BUILDING PURCHASE INTENTION BY MAXIMIZING SOCIAL MEDIA MARKETING AND CELEBRITY ENDORSEMENT FACTORS ON KANZLER PRODUCTS

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ABSTRACT

The consumption of processed meat products in Indonesia has increased and created increasingly fierce competition in the processed meat products industry. Kanzler, as one of the processed meat product brands, also feels tight competition. This study delves into the impact of social media marketing and celebrity endorsements on the purchase intention of Kanzler products with brand awareness acting as a mediating variable. The research employs the PLS-SEM analysis technique and quantitative descriptive design, which are both generated using the SmartPLS 4 software. This study involves non-probability sampling, specifically using purposive sampling techniques to collect data from 230 participants through an online survey conducted using Google Form. Based on the study results, purchase intention is boosted by social media marketing, celebrity endorsements, and brand awareness. Brand awareness is also boosted by social media marketing and celebrity endorsements. Social media marketing is connected to brand awareness and thus to purchase intention. In the meantime, the connection between purchase intention and celebrity endorsement stays unaffected by brand awareness. This research uncovers the factors that impact purchase intention and investigates inconsistencies through the Theory of Planned Behavior. This research can serve as a valuable resource for Kanzler and other marketers, assisting them in assessing and enhancing the effectiveness of their marketing strategies.

Keywords: *Social Media Marketing, Celebrity Endorsement, Brand Awareness, Purchase Intention*

1. INTRODUCTION

Processed meat products have become one of the most popular consumption options in Indonesia. This phenomenon can be seen with an increase in the average national expenditure per capita of the community every week in 2023 by 39%, compared to the previous 6 years (Badan Pusat Statistik, 2024).

Amid the rising trend of consumption of processed meat products, Kanzler has become one of the most popular processed meat product brands, especially among Generation Z (Adil, 2023). However, there are several challenges faced by Kanzler, one of which is maximizing net sales percentage growth. Kanzler's net sales percentage growth decreased from 2022 to 2023, with a net sales percentage growth of only 44.86%, compared to the percentage increase from 2020 to 2021 of 119.09% (Cimory, n.d.).

Intense industry competition is also an obstacle for Kanzler in developing its market. Champ and Fiesta managed to become Kanzler's main competitors with total sales in 2023 reaching Rp10.01 trillion (PT Charoen Pokphand Indonesia Tbk, 2024), compared to Kanzler's sales in 2023 which were only Rp4.12 trillion (Cimory, n.d.). Fiesta and Champ have also managed to become the most popular processed meat product brands in the digital world, beating Kanzler which is only in third position (Hidayat, 2020).

In addition, Kanzler's use of social media in promoting its products does not seem to produce maximum results. This is shown by the low interaction on each of Kanzler's posts. In addition, endorsement of celebrity Bella Kuku Tanesia for Kanzler products is also less effective and makes the public feel less interested in Kanzler products.

The main strategy that can be used to drive sales is to increase consumer purchase intention (Khohar & Hermanto, 2024). In accordance with Tjokrosaputro & Cokki (2020), purchase intention is a condition where customers are willing to purchase a good or service based on their wants, preferences, and opinions about the product as determined by the evaluation they have done.

Numerous factors in social media marketing have the power to shape consumers' purchase intentions (Moslehpour et al., 2022). Utilizing social media to promote, sell, and advertise is commonly own as social media marketing (Ali & Naushad, 2023). According to Moslehpour et al. (2022), the impact of social media marketing, trust, and brand image on purchase intentions is undeniably positive and influential. However, as per the study conducted by Emini and Zeqiri (2021), social media marketing was determined to have no effect on purchase intentions.

Celebrity endorsement is the second element that affects consumers' purchase intention (Firdhaus et al., 2023). Celebrity endorsement is a marketing strategy by utilises public figures who are known for their achievements in fields related to the product to be promoted (Maaliki et al., 2023). Dewinta et al. (2023) has highlighted how brand awareness and celebrity endorsement contribute significantly and positively towards purchase intention. However, based on Dey et al. (2021), celebrity endorsement was found to not affect purchase intention. Brand awareness is the third element influencing purchase intention (Faisal & Ekawanto, 2022). Brand awareness refers to a consumer's capacity to recognize and recall branded products (Ramadhan et al., 2020). Purchase intention was found to be significantly impacted by buzz marketing and brand awareness (Narayan & Singh, 2023). The research conducted by Emini and Zeqiri (2021) has shown that despite expectations, brand awareness does not influence purchase intention.

