The Role of Brand Awareness in Mediating Social Media Marketing on Purchase Intention of Converse Shoes

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Abstract Converse is a canvas shoe that is very popular nowadays and is always a trend among young people. This study aims to measure the effectiveness of social media marketing variables on purchase intention by using brand awareness variables as a mediator, so this study uses consumer behavior theory. This study uses a sample of 100 respondents taken using the non-probability sampling method with purposive sampling technique. The data in this study were collected using a questionnaire method that was distributed offline to respondents. The data that has been collected is then analyzed by the classical assumption test, path analysis test, and testing the role of mediating variables using the Sobel test. The results of this study indicate that social media marketing has a positive and significant effect on purchase intention, social media marketing has a positive and significant effect on brand awareness, brand awareness has a positive and significant effect on purchase intention, and brand awareness is able to partially mediate the influence of social media marketing on purchase intention. Converse shoe management is expected to continue to provide complete information about Converse products through social media and maintain brand awareness of Converse shoes to increase purchase intention.

Keywords: Social Media Marketing; Brand Awareness; Purchase Intention;

1. INTRODUCTION

The development of *fashion* in this modern era is increasingly diverse, from head to toe, everything requires attractive *fashion as a sign that society has a lifestyle that is in accordance with the development of the modern era. The need for fashion* is basically a primary need for an individual because *fashion* is included in the need for clothing in the primary needs section. For some modern people, the development of the *fashion world* has become a new lifestyle for them, *fashion* such as clothes, pants, to shoes of various brands that always release their various products have an impact on people's purchasing power which continues to increase to meet their lifestyle. The impact of the development of *fashion* of course makes people inevitably follow existing trends. In fact, not only just following but it has become a necessity for modern society today to appear *trendy* and *stylish.*

Competition in the business world is very tight so that companies are required to be more innovative in making a product that can compete in the market (Mendur, et al. 2021). In modern times like today, many industrial sectors are growing rapidly, one of which is the shoe industry (Akbar et al. 2021). This happens because shoes are a primary need for various groups, especially among teenagers to support their *fashion (Hamsah & Mahargiono, 2022).* One of the shoe manufacturers that continues to innovate its products is the Converse company. Converse brand shoes are popular shoes today, which are liked by many teenagers and adults as well as being their favorites. Converse is an American shoe company with production results that mainly consist of sports footwear and lifestyle *brands.*

Based on data obtained from databoks.katadata.com in 2023, the Converse shoe brand was ranked third as the most popular brand in Indonesia with a percentage of 45.1 percent. This shows that sales of the Converse brand can be said to be high, beating several competing brands such as Puma, Vans, New Balance, and others. However, in the *top brand index data* that the author found, sales of Converse brand shoes have always decreased. Based on the data found, sales of Converse brand shoes in 2021 were 51.3 percent, then in 2022 they were 50 percent, and in 2023 they were 44.2 percent. This shows that sales of Converse brand shoes have decreased from year to year.

The increasing number of *casual shoe manufacturers* today means that competition in the industry is getting tighter. This situation makes it necessary for businesses to be aggressive. to carry out promotions and advertising, with the aim of making candidate Consumers are interested so that they will later buy the product. for sale. One way is through social media or commonly called as *social media marketing . Social media marketing* is a marketing strategy for goods and services using social media to build relationships, communities, transactions and exchange information with consumers and potential consumers (Aliami et al., 2018; Godey *et al* ., 2016; Zulfikar & Mikhriani, 2017). *Social media marketing* can influence consumer intentions, interests, decisions, in choosing a product or service, consumers choose products that are familiar or familiar (Leviana, 2019). Research conducted by Fuda & Yuening (2019) which states that social media *marketing* on the internet or social media (*e-commerce*) has a positive influence on consumer purchasing intentions. The same thing was conveyed by Semuel & Setiawan (2018), who stated that *social media marketing* on social media has a positive effect on consumer purchasing intentions for sports shoes. While different results were obtained by (Latief, 2018) who found that the *social media marketing variable* did not have a significant effect on consumer purchasing intentions. Research conducted by Silaningsih and Utami (2018) also stated that *social media marketing* has no influence on consumer purchase intention in Micro, Small and Medium Enterprises (MSMEs) of processed snack products in Bogor City. The authors also found different results, namely that *social media marketing* was not significant on purchase intention (Putra and Aristana, 2020); (Emini and Ziqiri, 2021).

