

Social Media Content And Hedonic Brand Image In Eco-Friendly Fashion Start-Up

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Abstract: In the internet era, as it is today, social media is an essential tool for communication, not only for personal but also for communication between companies and consumers. The study aims to determine the effect of social media advertising and sales promotional content on purchase intention through the hedonic brand image of brand-new fashion start-up KA2N. This study employed 113 Instagram followers of KA2N. The results show that social media advertising content and media social sales promotional content have influenced hedonic brand image, then in turn, hedonic brand image affects purchase intention. However, social media advertising content and sales promotion content do not directly influence consumer purchase intention significantly. It means a hedonic brand image mediates the relationship between social media advertising content and sales promotion content with purchase intention.

Keywords: Advertising Content; Sales Promotion Content; Hedonic Brand Image; Purchase Intention; Social Media.

Abstrak: Pada era internet seperti saat ini sosial media menjadi penting sebagai salah satu alat komunikasi. Tidak hanya untuk komunikasi secara pribadi namun juga digunakan untuk komunikasi antara perusahaan dengan konsumennya. Mengingat arti penting dari penggunaan sosial media maka penelitian ini bertujuan untuk mengetahui pengaruh konten iklan di media sosial dan konten promosi penjualan di media sosial terhadap minat beli melalui citra merek hedonis merek pakaian KA2N. Populasi dalam penelitian ini adalah *followers* media sosial KA2N (instagram). Pemilihan sampel menggunakan metode *purposive sampling* dan terkumpul sebanyak 113 sampel. Metode yang digunakan dalam penelitian ini adalah analisis SEM. Hasil penelitian ini menunjukkan bahwa konten iklan dan promosi pada media sosial suatu merek tidak memiliki pengaruh langsung terhadap minat beli konsumen. Kedua hubungan tersebut berpengaruh positif dan signifikan jika dimediasi oleh citra merek hedonis yang mempengaruhi minat beli konsumen.

Kata Kunci: Konten Iklan; Konten Promosi Penjualan; Citra Merek Hedonis; Minat Beli; Media Social.

INTRODUCTION

Social media have revolutionized the way organizations engage with consumers. A social media network is a new form of communication between business-to-consumer (B2C), and most importantly, social media enables interaction among consumers (consumer-to-consumer or B2C), which has significant implications for marketers (Lalaounis, 2021). According to Hootsuite, eighty-eight per cent of internet users buy products online. Items purchased online also vary, from clothing to furniture or home interiors. Based on the "Asia Pacific E-commerce and Payments Guide 2020" survey by rapyd.net, among these items, clothing and accessories are the most purchased items online in Indonesia, which seventy-six per cent.

Social networking is commonplace in modern life. Social networking is prevalent in modern life. The interaction across online platforms like Facebook, YouTube, LinkedIn, Instagram, Twitter, Pinterest, Line and others illustrates the orientation and behaviour



toward all social media technologies. Usefulness in social, commercial, business, educational, and political community life is one of the implications. Consumers increasingly use social media to research products and make purchases to learn about their options, build strong relationships with them, and address customer service issues. Social media is used to launch and accomplish a commercial behaviour called social media marketing. (Subriadi and Baturohmah, 2021)

It takes effort to compete in the world of online business. Entrepreneurs attempt to engage in marketing activities. Digital marketing is the practice of marketing through the Internet or other digital media and technologies. (Chaffey and Ellis-Chadwick, 2016) Companies use marketing communications to build a brand and boost sales to inform, persuade, and remind customers (directly and indirectly) about the goods they sell. (Kotler et al., 2022). Eight communication models make up the marketing communication model (Marketing Communication Mix), some of which include sales promotion and advertising. (Kotler et al., 2022)

Receiving dozens or even hundreds of promotional materials won't ensure a rise in consumer purchase intent. Content marketing is one of the communication ideas used in digital marketing. (Chaffey and Ellis-Chadwick, 2016). According to (Chaffey and Ellis-Chadwick, 2016), content marketing is the management of text, rich media, audio, and video created to attract consumers to meet business goals through print or digital media.

If made attractively, advertisements and sales promotions in images, text, and videos will make consumers curious and check a brand. When the media presented to consumers succeeds in attracting consumers' attention to a product, there will be a desire or interest to own and buy the product. This is in line with the research results by (Raji et al., 2019) that behavioural intention is influenced by social media sales promotion and advertising content. As a result, social media marketing can be done carefully. Promotional content is essential because it can impact how consumers perceive a brand's hedonic image (Raji et al., 2019). When the consumer's hedonic brand image of a product appears as a positive thought, the consumer will try to get the product to realize the hedonic brand image in his mind.