Celebrity endorsements and social media marketing also help build brand awareness (Dewinta et al., 2023; Ezenwafor et al., 2021). In accordance with Lilembalemba & Phiri (2024), social media marketing significantly boosts brand awareness. However, according to Ayuningtyas & Sijabat (2022), Brand awareness remains unaffected by social media marketing. Next, it was discovered by Maaliki et al. (2023) that celebrity endorsements can affect brand awareness. Furthermore, brand awareness can influence social media marketing and its relationship with purchase intention (Priatni et al., 2019). Dewinta et al. (2023) disclosed that the influence of celebrity endorsements on purchase intention is subject to brand awareness. Research by Firdhaus et al. (2023) and Emini and Zeqiri (2021) demonstrated that brand awareness does not serve as a mediator in the connection linking purchase intention, social media marketing, and celebrity endorsement.

Based on the inconsistencies in the results that have been described, through brand awareness, this study will demonstrate how social media marketing and celebrity endorsements impact consumers' purchase intentions.

Theory of planned behavior
This study will utilize the theory of planned behavior, an extension of Ajzen's (1991) Theory of Reasoned Action. This theory is used to reveal the factors that influence a person in deciding to perform a behavior. The theory of Planned Behavior is commonly used in various studies relating to purchase intention. Thus, it will also be used in the current study.

The relationship between social media marketing and purchase intention
Sharma et al. (2022) stated that social media marketing has the potential to influence consumer purchase intentions and purchase decisions because social media marketing can capture customers' interest in the products being offered. Yani and Rojuaniah (2023) has indicated that implementing social media marketing strategies can positively impact the formation of purchase intentions. Furthermore, Noer et al. The year 2024 demonstrates the significant and beneficial influence of social media marketing on consumers' purchase intention.
H1: Social media marketing has an effect on purchase intention for Kanzler products.

The relationship between celebrity endorsement and purchase intention
Based on Firdhaus et al. (2023), celebrity endorsements have the power to emotionally sway customers' decisions regarding a brand or product, which means they may contribute to an increase in consumer purchase intention. Prabeng et al. (2019) also revealed that positive celebrity endorsements of a brand can influence consumers' intentions to make a purchase. Furthermore, utilizing celebrities for promotions is a marketing technique that may be employed to increase consumer purchase intention (Nabil et al., 2022).
H2: Celebrity endorsement has an effect on purchase intention for Kanzler products.

The relationship between brand awareness and purchase intention
Yaseen & Mazahir (2019) argue that brand awareness felt by consumers will have an impact on judgment and can ultimately increase purchase intention. This is corroborated by Faisal & Ekawanto (2022), who show that a brand's capacity to raise customer brand awareness influences consumers' high purchase intentions. Additionally, brand awareness exerts a significant and favorable influence on purchase intention (Machi et al., 2022).
H3: Brand awareness has an effect on purchase intention for Kanzler products.

The relationship between social media marketing and brand awareness
As per Zeqiri et al. (2024), social media marketing plays a significant role in enhancing customers' ability to remember companies more distinctly and facilitates their engagement with them. Moreover, it has been shown by Reyvina and Tjokrosaputro (2024) that social media marketing effectively enhances brand awareness. Social media marketing can function as a tool for facilitating communication between a brand and its customers, ultimately boosting consumer brand awareness (Lilembalemba and Phiri, 2024).
H4: Social media marketing has an effect on brand awareness for Kanzler products.

The relationship between celebrity endorsement and brand awareness
Based on Dewinta et al. (2023), consumers are more likely to trust and feel at ease with a brand they are familiar with thanks to celebrity endorsements. According to Maaliki et al. (2023), customer brand awareness is impacted by celebrity endorsements. This demonstrates how effective celebrity endorsements raise customer knowledge of a brand (Sururi et al., 2019).
H5: Celebrity endorsement has an effect on brand awareness for Kanzler products.

Brand awareness mediates the relationship between social media marketing and purchase intention

Through social media marketing, brands can become more visible and purchase intentions can be influenced (Faisal and Ekawanto, 2022). This is in line with the findings of Chrisniyanti and Fah (2022), which emphasize the importance of brand awareness in influencing purchase intentions through social media marketing. In addition, Priatni et al (2019), mentioned that employing social media marketing can enhance brand awareness, thus impacting consumer purchase intentions.

H6: Brand awareness mediates the effect between social media marketing and purchase intention for Kanzler products.

