

# The Role of Emotional Attachment in Mediating the effect of Social Media Marketing on Purchase Intention

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# The Role of Emotional Attachment in Mediating the effect of Social Media Marketing on Purchase Intention

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**Abstract.** After the pandemic began to subside in 2022, online shopping habits continued, even becoming a new habit. Even today, many shop owners are disappointed because their shops are no longer full of visitors, and this must be anticipated by entrepreneurs to shift their business online. The aim of this research is to examine the effect of social media marketing on purchase intention, either directly or through the mediating role of emotional attachment. This study used a sample of 220 respondents, and data were analyzed using the Structural Equation Model (SEM) to determine the direct effect and using the Bootstrapping method to examine the role of mediation. The results of this study indicate that social media marketing does not have a direct positive effect on purchase intention, but social media marketing has a positive effect on emotional attachment, and emotional attachments have a positive effect on purchase intention. This study also shows that emotional attachment has a role as a mediating variable from the positive influence of social media marketing on purchase intention.

**Keywords:** Emotional Attachment, Social Media Marketing, Purchase Intention

## 1 Introduction

Today, the Internet has become a necessity for many people, and the development of technology has made it possible for everyone to access the Internet through a mobile phone [1]. Social media is a widely used public service, including in Indonesia. According to 2022 data, the number of people using the internet in Indonesia is 204,7 million, or 73% of the total population, and 191.4 million, or 68.9% of the population, are actively using the Internet [2].

Conversely, social media serves not only as a means of social interaction, but also as a platform for commercial purposes. Additionally, with many countries closing physical business locations due to the outbreak of the novel coronavirus disease (COVID-19) pandemic, entrepreneurs are adopting digital media and social media to promote their products. Compared to traditional media such as print television and radio [3], social media is a low-cost and efficient channel to reach consumers. Even after the pandemic subsides in 2022, online shopping habits will remain and persist. As a result, many retailers have been disappointed by the lack of foot traffic in their stores, something that entrepreneurs planning to transition to online business should consider.

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Many previous studies have explained the impact of social media marketing on purchase intentions, but the results of literature studies from various previous studies indicate that the relationship between marketing through social media marketing and purchase intention is inconsistent. There are several studies that describe a positive and significant direct relationship [4]; [5]; [6]; [7]; [8], but there are also studies that state a relationship directly is not significant [9]. So, some researchers propose to develop a mediating variable in this relationship [10]; [11]; [12].

This study seeks to explain the role of emotional attachment as a mediating variable. One of the reasons for adding the variable 'emotional attachment' as a mediating variable is that social media marketing has shown a partially positive effect on emotional attachment [13], and attachment sentiment is positive for purchase intention. and make a meaningful impact [14]. Emotional attachment has also been identified as an important mediating variable in many studies [15]; [16]; [17]. A consumer's emotional attachment to a brand on social media can lead to passion for the brand, and emotional attachment through social media interactions can trigger purchase intention [14]. The presence of an emotional attachment is expected to improve the relationship between social media marketing efforts and purchase intention. Therefore, the aim of this study was to analyze the positive impact of social media marketing on purchase intention, either directly or through emotional attachment as a mediating variable. Conceptual framework of this research shown in Fig. 1.

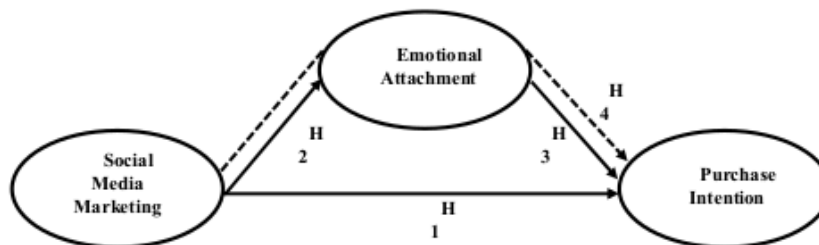


Fig. 1. Conceptual Framework

## 2 Method

The data sources used in this study are primary data, i. H. data that the researcher obtains directly from the primary source. The data collection technique used in this study was a questionnaire technique, but research data were collected via an online survey. In this study, we use non-probability and targeted sampling methods. The unit of analysis receiving the questionnaire is a person who meets the following criteria: People who have frequently bought products or used services through social networks in the last two years.

