



The Role of Social Media Marketing Communication on the Instagram Platform in Growing Consumer Buying Intention

Aqila Sofwatun Sabila¹

Albari Albari ^{2*}

^{1,2}Department of Management, Faculty of Business and Economics, Universitas Islam Indonesia, Yogyakarta

ARTICLE INFO

ABSTRACT

ISSN: 2723-1097

Keywords:

social media communication, brand passion, purchase intention

Today, technological advancements have resulted in a major transformation in the means of communication between consumers and companies. Such developments have also impacted communication through social media, which is a more efficient way to find new consumers and retain existing ones. Therefore, conducting research that relates the purchase intention generated by the variables of Firm-created social media communication (FCSMC), User-generated social media communication (UGSMC), and consumer love for the brand can be useful for predicting consumers' actual purchase of the brand. This study will involve Instagram users in Indonesia who access them at least three times a week. The sample size was determined to be 200 people, selected using the convenience sampling method. The research data is obtained primarily and collected using a questionnaire. Furthermore, the data obtained were analyzed using the SEM approach and the help of the AMOS 22 data processing program. The results showed the importance of the relationship between FCSMC and UGSMC in shaping brand passion and consumer purchase intention. This means that to be able to generate brand passion and consumer buying interest, it is not enough for companies to carry out marketing communications through social media managed by the company; these communications must be able to inspire and shape marketing communications created and disseminated by social media users through their content.

Introduction

The existence of social media as the most popular communication platform in this modern era can facilitate interaction, cooperation, and content sharing, especially in marketing activities. It is very effective for marketers to interact with consumers or potential consumers (Ibrahim, [2022](#)). Social media allows the discovery and exchange of information from content lovers, growing faster and easily accessible without limits (Adistia & Sanaji, [2022](#)). According to Mukherjee ([2020](#)), as a form of strategy for promotion, social media communication can be in the form of Firm-created social media communication (FCSMC) and User-generated social media communication (UGSMC).

FCSMC is a marketing strategy of creating a product advertisement to attract consumer interest (Schivinski & Dabrowski, [2016](#)). FCSMC is in the form of content uploaded and posted by a company that has an active account on its social media platform (Poturak & Softic, [2019](#)). Furthermore, Mukherjee ([2020](#)) revealed that FCSMC is "a default design, platform, e-commerce professionally managed by the brand marketing team that allows users to create their content, such as posting users on brand pages, comments, shares, and brand posts." Therefore, FCSMC can inspire the formation of UGSMC.

UGSMC is social media content for exchanging credible and trustworthy information (Basu, [2017](#)), so it can help the growth of brand communities online (Schivinski & Dabrowski, [2016](#)). According to Huong Ly & Le-Hoang (2020), users are not only interested in passive content but can look for content that encourages, creates, and pours creative ideas to do something new.

Both effective social media communication can lead to the emergence of brand passion in consumers (Matzler et al., [2007](#); Ceballos et al., [2016](#); Mukherjee, [2020](#); Mayrhofer et al., [2020](#); Hossain et al., [2021](#); Arinni & Sharif, [2022](#)). Consumer passion for a particular brand is a form of affective attitude, feelings, emotions, or enthusiasm for the brand that can influence a person to perform certain behaviors (Ghorbanzadeh et al., [2020](#)). Therefore, brand passion and FCSMC and UGSMC can trigger a person's interest in purchasing the brand (Hemsley & Alnawas, [2016](#); Jaffari & Hunjra, [2017](#); Gilal et al., [2020](#); Mayrhofer et al., [2020](#); Tardin et al., [2020](#)). However, several other studies also show that UGSMC does not positively affect brand passion (Arinni & Sharif, [2022](#)), and FCSMC and UGSMC do not positively affect purchase intention (Soewandi, [2015](#); Hossain et al., [2021](#)).

Consumer purchase intention is essential in purchasing decisions or consumers' actual purchasing activities. Therefore, conducting research that relates the purchase interest generated by the variables FCSMC, UGSMC, and consumer love for the brand can help predict the actual purchase of consumers on the brand. The study's results can also generate knowledge about the important dominance of the contribution of social media communication types to brand passion and consumer purchase intention while adding to the possible diversity of previous research results.

Literature Review

Firm-Created Social Media Communication (FCSMC)

Marketing communication is one of the essential activities in the marketing mix policy. Management must strive for effective communication because it can produce a shared understanding of information and reduce conflict and misunderstanding between management and its market (Dennis et al., [2008](#)). Building effective



communication in a business environment requires clarity of communication objectives, such as when communicating on social media.

Communication on social media, especially in commerce, is needed to distribute and exchange information related to product purchases efficiently. Companies can choose a form of brand communication by creating digital advertisements that focus on users of brand content or forming virtual communication groups related to the brand (Rimkuniene & Zinkeviciute, [2014](#)). Retailers, for example, require social media applications as content that users can access and attract others to become their virtual members, thereby increasing online communication interactions between consumers and retailers (Rezaei et al., [2016](#)). Members interested in online communication through social media can distribute their information (Kim, [2020](#)).

