

How Social Media Advertisement Affect Purchase Intention?

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ABSTRACT

This study is conducted to investigate social media advertisements that consists of product involvement, creative characteristics, celebrity endorsement and emotional appeal to research how it's affected purchase intention. It's employed a quantitative methodology to gather information from participants using an online survey. The purposive sampling method was used in with 148 participants who are laptop product buyers based in Tangerang City, Indonesia participating in an online survey. The Structural Equation Model – Partial Least Square method is used to examine the data. The result is Purchase Intention is positively affected by Emotional Appeal, Celebrity Endorsement and Product Involvement. In the meantime, Purchase Intention is not positively affected by Creative Characteristics. The managerial implication of this research is companies can effectively employ Emotional Appeal, Celebrity Endorsement and Product Involvement in social media advertisement to generate consumers purchase intention.

1. Introduction

Since traditional media era, Advertisements have been used by companies as a tool for promote and introduce a products to consumers widely (Muda et al., 2012). With the advancement of technology, companies can create advertisements on television and the internet to make ads easier for consumers to watch (Qian, 2023; Sama, 2019). Currently, the development of social media influences consumers who tend to access social media more frequently than traditional media (Iqbal et al., 2017). Thus, one of the company's marketing strategies needs to have the ability to creating ads on social media to foster purchase intentions among consumers (Maslowska et al., 2021). Without the right strategy in creating advertisements, the company can't attract consumer interest to buy, which will affect the sales (Yoong & Yazdanifard, 2014).

In creating advertisements, companies must consider product involvement aspect because consumers will be encouraged to buy if the information obtained is highly credible, thus making consumers feel involved with the product which influences the formation of a positive perception among consumers (Razi et al., 2021; Serravalle et al., 2023). Then, advertisements must contain elements of Creative Characteristics that play a role in making the appeared information more interesting also fostering a positive attitude (Adzani & Premananto, 2023; Reinartz & Saffert, 2013). Advertisements also should be supported by

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Celebrities to attract more consumer attention to watch the ads and psychologically encourage consumers to buy the advertised product (Aziz et al., 2013; Jha et al., 2020; Razi et al., 2021; Sriram et al., 2021). Emotional Appeal in advertisements also must be felt by consumers so that the consumers can feel an emotional connection with the product which fostering brand loyalty (Panda et al., 2013; Siu, 2024). Based on the conducted research, the elements of Product Involvement, Creative Characteristics, Celebrity Endorsement, and Emotional Appeal in social media advertisements are significantly affected consumers' purchase intentions (Razi et al., 2021; Sriram et al., 2021; Yoong & Yazdanifard, 2014). Therefore, Researchers are interested in learning more about how the components of social media ads impact customers' intentions to make a purchase.

Research on advertisement has been conducted with the analysis results showing that internet advertisement and social media advertisement are more effective compared to traditional media advertisements (Pal & Pal, 2014; Saha et al., 2024; Sama, 2019). In previous research about social media advertisement, it was found that consumers' buying intent is significantly affected by social media advertisement (Drossos et al., 2014; Pal & Pal, 2014; Saha et al., 2024).

Purchase intention has been studied which the findings indicate that brand image, social influence and social media affect purchase intention (Janitrafia & Ruswanti, 2024; Rivayansyah & Ruswanti, 2024; Zhang et al., 2023).

Product Involvement has been previously studied by Das & Ramalingam (2022) and Dewi & Negoro (2024) with the results indicating that Product Involvement positively affects Consumer Attitude. Additionally, the analysis that has been carried out by Razi et al. (2021), Rokonzaman et al. (2020) and Serravalle et al. (2023) states that Product Involvement positively affects consumers' intention to buy. According to the findings of studies on Celebrity Endorsement indicate that consumer perceptions and purchase intentions are positively impacted by celebrity endorsement (Al Mamun et al., 2023; El Hedhli et al., 2021; Khan, 2021; Khan et al., 2019; Razi et al., 2021; Sriram et al., 2021). Previous studies have examined emotional appeal, and the findings indicate that it has a beneficial impact on buying intention (Jain et al., 2018; Joaddan, 2024; Nadube & Isenah, 2022; Sriram et al., 2021).

