The influence of social media communication on perspectives towards the Samsung brand

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ABSTRACT

This study aims to examine and analyze the influence of social media communications created by companies (Firm-Communication – FCC) and users (User-generated Communication – UGC) on the user’s perspective on brand equity and brand attitudes that have an impact on the purchase intention of Samsung products. The population of this study is users who do not use Samsung products to describe their interest in buying Samsung products. The object of this research is social media communications made by companies and users about Samsung products. The research sample consisted of 218 respondents who were not Samsung users and who at the time of the study were domiciled in Java or outside Java. The research data were then analyzed using the Structural Equation Model (AMOS v. 23). Based on the research results, it is known that social media communications made by companies positively influence brand attitude. User-generated social media communications positively influence brand equity and brand attitudes. Brand attitude positively affects brand equity. Brand equity and brand attitude positively influence purchase intention. However, social media communications made by the company have no effect on brand equity. This study reveals that communication made by users has more influence on purchase intention through brand equity and attitudes. Where equity and brand attitude are important in buying interest in a product.

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Introduction

The media have undergone major transformations over the last decade (Mangold and Faulds 2009). Recent statistics show that the number of people accessing the Internet exceeds two billion four hundred thousand, which is 34% of the world’s population (Internet World Stats 2013). Consumers are increasingly using social media sites to seek information and are turning away from traditional media, such as television, radio, and magazines (Mangold and Faulds 2009). The advent of social media has transformed traditional one-way communication into multi-dimensional, two-way, peer-to-peer communication (Berthon, et. al. 2008). Social media platforms offer opportunities for customers to interact with other consumers; thus, companies are no longer the sole source of brand communication (Li and Bernoff 2011). The social web is changing traditional marketing communications. Traditional brand communication that was previously controlled and managed by brand managers and marketing is gradually being shaped by consumers.

According to Sohn and Kim (2020), the openness and interactivity of social media platforms makes it easier for people to interact online. Therefore, consumers who create content can build trust through positive and efficient interactions that allow users to use the brands from the content they create. At this level, companies have to consider their marketing using user-generated content in their marketing strategy.

Especially on brands that will be used by consumers in their daily lives. Say about smartphones that are hard to get out of the hands of consumers in their daily life. Before purchasing, consumers will weigh and find information about the brand and specifications of...
the smartphone they will buy later. In their research, Karjaluoto et al., (2005) revealed that there are several factors that determine consumer choice of smartphone products. Service innovation, multimedia features, brand, price, reliability, the influence of external factors such as salesperson recommendations and friend recommendations are some of the factors that determine consumer choice of a smartphone product brand.

Despite increasing empirical research on the topic of social media, there is still little understanding of how company-created and user-generated social media communications influence consumer perceptions of brands and consumer behavior. This is very important because one form of communication is controlled by the company, while the other is independent of company control. To address this gap, we aimed to investigate the effects of company-generated social media communications and user-generated social media communications on brand equity (BE), brand attitude (BA), and purchase intention (PI).

The second gap in the empirical research conducted so far concerns examining the effects of company-generated and user-generated social media communications with respect to industry-specific differences, as these two types of communications differ in terms of social media strategy. While social media communication is well documented in the literature (Castronovo and Huang 2012; Wang, Yu, and Wei 2012; Mangold and Faulds 2009), to date, no research has distinguished between the effects of social media communications on brand equity and brand attitudes with taking into account industry-specific differences.

To address the two gaps in the research outlined above, we formulated the following research question: How do enterprise-generated and user-generated social media communications influence consumer perception and behavior, both as a whole and in relation to industry-specific differences?

In this study, we examine the effect and role of communications made by companies and also communications made by users, as independent variables, on consumer buying interest, as the dependent variable. Mediated by the variables brand equity (BE) and brand attitude (BA) which link between two independent variables and one dependent variable. Specifically, it focuses on social networking sites and the electronics industry. This was chosen because they differ in their management of social media communications.

This research was conducted in Indonesia with the aim of seeing how far the influence of social media communication on perspectives on the Samsung brand. Can social media communications, whether made by Samsung companies or social media, have an impact on a consumer's buying interest mediated by brand equity and brand attitudes. In addition, the indicators used in this study also differ depending on the research object.