Communication within the company is expensive and time-consuming to engage in all the dialog. However, the internet improves communication, which makes it possible to reach out more widely at a nominal cost. The presence of internet-based Instagram as an alternative to using a company's social media has unique interactive features (Gomez-Carrasco et al., [2019](#)), so it can be used to improve public communication that is getting stronger and more current (Yang, [2013](#)). Many companies have realized the use of Instagram social media accounts for marketing purposes. Within Instagram, a company can share content that may not be suitable for other media. FCSMS refers to the messages and content posted by a company on its official Instagram social media account.

Content created by marketers or companies can positively affect user-generated content (Ding et al., [2014](#)). Users can be interested in a particular product, leading consumers to create content containing product reviews. That means the higher the quality of the content created by the company, the more interested consumers will be in reviewing a product. This explanation is corroborated by the research of Hossain et al. ([2021](#)) and Arinni & Syarif ([2022](#)), which prove that FCSMS can positively influence increasing user-generated social media communication. Based on the results of previous research, the hypothesis can be formed as follows:

H1: FCSMS has a positive effect on UGSMS

This FCSMS research shows that marketing products through social media will create a sense of liking for the products it markets. A company's marketing department manages FCSMS to influence consumer behavior to have brand passion. Social media today has changed the company's communication strategy in the business world. Companies use social media to reach a wider audience, so the content created by the company includes product updates, advertisements, and other media created by the company. This sense of community is evident online on various social media sites such as Instagram, where many companies promote their products.



It creates brand passion, and it is necessary to have a brand impression in the minds of consumers and brand customization by consumers (Mukherjee, [2020](#)). To develop brand passion among consumers, it is also necessary to build relationships between consumers and brands (Mukherjee, [2020](#)). When companies create content for their products, consumers will know and like their brand's products. Mukherjee's research ([2020](#)) results show that FCSMS positively influences brand passion.

Arinni & Sharif's research ([2022](#)) also supports the positive influence of FCSMS on brand passion, which plays an essential role in shaping consumer attitudes toward certain brands. Based on the results of previous research, the hypothesis can be formed as follows:

H2: FCSMS has a positive effect on brand passion.

In Schivinski & Dabrowski's ([2016](#)) research, FCSMS is a form of advertising that is fully controlled by the company and guided by the marketing strategy agenda. When consumers like the brand's products through social media platforms, it will affect consumer purchase intentions (Jaffari & Hunjra, [2017](#)). This social media communication shows that what the company creates can generate perceptions of consumer purchase intentions for the brand's products. Based on the results of previous research, the hypothesis can be formed as follows:

H3: FCSMS has a positive effect on purchase intention

User-Generated Social Media Communication (UGSMC)

According to Kaldeen & Hilal ([2017](#)), UGSMS is publicly available content via the Internet, which reflects several creative endeavors and is created outside of professional routines and practices.

Alternative utilization of UGSMS is increasingly being done due to its ability to go viral. User-generated activities communicated through social media will be more formally organized, focused on specific subjects, and evolve according to the development of mobile features, thus increasing the effectiveness of publication and communication (Marine et al., [2017](#)).

On the other hand, the content generated by users of social media platforms is known as user-generated content (Ceballos et al., [2016](#)). The results of research by Ceballos et al. ([2016](#)) also show that in companies that increase efforts to communicate through social media, such as posts with a variety of content and a larger audience, user engagement with the brand also increases. It is also supported by the results of research by Hossain et al. ([2021](#)), which proves the positive and significant effect of UGSMS on brand passion. Likewise, the research results by Mayrhofer et al. ([2020](#)) and Matzler et al. ([2007](#)). Therefore the research hypothesis becomes:

H4: UGSMS has a positive effect on brand passion



According to Singh & Kumar (2022), social media engagement results in three types of activities, namely consuming content, creating content, and contributing to the content. A study examining the impact of user-generated content reported that negative reviews could damage the success of video games. In contrast, online reviews were influential even for less popular video games. A study on the travel industry found that positive reviews influence the number of bookings and purchase intent.

In addition, Aji et al. (2020) stated that companies are currently switching to social media to communicate, sell, and product brand relationships with consumers. This two-way communication interaction helps exchange information and opinions. Social media is more honest with consumers in communicating their brand than managing their image to increase positive attitudes towards the brand and stronger purchase intentions. Tardin et al. (2020) also suggest a solid bond for purchase intentions that show greater when online interactions, whereas offline interactions tend to be more assertive with intentions towards delivery. Based on the results of previous research, hypotheses can be formed are:

H5: UGSMS has a positive effect on purchase intention

Brand Passion

According to Ghorbanzadeh et al. (2020), brand passion is a positive emotional feeling or bond towards a brand, which can influence someone to behave in a relevant manner. This definition describes the features of passion and enthusiasm for brand-consumer relationships that reflect intensely and arouse positive feelings towards the brand.