Brand awareness mediates the relationship between celebrity endorsement and purchase intention

According to research carried out by Dewinta et al. (2023), celebrity endorsements can significantly heighten consumer brand awareness, subsequently shaping consumer purchase intentions. Sijoatmodjo and Soetedja's (2021) study also showed the connection between purchase intention and celebrity endorsement is influenced by brand awareness. Furthermore, Prabeng et al. (2019) was shown that the awareness of a consumer brand might act as a link between the impact of a celebrity recommendation and the intention to buy a product.

H7: Brand awareness mediates the effect between celebrity endorsement and purchase intention for Kanzler products.

Based on the hypothesis that has been presented, this research is illustrated with the following research framework:
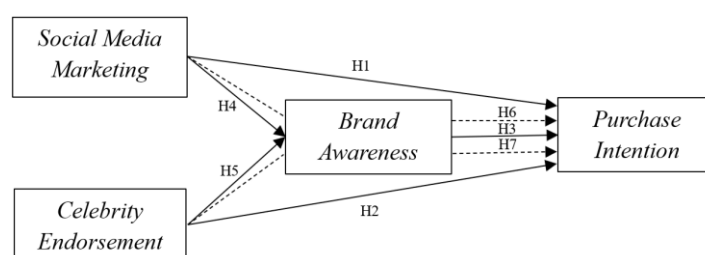

Figure 1. Framework Model

2. RESEARCH METHODS

This study collected data using cross-sectional methods and employed a quantitative descriptive methodology. Non-probability sampling techniques with representative methods and purposive sampling techniques are used in collecting data. The sample in this study were social media users in the DKI Jakarta area who had at least seen or been exposed to social media marketing activities and celebrity endorsements carried out on Kanzler products. 230 individuals took part in this study as respondents. They were assembled through a Google Form with a 5-point Likert scale. The data was analyzed using the Partial Least Square Structural Equation Modeling (PLS-SEM) method in the SmartPLS 4 software.

Table 1: Research Indicators

Variables	Indicator
Social Media Marketing (Zeqiri et al., 2024)	I prefer to share content about product X using social media
	Social media marketing presents opportunities to disseminate information about product X

	Sharing information about product X on social media is currently a popular trend
	Social media advertising for X goods catches my interest
	I enjoy using social media to tell my friends about product X
	Social media gave me the X product information I was looking for
	It's interesting to provide details about product X on social media
Celebrity Endorsement (Dewinta et al., 2023; Prabeng et al., 2019)	I want to buy product X because it is endorsed by a trusted celebrity (Sisca Kohl)
	Celebrity used X has a positive image (Sisca Kohl)
	Celebrity used X has popularity (Sisca Kohl)
	If the celebrity has a positive experience with product X, I'll purchase it (Sisca Kohl)
	If the celebrity knows enough about product X, I'll purchase it (Sisca Kohl)
Brand Awareness (Faisal & Ekawanto, 2022; Guha et al., 2021)	I've heard of brand X
	I know brand X
	Among rival brands, I can identify brand X
	Compared to other brands, I am more familiar with brand X
	The attributes of brand X come to my mind immediately
	I can recall brand X's logo with ease
Purchase Intention (Guha et al., 2021; Prabeng et al., 2019)	I am interested in finding information about product X
	I want to find out more information about product X
	I would like to try product X
	I want to own product X
	I am very likely to buy product X in the future

3. RESULTS AND DISCUSSIONS

The characteristics identified by the research are mostly male respondents (51.30%), aged 18-24 years (97.39%), the last education level is SMA/SMK (68.26%), student/student occupation (83.48%), and has an income of less than IDR 3,000,000 (55.65%). Then, the answer with the largest percentage on the social media marketing statement is in indicator 2 (50.43%), the celebrity endorsement statement in indicator 3 (54.35%), the brand awareness statement in indicator 2 (75.65%), and the purchase intention statement in indicator 3 (61.74%) with the answer description strongly agree.

Convergent validity is used to conduct validity analysis, provided that each indicator's loading factor is greater than 0.5 (Putra & Kurniaty, 2024) and it is crucial to make sure that the Average Variance Extracted (AVE) value exceeds a minimum of 0.5 (Kot et al., 2023). Convergent validity test findings for this investigation are included in Table 2 and Table 3.

