

Online Marketing Model For Purchase Intention On High Involvement Products Using The Theory Of Planned Behavior Approach

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ABSTRACT

This study aims to examine and analyze the influence of social media marketing on purchase intention and actual purchase behavior, with consumer engagement as a mediating factor for high involvement products in Indonesia. Using a quantitative research approach, a survey design was employed. The population for this study includes social media users who have made online purchases in Indonesia. The target sample size is 350 respondents, selected through purposive sampling. Data collection was conducted through online surveys using Google Forms. The research model was analyzed using Structural Equation Modeling (SEM) through AMOS 24. Findings indicate that social media marketing has a significant positive impact on consumer engagement; social media marketing significantly influences purchase intention; consumer engagement significantly affects purchase intention; consumer engagement mediates the relationship between social media marketing and purchase intention; and purchase intention significantly impacts actual online buying behavior. This study offers theoretical implications by contributing to the understanding of social media marketing, purchase intention, consumer engagement, and actual purchase behavior for high involvement products in Indonesia, and provides managerial insights for businesses aiming to optimize their social media strategies to enhance consumer purchase intention and actual behavior.

Keywords: Social Media Marketing, Online Purchase Intention, Consumer Engagement, Actual Purchases behavior, High-Involvement Products.

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INTRODUCTION

Marketing is a well-established and continuously growing subject, adjusting to changing circumstances and customer requirements. Fundamentally, marketing comprises all efforts targeted at influencing consumers to make actual purchases (Dash et al., 2021). acquire intention is characterized as a person's preparedness and willingness to acquire a specific good or service, whereas an actual purchase is the actual act of purchasing a product or brand (Y. Li & Peng, 2021).

Over the past four years, e-commerce transactions in Indonesia have surged by 500% (Sugiarto, 2023), primarily due to the quick uptake of internet technology in business operations. Both suppliers and customers stand to gain greatly from this expansion. Nonetheless, there is a paradox in the way people buy things online. Research has demonstrated that even if customers indicate a high intention to make purchases online, this intention does not always result in actual sales (G. Kaur & Quareshi, 2015) along with (Chen & Yang, 2023); (Qin et al., 2023). Only roughly half of customers finish their transactions, even when it comes to making payments. This contradiction shows that although buy intentions are strong, many consumers abandon the purchasing process midway (Singh et al., 2021); (J. Wang & Oh, 2023).

Purchase intention is a powerful predictor of actual purchase behavior, according to the Theory of Planned Behavior (TPB) (Jaiswal & Kant, 2018); (Liu et al., 2020). Electronic word-of-mouth (EWOM) has a considerable impact on buy intention, which in turn influences actual purchases, according to additional studies (Ismagilova et al., 2020); (Ying et al., 2021). But in reality, there is a discrepancy between e-commerce purchase intentions and actual behavior, suggesting that the TPB model needs to be further developed in order to fully comprehend customer behavior.

In this context, the TPB model is extended by incorporating new elements relevant to the development of digital marketing and social media. Social media marketing serves as an extension of attitude towards the behavior. Social media marketing, with its unique characteristics such as interactivity and information sharing, influences consumer attitudes toward brands and products (Husnain & Toor, 2017);(Chetioui et al., 2020). Positive attitudes toward social media marketing can significantly influence consumer purchase intentions and decisions, more so than traditional marketing. Additionally, consumer engagement is positioned as a representation of subjective norms. In the social media context, consumer engagement with brand content or communities reflects strong social influence. Active participation in online brand communities and interaction with user-generated content strengthens social norms that ultimately shape purchase decisions (Long et al., 2024);(Gvili & Levy, 2021); (Gvili & Levy, 2021);(Q. Li et al., 2024).

This study focuses on high-involvement products, which are products that carry high value or significant purchase risk for consumers. These products involve a more complex decision-making process compared to low-involvement products, which are typically seen by consumers as less critical to their values and require minimal brand commitment (Y. Wang et al., 2021); (Bellstam et al., 2021).