In addition, according to Zeeshan et al. (2019), brand passion contains solid feelings or emotions towards people or other objects. These feelings are generally determined by physiological enthusiasm and the desire to bond with objects or other people in various feelings. Brand passion corresponds to consumers' enthusiasm, desire, or even obsession with a brand, such as interpersonal love and brand passion construction (D'lima, 2018). Love for a brand triggers a feeling of security in consumers, providing association trust and allowing consumers to establish a close bond with the company over a long period (Das et al., 2019). Consumers who use the brand and obtain a high level of satisfaction can influence their love for the brand. As a result, consumer loyalty is high, indicated by repeat purchases and sharing positive experiences about the brand with various parties (Burnasheva, 2019).

Research by Gilal et al. (2020) revealed brand passion's positive influence and importance on purchase intention. They also argue that brands that successfully create emotional bonds with consumers tend to result in increased behavior. Hemsley & Alnawas's (2016) research also proves the influence of brand passion on consumer purchase intention behavior, confirming that brand passion significantly increases consumer involvement, supports the formation of social networks, and, conversely,



price insensitivity. In other words, brand passion can be essential in increasing consumer purchase intentions. Based on the results of previous research, the hypothesis can be formed as follows:

H6: Brand passion has a positive effect on purchase intention

Purchasing Intention

Purchase intention is the consumer process to buy or choose a product based on experience in choosing, using, consuming, or even wanting a product (Kotler et al., 2021). The term purchase intention refers to the consumer's intention to buy a product and the desire to buy other goods from the same company in the future. Purchase intention is a helpful indicator of the buying process. Consumer purchase intentions indicate the likelihood of specific behavioral outcomes (Makudza, 2020).

According to Oliver (2010), purchase intentions are obtained from the learning and thinking processes that form perceptions. This purchase intention creates motivation that continues to stick in the minds of consumers and becomes a solid desire to behave so that when a consumer has to meet his needs, he will try to realize what is in his mind. As a result, the act of purchase intention will occur during the decision-making process to make a purchase or not. In the context of the online purchasing process, purchase intention is the desire of consumers to buy a product through an internet site after receiving information and feeling a favorable situation for the product (Salsabila & Albari, 2023).

Oliver (2010) also argues that the hierarchical effect of purchase intention describes the order in which beliefs emerge. Consumers' cognitive behavior relates to attributes, benefits, objects, and even evaluating information, while attitudes refer to feelings or affective responses. Cobb-Walgren et al. (1995) state that brands consumers recognize will generate their intention to make a purchase decision

Based on the explanation of several hypotheses and theoretical studies above, the research framework the authors can propose is presented in Figure 1.

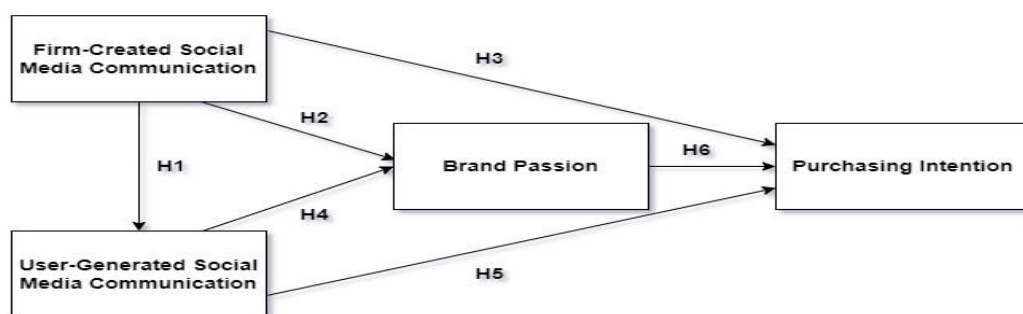


Figure 1: Research Framework



Method

The study involved a sample of Instagram users in Indonesia who access Instagram at least three times a week. The frequency requirement in the sample is assumed that users will continually be updated with information on Instagram. While the withdrawal of research samples uses the convenience sampling method, namely by selecting respondents who can fill out a questionnaire on Google Forms. Meanwhile, the number of respondents involved in the study was 200 people. This number has met the recommendations regarding using the structural equation model (SEM) analysis tool approach with the AMOS Program.

The questionnaire containing variable indicators was obtained from modifications of previous research. All variables use four research indicators. The FCSMC and UGSMC variables were modified from Mukherjee's study (2020), while the brand passion variable from Revaldi et al. (2022) and purchase intention from Alalwan (2018). In the questionnaire, these indicators are made statements and provided with closed statements with a 5-point interval scale, from scale 1 (strongly disagree) to scale 5 (strongly agree). Using the product-moment correlation (r) and Cronbach's Alpha approach, the quality of the instrument has been tested. The results of the r value are between 0.486 to 0.793 or greater than the r -table ($n = 50$ and 5% significance level) 0.2787. While Cronbach's Alpha value produces values between 0.778 to 0.884. Thus the research instrument is declared valid and reliable, so it can be continued and distributed to obtain research data. Furthermore, the data obtained through distributing questionnaires are processed using the AMOS 22 data processing program. To get a good model, the processed data is evaluated based on the goodness-of-fit criteria.