Numerous research on advertising is more concentrate in comparing how advertisements in traditional media, online media, and social media affect consumers' intentions to make purchases. Then, research on the influence of Product Involvement, Creative Characteristics, Celebrity Endorsement, and Emotional Appeal on social media advertisement towards Purchase Intention has not been widely conducted together or partially studied separately. Thus, the variables of product involvement, creative characteristics, celebrity endorsement, and emotional appeal will all be examined concurrently, and the effects on purchase intention will be examined.

This study aims to investigate how product involvement, creative characteristics, celebrity endorsement, and emotional appeal affect consumers' intentions to buy laptop products in Tangerang City, Indonesia. It is intended that the findings of this study would advance marketing study in Indonesia and assist the marketing staff in comprehending how social media advertisements affect purchase intention.

2. Literature Review

2.1 Purchase Intention

Purchase intention is the buyer's desire to purchase a specific good or service in the near future (Sesar et al., 2022). Purchase intention is a measure of action where the buyer is willing to purchase goods or services (Abbas et al., 2020; Balakrishnan et al., 2014). Purchase intention for technology-based products is influenced by several factors, including ease of use, brand image, product features, and social influence (Rakib et al., 2022). Social media advertising also has a psychological effect on consumers' purchase intention through the messages conveyed in advertisements (Pal & Pal, 2014; Reinartz & Saffert, 2013).

2.2 Product Involvement

Involvement is identified as relation between a person and an object which could be a product, a choice to buy, an advertisement, or consumption (Serravalle et al., 2023). Product Involvement describes how eager a customer is to buy a certain brand and how interested they are in buying specific products (Nguyen & Nguyen, 2020). Personal requirements, interests, and values determine how involved a customer is with a product (Nasution et al., 2021). The more consumers involved with the product, consumers will research it more thoroughly to ensure the quality before making a purchase (Das & Ramalingam, 2022; Soliha & Widyasari, 2020).

2.3 Creative Characteristics

Creative Characteristics in advertisement is an ad which contains the elements that different, unusual and unique (Reinartz & Saffert, 2013; Yoong & Yazdanifard, 2014). A video, animation and entertainment are an example of creative characteristics in ads (Adzani & Premananto, 2023; Nadube & Isenah, 2022). Based on previous research, Creative Characteristics has an effect in consumer attitudes and purchase intention (Nguyen et al., 2022; Qian, 2023).

2.4 Celebrity Endorsement

Celebrities are well-known individuals who are admired, followed, and looked up to by the general public, such as athletes, politicians, musicians, and movie stars (Goldsmith et al., 2000). Consumers typically view celebrities as reliable information sources about the products, which can affected consumer behavior (Grewal & Levy, 2023; Rungruangjit, 2022). Celebrity endorsements are a form of advertising in which a well-known individual uses their popularity to support the promotion of a good or service also has a role for affecting consumer purchase motives with creating word-of-mouth (El Hedhli et al., 2021; Freire et al., 2018; Jha et al., 2020).

2.5 Emotional Appeal

Emotional Appeal is a psychological intention that creates desire and interest in a brand (Schiffman & Kanuk, 2009). Emotional Appeal is a persuasive strategy with the aim eliciting an emotional responses from the consumers (Joaddan, 2024; Panda et al., 2013). Emotional Appeal is the form of emotional messages that influences consumer behavior (Smith & Fischer, 2019). Emotional Appeal targets the psychological and social needs of consumers,

which can foster positive emotions that may lead to the purchase of the advertised product (Kotler & Armstrong, 2010; Nadube & Isenah, 2022).

