



The influence of digital marketing on purchase intention for the dior brand in indonesia

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ABSTRACT

The digital world is growing, especially in digital marketing or social media. Thus, many brands immediately decide to explore social media and develop digital marketing strategies, the efficiency of which is tracked to increase improvement. This study aims to understand the influence of social media marketing, consumer attitude, nature of the message, brand equity, perceived social value, utilitarian value, and economic value on purchase intention of the Dior brand in Indonesia. This research is causal research using a descriptive quantitative approach. The population used in this study were people who had never shopped at Dior in Indonesia, while the sample taken was 240 people. This research is sourced from primary data obtained through questionnaires. The data analysis technique used in this research is Structural Equation Modeling (SEM) analysis using Partial Least Square (PLS) program. The results of this study indicate that brand equity and economic value positively affect purchase intention. Meanwhile, social media marketing, customer attitude, nature of the message, perceived social value, and utilitarian value do not affect purchase intention. The contribution of this research is expected to be a consideration and input for the Dior brand in Indonesia to increase the factors that influence purchase intention on the Dior brand.

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INTRODUCTION

In the age of digital technology, companies worldwide must adapt their strategies to their consumers' new requirements and expectations. The Internet has revolutionized the traditional way of marketing, becoming a key factor in globalization. Market sectors with hundreds of years of tradition, such as Luxury Brands, face the need to introduce innovative new strategies into their marketing plans. The emergence of social media marketing (PMS) and its worldwide use has prompted marketers to seek opportunities to promote their brands through various communication channels such as Facebook, Instagram, Twitter, and TikTok. It should be noted that the use of PMS helps increase brand awareness, facilitates communication without the time and media restrictions, makes it a two-way communication between customers and brands, creates a platform where they

exchange ideas, communicate their opinions, share information, and their experiences with brands (Kim&Ko, 2012) take advantage of luxury fashion brands. Thus, by engaging in online interactions that lead to the creation of new content or contribute to content created by others, brands gain exposure and also strengthen relationships with customers, increase brand value and, in the case of luxury brands, prejudice around them especially (Kim & Ko, 2011) social media has been recognized as one of the most powerful marketing tools in the 21st century. According to Emarsys (2019), 3.2 billion users – which is equivalent to about 42% of the population – log in on social media, spending more than an hour and a half daily on social platforms. Luxury brands like Louis Vuitton, Burberry, and Gucci are now using digital marketing to target audiences worldwide, offering them the opportunity to experience the sophistication, elegance, and luxury they embody. Despite statistical evidence revealing the positive impact of online commercialization, some luxury brand managers are still hesitant to integrate it into their strategy, questioning whether this will have a negative impact on brand image and perceived value. Therefore, luxury brands' characteristics are intangible, their uniqueness and exclusivity, especially for the Dior brand, which held the Dior Cruise event in Indonesia in 2018 and 2021. At the Dior Cruise event, Dior invited several celebrities, both actresses/actors and singers, to celebrities (Instagram celebrities) who aggressively uploaded activities during the event on the media. Their social media includes a hashtag about the event and mentions Dior's social media. This study aims to better understand the concept of the Dior brand, along with the characteristics that create an image and perceived value and the arguments for the benefits of integrating digital/online marketing into their sales strategy.

This study aims to identify ways Luxury Brands can adopt a digital marketing strategy, highlighting the benefits that can be obtained, despite some discrepancies mentioned in previous literature studies. Thus, we intend to contribute to the clarification of certain aspects existing in the published literature regarding Luxury Brands, their perceived value and image, determining the influence of digital marketing on those aspects, as well as the consequential behavior of consumers.

RESEARCH METHOD

Research Objective

This study will analyze the influence of digital marketing and their impact on the Purchase Intention of Dior in Indonesia. The object of this research is social media marketing, consumer-brand relationship, consumer attitude, nature of the message, brand equity, perceived value social, utilitarian value, economic value as independent variables, and purchase intention as dependent variable.