While previous studies have explored the relationships between social media marketing, purchase intention, and consumer engagement, this research aims to fill the gap by simultaneously measuring the impact of social media marketing, consumer engagement, and actual purchase behavior in the context of high-involvement products.

The study also extends the TPB model by adapting it to the current digital environment, particularly focusing on the influence of social media and digital marketing in general. Thus, this research not only contributes theoretically by expanding the application of the TPB but also offers practical implications for e-commerce practitioners and marketers seeking to maximize the potential of digital marketing to drive actual purchases. In conclusion, this study aims to address several critical questions that have not yet been fully answered by previous research, particularly in the context of high-involvement products in the digital era.

THEORETICAL FRAMEWORK AND EMPIRICAL STUDIES

1) Social Media Marketing, Purchase Intention, Consumer Engagement, Actual Purchase, and High-Involvement Products

The advancement of information and communication technology, especially through social media, has transformed how companies interact with consumers. Social media marketing (SMM) has evolved from being merely a promotional tool to a means of establishing long-term relationships between brands and customers. In this context, understanding purchase intention, consumer engagement, and high-involvement products is crucial. SMM is defined as the strategy employed by companies to reach consumers through digital platforms such as Facebook, Instagram, and Twitter (Cheung et al., 2020); (Bryła et al., 2022); (Srivastava et al., 2023).

According to these studies, social media provides a space for companies to communicate directly with consumers, enabling real-time feedback collection. This assists companies in understanding consumer needs and preferences, ultimately enhancing marketing strategy effectiveness (Hajli, 2020); (Cambra-Fierro et al., 2021); (Shukun & Loang, 2024). Purchase intention is a critical indicator influencing consumers' decisions to buy a product, determined by factors such as product quality, price, and social influence. Positive attitudes toward products and subjective norms can enhance purchase intention, thereby affecting consumer purchasing decisions (Hajli, 2020); (Cambra-Fierro et al., 2021).

Consumer engagement is defined as the emotional closeness consumers feel toward a brand. Research shows that consumer engagement has a direct impact on brand loyalty (Dhaoui & Webster, 2021); (Coelho et al., 2019). Consumers with high emotional engagement are more likely to make repeat purchases and recommend products to others. In the context of social media marketing, this engagement can be strengthened through active and relevant interactions between brands and consumers. Actual purchase behavior refers to the goods or services that consumers actually purchase (Alaei et al., 2022); (Maslowska et al., 2020); (Luo et al., 2021). Products with high involvement, such as

electronics or fashion items, require more attention and information from consumers before they decide to purchase. Through social media, companies can enhance consumer engagement, which in turn influences purchasing decisions. In today's digital era, social media marketing serves as an effective tool to boost purchase intention and consumer engagement, leading to actual purchases of high-involvement products. Companies need to understand and leverage this relationship to improve their marketing strategies and create more meaningful interactions with consumers.

2) Social Media Marketing and Consumer Engagement

Using digital channels like Facebook, Instagram, and Twitter, social media marketing enables businesses to communicate directly with customers. Building brand loyalty requires emotional involvement, which may be improved through relevant and active consumer-brand interactions. SMM helps businesses understand the wants and preferences of their customers by allowing them to give real-time feedback. Consumer perceptions and purchasing decisions are also influenced by electronic word-of-mouth (eWOM), with online reviews and suggestions reinforcing purchase intentions. Reinforcing customer engagement and promoting repeat business requires personalized and interactive content (Dessart et al., 2015); (Felix et al., 2017); (Luo et al., 2021); (Nguyen et al., 2020).

H1: Social Media Marketing positively influences Consumer Engagement

3) Social Media Marketing and Purchase Intention

Purchase intention and social media marketing (SMM) are closely linked because SMM affects consumers' intentions to buy through engagement, connection, and more intimate contact. Customers receive quicker and more pertinent information when firms interact with them on social media sites like Facebook, Instagram, or Twitter. This information can influence how customers view a product. Consumers may be persuaded to make a purchase via eWOM, pertinent content, and real-time feedback, according to research. Additionally, purchase intentions are strengthened by tailored content and active brand participation on social media. Social media marketing is not only a technique for increasing brand exposure; it also directly affects consumers' buying intents, as seen by the ability of interactive content and tailored promos to speed up shopping decisions. (Cheung et al., 2020)(Nguyen et al., 2020)

H2: Social Media Marketing positively influences Purchase Intention.