The interdependence of the variables of hedonic brand image, purchase intention, social media advertising content, and social media sales promotion content can also happen collectively. According to the research findings, when social media sales promotion or advertising content successfully creates a hedonic brand image, it will also impact consumers' purchase intentions. (Raji et al., 2019).

This research uses fashion products from organic cotton from a brand-new fashion start-up called KA2N. KA2N made fashion product hundred per cent from home base woven fabric, natural colouring and eco-friendly material. This is a cause that made KA2N a sustainable environment eco-friendly product. The eco-friendly image that KA2N made drives social media content and a hedonic brand image.

This research has two novelties. The first one relates to eco-friendly products. K2N is an eco-friendly product that is applied to clothes. It is still rare for someone to think about clothes waste and how to handle it. This study seeks to explore consumers' purchase intention towards eco-friendly clothes. The second is the use of the hedonic brand image variable in the frame of the current trend where the use of social media is increasing as one of the promotional media. Hedonic brand image is usually associated with luxury goods. However, certain groups tend to be hedonic to show their attitude. In this study, a group of people who care about the environment. Thus, behaviour in eco-friendly clothes is chosen instead of luxury goods to be explored.





This study attempts to answer, based on the above description, (1) Does Social Media Advertising Content have a positive and significant effect on the Hedonic Brand Image of consumers of KA2N products? (2). Does Social Media Sales Promotion Content positively and significantly affect the Hedonic Brand Image of consumers of KA2N products? (3). Does Social Media Advertising Content positively and significantly affect the Purchase Intention of consumers of KA2N products? (4). Does Social Media Sales Promotion Content positively and significantly affect the Purchase Intention of consumers of KA2N products? (5). Does Hedonic Brand Image positively and significantly affect the Purchase Intention of consumers of KA2N products? (6). Does Hedonic Brand Image mediate the relationship between Social Media Advertising Content and the Purchase Intention of consumers of KA2N products? (7). Does Hedonic Brand Image mediate the relationship between Social Media Sales Promotion Content and the Purchase Intention of consumers of KA2N products?

THEORETICAL REVIEW

Purchase Intention. A person's behavioural intentions are signs of being prepared to carry out a behaviour. Intentions drive behaviour. Hence, a person will act very specifically while considering consumption scenarios. Therefore signalling potential future purchases made by specific individuals. An intention, which represents the ready to work, can be expressed in the following kinds of statements: I'm going to try to engage in the activity, I'll try to engage in the conduct, I anticipate engaging in the behaviour, and I aim to engage in the behaviour (Costa et al., 2021; Fishbein and Ajzen, 2011)

Purchase intention is an individual psychological force that causes individuals to take action. Purchase intention is a tendency to make transactions for a brand measured based on the level of consumer research on the brand (Priansa, 2021). One's purchase intention is related to one's feelings and emotions so dissatisfaction will reduce one's purchase intention (Satria, 2017). A consumer's purchase intention is a transactional behaviour that they display after analyzing a product and responding to it to gauge their purchasing potential. (Catharina, 2023).

Social Media. Information is transferred through social networking and social media, but social media is a separate concept. As a communication tool, social media has evolved into one that enables users to engage with, modify, and share user-generated content with specific individuals and larger groups. Social networks, blogs, and other websites that exchange media are platforms for communication and sharing details about common passions, adventures, and products and services. Social network users share similar real-life relationships, values, and interests. They use social networks, which are online services, programs, websites, or platforms. They serve as a hub for information gathering. Social networking is the act of establishing genuine connections with people online by connecting with them in person. Social media marketing is the spread of discussion sparked by clients, companies, goods, or services to promote promotional content, enabling each party to use social media and gain an advantage for all parties. Online experiences are described in user content. The decision of consumers to seek out information, make purchases, and exchange value offerings with organizational stakeholders is influenced by how simple it is for users to post comments and access other users' opinions on various websites and platforms. Even if brands plan to advertise through something other than their official social media accounts, more and more individuals are utilizing social media to research the products or services they post. Since social media



websites are a powerful tool for boosting global awareness, accelerating the dissemination of information about products and services, communication power, and brand reputation, they can be found and included in marketing strategies to deal with changes. (Subriadi and Baturahmah, 2021).

Social media platforms encourage participation by enabling users to interact with brands and other users. When brands provide interesting content encourages engagement and connection, consumers are more likely to express their opinions and feedback about it (Guo et al., 2020). Social media platforms encourage participation by enabling users to interact with brands and other users. When brands provide interesting content encourages engagement and connection, consumers are more likely to express their opinions and feedback. (Lin et al., 2018). Social media technology enables businesses to personalize their messaging while corresponding with clients, opening up new channels for brand engagement and strengthening consumer-brand bonds. (Hasan et al., 2022).

