

The Influence of Brand Image and Social Media Information on Purchase Intention Through Perceived Value

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Abstract:

The aim of this study is to explore brand image and social media information on purchase intention through perceived value related to gaming smartphone purchase intention. The data collection taken from 150 respondents with the criteria are the consumers of smartphone gaming products who lives in West Jakarta, Indonesia and being active social media users in the last six months. Purposive method sampling is used for data collection. The finding is brand image has an influence on social media information. Then, Brand image and social media information have a positive influence on perceived value and purchase intention. Perceived value also has positive influence on purchase intention. The managerial implication of this research is companies can develop information that aligns with their brand image. Then, companies should pay attention to information such as reviews and testimonials. Finally, companies must innovate to create products that have great value and a strong brand image in order to increase purchase intention.

Keywords:

Brand Image, Social Media Information, Perceived Value, Purchase Intention, Gaming Smartphone.

Submitted: 2025-01-16. Revised: 2025-01-22. Accepted: 2025-01-30.

Introduction

The rapid development of technology, particularly in the field of information exchange, has driven the growth of various technological devices with one such technology that has experienced significant advancement is the smartphone (Febriane et al., 2023; Zhang et al., 2023). According to IDN Research Institute (2024), approximately 76% consumers in Indonesia who likes to play video games, prefer smartphones as their primary gaming device.

The brand of gaming smartphone products are becoming increasingly popular as people obtain the information through social media that includes videos, images, text, and reviews shared by users (Rakib et al., 2022; Ye & Gao, 2020). The credibility of information from social media greatly influences a person's intention to purchase a particular product (Erkan & Evans, 2016).

The use of social media in marketing provides significant opportunities for companies to develop their brand image and enhance consumer awareness. When a product has a good brand image, consumers are more likely to be inspired to purchase it (Kanwar & Huang, 2022). Social media also provides a platform for brands to engage with customers and promote sales (Kamal et al., 2013). The large user base of social media marketing offers companies a great opportunity to develop their brand image and increase product awareness (Ye & Gao, 2020). Therefore, research on consumer purchase intentions on gaming smartphone product is highly interesting and relevant.

Product purchases are influenced by various factors, including advertising and brand image (Ketaren & Ruswanti, 2022). A strong brand image can create a positive perception in the eyes of consumers which in turn enhances purchase intention (Kala & Chaubey, 2018). Social media information becomes an essential source for learning about products and brands, as well as for sharing experiences and recommendations with other users (Varghese & Agrawal, 2021). When consumers shop online, their expectations for product or service quality also increase (Kumar et al., 2022; Mane & Mathur, 2023; Sherly & Ruswanti, 2024).

Brand image and information from social media play a crucial role in influencing consumer purchasing decisions (Hanaysha, 2022; Rakib et al., 2022). A positive brand image can strengthen the emotional bond with customers in online marketing, making them willing to pay a premium price for the product (Barreda et al., 2020).

Consumers use social media information as a primary source to evaluate products, which ultimately influences their perceived value and purchase intentions (Ledden et al., 2007; Mosa, 2021). Positive support on social media can create a good impression of the product, making consumers more likely to buy and even pay a higher price (Watanabe et al., 2020). Therefore, a good brand image and credible

information from social media can increase the purchase intention of gaming smartphones among the public (Rakib et al., 2022; Varghese & Agrawal, 2021).

The previous research has been conducted with the result that brand image has a significant influence on consumers perceived value and consumers purchase intention (Chen et al., 2018; Febriyantoro, 2020; Kala & Chaubey, 2018; Kanwar & Huang, 2022; Ling et al., 2023; Patel et al., 2023; Rakib et al., 2022). Brand image also has positive influence on social media information and consumer perceived value (Akbari et al., 2024; Barreda et al., 2020; Syah & Olivia, 2022; Yang et al., 2023). Research that has been conducted by Kiwanuka & Sibindi (2023) and Konuk (2018) stated that consumer perceived trust has positive impact on perceived value. Research about perceived value has been studied with the result that perceived value has an positive influence on brand awareness (Purnama & Wening, 2023). The research about social media information has been conducted with the result that social media information as a consumers source of information has a positive role on purchasing intention (Hsiao, 2021; Ledden et al., 2007).