3. Hypothesis Development and Conceptual Framework

3.1 Product Involvement and Purchase Intention

The product displayed in an advertisement must present information such as price, features, and advantages that can benefit consumers (Rakib et al., 2022). Products that have information about prices as well as features and the benefits, it influences consumer choices in purchasing products (Bell et al., 2020; Gu & Wei, 2021; Lay-Yee et al., 2013; Trivedi & Raval, 2016). Customers' views can be influenced by the information they get, which in turn affects greater product involvement (Dewi & Negoro, 2024; Rokonuzzaman et al., 2020). Customers will look for information about a product while they are already get engaged, including through ads (De Meulenaer et al., 2015; Serravalle et al., 2023). If the information has high quality, It will serve as a source of information for customers which can also foster purchase intentions (Dewi & Negoro, 2024; Drossos et al., 2014; Izudin et al., 2020; Prince, 2020; Razi et al., 2021). This is in accordance with the analysis which stating that Purchase Intention is positively affected by Product Involvement (Razi et al., 2021; Rokonuzzaman et al., 2020; Serravalle et al., 2023). See from the analysis above, a hypothesis is created as follows:

H1: Product Involvement has a positive influence on Purchase Intention.

3.2 Creative Characteristics and Purchase Intention

Creativity in advertisements can be created from simple ideas such as the storyline of the ads, entertainment, and animations displayed in the ads (Adzani & Premananto, 2023; Nguyen et al., 2022). Creativity in advertisements becomes part of the characteristics that attract consumers to watch the ads. If the consumers find the ad interesting, the message conveyed through the ad will stick in their minds (Reinartz & Saffert, 2013; Sriram et al., 2021). Creative Characteristics will attract more attention from consumers thereby fostering a positive attitude towards the product which can encourage buying intention (De Keyzer et al., 2022; Kamal et al., 2013; Paredes et al., 2023; Sama, 2019). It is correspond with the research which stated that Creative Characteristics positively affecting Purchase Intention (Adzani & Premananto, 2023; Sama, 2019; Yoong & Yazdanifard, 2014). The following hypothesis is developed as a result of the above statements:

H2: Creative Characteristics has a positive influence on Purchase Intention.

3.3 Celebrity Endorsement and Purchase Intention

Celebrities who are known as public figures and have many followers on social media will attract the interest of potential consumers to view the products endorsed by the celebrities (Jha et al., 2020; Sriram et al., 2021). Consumers will be more interested in seeing products endorsed by celebrities compared to products that are not endorsed by celebrities (Aziz et al., 2013; Knoll & Matthes, 2017; Qian, 2023). The influence of celebrity lifestyles can psychologically encourage consumers to adopt a hedonistic lifestyle, which can motivate consumers to learn about the products advertised by those celebrities, thereby influencing consumers to make purchases (Grewal & Levy, 2023; Zafar et al., 2021).

Therefore, Celebrity endorsements are now used to promote goods and persuade consumers to buy (Freire et al., 2018; Jun et al., 2023; Rungruangjit, 2022).

Based on the previous study, it was analyzed that Purchase Intention positively influenced by Celebrity Endorsement (Al Mamun et al., 2023; Khan, 2021; Khan et al., 2019; Sriram et al., 2021). The following hypothesis is developed as a result of the above explanation:

H3: Celebrity Endorsement has a positive influence on Purchase Intention.

3.4 Emotional Appeal and Purchase Intention

When consumers sees an advertisement, they can feel emotions such as happiness, enthusiasm, inspiration, and even sadness and fear, depending on the advertisement they watch (Alhabash et al., 2013; Anastasiei & Chiosa, 2014; Joaddan, 2024; Smith & Fischer, 2019). The consumers feelings when seeing the advertisement will stick, thus building an emotional connection between the product and the consumers (Casais & Pereira, 2021; Ness et al., 2017; Zikienė & Kazarjan, 2021). Even for some brands, Emotional Appeal is considered a more effective strategy compared to just showcasing product benefits in advertisements. For example, in technology products, the emotional appeal strategy can stimulate consumers to feel inspired, and it has been used by several well-known brands (Siu, 2024; Vrtana & Krizanova, 2023). Emotional Appeal is considered an effective strategy because once consumers feel an emotional connection with the product, it will foster brand loyalty, purchase intention, and repurchase intention in the future (Jain et al., 2018; Nadube & Isenah, 2022; Panda et al., 2013).