In the business world, marketing is the most important thing. Whether a business advances or not depends greatly on how well the company markets itself. One of the One way to get consumer attention and interest in the business products produced is through marketing. Lately This, There are more and more companies that utilize social media as a means of marketing strategy in promoting *brands* in order to reach more consumers and the wider community, where this activity is known as *social media marketing*, which is the process of

attracting attention to brands through social media by creating content that attracts consumers' attention and encourages them to share it with other social media users (Hartanto et al., 2022). According to Dwivedi et al. (2021), *social media marketing* strengthens consumer knowledge of a *brand* compared to traditional marketing. The use of social media in marketing is more effective when compared to traditional marketing because social media can provide marketers with various kinds of information about consumers including consumer behavior, personality, consumer interests, consumer attitudes, and data on consumer preferences (Vidyanata, 2022).

According to Keller (2013:75) states that , the more consumers are involved with a brand, such as: seeing, hearing, or thinking about the brand, the greater the possibility that the consumer will have brand awareness and cause the brand to stick in his mind. So anything that causes consumers to be involved with a brand, such as: symbols, logos, slogans, advertisements and the use of *social media marketing* will be able to increase brand familiarity and awareness. Research conducted by El Aydi (2018), Bilgin (2018), and Seo & Park (2018) stated that there is a positive and significant influence between *social media marketing* and *brand awareness* .

Companies can create any impression in the minds of consumers or someone related to their memories of a brand created by the company. Because a strong brand will have a prominent position in a competition, if supported by an attractive product design, it will always be remembered in the minds of consumers well (Irvanto & Sujana, 2020). Knowledge of a product needs to be possessed by every consumer when they are going to buy the product because by knowing the specifications of the product, prospective consumers will not think about and turn to competing brands because they already know the type, specifications and popularity of the brand (Irvanto & Sujana, 2020).

Brand awareness can be obtained in various ways, one of which is through *social media marketing* . Social media is able to recommend *brand awareness* in the minds of consumers. Thus, *brand awareness* is estimated as a mediating variable. Research conducted by Irvanto & Sujana (2020) states that brand awareness has a significant positive effect on purchase intention. Similar things were also found in research conducted by Petahiang *et al* . (2015), in their research proved that brand awareness has a positive and significant effect on purchase intention, which means that the higher the awareness of a brand, the higher the purchase intention.

Based on the background, empirical studies, existing *research gaps , the influence of social media marketing* needs to be considered and linked to *brand awareness* so that it can create *purchasing intention* for consumers. Respondents showed a tendency to be more likely to buy products they are familiar with compared to products they are not familiar with. This

study is interesting to study to determine the significant role of *brand awareness* in influencing *social media marketing so that purchase intention* can occur on Converse brand shoe products.

effective use of *social media marketing will have a positive influence on the purchase intention* of potential consumers. Through a targeted and measurable marketing strategy on social media, it is expected to increase consumer interest and motivation to purchase products or services offered by the company. This statement is supported by the results of previous research conducted by Aileen *et al*. (2021) showing that social media marketing has a positive effect on purchase intention. This finding is in line with research conducted by Almohaimmeed (2019) which shows a significant influence between social media marketing and purchase intention. In addition, research by Sagtas, (2022) also shows a positive influence of social media marketing on purchase intention. Likewise, research by Laksamana (2018), which shows positive results from social media marketing on purchase intention. Research by Azzahra *et al*. (2021) also shows that *social media marketing* has a significant influence on *purchase intention*. Based on the results of the discussion and previous research, the following hypothesis can be concluded.