Table 2. Loading Factor Analysis Results

Social Media Marketing		Celebrity Endorsement		Brand Awareness		Purchase Intention	
SMM1	0.678	CE1	0.752	BA1	0.680	PI1	0.765
SMM2	0.703	CE2	0.797	BA2	0.760	PI2	0.808
SMM3	0.797	CE3	0.740	BA3	0.712	PI3	0.816
SMM4	0.689	CE4	0.770	BA4	0.739	PI4	0.774
SMM5	0.789	CE5	0.769	BA5	0.815	PI5	0.690
SMM6	0.720			BA6	0.709		
SMM7	0.789						

Table 3. Average Variance Extracted (AVE) Analysis Results

Variables	Average Variance Extracted (AVE)
Social Media Marketing	0.547
Celebrity Endorsement	0.587
Brand Awareness	0.544
Purchase Intention	0.596

Discriminant validity is indicated by the Fornell-Lacker criterion suggests that the square root of the average variance extracted (AVE) for each construct should exceed the correlation value between constructs (Yamin, 2021), cross loading value is greater than other constructs and must also be greater than 0.6 (Nasirin et al., 2024), and as well as the HTMT value being below 0.9 (Hair et al., 2021). The findings of this study's discriminant validity test are listed in Tables 4, 5, and 6.

Table 4. Fornell-Lacker Criterion Analysis Results

Variables	Brand Awareness	Celebrity Endorsement	Purchase Intention	Social Media Marketing
Brand Awareness	0.737			
Celebrity Endorsement	0.471	0.766		
Purchase Intention	0.615	0.580	0.772	
Social Media Marketing	0.518	0.597	0.687	0.739

Table 5. Cross Loading Analysis Results

Indicator	Social Media Marketing	Celebrity Endorsement	Brand Awareness	Purchase Intention
SMM1	0.678	0.460	0.356	0.478
SMM2	0.703	0.411	0.376	0.541
SMM3	0.797	0.512	0.496	0.558
SMM4	0.689	0.341	0.410	0.519
SMM5	0.789	0.459	0.348	0.485
SMM6	0.720	0.421	0.298	0.435
SMM7	0.789	0.479	0.355	0.511
CE1	0.412	0.752	0.351	0.415
CE2	0.449	0.797	0.361	0.485
CE3	0.462	0.740	0.384	0.474
CE4	0.506	0.770	0.389	0.441
CE5	0.454	0.769	0.308	0.391
BA1	0.374	0.228	0.680	0.408
BA2	0.362	0.308	0.760	0.370
BA3	0.330	0.283	0.712	0.414
BA4	0.325	0.369	0.739	0.414
BA5	0.406	0.424	0.815	0.528
BA6	0.462	0.422	0.709	0.537
PI1	0.581	0.514	0.430	0.765
PI2	0.582	0.534	0.458	0.808
PI3	0.547	0.444	0.533	0.816
PI4	0.480	0.347	0.483	0.774
PI5	0.445	0.376	0.474	0.690

Table 6. Heteroit-Monotrait Ratio (HTMT) Analysis Result

Variables	Brand Awareness	Celebrity Endorsement	Purchase Intention	Social Media Marketing
Brand Awareness				
Celebrity Endorsement	0.552			
Purchase Intention	0.729	0.691		
Social Media Marketing	0.595	0.707	0.804	

Furthermore, the composite reliability should exceed 0. 7 (Hutasuhut et al., 2023) and the Cronbach's Alpha ought to be higher than 0. 6. (Kandpal et al., 2023) to ensure the reliability analysis is valid. Table 7 contains the findings of the reliability test analysis.

Table 7. Cronbach's Alpha & Composite Reliability Analysis Results

Variables	Cronbach's Alpha	Composite Reliability
Social Media Marketing	0.861	0.894
Celebrity Endorsement	0.824	0.876
Brand Awareness	0.832	0.877
Purchase Intention	0.830	0.880

The variables in this study are valid and reliable since it is known from the validity and reliability tests that have been conducted that all test requirements have been satisfied.
Hypothesis testing is seen through the path coefficient in the direct effect and indirect effect sections. The path coefficient value can be said to be positive if it has an original sample value greater than 0 (Hamali et al., 2023) and is considered significant if the p-values are less than or equal to 0.05 (Leon et al., 2023). In the meanwhile, if the path coefficient's p-value is less than 0.05, the mediating influence is identified (Hair et al., 2017 in Yamin, 2021).

Table 8. Hypothesis Test Results

Variables	Original Sample	P-Values
Social Media Marketing -> Purchase Intention	0.414	0.000
Celebrity Endorsement -> Purchase Intention	0.184	0.025
Brand Awareness -> Purchase Intention	0.314	0.000
Social Media Marketing -> Brand Awareness	0.367	0.000
Celebrity Endorsement -> Brand Awareness	0.251	0.027
Social Media Marketing -> Brand Awareness -> Purchase Intention	0.115	0.003
Celebrity Endorsement -> Brand Awareness -> Purchase Intention	0.079	0.084

Table 8 shows that social media marketing has a considerable and favorable impact on purchase intentions. The significance is indicated by the p-value of 0.000 and the original sample value of 0.414. The results of this investigation are consistent with Sharma et al. (2022) research, demonstrate how social media marketing has the power to impact consumer intentions and choices. Based on Moslehpour et al., (2022), a brand's purchase intention will rise in tandem with the quality of its social media marketing. Therefore, the first hypothesis of this study is approved.