This is correspond with research which stating that emotional appeal give positive effect on purchase intention (Jain et al., 2018; Joaddan, 2024; Nadube & Isenah, 2022; Sriram et al., 2021). Based on the explanation above, the hypothesis is proposed:

H4: Emotional Appeal has a positive influence on Purchase Intention.

3.5 Conceptual Framework

Based on the developed hypothesis, the image below showed the conceptual framework which show how product involvement, creative characteristics, celebrity endorsement and emotional appeal affect purchase intention. The conceptual framework was created by adopting the research from Razi et al. (2021) and Sriram et al. (2021) as basis for this research.

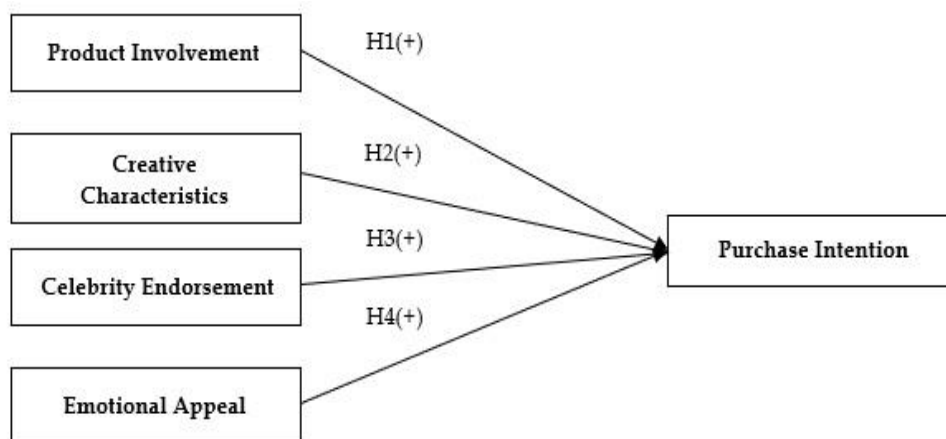


Figure 1. Conceptual Framework

4. Methodology

This investigation uses quantitative and purposive sampling for the sampling techniques. The sample for this study consisted of 148 respondents who filled out the questionnaire. The population is laptop product buyers who reside in Tangerang City, Indonesia and meet the following criteria: the respondents must have purchased a laptop within the last year and be an active user of social media within the last six months. Data collection uses questionnaire which distributed via Google Form. The questions are adopted from several research. Product Involvement scale applied three items from Bell et al. (2020), Rakib et al. (2022) and Trivedi & Raval (2016). Creative Characteristics and Emotional Appeal scale borrowed each two items from Sriram et al. (2021). Celebrity endorsement scale adopted three items from Jun et al. (2023) and Zafar et al. (2021). Purchase Intention scale adopted three items from Nguyen et al. (2022) and Rakib et al. (2022).

Questions scale is composed using Five-point likert scale as a measurement method to calculate respondents answers accurately (Girsang & Negoro, 2024; Siddique & Hossain, 2018). For processing and examine the gathered data, the statistical program SmartPLS 3.0 is used (Ringle et al., 2015).