The sample size in this study refers to the advice of [18], which states that the minimum sample size is 200 when using SEM. To avoid missing a sample, the number of respondents was determined from a pool of 250 respondents. Use Google Forms. Data were analyzed using structural equation modeling (SEM) to determine direct effects and bootstrapping methods to investigate mediator roles. Uses JASP software version 0.14.1.

The following four variables were used in this study. Social media marketing, emotional attachment, purchase intention. The social media marketing variable was measured using five statement items adopted from [19], the emotional attachment variable was measured using six statement items adopted from [20], and the purchase intention variable was measured using three statement items adopted from [21]. Measured using a 5-point Likert scale (1=strongly disagree, 5=strongly agree).

### 3 Result and Discussion

#### 3.1 Results

The profiles of the respondents are shown in Table 1. Based on gender, it can be seen that there are more female than male respondents. Up to 57.727% for the women interviewed, up to 42.273% for the men interviewed. Based on age, it can be seen that the majority of respondents are aged between 16 and 27 (Gen Z), which is 78.632%. Looking at the level of education, meanwhile, it can be seen that the largest proportion are those who have completed a bachelor's degree, at 35.455%, and the smallest proportion of respondents are those who have completed a doctorate, at 3.636%. Respondents by income are listed in Table 1. It can be seen from the table that the highest proportion are those who have a monthly income of IDR 1,000,000 to 5,000,000, at 81.818%. As for the main social networks used, it turns out that the largest proportion are those who use Instagram, at 40%.

The research instrument was tested by means of validity and reliability tests. The method used to test the validity of the research uses confirmation factor analysis (CFA) by comparing the factor loading values in the data processing to the standard factor loading according to the number of samples used. The sample used in this study was 220 respondents, so if you refer to [18] the Standard Factor Loading used is 0.40. Based on the table 2, the factor loading value of all statement items is greater than 0.40, so the statement items are declared valid, which means that the statement items are appropriate for measuring each variable. To test the reliability is done by assessing the Cronbach Alpha. Where according [22], an indicator is reliable if it has a Cronbach Alpha value greater than 0.60. Based on the Table 2, the Cronbach Alpha value of all variables is greater than 0.60, so that all statement items are declared reliable, which means that all statement items used are consistent and stable in measuring each variable.

Before testing the hypothesis, a goodness-of-fit test is performed. The goodness-of-fit test was performed to assess the extent to which the data and models used match the SEM assumptions. Based on this study's test of goodness, there are several types of measures that meet the criteria, including Comparative Fit Index (CFI): 0.939; Tucker-Lewis Index (TLI): 0.924; Bentler-Bonett Normed Fit Index (NFI): 0.912; Standardized root mean square residual (SRMR): 0.039; Goodness of fit index (GFI): 0.977. For this reason, hypothesis testing can still be done using Structural Equation Modeling (SEM) (Fig. 2.).

**Table 1.** Respondent Profiles

	Frequency	Percentage
<b>Gender</b>		
Female	93	42.273
Male	127	57.727
<b>Age</b>		
16 - 27 (Gen Z)	184	83.636
28 - 41 (Gen Y/ Milenial)	12	5.455
42 - 57 (Gen X)	18	8.182
58 - 76 (Gen Baby Boomer)	6	2.727
<b>Level of Education</b>		
Senior High School	57	25.909
Diploma	60	27.273
Bachelor	78	35.455
Master	17	7.727
22 Doctoral	8	3.636
<b>Monthly Income (IDR)</b>		
1.000.000, – 5.000.000	180	81.818
5.000.001 – 10.000.000	23	10.455
10.000.001 – 20.000.000	12	5.455
20.000.001 – 30.000.000	1	0.455
> 30.000.000	4	1.818
<b>Social Media</b>		
Instagram	88	40.000
WhatsApp	65	29.545
Tiktok	49	22.273
Youtube	10	4.545
Twitter	4	1.818
Facebook	3	1.364
Telegram	1	0.455