Exploration related to brand image on purchase intention in the smartphone industry has been previously conducted. However, some of the studies only explains and focuses on smartphones in general, discussing them from the brand and social influence perspectives. Therefore, the researcher added the variables of social media information and perceived value to this study to investigate the factor that affecting consumers purchase intention in gaming smartphone products related to brand image along with social media information and perceived value.

The objective of this study is to explore the influence of brand image and social media information on the purchase intention of gaming smartphones through perceived value in West Jakarta, Indonesia. This research findings is expected to answer how brand image and social media information can influence gaming smartphone purchase intention and how perceived value role between brand image, social media information and purchase intention.

Literature Review

Purchase Intention

Purchase intention can be defined as a customer's desire to own or purchase a product or service (Bakar et al., 2018). Purchase intention is a type of behavior exhibited by customers who wish to acquire a product because of their desire for it, their experience using it, and other factors (Kotler & Keller, 2012). The factors that drive purchase intention is consumers' need for the product, consumer attitudes and perceptions, and emotional factors (Cayaban et al., 2023; Dabbous et al., 2020; Shrestha et al., 2023).

Brand Image

The perception of a brand that is represented in customer attitudes and retained in memory is known as brand image (Mao et al., 2020). Brand image includes the information that related to product also an attributes and benefits that make the brand become unique and set it apart from competitors (Iglesias et al., 2019; Siddique et al., 2021). Brand image is key factor of consumer behavior towards the product (Özkan et al., 2020). The benefits from brand including gives a mark of product quality, increase the product efficiency, when given an option between several brands, brands have the power to persuade consumers to use them when making decisions about what to buy (Kotler & Keller, 2012; Kumar et al., 2022).

Social Media Information

Social media information is a type of content produced and disseminated by individuals and organizations on social media platforms, such as text posts, photos, videos, reviews, comments, and other social media interactions (Leong et al., 2022). Social Media Information provides an overview and feature of products and services reviewed by users so that new consumers have an idea of the product also compare the product and sharing their experiences when using a product (Susanto & Ruswanti, 2024; Zafar et al., 2021). Social media connect information between consumers and products (Sadeli et al., 2023). Social media information becomes an online platform that consumers use to explore and find the products, so it can potentially influence their purchasing decision (Almohaimmeed, 2019; Ketaren & Ruswanti, 2022).

Perceived Value

Perceived value is a customer evaluation that includes the benefits from the product which obtained to consumers (Amado et al., 2023; Konuk, 2018). Product price, product features, product quality and delivery service if consumers buy the product online is a part of perceived value evaluation by consumers (Chen et al., 2018; Purnama & Wening, 2023). Perceived value is defined as consumer experience which include overall evaluation of a product's utility based on the benefits consumers obtain and the sacrifice that they make to obtain the product (Amado et al., 2023; Kiwanuka & Sibindi, 2023; Ledden et al., 2007).

Hypothesis Development

The Influence of Brand Image on Social Media Information

When customer feels satisfied with the purchased product, usually they will share their experience in social media (Gajjar, 2013). A product with strong brand image will impact the consumer perceived information (Barreda et al., 2020; Ketaren & Ruswanti, 2022; Ye & Gao, 2020). It will influence consumer

trust that makes consumers more likely to believe the information that shared on social media (Akbari et al., 2024; Rizomyliotis, 2024). It also leads another consumer to share their positive information that will encourage intention to buy (Al Fikri & Roostika, 2023). There have been previous studies discussing the influence of brand image to social media information with the result strong brand image gives positive impact on social media information (Akbari et al., 2024; Al Fikri & Roostika, 2023; Barreda et al., 2020). Following the explanation, we assume the hypothesis is:

H1: Brand image has positive influence on social media information.