New start-ups and small growing enterprises are especially interested in using social media marketing to advertise goods and services because of its low-cost integration and outreach. (Salam et al., 2021). Social media marketing is crucial for small businesses to expand their marketing capabilities. Small businesses typically have fewer management and financial resources to support marketing efforts. Thus, they can spend less heavily on marketing capabilities than larger businesses. (Tarsakoo and Charoensukmongkol, 2020).

Since Instagram became a major social media platform, brand marketers have been researching the best ways to use the platform. Contest and crowdsourcing have become popular photo tactics (Clow and Baack, 2022).

Social Media Advertising Content. Advertising in the marketing communications mix is all forms of paid marketing which can be print, broadcast, network, electronic, and display (Kotler et al., 2022). Advertising can form an image of a product and also increase sales. Some advertisements require a lot of money (such as advertisements on TV). However, some advertisements do not require high costs, such as on social media or in newspapers (Kotler et al., 2022). Over time, various social media platforms have begun to develop their business models by offering advertising services for users who want to convey something with digital content and marketing communications (Appel et al., 2020). Consider each type of marketing communication (such as e-wom, sales promotion content, and advertising content) differently. "Social media advertising content" refers to persuasive and imaginative brand-related content posted or shared on social media platforms. Because frequent and repeated exposure to commercials can boost brand identification and recall among consumers, the content of social media advertisements is crucial. (Raji et al., 2019). A key element of social media marketing operations that incorporate entertainment is social media advertising, which helps people form opinions about businesses. (Bilgin, 2018).

Social media has helped companies build relationships with their customers, which has enhanced the public impression of their business and brand. Social media has also significantly altered how firms communicate with their target audiences for marketing purposes. In this way, the efficiency of conventional advertising channels like television and newspapers has decreased due to the rise of social media. (Hamouda, 2018).

The effective process encourages positive feelings in customers related to the hedonic image of the brand. A previous study of social media advertising showed that social media advertising influences brand image (Firmanzah, 2021), and social media advertising content influences the hedonic brand image (Raji et al., 2019). Moreover, creative advertising can attract consumers and grow interested in buying products offered



(Widyastuti, 2017). Social media and advertising influence purchase intention (Javed and Aslam, 2019). The hypothetical posed concerning media social advertising content, hedonic brand image, and purchase intention are:

H1: Social media advertising content will have a positive influence on hedonic brand image.

H2: Social media advertising content will have a positive influence on Purchase intention.

Social Media Sales Promotion Content. Sales promotion is a promotional activity that provokes consumer interest in buying a product. The activities include coupons, events, contests, and others (Perrault Jr et al., 2020). Social media sales promotion can influence the brand image in various ways, primarily for hedonic brand image. In addition, content for social media sales promotion typically takes the shape of promotional offers, including discounts shared on social media to encourage product purchases. (Raji et al., 2019). Typically, businesses employ sales promotions to generate quick sales. (Perrault Jr et al., 2020). One of the best marketing strategies for influencing hedonic brand perception and purchase intent on social media is sales promotion. (Raji et al., 2019). Therefore, the hypotheses proposed in this study are:

H3: Social media sales promotion content will positively influence the Hedonic brand image.

H4: Social media sales promotion content will positively influence Purchase intention.

Hedonic Brand Image. Brand image is the customer's perception of information about the brand disseminated by the organization, a part of the process is associated with consumers' emotions in associating brands (Išorait , 2018). Attributes of a brand's image might be experiential, symbolic, or valuable. Customers' evaluations of the uniqueness and authenticity of a brand may be translated into enduring impressions and mental representations of the brand-the originality and innovation of a brand's goods, solutions, and customer experiences. A corporation gains a competitive advantage from having a distinctive and odd brand image among its rivals (Boronczyk and Breuer, 2021). Creating a distinctive or powerful brand image that adds to brand equity is a major business problem. (Chatzipanagiotou et al., 2019). Brand image impacts consumers' purchasing decisions; if the brand image is strong, customers' purchasing decisions should respond favourably. In addition to favourable customer recommendations and their readiness to pay a higher price for the goods, a strong brand image benefits a business and increases brand equity. (Manansala et al., 2022). The brand image includes all the characteristics influencing how consumers understand and interpret a brand. These characteristics can be both tangible, such as packaging and physical appearance and intangible, such as beliefs, emotions, associations, and symbolic meanings that are connected to the brand (Raji et al., 2019)