5. Results

5.1 Demographic Results

Data collection took part on November 2024 from questionnaire that created with google form. Data was gathered from 148 participants who filled out the survey. For the purpose of finding out if there are significant differences in each variable, a study of the demographic differences of the respondents (sex, age, education, occupation, and monthly income) was conducted. Based on the results of the data collection, male participants were 85, and female participants were 63. According on age, the majority of the participants who filled out the questionnaire were between the ages of 26 and 35 years old were 49 respondents, 36 – 45 years old were 45 respondents. 46 – 55 years old were 23 respondents, 18 – 25 years old were 18 respondents and ≥ 55 years old were 13 respondents. In accordance with occupation, the majority of respondents (86 in total) worked as private employees, government employee were 25 respondents, university student or not working were 13 respondents, retired were 9 respondents, doing other job were 8 respondents, entrepreneur were 7 respondents. According to monthly income, the majority of participants (59 in total) has income \geq IDR 7.5 million, between IDR 2.5 million and IDR 4.9 million were 47 respondents and have income \leq IDR 1 million are 13 respondents and between IDR 5 million and IDR 7.4 million were 22 respondents, between IDR 1 million and IDR 2.4 million are 7 respondents.

5.2 Multicollinearity Test

A multicollinearity test is conducted in this study to determine whether each variable is correlated. A possible issue with collinearity between structures is indicated by VIF values with a score greater than 5 (Hair et al., 2022). Table 1 shows that the values suit the Collinearity Statistic requirements. It indicates that there is no problem with multicollinearity.

Table 1.
Multicollinearity Test

| Construct | VIF |
|--------------------------|------------|
| Celebrity Endorsement | 1.517 |
| Creative Characteristics | 1.689 |
| Emotional Appeal | 2.663 |
| Product Involvement | 1.927 |

5.3 Validity and Reliability Test

Cronbach's Alpha (CA) and Composite Reliability (CR) are used in the reliability test, and a value of 0.7 or higher is seen as a sign that the test was successfully completed (Hair et al., 2022). Based on Table 2, it shows the results can be accepted.

Table 2
Validity and Reliability Test

| Constructs | CA | CR | AVE |
|--------------------------|-------|-------|-------|
| Celebrity Endorsement | 0.857 | 0.913 | 0.778 |
| Creative Characteristics | 0.888 | 0.947 | 0.899 |
| Emotional Appeal | 0.831 | 0.922 | 0.856 |
| Product Involvement | 0.792 | 0.869 | 0.689 |
| Purchase Intention | 0.839 | 0.903 | 0.756 |

5.4 Discriminant Validity Test

The Heterotrait – Monotrait Ratio (HTMT) was used as the measurement tool for the discriminant validity test. A similarity metric between latent variables is called HTMT. The test for discriminant validity can be deemed good if the HTMT value is less than 0.90 (Henseler et al., 2015). Table 3 indicates that the result of the discriminant validity test is good.

Table 3
Discriminant Validity Test

| | CE | CC | EA | PIV | PIN |
|-----|-------|-------|-------|-------|-----|
| CE | | | | | |
| CC | 0.498 | | | | |
| EA | 0.622 | 0.692 | | | |
| PIV | 0.251 | 0.541 | 0.768 | | |
| PIN | 0.583 | 0.591 | 0.825 | 0.655 | |

