

## Understanding the Effects of Social Media Marketing Activities: Mediation of Social Identification, Perceived Value and Satisfaction

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### Abstract

Social media's role has grown significantly, emerging as a powerful tool for companies to execute marketing strategies. While numerous studies have delved into social media, few have delved into the impact of Social Media Marketing Activities. This research examines the effects of such activities on Social Identification, Perceived Value, and Satisfaction. To empirically assess these effects, an online survey was conducted among 350 social media users for data analysis. The findings reveal that Social Media Marketing Activities indirectly influence Satisfaction through Social Identification and Perceived Value. Additionally, Social Identification and Perceived Value have a direct impact on Satisfaction, subsequently affecting Continuance Intention, Participate Intention, Purchase Intention, and Revisit Intention. This study offers managerial insights for companies in the marketing realm, emphasizing the importance of crafting and implementing innovative marketing strategies on social media that align with consumer preferences. This, in turn, fosters Social Identification and cultivates positive consumer perceived value, ultimately leading to enhanced Satisfaction

**Keywords:** Social Media Marketing Activities; Social Identification; Perceived Value; Satisfaction

### Introduction

The emergence of social media has shifted social interactions to the digital realm. For instance, instantaneous messaging facilitates the exchange of information and social connections among individuals (Chen & Lin, 2019). Social media platforms are widely used for marketing by companies, allowing users to connect with each other (Wibowo, Chen, Wiangin, Ma, & Ruangkanjanases, 2021). To date millions of people around the world use social media through website-based networking applications (Sharma, Singh, Kujur, & Das, 2021). Social media introduced Tik-Tok, a short video sharing platform that has become one of the world's fastest growing social media apps, widely downloaded, and accessible in excess of 150 nations.

Launched in 2017, Tik-Tok has opened up new opportunities in marketing, including e-commerce, to increase product awareness among customers (Zhu, Xu, Zhang, Chen, & Evans, 2020). The utilization of social media marketing initiatives within businesses facilitates direct engagement and interaction with consumers regularly (Moslehpour, Dadvari, Nugroho, & Do, 2021). Contemporary communication enables bidirectional engagement between clients and brands, thereby enhancing customer relationships (Sharma et al., 2021). However, not only that, social media marketing activities also provide free entertainment to consumers, facilitate interaction between consumers, provide trendiness and fast information related to products or services, then offer companies customisation of information or services to user needs, and trigger the spread of information through WOM on social media.

Therefore, marketing strategies through social media are crucial in modern business (Banfalvi & Pontus, 2021; Chen & Lin, 2019; Cheung, Pires, Rosenberger, & De Oliveira, 2021; Ebrahim, 2020; Sharma et al., 2021; Wibowo et al., 2021; Yadav & Rahman, 2017). Marketing research indicates that the luxury brand community comprises five primary elements: entertainment, interaction, trendiness, customization, and WOM (Kim & Ko, 2012). SMMA can also be characterized as leveraging social media tools for marketing purposes to foster interactive communication between sellers and buyers, providing more valuable offers to get more value from buyers for the brand of products or services offered, thus creating interaction, various content and information (Chang, Yu, & Lu, 2015).

Through SMMA, companies engage in a process of communication, develop, and distribute advertising offers for their products or services through online social media platforms, aiming to establish and uphold positive relationships and adding value to consumers by sharing information on products and services that are in trendiness, offering customization with buyers, interacting, creating word of mouth with consumers on social media related to products and services (Sharma et al., 2021; Wibowo et al., 2021).

Perceived value is defined as a measurement of effectiveness by an individual's view of a product or service by considering the effort that has been made and the benefits obtained (Kim, Chan, & Gupta, 2007). then perceived value is also described as the overall value given by consumers to a product that will build their perceptions later, where perceived value shows buyers' perceptions regarding the beliefs they have about a product (Eom & Lu, 2020). Where consumer visual perceptions are related to product displays, designs, colour combinations, graphics, photography, company website displays and promotional pages for a product on social media (Mathwick, Malhotra, & Rigdon, 2001; Shobeiri, Laroche, & Mazaheri, 2013).

Social identification describes the way in which an individual increases self-esteem and self-recognition through association with a group, identification and comparison (Chen & Lin, 2019). Numerous studies examining brand communities rely on social identity theory, positing that individuals who belong to brand communities perceive themselves as integral members of the community. Individuals within social communities also share their opinions by engaging in community participation, and involvement in various community activities can aid others in problem-solving (Bhattacharya & Sen, 2003; Chen & Lin, 2019). Brand creators and brand community members also get to know each other, which can increase the bond between the brand community members themselves (Algesheimer, Dholakia, & Herrmann, 2005; Chen & Lin, 2019) Meanwhile, users of social communities also categorize other individuals into groups based on brand classifications within the online community, whether they belong to the same group or different groups as themselves.