Brands have two images, the first is the functional brand image, and the second is a hedonic brand image (Chakraborty and Bhat, 2018). The term "functional brand image" describes how people perceive a brand's effectiveness and quality. Hedonistic brand image refers to characteristics not purely functional or related to the brand. (Raji et al., 2019). It can be defined as the perceptions, emotions, or images consumers associate with a brand

based on their preferences and other feelings. These associations include attractiveness, prestige, product design, and suitability for modern lifestyles. A hedonic brand image can explain consumer perceptions, emotions, and meanings derived from abstract ideas and visuals that are not usually connected to qualities, functions, or usability. (Burhanudin, 2019). Consumers' perceptions of a brand's non-functional characteristics are called its hedonic brand image. Customers assess a brand not just based on product attribution but also based on the brand's overall perception or hedonic brand image. (Raji et al., 2019). The proposed hypothesis relating to the hedonic brand image and purchase intention is:

H5: Hedonic brand image will have a positive influence on Purchase intention.

The research model proposed that presenter in Figure 1 is based on the use of social media for marketing activities. Four constructs are applied to the model. Social media content, advertising and sales promotion can evoke consumers' opinions about the product. The hedonic brand image is applied since the product is the ultimate fashion and uses organic cotton. Hedonic brand image is considered an antecedent of purchase intention. Consumers with a reasonable opinion of the brand are willing to buy the product in the future.

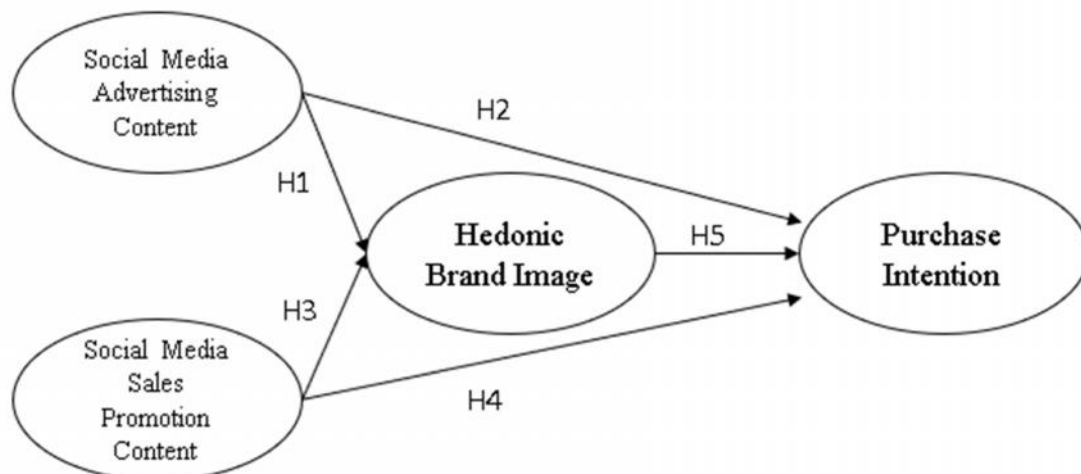


Figure 1. Research Model
 Source: Modification (Raji et al., 2019)

METHODS

This study involved 113 female Instagram followers of KA2N. Data were gathered through an online survey. Most of the sample are students (85.840 per cent) with the most age range from 17 to 20 (64.601 per cent). All characteristic respondents are presented in **Table 1**.

Table 1. Participant Characteristics

	Numbers (N=113)	Percentage
Age		
17 to 20	73	64.601
21 to 25	33	29.203
26 to 30	2	1.769
31 to 35	5	4.424
Occupation		
Student	97	85.840
Employees	16	14.159

Source: Data Processed (2021)

Measures. Four constructs were applied to the model. Each instrument of the construct was adopted from a previous study that was identified and modified to fit this study (Raji et al., 2019). The four constructs are media social advertising content (7 indicators), media social sales promotion content (6 indicators), hedonic brand image (7 indicators), and purchase intention (2 indicators). Each indicator was measured using a 5-point scale, ranging from 1 (completely disagree) to 5 (completely agree).

Media Social Advertising Content is persuasive creative post content on social media or websites that can influence consumer behaviour related to a fashion brand. Media social advertising content was measured using eight items (e.g. original, is the appearance of advertisements given to be authentic by an owner).

