The Female Echo Boomers Generation Behavior as an Outcome of Social Media Marketing Activities: The Mediation Roles of Relationship Quality and Perceived Value

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Abstract. The social media has an increasing role as an effective apparatus for companies in implementing marketing activities. This research aims to explore the inducing factors of purchase intention consumer, either directly by social media marketing activities or mediated by the relationship quality and perceived value. The quantitative research using the Structural Equation Model (SEM) method by focusing on female consumers echo boomers generation in the Indonesian local fashion brand. Data collection was carried out online by distributing google form which resulted in 326 respondents who then processed data analysis using Smart-PLS 3 program. The findings in this study identifies that social media marketing activities (SMMA) have correlation in increasing purchase intention of consumer. SMMA can also build relationship quality between consumer and brand which will then create purchase intentions. In addition, SMMA will configure the perceived value for a brand which then becomes the strongest contributor in encouraging purchase intention. This study provides managerial implications for the marketing sector of a company to manage and implement marketing activities on social media in accordance with consumer preference targets so they can build relationship quality and configure the perceived value which then creates purchase intention.

Keywords: Social Media Marketing Activities · Relationship Quality · Perceived Value · Consumer Purchase Intention · Echo Boomers Generation · Smart PLS · Second-Order Construct

1   Introduction

Social media in people's lives has an increasing role from time to time. Where, social media has revolutionized the lives of people who now interact through social networks [1]. Not only for the community, but social media also has an important role for a company's business, especially in the field of marketing. Social media is quickly becoming more widespread in the business realm, then it's proving to be an effective tool and an important means for a company to implement online marketing activities by prioritizing reciprocal interactions between companies and consumers [2, 3].

Through the implementation of social media marketing activities, companies will be easier to connect and engage with their consumers on daily basis [4], as well as communicate interactively, quickly, and effectively with relatively low costs [5]. Besides, social media marketing activities also simplify consumers to acquire trending information in real time and swiftly regarding to a company's product or service. On top of that, consumers get entertainment from marketing content for free, and they may also personalize product information according to their needs. It also make it easier for consumers to interact with other consumers who can create word of mouth on social media [3].

There are several platforms of social media that can be utilized as a medium for implementing a company's marketing activities, such as Snapchat, Twitter, Instagram, and Facebook [6]. Instagram has the most complete features and has a strong effect on the promotion and sales of a company's products compared to other social media platforms, where Instagram makes it easy for companies to interact with their consumers through sharing of pictures, videos, information, and products post. In addition, Instagram currently has a "Shop Now" feature that can motivate and direct consumers to purchase a product [7].

Through the application of social media marketing activities, consumers can build relationship quality through interaction with their favourite brands [8]. Relationship quality has an important role to help consumers connect themselves with the company's product brands [3, 9]. When a company implements marketing activities via social media that can build and strengthen relationship quality between consumers and brands, it will encourage purchase intentions from consumers to provide benefits for the company [2, 5]. Therefore, social media marketing activities must be managed properly to foster consumer trust and confidence to buy and create long-term loyalty [10].

When consumers are increasingly involved in a company's social media marketing activities, both through interact frequently, easily to personalize the needs, trendiness activities, informativeness, and word of mouth activities on the company's social media platforms, gradually consumers develop trust toward the brand. Level of consumer satisfaction will increase higher, and in return consumers will have more commitment to the brand [2]. Therefore, good management of social media marketing activities is an important factor to influence consumers in creating a strong relationship quality with the brand, so it can encourage consumers to have sustainable intentions and participation in the form of purchase intentions [3].

Exploration related to the affecting factors of consumer purchase intentions, both directly by social media marketing activities and mediated by relationship quality, has been carried out by several previous researchers [2, 3, 5, 11], however, in generating purchase intentions, consumers do not only consider relationship quality, but consumers also consider other factors, one of which is perceived value which has an important role in encouraging the consumer's purchase intention [4, 12, 13]. In addition, this research will focus on the Indonesian local fashion brand industry, which is currently growing rapidly. Then this study will focus on the Instagram as a social media platform, which is considered a platform with full features compare to the other social media platforms. Instagram users that will be studied focus on female of the echo boomers generation, who are assessed as a generation that can make independent decisions by relying on the results of their own evaluation [14].