**Literature Review**

The purpose of this literature review is to explore and synthesize the existing research on The Influence of Enterprise-Generated and User-Generated Social Media Communications on Brand Attitude and Brand Equity. By reviewing and analyzing a range of scholarly articles and studies, this review aims to identify the key findings, trends, and theoretical frameworks that have been established in the field. Additionally, it seeks to identify gaps or areas of inconsistency in the literature that warrant further investigation. The review follows a systematic approach, involving comprehensive searches of relevant databases, screening and selection of relevant articles based on predetermined inclusion and exclusion criteria, and a critical evaluation of the selected studies to extract key information and insights. Through this process, the review aims to provide a comprehensive understanding of the current state of knowledge and contribute to the advancement of the field.

**Theoretical and Conceptual Background**

**Firm-created social media communication**

Promotion is a very important factor for the survival of a company, and besides prioritizing product quality, promotion efforts must also be emphasized (Larasati, 2021). Social media communication has gained wide acceptance and is considered a mass phenomenon with a diverse audience (Kaplan and Haenlein, 2010). Even though the use of social media communication is increasing by companies, it is still a relatively new practice among advertisers (Nielsen, 2013). This can be attributed to the ease of sharing information via the internet and its greater potential to reach a wider audience compared to traditional media (Li and Bernoff, 2011; Keller, 2009). In addition, consumers are more likely to utilize social media channels than traditional media to gather information and opinions about brands and products (Mangold and Faulds, 2009). Consumers need direct access to relevant information that meets their needs (Mangold and Faulds, 2009).

**User-generated social media communication**

User-generated social media communications have become increasingly popular and are defined by the OECD (2007) as publicly accessible content on the Internet that reflects creative endeavors and is produced outside of professional practice. Different studies of user-generated content follow different content creation and dissemination conventions, and the concept is similar to eWOM (Kozinets et al. 2010; Muniz and Schau 2007). While these concepts are similar, UGC and eWOM differ in terms of who creates the content versus just sending it. Despite these differences, the two types of social media communication, UGC and eWOM, are related to consumers and brands, are not commercially intentional, and are not company-controlled according to the literature (Berthon et. al. 2008).
Brand equity

Aaker (1991, 1996) has distinguished five dimensions that describe brand equity: brand loyalty, brand associations, quality perceived brand awareness and other brand equity. Other brand equity includes: patents, company trademarks, maintenance of relationships between participants in distribution channels, etc. (Aaker, 1996). Keller (1993) has determined that brand equity perceived by consumers is formed only when a brand that is known to consumers causes positive, unique and strong associations. Keller (1993) has distinguished five dimensions of brand equity: brand loyalty, brand association, brand awareness, perceived quality, and brand image. Brand equity also describes the marketing effect associated with a particular brand (Keller, 1993; Kotler et al., 2010).

Brand attitudes

Brand attitude has been a major concern for corporate sustainability for a long time. Studies have focused on various attributes regarding brand attitudes which consist of many research articles. Olson and Mitchell (1981) define brand attitude as the overall assessment that customers make of a brand. Brand attitude refers to the way customers perceive and like the brand and is very important in anticipating how customers will react to marketing strategies (Fisher, 1994). Customers’ brand attitudes are driven by their familiarity and confidence in a brand; the more significant their familiarity and trust, the greater the expected purchase intention (Hashem et al. 2023). If the brand performs well, customers will be satisfied and they will create a positive attitude and eventually develop loyalty with consistently good brand performance (Hashem et al. 2023). According to Murphy and Zajonc (1993), brand attitudes are generally regarded as general judgments formed by favorable or unfavorable responses to brand-related cues or beliefs.

Purchase intention

Purchase intention is a kind of decision making that studies the reasons for buying a particular brand by consumers (Shah et al., 2012). Morinez et al. (2007) defines purchase intention as a situation in which consumers tend to buy certain products under certain conditions. The ultimate goal of global brand management is to increase product purchase intentions (Hong et al., 2023).

The process of purchasing decisions by consumers is complex and involves consumer intentions, behavior, perceptions, and attitudes (Mirabi et al., 2015). Ghosh (1990) shows that purchase intention can predict an effective buying process. Factors such as price, quality and perceived value can also affect purchase intentions, and internal or external motivation also plays an important role in the buying process (Gogoi, 2013). There are six stages in the buying process according to Kotler & Armstrong (2010) and Kawa et al. (2013), namely awareness, knowledge, interests, preferences, persuasion, and purchases. Consumers also tend to perceive products with low prices, simple packaging, and are not known as high-risk products because their quality cannot be trusted (Gogoi, 2013).

