	18 - 29 Years	SD/SMP/SMA/S MK	Student/Student	IDR 2,000,001 - IDR 3,000,000	< IDR 1,000,000
7/17/2025 20:15:55	Yes	Yes	Yes	Women	18 - 29 Years	SD/SMP/SMA/S MK	Student/Student	IDR 2,000,001 - IDR 3,000,000	< IDR 1,000,000
7/17/2025 20:17:05	Yes	Yes	Yes	Women	18 - 29 Years	S1	Private Employees	IDR 3,000,001 - IDR 4,000,000	IDR 1,000,000 - IDR 2,000,000
7/17/2025 20:18:19	Yes	Yes	Yes	Male	30 - 39 Years	S1	Entrepreneurship	> IDR 4,000,000	< IDR 1,000,000
7/17/2025 20:19:19	Yes	Yes	Yes	Male	18 - 29 Years	SD/SMP/SMA/S MK	Student/Student	IDR 2,000,001 - IDR 3,000,000	< IDR 1,000,000
7/17/2025 20:20:38	Yes	Yes	Yes	Women	18 - 29 Years	S1	PNS	> IDR 4,000,000	< IDR 1,000,000
7/17/2025 20:22:15	Yes	Yes	Yes	Male	18 - 29 Years	SD/SMP/SMA/S MK	Student/Student	IDR 1,000,000 - IDR 2,000,000	< IDR 1,000,000
7/17/2025 20:23:30	Yes	Yes	Yes	Women	18 - 29 Years	D1/D2/D3	Private Employees	IDR 3,000,001 -	< IDR 1,000,000

								IDR 4,000,000	
7/17/2025 20:24:31	Yes	Yes	Yes	Male	18 - 29 Years	SD/SMP/SMA/S MK	Student/Student	IDR 2,000,001 - IDR 3,000,000	< IDR 1,000,000
7/17/2025 20:25:45	Yes	Yes	Yes	Male	18 - 29 Years	D1/D2/D3	Private Employees	IDR 2,000,001 - IDR 3,000,000	< IDR 1,000,000
7/17/2025 20:26:50	Yes	Yes	Yes	Women	18 - 29 Years	S1	Private Employees	IDR 3,000,001 - IDR 4,000,000	< IDR 1,000,000
7/17/2025 21:23:37	Yes	Yes	Yes	Male	18 - 29 Years	S1	Private Employees	> IDR 4,000,000	IDR 1,000,000 - IDR 2,000,000
7/17/2025 21:24:45	Yes	Yes	Yes	Women	18 - 29 Years	S1	Private Employees	IDR 3,000,001 - IDR 4,000,000	< IDR 1,000,000
7/17/2025 21:25:52	Yes	Yes	Yes	Male	30 - 39 Years	S1	Entrepreneurshi p	> IDR 4,000,000	< IDR 1,000,000
7/17/2025 21:27:01	Yes	Yes	Yes	Women	18 - 29 Years	S1	Private Employees	IDR 3,000,001 - IDR 4,000,000	IDR 1,000,000 - IDR 2,000,000

7/17/2025 21:28:12	Yes	Yes	Yes	Male	18 - 29 Years	D1/D2/D3	Private Employees	IDR 2,000,001 - IDR 3,000,000	< IDR 1,000,000
7/17/2025 21:29:12	Yes	Yes	Yes	Male	30 - 39 Years	S1	Private Employees	IDR 3,000,001 - IDR 4,000,000	< IDR 1,000,000
7/17/2025 21:30:22	Yes	Yes	Yes	Male	30 - 39 Years	S1	Entrepreneurship	> IDR 4,000,000	IDR 1,000,000 - IDR 2,000,000
7/17/2025 21:31:36	Yes	Yes	Yes	Male	18 - 29 Years	D1/D2/D3	Private Employees	IDR 3,000,001 - IDR 4,000,000	< IDR 1,000,000
7/17/2025 21:32:40	Yes	Yes	Yes	Women	18 - 29 Years	S1	Entrepreneurship	> IDR 4,000,000	IDR 2,000,001 - IDR 3,000,000
7/17/2025 21:33:45	Yes	Yes	Yes	Male	18 - 29 Years	S1	Private Employees	IDR 3,000,001 - IDR 4,000,000	< IDR 1,000,000
7/17/2025 21:34:55	Yes	Yes	Yes	Women	30 - 39 Years	S1	Entrepreneurship	> IDR 4,000,000	IDR 1,000,000 - IDR 2,000,000