2 Method

The quantitative research using the Structural Equation Model (SEM) method with the data handling and examination utilizes the SmartPLS 3 program. Collecting data using an online survey method and responses based on 1–5-point Likert scale (strongly disagree – strongly agree) using google form. The measurement of social media marketing activities (SMMA) variables consists of 18 statements adopted from [2, 16, 20], where the interaction (INT) dimension is 4 statements, personalization (PER) 4 statements, trendiness (TRE) 3 statements, entertainment (ENT) 3 statements, and word of mouth (WOM) 4 statements. Then the relationship quality variable (RQ) consists of 8 statements adopted from [2, 3], where the trust dimension (TRU) is 3 statements, and the satisfaction dimension (SAT) is 5 statements. The perceived value (PV) variable consists of 18 statements adopted from [27, 31], where the aesthetics (AES) dimension is 5 statements, playfulness (PLY) is 4 statements, customer return on investment (CRI) is 5 statements, and service excellence (SER) 4 statements. Then the purchase intention (PI) variable adopted from [3] consists of 4 statements.

The population of this study to be female users of Instagram belonging to the echo boomers generation, and those who follow Instagram accounts of Indonesian local fashion brands. The sampling technique used the purposive sampling method with the respondent criteria, particularly echo boomers' generation female who have an Instagram account that follows at least one Instagram account from Indonesian local fashion brand and has visited the brand's Instagram page in the last one month. Then based on the Generational Cohort Theory (GCT) explains that the echo boomers generation is people with age range of 25–34 years [32].

3 Result and Discussion

A. The Participants

Total participants who filled out the questionnaire were 383 people, but those who met the sampling criteria were 326 people (85%). The 326 participants are female of the echo boomers generation in the age range of 25–34 years old, then have social media Instagram that follows at least one Instagram account from Indonesian local fashion brand products who at least access or visit the brand's Instagram page at least one time in the last one month.

B. Validity and Reliability Test (First Order)

The first order validity test begins by assessing convergent validity, namely measuring the validity of the reflective indicator as a dimension measurement by looking at the result of outer loading value and the average variance extracted (AVE) value of each indicator from these dimensions. Based on the SmartPLS 3 output, it shows that all indicators of the dimensions INT, PER, TRE, ENT, WOM, TRU, SAT, AES, PLY, CRI, SER, have outer loading values > 0.7 and AVE > 0.5 therefore they are declared valid. Next is to test the discriminant validity with a cross loadings approach, the output of SmartPLS 3, it shows that the loading value of each indicator on the dimension is higher than the loading value of the indicator on other dimensions, so it can be shows that it has met the

requirements of discriminant validity. Then in the first order reliability test, all of them have composite reliability (CR) values > 0.7 and Cronbach's Alpha (CA) > 0.7 so that all of them are declared reliable [33]. The details of validity and reliability first order test are shown in Table 1.

Table 1. Validity and Reliability Test (First Order)

Dimension		Outer Loadings (>0.7)	Cronbach's Alpha (>0.7)	CR (>0.7)	AVE (>0.5)
Interaction (INT)	INT1	0.844	0.843	0.995	0.680
	INT2	0.829			
	INT3	0.816			
	INT4	0.789			
Personalization (PER)	PER1	0.790	0.818	0.880	0.646
	PER2	0.889			
	PER3	0.834			
	PER4	0.782			
Trendiness (TRE)	TRE1	0.893	0.831	0.889	0.747
	TRE2	0.851			
	TRE3	0.849			
Entertainment (ENT)	ENT1	0.834	0.803	0.884	0.718
	ENT2	0.865			
	ENT3	0.841			
Word Of Mouth (WOM)	WOM1	0.861	0.857	0.904	0.703
	WOM2	0.715			
	WOM3	0.882			
	WOM4	0.885			
Trust (TRU)	TRU1	0.897	0.822	0.894	0.738
	TRU2	0.824			
	TRU3	0.853			
Satisfaction (SAT)	SAT1	0.840	0.883	0.914	0.681
	SAT2	0.796			
	SAT3	0.825			
	SAT4	0.843			
	SAT5	0.822			
Aestetic (AES)	AES1	0.903	0.876	0.910	0.671
	AES2	0.748			
	AES3	0.834			
	AES4	0.802			
	AES5	0.800			
Playfulness (PLY)	PLY1	0.854	0.837	0.891	0.672
	PLY2	0.794			
	PLY3	0.837			
	PLY4	0.792			

(continued)

Table 1. (*continued*)