Celebrity endorsement enhances purchase intention, exerting a positive and noteworthy influence. This becomes apparent from the original sample value of 0. 184, as well as a p-value of 0. 025. The results of the study are in line with the investigation conducted by Prabeng et al. (2019), a study conducted, that showing that consumer purchase intention can be influenced by effective celebrity endorsement. Moreover, celebrity endorsement serves as a potent

marketing tool for marketers to impact consumer purchase intention (Nabil et al., 2022). Hence, the second hypothesis of this study is approved.

Moreover, purchase intention is greatly boosted by brand awareness. The original sample value is 0.314, along with the p-values, is 0.000. The study's findings align with those of Machi et al. (2022), who found that brand awareness can affect purchasing intention. Furthermore, Priatni et al. (2019) found it was discovered that the purchase intention of consumers is impacted by strong brand awareness. Consequently, this study's third hypothesis is approved.

Brand awareness experiences a remarkable increase due to the positive influence of social media marketing. The original sample value is 0.367, together with p-values of 0.000. The findings of this study are consistent with those of Reyvina & Tjokrosaputro's (2024) research, which demonstrated that brand awareness is significantly and favorably impacted by social media marketing. Additionally, social media marketing can function as a method for boosting customer brand awareness. (Lilembalemba & Phiri, 2024). Consequently, this study's fourth hypothesis is approved.

The positive and significant impact of celebrity endorsements on brand awareness is apparent. The p-values of 0. 027 and the original sample value of 0. 251 demonstrate this. This align with Dewinta et al. (2023) findings, found that consumers are inclined to prefer using products offered by a particular brand with it thanks to celebrity endorsements. According to research by Maaliki et al. (2023), brand awareness among consumers can be influenced by celebrity endorsements. Consequently, this study's fifth hypothesis is approved.

Additionally, the relationship between the intention to make a purchase and social media marketing could potentially be influenced by brand awareness. This is evident from the 0.003 p-values. This is consistent with research by Faisal & Ekawanto (2022), which demonstrated that social media marketing initiatives can enhance brand awareness shape consumers' intentions to make purchases. Consequently, this study's sixth hypothesis is approved. The type of partial mediation encompasses the effect of brand awareness mediation variable in this sixth hypothesis.

Meanwhile, in this study, the connection between purchase intention and celebrity endorsement cannot be influenced by brand awareness. This is evident from the 0.084 p-values. According to Firdhaus et al. (2023), brand awareness alone is not enough to boost the effectiveness of celebrity endorsements on purchase intention. Consequently, this study's seventh hypothesis is disproved.

4. CONCLUSIONS AND SUGGESTIONS

Data study shows that social media marketing significantly raises purchase intention. Celebrity endorsements and brand awareness are also crucial factors in influencing consumer purchase intention. Additionally, social media marketing significantly increases brand awareness. Celebrity endorsements also play a pivotal role in further enhancing this area. Brand awareness plays a crucial role as a mediator connecting social media marketing and purchase intention. Though, it falls short in effectively moderating the impact of celebrity endorsements on buying intentions.

This research has limitations such as the number of research respondents who were only 230 people, so that the respondents obtained still cannot describe the actual situation. Thus, this

study is restricted to the factors that were examined. The information analyzed in this study was also sourced from respondents who live in the Jabodetabek area, so the answers obtained cannot represent answers from all regions. Then, the information provided by respondents in filling out online surveys via google form sometimes does not reflect the actual opinions of respondents, so the research results are less accurate.

Hence, future research is expected to delve into factors such as trust, brand image, and buzz marketing, which were not addressed in this study but have the potential to impact purchase intention. Furthermore, it is anticipated that future studies will broaden their scope in order to produce a wider variety of findings.

It is hoped that Kanzler can focus on improving the quality of content shared on social media platforms, which will ultimately increase social media users' interaction. In addition, Kanzler can also use celebrities that consumers trust more in promoting Kanzler products to encourage consumers to purchase Kanzler products. Kanzler can also take steps to redesign its logo using a simpler design so that consumers can more easily remember and recognize Kanzler products based on its logo.

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