4) Consumer Engagement and Purchase Intention

There is a direct and mutually reinforcing relationship between consumer involvement and purchase intention. The term "consumer engagement" describes the emotional bond that is formed between customers and brands, frequently as a result of active social media or other digital platform interactions. Because they feel more connected to and trust a brand, consumers who are emotionally invested in it are more likely to make a purchase, according to research. This engagement is further strengthened by ongoing communication, content customisation, and electronic word-of-mouth (eWOM), which eventually influences purchase intentions. In addition to influencing

purchase intentions, high engagement raises the possibility of recurring business and word-of-mouth referrals. (Cheung et al., 2020); (Nguyen et al., 2020).

H3: Consumer Engagement positively influences Purchase Intention

5) *Consumer engagement mediates the relationship between social media marketing and purchase intention*

By strengthening the emotional bond between customers and companies, consumer engagement mediates the relationship between social media marketing (SMM) and purchase intentions. SMM makes it possible for customers to communicate with brands directly, improving customer engagement and offering a personalized experience through pertinent content. Customers' emotional engagement rises and has a big impact on their purchase intentions when they feel more connected to a business. Active social media interactions influence customers' opinions of brands and cultivate brand loyalty, making consumer engagement a crucial link between social media marketing efforts and purchase intents. Strong involvement, according to studies, improves buy intentions, speeds up decision-making, and raises the possibility of recommendations and recurring business (Cheung et al., 2020)(Nguyen et al., 2020).

H4: Consumer Engagement mediates the relationship between Social Media Marketing and Purchase Intention.

6) *Purchase Intention and Actual Purchase Behavior*

The relationship between buy intention and actual purchase behavior is strong, with purchase intention frequently acting as the main predictor of actual purchase behavior. Customers are more likely to engage in actual purchasing behavior when they have strong intentions to buy a product. According to research, elements including perceived product value, consumer experience, and emotional involvement all play a role in creating buy intentions, which in turn affect actual purchases. According to studies, marketing components including eye-catching ads and incentives, as well as social influence, can boost buy intentions, which in turn can lead to more real purchasing activity. Stated differently, buyers who have strong purchase intentions are more likely to carry out their decisions in real-world situations, demonstrating a relationship between purchase intention and actual action (Okazaki et al., 2020)(K. Kaur et al., 2021)(McClure & Seock, 2020).

H5: Purchase Intention positively influences Actual Purchase Behavior

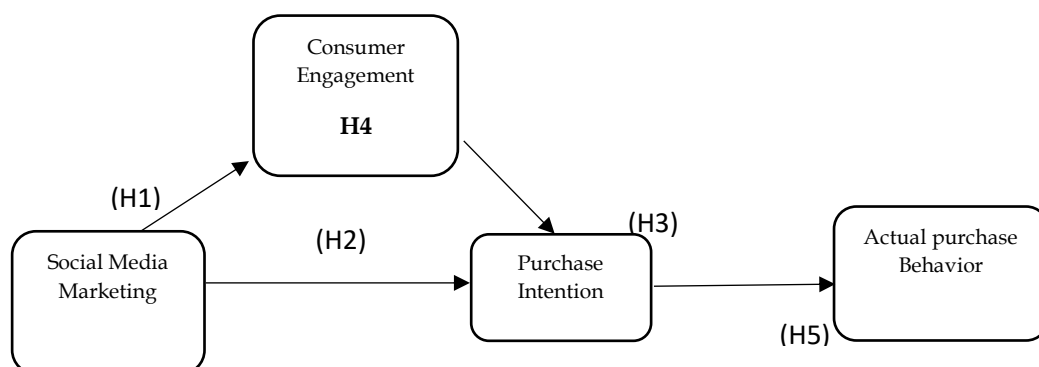


figure 1. Research Model

RESEARCH METHODS

Research Design: In order to investigate the connections between the variables and quantify both direct and mediated effects, this study uses a quantitative approach with a causal design. In order to examine how social media marketing affects customer involvement, buying intention, and actual purchase behavior, this design was chosen.