Previous research has defined consumer satisfaction as a consumer response when evaluating the perceived difference between prior expectations or some performance criteria and the subsequent actual performance of the perceived product (Hepola, Leppäniemi, & Karjaluoto, 2020). Satisfaction refers to the comparison of a customer's post-service satisfaction level with the anticipated satisfaction level based on standards formed by previous experiences (Chen & Lin, 2019; Shih Chih Chen, Yen, & Hwang, 2012). Therefore, customers determine their current and previous service satisfaction (Chen & Lin, 2019).

A model elucidating the factors contributing to continued usage demonstrates that satisfaction and perceived utility positively impact the intention to continue usage (Chen & Lin, 2019). Two intentions drive the ongoing engagement of community members: Initially, continuance intention signifies members' determination to continue utilizing the community in the future, while recommendation intention, resembling WOM marketing, involves informal exchanges between community members and others concerning the virtual community (Cheung & Lee, 2009). Purchase intention is the most important aspect that affects the business progress of a company and is also used to predict or determine the behaviour of a consumer (Sidharta, Syah, & Saptaningsih, 2021). Meanwhile, revisit intention serves as an indicator of brand loyalty and customer satisfaction. Therefore, in industries like restaurants where customers have numerous options, it's crucial for restaurant owners and managers to grasp the factors influencing customers' intentions to revisit (Mannan, Chowdhury, Sarker, & Amir, 2019).

## **Relationship Between Variables**

### **Relationship between Social Media Marketing Activities and Social Identification**

Social media enables users to establish communities by fostering ongoing communication. It allows members to build honest social relationships through information exchange and long-term growth (Chen & Lin, 2019; Raacke & Bonds-Raacke, 2008). There exists a direct relationship between the quantity of content shared by users on social media and the size of their follower base (Chen & Lin, 2019; Java, Song, Finin, & Tseng, 2009). In simpler terms, every visitor regularly engages with others, such as while waiting in line, attending or conversing during a show, or having lunch (Grappi & Montanari, 2011). Indeed, as consumers' social identification embodies the emotional and evaluative significance of their belongingness to a group (Bagozzi & Dholakia, 2006; Grappi & Montanari, 2011).

H1: SMMA contribute positively to Social Identification

### **Relationship between Social Media Marketing Activities and Perceived Value**

The marketing efforts of a brand on social media influence the formation of consumers' perceived value of the brand, making social media more engaging, entertaining, and informative. Marketing activities on social media will encourage the higher perceived value of these consumers (Ismail, 2017). Then when marketing activities on social media can make it easier for consumers to recognise suitable products to meet their needs at the best price, it will increase consumers' perceived value of the product (Moslehpour et al., 2021). This demonstrates that SMMA exert a beneficial impact on consumers' perceived value (Chen & Lin, 2019; Ismail, 2017; Moslehpour et al., 2021).

H2: SMMA contribute positively to Perceived Value.

### **Relationship between Social Media Marketing Activities and Satisfaction**

The benefits of this community include providing customer service and marketing information, receiving requests and managing the community. Consequently, these initiatives have the potential to enhance customer satisfaction and fortify customer empowerment. When shopping online, customers are more satisfied with the websites they visit and have a very pleasant experience (Chen & Lin, 2019; Verhagen, Feldberg, Van Den Hooff, Meents, & Merikivi, 2011). Therefore, relationships and dialogue between members of the user community, strengthening community fidelity, and adding client satisfaction and fidelity are crucial rudiments in the long-term operation of community platforms (Chen & Lin, 2019; McAlexander, Schouten, & Koenig, 2002).

H3: SMMA contribute positively to Satisfaction

### **Relationship between Social Identification and Perceived Value**

Social identity theory states that individuals have different identities at the group level, which are formed through social comparison and self-categorisation,

which allows them to identify themselves as part of a group. This expands the motivation for individual behaviour from personal gain to collective gain. From a customer's perspective, the greater the sense of belonging to an organisation or brand, the more likely they're to be satisfied with the organisation's products (Chen & Lin, 2019; Papista & Dimitriadis, 2012). Likewise, empirical research has verified that the level of brand identification will affect perceived value (Chen & Lin, 2019; He, Li, & Harris, 2012; So, King, Sparks, & Wang, 2013). Therefore, perceived website interactivity has a positive impact on customer perceived (Abdullah, Jayaraman, & Kamal, 2016; Chen & Lin, 2019).