Empirical Review and Hypothesis Development

Firm-created communication towards brand equity

Promotion is important for the survival of a company, apart from focusing on product quality, of course it is also an important element in promotion (Larasati 2021). In contrast to the traditional sources of Firm-created communication have been recognized as a mass phenomenon with broad demographic appeal. (Kaplan and Haenlein 2010). Despite the rise in company-created social media communications, it is still a relatively new practice among advertisers. (Nielsen 2013).

Firm-created social media communication (FCC) according to Bruhn (2013) is corporate communication that influences consumer brand perceptions regarding the reliability, credibility and trust of a brand. According to Chu and Kim (2012). Meanwhile, according to Schivinski (2014) Social media communications made by companies are understood as a form of advertising that is fully controlled by the company and guided by a marketing strategy agenda. Social media communications made by companies are under the control of company and brand managers (Bruhn 2013).

In addition, researchers have found a positive relationship between advertising and brand equity in the context of advertising expenditure (Cobb-Walgren, et al. 1995; Yoo, et al. 2000). Consumers generally perceive highly advertised brands as being of higher quality (Yoo, et. al. 2000). Building on the principles of brand communication and advertising, we assume that a positive evaluation of a company's social media brand communications will positively influence brand equity. Thus, we have formulated the following hypothesis:

H1: Firm-created social media communication positively affects brand equity.

User-generated communication towards brand equity

The OECD (2007) defines user-generated social media communications as publicly available content via the Internet, which reflects a number of creative endeavors and is made outside of professional routines and practices. Studies of UGC adopt content creation conventions as opposed to content dissemination, conceptualizing it in a similar way to eWOM (Kozinets et al. 2010; Mun’iz and Schau 2007). Despite their similarities, the two concepts UGC and eWOM differ in terms of whether content is generated by consumers or solely delivered by them. (Smith, et. al. 2012).
User-generated social media brand communications have a more positive effect on brand associations than company-generated communications because consumers perceive them as more trustworthy and reliable (Yoo et al., 2000). This finding also shows that the opinions of family members, friends, and other users are influential in influencing consumer perceptions of certain brands.

In addition, empirical evidence has shown that UGC creation influences consumer engagement with UGC, which has a positive impact on brand equity (Christodoulides, et al. 2012), and that consumers’ perceptions of UGC influence hedonic brand image. Therefore, we hypothesize the following:

H2: User-generated communication positively influence brand equity.

*Brand attitude toward brand equity*

Brand attitude has been a major concern for corporate sustainability for a long time. Studies have focused on various attributes regarding brand attitudes which consist of many research articles. According to Olson and Mitchell (1981), brand attitude is defined as ‘a consumer's overall evaluation of a brand’. Brand attitude refers to customer reactions and preferences towards a brand, and is very important for predicting customer responses to marketing activities (Fisher, 1994). Customers’ brand attitudes are driven by their familiarity and confidence in a brand: the more significant their familiarity and trust, the greater the expected purchase intention (Hashem et al. 2023). If the brand performs well, customers will be satisfied and they will create a positive attitude and eventually develop loyalty with consistently good brand performance (Hashem et al. 2023).

Researchers in the marketing literature have attempted to understand how consumers evaluate brands and respond to various branding strategies. General consumer likes and dislikes can be considered as attitudes towards a brand. Companies need to stand out, and a company’s brand offers an opportunity to demonstrate its brand reputation. Brand attitude is consumers’ overall assessment of the brand and is an important concept for businesses and consumers (Ferrell et al. 2019).

Previous studies also confirmed brand attitude as an antecedent of brand equity, namely consumer support/brand dislike (Broyles et al. 2010). Assuming that consumers’ positive brand evaluations may reflect perceptions of exclusivity, which contributes to brand equity, we present the following hypothesis:

H3: Brand attitude positively affects brand equity.

*Firm-created communication towards brand attitude*

We expect Firm-created and user-generated social media communications to positively influence brand attitudes. According to Ajzen and Fishbein (1977), attitude is a multiplication combination of attribute associations and brand-based benefits based on the assumption that brand attitudes are influenced by brand awareness and brand image. Regarding the influence of brand awareness on brand attitudes, the ambiguity of the effect of social media communication on brand awareness must be considered.

We assume that social media communication has a positive effect on brand attitudes. Because social media communications that companies make are intended to be positive and to increase brand awareness (Li and Bernoff 2011).

H4: Firm-created social media communication positively affects brand attitude.