Population and Sample: Students that actively use social media and shop online make up the population in this study. Purposive sampling was used to choose 350 students in total for the sample. Students who are active on social media, have made at least two online transactions in the previous three months, and are between the ages of 18 and 25 are among the sample requirements. With a minimum suggested sample size of 200 for trustworthy SEM results, the sample size was established using the Slovin formula and taking into account the relevance to the SEM design. Furthermore, normality tests were performed to make sure the data complied with SEM's presumptions.

Method of Data Collection: A questionnaire created based on earlier research and approved by specialists was used to gather data. Social media marketing, consumer involvement, buy intention, and actual purchase behavior are the five main variables that are measured by the questionnaire's many sections, which also include respondent demographics. A 5-point Likert scale was used to measure each characteristic, with 1 denoting "strongly disagree" and 5 denoting "strongly agree." Confirmatory Factor Analysis (CFA) for concept validity and Cronbach's Alpha for reliability were used to assess the instrument's validity and reliability (Hair et al., 2019)(Byrne, 2013)(Cheung et al., 2020), **Data Analysis Technique:** With the aid of AMOS-24 software, hypotheses were investigated using structural equation modeling, or SEM. Because of its capacity to examine both direct and indirect (mediating) effects, SEM was selected. There were two phases to the hypothesis testing process: **Model of Measurement (CFA):** Using a variety of model fit indices, such as Chi-square, the Goodness-of-Fit Index (GFI), the Comparative Fit Index (CFI), and the Root Mean Square Error of Approximation (RMSEA), this step examined how well the indicators reflected theoretical constructs. **Structural Model:** In this step, the links between the constructions were examined, and the direct and indirect impacts of the independent factors on the dependent variables were assessed. The model's mediation effects were evaluated for significance using a Bootstrap test.

RESULTS AND DISCUSSIONS

1) Respondent Characteristics

Table 1
Respondent Characteristics

Characteristic		Number	Percentage (%)
Gender	male	157	49.2
	female	162	50.8
age	< 20 years old	97	30.4
	>51	4	1.3
	21 s/d 30 years old	167	52.4
	31 s/d 40 years old	34	10.7
	41 s/d 50 years old	17	5.3
education	Bachelor's Degree (S1)	256	80.3
	Master's Degree (S2)	63	19.7
Respondent Experience	Yes	319	100
	no	0	0
Frequently Used Social Media	facebook	162	
	Instagram	240	
	youtube	177	
	twitter	69	
	Dll	100	
Frequency of Using Social Media	Rarely	10	3.1
	Occasionally	74	23.2
	Frequently	235	73.7
Duration of Using Social Media	1-2 years	17	5.3
	2-3 years	18	5.6
	3-4 years	31	9.7
	4-5 years	35	10.9
	Less than 1 year	4	1.3
	More than 5 years	214	67.1

The data summary indicates that, at 50.8%, women make up the majority of the 162 respondents. With 167 respondents, or 52.4% of the total, respondents between the ages of 21 and 30 make up the largest group. With 256 respondents, or 80.3%, the largest group of the 319 respondents has a bachelor's degree (S1). Furthermore, it is known that every respondent comprehends the idea of high participation, which encompasses industries like electronics, fashion, automobile, and airline ticket brokers. The fact that Instagram was chosen by 240 respondents as the most popular social media platform suggests that most of them utilize social media heavily. According to usage length, the majority of respondents—214 people, or 67.1%—have been using social media for more than five years.

