

## SOCIAL MEDIA ADVERTISING AND EVENT MARKETING'S INFLUENCE ON BRAND AWARENESS AND PURCHASE INTENTIONS

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### ABSTRACT

The purpose of this study was to determine the relationship and influence between Social Media Advertising and Event Marketing on Brand Awareness and its impact on Tenue de Attire's Purchase Intention products. The population in this study were people who followed the official Tenue de Attire account on Instagram. This study uses Path Analysis to measure the relationship and the influence of independent variables with dependent variables. In this study, data was obtained by collecting questionnaires to the population through Direct Messages. The results obtained in this study are, Social Media Advertising and Event Marketing have a significant influence on Brand Awareness and its impact on Tenue de Attire's Purchase Intention products.

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### 1. INTRODUCTION

The garment industry is a form of business that produces apparel in large quantities. Currently the textile and garment industry is a strategic industry for the economy in Indonesia. This is because Indonesia has a large population of more than 250 million people and is also in line with the people's need for clothing. This industry is also one of the industries that boost Indonesia's economic growth. Currently, besides meeting the needs of the local market, it has also reached the international market. And also, the garment industry is an industry that absorbs a lot of labor. It is said that the textile industry absorbs 1.3 million workers.

The textile and textile product (TPT) industry is predicted to revive as the export market and domestic demand grow. Minister of Trade Enggartiasno Lukita said the government invited textile and textile product entrepreneurs to meet domestic needs. He said the condition of the Indonesian textile business was now progressing. In contrast to previous years, which experienced a decline.

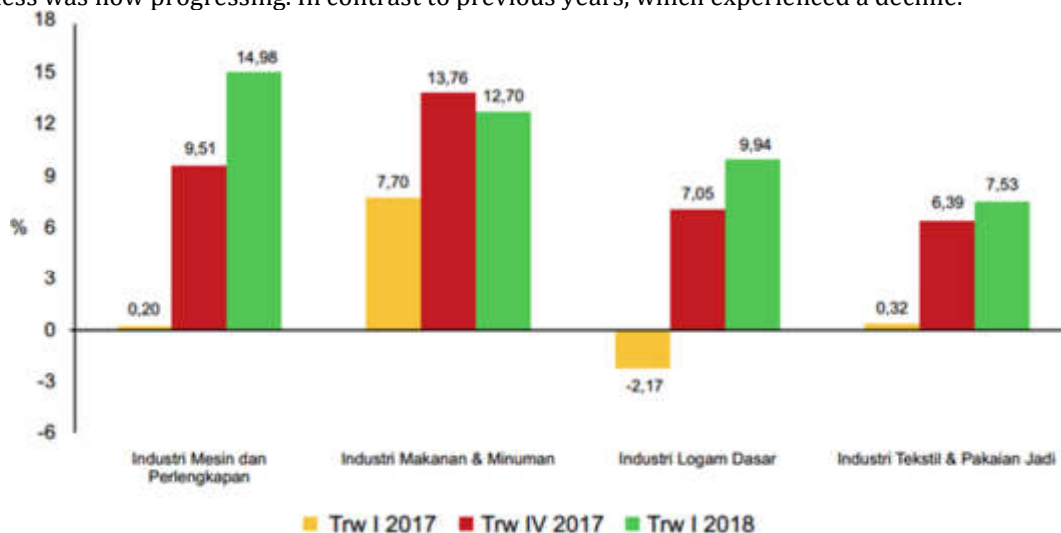


Figure 1. The growth of four industrial groups that experienced high growth in the first quarter of 2021  
Source: Ministry of Industry of the Republic of Indonesia

Figure 1 explains the growth of the four industry groups that experienced high growth in the first quarter of 2021 in percent from year to year. It can be seen, the growth of the textile and apparel industry has increased

. Starting from the first quarter of 2020, which was 0.32%, increasing to 6.39% in the fourth quarter of 2020 and rising to 7.53% in the first quarter of 2021. The good growth of textiles and apparel in Indonesia is the impact of the fashion industry which is also growing rapidly in Indonesia. In 2020, the fashion industry in Indonesia has contributed 3.76% to the national Gross Domestic Product (GDP). In its early development, the history of fashion in Indonesia tended to imitate western styles both in the materials used and in the designs [1]

Currently the fashion industry is experiencing very rapid development. According to Triawan Munaf, Head of the Indonesian Creative Economy Agency, for the creative economy, fashion is the second largest contributor to GDP after culinary. This can be seen from the many quality and innovative fashion products, both foreign and domestic brands. In general, fashion can be interpreted very diverse, because it includes art, language, architecture and also cuisine. Although in daily life, this term is more often intended to refer to a style of dress or clothing. Meanwhile, according to experts Polhemus and Procter, people in the western world mention fashion as a term to denote style, dress and make-up.