*User-generated communication towards brand attitude*

In contrast to Firm-created social media communications that are under the control of the company and brand managers, user-generated social media communications are independent of company control (Bruhn 2013). Regarding the influence of user-generated social media communications on awareness, functionality, and hedonic brand image, it must be recognized that user-generated social media communications are generally not amenable to marketing intervention, or corporate control. Therefore, user-generated social media communications cannot be expected to be explicitly positive but can be positive or negative (Bruhn 2013).

Since positive user-generated social media communications, thus, also increase brand awareness and brand associations (Burmann and Arnhold 2008), we present the following hypothesis:

H5: User-generated communication positively influence brand attitude.

*Brand equity towards purchase intention*

According to Kim and Ko (2012) consumers turn more frequently to social media to conduct their information search and make their purchasing decisions. Previous research has shown that high levels of brand equity encourage permanent purchases of the same brand (Cobb-Walgren, et al. 1995; Yoo and Donthu 2001). Loyal customers tend to buy more than enough loyal or new customers (Yoo, et al. 2000). In this context, we make the following hypothesis:

H6: Brand equity positively influences purchase intention.

*Brand attitude towards purchase intention*

We think brand attitude has a strong impact on purchase intention. Brand attitude is considered as an indicator of behavioral intention (Wang 2009). According to Miniard, et al. (1983), purchase intention is identified as an intervening psychological variable between
attitude and actual behavior. In addition, research confirms that positive brand attitudes influence customer purchase intentions and willingness to pay a premium price (Keller and Lehmann 2003). In addition, more positive customer perceptions of the advantages of a brand are associated with stronger purchase intentions (Aaker 1991). Thus, we hypothesize the following:

H7: Brand attitude positively influences purchase intention.

Research and Methodology

The research used a quantitative approach, which typically involves a methodical and empirical examination of phenomena using statistical and mathematical techniques, as well as numerical data analysis, according to Bassias and Pollalis (2018). The place of implementation of this research was conducted on consumers who use social media who are in Indonesia, considered to have knowledge of the Samsung brand to support research. Therefore, the location for this study research is carried out in Indonesia. In a quantitative method, the data is collected using a questionnaire form.

The study focused on individuals in Indonesia, who were selected through a sampling process, as the population of interest. To identify participants who use social media but are not users of Samsung products, researchers utilized this platform to establish criteria. The questionnaire was distributed online using Google Forms. To measure these variables, a Six-Point Likert Scale was used, which ranged from "strongly disagree" to "strongly agree".

Figure 1: Conceptual Model of the Study; Source: Authors

<table>
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<tr>
<th>Author (Date)</th>
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<th>Variables</th>
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<td>(Hashem et. al. 2023)</td>
<td>brand attitude, which refers to consumers’ overall evaluation and perception of a brand</td>
<td>research topics, publication trends, influential authors and institutions, citation patterns, and the geographic distribution of research</td>
<td>bibliometric analysis</td>
<td>the evolution of research methodologies and the interdisciplinary nature of brand attitude research.</td>
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<td>(Schivinski and Dabrowski 2014)</td>
<td>the influence of social media communication on consumer perceptions of brands</td>
<td>social media communication and consumer perceptions of brands</td>
<td>Regression analysis method</td>
<td>Social media communication significantly influences consumer perceptions of brands. Positive and engaging brand communication on social media platforms enhances brand image, brand trust, and brand loyalty.</td>
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<td>(Boyless et. al., 2010)</td>
<td>Brand equity, which refers to the intangible value and strength of brand awareness, perceived quality, and brand associations</td>
<td>brand awareness, perceived quality, and brand associations</td>
<td>Multi regression model</td>
<td>brand awareness, perceived quality, and brand associations are</td>
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Findings and Discussions

Findings

The survey was carried out using Google Forms and 218 people responded to it. The data revealed that the majority of the respondents were men (56.43%) and aged between 23 and 28 years (49.08%). 63.76% of the respondents were bachelor graduates. The findings indicated that 37.16% of the respondents spent between IDR 2,000,000 and IDR 5,000,000 per month and most of them were employees (39.9%). Almost all respondents were from Java (82.1%). The data also provided insights on various aspects, including firm-created social media communications and user-generated social media communications on brand equity (BE), brand attitude (BA), and purchase intent (PI).