The Influence of Brand Image on Perceived Value

When consumers need to buy for a product, they will prefer product with a good brand reputation and higher value even they must pay premium price (Lay-Yee et al., 2013; Ruswanti et al., 2016). Good brand reputation and positive brand image will affecting consumer perception (Konuk, 2018; Özkan et al., 2020). It also will shaping how consumer perceive the product quality that will associate with the higher value of the brand (Kiwanuka & Sibindi, 2023). When the product has high value, consumer will believing that product worth to buy than other product (Purnama & Wening, 2023; Yang et al., 2023). Because of that, company need to strengthen brand image in order to value creation and increase the value of the product (Ling et al., 2023; Syah & Olivia, 2022).

It emphasize previous research which indicates that brand image have a good impact on a perceived value (Iglesias et al., 2019; Ling et al., 2023; Syah & Olivia, 2022; Yang et al., 2023). See the analysis above, we put forward the following hypotesis:

H2: Brand image has positive influence on perceived value.

The Influence of Social Media Information on Perceived Value

Social media information form that including testimonials and reviews is often read by potential consumers as a consideration for final purchasing decision (Hsiao, 2021; Masud & Hassan, 2020; Yang et al., 2020). The more detailed information provided, it will help consumers to be more understand the product value (Hsiao, 2021; Ledden et al., 2007). Positive rating and testimonial convince potential consumers to believe that product has higher value than the other product with negative rating (Koh et al., 2010; Miah et al., 2022). Company also needs to provide accurate and credible information because it will affect consumer trust on value of the product (Arief et al., 2023; Kiwanuka & Sibindi, 2023; Konuk, 2018).

The relation between social media information and perceived value has been previously research by Hsiao (2021) and Yang et al. (2020). Based on the description, the following hypothesis is:

H3: Social media information has positive influence on perceived value.

The Influence of Perceived Value on Purchase Intention

For value creation, company need to make unique benefits and feature to enhance consumer interest (Dilan et al., 2023; Syah & Olivia, 2022). Functional value, price value and satisfaction feeling are part of perceived value that leads to a purchase intention among potential consumers (Ling et al., 2023; Purwianti et al., 2024). If the product is more valuable than other competitor products, it grows consumers believe that the product has a high value and making them get interested to buy (Chen et al., 2018; Kanwar & Huang, 2022). When consumers already know the value and the benefit of the product based on previous experience, it will motivate them to repurchase in the future (Dilan et al., 2023).

Based on the study result, perceived value has a significant effect on purchase intention (Chen et al., 2018; Kanwar & Huang, 2022; Ling et al., 2023). From the statement above, the hypothesis we assumed is:

H4: Perceived Value has positive influence on purchase intention.

The Influence of Brand Image on Purchase Intention

Company needs to maintaining consistent brand image because it's a key factor of consumers' views of a product (Barreda et al., 2020; Mao et al., 2020; Sidharta et al., 2021). When consumers view a brand positively, they are more consider to buy (Ling et al., 2023; Patel et al., 2023). Company also needs to develop product quality because it can strengthen the brand image (Hulu & Ruswanti, 2018; Kanwar & Huang, 2022). Strong brand image establishes consumer trust and confidence with the product value which leading to purchasing intention (Kala & Chaubey, 2018; Rakib et al., 2022). It also fosters consumer loyalty, leading to repeated purchases from the same brand in the near future (Febriyantoro, 2020; Jibril et al., 2019).

From previous study, brand Image has a significant effect on purchase intention (Barreda et al., 2020; Febriyantoro, 2020; Kala & Chaubey, 2018; Kanwar & Huang, 2022; Ling et al., 2023; Patel et al., 2023; Rakib et al., 2022). See the studies, the hypothesis statement is:

H5: Brand Image has positive influence on purchase intention.

The Influence of Social Media Information on Purchase Intention

When consumers interested to buy the product, they tend to search information on social media (Varghese & Agrawal, 2021). Consumers often rely on reviews, testimonial and ratings to ensure the product has a high value also is worth to buy (Koh et al., 2010; Masud & Hassan, 2020; Miah et al., 2022). Positive reviews also rise consumer willingness to buy a product when they already trust the information about the product (Ahmed et al., 2023; Hassan et al., 2021). Beside product details and

consumer reviews, social media influencer is also a part of social media information that influencing consumers to follow the advice and recommendation (Ahmed et al., 2023; Barta et al., 2023; Kanwar & Huang, 2022). Influencer use social media to promote and share the information regarding the product (Kanwar & Huang, 2022). Credible information from influencer will grow consumers trust that will lead purchase intention (Cayaban et al., 2023; Hanaysha, 2022).