7/17/2025 21:36:04	Yes	Yes	Yes	Women	18 - 29 Years	S1	Private Employees	IDR 3,000,001 - IDR 4,000,000	< IDR 1,000,000
7/17/2025 21:37:01	Yes	Yes	Yes	Male	30 - 39 Years	S1	Private Employees	> IDR 4,000,000	IDR 1,000,000 - IDR 2,000,000
7/17/2025 21:38:07	Yes	Yes	Yes	Women	30 - 39 Years	S1	Others	> IDR 4,000,000	IDR 1,000,000 - IDR 2,000,000
7/17/2025 22:35:21	Yes	Yes	Yes	Women	30 - 39 Years	S1	Others	> IDR 4,000,000	IDR 1,000,000 - IDR 2,000,000
7/17/2025 22:37:24	Yes	Yes	Yes	Women	18 - 29 Years	S1	Private Employees	IDR 2,000,001 - IDR 3,000,000	< IDR 1,000,000
7/17/2025 22:49:41	Yes	Yes	Yes	Women	18 - 29 Years	D1/D2/D3	Private Employees	IDR 3,000,001 - IDR 4,000,000	< IDR 1,000,000
7/17/2025 22:57:12	Yes	Yes	Yes	Women	18 - 29 Years	S1	Private Employees	IDR 3,000,001 - IDR 4,000,000	< IDR 1,000,000



7/17/2025 23:34:56	Yes	Yes	Yes	Women	18 - 29 Years	S1	Private Employees	IDR 3,000,001 - IDR 4,000,000	IDR 1,000,000 - IDR 2,000,000
7/17/2025 23:38:33	Yes	Yes	Yes	Women	18 - 29 Years	S1	Entrepreneurship	> IDR 4,000,000	IDR 1,000,000 - IDR 2,000,000

BI1	BI2	BI3	BI4	BI5	SMM 1	SMM 2	SMM 3	SMM 4	SMM 5	PI1	PI2	PI3	PI4	PI5
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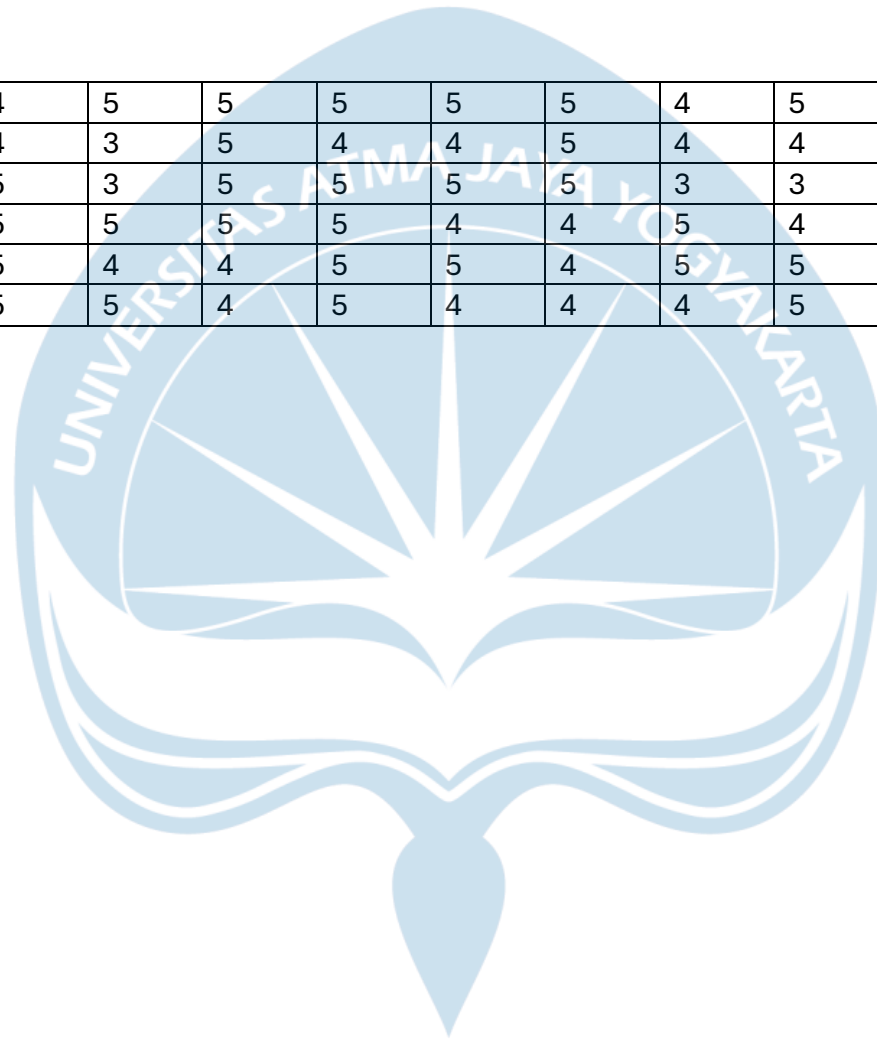
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Appendix 6. Main Reference Journal

