

Social Media Promotion and Women's Purchase Intentions for Local Fashion Brands

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Abstract—This study aims to analyze the impact of social media promotion on trust, perceived value, and consumers' purchase intentions, as well as to evaluate the roles of trust and perceived value as mediators between social media promotion and purchase intentions for local women's fashion brands in South Sulawesi. This research employs a quantitative approach involving 110 consumers from three main areas: Makassar City, Maros Regency, and Gowa Regency. Data were collected using a questionnaire through purposive sampling. Data analysis was conducted using Structural Equation Modeling (SEM-AMOS) and the Sobel test to assess mediation effects. The results indicate that social media promotion positively and significantly influences the enhancement of trust and perceived value. However, the direct effect of social media promotion on purchase intention is not significant. Indirectly, social media promotion significantly increases purchase intention through perceived value, while its effect through trust is not significant. Perceived value has a dominant influence on purchase intention of 72.0%, compared to trust (7.6%) and social media promotion (9.0%). Although trust does not directly affect purchase intention, it serves as a key factor in enhancing perceived value, which ultimately impacts purchase intention.

Keywords: Social Media Promotion; Trust; Perceived Value; Consumer's Purchase Intentions; Local Women's Fashion Brands.

1. INTRODUCTION

Currently, technological advancements and the phenomenon of globalization have significantly transformed the economic landscape, introducing a digital era that demands a paradigm shift in research activities, with a focus on the digital economy. Rapid technological developments are reflected in the increasing use of the internet and the penetration of devices such as laptops, netbooks, and smartphones equipped with internet access and social media applications like Facebook, Instagram, Twitter, and others (Kim & Kim, 2018). In the context of the digital economy, social media plays a crucial role as a tool for promoting products and services. Companies are tapping into the potential of social media platforms to introduce products, build brand awareness, and boost sales volume (Sinaga & Sulistiono, 2020).

Social media has evolved into a global platform that plays a crucial role in attracting and retaining user attention. Currently, over three-quarters of active internet users are engaged with at least one social media platform (Greenwood et al., 2016). The presence of social media has eliminated human limitations in socializing, both in terms of space and time, enabling individuals to communicate anywhere and anytime, without being constrained by geographical distance or time. In this context, social media has proven to be an effective platform for reaching consumers and building a brand image (Infante & Mardikaningsih, 2022).

Efforts to encourage this include stimulating consumers' purchase intentions, where intention is described as an individual's inclination to act, which can be a basis for predicting behavior or actions (Simanihuruk et al., 2023). Organizations worldwide are starting to formulate strategies on how to leverage social media to capture consumers' attention, stimulate their purchase intentions, and foster beneficial marketing relationship (Kamboj et al., 2018). Several studies highlight various social media marketing methods, including advertising, electronic word-of-mouth (e-WOM), online customer reviews, and others (Bushara et al., 2023; Fachmi & Sinau, 2022; Warsame et al., 2021). One particularly interesting area to explore is social media advertising, where businesses are willing to invest more in social media marketing to advertise. Through social media advertising, companies can reach a broader audience and rapidly disseminate information about their products and services.

Several local women's fashion brands in South Sulawesi have actively promoted their products through social media with the hope of increasing sales targets. However, the issue faced by some entrepreneurs is that product sales remain unsatisfactory and even show a downward trend, despite using paid advertising features as a strategy to more effectively reach their target market. On the other hand, referring to previous research, data from 2016 indicates that social media promotion investment reached USD 524.58 billion, with the majority being used for social media advertising on both desktop and mobile devices (Alalwan, 2018). Other studies also revealed the importance of digital marketing in driving purchasing decisions (Rachman & Rahman, 2022). Furthermore, other research has demonstrated how consumer purchase intention for products and services presented in social media advertisements is influenced by the following factors: perceived relevance, performance expectations, informativeness, impulsive buying tendencies, ease of persuasion, and social network tendencies (Nasir et al., 2021). Previous research has shown a significant impact of social media promotion on purchase intention (Hartawan et al., 2021; Suparnoto & Setiobudi, 2020). Nevertheless, some contradictory findings suggest that social media promotion does not significantly influence purchase intention (Azizah et al., 2020; Khaleeli, 2020).