Based on the study, social media information has a positive effect on purchase intention (Ahmed et al., 2023; Cayaban et al., 2023; Hanaysha, 2022; Varghese & Agrawal, 2021). From the analysis above, the hypothesis is:

H6: Social media information has positive influence on purchase intention.

Conceptual Framework

Based on the hypothesis development above, the figure below showed how brand image and social media information as independent variable through perceived value as mediation variable influence purchase intention as dependent variable.

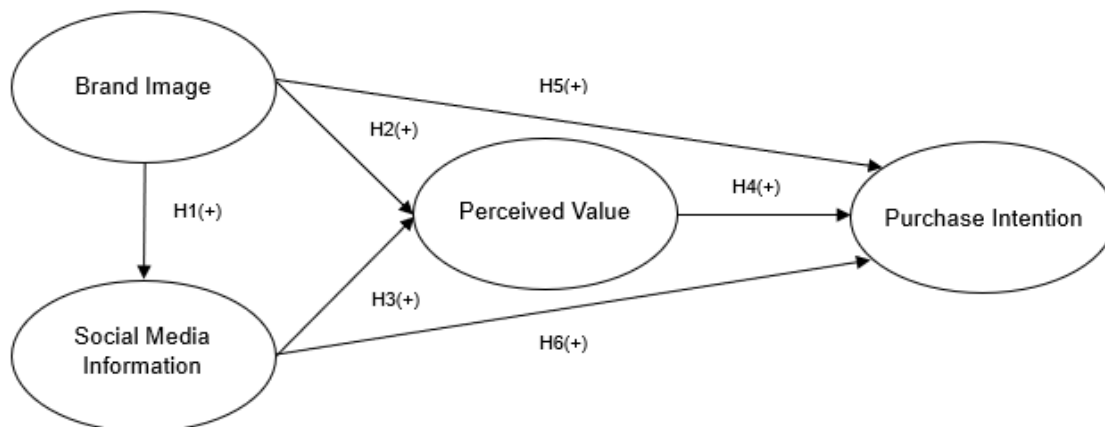


Figure 1: Conceptual Framework

Methods and Data

This study utilizes a quantitative research methodology. Structured questionnaires were employed, and data were collected through online surveys using purposive sampling methods (Ruswanti & Januarko, 2021). Data collection occurred from May to June 2024. A total of 150 respondents who have purchased gaming smartphone in the past six months, participated in the study. The analysis was conducted using the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach, which is particularly

suitable for elucidating the phenomenon of the influence of brand image on an individual's intention to purchase a gaming smartphone (Syah & Olivia, 2022; Ye & Gao, 2020).

In this study, 25 questionnaire items were derived from prior research. The Brand Image variable was measured using 7 questions adapted from Hanaysha (2022) and Rakib et al. (2022). The Social Media Information variable was assessed with 7 questions, all adopted from Cayaban et al. (2023). The Perceived Value variable comprised 4 questions sourced from the study by Kanwar & Huang (2022). The Purchase Intention variable was measured with 7 questions, adopted from the research by Cayaban et al. (2023) and Rakib et al. (2022). In total, 25 questions were utilized in this study.

In this quantitative research, data processing is performed using SmartPLS 4.0 software, implementing PLS-SEM for data analysis (Ringle et al., 2024). The evaluation process involves assessing the reliability and validity of the measurement model, which includes evaluating the reliability of questionnaire items, internal consistency reliability, convergent validity, and discriminant validity. Subsequently, the structural model and the proposed hypotheses are examined (Hair et al., 2019).

Results

Data collection was conducted from May to June 2024, encompassing a total of 150 respondents. The demographic characteristics considered in this study include gender, age, highest level of education, type of occupation, gaming smartphone brand, and respondents' income levels. The findings revealed that male respondents were more prevalent, totaling 126, compared to 24 female respondents. The most common occupation among the respondents was private employee with 83 individuals. The profile of the respondents is presented in Table 1.