H$_1$: *Social media marketing* has a positive and significant influence on *Purchase Intention*

Effective *social media marketing will have a positive impact on brand awareness* . With a strong and consistent presence on social media, companies can increase brand recognition and make it better known to the target market. Previous research conducted by Bilgin (2018) showed a significant relationship between *social media marketing variables* and *brand awareness* . This is also supported by research by Seo and Park (2018) which showed a positive relationship between *social media marketing* and *brand awareness* . In addition, research conducted by ElAydi (2018) also found a significant positive relationship between *social media marketing* and *brand awareness* . Based on this statement, the following hypothesis can be formulated.

H$_2$: *Social media marketing* has a positive and significant influence on *brand awareness*

Brand awareness has an effect on *purchase intention* . This means that the higher the level of awareness of potential consumers about a brand, the more likely they are to have the intention to purchase products or services from that brand. Based on previous research conducted by Pandjaitan (2018), it was found that *brand awareness* has a significant effect on *purchase intention* . The same results were also shown by research by Amitay *et al* . (2020) which revealed that *brand awareness* has a positive effect on the *purchase intention variable* . In addition, research by Shamsudin *et al.* (2020) also showed a significant effect *of brand*

awareness on purchase intention. Based on this statement, the following hypothesis formulation can be formulated

H_3: *Brand Awareness* has a positive and significant effect on *Purchase Intention*

The results of research by ElAydi (2018), Bilgin (2018), and Seo & Park (2018) show a significant influence between *social media marketing* on *brand awareness*. On the other hand, there is also a significant relationship between *brand awareness* and *purchase intention*, as shown by research from Pandjaitan (2018), Amitay *et al*. (2020), and Shamsudin *et al*. (2020). Sutariningsih and Widagda (2021) found that *brand awareness* can significantly mediate the influence of *social media marketing* on *purchase intention*. Research by Putra and Aristana (2020) obtained similar results. Where *social media marketing* itself has no effect on *purchase intention*. However, *social media marketing* has a significant influence on *purchase intention* with the addition of the *brand awareness variable* as a mediating variable. Based on this statement, the following hypothesis formulation can be formulated:

H_4: *Brand Awareness* mediates the influence of *Social Media Marketing* on *Purchase Intention*
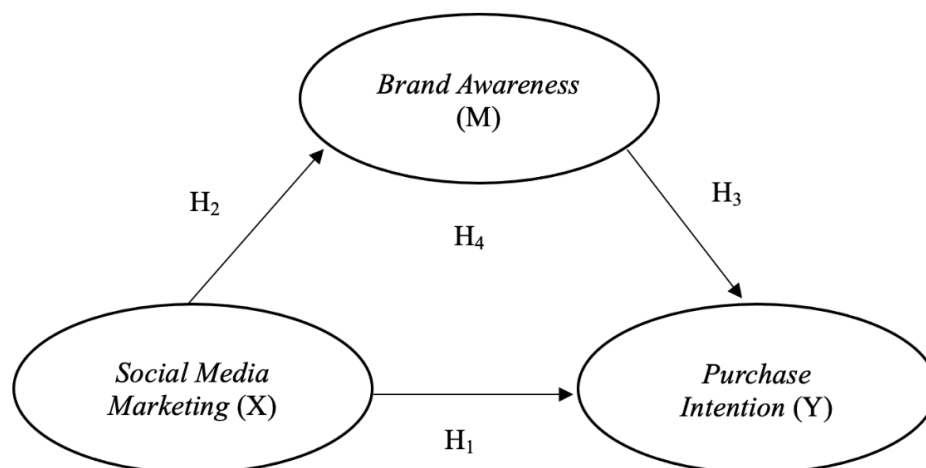
Source: Research Data, 2024

Figure 1. Research Model

2. RESEARCH METHODS

This type of research is quantitative research that aims to analyze the role of brand awareness in mediating social media marketing towards purchase intention of Converse consumers in Denpasar City. The population in this study were consumers who knew the Converse brand shoes. The sampling method used in this study was the *non-probability sampling method* with a *purposive sampling technique* with the number of samples used in this study being 100 respondents. The data in this study were collected using a questionnaire

distributed offline *to* respondents, which were then measured using a Likert scale. The feasibility test in this study was tested using a validity test and a reliability test. Data analysis techniques in this study include descriptive data analysis, inferential data analysis including path analysis, classical assumption tests, and testing of mediating variables using the Sobel test.