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Social Media Marketing Drive Customer Purchase Intention for Dietary Supplement Products in Phnom Penh, Cambodia. The Mediating Role of Brand Image

Nak Lyreaksmey¹, Akaraphun Ratasuk^{2*}

Abstract

With the significant growth in social media usage in Cambodia, businesses increasingly use these platforms to shape and influence consumer behavior. The research aimed to explore the influence of social media marketing mediating brand image and driving purchase intention of dietary supplement products in Phnom Penh City. The study, grounded in reasoned action theory (TRA), collected data from 409 participants in Phnom Penh City, representing a response rate of 68% using stratified purposive sampling. The data were analyzed using PLS-SEM results, which showed that social media marketing significantly mediates brand image and influences consumers' purchase intentions. This finding provides novel insights into how social media marketing can shape consumer purchase intentions for dietary supplements in Phnom Penh City. The study not only expands the application of the theory of reasoned action but also offers valuable guidance for dietary supplement businesses in Cambodia to enhance their marketing strategies and product quality for long-term success in the market.

Keywords: Theory of Social Capital, Purchase Intention, Social Media Marketing, Brand Image, Dietary supplement

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Introduction

The market for dietary supplements in Phnom Penh has expanded significantly in recent years due to rising customer demand for preventive healthcare practices and health information (Taylor, 2019). As this industry grows, it will become increasingly important for consumers and marketers to understand the factors that influence customer purchase intention. Among these, brand image and social media marketing stand out as key factors influencing how consumers feel and behave about dietary supplement products (Hilkens et al., 2021). Dietary supplements include a wide range of products, such as vitamins, minerals, herbal supplements, and other items that aim to improve food intake. Certainly, such goods are popular in Phnom Penh and many other international markets because of their ease and availability, as well as because of potential health benefits. According to Nguyen et al. (2024), the expansion of this industry in Cambodia is indicative of larger regional and worldwide trends toward active health management and well-being development. The introduction of social media has completely changed when consumers engage and make decisions, yet traditional marketing strategies are still effective (Febrian et al., 2022; Savitri et al., 2022). Social media platforms offer a dynamic environment in which customers actively look for and exchange brand and product-related information (Haudi et al., 2022). Marketers may improve brand awareness, connect with target audiences in real time, and affect customer views and behaviors by effectively using social media (Ardiansyah & Sarwoko, 2020; Bilgin, 2018). Even though social media is becoming more and more important in the marketing of dietary supplements, there is still a lack of research focusing on how social media affects purchase intention in the context of Cambodia (Bragg et al., 2020; Chung et al., 2021; Erlangga, 2021; Oussa et al., 2021). In addition, few studies have been conducted on how brand image influences the connection between social media campaigns and customer behavior (Haudi et al., 2022; Sanry et al., 2020; Savitri et al., 2022). To create accurate marketing strategies that are appropriate for Phnom Penh's specific socio-cultural and economic environment, it is important to address this gap (Barreda et al., 2020; Budiman, 2021). To close this gap, this study focuses on determining how social media marketing affects consumers' purchase intentions to buy dietary supplement products in Phnom Penh, with an emphasis on the mediated role of brand image, and to investigate the mediating role of brand image in this relationship. The Theory of Reasoned Action (TRA) and its extensions, which contend that attitudes, subjective standards, and perceived behavioral control affect consumer behavior, including purchase intention, are adopted in this study. Regarding this study, social media marketing initiatives function as catalysts that create customer perceptions and unreasonable criteria, impacting consumers' desires to make decisions. Furthermore, brand image mediates the relationship between marketing messages and customer behavior through a mental image (Ratasuk & Buranasompob, 2021; Ratasuk & Gajesanand, 2020). This study theoretically and practically examines how social media marketing influences consumer behavior in Phnom Penh's dietary supplement market. The findings offer actionable insights for marketers looking to refine their digital strategies, improve brand image perceptions, and drive consumer engagement and purchase decisions in this evolving market (Savitri et al., 2022).

Objectives

The first study's objective is to examine the influence of social media marketing on customer purchase intention of dietary supplement products in Phnom Penh City, Cambodia, and investigate the mediating roles of brand image in this relationship. The second objective is to investigate the mediating role of brand image in this relationship.