Based on the above explanation, the novelty of this research is to identify how trust and perceived value mediate the relationship between social media promotion and consumer purchase intention, while also addressing the existing research gap. The researcher's logical thinking is that purchase intention for a product cannot be directly influenced by social media promotion alone. Instead, it requires trust in the information consumers receive from social media. Although some literature states that trust can have a direct impact on purchase intention (Hana, 2019), the researcher argues that for local women's fashion brands, perceived value should be formed after consumers develop trust in the advertisements presented through social media. As outlined in the Commitment & Trust Theory, brand or company trust results in perceived value (Pandey et al., 2020). The more value consumers perceive, the more likely they are to make repeat purchases (Mukarromah, 2019).

Trust has been widely recognized as one of the most extensively researched constructs, particularly in studies exploring its role in enhancing purchase intention (Ginting et al., 2023; Manzoor et al., 2020; Miao et al., 2022). In this context, customer trust is defined as the individual's belief that the other party will act in accordance with their expectations and that the trusted party will not opportunistically take advantage of the situation (Kamtarin, 2012). Trust also functions to reduce the uncertainty and vulnerability experienced by customers, especially in the context of services that lack physical form (Bowden-Everson et al., 2020). While trust can have various representations, they all stem from dimensions such as honesty, ability, competence, and recognition (Pirson et al., 2017). On the other hand, risk and ambiguity inherent in the virtual world are also significant considerations. Two main dimensions used in this research to understand trust are care and integrity (Ceglarz et al., 2020). Various studies have shown that perceived value not only influences brand preference (Dam, 2020), but also significantly impacts consumer satisfaction (Uzir et al., 2021). The higher the perceived value, the stronger the consumer's purchase intention (Lai, 2015; Yuan et al., 2020). Previous research has demonstrated that utilitarian, hedonic, and social values—key indicators of perceived value—have a significant positive effect on purchase intention (Gan & Wang, 2017). Therefore, the importance of perceived value in marketing strategies cannot be overlooked. Understanding and enhancing consumers' perceived value is crucial for improving brand preference, customer satisfaction, and ultimately, higher purchase intentions.

Furthermore, the researcher observes that studies comprehensively investigating the variables in this research, particularly in South Sulawesi Province, are still limited. Therefore, this study is expected to benefit business owners in South Sulawesi by encouraging consumer purchase intention, which in turn, could positively impact sales revenue and overall business performance.

The purpose of this study is to analyze the direct influence of social media promotion on trust and perceived value; the direct influence of trust and perceived value on consumer purchase interest; the direct influence of trust on perceived value, and indirectly on purchase interest through perceived value. Finally, Analyze the direct influence of social media promotion on purchase interest, and indirectly through trust and perceived value.

2. RESEARCH METHODS

The type of research used in this study is a quantitative survey. A survey research method involves studying both large and small populations by collecting data from a sample drawn from that population. This method is designed to reveal relative occurrences, distributions, and relationships between the variables being studied (Sugiyono, 2016). This study examines the role of social media promotion in shaping trust, perceived value, and consumer purchase intention.

This research was conducted in the South Sulawesi Province, specifically in three regions: Makassar City, Maros Regency, and Gowa Regency. These locations were chosen because the majority of consumers of local women's fashion brands are primarily from these areas. The population of this study consists of all consumers of local women's fashion brands; however, due to limited data on the exact number of consumers, the sample size was determined based on Ferdinand's recommendation, which requires a minimum sample size of 100 respondents (Ferdinand, 2014). The researcher determined the sample size to be 5–10 times the number of parameters. With a total of 22 indicators, multiplying the minimum factor of 5 by 22 results in a sample size of 110 respondents.