3. RESULTS AND DISCUSSION

Based on the results of the research conducted, it can be seen that the characteristics of respondents in this study include gender, age, last education, occupation, and income or pocket money per month which are explained in Table 1.

Table 1.

Respondent Characteristics

No	Characteristics	Classification	Number of people)	Percentage (%)
1	Gender	Man	74	74.0
		Woman	26	26.0
Amount			**100**	**100**
2	Age	18-22 years	51	51.0
		23-27 years old	37	37.0
		28-31 years old	10	10.0
		>31 years	2	2.0
Amount			**100**	**100**
3	Last education	High School / Vocational School	67	67.0
		Diploma	2	2.0
		S1	31	31.0
Amount			**100**	**100**
4	Work	Student	54	54.0
		Private sector employee	28	28.0
		civil servant	3	3.0
		Self-employed	15	15.0
Amount			**100**	**100**
5	Income	< Rp. 3,000,000	72	72.0
		Rp. 3,000,000 – Rp. 8,000,000	20	20.0
		>Rp 8,000,000	8	8.0
Amount			**100**	**100**

Source: Research Data, 2024

Respondent characteristics based on male gender are 74 people with a percentage of 74%, respondents with female gender are 26 people with a percentage of 26%, based on this it can be seen that Converse consumers in Denpasar City who are male are more dominant . Respondent characteristics based on age are dominated by the 18-22 year age group with a total

of 51 people. Respondent characteristics based on last education show that the majority of respondents are high school graduates/equivalent, totaling 67 people, and respondent characteristics based on occupation are dominated by students with a total of 54 people. Respondent characteristics based on income show that most respondents have a monthly income or pocket money of less than Rp. 3,000,000 per month.

The results of the validity test show that all research instruments used to measure the variables of *social media marketing*, *brand awareness, and purchase intention* have a total *Pearson correlation value* of each research instrument greater than 0.30, so it can be said that each statement item in the research instrument is valid and suitable for use as a research instrument. The results of the reliability test show that these three research instruments have a Cornbach's alpha value of more than 0.60 so they can be said to be reliable and can be used to conduct research.

The social media marketing variable in this study is an *exogenous variable* symbolized by X. Distribution of the *social media marketing variable* which has the highest average is the statement "I do not feel worried about the quality of Converse products after seeing Converse social media", the average value obtained is 4.03 which is in the good criteria, this means that in general respondents do not feel worried about the quality of Converse products after seeing Converse social media. Meanwhile, respondents regarding the *social media marketing variable* which has the lowest average is the statement "I feel that Converse content shared via social media is interesting.", the average value obtained is 3.36 which is in the fairly good criteria, but has a low average value compared to the other statements. This means that in general respondents feel that Converse content shared via social media is not completely interesting.

brand awareness variable in this study is a mediating variable symbolized by M. Distribution of respondents' answers regarding the *brand awareness variable* which has the highest average is the statement "I easily remember Converse brand shoe products.", obtained an average value of 4.33 which is in the very high criteria, this means that in general respondents easily remember Converse brand shoe products. Meanwhile, respondents regarding the *brand awareness variable* which has the lowest average is the statement "I intend to buy Converse products because they have become their top of mind.", the average value obtained was 3.78 which is in the high criteria, but has a low average value compared to the other statements. This means that in general respondents do not fully intend to buy Converse products because they have become their top of mind.

Meanwhile, the *purchase intention variable* in this study is an *endogenous variable* symbolized by Y. Distribution of respondents' answers regarding the *purchase intention variable* which has the highest average is the statement "I always look for positive information about the quality of Converse products.", the average value obtained was 4.17 which is in the high criteria, this means that in general the respondents always looking for positive information about the quality of Converse products. While regarding the *purchase intention variable* which has the lowest average is the statement "I make Converse products my main choice.", the average value obtained is 3.39 which is in the sufficient criteria, but has the lowest average value compared to the other statements. This means that in general respondents think that they have not fully made Converse products their main choice.