Literature review

1. Social media marketing and purchase intention

Social media has transformed marketing strategies in healthcare and dietary supplements, offering a powerful means to engage consumers, build brand awareness, and influence purchase decisions. Research indicates that social media platforms facilitate direct interactions between brands and consumers, enhancing brand visibility and engagement (Budiman, 2021; Upadhyay et al., 2022). Additionally, social media plays a crucial role in creating brand loyalty and influencing purchase intentions through targeted content and interactive campaigns (Dülek & Aydın, 2020; Khan et al., 2021). Social media marketing is integral for healthcare and dietary supplement brands, offering direct engagement, brand visibility, and influencing purchase decisions (Lin & Kishore, 2021). Consumer purchase intention is a critical aspect for marketers seeking to refine their strategies in the dietary supplement industry (Bharadwaj, 2022; Yeo et al., 2023). Research reveals that several factors significantly influence purchase intentions (Ratasuk, 2023a), particularly in the healthcare and supplement sectors (Bharadwaj, 2022; Wathanakom, 2023). Social media marketing significantly enhances consumer purchase intentions for dietary supplement products. Research indicates that elements such as the appeal of social media advertising, electronic word-of-mouth (eWoM), and the availability of relevant information and benefits play a major role in shaping purchase decisions (Febriansyah et al., 2024; Sianturi et al., 2022; Zolkepli et al., 2023). For example, in Thailand, the credibility and expertise of social media fitness influencers were found to impact buyers' decisions on supplement purchases, underscoring the importance of influencer characteristics in influencing consumer behavior (Kumar et al., 2024).

H1: Social media marketing positively impacts consumer purchase intention for dietary supplement products.

2. Social media marketing and brand image

Social media marketing involves using online platforms for marketing communication to boost consumer awareness, company image, and sales, thereby attracting consumers and increasing purchase intent (Putra et al., 2023; Utami et al., 2023). It plays a crucial role in enhancing consumer interest by disseminating information effectively and inexpensively, positively influencing consumer purchase intention (Saputra & Wardana, 2023). Brand image refers to how consumers perceive a brand, which influences their trust and purchase decisions (Khan et al., 2023; Utami et al., 2023). It is crucial as it influences purchasing decisions by creating brand associations and reflecting product quality (Azizah & Ningsih, 2023). Social media enhances brand image by fostering brand trust, improving image, and increasing purchase intention through effective marketing strategies and engaging content (Khan et al., 2023; Utami et al., 2023). For example,

Avoskin used social media marketing to enhance brand trust, image, and purchase intention among consumers in Yogyakarta, demonstrating the direct and significant effects of social media marketing on brand trust and purchase intention (Utami et al., 2023).

H2: Social media marketing positively impacts the brand image of dietary supplement products.

3. Brand image and purchase intention

Brand image refers to the perception consumers have of a brand, shaped by associations and experiences (Azizah & Ningsih, 2023). It is crucial as it influences consumer purchasing decisions by creating trust and loyalty towards the brand (Vanny Danaswari & Hidayati, 2024). Purchase intention, defined as a customer's willingness to buy a product or service, is crucial because it reflects consumer attitudes toward purchasing, directly impacting businesses' sales and marketing strategies (Sakr et al., 2023). For dietary supplement products, a positive brand image can enhance customer purchase intention. For example, a brand like Something, known for its environmentally friendly and quality beauty products, can positively impact purchase intention among Generation Z consumers in Indonesia by creating trust and loyalty through its brand image (Adnyani & Prianthara, 2024).

H3: Brand image positively impacts customer purchase intention for dietary supplement products.

4. Social media marketing, brand image, and purchase intention

Social media marketing is integral for healthcare and dietary supplement brands, offering direct engagement, brand visibility, and influencing purchase decisions (Lin & Kishore, 2021). Social media plays a crucial role in creating brand loyalty and influencing purchase intentions through targeted content and interactive campaigns (Dülek & Aydın, 2020; Khan et al., 2021). Brand image is the perception consumers have of a brand, which is crucial for influencing consumer behavior and purchase decisions (Ali & Naushad, 2023). Purchase intention is the willingness of a consumer to buy a product, a key indicator of potential sales and business success (Ardani, 2024). The brand image acts as a mediator between social media marketing and purchase intentions by enhancing consumer trust and perception of the brand, ultimately leading to increased purchase likelihood. For example, in a study on Skintific products, the positive influence of social media influencers and e-WOM on purchase intentions was mediated by brand image, showcasing how a strong brand image can positively impact consumer purchase decisions (Hafizah & Kussudyarsana, 2024).

H4: Brand image positively mediates between social media marketing and customer purchase intentions.