Results and Discussion

Two hundred respondents supported online questionnaire distribution. The distribution of respondents is shown in Table 1. From Table 1, 127 female respondents (63.5%) were identified, with the average age of respondents between 20 and 25 years, 161 (80.5%), and a high school education level of 122 (61%). Of the total respondents, the most respondents' occupations were 174 (87%) students and monthly income was less than Rp1.500.000 as many as 100 respondents (50%).

Table 1. Respondent Profile

Respondent Profile		Frequency	Percentage(%)
Gender	Male	127	63,5%
	Famale	73	36,5%
Age	20-25	161	80,5%
	26-30	32	16%
	31-35	4	2%
	>35	3	1,5%
Education level	< SMA	122	61%



Respondent Profile		Frequency	Percentage(%)
Profession	S1	68	34%
	S2,S3	10	5,0%
	College/student	174	87%
	Entrepreneur	21	10,5%
Monthly Income	Civil servants	5	2,5%
	< Rp1.500.000	100	50%
	Rp1.500.001 - Rp3.000.000	66	33%
	Rp3.000.001 - Rp4.500.000	19	9,5%
	> Rp4.500.001	15	7,5%

Source: Data processing, 2023

The validity and reliability testing of the structural model was carried out using the Structural Equation Model (SEM) analysis approach and the AMOS version 22 program. Variable indicator data is declared valid if the factor loading value is more significant than 0.5. The varying test results can be reliable if the construct reliability value exceeds 0.7. The results of the test are presented in Table 2.

Table 2. Structural Model Test

Variables/Indicators	Loading factor	Construct reliability
FCSMS		
Company communication satisfaction	0,752	0,900
Expectation level of corporate communication	0,807	
Interest in corporate communication	0,705	
Corporate communication performance	0,694	
UGSMS		
Satisfaction with content	0,647	0,897
Expectations of the content	0,700	
Interest in content	0,794	
Content performance	0,770	
Brand passion		
Attraction to	0,647	0,869
Trust in the brand	0,796	
Closeness to the brand	0,730	
Feeling good about the brand	0,744	
Purchase intention		
Most likely to buy	0,855	0,909
Desire to buy the product	0,804	
Inclination to buy the product	0,847	
Planning to buy the product	0,734	

Source: Data Processing, 2023

It can be seen in Table 2 that the obtained value of all indicators in this study has a loading factor value above 0.5 so that the research indicators can be declared



valid. And for the construct reliability value of each variable, a value above 0.7 can be generated, which indicates that all variables can be declared reliable. Thus all indicators and variables can be used for the following structural model testing process. The results of structural model testing can be shown in Figure 2.