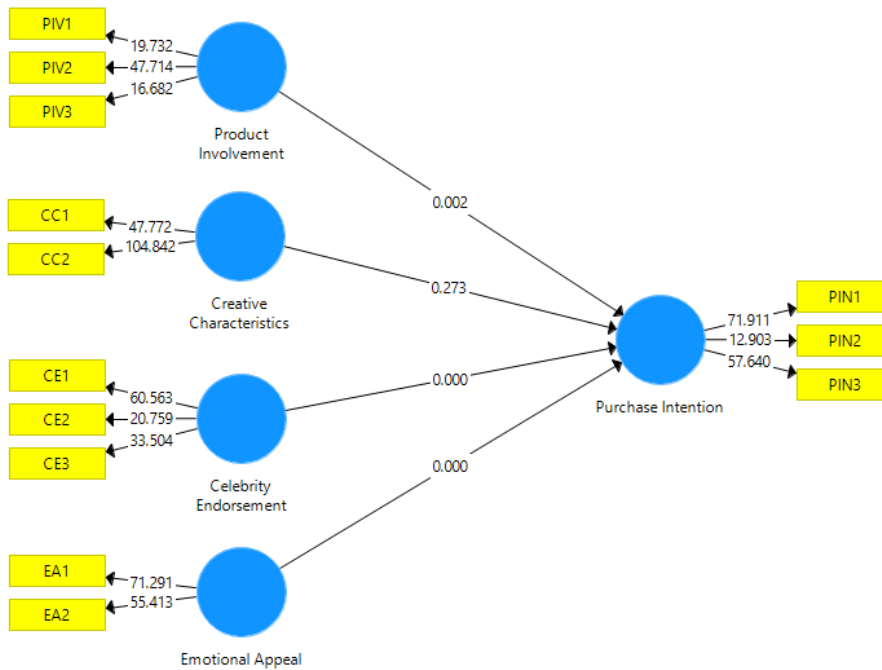
5.5 Quality Criteria Test

The R^2 score was known when the quality criterion test was conducted. The variable for purchase intention gets a score of 0.561. According to this interpretation, the other independent variables in this study explain 56.1% of the variance in purchase intention, with the other variables not included in this study forming the remaining 43.9%.

5.6 Hypothesis Test Results

To determine if the hypothesis is positive or negative, Path Coefficients is a score that illustrates the direction of the link between variables (Hair et al., 2022). Path Coefficients with a score in the range of -1 to 1, it is mean the hypothesis is deemed acceptable. If the p-value is greater than or equal to 0.05, it is mean the hypothesis is said to have a significant impact. If the t value score is more than 1.96, it is mean the data is support the hypothesis (Hair et al., 2022).

Figure 2. Bootstrapping Diagram

Table 4
Hypothesis Test

| Hypothesis | Path Coefficient | T – Value | P – Value | Results |
|------------|------------------|-----------|-----------|----------|
| H1 | 0.274 | 3.142 | 0.002 | Accepted |
| H2 | 0.078 | 1.098 | 0.273 | Rejected |
| H3 | 0.227 | 3.609 | 0.000 | Accepted |
| H4 | 0.349 | 3.655 | 0.000 | Accepted |

According to the results of the hypotheses above, three hypotheses have data that supports the hypotheses. However, one hypothesis is not substantiated. Each hypothesis's data is described as follows:

This study indicates that purchase intention is positively impacted by product involvement, celebrity endorsement, and emotional appeal. P-values over 0.05, t-values above 1.96, and path coefficient scores between -1 and 1 indicated that Hypotheses 1, 3, and 4 supported the analysis.

As shown in the results of this research, purchase intention is not positively impacted by creative characteristics. Hypothesis 2 was not supported by the data analysis when the path coefficient, p-value and t-value score does not meet the criteria.

6. Discussion

Emotional appeal had the greatest beneficial impact on laptop purchase intention in Tangerang City, Indonesia, according to the research's findings. It is line with the research that conducted by Jain et al. (2018), Joaddan (2024), Nadube & Isenah (2022) and Sriram et al. (2021), which stated that emotional appeal positively affecting purchase intention. It can be understood that when consumers feel the emotional feeling from the ads, it will build an emotional connection with the product which can affected consumers intention to buy the product (Joaddan, 2024; Nadube & Isenah, 2022).

When Consumers feel the emotion from the ads they watch, it is also affected consumers feel psychologically that they need to have the product so it can encourage them to buy (Casais & Pereira, 2021; Vrtana & Krizanova, 2023).

Next, Celebrity Endorsement positively affecting purchase intention. The finding is consistent with studies by Al Mamun et al. (2023), Khan (2021), Khan et al. (2019), and Sriram et al. (2021). It can be understood that consumers are more interest to see the product ad that endorsed by celebrity. It is also motivated consumers to know more about the product that can generate purchase intention (Freire et al., 2018; Jun et al., 2023).