Dimension		Outer Loadings (>0.7)	Cronbach's Alpha (>0.7)	CR (>0.7)	AVE (>0.5)
Consumer Return On Investment (CRI)	CRI1	0.849	0.892	0.921	0.700
	CRI2	0.886			
	CRI3	0.813			
	CRI4	0.803			
	CRI5	0.823			
Service Excellence (SER)	SER1	0.826	0.874	0.914	0.726
	SER2	0.841			
	SER3	0.852			
	SER4	0.883			

C. Validity and Reliability Test (Second Order)

The second order validity test assesses convergent validity, based on the SmartPLS 3 output showing that all dimensions of the social media marketing activities (SMMA) variable, the dimensions of the relationship quality (RQ) variable, and perceived value (PV) variable, all have an outer loading value > 0.7. The validity test. Based on the AVE value shows that the SMMA, PV, and RQ variables have an AVE value > 0.5 so they meet the validity requirements. The SmartPLS 3 output also showing that all indicators of purchase intention (PI) variable have outer loading value > 0.7 and AVE value > 0.5, so it meets the validity requirements. Regarding the discriminant validity test with the cross loadings approach, it shows that the loading value of each indicator on its latent variables of SMMA, PV, RQ, and PI is greater than the loading value of these indicator on other latent variables, so it is concluded that it has met the requirements of discriminant validity. Regarding the second order reliability test, all latent variables have composite reliability (CR) values > 0.7 and Cronbach's Alpha (CA) > 0.7 so that all of them are declared reliable The details of validity and reliability second order test are shown in Table 2. Then cross loading value results are shown in Tables 3, 4, 5, and 6.

Table 2. Validity and Reliability Results

Construct		Outer loadings (>0.7)	Cronbach's Alpha (>0.7)	CR (>0.7)	AVE (>0.5)
Social Media Marketing Activities (SMMA)	INT	0.928	0.961	0.965	0.606
	PER	0.935			
	TRE	0.931			
	ENT	0.930			
	WOM	0.946			

Table 2. (*continued*)

Construct		Outer loadings (>0.7)	Cronbach's Alpha (>0.7)	CR (>0.7)	AVE (>0.5)
Relationship Quality (RQ)	TRU	0.947	0.925	0.938	0.656
	SAT	0.979			
Perceived Value (PV)	AES	0.918	0.963	0.966	0.627
	PLY	0.882			
	CRI	0.903			
	SER	0.917			
Purchase Intention (PI)	PI1	0.890	0.879	0.917	0.734
	PI2	0.840			
	PI3	0.840			
	PI4	0.856			

Table 3. Value Result

	AES	CRI	ENT	INT	PER	PI	PLY	SAT	SER	TRE	TRU	WOM
F11	0.780	0.790	0.756	0.792	0.750	0.390	0.762	0.795	0.766	0.728	0.728	0.753
F12	0.729	0.745	0.731	0.718	0.710	0.340	0.734	0.745	0.748	0.703	0.714	0.715
F13	0.777	0.761	0.769	0.734	0.757	0.340	0.750	0.776	0.778	0.751	0.733	0.740
F14	0.824	0.788	0.771	0.754	0.768	0.356	0.733	0.769	0.781	0.749	0.795	0.764

3.1 Hypothesis Results

Validity test based on the SmartPLS 3 output shown the R square value is 0.890, this value indicates that the magnitude of the influence of the SMMA, RQ, and PV variables on PI is 89%, while the leftover 11% is affected by different factors not analyzed in this study. The R Square number of 0.890 also shows that the level of prediction of the SMMA, RQ, and PV variables on the PI variable is high [33]. Regarding the model fit test, the SRMR (standardized root mean square residual) value is 0.06 < 0.08 which indicates that the relationship observed in this research model is suitable or appropriate [34].

Then the hypothesis testing (bootstrapping) will see the path coefficient values, t-statistics, and p-value, where the research results are shown in Table 7.

Based on Table 7, the hypothesis test above shows that all the original sample values are positive, t-statistics value indicates the magnitude > 1.96, and the p-value < 0.05, so it shows that the data in this study supports all the research hypotheses that were built.

Then the mediation test by SmartPLS 3 shows that the RQ and PV variables have a mediating role between the relationship of SMMA and PI as indicated by the positive original sample value, t-statistics value indicates the magnitude > 1.96, and the p-value < 0.05, so it shows that there is a partial mediation role due to the influence of SMMA and PI, both directly and through mediation, which are all significant [35].