The sampling technique used is purposive sampling, which involves selecting respondents based on specific characteristics that are relevant to the research problem (Sugiyono, 2016). To obtain the sample, the researcher distributed questionnaires to all consumers. The sampling criteria include:

- a. Consumers aged 17 and above, as they are deemed capable of providing more rational responses.
- b. Consumers who have purchased products from local women's fashion brands based on information from social media (this will be verified through a question in the survey to determine whether the purchase was influenced by social media information).

The data collection technique used in this study is a questionnaire or survey with closed-ended questions, structured using a five-point Likert scale. The questionnaire items in this study were adopted from previous research. For example, the social media promotion variable consists of five items (Nasir et al., 2021), consumer trust includes six items (Li et al., 2020; Sohaib & Han, 2023), perceived value has five items (Lv et al., 2024), and consumer purchase intention includes six items (Peng et al., 2019; Wang et al., 2024).

The data analysis technique employed is Structural Equation Modeling (SEM) using Amos software, allowing for the testing of both direct and indirect effects of the proposed model, as well as answering the research hypotheses. The theoretical model developed in this study is illustrated in the form of a path diagram, which simplifies the visualization

of the causal relationships being tested. The relationships between constructs are indicated by arrows, where straight arrows represent direct causal relationships between one construct and another.

3. RESULTS AND DISCUSSION

3.1 Result

3.1.1 Respondent Characteristics

The determination of respondent characteristics is necessary in this study as it provides information about the respondents' profiles. These characteristics offer a representation of the research object, which helps in interpreting the objectivity of the study. The characteristics of the 110 respondents, who are representative and eligible to provide information in response to the questionnaire, are presented based on their level of substantive understanding. Below is the descriptive analysis of the respondents.

Table 1. Descriptive Analysis of Respondents

Respondent Characteristics	Description	Frequency	Percentage
Age	< 35 Years	83	75,5
	35 – 45 Years	25	22,7
	> 45 Years	2	1,8
	Total	110	100,0
Last Education Level	High School	63	57,3
	Diploma	1	0,9
	Bachelor's Degree	35	31,8
	Master's Degree	11	10,0
	Total	110	100,0
Occupation	Civil Servant (ASN)	9	8,2
	Private Sector Employee	35	31,8
	State-Owned Enterprise (BUMN)	7	6,4
	Employee	52	47,3
	Student	4	3,6
	Entrepreneur	3	2,7
	Housewife (IRT)	3	2,7
Total	110	100,0	
Frequency of Purchasing Local Women's Brands in the Last Year	< 3 Times	42	38,2
	4 – 7 Times	33	30,0
	> 8 Times	35	31,8
	Total	110	100,0

Table 1 presents the distribution of respondents in this study, categorized by various characteristics. In terms of age, the majority of respondents are under 35 years old, totaling 83 individuals, or 75.5%. Furthermore, out of the 110 respondents, most hold a high school diploma, with 63 individuals or 57.3%. Regarding profession, the largest group consists of students, representing 52 individuals or 47.3%, followed by private-sector employees at 31.8%. Lastly, concerning the frequency of purchasing local women's fashion brands over the past year, most respondents reported purchasing less than three times annually.

3.1.2 Confirmatory Factor Analysis Test

As explained in the research methodology, this study employs Structural Equation Modeling (SEM) analysis techniques. To test the validity and reliability of the instruments, Confirmatory Factor Analysis (CFA) is utilized. The purpose of conducting CFA is to confirm each construct related to the existing latent variables (Situmorang et al., 2024). The criteria for validity and reliability are based on the loading factor values, which should be greater than 0.5, an Average Variance Extracted (AVE) exceeding 0.5, and a Composite Reliability (CR) above 0.7 (Fachmi et al., 2024). The following presents the CFA results for each item on the variables studied.