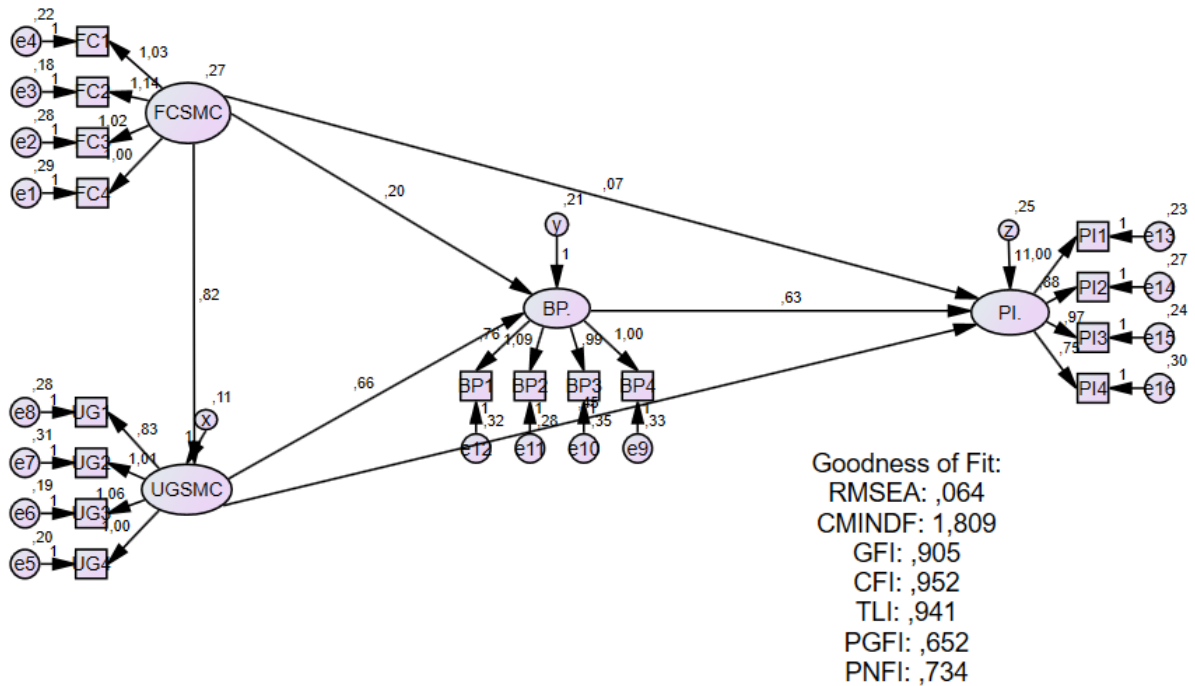


Figure 2: Structural Model

The Goodness of Fit (GoF) test is the main objective in SEM to determine how far the hypothesized model fits the data sample. The calculation results in Figure 2 shows that the GoF test criteria values can be adequately met. The RMSEA value meets the GoF criteria between 0.05 and 0.08. Similarly, CMIN/DF is below the 2.0 standard. While GFI, CFI, and TLI are above the recommended value of 0.90. The test results are also corroborated by the calculated PGFI and PNFI, which achieved more than the critical value of 0.6. Thus empirically, the structural model has declared a good model so that the analysis can be continued with the hypothesis testing stage.

The results of the recapitulation of hypothesis testing calculations can be summarized as shown in Table 3.

Table 3. Hypothesis Test Results

	Hypothesis	Estimate	S.E.	C.R.	P	Description
H1	FCSMC → UGSMC	0,786	0,104	7,885	0,000	Supported
H2	FCSMC → BP	0,165	0,175	1,160	0,246	Not supported
H3	FCSMC → PI	0,046	0,187	0,378	0,705	Not supported



	Hypothesis	Estimate	S.E.	C.R.	P	Description
H4	UGSMC → BP	0,558	0,179	3,681	0,000	Supported
H5	UGSMC → PI	0,306	0,209	2,178	0,029	Supported
H6	BP → PI	0,500	0,126	4,986	0,000	Supported

Source: Data processing, 2023

Hypothesis testing criteria are based on the values in the Critical Ratio (CR) and Probability (P) columns. The effect of a variable on another variable is declared significantly supported if the CR is more significant than 1.96 and the P value is less than 0.05. Table 3 shows four hypotheses (H1, H4, H5, and H6) supported in this study, while hypotheses H2 and H3 are not supported.

The positive influence of FCSMS on UGSMS (H1)

FCSMS has a positive and significant influence on UGSMS. It means that overall, FCSMS can increase UGSMS. The results of this test support the research of Ding et al. (2014), Hossain et al. (2021), and Arinni & Syarif (2022). Arinni & Syarif (2022) stated that the increasing content created by the company would also increase consumer interest in reviewing a product. So the results of this first hypothesis show that if companies or businesses want consumers to spread information on social media well, companies or businesses can pay more attention to communication strategies to consumers on social media. It is supported by Seo & Park (2018), who prove that FCSMS has an essential role in developing positive consumer attitudes, thus building content on social media communication generated by users.

The positive influence of FCSMS on brand passion (H2)

In testing the second hypothesis, it was found that FCSMS had no significant effect on brand passion. It means that the communication created by the company on social media does not affect brand passion. It contradicts the results of previous research (Mukherjee, 2020; Arinni & Sharif, 2022). According to Mukherjee (2020) and Arinni & Sharif (2022), FCSMS positively influences brand passion. This difference can be caused by various factors, including that this study uses the object of Instagram, while other studies use all internet-based social media (Mukherjee, 2020) and TikTok (Arinni & Sharif, 2022).

The positive effect of FCSMS on purchase intention (H3)

In the third hypothesis, the results state that FCSMS has no significant positive effect on purchase intention. It means that the communication carried out by the company cannot directly influence consumer purchase intentions. It contradicts previous research (Schivinski & Dabrowski, 2016; Jaffari & Hunjra, 2017). According to Jaffari & Hunjra (2017), FCSMS can lead to perceptions of consumer purchase intentions for products from these brands. However, on the other hand, there is



research that supports the results of this study, namely research by Soewandi (2015), which states that FCSMS negatively influences consumer purchase intention. Meanwhile, research by Hossain et al. (2021) showed that FCSMC does not significantly have a positive influence on purchase intention.

The positive effect of UGSMS on brand passion (H4)

From the calculation results in the fourth hypothesis, it is proven that UGSMS significantly has a positive influence on brand passion. These results mean that the higher the user's communication on social media about a brand, the higher the love for the brand. The support of this hypothesis strengthens the research of Matzler et al. (2007), Ceballos et al. (2016), Mayrhofer et al. (2020), and Hossain et al. (2021). According to Matzler et al. (2007), product reviews can arouse consumer enthusiasm for a brand, build emotional relationships, and arouse consumer interest. The implication is that companies or businesses must pay attention to the communication spread among fellow consumers on social media to create consumer love for the brand.