Table 4. Value Result

	AES	CRI	ENT	INT	PER	PI	PLY	SAT	SER	TRE	TRU	WOM
ENT1	0.777	0.704	0.834	0.722	0.759	0.756	0.710	0.730	0.776	0.683	0.696	0.699
ENT2	0.750	0.730	0.865	0.702	0.731	0.755	0.732	0.752	0.735	0.704	0.717	0.699
ENT3	0.727	0.754	0.841	0.713	0.704	0.735	0.697	0.765	0.734	0.735	0.749	0.705
INT1	0.704	0.759	0.672	0.844	0.656	0.730	0.675	0.706	0.702	0.697	0.676	0.702
INT2	0.706	0.698	0.699	0.849	0.670	0.720	0.674	0.702	0.696	0.671	0.649	0.676
INT3	0.721	0.709	0.715	0.816	0.685	0.734	0.691	0.720	0.741	0.661	0.658	0.681
INT4	0.717	0.635	0.687	0.789	0.663	0.702	0.705	0.734	0.715	0.703	0.716	0.718
PER1	0.698	0.631	0.647	0.598	0.790	0.673	0.638	0.647	0.701	0.670	0.669	0.667
PER2	0.697	0.659	0.719	0.658	0.809	0.676	0.685	0.701	0.693	0.672	0.706	0.704
PER2	0.737	0.684	0.728	0.716	0.834	0.758	0.750	0.765	0.730	0.760	0.716	0.754
PER4	0.700	0.801	0.680	0.627	0.782	0.693	0.628	0.632	0.659	0.553	0.626	0.633
TRE1	0.785	0.663	0.776	0.774	0.766	0.796	0.807	0.813	0.790	0.893	0.761	0.809
TRE2	0.674	0.730	0.663	0.644	0.658	0.663	0.699	0.710	0.694	0.851	0.691	0.714
TRE3	0.772	0.694	0.722	0.724	0.721	0.752	0.731	0.737	0.766	0.849	0.751	0.732
WOM1	0.749	0.694	0.699	0.713	0.751	0.737	0.715	0.740	0.768	0.731	0.769	0.861
WPM2	0.558	0.656	0.515	0.590	0.578	0.556	0.650	0.592	0.574	0.638	0.579	0.715
WPM3	0.755	0.725	0.756	0.740	0.745	0.756	0.754	0.770	0.776	0.761	0.738	0.882
WPM4	0.805	0.813	0.770	0.768	0.790	0.815	0.785	0.785	0.808	0.784	0.771	0.885

Table 5. Value Result

	AES	CRI	ENT	INT	PER	PI	PLY	SAT	SER	TRE	TRU	WOM
SAT1	0.710	0.746	0.716	0.715	0.685	0.724	0.727	**0.840**	0.710	0.731	0.731	0.713
SAT2	0.695	0.684	0.709	0.705	0.666	0.718	0.763	**0.796**	0.741	0.705	0.660	0.690
SAT3	0.764	0.710	0.718	0.722	0.749	0.759	0.724	**0.825**	0.774	0.736	0.719	0.749
SAT4	0.720	0.729	0.736	0.739	0.687	0.759	0.749	**0.843**	0.718	0.721	0.691	0.705
SAT5	0.755	0.760	0.768	0.699	0.744	0.755	0.708	**0.822**	0.742	0.710	0.750	0.714
TRU1	0.802	0.841	0.793	0.770	0.788	0.818	0.789	0.822	0.808	0.815	**0.897**	0.823
TRU2	0.730	0.609	0.687	0.603	0.692	0.670	0.619	0.665	0.713	0.641	**0.824**	0.659
TRU3	0.730	0.738	0.706	0.726	0.695	0.739	0.706	0.723	0.735	0.724	**0.853**	0.716