2) *Instrument Quality Testing*

This is the process of assessing the measurement devices or tools that are employed in surveys, research, or other assessments. This test's goal is to confirm that the tools being used are legitimate and trustworthy in order to generate data that is accurate and reliable. The two primary elements of instrument quality testing are as follows:

Validity Test

The degree to which an instrument measures what it is intended to measure is known as its validity. The following are the testing outcomes for this study:

Table 2.
Validity Test Results

Item	Social media marketing	Consumer engagement	Purchase intention	Actual purchase intention
SMM3	0.695			
SMM5	0.796			
SMM7	0.731			
SMM10	0.763			
SMM14	0.684			
SMM17	0.624			
CE3		0.614		
CE5		0.816		
CE6		0.862		
CE9		0.618		
PI1			0.811	
PI2			0.751	
PI3			0.777	
AP1				0.675
AP2				0.809
AP3				0.686

All constructions with reflected items or indicators have a loading factor value ≥ 0.07 , according to Table 3's loading factor data. Consequently, it can be said that every indicator or construct tool derived from the variables of Consumer Engagement (CE), Purchase Intention (PI), Social Media Marketing (SMM), and Actual Purchase Intention (AP) is deemed legitimate.

Reliability Test

Table 3.
Construct Reliability and Validity Model

Construct	Composite Reliability	Average Variance Extracted AVE
Social Media Marketing	0.864	0.515

Construct	Composite Reliability	Average Variance Extracted AVE
Consumer Engagement	0.822	0.542
Purchase Intention	0.823	0.608
Actual Purchase Intention	0.768	0.527

Source: Processed primary data

Based on Table 3, the results of construct reliability and validity show that the composite reliability value for all constructs in this study is excellent, with figures above ≥ 0.70 . Furthermore, the average variance extracted (AVE) values for all constructs are also very good, with values above ≥ 0.50 . Therefore, it can be concluded that all constructs in this study, namely Social Media Marketing (SMM), Consumer Engagement (CE), Purchase Intention (PI), and Actual Purchase (AP), are declared reliable.

3) Goodness of Fit (GOF) Test

The Goodness of Fit (GOF) model test produced favorable conclusions as shown in the following table and figure:

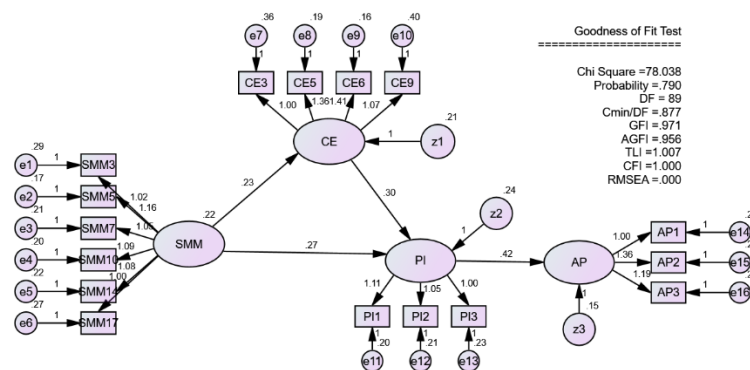


figure 2. Full Model Structural Equation Modeling

Table 4.
Goodness of Fit Analysis Results

Criteria	Critical Value	Model Results	Conclusion
X2- Chi-square	Expected to be small	78.038	Good fit
Probability	$\geq 0,05$	0,790	Good fit
RMSEA	$\leq 0,08$	0,000	Good fit
GFI	$\geq 0,90$	0,971	Good fit
AGFI	$\geq 0,90$	0,956	Good fit
TLI	$\geq 0,90$	1,007	Good fit

Criteria	Critical Value	Model	
		Results	Conclusion
CFI	$\geq 0,90$	1	Good fit
CMIN/DF	< 2	0.877	Good fit

Source: Processed primary data

According to the goodness of fit index test findings, every parameter satisfies the necessary standards. Thus, it may be said that this research model meets the requirements for goodness of fit.