Table 2. Results of Confirmatory Factor Analysis

Variabel	Items	Reference	Standardized Loading	AVE	CR
Social Media Promotion					
SMP1	Social media makes it easier for me to access information I need about local women's fashion brands	Nasir, et al., (2021)	0,744	0,569	0,934

Variabel	Items	Reference	Standardized Loading	AVE	CR
SMP2	Promotions through social media offer discounts or special offers that are relevant for me to purchase local women's fashion products		0,759		
SMP3	Advertisements on social media help me fulfill my purchasing needs for local women's fashion products more quickly		0,754		
SMP4	Advertisements on social media facilitate my decision-making process for purchasing local women's fashion products promptly and accurately		0,780		
SMP5	Social media enables two-way communication between me as a consumer and local women's fashion brands		0,733		
Consumer Trust					
TR1	I can trust this local women's fashion brand to consistently provide high-quality products		0,720		
TR2	This local women's fashion brand is always honest about the quality of its products		0,759		
TR3	I believe that this local women's fashion brand keeps the promises they make in their promotions/advertisements	Sohaib & Han (2023); Li, et al., (2020)	0,832	0,617	0,957
TR4	I trust that this local women's fashion brand cares about the interests of its consumers		0,746		
TR5	I am confident that this local women's fashion brand can provide products that meet my expectations		0,815		
TR6	I believe that this local women's fashion brand offers good service		0,832		
Perceived Value					
PV1	Local women's fashion products always provide styles that can be used on various occasions (functionality)		0,624	0,534	0,930
PV2	Local women's fashion products always follow the latest fashion trends, so I feel fashionable		0,773		
PV3	This local women's fashion brand has a unique design that differentiates it from other fashion products	Lv, et al., (2024)	0,803		
PV4	I find local women's fashion products to be more economical compared to imported products		0,700		
PV5	I believe that by purchasing local women's fashion products, I can reduce the negative impact on the environment		0,739		
Purchase Intention					
PI1	If I decide to purchase fashion products, I will choose to buy from this local women's fashion brand		0,833		
PI2	I am willing to buy products from this local women's fashion brand in the future, even if I have to pay more		0,718		
PI3	I will make an effort to purchase products from this local women's fashion brand in the future, even if I have to specifically search for those products	Peng, et al., (2019);	0,728		
PI4	I plan to purchase products from this local women's fashion brand in the near future	Wang, et al., (2024)	0,794	0,648	0,959
PI5	I am more inclined to choose products from this local women's fashion brand compared to products from international brands		0,888		
PI6	The likelihood of my purchasing products from this local women's fashion brand is very high, as I feel their products match my style and needs		0,855		

The results of the Confirmatory Factor Analysis (CFA) presented in Table 2 indicate that all statement items used in this study have loading factor values above 0.5, as well as Average Variance Extracted (AVE) values exceeding 0.5, thereby meeting the criteria for convergent validity. Additionally, the Composite Reliability (CR) values for all variables are above 0.7, indicating that the instrument satisfies the reliability criteria. Therefore, the instruments used in this study can be considered valid and reliable.

3.1.3 Hypothesis Testing

Before conducting hypothesis testing through SEM analysis using AMOS software, the model in this study must be assessed based on the proposed model and existing assumptions. The evaluation of the goodness-of-fit for the proposed model is conducted to ensure its adequacy. A model is considered adequate if at least one method of model fit testing has been satisfied (Hair et al., 2021). The results of the goodness-of-fit test, as shown in Figure 1, indicate that the Root Mean Square Residual (RMR) value is ≤ 0.05 , and both the Comparative Fit Index (CFI) and Incremental Fit Index (IFI) are

each ≥ 0.90 . Therefore, it can be concluded that the model is accepted following this evaluation process, and we subsequently proceed to test the proposed hypotheses.