Operationalization of Research Variabel

This research was conducted with eight variables, the first is social media marketing, namely how social media can be used to influence sales. The second variable is the consumer-brand relationship, namely how a brand has a relationship with its customers. The third variable is consumer attitude, namely how consumers feel about the brand. The fourth variable is the nature of the message, namely how the message is conveyed by a brand through its marketing. The fifth variable is brand equity, namely how brand equity can stick in the minds of consumers. The sixth variable is perceived social value, namely how social value is obtained when using the brand. The seventh variable is utilitarian value, namely how the brand shows value based on the usability and function of the product. The eighth variable is economic value, namely how economic values influence consumer perceptions of a brand. In this research, the brand under study is Dior.

Population and Sample

The population of this study are all Indonesian citizens as respondents. The sampling technique used in this study is non-probability sampling and specifically uses a purposive sampling

method which requires all respondents to meet the criteria set by the researcher, namely people who have never shopped at Dior. Researchers used 240 respondents who met the criteria as a sample.

Data Collection Technique

The primary data sources were obtained through questionnaires distributed to community groups in accordance with the criteria determined by the researcher, 2). The secondary data sources will be obtained through individuals who are able to provide data related to the research that would be carried out which obtained through research conducted by researchers from various reports and writings that support the selected hypothesis

RESULTS AND DISCUSSIONS

Respondent Profile

Table 3.1 Respondent Profile

Demographic Variables	Category	Frequency	Percentage
Gender	Men	38	15,8%
	Women	202	84,2%
Age	17-26 years old	23	9,6%
	27-36 years old	56	23,3%
	37-46 years old	142	59,2%
	>46 years old	19	7,9%
Last education	>S1	6	2,5%
	S1	217	90,4%
	S2/S3	17	7,1%

Source: Data Processing Result

Construct Reliability

Table 3.2 The Loading Factor Value of Each Indicator and the Results.

Indicator	Loading Factor
Social Media Marketing (CR= 0.818; AVE= 0.516)	
SMM1: DIOR is active on social media	0.725
SMM2: DIOR uses social media to promote its identity	0.751
SMM3: DIOR uses social media to share its value	0.750
SMM4: DIOR uses social media to entertain the customers	0.746
SMM5: DIOR uses social media to educate the customers	0.621
SMM6: DIOR uses paid advertising on social media	0.706
Customer Brand Relationship (CR= 0.910; AVE= 0.690)	
CBR1: I feel invested towards DIOR	0.839
CBR2: I feel involved with DIOR	0.822
CBR3: I feel that I can trust issues DIOR	0.723
CBR4: I feel engaged towards DIOR	0.840
CBR5: I think that DIOR engaged towards me	0.873
CBR6: I think that DIOR communicates openly with me	0.875
Consumer Attitude (CR= 0.79; AVE= 0.542)	
CA1: I have positive feelings towards DIOR	0.816
CA2: I would say that DIOR is renowned	0.514
CA3: I Think that DIOR is appealing	0.698
CA4: I Think that DIOR has a good reputation	0.645
CA5: I'm planning on (keeping) following DIOR on social media	0.767
CA6: I would like to buy from DIOR	0.745

Nature of the Message (CR= 0,902; AVE= 0.672)	
NM1: DIOR communicates on the functions of the product	0.850
NM2: DIOR uses arguments regarding the attributes of the product	0.872
NM3: DIOR underlines the qualities of the product when communicating	0.870
NM4: DIOR communicates on the symbolic value of the products	0.825
NM5: DIOR uses arguments regarding the benefits of the product	0.779
NM6: DIOR underlines the personality of the brand when communicating	0.711
Brand Equity (CR= 0.841; AVE= 0.509)	
BE1: I am always aware of Dior	0.764
BE2: Characteristics of DIOR come to my mind quickly	0.702
BE3: I can quickly recall the symbol or logo of DIOR	0.733
BE4: DIOR is a leading luxury company	0.662
BE5: DIOR has extensive experience	0.748
BE6: DIOR is a representative of the luxury industry	0.707
BE7: DIOR is a customer-oriented company	0.672
Perceived Social Value (CR= 0.837; AVE= 0.505)	
PSV1: A person who wears DIOR appears financially successful	0.572
PSV2: A person who wears DIOR appears sophisticated	0.655
PSV3: A person who wears DIOR appears to be a member of a high social class	0.686
PSV4: A person who wears DIOR appears to be respected by others	0.744
PSV5: DIOR looks good/fit on the person	0.651
PSV6: I tend to release stress by shopping for DIOR	0.694
PSV7: Purchasing DIOR is refreshing	0.831
PSV8: Affiliate with social others	0.694
Utilitarian Value (CR= 0.679; AVE= 0.604)	
UV1: DIOR have a consistent quality	0.776
UV2: DIOR is easy to refund and exchange	0.744
UV3: DIOR is easy to maintain and wash	0.810
Economic Value (CR= 0.870; AVE= 0.879)	
EV1: I purchase DIOR only when they are on sale	0.908
EV2: I purchase DIOR only when they are reasonably priced	0.967
Purchase Intention (CR= 0.887; AVE= 0.748)	
PI1: If I were going to purchase a luxury product, I would consider buying DIOR	0.814
PI2: If I were shopping for a luxury brand, the likelihood I would purchase DIOR is high.	0.886
PI3: My willingness to buy DIOR would be high if I were shopping for a luxury brand.	0.884
PI4: The probability I would consider buying DIOR is high.	0.872