5. Theory of Reasoned Action (TRA)

The Theory of Reasoned Action (TRA) offers a valuable framework for comprehending and forecasting consumer behavior, specifically concerning purchase intentions. As outlined by Fishbein and Ajzen (1977), TRA suggests that an individual's intention to engage in a behavior is determined by their attitude toward the behavior and subjective norms. When applied to social media marketing, TRA implies that exposure to persuasive content and social interactions on these platforms can influence consumer attitudes and norms regarding brands and products (Nisson & Earl, 2020). This indicates that social media marketing strategies that effectively manage these factors can positively impact consumer purchase

intentions (Al-Qaysi et al., 2020). Understanding the principles of TRA can assist marketers in designing more effective social media campaigns tailored to influence consumer behavior and enhance purchase intent in the digital realm (Al-Qaysi et al., 2020).

6. Mediating role of brand image

The brand image is a crucial mediator between marketing efforts and consumer behavior outcomes, as a bridge that connects the two (Ratasuk, 2022; Ratasuk & Gajesanand, 2020). The brand equity model outlines that brand image encompasses consumers' perceptions, associations, and attitudes toward a brand (Tasci, 2021). Recent studies across various industries have highlighted the significant impact of a positive brand image on consumer trust, loyalty, and purchase intentions (Benhardy et al., 2020; Yu et al., 2021). For example, Japutra et al. (2021) illustrate how a strong brand image can cultivate consumer trust and positively influence purchase decisions within the cosmetics industry. When applied to the context of dietary supplements, a positive brand image can help alleviate perceived risks and uncertainties associated with these products, thereby motivating consumer purchase behavior. Understanding the mediating role of brand image can aid marketers in devising strategies to enhance brand perception and ultimately drive consumer engagement and purchase intentions in the dietary supplement industry.

7. Hypothesis Development

The Theory of Reasoned Action (TRA) provides a comprehensive framework for understanding and predicting human behavior, particularly in consumer decisions regarding dietary supplement products in Phnom Penh, Cambodia. According to TRA, attitudes toward purchasing dietary supplements are shaped by beliefs about the products and evaluations of these beliefs. Social media marketing (SMM) plays a crucial role as a platform for disseminating information and influencing consumer perceptions. Effective SMM strategies can positively impact consumer attitudes by providing informative content, engaging interactions, and fostering favorable associations with dietary supplement brands (Ajzen, 1980; Cheung et al., 2019). According to Bilgin (2018) and Savitri et al. (2022), these enhanced attitudes contribute to consumers' perceptions of brand image, encompassing attributes such as credibility, quality, and reliability. Moreover, brand image influences subjective norms by signaling social approval and endorsement, thereby shaping consumers' inclinations to purchase dietary supplements (Benhardy et al., 2020; Hien et al., 2020; Savitri et al., 2022). By operationalizing TRA, this study investigates how SMM, brand image, attitudes, subjective norms, and consumer purchase intentions interrelate within Phnom Penh's dietary supplement market. Empirical testing will illuminate these dynamics, offering insights for strategic marketing initiatives aimed at bolstering brand perceptions and driving sales. Therefore, the following hypothesis is proposed:

H1: Social media marketing positively impacts consumer purchase intention for dietary supplement products.

H2: Social media marketing positively impacts the brand image of dietary supplement products.

H3: Brand image positively impacts customer purchase intention for dietary supplement products.

H4: Brand image positively mediates between social media marketing and customer purchase intentions.

Methodology

1. Research Design

This study uses a quantitative research approach to investigate the connections among social media marketing, brand image, and purchase intention concerning dietary supplement products in Phnom Penh. The research employs partial least squares structural equation modeling (PLS-SEM) to analyze the direct relationships and the mediated effects between these variables.

2. Sampling and Data Collection

This study investigates consumers in Phnom Penh who use dietary supplements, with the target population being unknown. The sample size was determined using Cochran's formula, aiming to gather data from at least 400 respondents aged 18 and older, ensuring a 95% confidence interval (Cochran & Talwani, 1977). A stratified purposive sampling method was employed to achieve a representative sample.

Phnom Penh is divided into 12 districts, and data were initially collected from 50 respondents in each district, totaling 600 respondents. Data collection occurred within local online communities across all districts to ensure comprehensive data coverage. Screening questions were used to confirm that participants were at least 18 years old and consumed dietary supplements in Phnom Penh before their inclusion in the study. Participants were informed about voluntary participation, their rights, and the confidentiality and anonymity of the collected data before completing the self-administered questionnaires.

3. Measurements Instruments

All latent variables were assessed using valid and reliable scales adapted from previous research published in leading journals. Each item was rated on a five-point Likert scale. Social media marketing was measured using a 5-item scale adapted from Febrian et al. (2022). Brand image was measured using a 5-item scale adapted from Febrian et al. (2022) and Hien et al. (2020). Lastly, customer purchase intention was measured using a 5-item scale adapted from Li and Peng (2021) and Rausch and Kopplin (2021).