The results of the normality test in this study indicate that the Asym. Sig. (2 tailed) value in sub-structural 1 and sub-structural 2 are 0.052 and 0.074. These results indicate that the *Asym. Sig. (2 tailed) value* is greater than the alpha value of 0.05. Therefore, the regression equation model is normally distributed. The results of the multicollinearity test in this study indicate that the *tolerance value* of the social media marketing and brand awareness variables shows a value greater than 0.10 (*tolerance* > 0.10). Meanwhile, the VIF value for each independent variable also shows a value smaller than 10 (VIF <10). The results of the study indicate that the social media marketing and brand awareness variables are free from multicollinearity problems. The results of the heteroscedasticity test in sub-structural 1 have a significance value for the social media marketing variable of 0.299. The value is greater than 0.05, which means that there is no influence between the independent variables on *the absolute residual,* so that the model created does not contain symptoms of heteroscedasticity. The heteroscedasticity test on sub-structure 2 shows that the significance value of the social media marketing variable is 0.654, while the significance value of the brand awareness variable is 0.701. The significance value of each variable is greater than 0.05, which means that there is no influence between the independent variables on *the absolute residual* . So that the model created does not contain symptoms of heteroscedasticity.

Table 2.

Structural Equation Analysis Results 1

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	5,745	0.831		6,912	0.000
Social media marketing	0.355	0.044	0.633	8,086	0.000
R2 : $^{0.400}$					

Source: Research Data, 2024

The β2 value in structural equation 1 of 0.633 indicates that the social media marketing variable has a positive effect on the brand awareness variable, so that if the social media marketing variable increases, the brand awareness variable will increase by 0.633. The total determination value (R *square*) of 0.400 indicates the magnitude of the influence of the independent variable on the dependent variable. Thus, it can be interpreted that 40 percent of the variation in brand awareness is influenced by social media marketing variations, while the rest, namely 60 percent, is influenced by other factors not included in this study.

Table 3.

Structural Equation Analysis Results 2

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4.949	0.879		5.630	0.000
Social media marketing	0.192	0.049	0.326	3.915	0.000
Brand awareness	0.549	0.088	0.523	6.271	0.000
R^2 : 0,596					

Sumber: Data Penelitian, 2024

β1 value of 0.326 means that the social media marketing variable has a positive effect on purchase intention, so that if social media marketing increases, purchase intention will also increase by 0.326. Furthermore, the value of 0.523 means that the brand awareness variable has a positive effect on the purchase intention variable, so that if brand awareness increases, purchase intention will also increase by 0.523. The magnitude of the influence of the independent variables on the dependent variables is indicated by the total determination value (R *square*) of 0.596. The R *square value* of 0.596 means that 59.6 percent of the variation in purchase intention is influenced by variations in social media marketing and brand awareness, while the remaining 40.4 percent is explained by other factors outside this study.

Table 4.

Direct, Indirect and Total Influence of social media marketing variables (X), Brand awareness (M), and Purchase Intention (Y).

Influence of variables	Direct influence	Indirect influence through M	Total Influence	Std. Error	Sig.	Results
X→M	0.633		0.633	0.044	0,000	Significant
M→Y	0.523		0.523	0.088	0,000	Significant
X→Y	0.326	0.331	0.657	0.049	0,000	Significant

Source: Research Data, 2024

Table 4 shows the coefficient values of the direct influence path of social media marketing. on brand awareness of 0.633 with a significance value of less than 0.05 (0.000 < 0.05), this finding means that directly, social media marketing has a positive and significant effect on brand awareness among Converse shoe users in Denpasar City. The coefficient value of the brand awareness path to purchase intention is 0.523 with a significance value of less than 0.05 (0.000 <0.05) indicating that the brand awareness variable directly has a positive effect on purchase intention. The coefficient value of the direct influence path of social media marketing on purchase intention of 0.326 with a significance value of less than 0.05 (0.000 < 0.05) which means that social media marketing directly has a positive effect on purchase intention. The coefficient value of the indirect influence path of social media marketing towards purchase intention through brand awareness of 0.331, showing the results that social media marketing has an indirect effect on purchase intention through brand awareness

Based on the results of the Sobel Test, it shows that the Z results = 5.482 >1.96 then it can be said that Ho is rejected and Ha is accepted, which means that *the brand awareness* variable is a mediating variable that has a significant influence between *social media marketing* and *purchase intention.* on Converse products in Denpasar City , so that the fourth hypothesis in this study can be accepted.