The positive effect of UGSMS on purchase intention (H5)

In the fifth hypothesis, it is shown that UGSMS has a positive effect on purchase intention has a positive and significant effect on purchase intention. It means that the more communication between users on social media increases, the higher the likelihood of consumers buying a product or service. It follows previous research (Aji et al., 2020; Tardin et al., 2020). Tardin et al. (2020) prove a solid bond for purchase intention, which shows greater when interacting online. It shows that if a company or business actor wants to increase product sales, the company or business actor needs to understand more about the information consumers share on social media. It is supported by Aji et al. (2020), which state that consumer interaction increases positive attitudes toward brands and stronger purchase intentions. Conversely, the results of this study are consistent with the results of the research of Hossain et al. (2021), which shows that UGSMS does not have a significant positive effect on purchase intention.

The effect of brand passion on purchase intention (H6)

The results of the sixth hypothesis test show that consumer purchase intention is positively influenced by brand passion. It means that overall brand passion can increase the purchase intention of a product or service. It follows previous research e.g., Gilal et al., (2018); Hemsley & Alnawas, (2016). Hemsley & Alnawas (2016) state that brand passion has a positive influence on consumer purchase intention behavior. The test results of this sixth hypothesis state that companies or businesses can continue to improve strategies that can generate consumer love for the brand so that it will increase the likelihood of consumers buying it.

Based on the explanation above, the absence of a direct and significant positive effect of FCSMC on brand passion and consumer purchase intention shows the



importance of the relationship between FCSMC and UGSMC to build brand passion and consumer purchase intention. For both variables, FCSMC can only indirectly influence indirectly through UGSMC first. It means that UGSMC functions as a mediator variable from the influence of FCSMC on brand passion and consumer buying interest. In other words, to generate brand passion and consumer buying interest, more is needed for companies to carry out marketing communications through social media managed by the company. These communications must be able to inspire and shape marketing communications created and disseminated by social media users through their content.

Conclusion

Based on the analysis of this study, it can be shown that four hypotheses have a positive and significant effect. The supported hypotheses include FCSMS has a positive and significant effect on social media communication generated by the company. UGSMS has a positive and significant effect on brand passion. Then UGSMS has a positive and significant effect on purchase intention. Also, brand passion has a positive and significant effect on purchase intention. In addition, two hypotheses do not have a significant effect, namely FCSMS on brand passion and FCSMS on purchase intention.

This research has limitations; namely, the data collected needs to be more representative of the distribution of respondents from all over Indonesia because it does not show the representation of respondents in each region. Then, only one research object was used in this study, namely instagram social media. Future researchers are advised to distribute questionnaires evenly to every province in Indonesia. It can also conduct research by comparing not only using Instagram social media but involving several other social media.

Managerial implications for companies or businesses are to shape consumer attitudes toward the content on Instagram social media by reaching a more comprehensive range of consumers. So that companies can increase consumer interest in product reviews. Then, companies can increase interactions with consumers by maintaining ways of communicating on social media. Good interaction and acceptance of consumer input can strengthen consumer love for brands and increase consumer loyalty to products/services. In addition, it can also strengthen the relationship between companies or businesses and brand consumers, so it is necessary to emphasize strong buying intentions to develop new products/services that are more in line with market needs.

Acknowledgments

We thank the Department of Management, Faculty of Business and Economics, Universitas Islam Indonesia, Yogyakarta, for supporting the author in financing the research process and publishing this article. We would also like to thank the



respondents who have been willing to become data sources and all those who have participated so that this activity can be carried out correctly.