Table 5.
Hypothesis Testing

Influence			Estimate	C.R.	P	Description
SMM	→	CE	0.23	3.301	***	Significant
SMM	→	PI	0.239	3.411	***	Significant
CE	→	PI	0.26	3.730	***	Significant
PI	→	AP	0.506	6.505	***	Significant

Note * p -value ≤ 0.05

Table 6.
Indirect Effects Between Variables

Hypothesis	Variable Relationship	Standard. Estimate	Z Sobel	P-value	Description
H4	SMM→CE→PI	0.239	2.482	0.000	Significant

Note * p -value ≤ 0.05

The hypotheses can be seen in Table 6 . The results of the hypothesis testing concluded that: (1) Social media marketing has a significant positive effect on consumer engagement, (2) Social media marketing has a significant positive effect on purchase intention, (3) Consumer engagement has a significant positive effect on purchase intention, (4) Consumer engagement mediates the relationship between social media marketing and purchase intention, and (5) Purchase intention has a significant positive effect on actual purchase.

CONCLUSION, SUGGESTION, AND LIMITATION

The research results prove that social media marketing has a significant positive effect on consumer engagement. Based on the analysis, the regression coefficient is 0.230 with a p -value of 0.000, indicating that the more effective social media marketing is, the higher the level of consumer engagement. This is supported by previous studies (Dessart et al., 2015); (Felix et al., 2017); (Luo et al., 2021); (Nguyen et al., 2020), which found a positive correlation between social media marketing and consumer involvement.

However, research by (Kumar et al., 2023) indicates that this effect is not always significant, reflecting the complexity of the relationship between marketing and consumer engagement.

Social Media Marketing Significantly Affects Purchase Intention The analysis shows that social media marketing positively influences purchase intention, with a regression coefficient of 0.239 and a p-value of 0.000. This is in line with previous research by (Cheung et al., 2020); (Nguyen et al., 2020), which indicates that marketing activities on social media can enhance consumers' purchase intentions.

Consumer Engagement Mediates the Relationship Between Social Media Marketing and Purchase Intention Consumer engagement has been shown to mediate the relationship between social media marketing and purchase intention, with a Sobel test result of 2.482 and a p-value of 0.000. This finding aligns with the studies of (Cheung et al., 2020); (Nguyen et al., 2020), which also demonstrate that consumer involvement strengthens the influence of social media marketing on purchase intention.

Consumer Engagement Significantly Affects Purchase Intention The analysis reveals that consumer engagement significantly affects purchase intention, with a regression coefficient of 0.260 and a p-value of 0.000. This study supports the findings of (Cheung et al., 2020);(Nguyen et al., 2020), which found that consumer involvement plays a crucial role in increasing purchase intentions.

Purchase Intention Significantly Affects Actual Purchase Behavior The analysis shows that purchase intention significantly affects actual purchase behavior, with a regression coefficient of 0.506 and a p-value of 0.000. These findings are consistent with research by (Okazaki et al., 2020); (K. Kaur et al., 2021); (McClure & Seock, 2020), which states that purchase intention is a strong predictor of actual purchase behavior. Overall, the findings of this study support the hypothesis that digital marketing, particularly through social media, plays a vital role in enhancing consumer engagement, purchase intention, and actual purchase behavior. Consumer engagement also proves to mediate the relationship between social media marketing and purchase intention, reinforcing the importance of marketing strategies that focus on interaction and consumer engagement.

Because this study used a cross-sectional technique, there are limitations to the findings' applicability to other regions. This makes it more difficult to record the dynamics or shifts in customer behavior over time. Furthermore, the study ignores cultural characteristics as contextual factors, even though there is evidence that culture has a big impact on how people behave(Tafani et al., 2024)(Benli & Ferman, 2019). In order to better understand the dynamics of consumer engagement over time, it is advised that future study take a longitudinal approach that can investigate causal links among the pertinent factors. Furthermore, by examining several theories in various cultural situations, future research should strive to be more thorough. The results of this study show that social media marketing is a useful tool for obtaining information and improving customer interaction with companies and products, both of which have an impact on purchase intention. This makes a strong case for Indonesian businesses to get involved in social media marketing initiatives. Companies must understand that social media is a strategic platform as well as a marketing tool that, when used well, can significantly affect brands and organizations'

bottom lines. Businesses can improve their relevance and competitiveness in a market that is becoming more and more digitalized by integrating social media analytic insights about consumer interaction into their marketing plans.

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