Category	Description	Frequency (N=150)	Percentage %
Gender	Male	126	84
	Female	24	16
Ages	18 - 25 years old	112	74.7
	> 25 years old	38	25.3
Education	High School	11	7.3
	Diploma	27	18
	Bachelor Degree	101	67.3
	Master Degree	11	7.3
	Doctoral Degree	0	0
Occupation	Student	22	14.7
	Private Employee	83	55.3
	Government Employee	12	8
	State-owned Company Employee	32	21.3
	Others	1	0.7
Brand	ASUS ROG Phone	45	30

	Skywalker BLACK SHARK	23	15.3
	Lenovo LEGION PHONE	37	24.7
	Nubia RED MAGIC	22	14.7
	Others	23	15.3
Monthly Income	< IDR 4.9 million	47	31.5
	> IDR 5 million – IDR 10 million	78	52.3
	> IDR 10.1 million – IDR 14.9 million	21	14.1
	> IDR 15 million	4	2.1

Table 1: Respondent Characteristics

Subsequent testing involved data analysis utilizing the SEM-PLS method (Structural Equation Modeling Partial Least Squares). The process started with validity and reliability testing using SmartPLS. The Composite Reliability (CR) score, which should be greater than 0.7, and the Average Variance Extracted (AVE) value, which should be greater than 0.5, were used to evaluate the validity. Reliability was determined by Cronbach's alpha, which should be above 0.7 and close to 1 (Hair et al., 2021). The researcher also utilized multicollinearity tests to measure independent variables that are highly correlated with other variables, and the estimation of path coefficients is influenced by the construction of collinear predictors (Hair et al., 2019). A VIF value with a score above 5 indicates a potential issue with collinearity (Hair et al., 2021). Comprehensive results are available in Table 2 and Table 3.

Construct	Cronbach's Alpha	Composite Reliability	Average Variance Extracted
Brand Image	0.916	0.933	0.664
Perceived Value	0.874	0.913	0.726
Purchase Intention	0.891	0.914	0.603
Social Media Information	0.897	0.919	0.617

Table 2: Validity and Reliability Test Result

	Brand Image	Perceived Value	Purchase Intention	Social Media Information
Brand Image		1.628	1.773	1.000
Perceived Value			1.715	
Purchase Intention				
Social Media Information		1.628	1.936	

Table 3: Multicollinearity Test Result

Structural analysis testing was conducted in this study by evaluating the R-square value of each equation. The objective of this testing is to ascertain the influence of the independent variables on the dependent variable. The findings revealed that the impact of brand image on social media information is 0.386 (38.6%), with the remaining 61.4% attributable to variables outside the scope of this study. Additionally, the perceived value variable, influenced by brand image and social media information, was found to be 0.417 (41.7%), with 58.3% influenced by external variables. The purchase intention variable was significantly influenced by brand image, social media information, and perceived value, at 0.498 (49.8%), with the remaining 50.2% influenced by variables not included in this study. Comprehensive results are available in Table 4.

Construct	R Square
Perceived Value	0.417
Purchase Intention	0.498
Social Media Information	0.386

Table 4: R Square Value

Discriminant validity is confirmed valid with Heterotrait – Monotrait Ratio (HTMT) value less than 0.90 (Henseler et al., 2015). The result is available below.

	BI	PV	PI	SMI
BI				
PV	0.612			
PI	0.638	0.664		
SMI	0.676	0.659	0.675	

Table 5: Discriminant Validity Test

Next, hypothesis testing was conducted. The P-Value is below 0.05, the T-Value is above 1.96 and Path Coefficients score between -1 and 1, indicating the hypotheses are accepted (Hair et al., 2019). Based on the figure and table below, all hypotheses are accepted.