H4: Social Identification contribute positively to Perceived Value

#### **Relationship between Social Identification and Satisfaction**

After studying consumer behaviour in America, Bagozzi & Dholakia (2006) dan Chen & Lin (2019) It was concluded that engagement in brand community conditioning, (similar as browsing, discussing, and participating in meetings) has a significant impact on behaviour. Thus, consumer brand identity will positively affect customer satisfaction (Chen & Lin, 2019; He et al., 2012). Customers utilise online communities to exchange ideas and experiences about brands (Chen & Lin, 2019; Mcalexander et al., 2002).

H5: Social Identification contribute positively to Satisfaction

#### **Relationship between Perceived Value and Satisfaction**

The utility theory proposed by Chen & Lin (2019) dan Thaler (1985) suggests that perceived value will have a positive impact on consumers' purchase intentions. Consumers cultivate purchase intentions subsequent to establishing perceived value (Chen & Lin, 2019; Dodds, Monroe, & Grewal, 1991; Grewal, Monroe, & Krishnan, 1998). Previous studies have indicated that Perceived Value precedes customer satisfaction, and there exists a correlation among perceived value, satisfaction, and behavioral intentions (Chen & Lin, 2015, 2019).

H6: Perceived Value contribute positively to Satisfaction

#### **Relationship between Satisfaction and Four Types of Intentions**

Some authors suggest that perceived pleasure as a hedonic motivation affects Customer Satisfaction and Continuance Intention. So that on the one hand when using a technology arouses pleasure and the pleasure felt can create positive feelings that can increase the level of satisfaction (Akdim, Casaló, & Flavián, 2022; Casaló, Flavián, & Ibáñez-Sánchez, 2017).

H7: Satisfaction contribute positively to Continuance Intention

Client fidelity is an important outgrowth that reflects a positive relationship between the company and the client (Ho & Wang, 2020; Wibowo et al., 2021). Guests' readiness to partake gests , knowledge, and information about particular products and services, as well as their inclination to share in conditioning similar as company events, conversations, and programs, are defining features of social

commerc (Liang, Ho, Li, & Turban, 2011). Studies show that satisfaction as a relationship construct affects not only trust but also participation intentions and plays an important role in increasing consumer participation intentions (Agag & El-Masry, 2016).

H8: Satisfaction contribute positively to Participate Intention

Customer satisfaction affects the tendency to make repeat purchases and customer satisfaction with a product triggers the intention to repurchase it (Chen & Lin, 2019; Oliver, 1980). Many studies have set up that there's a strong positive correlation between customer satisfaction and repurchase intentions (Bu & Go, 2008; Chen & Lin, 2019). Marketing research also shows that satisfying experiences or product experiences influence future repurchase intentions (Anderson & Sullivan, 1993; Chen & Lin, 2019; Olsen, 2002).

H9: Satisfaction contribute positively to Purchase Intention

Customer satisfaction has a positive influence on trust (Aydin & Özer, 2005; Mannan et al., 2019). Satisfied customers of a service or brand are expected to amplify the desire of additional consumers to purchase the product or service, owing to their heightened trust in it. Customer satisfaction augments confidence in the product or service, thereby fostering trust (Ribbink, Riel, Liljander, & Streukens, 2004). On the other hand, trust reduces query among guests and appreciatively affects behavioural intentions (Jun Chen & Dibb, 2010; Mannan et al., 2019). Therefore, it is expected that customers' satisfaction with a brand will increase their trust in the brand. The brand has a positive influence on revisit intentions.