4. Data Analysis

The research model was analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM), incorporating Principal Component Analysis (PCA), path analysis, and regressions to estimate paths, coefficients, and factor loadings. PLS-SEM was chosen over CB-SEM for its suitability in handling complex models with numerous variables and its greater accuracy with small or non-normally distributed data (Albright, 2009; Ratasuk, 2023b). Despite a substantial sample size, normal distribution was not assured. WarpPLS 8.0 was selected for analysis. Before conducting PLS-SEM, various tests were conducted to evaluate model quality, including descriptive statistics, validity and reliability tests, normality tests, multicollinearity tests, and model-fit indices. The PLS-SEM analysis will examine the relationships among social media marketing activities, brand image, and purchase intention, assessing both the direct effects of social media marketing on purchase intention and the mediating role of brand image. Sobel tests will be employed to statistically evaluate the significance of the indirect effects mediated by brand image due to the city being big and people living in the city being diverse from area to area to ensure the representation of the sample to the whole diverse population.

The research paper received approval from the PIM Research Ethics Committee (REC) under approval number PIM-REC 028/2567, and data collection began after obtaining the PIM REC number.

Results and Finding

Out of 600 respondents, 409 (68%) completed the survey. Among them, 147 (36%) were male, and 263 (64%) were female. Regarding age distribution, 122 (30%) were between 23 and 28 years old, while 98 (24%) were between 29 and 35 years old. In terms of monthly income, 169 respondents (41%) earned between 100\$ and 499\$ per month, and 142 respondents (34%) earned between 500\$ and 999\$ per month. Moreover, 269 respondents (66%) held an undergraduate degree, and 91 (22%) held a master's degree, representing the total sample. Before conducting PLS-SEM, several criteria were assessed, including convergent and discriminant validity, reliability, multicollinearity, common method bias (CMB), and model fit indices.

As shown in Table 1 convergent validity was evaluated using factor loadings, composite reliability (CR), and average variance extracted (AVE) as recommended by (Cheung et al., 2023; Cheung & Wang, 2017). Factor loadings ranged from 0.686 to 0.923, exceeding the recommended threshold of 0.5. CR values were above 0.7, with the lowest at 0.911, indicating satisfactory reliability. AVE values ranged from 0.675 to 0.803, surpassing the recommended threshold of 0.5, indicating minimal error and satisfactory convergent validity.

Table 1: Below Convergent Validity (Factor Loadings, CR, and AV)

Variable	Question Items	Factor loadings	Composite Reliability (CR)	Average Variance Extracted (AVE)
Purchase Intentions	P1: I would buy this product rather than any other product available	0.859	0.953	0.803
	P2: I am willing to recommend others to buy this product.	0.923		
	P3: I intend to purchase this product in the future	0.919		
	P4: I would consider buying the product	0.880		
	P5: I would plan to buy the product	0.899		
Brand Image	B11: In comparison to other products/brands, this product/brand has high-quality	0.843	0.917	0.690
	B12: This product/brand has a rich history	0.873		

Variable	Question Items	Factor loadings	Composite Reliability (CR)	Average Variance Extracted (AVE)
Social media marketing	BI3: Customer (we) can reliably predict how this product/brand will perform	0.861	0.911	0.675
	BI4: I have always had a positive impression of these products	0.869		
	BI5: Even if different brands have the same features, I would prefer to buy a brand with an online aspect	0.690		
	SM1: Social media marketing provides a wide range of feedback and information products and helps to search for the best product	0.883		
	SM2: Social media platforms offer good quality information about brand/firm	0.858		
	SM3: Social media channels also provide detailed methods while using online media and marketing tools	0.852		
	SM4: Social media marketing helps purchase products	0.812		
	SM5: I like to search for information about products and promotions on social media (FB, IG, Line) because I can access the information anytime, anywhere	0.686		

As shown in Table 2 discriminant validity was tested using the hetero-trait-monetarist ratio of correlations (HTMT), with all values meeting the HTMT criterion that none of the values are lower than 0.85, illustrating satisfactory discriminant validity.

Table 2: HTMT Ratio (good if < 0.90, best if < 0.85)

	Purchase	Image	Social
Purchase			
Image	0.820*		
Social	0.742***	0.811*	

Notes: *** = $p < 0.001$, ** = $p \leq 0.01$, * = $p \leq 0.1$, PI: Purchase Intention, BI: Brand Image, SM: Social Media Marketing

Table 3 showed that all the square root values of AVE were higher than their relevant correlations, confirming good discriminant validity, as recommended by (Fornell & Larcker, 1981).