Source: (Smart-PLS output, 2022)

Based on the table above, it can be seen that the cross loading value for all indicators of each latent variable is greater than the cross loading value if it is associated with other latent variables. So, it can be concluded that overall latent variables are estimated to meet good discriminant validity.

Discriminant Validity

Table 3.3 Discriminant Validity Value of Cross Loadings and Results

	BE	CBR	EV	NM	PI	PSV	SMM	UA	UV
BE1	0.764	0.387	0.255	0.567	0.395	0.434	0.435	0.492	0.470
BE2	0.701	0.468	0.200	0.484	0.273	0.441	0.480	0.496	0.451
BE3	0.733	0.271	0.175	0.355	0.264	0.259	0.316	0.368	0.207
BE4	0.662	0.187	-0.096	0.372	0.299	0.223	0.328	0.330	0.189
BE5	0.748	0.270	-0.001	0.455	0.250	0.341	0.338	0.418	0.348
BE6	0.707	0.248	0.064	0.315	0.423	0.327	0.239	0.443	0.303

BE7	0.672	0.324	0.159	0.418	0.370	0.440	0.279	0.444	0.351
CBR1	0.366	0.839	0.193	0.485	0.244	0.575	0.454	0.423	0.429
CBR2	0.302	0.824	0.250	0.566	0.245	0.585	0.447	0.346	0.480
CBR3	0.416	0.719	0.017	0.557	0.252	0.516	0.435	0.548	0.427
CBR4	0.341	0.841	0.294	0.571	0.192	0.510	0.442	0.399	0.448
CBR5	0.309	0.874	0.173	0.576	0.174	0.587	0.497	0.460	0.416
CBR6	0.379	0.876	0.133	0.632	0.185	0.576	0.539	0.566	0.443
EV1	0.078	0.193	0.908	0.235	0.173	0.294	0.197	0.182	0.289
EV2	0.195	0.184	0.967	0.267	0.284	0.300	0.119	0.183	0.275
NM1	0.368	0.639	0.216	0.850	0.388	0.515	0.504	0.530	0.509
NM2	0.449	0.654	0.302	0.872	0.430	0.567	0.568	0.565	0.590
NM3	0.511	0.553	0.184	0.870	0.431	0.556	0.559	0.599	0.463
NM4	0.632	0.547	0.195	0.825	0.380	0.571	0.543	0.572	0.471
NM5	0.411	0.535	0.200	0.779	0.285	0.439	0.524	0.496	0.432
NM6	0.581	0.425	0.231	0.711	0.298	0.516	0.324	0.430	0.439
PI1	0.444	0.180	0.187	0.364	0.813	0.293	0.217	0.323	0.308
PI2	0.439	0.253	0.271	0.409	0.887	0.404	0.320	0.447	0.318
PI3	0.429	0.234	0.163	0.441	0.884	0.361	0.311	0.375	0.268
PI4	0.322	0.224	0.263	0.362	0.872	0.320	0.358	0.385	0.298
PSV2	0.465	0.348	0.175	0.354	0.233	0.646	0.333	0.534	0.322
PSV3	0.405	0.407	0.192	0.472	0.218	0.652	0.407	0.486	0.376
PSV4	0.392	0.365	0.275	0.441	0.228	0.728	0.409	0.372	0.410
PSV5	0.442	0.407	0.180	0.437	0.266	0.663	0.367	0.423	0.479
PSV6	0.095	0.632	0.223	0.376	0.265	0.708	0.381	0.344	0.469
PSV7	0.459	0.547	0.308	0.576	0.426	0.846	0.454	0.480	0.482
PSV8	0.251	0.605	0.189	0.518	0.282	0.713	0.435	0.458	0.485
SMM1	0.445	0.426	0.121	0.428	0.246	0.414	0.725	0.456	0.456
SMM2	0.304	0.337	0.132	0.375	0.244	0.391	0.751	0.472	0.418
SMM3	0.445	0.344	0.120	0.427	0.207	0.433	0.750	0.493	0.333
SMM4	0.270	0.542	0.162	0.531	0.247	0.475	0.747	0.468	0.520
SMM5	0.339	0.559	0.099	0.550	0.125	0.422	0.621	0.554	0.450
SMM6	0.299	0.352	0.063	0.432	0.341	0.333	0.706	0.262	0.294
UA1	0.479	0.568	0.136	0.528	0.362	0.518	0.577	0.816	0.481
UA3	0.433	0.172	0.070	0.309	0.261	0.338	0.276	0.686	0.307
UA4	0.483	0.247	0.022	0.347	0.228	0.291	0.291	0.632	0.291
UA5	0.377	0.536	0.166	0.548	0.276	0.504	0.419	0.783	0.561
UA6	0.505	0.392	0.243	0.565	0.459	0.520	0.493	0.750	0.467
UV1	0.501	0.356	0.165	0.464	0.303	0.484	0.450	0.556	0.776
UV2	0.271	0.450	0.221	0.461	0.197	0.492	0.479	0.430	0.744
UV3	0.295	0.450	0.309	0.463	0.283	0.456	0.388	0.399	0.810