H10: Satisfaction contribute positively to Revisit Intention

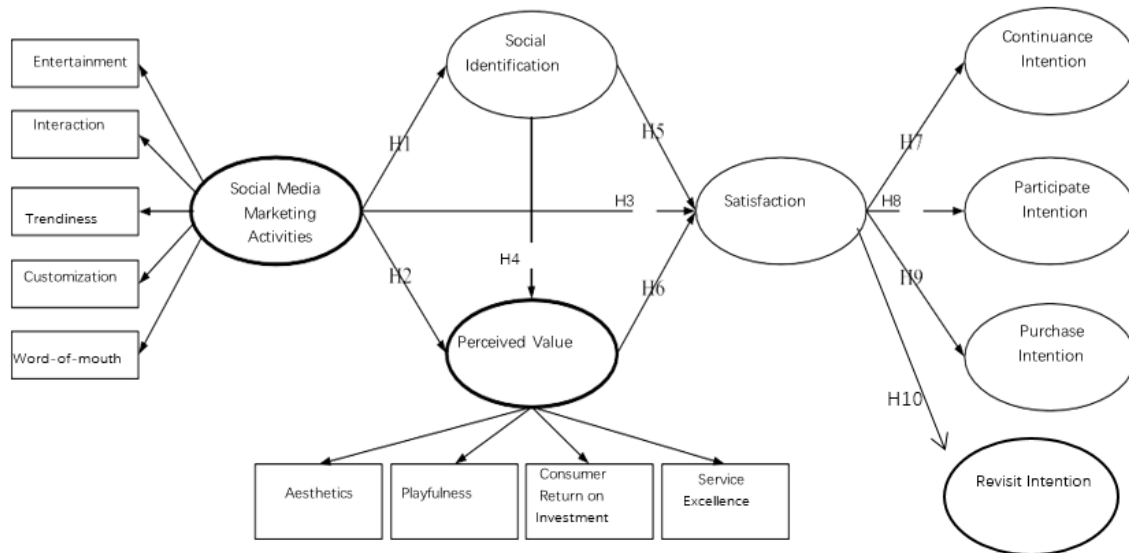
## **Research Method**

This research employs a quantitative approach utilizing the Structural Equation Model (SEM) technique, with data processing and analysis conducted using SmartPLS 3 (Partial Least Squares) software. Partial Least Squares (PLS) was selected due to its appropriateness for examining causal relationships among construct variables and its ability to manage intricate measurement models involving multiple constructs simultaneously (Chen & Lin, 2019; Shiau & Sarstedt, 2019). This research explores the causal linkages among SMMA, social identification, satisfaction, and intentions. Each construct incorporates various measurement items derived from previous literature.

Furthermore, the study will examine various pathways of relationships between its latent variables and assess the potential mediating role among the relationships of these latent variables. This aspect warrants inclusion in research involving complex models in the application of SEM (Structural Equation Model). As recommended by prior research, the sample size for the study is determined to be at least five times the number of survey items to facilitate analysis using SEM-PLS. It

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is advisable to have a sample size that is at least 5 to 10 times larger than the maximum number of paths in the research model (Chen & Lin, 2019; Majchrzak & John, 2005).