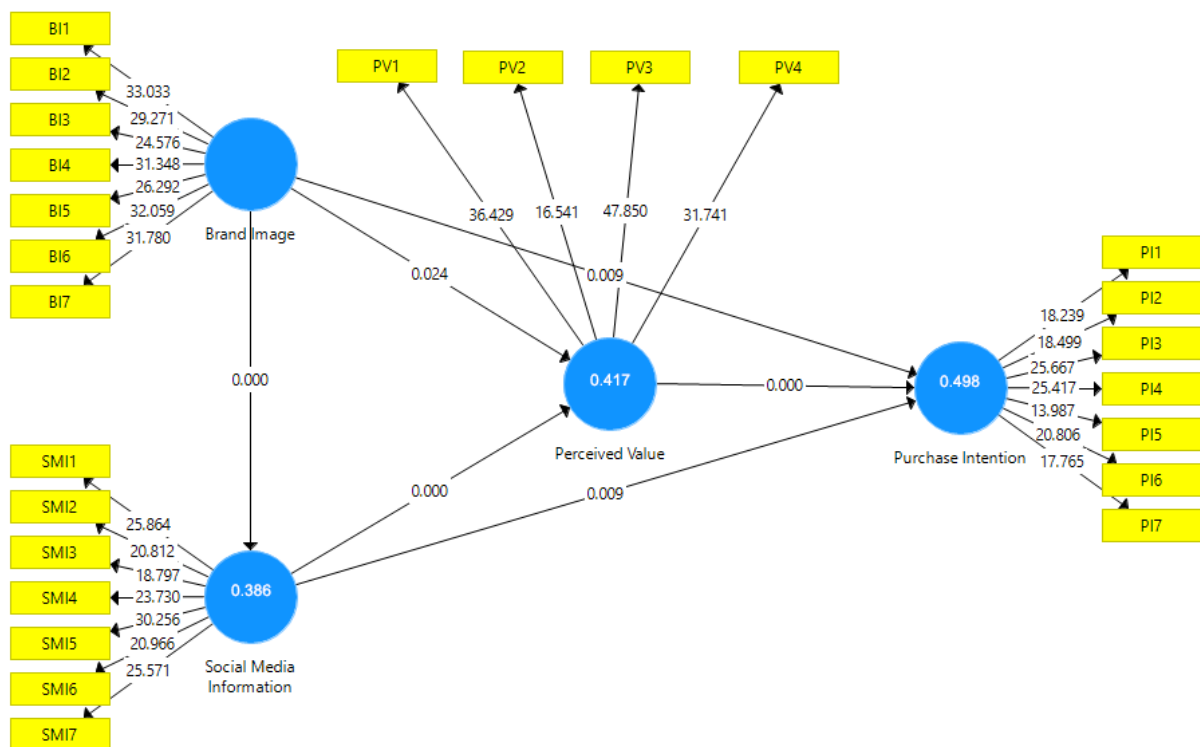


Figure 2: Bootstrapping Diagram

Hypothesis	Path Coefficient	T-Value	P-Value	Results
BI -> SMI	0.621	8.610	0.000	Accepted
BI -> PV	0.291	2.265	0.024	Accepted
SMI -> PV	0.423	3.957	0.000	Accepted
PV -> PI	0.299	3.785	0.000	Accepted
BI -> PI	0.241	2.625	0.009	Accepted
SMI -> PI	0.285	2.631	0.009	Accepted

Table 6: Hypotheses Test Result

Discussion

This study found a strong influence of brand image on social media information in gaming smartphone purchase intention. This is due to the buyers' desire to purchase a product based on the brand image (Ye & Gao, 2020). Positive product reviews stem from social media information that is derived from a brand image established through social media (Al Fikri & Roostika, 2023). Strong brand image affect the better the information on social media. In other words, brand image is a key factor that shows how consumers perceive a brand. This is supported by previous research by Akbari et al. (2024), Al Fikri & Roostika (2023) and Barreda et al. (2020).

The relationship between social media information and perceived value is positively influential. This is because through social media when consumers learns the information, feature and benefit of gaming smartphones overall, it can convince the consumer to trust that product has a higher value (Hsiao, 2021; Miah et al., 2022). Social media contains all forms of content which providing information, reviews, and testimonials of the product that support consumers' needs. This is aligns with previous research discussing relation between social media information and perceived value by Hsiao (2021) and Yang et al. (2020).