Product Involvement has a positive effect on purchase intention. This finding is consistent with studies by Razi et al. (2021) and Serravalle et al. (2023). It can be said consumers who are already interested in a product will look for information about it in advertisements and utilize them as a resource (Prince, 2020). The consumers obtained information will generate purchase intention (Drossos et al., 2014; Rokonuzzaman et al., 2020).

Nevertheless, there is no positive correlation between creative characteristics and purchasing intention. This outcome is consistent with research that has been carried out by Sriram et al. (2021). It can be said that Creative Characteristics only grab consumers attention to see the advertisement but product price and product specific information give more influence on consumer purchase intention (Sriram et al., 2021). Additionally consistent with the study that Emotional Appeal has a greater impact on consumer motivation to buy the product than advertising creativity (Paredes et al., 2023). It can be said that creative characteristics only affected consumers perception but does not motivate customers to make a purchase or strengthen their purchasing intention.

7. Conclusions

Based on the previous chapter of this study, it can be concluded that social media advertisement affected consumers purchase intention through emotional appeal, celebrity endorsement and product involvement. Emotional Appeal is the most effective strategy to grow consumers feeling to the advertised product. When consumers have emotional connection to the product it will motivate consumer to buy also generate purchase intention.

Celebrity Endorsement is also an effective strategy to generate purchase intention. Celebrity Endorsement can grab consumers attention to see the ad which can encourage consumers to know more the product information so also will fostering consumer purchase intention.

Product information is also need to be provided in advertisement to make consumers getting involved with the product. When consumers get involved with the product, they will seek more information which can affected purchase intention.

On the other hand, Creative Characteristics has not affected purchase intention. Consumers are interested to watch the advertisement which contains creative characteristics. However, it does not motivate consumers to make a purchase.

8. Limitations and Recommendations

This study limitations are the survey was only conducted online with 148 respondents that filled out the questionnaire, the study solely looked at Tangerang City laptop product consumers. Therefore, the sample was limited in scope and does not fully represent Indonesia's whole technology sector. Additionally, the purchase intention variable has not been thoroughly examined. To figure out the elements that impact a buyer's choice to

purchase a product, it is advised that future study investigate correlations between purchase intention and purchase decision.

This research gives some managerial implications. First, company should consider emotional appeal in social media advertisement with creating content that build emotional connection between consumers and the advertised product so it will motivate consumers to buy. Second, company should involve celebrities to endorse products because it will attract consumers interest to see the ads and fostering purchase intention. Last, social media advertisement should contain product information so that consumers involved with the product which can encourage purchase intention.

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Appendix (Questionnaire)

| Product Involvement (Bell et al., 2020; Rakib et al., 2022; Trivedi & Raval, 2016) | |
|---|--|
| PIV1 | I feel like the information that I saw influence me to buy. |
| PIV2 | I tend to buy products that I already known before. |
| PIV3 | I feel get involved with the product that I see so it's makes me want to buy. |
| Creative Characteristics (Sriram et al., 2021) | |
| CC1 | Entertainment on the ad more attracts my attention to watching the ad. |
| CC2 | Attractive ads are often being my consideration for buying a product. |
| Celebrity Endorsement (Jun et al., 2023; Zafar et al., 2021) | |
| CE1 | I feel like the ads which starring celebrities have a positive effect on the product. |
| CE2 | Seeing the advertisement that featured the celebrity makes me want to buy the product. |
| CE3 | I was motivated to buy because I knew celebrities who endorsed. |
| Emotional Appeal (Sriram et al., 2021) | |
| EA1 | I tend to like ads that have a strong emotional appeal. |
| EA2 | I consider an attractive ad is an ad that has an emotional appeal. |
| Purchase Intention (Nguyen et al., 2022; Rakib et al., 2022) | |
| PIN1 | I have a positive perception on the advertised product |
| PIN2 | I will buy the advertised product. |
| PIN3 | Purchase intention determines my final purchase decision. |