Picture 1. Research Model Framework

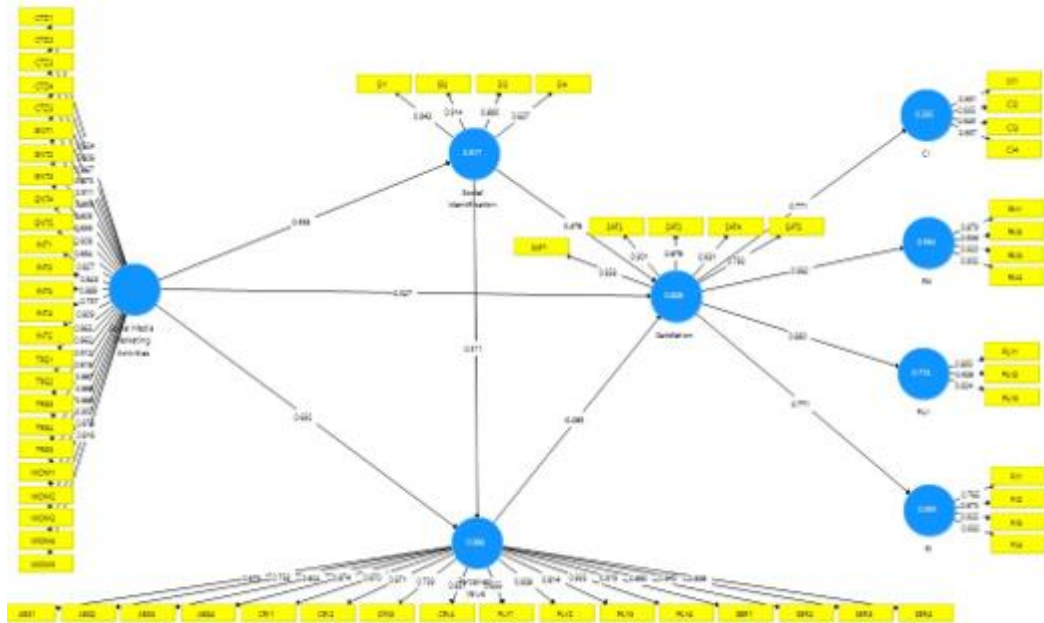
### Result and Discussion

In this study, a total of 350 individuals completed the questionnaire. The 350 respondents are women and men of Gen Z and millennial generations with the age range Gen Z is a generation born in 1997-2012 and Millennials are a generation born in 1981-1996. Subsequently, these individuals possess a TikTok social media profile wherein they follow at least one account belonging to a local Indonesian fashion brand and have visited the brand's TikTok page within the past month. Then of the 5 local Indonesian brand fashion products, the 2 most favourite brands chosen by respondents are Erigo Apparel and 3Second with a total of 70% voters.

The subsequent validity assessment is the second-order test, commencing with evaluating convergent validity. According to the SmartPLS 3 affair, all confines within the variables of social media marketing activities (SMMA), perceived value (PV), and social identification (SI) exhibit outer loading values  $> 0.7$ . The validity test, grounded on the Average Variance Extracted (AVE) value, indicates that the SMMA, PV, and SI variables possess AVE values  $> 0.5$ , thereby meeting the validity criteria.

In terms of discriminant validity assessment using the cross-loadings approach, the loading value of each indicator on its respective latent variable (SMMA, PV, and SI) surpasses the loading value of the indicator on other latent variables, confirming the fulfillment of discriminant validity requirements. Concerning the second-order reliability examination, all latent variables

demonstrate composite reliability (CR) values > 0.7 and Cronbach's alpha (CA) > 0.7, ensuring their reliability Hair (2017).



Picture 2. Path Diagram – P Value

**Table 1. Construct Validity and Reability  
Validitas dan Reliabilitas Konstruk**

	Cronbach's Alpha	Rho_A	Reliabilitas Kompos it	Rata-rata Varians Diekstrak (AVE)
Perceived Value	0,975	0,976	0,977	0,729
Satisfaction	0,920	0,925	0,940	0,760
Social Identification	0,918	0,920	0,943	0,835
SMMA	0,985	0,985	0,986	0,733
CI	0,962	0,963	0,973	0,899
PAI	0,930	0,931	0,950	0,827
PIU	0,904	0,905	0,940	0,838
RI	0,897	0,906	0,929	0,768

Following the analysis of the outer model (measurement model), the subsequent step involves examining the inner model (structural model), starting with determining the R-squared value for each equation. According to the SmartPLS 3 output, the R-squared value is obtained 0.595 continuance intention (CI), 0.964 partipate intention (PAI), 0.774 purchase intention (PUI), 0.595 revisit intention (RI), this value indicates that the influence of social media marketing activities



(SMMA), social identification (SI), perceived value (PV) and satisfaction (SAT) variables on continuance intention (CI), participate intention (PAI), purchase intention (PUI), revisit intention (RI).

The R Square number also indicates that the level of prediction of independent variables on other variables is high (Hair et al., 2017). Regarding the fit model test, the SRMR (standardised root mean square residual) value is  $0.087 < 0.10$ , which indicates that the relationship observed in this research model fits the data (Hair et al., 2017). In hypothesis testing (bootstrapping), the path coefficient value is examined, including the original sample, T statistics, and P value.

**Table 2. Path Coefficients (Direct Effect)**

	Original Sample (o)	Sample Mean (M)	Standard Deviation (STDEV)	T statistic (IO/STDEV)	P Values
Perceived Value > Satisfication	-0,085	-0,083	0,268	0,316	0.752
Satisfication > CI	0.771	0.771	0,031	25.134	0.000
Satisfication> PAI	0.982	0.982	0.003	359.553	0.000
Satisfication>PUI	0.880	0.880	0.016	56.608	0.000
Satisfication>RI	0.771	0.772	0.026	30.209	0.000
Social Identification>Perceived Value	0.311	0.311	0.017	18.587	0.000
Social Identification> Satisfication	0.478	0.472	0.110	4.359	0.000
Social Media Activities >Perceived Value	0.692	0.693	0.017	41.796	0.000
Social Media Activities>Satisfication	0.527	0.531	0.190	2.774	0.000
Social Media Activities>Social Identification	0.958	0.958	0.005	181.162	0.000

Based on the results of the hypothesis testing above, the results show that all original sample values are positive and only for H6 which results in negative values, t-statistic values above 1.96, and p-values less than 0.05, so this can show that the data in this study support all research hypotheses and for t-statistic values less than 1.96, and p-values more than 0.05, the data does not support the hypothesis. Regarding the results of the Perceived Value variable on Satisfaction, the original sample value is negative and the t-statistic value is below 1.96, and the p-value is more than 0.05, so the data does not support the hypothesis (Duryadi, 2021).