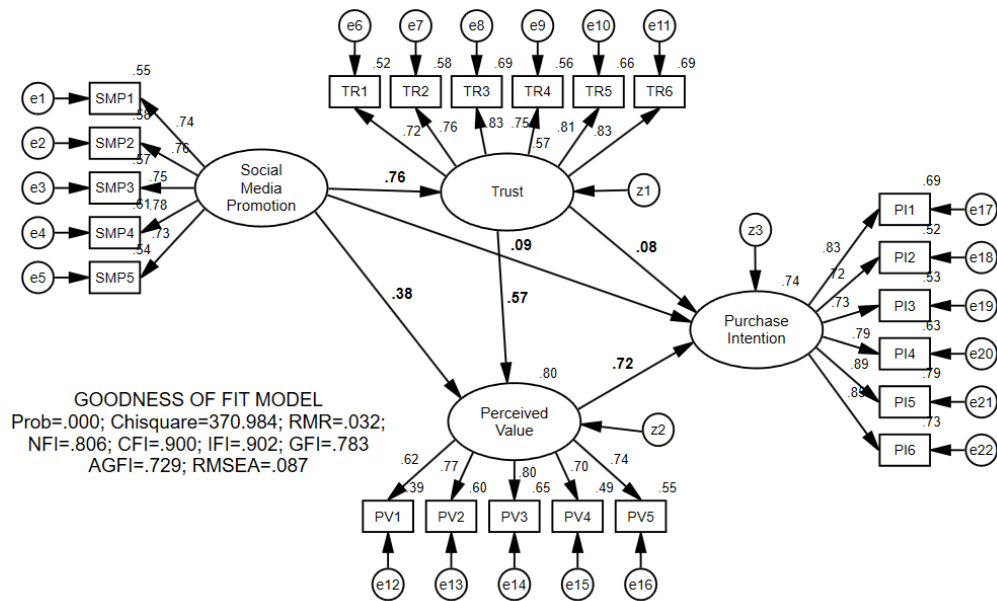


Figure 1. Full Structural Model

Based on the SEM analysis conducted using AMOS software, as shown in Table 3, the hypothesis testing can be carried out. The findings indicate that social media promotion has a positive and significant effect on consumer trust, with a loading factor of 0.757 (indicating a positive effect), C.R. = 6.262, and significance $0.000 \leq 0.05$ (hypothesis accepted). Furthermore, social media promotion also positively and significantly affects perceived value, with a loading factor of 0.381 (indicating a positive effect), C.R. = 3.099, and significance $0.002 \leq 0.05$ (hypothesis accepted). Conversely, social media promotion shows a positive but not significant effect on purchase intention, with a loading factor of 0.090 (indicating a positive effect), C.R. = 0.616, and significance $0.538 > 0.05$ (hypothesis rejected). Similarly, consumer trust in purchase intention was found to have a positive but not significant effect, with a loading factor of 0.076 (indicating a positive effect), C.R. = 0.443, and significance $0.658 > 0.05$ (hypothesis rejected).

Additionally, consumer trust was found to have a positive and significant effect on perceived value, with a loading factor of 0.571 (indicating a positive effect), C.R. = 4.387, and significance $0.000 \leq 0.05$ (hypothesis accepted). The effect of perceived value on consumer purchase intention was also shown to be positive and significant, with a loading factor of 0.720 (indicating a positive effect), C.R. = 3.158, and significance $0.002 \leq 0.05$ (hypothesis accepted).

To examine the indirect effects, a Sobel test was conducted, focusing on the influence of social media promotion on consumer purchase intention through trust and perceived value. The results of the Sobel test, as illustrated in Figures 2 and 3, indicate that the indirect effect of social media promotion on purchase intention through consumer trust is not significant, with a significance value > 0.05 (Figure 2). In contrast, the indirect effect of social media promotion on purchase intention through perceived value shows significant significance with a significance value < 0.05 (Figure 3).