Table 3: Correlation

	Purchase	Image	Social
Purchase	(0.896)		
Image	0.839***	(0.830)	
Social	0.665***	0.804***	(0.821)

Notes: *** = $p < 0.001$, ** = $p \leq 0.01$, * = $p \leq 0.1$, PI: Purchase Intention, BI: Brand Image, SM: Social Media Marketing

Table 4 the reliability of data was evaluated using composite reliability and Cronbach's alpha, resulting in values ranging from 0.877 to 0.953, all of which were higher than the threshold of 0.7, indicating a good level of reliability (Hair et al., 2019). None of the VIF values reaches 5.00, presenting the absence of serious multicollinearity issues and common method bias (CMB) in the model (Kock, 2015).

Table 1.4 Reliability, multicollinearity, common method bias (CMB)

	Purchase Intention	Brand Image	Social Media Marketing
Composite Reliability	0.953	0.917	0.911
Cronbach's Alpha	0.939	0.885	0.877
Full Collin VIF	4.461	4.727	4.417

Notes: *** = $p < 0.001$, ** = $p \leq 0.01$, * = $p \leq 0.1$, PI: Purchase Intention, BI: Brand Image, SM: Social Media Marketing

Table 5 below shows the ten measurement criteria used in the PLS-SEM analysis to represent the model quality that all model-fit indices were satisfactory.

Table 5: Ten model fit indices

Model Fit Indices	Coefficient	Result
Average path coefficient (APC)	0.276***	Significant
Average R-squared (ARS)	0.724***	Significant
Average adjusted R-squared (AARS)	0.722***	Significant
Average block VIF (AVIF)	1.879	Ideally
Average full collinearity VIF (AFVIF)	2.499	Ideally
Tenenhaus GoF (GoF)	0.799	Large
Simpson's paradox ratio (SPR)	1.000	Ideally
R-squared contribution ratio (RSCR)	1.000	Ideally
Statistical suppression ratio (SSR)	1.000	Acceptable
Nonlinear bivariate causality direction ratio (NLBCDR)	0.929	Acceptable

Note that ***denotes a p-value ≤ 0.001

PLS-SEM Analysis Results

After confirming the satisfactory quality of the data and model, PLS-SEM was utilized to test the proposed hypotheses. The analysis results, illustrating the relationships among all variables, are summarized in Figure 1. The Sobel test was also conducted to assess mediation, and the outcomes were presented alongside the PLS-SEM results. Before the Sobel test, the indirect effects of all variables were examined, revealing that social media marketing significantly mediates the effects of brand image on customer purchase intention.

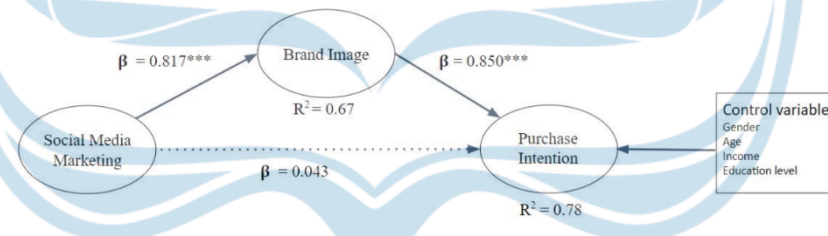


Figure 1: The PLS-SEM Results.

Note that ***denotes a p-value ≤ 0.001

H1 is unsupported since the PLS-SEM results showed that social media marketing insignificantly impacts customer purchase intention ($\beta=0.043$, $p=0.192$).

H2 is supported since the PLS-SEM results showed that social media marketing significantly impacts brand image ($\beta=0.817$, $p<0.001$).

H3 is supported since the PLS-SEM results showed that brand image significantly impacts customer purchase intention ($\beta=0.850$, $p<0.001$).

H4 is supported since the PLS-SEM and Sobel test results indicated that brand image mediates between social media marketing and customer purchase intention ($t= 13.386$, $p=0$).

Therefore, brand image fully mediates between social media marketing and customer purchase intention.

None of the control variables, including gender, age, income, and education, significantly influence customer purchase intentions.

Discussion and conclusion

This quantitative study explores the dynamics of social media marketing in influencing customer purchase intentions for dietary supplement products in Phnom Penh, Cambodia, specifically focusing on the mediating role of brand image. The research utilizes Partial Least Squares Structural Equation Modeling (PLS-SEM) to analyze relationships among social media marketing, brand image, and purchase intentions, providing insights valuable for marketers in optimizing digital strategies in the dietary supplement industry. The study findings indicate that social media marketing significantly impacts brand image, aligning with the study by Bilgin (2018), who found that social media marketing activities promote brand image and loyalty in Turkey. Savitri et al. (2022) also found a positive impact of social media marketing on the brand image of smartphones to millennial consumers in Banten, Indonesia.