Table 6. Value Result

	AES	CRI	ENT	INT	PER	PI	PLY	SAT	SER	TRE	TRU	WOM
AES1	**0.903**	0.808	0.831	0.791	0.815	0.842	0.786	0.822	0.830	0.787	0.804	0.784
AES2	**0.748**	0.619	0.629	0.603	0.638	0.653	0.578	0.594	0.680	0.599	0.642	0.599
AES3	**0.834**	0.711	0.705	0.719	0.697	0.738	0.667	0.722	0.738	0.716	0.731	0.701
AES4	**0.802**	0.695	0.709	0.695	0.712	0.722	0.684	0.704	0.747	0.692	0.680	0.696
AES5	**0.800**	0.738	0.744	0.717	0.734	0.752	0.730	0.759	0.740	0.724	0.732	0.736
CRI1	0.765	**0.849**	0.724	0.738	0.723	0.783	0.762	0.768	0.749	0.726	0.712	0.726
CRI2	0.788	**0.886**	0.797	0.775	0.764	0.812	0.777	0.792	0.794	0.759	0.756	0.757
CRI3	0.661	**0.813**	0.627	0.705	0.631	0.671	0.668	0.645	0.672	0.703	0.668	0.672
CRI4	0.699	**0.823**	0.683	0.668	0.731	0.721	0.731	0.693	0.649	0.657	0.677	0.725
CRI5	0.699	**0.823**	0.683	0.668	0.731	0.721	0.731	0.693	0.649	0.657	0.677	0.725
PLY1	0.746	0.779	0.761	0.739	0.716	0.752	**0.854**	0.790	0.764	0.768	0.747	0.748
PLY2	0.618	0.680	0.619	0.659	0.628	0.666	**0.794**	0.689	0.675	0.673	0.613	0.680
PLY3	0.694	0.738	0.680	0.650	0.723	0.693	**0.837**	0.718	0.727	0.741	0.709	0.751
PLY4	0.707	0.694	0.694	0.679	0.691	0.737	**0.792**	0.712	0.695	0.646	0.626	0.662
SER1	0.759	0.663	0.694	0.667	0.726	0.710	0.657	0.648	**0.826**	0.685	0.711	0.698
SER2	0.744	0.668	0.725	0.699	0.720	0.733	0.724	0.765	**0.841**	0.721	0.740	0.740
SER3	0.763	0.771	0.769	0.787	0.716	0.773	0.793	0.810	**0.852**	0.780	0.741	0.762
SER4	0.843	0.828	0.817	0.789	0.786	0.832	0.796	0.811	**0.888**	0.772	0.794	0.792

Table 7. Hypothesis Results

Hypotheses	Path	Path Coefficient T-Value	P-Values	Decision	Hypotheses
H1	SMMA - > PI	0.250	2.119	0.035	*Accepted*
H2	SMMA - > RQ	0.952	159.598	0.000	*Accepted*
H3	RQ - > PI	0.214	3.019	0.003	*Accepted*
H4	SMMA - > RQ - > PI	0.204	3.018	0.003	*Accepted*

(*continued*)

Table 7. (*continued*)

Hypotheses	Path	Path Coefficient T-Value	P-Values	Decision	Hypotheses
H5	SMMA - > PV	0.96 9	215. 216	0.00 0	*Accepted*
H6	*PV - > PI*	*0.49 2*	*4.04 1*	*0.00 0*	*Accepted*

4 Discussion

The findings show that consumers pay more attention to marketing activities in the word of mouth element on social media, compared to other marketing activities elements, such as: entertainment, interaction, trendiness, and personalization, especially to female of the echo boomers generation in Indonesia. This is in line with what was stated by [2] that the word of mouth dimension has the greatest contribution to social media marketing activities compared to other dimensions.

The discoveries in this study indicate that social media marketing activities can increase purchase intention. When a brand's social media presents entertainment content, then makes it easier for consumers to personalize their information needs, displays trendiness information, facilitates word of mouth, and interactively, it will encourage consumers to be more involved with the brand's marketing activities, then will make the purchase intention of these consumers stronger. It means that consumers will feel more ready to pay for products which can lead to the actual purchases from these consumers. It is in accordance with a few past study which underline the significance of the role of social media marketing activities in generating consumer purchase intention [2, 11, 36].

Regarding the relationship quality, the discoveries of this study show that the satisfaction dimension has the highest impact in building relationship quality between consumers and brands compared to the trust dimension. It means the relationship quality of female consumers of the echo boomers generation in Indonesia will get stronger when they are more pleasant and satisfied with the experiences gained through social media of a local fashion brand. Then followed by consumers trust when a brand fulfills its promises on social media.