3.2 Discussion

The findings of this study yielded several empirical insights. First, an effective social media promotion strategy can build consumer trust in local women's fashion brands in South Sulawesi. This finding shows that the more social media promotion is enhanced, the more significant the impact on increasing consumer trust. This study reveals that social media promotion is a crucial aspect for organizations aiming to boost consumer trust in local women's fashion brands in South Sulawesi, compared to its direct impact on perceived value or purchase intention. Social media promotion plays an essential role in fostering consumer trust for organizations. By leveraging social media platforms, companies can engage directly with consumers, build transparency, and create a positive reputation. This engagement is vital for establishing trust. Social media allows organizations to actively manage their reputation, enabling them to respond to consumer feedback and concerns in real-time (Rust et al., 2021). Transparency in communication helps consumers feel more connected and informed, which is critical for trust development (Yang et al., 2021). Small businesses can utilize social media to create brand communities, strengthening trust through shared experiences and interactions (Gligorijevic & Leong, 2011). While social media can significantly enhance consumer trust, it also carries risks. Negative feedback or mismanagement of online reputation can quickly erode trust, highlighting the importance of careful and strategic engagement.

Table 3. Results of Direct and Indirect Effects

Hypothesis	Standardized Estimate	C.R.	P-Value	Result
Social_Media_Promotion \rightarrow Trust	0,757	6,262	0,000	Supported

Social_Media_Promotion → Perceived Value	0,381	3,099	0,002	Supported
Trust → Perceived Value	0,571	4,387	0,000	Supported
Social_Media_Promotion → Purchase Intention	0,090	0,616	0,538	Not Supported
Trust → Purchase Intention	0,076	0,443	0,658	Not Supported
Perceived Value → Purchase Intention	0,720	3,158	0,002	Supported
Social_Media_Promotion → Trust → Purchase Intention	0,057	0,439	0,330	Not Supported
Social_Media_Promotion → Perceived Value → Purchase Intention	0,274	2,207	0,013	Supported

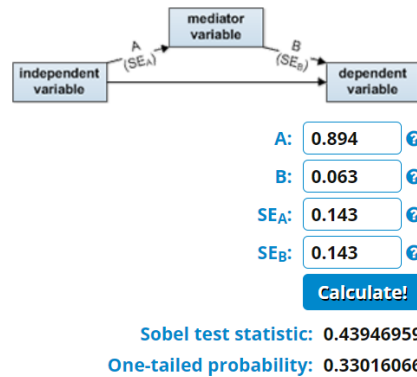


Figure 2. Sobel Test of Social Media Promotion Influence on Purchase Intention through Trust

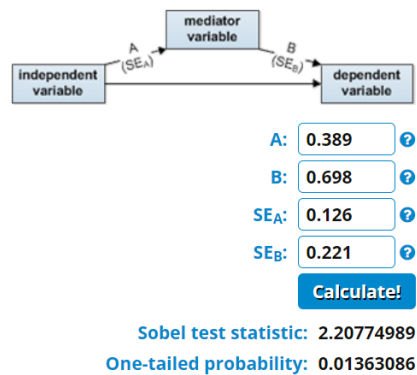


Figure 3. Sobel Test of Social Media Promotion Influence on Purchase Intention through Perceived Value

Second, social media promotion not only increases trust but also enhances the perceived value of the product in the eyes of consumers. However, the role of social media promotion in increasing perceived value is lower than its influence on trust. The implication is that the perceived value of local women's fashion brands in South Sulawesi will increase if businesses can maximize promotion through social media. Previous literature has revealed that social media promotion can enhance brand visibility but often fails to directly improve perceived value among existing consumers, as evidenced by the limited impact of celebrity endorsements on brand value perceptions (Zauner et al., 2012). The concept of social brand value emphasizes the importance of social interaction rather than mere promotional efforts, suggesting that community engagement holds more value than traditional advertising (Füller et al., 2012). Therefore, social media promotion can draw attention not only to trust but also to consumers' perceived value.

Third, we also found that trust fosters a sense of security and reliability, which in turn affects perceived value. This reinforces the argument that trust is a key element in building the perceived value of local women's fashion brands in South Sulawesi. In regions with high perceived risk, such as Latin America, trust significantly influences online purchasing behavior, demonstrating that trust can reduce perceived risk and increase perceived value (Bianchi & Andrews, 2020). This finding also supports previous research showing that trust in a brand or service provider positively impacts consumers' perceived value, ultimately increasing purchase intention, especially in online contexts (Chiang & Jang, 2019).