Perceived value has positive influence on purchase intention. Consumers tend to evaluate products based on perceived benefit (Dilan et al., 2023). In other words, when consumers feel that product offers higher value in terms of functionality and user experience, they are more likely to intend to purchase the product (Chen et al., 2018). The desired value by consumers is based on the evaluation of product utility, benefits gained, and sacrifices made to obtain the product (Syah & Olivia, 2022). In other words, when someone understands the value or benefits derived from the product, they are more likely to intend to buy it. These findings are consistent with previous research by Chen et al. (2018), Kanwar & Huang (2022) and Ling et al. (2023).

This study also found the influence of social media information on purchase intention. These platforms serve as primary sources of product reviews and recommendations from other users, often considered more credible than traditional advertisements (Mosa, 2021). When consumers see positive reviews, testimonials, or recommendations from people they follow or trust, they are more likely to feel confident and encouraged to make a purchase (Hassan et al., 2021; Janitrafia & Ruswanti, 2024; Masud & Hassan, 2020). Social media also facilitates direct interaction between influencers and consumers, allowing brands to build more personal relationships and strengthen trust, ultimately shaping consumers perception (Kanwar & Huang, 2022). Research conducted by Ahmed et al. (2023) and Varghese & Agrawal (2021) found that the use of social media also strongly influences consumer purchase intention because marketers have researched consumer interests before creating better product marketing strategies. This is consistent with previous research by Cayaban et al. (2023) and Hanaysha (2022).

Brand image plays a crucial role in influencing the purchase intention. When a brand successfully positions itself as a provider of high-quality products with a good reputation, consumers tend to be more confident and interested in making a purchase (Ling et al., 2023). Factors such as features and positive reviews from other users strengthen the brand image, thereby increasing consumer appeal and purchase intention (Febriyantoro, 2020; Maslowska et al., 2021; Rakib et al., 2022). This statement is supported by previous research discussing the influence of brand image on purchase intention by Barreda et al. (2020), Febriyantoro (2020), Kanwar & Huang (2022), Ling et al. (2023) and Rakib et al. (2022).

Last, Brand image influences the perceived value. When a brand has a positive and strong image, consumers tend to associate product with high quality performance which increasing their trust and desire to own the product (Yang et al., 2023). Thus, a strong brand image not only influences purchase decisions but also enhances the loyalty and perceived value of consumers (Kiwauka & Sibindi, 2023; Purnama & Wening, 2023). This aligns with previous research by Ling et al. (2023), Syah & Olivia (2022) and Yang et al. (2023) which explains the positive influence of brand image on perceived value.

Conclusion

This study identifies the influence of brand image, social media information and perceived value on purchase intention of gaming smartphone product. Social media information gives information such as product information, review and testimonials by other user and influencers that strengthen customer trust that product has a high value. Strong brand image affected information that read by consumers, also convince consumer trust that product has a good quality and high value. When consumers are well-informed about the product and aware of the product's reputation, it will determine their decision to purchase. Strong brand image affecting consumer trust because consumers will associate it with high value product that will lead to encourage them to purchase.

The study has several limitations. The sample of respondents used is very limited, focusing only on consumers of gaming smartphones in West Jakarta, Indonesia. Therefore, it does not fully represent consumer behavior in other regions of Indonesia regarding gaming smartphone purchase intention, indicating the need for a broader demographic analysis and a larger sample size.

This study is not fully explore social media information. Therefore, for future research it is recommended to analyze the relation between social media influencer and purchase intention for investigate how influencer encourage consumer purchase intention through social media.

This study has several managerial implications which including:

- Companies should create accurate and credible information about the product details including price, features and benefits, also considering positive review or testimonials and social media influencer as a tool for encourage consumer purchase intention.
- Companies need to develop strong brand image as a strategy to make information more credible. Thus, it will affect consumer trust that will lead repurchase intention in the future.
- Companies should innovate product quality as a part of value creation and increase product value to be higher. Thereby, it will increase consumer perceived value towards the product which affects consumers interest to make a purchase.

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International Journal of Applied Research in Business and Management (ISSN: 2700-8983)

an Open Access journal by Wohllebe & Ross Publishing, Germany.

Volume: 06 Issue: 01 Year: 2025

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