The next finding, marketing activities of a brand on social media influences consumers to have high trust and satisfaction for the brand. It shows that the relationship quality built between consumers and brands through social media is excellent in bringing benefits to the company in the form of strong consumer purchase intention for the brand. It is in line with previous findings by [37] which show that customer satisfaction has a positive correlation on purchase intention. The use of social media to implement marketing activities is the right thing to strengthen relationship quality. By building trust with consumers, eliminating the possibility of uncertainty that can prevent consumers from engaging with the brand, then when consumers can connect with the company's brand via social media, it can increment positive associations with the brand and abstain from purchasing contending brands, which means this can increase the purchase intention of

these consumers [2, 3, 5]. In addition, the other research finding by [38] show that the consumers' trust is affecting factor for purchase intention.

Regarding the perceived value, the result of the study indicates that the largest contribution in shaping the perceived value of consumers are aesthetics and service excellence dimension, followed by the consumer return on investment and playfulness dimensions, especially to female of the echo boomers generation related to Indonesian local fashion brand products. This study also shows that the marketing activities of a brand on social media that can form high consumer perceived value will result in consumer purchase intentions for Indonesian local fashion brand products that are stronger than building relationships quality.

When consumers judge the page or content of a brand on social media is aesthetic, it is expected to make consumers feel playfulness, provide convenience and time efficiency for consumers when looking for products, and provide excellent service to consumers through social media, it shows that perceived value consumers will be positive about the brand. Then it will be able to create a stronger purchase intention from consumers for the brand. It is in line with previous findings by [4, 13, 39] which show that the involvement of social media marketing activities is a significant element in shaping consumer perceived value. Where the more marketing activities can entertain consumers, the more consumers' perceived value will increase. Then the more interesting and entertaining information related to a product conveyed through social media, it will make consumers more aware of the benefits or value of the product, so that the higher the possibility of consumers to buy the product.

5   Conclusion

The whole hypothesis built in this study has been proven that social media marketing activities, relationship quality, and perceived value as three factors that can encourage purchase intention of online consumer. Where, all these variables are to form the consumer's perceived value for a brand which then becomes the most powerful contributor in encouraging purchase intention.

This research provides managerial implications for companies incorporated in the local fashion brand industry, particularly the marketing department who is considering implementing their marketing strategy through social media. Marketers must be able to manage marketing activities related to product brands on social media that are in accordance with consumer preferences which can be done in various ways. First, the marketing department of a company must be able to present marketing activities related to word of mouth activities which are considered the highest contributor to marketing activities on social media. Where marketers can periodically post positive reviews from consumers regarding brands and ensure that these reviews can be read and understood, then conveyed to other consumers using social media features such as: feeds, stories, and reels which are expected to influence other consumers who access or read the information. Then, the company must provide appreciation feedback for the reviews that have been given by consumers through the comment feature on social media pages.

The second implication is that the management of feeds on social media pages must highly considers the suitability and neatness of the layout of each product content and

provide complete information. Third, marketing must publish marketing content that is in accordance with current trends or situations, whether related to the internal or external company situation. Fourth, marketing activities presented through social media must contain the content that is interesting, informative, creative, and entertaining, and displays photos, videos, or reels related to products with high image quality, contains aesthetic elements, combined with appropriate colors and music, so it is able to arouse the interest and pleasure of consumers when they see the marketing content.

Next, fifth, through their social media channels, companies must establish interaction with consumers by creating two-way communication and making Q&A with consumers using features available on social media.

Sixth, marketers should focus more on the formation of consumer perceived value which is a strong driver of consumer purchase intention rather than the development of relationship quality. The formation of positive perceived value can be done by displaying product content on social media that is aesthetic and playful that can make consumers feel happy when accessing or watching the content, it provides benefits to consumers by making it easier for consumers to quickly personalize their product needs, so they are more efficient in terms of shopping activities and provide good and attentive service through the brand's social media.

However, the findings based on the research model that has been proven, but this study actually has a few limits that should be the future improvements, particularly: first, this study only focuses on female who are echo boomers generation, therefore for the future it can use generation as a moderating variable so that the research results will be more complete and broader. Second, the social media platform used here only focuses on Instagram, so it can then analyze and compare social media platforms such as: "Tik Tok" especially for research in industries that require an analysis unit of social media users with a young age (<30 years), and Tik Tok is also a newer platform than Instagram. Then third, this research framework still needs development, because there are other variables that have an important role in encouraging consumer purchase intention such as: customer experience with 5 dimensions, particularly: sense, think, feel, act, and relate [3].

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