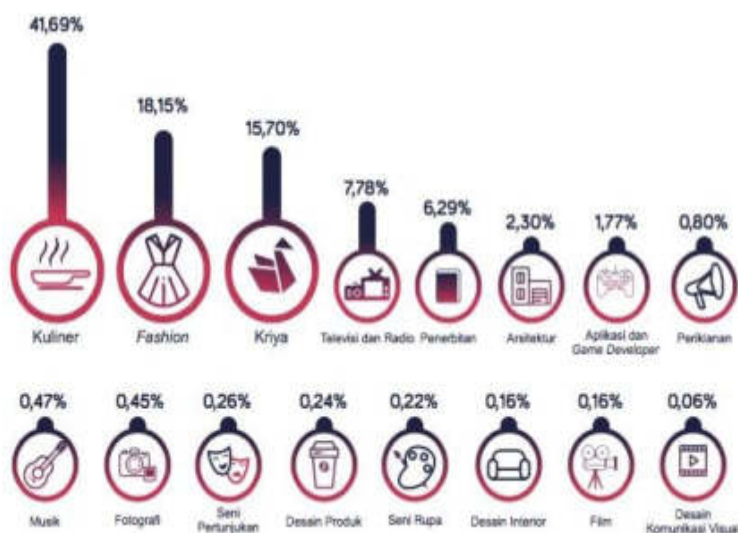


Figure 2 The fastest growing product category

Source: Creative Economy Agency and Indonesia Central Bureau of Statistics March 2020

Figure 2. is the result of a survey of product categories with the fastest growth at the moment. Culinary, fashion, crafts, television and radio, and publishing occupy the top five positions. The first position is occupied by culinary with 41.69%, followed by fashion with 18.15%, the third is occupied by crafts with 15.7%, then in fourth position is television and radio with 7.78% and the fifth position is publishing with 6.29%. Triawan Munaf added that local label owners who are dominated by the younger generation are one of the reasons why the fashion industry is the second largest contributor to GDP. Currently the interest of the younger generation to build their own brand is also very large. "I am sure that the combination of abundant talents and the cultural diversity of the archipelago will be an extraordinary force that will drive the growth of this sector," Triawan Munaf. The local brand clothing industry began to grow in the mid-90s. Bandung is said to be the initial place for the development of distros which later developed into fashion icons for today's youth. Furthermore, distributions spread to various cities in Indonesia. Local clothing brands are characterized by creative designs and limited production quantities. Usually, products or designs that have been sold out will not be reproduced [2]

One of the creative fashion industry players is Tenue de Attire. Tenue de Attire itself is a local clothing brand. This local brand under PT Iris Tri Drata has been around since 2013. Tenue de Attire has a tagline, namely Passionate Shirtmaker. The majority of the products offered by this brand are shirts. But besides shirts, this brand also offers jackets and pants. It can be seen that the design pattern or motif of this brand is unique and has its own characteristics[3]. This is because they design their own motifs, so other brands don't have them. Tenue de Attire has also worked with several parties to create collab version

designs. For example, a design called “L'INDÉPENDANCE INDONÉSIENNE ” , which is a collaboration between Tenue de Attire x Harimerdeka. Besides that ,