References

- Adistia, M. & Sanaji, S (2022). Influence of social media marketing, e-commerce, and product innovation on marketing performance. *Journal of Business and Management Review*. 3(7), 453-469. <https://doi.org/10.47153/jbmr37.4272022>
- Aji, P. M., Nadhila, V., & Sanny, L. (2020). Effect of social media marketing on Instagram towards purchase intention: Evidence from Indonesia's ready-to-drink tea industry. *International Journal of Data and Network Science*, 4(2), 91-104. <https://doi.org/10.5267/j.ijdns.2020.3.002>
- Alalwan, A. A. (2018). Investigating the impact of social media advertising features on customer purchase intention. *International Journal of Information Management*, 42(1), 65-77. <https://doi.org/10.1016/j.ijinfomgt.2018.06.001>
- Arinni, R. W., & Sharif, O. O. (2022). The effect of social media marketing on purchase intention through brand passion as mediating variable on es-teh Indonesia. *International Journal of Social Sciences and Management Review*, 05(04), 47-59. <https://doi.org/10.37602/ijssmr.2022.5404>
- Basu, R. (2017). Trends and future directions in online marketing research article. *Journal of Internet Commerce* 16(1)1-31. <http://dx.doi.org/10.1080/15332861.2016.1258929>
- Burnasheva, R., Suh, Y. G., & Villalobos-Moron, K. (2019). Sense of community and social identity effect on brand passion: Based on the online communities of a luxury fashion brands. *Journal of Global Fashion Marketing*, 10(1), 50-65. <https://doi.org/10.1080/20932685.2018.1558087>
- Ceballos, M., Crespo, Á.G., Cousté, N.L. (2016). Impact of firm-created content on user-generated content: using a new social media monitoring tool to explore Twitter. In: Petruzzellis, L., Winer, R. (eds). *Rediscovering the Essentiality of Marketing*. Developments in Marketing Science: Proceedings of the Academy of Marketing Science. Springer, Cham. 303-306. https://doi.org/10.1007/978-3-319-29877-1_61
- Cobb-Walgren, C. J., Ruble, C. A., & Donthu, N. (1995). Brand equity, brand preference, and purchase intent. *Journal of Advertising*, 24(3), 25-40. <https://doi.org/10.1080/00913367.1995.10673481>
- Das, G., Agarwal, J., Malhotra, N. K., & Varshneya, G. (2019). Does brand experience translate into brand commitment?: A mediated-moderation model of brand passion and perceived brand ethicality. *Journal Business Research*, 95(1), 479-490. <https://doi.org/10.1016/j.jbusres.2018.05.026>
- Dennis, A. R., Fuller, R. M., & Valacich, J. S. (2008). Media, tasks, and communication processes: a theory of media synchronicity. *In Source: MIS Quarterly*, 32(3), 575-600. <https://doi.org/10.2307/25148857>



- Ding, Y., Phang, C. W., Lu, X., Tan, C. H., & Sutanto, J. (2014). The role of marketer- and user-generated content in sustaining the growth of a social media brand community. *IEEE Xplore*. Hawaii International Conference on System Sciences. 1785-1792 <https://doi.org/10.1109/HICSS.2014.226>
- D'lima, C. (2018). Brand passion and its implication on consumer behavior. *International Journal of Business Forecasting and Marketing Intelligence*, 4(1), 30-42. <https://doi.org/10.1504/IJBFMI.2018.088627>
- Ghorbanzadeh, D., Saeednia, H., & Rahehagh, A. (2020). Antecedents and consequences of brand passion among young smartphone consumers: evidence of Iran. *Cogent Business & Management*, 7(1), 1-16. <https://doi.org/10.1080/23311975.2020.1712766>
- Gilal, F. G., Channa, N. A., Gilal, N. G., Gilal, R. G., Gong, Z., & Zhang, N. (2020). Corporate responsibility and brand passion among consumers: Theory and evidence. *Corporate Social Responsibility and Environmental Management*, 27(5), 2275-2285. <https://doi.org/10.1002/csr.1963>
- Gomez-Carrasco, P., Guillamon-Saorin, E., & Osmá, B. G. (2019). Stakeholder and firm communication in social media: the case of Twitter and corporate social responsibility information. *SSRN Electronic Journal*. 1(1), 165. <https://doi.org/10.2139/ssrn.3414210>.
- Hemsley-Brown, J., & Alnawas, I. (2016). Service quality and brand loyalty. *International Journal of Contemporary Hospitality Management*, 28(12), 2771-2794. <https://doi.org/10.1108/IJCHM-09-2015-0466>
- Hossain, M. J., Shanta, S. E., & Alim, M. A. (2021). The robustness of brand passion and brand loyalty in social media and consumer purchase intention towards luxury brands. *The 4th International Conference on Management and Entrepreneurship (i-CoME)*. 38-45.
- Huong Ly, N. T., & Le-Hoang, P. V. (2020). The relationship between sympathy, user-generated content, and brand equity: a literature review and conceptual framework. *International Journal of Management (IJM)*. 11(7), 1044-1051. <https://doi.org/10.34218/IJM.11.7.2020.092>
- Ibrahim, B. (2022). Social media marketing activities and brand loyalty: a meta-analysis examination. *Journal of Promotion Management*, 28(1), 60-90. <https://doi.org/10.1080/10496491.2021.1955080>
- Jaffari, S. I. A., & Hunjra, A. I. (2017). Mediating impact of celebrity endorsement in relationship of celebrity characteristics and consumer's purchase intention. *Abasyn Journal of Social Sciences*, 10(2), 329-344.
- Kaldeen, M., & Hilal, M. (2017). Effect of youtube usage and marketing communication on brand preference view project marketing view project effect of youtube usage and marketing communication on brand preference. *Journal of Marketing*, 4(1), 20-25.