**Table 2.** Validity and Reliability Test Results

	Factor Load- ing	Cronbach Alpha
<b>Social Media Marketing (SMM)</b>		0.897
SMM1	0.790	
SMM2	0.872	
SMM3	0.744	
SMM4	0.805	
SMM5	0.795	
<b>Emotional Attachment (EA)</b>		0.938
EA1	0.832	
EA2	0.788	
EA3	0.865	
EA4	0.860	
EA5	0.833	
EA6	0.895	
<b>Purchase Intention (PI)</b>		0.862
PI1	0.814	
PI2	0.832	



	Factor Loading	Cronbach Alpha
PI3	0.824	

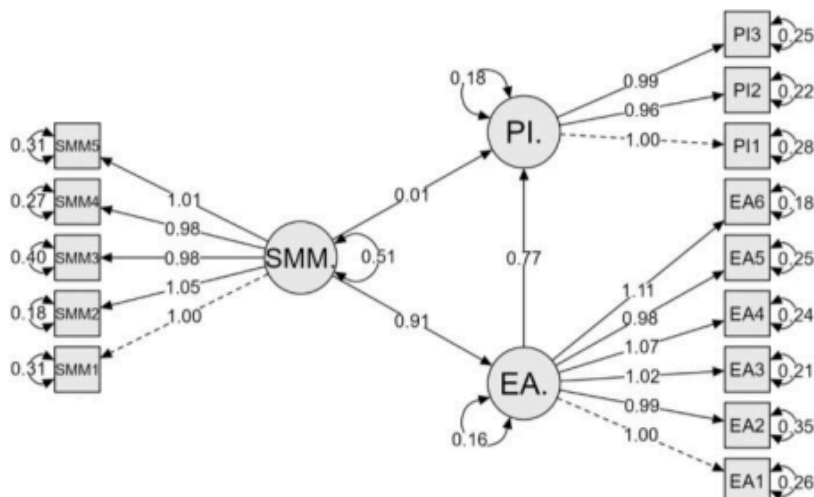


Fig. 2. Output Structural Equation Model (SEM)

The hypothesis test is performed by comparing the value of p to the significance level. If  $p\text{-value} \leq 0.05$ , the research hypothesis is supported, while if  $p\text{-value} > 0.05$ , the research hypothesis is not supported [18].

Testing the first hypothesis, the data processing findings (Table 3) reveal that social media marketing has no direct impact on purchase intention, as evidenced by the estimated value of 0.014 and p-value of 0.454. This demonstrates that the postulated hypothesis (H1) is not supported. By evaluating the second hypothesis, the data processing findings (Table 3) show that social network marketing has a positive and substantial effect on emotional attachment, as evidenced by the estimated value of 0.911 and p-value  $< .001$ . This demonstrates that the hypothesized hypothesis (H2) is justified. The findings of the data processing (Table 3) demonstrate that emotional attachment positively and significantly influences purchase intention, as estimated by the value of 0.770 and p-value  $< .001$ . This demonstrates that the proposed hypothesis (H3) is supported.