Discussion

Effect of firm-created communication (FCC) on brand equity (BE)

In considering that a company has full control over its social media communications, it is expected that it can influence brand equity. However, the findings in this study indicate that social media communications made by companies do not have a positive effect on brand equity. These results are in line with research conducted by Schivinski (2013). The hope for a company to build a brand in terms of its equity through social media communications built by the company or in the current context is content created by the company, does not always make a brand's equity develop. Valette Florence (2008) stated that one of the dimensions of brand equity

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<td>User-generated branding, which refers to the involvement of consumers or users in shaping and co-creating brand identities and brand experiences.</td>
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<td>The motivations and behaviors of consumers engaging in brand-related activities, the impact of user-generated content on brand image and reputation, and the challenges and opportunities for companies in managing user-generated branding efforts.</td>
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<td>Review and analysis of existing research on user-generated branding</td>
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<td>The shift in power from companies to consumers in influencing brand perception and the importance of actively involving users in brand-related activities.</td>
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<td>In the first phase, the authors conduct qualitative research, including focus groups and in-depth interviews, to identify and refine the dimensions of consumer-based brand equity. In the second phase, they administer a survey to a large sample of consumers to validate the scale and assess its reliability and validity.</td>
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<td>The multidimensional scale developed by the authors effectively captures the different dimensions of consumer-based brand equity. The scale demonstrates good reliability and validity, providing a robust tool for researchers and practitioners to measure and understand brand equity from the consumer's perspective.</td>
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is brand social value, this is one of the reasons why social media communications made by companies do not always raise the value of equity owned by a brand. So that when Samsung carries out a marketing campaign that is raised through official channels from Samsung, this does not affect the equity and social value contained in the Samsung brand itself. The quality and credibility of the message conveyed has an important role in influencing individual actions after receiving the information.

Effect of user-generated communication (FCC) on brand equity (BE)

User-generated social media communications positively and significantly influence brand equity. Schivinski (2013) also stated the same thing in their research. User-generated social media communications are independent of a company's marketing activities so that consumers perceive them as more trustworthy, reliable and more attractive. Also social media communications generated by users are also in line with the effects of the dimensions of brand equity. So that when a user of a Samsung product forms communication in the form of content about reviews of Samsung products that he has used, this can increase brand loyalty, brand association, brand awareness, perceived quality, brand image and also brand social value which are the dimensions of brand equity itself.

Effect of brand attitude (BA) on brand equity (BE)

Brand attitude positively affects brand equity. This is in line with research conducted by Broyles et. al. (2010). These results can be interpreted that brand attitudes include product attributes such as durability, defects, serviceability, features, performance, or 'fit and finish'; has a positive influence of brand equity itself. If the attributes of the brand attitude can be found in a product, of course the customer's equity assessment of the brand will increase. In addition, when attitudes towards a brand are driven by a liking and good reputation of the brand itself, this will certainly strengthen the effect of brand attitudes on equity on the brand itself. Say for Samsung products, when someone is considering what smartphone he will buy, if he has a positive association with Samsung, this will strengthen the information he gets about the positive specifications of Samsung products.

Effect of firm-created communication (FCC) on brand attitude (BA)

According to this study, the use of social media for communication by companies has a beneficial effect on the way consumers perceive their brands. This finding is in line with previous research conducted by Li and Bernoff in 2011. The hope of a user when looking for content created by a company, in this case the Samsung brand, is to look for the specifications of a product, be it price or advantages. Company creation of social media content can spread original ads to a wider audience and trigger a viral response. This can affect the overall attitude or evaluation of consumers towards the brand, including aspects such as durability, defects, serviceability, features, performance and preference for the product. Therefore, it is suggested that marketing managers concentrate on creating profitable brand relationships and integrating brand traits that shape consumer attitudes towards the brand. For example, Samsung's social media communications are likely to influence how consumers evaluate the quality of Samsung products.

Effect of user-generated communication (FCC) on brand attitude (BA)

This study found that user-generated social media communications have a beneficial impact on consumer attitudes towards brands. This finding is in line with research conducted by Burmann and Arnhold in 2008. The increasing quantity and quality of social media communications made by users is positive with consumer brand attitudes where they can obtain independent information about a product without corporate interference. and are often easier for consumers to accept. Say Samsung products are reviewed by many reviewers on various social media platforms, this has an impact on the overall evaluation made by consumers of the Samsung brand and increases their liking for a brand.