This underscores the pivotal role of social media platforms in shaping consumer perceptions and attitudes toward dietary supplement brands in Phnom Penh. Effective use of content, engagement strategies, and brand storytelling on social media can enhance brand visibility, credibility, and appeal among target audiences.

The results also revealed a positive impact of brand image on customer purchase intentions, which is consistent with Benhardy et al. (2020) and Hien et al. (2020), who found that brand image promotes purchase intentions.

It is a positive brand image cultivated through compelling social media campaigns that translates into increased consumer trust, preference, and, ultimately, a higher likelihood of purchasing dietary supplements. Consumers are more inclined to choose products from brands they perceive positively and trust based on their brand image.

However, according to the PLS-SEM results, social media marketing insignificantly impacts customer purchase intentions ($\beta=0.043$, $p=0.192$). This suggests that while social media marketing effectively enhances brand image, its direct influence on immediate purchase intentions may be more nuanced. Factors beyond the brand image, such as product efficacy, price sensitivity, and consumer reviews, likely play significant roles in determining final purchase decisions (Bhutto et al., 2022; Ratasuk, 2023a).

Moreover, the findings indicated that brand image fully mediates the relationship between social media marketing and customer purchase intentions. The Sobel test confirms a significant mediation effect,

emphasizing that the impact of social media marketing on purchase intentions operates through its influence on brand image. This indirect effect and other results were concurrent with the explanation of the theory of reasoned action (TRA), which highlights the critical importance of cultivating a strong and positive brand image through effective social media strategies to drive consumer behaviors in the dietary supplement market. (Ajzen, 1980).

Academic Contributions

This research makes significant academic contributions by applying the Theory of Reasoned Action (TRA) to examine the relationships between social media marketing (SMM), brand image, and consumer purchase intentions for dietary supplement products in Phnom Penh, Cambodia. It extends TRA's theoretical framework by empirically validating how attitudes towards dietary supplements, shaped by SMM, influence perceptions of brand image—encompassing credibility, quality, and reliability—and subsequently impact consumer purchase intentions. The study provides empirical insights into consumer behavior within an emerging market context, offering valuable implications for marketers aiming to optimize SMM strategies to enhance brand perceptions and drive sales. Methodologically, the use of Partial Least Squares Structural Equation Modeling (PLS-SEM) enhances understanding of complex relationships among variables in the dietary supplement industry. Moreover, the research contributes to cross-cultural understanding by examining consumer responses to digital marketing strategies in Cambodia, thereby enriching global marketing literature and informing both industry practices and policy development.

Implications

This study provides actionable insights for marketers in the dietary supplement industry to optimize their social media marketing (SMM) strategies by understanding how SMM influences consumer attitudes toward dietary supplements and subsequently shapes brand image perceptions: 1). Business can tailor their marketing efforts to strengthen brand image, thereby indirectly boosting purchase intentions. This can include customer testimonials, influencer partnerships, and user-generated content that highlight positive experiences and reinforce brand credibility. 2). Businesses should invest in building and maintaining a strong, positive brand image. This involves consistent branding, high-quality product offerings, and excellent customer service to foster trust and loyalty among consumers. For example, provide multiple channels for customer support, such as phone, email, and live chat, and ensure timely responses. On the other hand, the research highlights that while direct social media marketing may not significantly influence purchase intentions, its substantial impact on brand image underscores the importance of crafting social media campaigns that enhance brand image. Marketers should focus on creating engaging, informative, and visually appealing content that reinforces the brand's positive attributes and reputation. For example, share videos or written testimonials from satisfied customers who have experienced positive results from using the dietary supplements. For instance, a customer might share how a particular supplement improved their energy levels or overall health business.

Limitations and recommendations for future studies

This study on social media marketing's impact on customer purchase intentions for dietary supplements in Phnom Penh, Cambodia, has limitations. It focuses only on Phnom Penh, limiting generalizability. Future research should expand to multiple regions and countries. The sample may not represent all demographics, so including a more diverse sample is recommended. The cross-sectional design limits observing changes over time. Longitudinal studies are needed. Reliance on self-reported data introduces bias; future research should include objective measures like actual purchase data. The study also overlooks factors like product quality and customer service. Future research should include these variables. Technological changes may affect relevance; regular updates to the research model are necessary. Cultural differences are not fully explored, so comparative studies are needed. Addressing these limitations will provide a more comprehensive understanding of customer purchase intentions for dietary supplements in Phnom Penh and beyond.

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