Table 3. Hypothesis Test Results

Hypothesis	Estimate	p-value	Decision
H1: SMM → PI	0.014	0.454	Not Supported
H2: SMM → EA	0.911	$< .001$	Supported
H3: EA → PI	0.770	$< .001$	Supported

To verify the mediation role hypothesis, this study used the bootstrapping approach proposed by [23] and examined the confidence interval based on the bootstrap findings of 5000 samples, taking into account that the BootLLCI and BootULCI regions of the structure are influenced. If the value does not contain zero (0), it can be concluded that the estimate is substantial and that there is a mediation effect. In contrast, if the BootLLCI and BootULCI intervals of the intermediate result of the findings contain a

value of zero (0), it can be stated that the estimate is not significant and that there is no mediator of the impact.

**Table 4.** Hypothesis Mediation Test Results

				95% Confidence Interval		Decision			
				Lower	Upper				
H4:	→	EA	→	PI	Estimate	p			
SMM					0.504	< .001	0.340	0.682	Supported

The fourth hypothesis is emotional attachment to mediate the effect of social media marketing on purchase intention. In testing the fourth hypothesis, the results of data processing (table 4) revealed that the estimation was significant and a mediating role occurred, because the Boot LLCI and Boot ULCI values were 0.340 and 0.682 which did not include a zero value (0).

### 3.2 Discussion

For the first hypothesis (H1), the results show that social media marketing has no significant positive impact on purchase intent. This means that by conducting entertainment marketing on social media, allowing consumers to interact with other social media users, creating trending content, allowing consumers to offer While services are personalized and allow consumers to repost/share content, it cannot directly increase consumers' desire to buy products or service provided. The results of this study contradict previous studies of [4]; [5] states that social media marketing has a direct positive effect on purchase intention. However, this study is consistent with research from [9], which states that social media marketing does not have a direct positive effect on purchase intention.

The results of the second hypothesis test (H2) show that social media marketing has a significantly positive effect on trust in online purchases. This means that online store owners can be helped by engaging in fun marketing on social media, creating consumer interactions with other social media users, creating trending content, enabling consumers to provide personalized services, and enabling consumers to repost content / to share with others (WOM). Increase consumers' emotional attachment with the brands of the products or services offered. The results of this study support previous studies of [13].

The results of the third hypothesis suggest that emotional attachment has a significant positive effect on purchase intention. This means that by strengthening a strong emotional attachment between consumers and certain brands, as well as by conveying a positive impression of the brands offered, online shop owners can be supported in increasing the consumer's desire to buy the products or services offered. The results of this study support previous studies of [14].

The results of the fourth hypothesis suggest that social media marketing has a positive effect on purchase intention mediated by emotional attachment. This means that it

can help business owners improve entertainment marketing on social media, build consumer interactions with other social media users, create trending content, enable consumers to provide personalized (personalized) services, and enable them to revisit content to publish/share with others (WOM). Online store owners aim to strengthen consumers' emotional attachment to specific brands. By strengthening consumers' emotional attachment to certain brands, consumers' desire to purchase the products or services offered will increase. Consumers' emotional attachment to brands on social media leads them to develop a passion for the brand, and emotional attachment through social media interactions can inspire purchase desire [14].

## 4 <sup>27</sup> Conclusion

According to the results of this study, social media marketing does not have a direct positive effect on purchase intention, but it has a positive effect on emotional attachment, and emotional attachment has a positive effect on purchase intention. The study also shows that emotional attachment acts as a mediator of the positive impact of social media marketing on purchasing intention. This research provides insights for marketing managers. If they want to increase purchase intention, they can do so by increasing their social media marketing efforts by creating entertaining content, building consumer interactions with other social network users, and creating trending content to persuade consumers to offer personalized services. (adjustable) and allows consumers to repost/share content (WOM). Since emotional attachment can develop through creative social media marketing activities, i.e. in the form of strong emotional attachment and positive impressions between consumers and the brands offered, increasing emotional attachment can increase purchase intention. This research certainly has limitations, including the fact that this research only Investigating the impact of social media marketing on emotional attachment and purchase intention. It is therefore hypothesized that future research could explore the impact that emotional attachment can have via social media in addition to purchase Intention, such as brand loyalty.

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