The results of testing the *social media marketing hypothesis* on *purchase intention* in this study show that *Social media marketing has a* positive and significant effect on *purchase intention* in other words, the better *the social media marketing,* the higher *the purchase intention.* on Converse products in Denpasar City will continue to increase. So the first hypothesis in this study is declared accepted. The results of this study are in line with the results of previous studies conducted by Aileen *et al* . (2021), Almohaimmeed (2019), Sagtas (2022), and Azzahra *et al* . (2021), which stated that *social media marketing* has a significant influence on *purchase intention*.

The results of testing the *social media marketing* hypothesis on *brand awareness* in this study show that *social media marketing* has a positive and significant influence on *brand awareness, in other words, the more social media marketing* increases , the more *brand awareness* increases. on Converse products in Denpasar City . So the second hypothesis in this study is declared accepted. The findings obtained in this study are also in accordance with previous studies conducted by Bilgin (2018), Seo and Park (2018) , and ElAydi (2018) , which stated that there is a significant positive relationship between *social media marketing* and *brand awareness.*

The results of testing the *brand awareness hypothesis* on *purchase intention* in this study shows that *brand awareness* has a positive and significant influence on *purchase intention*, in other words if *brand awareness* increases, *the purchase intention* for Converse products in Denpasar City will increase. So the third hypothesis in this study is declared accepted. The results of this study are also in line with Pandjaitan (2018) , Amitay *et al* . (2020), and Shamsudin *et al*. (2020), who found that there was a significant influence *of brand awareness on purchase intention.*

Hypothesis testing results the role of *brand awareness* mediate influence *social media marketing* on *purchase intention* in this study shows that *social media marketing* has an effect on *purchase intention On Converse products in Denpasar City with brand awareness* mediation , so that *brand awareness* is a partial mediation variable for the influence of *social media marketing.* on *purchase intention*, this shows that the better *the social media marketing* owned by Converse in Denpasar City, the more it will be able to increase *brand awarenes* , with increasing *brand awareness*, it will be able to increase *purchase intention* on Converse products in Denpasar City. So that the fourth hypothesis in this study is declared accepted . The results of this study are in line with the results of previous studies conducted by Sutariningsih and Widagda (2021), as well as research by Putra and Aristana (2020) which found that *brand awareness* is significantly able to mediate the influence of *social media marketing* on *purchase intention*.

The theoretical implications of the results of this study can broaden information and insight and are also expected to be used as a reference in developing further research and can be compared with the results of further research on social *media marketing*, *brand awareness* and *purchase intention*. This research is also able to empirically prove that the theory used in this study refers to the theory of consumer behavior. Practical Implications This study is expected to be a consideration and input for Converse product management in Denpasar City in paying attention to *purchase intention* by considering *social media marketing* and *brand*

awareness. This proves that *social media marketing* and *brand awareness* perceived by consumers can increase *purchase intention* on Converse products in Denpasar City, this can be used by Converse management in Denpasar City to take policies in paying attention to or increasing *social media marketing* so that it will increase *brand awareness*, with increasing *brand awareness* it will increase *purchase intention*.

4. CONCLUSION AND SUGGESTIONS

social media marketing directly directly has a positive and significant effect on *purchase intention* of converse shoe users in Denpasar City. *social media marketing* directly has a positive and significant effect on *brand awareness* of converse shoe users in Denpasar City. *brand awareness* directly has a positive and significant effect on *purchase intention*.

Brand awareness is partially able to mediate the influence of *social media marketing* on *purchase intention*. Based on the results of the study and the suggestions that have been explained, the Converse product management is expected to review the use of *social media marketing* used to attract consumers, where Converse product management can provide or create content that can attract consumers' attention, so that it will attract consumers in making *purchase intentions*. The management is also expected for Converse products to be able to offer promotions to consumers or to review the design of the products offered so that consumers feel interested in making *purchase intention*.

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