Source: (Smart-PLS output, 2022)

R-Squares

Table 3.4 R-Square and R-Square Adjusted Values

	R Square	R Square Adjusted
<i>Consumer Attitude</i>	0,324	0,321
<i>Purchase Decision</i>	0,305	0,284

Source: Data Processing Result

The value of R^2 for the Consumer Attitude variable of 0.324 indicates a direct influence of the Customer Brand Relationship variable of 32.4%. The remaining 67.6% is influenced by other variables not discussed in this study. While the R^2 value for the Purchase Decision variable of 0.305 indicates a direct influence on Social Media Marketing, Consumer Attitude, Nature of the Message, Brand Equity, Perceived Social Value, Utilitarian Value, and Economic Value variables of 30.5%, while the rest of is 69,5% is influenced by other variables not discussed in this study.

Hypothesis Test

Table 3.5 Hypothothesis Test

	Hypothesis	Original sample	T statistics	P values	Result
H1	Social Media Marketing has a positive effect on purchase intention	0.015	0.148	0.882	Rejected
H2	Customer Brand Relationship has a positive effect on consumer attitude	0.569	10.378	0.000	Accepted
H3	Consumer attitude has a positive effect on purchase intention	0.140	1.168	0.243	Rejected
H4	Nature of the message has a positive effect on purchase intention	0.147	1.593	0.111	Rejected
H5	Brand equity has a positive effect on purchase intention	0.259	3.054	0.002	Accepted
H6	Perceived Social Value has a positive effect on purchase intention	0.059	0.702	0.483	Rejected
H7	Utilitarian Value has a positive effect on purchase intention	-0.034	0.369	0.712	Rejected
H8	Economic Value has a positive effect on purchase intention	0.137	2.414	0.016	Accepted

Source: Data Processing Result

Hypothesis 1 states that social media marketing affects purchase intention. However, the results of this study do not support this hypothesis. This shows that high social media marketing does not affect the purchase intention of the Dior brand in Indonesia. Consumers pay attention to other things outside of social media marketing in the purchase intention of the Dior brand in Indonesia, such as brand equity, price, and others.

Hypothesis 2 states that customer brand relationships have an effect on consumer attitudes (T-statistic of 10.378 > 1.65; p-value < 0.05). This means that the higher the customer-brand relationship, the higher the consumer attitude. If the consumer's attitude is significantly higher, it could have significant results in hypothesis 3, leading to an increase in purchase intention. This hypothesis is accepted and supported by previous research (Marquez, 2019; Tong et al., 2018; Kim & Ko, 2012).