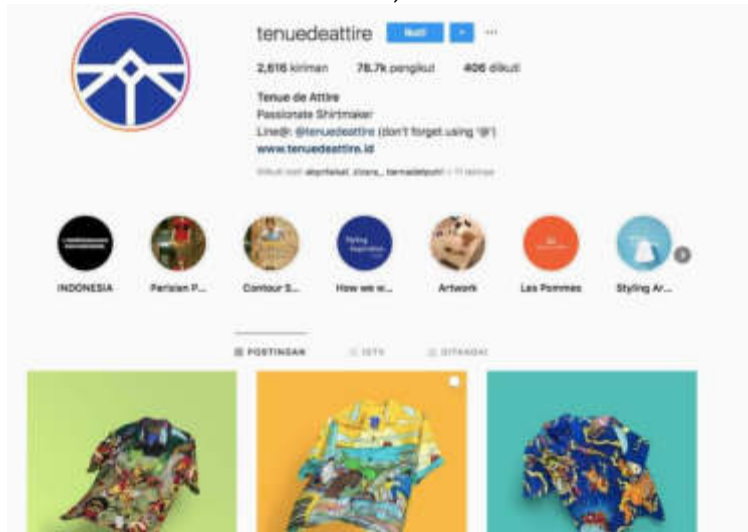


Figure 3. Tenue de Attire Official Instagram  
Source: Instagram, 2019

Figure 3. is the official Instagram social media account of Tenue de Attire. It can be seen that Tenue de Attire already has more than 78 thousand followers. The number of local clothing brands today makes competition between brands very tight. Starting from a very old brand to a new one. It also makes consumers faced with many local clothing brands that they can choose from. This certainly has an impact on sales of Tenue de Attire.

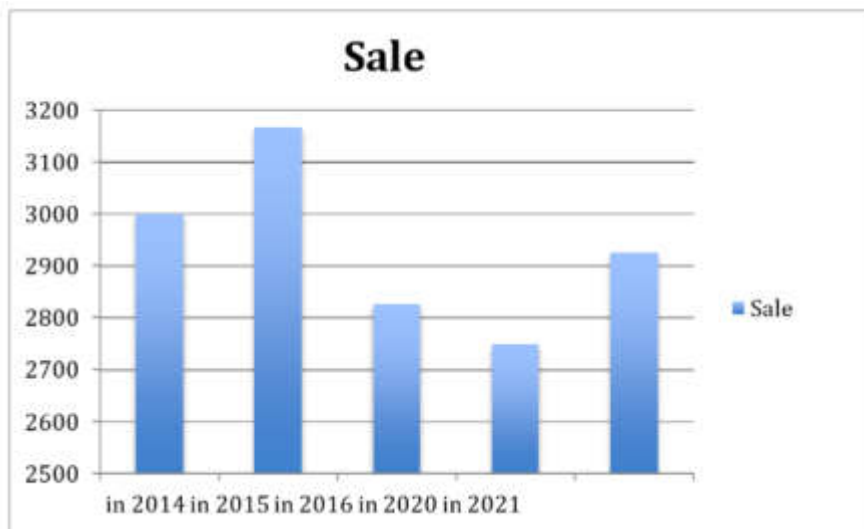


Figure 4. Tenue de Attire Sales Data 2014 – 2021 (in quantity)  
Source: Tenue de Attire, 2019

From the data in Figure 4, for the last five years Tenue de Attire has still experienced fluctuations. In 2014 sales of tenue de attire were 2999 pcs, then in 2015 it increased to 3167 pcs. In 2016 it decreased to 2827 pcs, then decreased again in 2020 to 2749 pcs and experienced a slight increase to 2925 pcs in 2021 [5]. Renaldi as CEO of Tenue de Attire also added that the way Tenue de Attire promotes is through social media advertisements by way of advertising on Instagram. people who have been set to be targeted. Then Tenue de Attire also participated by becoming a tenant at PopUpMarket. According to research conducted by We Are Social, a British media company that collaborates with Hootsuite, the average Indonesian spends three hours and 23 minutes a day accessing social media. Indonesia is ranked third in the country that uses social media the most, with an average of 3 hours 23 minutes a day. The first position was occupied by the Philippines with an average of 3 hours 57 minutes, followed by Brazil as the second rank with an average

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of 3 hours 39 minutes. Based on the most downloaded apps, social media companies under Mark Zuckerberg dominate the top three. Sequentially from the first position are WhatsApp, Facebook, Instagram, followed by social media made in South Korea, Line.[4],