- Kim, J. (2020). The meaning of numbers: effect of social media engagement metrics in risk communication. *Communication Studies*, 72(2), 195–213. <https://doi.org/10.1080/10510974.2020.1819842>
- Kotler, P., Keller, K., & Chernev, A. (2021). *Marketing Management*. 16th ed. Upper Saddle River, NJ: Pearson Prentice Hall.
- Liu, X., Shin, H., & Burns, A. C. (2021). Examining the impact of luxury brand's social media marketing on customer engagement: Using big data analytics and natural language processing. *Journal of Business Research*, 125(1), 815–826. <https://doi.org/10.1016/j.jbusres.2019.04.042>
- Makudza, F., Mugarisanwa, C., & Siziba, S. (2020). The effect of social media on consumer purchase behavior in the mobile telephony industry in Zimbabwe. *Dutch Journal of Finance and Management*, 4(2), 1-10. <https://doi.org/10.29333/djfm/9299>
- Marine-Roig, E., Martin-Fuentes, E., & Daries-Ramon, N. (2017). User-generated social media events in tourism. *Sustainability*, 9(12), 1-20. <https://doi.org/10.3390/su9122250>
- Matzler, K., Pichler, E. A., & Hemetsberger, A. (2007). Who is spreading the word? The positive influence of extraversion on consumer passion and brand evangelism. *Marketing Theory and Applications*, 18(1), 25-32.
- Mayrhofer, M., Matthes, J., Einwiller, S., & Naderer, B. (2020). User-generated content presenting brands on social media increases young adults' purchase intention. *International Journal of Advertising*, 39(1), 166–186. <https://doi.org/10.1080/02650487.2019.1596447>
- Morra, M. C., Ceruti, F., Chierici, R., & di Gregorio, A. (2018). Social vs traditional media communication: brand origin associations strike a chord. *Journal of Research in Interactive Marketing*, 12(1), 2–21. <https://doi.org/10.1108/JRIM-12-2016-0116>
- Mukherjee, K. (2020). Social media marketing and customers' passion for brands. *Marketing Intelligence and Planning*, 38(4), 509–522. <https://doi.org/10.1108/MIP-10-2018-0440>
- Oliver, R., (2010). *Satisfaction: A Behavioral Perspective On The Consumer*. 2nd ed. Armonk, NY: Sharpe
- Poturak, M., & Softic, S. (2019). Influence of social media content on consumer purchase intention: mediation effect of brand equity. *Eurasian Journal of Business and Economics* 12(23): 17–43. [10.17015/ejbe.2019.023.02](https://doi.org/10.17015/ejbe.2019.023.02)
- Revaldi, A., Kurniawati, K., Hayuningtyas, L., Suhardi, P. K., & Gantini, A. (2022). The effects of brand experience on brand loyalty mediated by brand passion, self-brand connection, brand affection, and customer satisfaction on smartphone users in Indonesia. *Jurnal Ekonomi Bisnis dan Kewirausahaan*, 11(1), 47-60. <http://dx.doi.org/10.26418/jebik.v11i1.48516>



- Rezaei, S., Amin, M., Moghaddam, M., & Mohamed, N. (2016). 3G post-adoption users' experience with telecommunications services. *Nankai Business Review International*, 7(3), 361-394. <https://doi.org/10.1108/NBRI-01-2016-0007>
- Rimkunienė, D., & Zinkevičiute, V. (2014). Social media in communication of temporary organizations: role, needs, strategic perspective. *Journal of Business Economics and Management*, 15(5), 899-914. <https://doi.org/10.3846/16111699.2014.938360>
- Salsabila, A. & Albari, A. (2023). Influence of ewom information on consumers' behavior in instagram social network. *Journal of Business and Management Review*. 4(3), 196-209. <https://doi.org/10.47153/jbmr43.6462023>
- Schivinski, B., & Dabrowski, D. (2016). The effect of social media communication on consumer perceptions of brands. *Journal of Marketing Communications*, 22(2), 189-214. <https://doi.org/10.1080/13527266.2013.871323>
- Soewandi, M. (2015). The impact of social media communication forms on brand equity dimensions and consumer purchase intention. *International Business Management Program*, 3(2), 204-213.
- Seo, E.-J., & Park, J.-W. (2018). A study on the effects of social media marketing activities on brand equity and customer response in the airline industry. *Journal of Air Transport Management*, 66(1), 36-41. <https://doi.org/10.1016/j.jairtraman.2017.09.014>
- Singh, G., & Kumar, A. (2022). Impact of the firm created, and user-generated social media communications on consumer-brand metrics of smartphones during covid-19. *Journal of Content Community and Communication*, 15(8), 147-162. <https://doi.org/10.31620/JCCC.06.22/11>
- Tardin, M., Soncini Pelissari, A., & Dazzi Braga, L. (2020). Social media marketing communication. *International Journal for Innovation Education and Research*, 8(6), 441-457. <https://doi.org/10.31686/ijer.vol8.iss6.2438>
- Yang, G. (2013). *The power of the Internet in China: Citizen Activism online*. New York, NY: Columbia University Press.
- Zeeshan, D.M., Nafees, M., & Mustafa, B. (2019). The impact of brand trust, love, and passion on positive word of mouth. *Jinnah Business Review*, 7(2), 1-10.