Hypothesis 3 states that consumer attitude affects purchase intention. However, the results of this study do not support this hypothesis. This shows that a high consumer attitude does not affect the purchase intention of the Dior brand in Indonesia. Consumers pay attention to other things outside of social media marketing in the purchase intention of the Dior brand in Indonesia, such as brand equity, price, and others.

Hypothesis 4 states that the nature of the message affects purchase intention. However, the results of this study do not support this hypothesis. This shows that the high nature of the message does not affect the purchase intention of the Dior brand in Indonesia. Consumers pay attention to other things outside of social media marketing in the purchase intention of the Dior brand in Indonesia, such as brand equity, price, and others.

Hypothesis 5 states that brand equity has an effect on purchase intention (T-statistic of 3.054 > 1.65; p-value < 0.05). This means that the higher the brand equity, the higher the influence on the customer's purchase intention at Dior. These results indicate that the management of Dior in Indonesia is increasingly improving the characteristics of Dior's "luxury" experience and customer orientation so that consumers are comfortable shopping at Dior and others. This hypothesis is

accepted and supported by previous research (Aaker, 1991; Keller, 1993, 2003; Keller & Lehmann, 2006; Kim & Ko, 2012).

Hypothesis 6 states that perceived social value affects purchase intention. However, the results of this study do not support this hypothesis. This shows that high perceived social value does not affect the purchase intention of the Dior brand in Indonesia. Consumers pay attention to other things outside of social media marketing in the purchase intention of the Dior brand in Indonesia, such as price brand equity.

Hypothesis 7 states that utilitarian value affects purchase intention. However, the results of this study do not support this hypothesis. This shows that a high utilitarian value does not affect the purchase intention of the Dior brand in Indonesia. Consumers pay attention to other things outside of social media marketing in the purchase intention of the Dior brand in Indonesia, such as price brand equity.

Hypothesis 8 states that economic value has an effect on purchase intention (T-statistic of $2.414 > 1.65$; p-value < 0.05). This means that the lower the price, the higher the customer's purchase intention at Dior will be. These results indicate that Dior management in Indonesia can make product prices more affordable or have discounts. But this should not eliminate the impression of luxury on DIOR so that it can increase consumers' purchase intention. And others. This hypothesis is accepted and supported by previous research (Kim et al., 2010; Vigneron & Johnson, 2004; Li et al., 2012).

CONCLUSION

The main objective of this study is to quantitatively measure the difference in the relationship between digital marketing and purchase intention. The design allows this study to summarize findings that differ from previous research in the luxury product industry. Although many authors have researched the relationship between social media marketing, they have not quantitatively combined this relationship. In addition, there is also a lack of research on the Indonesian market. This study examines the effect of brand equity and economic value on consumer purchase intentions. The indirect relationship between brand and consumer relationships on consumer attitudes and purchase intentions does not have a significant effect. In social media marketing, consumer attitudes, messages, perceived social values, and utilitarian values do not affect consumers' shopping intentions.

The managerial implications of this research are as follows: First, brand equity is an important factor influencing consumers' purchase intentions. For this reason, DIOR must continue to pay attention to product attributes, such as product quality, when carrying out complications or marketing campaigns. DIOR should also often campaign for the symbolic value of a product, such as an easily recognizable brand, a brand synonymous with "expensive", or a brand providing a symbol of success. DIOR must also continue to provide information regarding product benefits, product functions, and benefits received by consumers because different product attributes can give different personalities. The attribute itself can be in the form of packaging that emphasizes the brand's personality when campaigning so that consumers can be aware of DIOR and remember its characteristics of DIOR. Second, DIOR can make product prices more affordable or have discounts. But this should not eliminate the impression of luxury on DIOR so that it can increase consumers' purchase intention.

Further studies should be conducted to understand the role of digital marketing on consumer trust and behavior. Indeed, all companies are now investing in this technology without knowing the exact effect, but just not to be left behind. Therefore, understanding the influence of digital marketing, especially social media, is very important, especially since this study confirms that consumer attitudes are not affected. In addition, other brand behavior should be considered because social media marketing is much different from marketing using other communication channels. In addition, the relationships created in the social media community are important because they are part of the dynamics within the brand community. Therefore, companies must invest in

understanding the various dynamics in society and the impact of their communication on social media.

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