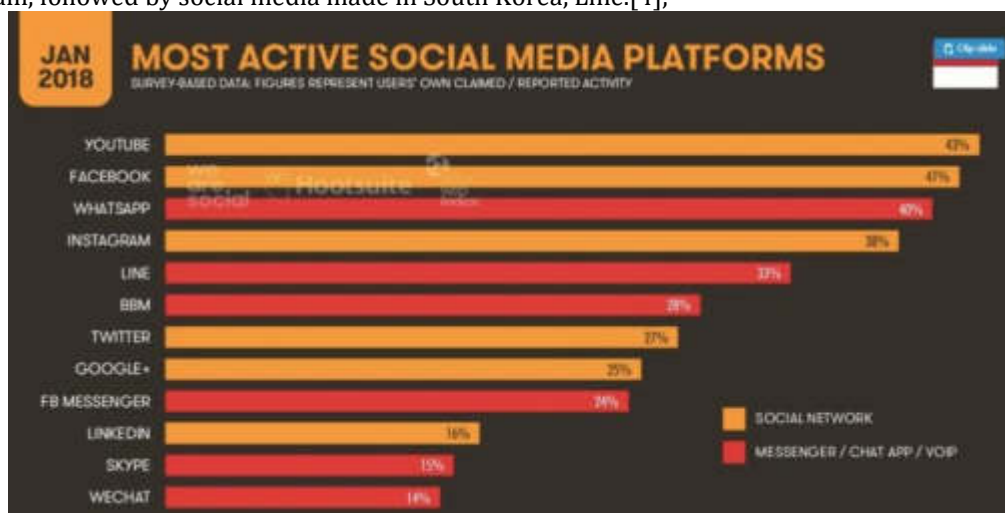


Figure 5. Most Active Social Media Platforms

Source: We are Social and Hootsuite[6]

Figure 5, is the result of a survey on social media platforms that are most actively used by Indonesians in January 2021. Youtube 43% is in first place, followed by Facebook 41%, WhatsApp 40%, Instagram 38% and Line 33 in fifth position %. The high use of social media has made social media one of the newest advertising platforms and a very effective medium for advertising today. In the international journal Impact of Advertising on Brand Awareness and Commitment in Female Apparel Industry [7] states that social media is currently the most paid advertising medium by marketers. Social media advertising itself is an advertising medium that utilizes the internet or also known as online advertising [8]. Social media advertising has an influence on consumer purchase intentions [9].

## 2. LITERATURE REVIEW

### 2.1. Social Media Advertising

According to [10] social media advertising can be considered as online advertising that incorporates user interactions that consumers have agreed to show and share. The resulting ad displays this interaction along with the user's persona (image and/or name) in the ad content. According to [11] states that social media advertising is internet advertising that uses social media as a medium.

From these two definitions, the researcher concludes that social media advertising is an online promotional activity and uses social media as an advertising medium.

### 2.2. Marketing Events

According to [12] explains that, Event, a period of activity carried out by the company by bringing people to a place so that they can obtain important information or experience as well as other goals expected by the organizers. The definition of event marketing in Nigel [13] is the gathering of many people at a certain time and place for the purpose of celebrating, communicating, educating, reunions. From these two definitions, the researcher concludes that event marketing is an activity in which companies take part in events, both large and small, for the purpose of promoting their products to the public.

### 2.3. Brand Awareness

Definition of Brand Awareness According to Aaker, in Wu & Ho, (2014), Brand Awareness is the ability of the market or consumers to recognize, identify and memorize or remember a brand in a particular product category. [14] Kevin Kuan-Shun, Ru-Jen Lin, Maxwell K Hsu, Li-Hua Huang (2010) define Brand Awareness as a basic level of brand knowledge that involves brand recognition and can be considered as the ability of consumers to recognize a brand in a product group. or services in sufficient detail to make a purchase. From these two definitions, the researcher concludes that Brand Awareness is the ability of consumers to recognize the brand of a product or be aware when the characteristics of the brand are mentioned.

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## 2.4. Purchase Intentions

Defines purchase intention as purchase intention which refers to the customer's willingness to buy a brand, improve it and continue using it [15]. According to [16], consumer purchase intention is closely related to consumer behavior. This happens when consumers get stimulation from external factors which in turn raises the intention to buy based on the characteristics of each individual. These factors can be categorized as brand, product, retailer, purchase time and purchase quantity. From these two definitions, the researcher concludes that purchase intention is the activity of someone who is directly involved in obtaining a product that creates motivation.