Effect of brand equity (BE) on purchase intention (PI)

Brand equity positively influences purchase intention. The results of this study are in line with research conducted by Cobb-Walgren, Ruble, & Donthu 1995) and Yoo and Donthu (2001). Where this illustrates that the stronger the value of a brand, the more positive effect it has on the purchase intention of a customer. For Samsung products themselves, the customer's overall evaluation of cameras, batteries, super AMOLED screens, memory, durability and warranty is a consideration that is sufficiently considered when purchasing Samsung products. So, therefore, if these things that are included in the brand attitude attribute develop in a positive direction, the intention to buy Samsung products will also increase.

Effect of brand attitude (BA) on purchase intention (PI)

Brand attitude positively influences purchase intention. This is in line with research conducted by Keller and Lehmann (2003). Where the results of this study illustrate that the better the content spread on social media about overall product information that has a positive impact on the overall customer evaluation of a product, then it goes straight with the purchase intention of the product as well as positive associations, likes to the reputation of the brand itself. When a brand that consumers know causes positive, unique and strong associations; it can be concluded that the level of buying interest in these products also strengthens. Say various information circulating on social media about Samsung products, whether from product designs or even public figures who use Samsung products; this can increase the equity of the Samsung brand and customers will be interested in buying Samsung products because of the image and social value of the Samsung product itself.
Conclusions

First, this study found a significant difference in effect between content created by companies for their brands and also content created independently by users on purchase intention of a brand. Where content created by users has a considerable influence through brand equity and attitudes, while content created by companies only has a direct effect on brand attitudes and also purchase intention. This research found an important fact where the selection of content creation and dissemination must be very concerned to suit a brand’s marketing plan.

Second, theoretically, this research finds things that broaden our understanding of how information on a product can be received differently when it is also different who conveys it. This research also succeeded in exploring relationships involving social values and also brand image being one of the considerations in providing brand information, apart from providing generic information that is usually found in the content of a product such as durability, defects, serviceability, features, and so on. performance. Furthermore, this study confirms that there is a positive effect between social value and overall brand evaluation on purchase intention, but how to build social value and overall evaluation of a brand must be considered conceptually how the information is sent.

The third point to note from the research findings is that social media communications from companies do not have a direct impact on brand equity, but can shape consumer value perceptions through their attitudes towards the brand. Thus, it is suggested that marketing managers prioritize building positive brand associations and examine brand attributes that influence consumer attitudes toward their brands. Although the content produced by companies may only impact consumer attitudes toward brands and not brand equity directly, it can still have an indirect impact on brand equity through consumer attitudes toward brands. This study shows that consumers’ evaluation of brand equity, which is usually descriptive of a product, is also influenced by the overall evaluation of the brand. Thus conceptually, research on the effect of content on the dissemination of information on a brand needs to consider a framework of path effects of content created by companies on purchase intention and also the effect of an overall evaluation of brand equity which will also have an impact on purchase intention of a brand.

Fourth, this research is one of the few conducted in the field of social media communication as well as content and significantly adds to the understanding of the selection of information channels in marketing a product. Many companies do not use the active involvement of users who have used their products. Even though this has been proven to increase equity and also the overall evaluation of a brand. The effect of communication as well as dissemination of information on purchase intention of a brand requires more comparisons of intellectual and emotional elements related to product attributes and the social value of the product itself. However, research involving the effectiveness of a communication channel and also the dissemination of information about a brand is currently still limited, therefore this research adds to the literature in this field.

Fifth, for managers, especially marketing managers, this study has implications for the success of managing and marketing products through content created in developing buying interest in these products. Marketing managers need to pay attention to how information from these products can reach customers. Allocation of funds in conducting marketing, communication and creating social media content can be more effective and efficient. Managers must determine the objectives of the marketing campaign to be carried out, whether to build the value of a brand or increase the overall evaluation of the brand. If this is done, the manager can allocate funds according to needs. This is because the difference in the way information is conveyed from the product and also the information received by the user can produce different results.

Future research can take more varied research objects and also in different fields to study the level of effect of communications made by users and companies on purchase intention. the use of a sample originating only from Indonesia in this study may pose a challenge in extending research results to other cultures. Consequently, it is important to take into account variations in social, economic, and cultural aspects among different countries when trying to duplicate research. To ensure the reliability of the findings, it is suggested to carry out comparable studies in different countries to strengthen the validation and generalizability of the findings.

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All authors have read and agreed to the published version of the manuscript.


Informed Consent Statement: Informed consent was obtained from all subjects involved in the study.

Data Availability Statement: The data presented in this study are available on request from the corresponding author. The data are not publicly available due to restrictions.

Conflicts of Interest: The authors declare no conflict of interest.
References


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