This study proves that Social media marketing activities can increase Continuance Intention, Participate Intention, Purchase Intention and Revisit Intention of consumers. The presence of consumer-generated word-of-mouth

activities on social media, such as reviews or positive comments about marketed fashion products, which can be accessed by other consumers, can enhance Continuance Intention, Participate Intention, Purchase Intention, and Revisit Intention among these consumers. In addition, when marketing activities of a local Indonesian fashion brand on Tik-Tok are displayed with content that attracts attention, is entertaining and fun, it can encourage consumers to try the marketed product.

Furthermore, when the company through the Tik-Tok page can have good interactions with its consumers related to the brand being marketed, it will make it easier for consumers to personalise their needs, present up to date information, it will be able to strengthen consumer consideration to purchase the product. The role of SMMA in increasing Continuance Intention, Participate Intention, Purchase Intention and Revisit Intention is in line with the findings by Sharma et al. (2021) dan Wibowo et al. (2021) which explains that when companies establish interactions with consumers through social media, they will provide detailed product information that is precise, provide advice that suits consumer needs, provide information related to trending products, and can encourage consumers in word of mouth activities, then marketing activities can have a positive influence in the form of increasing Continuance Intention, Participate Intention, Purchase Intention and Revisit Intention consumers.

The relationship between Perceived Value and Satisfaction may vary depending on the context. Perceived value denotes the assessment made by customers regarding the benefits they derive from a product or service relative to its cost. Satisfaction on the other hand is the customer's overall feeling of satisfaction or fulfilment after experiencing the product or service. In some cases, perceived value may indeed have a major influence on satisfaction. If customers feel that they received good value for the price they paid, they are likely to be more satisfied with their purchase.

Conversely, if customers feel that the value received is low compared to the cost incurred, then their satisfaction may be reduced. However, there may be exceptions in certain luxury markets, where guests may be willing to pay a expensive price for a product or service regardless of the perceived value due to other factors such as exclusivity or status. In such cases, Satisfaction may not be directly related to Perceived Value. Overall, while Perceived Value can often influence Satisfaction, it is not the only determinant. Other factors such as quality, brand reputation, customer service and individual preferences can also play an important role in shaping customer satisfaction levels (Chen & Lin, 2019; Dodds et al., 1991; Grewal et al., 1998).

The study findings indicate that SMMA can enhance Continuance Intention, Participate Intention, Purchase Intention, and Revisit Intention through the

cultivation of Social Identification, Perceived Value, and Satisfaction. This underscores the importance of effectively managing Social Media Marketing Activities via social media platforms to foster robust Social Identification between consumer groups and the company's brand products. Furthermore, it emphasizes the significance of shaping positive consumer Perceived Value and Satisfaction, which, in turn, can stimulate the development of Continuance Intention, Participate Intention, Purchase Intention, and strong Revisit Intention among these consumers. Ultimately, these outcomes have the potential to yield profits for the company.

### **Conclusion**

The findings of this research demonstrate a significant correlation among the variables, SMMA have an important role in generating Continuance Intention, Participate Intention, Purchase Intention and Revisit Intention. When Social Media Marketing Activities are well managed, this can influence the creation of Continuance Intention, Participate Intention, Purchase Intention and Revisit Intention of consumers towards the brand. In addition, Social Media Marketing Activities must also be able to build strong Social identification between consumers and the brand. Good social identification between consumers and brands will increase Satisfaction and will affect Continuance Intention, Participate Intention, Purchase Intention and Revisit Intention.

This study identifies several limitations or limitations that need to be improved in the future. First, the research only focuses on the Tik-Tok platform, so further research can expand the analysis to other platforms such as: 'Instagram' especially for the young user segment (<28 years old), who are active users. Furthermore, the demographic information of the respondents is restricted; hence, future research could gather more comprehensive data, including residence, educational background, occupation, and other relevant details. Additionally, this study solely examines the impacts of SMMA. Therefore, it is imperative to broaden the research scope to investigate other attributes of social media platforms and their impact on user behavior, such as personality traits or technological trends. Future research can explore how these characteristics affect SMMA or user participation in depth.

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