## 2.5. Hypothesis Development

### 1) Relationship of Social Media Advertising to Brand Awareness

One way to increase consumer awareness of a brand is to carry out advertising activities. One of the effective advertising media today is to use social media. As in the journal "Impact of Advertising on Brand Awareness and Commitment in Female Apparel Industry" which states that Brand Awareness is the result of advertising that reminds customers of a brand when making a purchase. [17]. Based on the description of the research, the hypothesis is put forward as follows:

H1: Social Media Advertising has an effect on Brand Awareness

### 2) Relationship Event Marketing to brand awareness

One way to increase brand awareness is to invite customers to be involved in an event held by the company. As explained in the journal "The impact of event marketing on brand equity" which states that event marketing does not only contribute to increasing one of the brand equity components. but also affects all components of brand equity. In this journal brand equity has five components namely, Five components of brand equity: Brand Awareness, brand associations, perceived quality, brand loyalty, and other exclusive assets such as patents, trademarks, and channel relationships. Based on the description of the research, the hypothesis is put forward as follows:

H2: Event Marketing has an effect on brand awareness.

### 3) Relationship of Social Media Advertising to Purchase Intention

Advertising strategies are used to offer products to attract consumer interest. With advertising, consumers can find out details or information about the product they are going to buy. The better an advertisement, the positive influence on consumer buying interest. This is explained in a journal entitled "Social media advertising value: The case of transitional economies in Southeast Asia" which states that social media advertising has a positive effect on consumer's perceived value which will have a positive effect on purchase intention. (Dao, Le, Cheng, & Che, 2014). Based on the description of the research, the hypothesis is put forward as follows:

H3: Social media advertising has an effect on purchase intention

### 4) Relationship Event Marketing to Purchase Intention

One way to promote to increase consumer purchase intention is by means of event marketing, this is because in event marketing consumers not only see the products offered, but can also see, touch and try the products offered directly. According to the journal "The Effect of Event Marketing Cornetto Summer Music Festival 2012 on Interest in buying Cornetto" states that Event Marketing has a high influence on consumer purchase intention [18]. Based on the description of the research, the hypothesis is put forward as follows:

H4: Event Marketing has an effect on purchase intention

### 5) Relationship of Brand Awareness to Purchase Intention

Awareness of a brand affects the purchase intention of products from that brand. This is explained in the journal "Effect of Consumer-Based Brand Equity on Purchase Intention: Considering Socioeconomic Status and Gender as Moderating Effects" which states that Brand Awareness is the factor that has the greatest effect on increasing purchase intention [20]. Based on the description of the research, the hypothesis is put forward as follows:

H5: Brand awareness has an effect on purchase intention



### 3. METHOD

In this study, researchers used quantitative research methods with associative types. The time horizon used in this study is cross sectional. Cross-sectional is a type of research where data collection is only collected once and usually the research period is only a few days or weeks or months. In this study, researchers used two sources of data, namely primary data and secondary data. This primary data was obtained by distributing questionnaires to Instagram followers of Tenue de Attire. The questionnaire has prepared several answer choices, so that the respondent only has to choose the answer that is in accordance with what they feel or experience. In this study the authors used probability sampling as a sampling technique. And researchers used simple random sampling, namely random sampling without regard to strata in the population. The research population was Instagram followers Tenue de Attire and then the sampling technique using the Slovin formula obtained 100 respondents. The data analysis uses the SPSS program

### 4. RESULTS AND DISCUSSION

#### 4.1. Results of Path Analysis (Path Analysis)

Table 1. Test result path analysis

Variables	Influence Live	Causal Influence via Y	Remainder $s_1$ and $s_2$	Total
X1 against Y	0.391			0.391
X2 against Y	0.426			0.426
X1, X2 against Y	0.502		0.498	1
X1 against Z	0.195			0.195
	0.195	= 0.319 x 0.410 =0.130		0.325
X2 against Z	0.328			0.328
	0.328	= 0.426 x 410) =0.175		0.502
Y against Z	0.410			0.410
X1,X2,Y against Z	0.642		0.358	1
$s_1$	0.706			0.706
$s_2$	0.598			0.598

Test result path analysis or Path analysis can be described as follows:

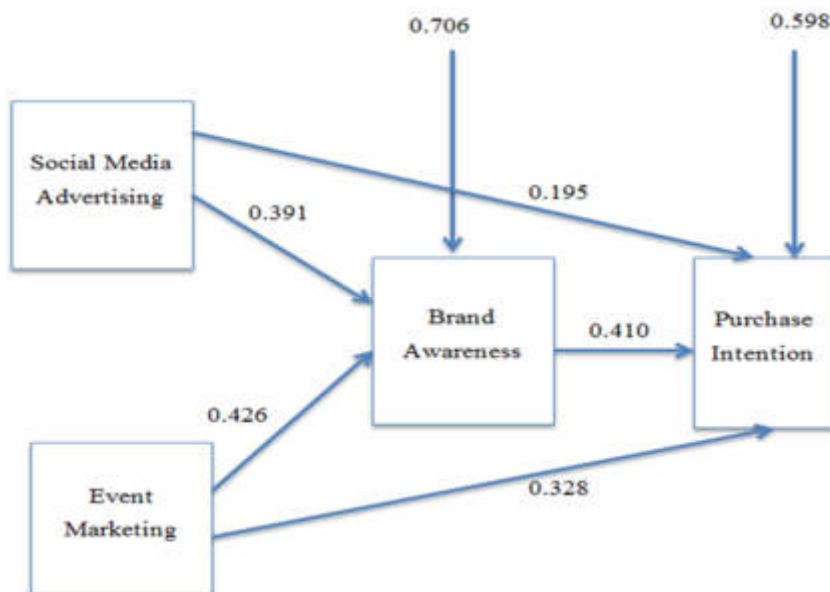


Figure 6. Overall Path Analysis Test Results

Source: SPSS Data Processing

#### 4.2. Discussion

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Based on the results of data processing, the lowest average indicator on the social media advertising variable is indicator 1 with a value of 2.66, which reads "I feel that Tenue deAttire brand advertisements displayed on social media are an important source of information about their products". Therefore, the authors suggest to Tenue de Attire to provide more informative information to be displayed in advertisements. Tenue de Attire can add important information, such as adding the name of the design collection, detailed product information, information on the period/period of the promo, information about what value you get if you order the product today (such as free shipping promos or additional special discounted days). This based on the results of data processing, the lowest average indicator for the event marketing variable is indicator 5 with a value of 2.63, which reads "I feel that Tenue de Attire provides significant benefits". Tenue de Attire has a unique motif design that is different from other brands. Therefore the author suggests that when the event takes place Tenue de Attire gives a short workshop or gives a brief explanation to people who come about the unique design that Tenue de Attire has. For example, in the L'INDÉPENDANCE INDONÉSIENNE collection with the theme ELECTION. During the event, Tenue de Attire can provide interesting explanations or information regarding the uniqueness of the collection. The reason why they issued a collection with the theme ELECTION. Another example is the series from The Contour collection, human face. During the event, Tenue de Attire was able to provide an explanation of the meaning behind the design[3].

Based on the results of data processing, the lowest average indicator on the brand awareness variable is indicator 1 with a value of 2.52, which reads "Brand Tenue de Attire is the first brand that comes to my mind". Therefore, the authors suggest that Tenue de Attire place advertisements on Home or Instagram Stories that are interesting. Enter offers that are difficult for consumers to refuse, such as price discounts, free shipping offers, additional special discounts today, special offers if you buy a certain amount, and the size of the offer text (%) is made large because people will be much more interested in knowing the ad when they see a discount. Apart from that, the frequency of ad serving has also been increased, for now the frequency of Tenue de Attire adverts is still small.

Based on the results of data processing, the lowest average indicator on the purchase intention variable is indicator 3 with a value of 2.60 "I will buy Tenue de Attire products". Therefore, the authors suggest that Tenue de Attire be more active in promoting both by placing advertisements that are more attractive and being able to increase the frequency of becoming tenants at an event, because so far Tenue de Attire has only participated as a tenant at PopUpMarket twice. The best time or season to participate as tenants in a bazaar or event is before Christmas and New Year, before Ramadan, during Ramadan, before Eid, during the holiday season, during Chinese New Year. Some fashion events that match the characteristics of Tenue de Attire products are PopUp Market, JakCloth, Indie Clothing Expo, Kickfest, Clothfest, PICA Fest,[18]

## 5. CONCLUSION

Based on the results of research that has been done, it can be concluded several things, namely Social media advertising and event marketing have an influence on brand awareness simultaneously. The effect is equal to 0.502. Social media advertising has a partial effect on brand awareness of 0.391. Event marketing has a partial effect on brand awareness of 0.426. Social media advertising and event marketing have an influence on purchase intention through brand awareness. The effect is 0.642. Social media advertising has a partial effect on purchase intention of 0.130. Event marketing has a partial effect on purchase intention of 0.175

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