Fourth, among the three variables we analyzed for their influence on purchase intention, we discovered that only the perceived value of a product significantly impacts the purchase intention of local women's fashion brands in South Sulawesi, while social media promotion and consumer trust do not have a significant effect. Previous research has revealed that the social value associated with a product, along with its convenience, plays a role in shaping consumer attitudes and intentions. Consumers are more likely to purchase products that align with their social identity and offer ease of use. This relationship is crucial in e-commerce, where perceived value directly correlates with customer satisfaction and purchase intention (Hu, 2021; Mosavi & Ghaedi, 2022). Several previous studies support this finding, demonstrating that the higher the perceived value, the greater the purchase intention (Lai, 2015). Earlier research has also

shown that utilitarian, hedonic, and social values, as indicators of perceived value, have a significant positive impact on purchase intention (Gan & Wang, 2017).

Finally, we found that social media promotion can significantly increase purchase intention when mediated by perceived value. The interaction between social media marketing and perceived value is crucial in shaping consumer behavior and purchase intention. Engaging with brands on social media creates a sense of community, which enhances perceived value through social interactions, ultimately increasing brand loyalty and consumers' willingness to pay a premium price (Füller et al., 2012). On the other hand, the credibility of social media influencers (SMIs) plays a vital role in shaping consumer attitudes. Customer perceived value (CPV) mediates the relationship between SMI credibility and purchase intention, indicating that the higher the perceived value, the more effective influencer promotions become (Lukito & Yustini, 2019).

Effective social media promotion can significantly enhance brand awareness, which in turn increases purchase intention among consumers. Clear communication regarding product quality and social value is essential (Lutfie & Marcelino, 2020). Although social media promotion can boost purchase intention through perceived value, it should be noted that not all promotions yield positive results. The effectiveness of promotion may vary depending on the type of incentive and consumers' perception of the value offered. This aligns with the Social Exchange Theory, which explains that the relationship between consumers and brands can be based on the principle of reciprocity, where consumers feel valued and engaged through interactions on social media. When social media promotions create engagement and transparency, consumers perceive value (perceived value), thereby increasing trust and willingness to purchase. Social media activities that encourage consumer engagement create mutually beneficial relationships, consistent with the findings that social interactions on social media influence perceived value.

4. CONCLUSION

This study explores the relationship between social media promotion, consumer trust, perceived value, and purchase intention in the context of women's local fashion brands. The findings reveal that social media promotion significantly enhances consumer trust, underscoring the importance of effective promotion strategies on social media platforms to build trust in products. Furthermore, social media promotion also contributes to the increase in perceived value, which plays a crucial role in shaping purchasing decisions. Although social media promotion does not directly impact purchase intention, the analysis indicates that consumer trust acts as a significant mediator in building perceived value. Consumer trust has been shown to enhance perceived value, which in turn positively influences purchase intention. This finding suggests that consumers who perceive greater value in a product are more likely to have higher purchase intentions. Sobel test results confirm that the indirect effect of social media promotion on purchase intention through trust is not significant, while the influence through perceived value shows strong significance. Overall, this study concludes that while social media promotion does not directly affect purchase intention, its role in fostering trust and perceived value among consumers is crucial. Therefore, marketers should design social media campaigns that not only capture attention but also strengthen relationships with consumers to increase purchase intentions for women's local fashion brands in South Sulawesi. This research has several limitations that should be considered. First, the sample used in this study is limited to consumers of women's local fashion brands in South Sulawesi, with a respondent pool that needs to be expanded, which may limit the generalizability of the findings to the broader population of local fashion brand consumers. Additionally, this study focuses on the aspect of social media promotion while neglecting other external factors that may influence purchase intentions, such as economic conditions and shifting consumer behaviors. Therefore, future research with a more comprehensive design and a more diverse sample is necessary to gain a deeper understanding of the dynamics influencing consumer purchase intentions related to local women's fashion brands.

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