Media Social Sales Promotion Content is posting content or information on social media regarding the promotion of a clothing brand (usually related to product prices) that can provoke consumer buying interest. Measurement Media Social Sales Promotion using six items (e.g. offers around the price, where promotional content on social media contains offers related to product prices)

Hedonic Brand Image is defined as consumers' beliefs about a clothing brand related to emotions, feelings, and images other than the product's functional attributes. Items used to measure hedonic brand image using 7 items (e.g. desired product)

Purchase Intention is consumers' behaviour that becomes a benchmark for buying a clothing product based on information, experience, and knowledge about a brand. Purchase intention was measured using two items (e.g. Commitment, consumers are committed to buying products from one of the brands they are interested in). More complete details regarding measurements are presented in **Table 2**.

Table 2. Measurement

Variables	Indicators
Social Media Advertising Content	1 The original is the appearance of advertisements given to be original by an owner.
	2 Creative is advertising content creative and different from other advertisements
	3 Credible information, the ads displayed contain the correct information.
	4 Useful information, the ads shown help readers understand something
	5 Novelty, the ads contain a new offer from a brand.
	6 Persuasive, the ad can persuade the reader to take action.
	7 Forming readers' opinions, advertisements that are displayed help readers form a picture of something



Social Media Sales Promotion Content	<ol style="list-style-type: none"> 1 Offers around price, where promotional content on social media contains offers related to product prices 2 Sales incentive offers and promotional content on social media information about sales incentives. 3 Gift offers and promotional content on social media informing about gift giving 4 Price discount offers and promotional content on social media information that there is a price discount. 5 Shopping coupon offers and promotional content on social media informing the provision of shopping coupons. 6 Shopping coupon offers and promotional content on social media informing the provision of shopping coupons.
Hedonic Brand Image	<ol style="list-style-type: none"> 1 Desired product 2 Unique 3 Has more value 4 Social recognition 5 Interesting 6 Classy 7 Success
Purchase Intention	<ol style="list-style-type: none"> 1 Commitment, consumers are committed to buying products from one of the brands they are interested in 2 Recommendations, consumers recommend products of interest to others.

Sources: modification from (Raji et al., 2019)

Procedures. This study was conducted on KA2N female Instagram followers. The characteristic of the selected sample was female and active on social media Instagram. The selection of sample characteristics is based on the target market of KA2N, which produces women's clothing. The distribution of the questionnaire was carried out online on samples that matched characteristics. To get the proper respondent, the criterion set is the followers of social media Instagram that updated the Instagram Story or posted a picture in the last three months.

Statistical Analysis. Data were processed on the principle of inferential descriptive statistics. The analysis is conducted to prove the hypotheses with Structural Equation Model (SEM) using LISREL and SPSS programs. SEM is used to confirm the proposed model based on empirical data. SEM is also called Confirmatory Factor Analysis (CFA) (Haryono, 2017).

Normality test. Univariate and multivariate normality are the two data normality test results used in SEM.

If the variable's p-value (p-value) of the chi-squared Skewness and Kurtosis is greater than 0.050, then it is considered univariately normal. The variable does not follow the normal distribution function if the Skewness and Kurtosis chi-squared p-value is less than 0.050.

In the case of multivariate normality, all variables have a normal distribution function if the chi-squared Skewness and Kurtosis p-value (p-value) is greater than 0.050. Skewness and Kurtosis' chi-squared p-value of less than 0.050 indicates that none of the variables follows the normal distribution function.

Overall Model Fit Test. The fit test assesses the overall Goodness of Fit (GOF) between the model and the data. Some model fit test metrics can be applied to determine whether a model is sound. The overall fit test size of the model is divided into three groups:



absolute fit size, incremental fit size and parsimony fit size. There are eighteen model fit tests based on the three sizes of the model fit test. However, this study only used eight overall model fit tests because the overall model fit test generally only used eight tests (Hair Jr et al., 2019). The eight tests are:

Measure of chi-square fit. The covariance matrices of the model's forecast outcomes and the sample data are compared using the chi-square fit method to determine how closely they match. To be considered valid, the model must have a minimum chi-squared p-value (p-value) greater than 0.050 in the chi-squared fit test. The recommended data sample size for the chi-square test is a sample range of 100 to 200.

Goodness-of-fit index (GFI). The GFI score gauges a model's capacity to account for various data. The GFI scale goes from 0 to 1. A model with a GFI value near 1 is an excellent model. A strong fit occurs when the GFI's value is greater than or equal to 0.900, whereas a marginal fit occurs when the GFI's value is greater than or equal to 0.800 but less than 0.900.

Adjusted Goodness-of-Fit Index (AGFI). By considering the model's greater degree of freedom than other models, this size modifies GFI. If the AGFI value is greater than or equal to 0.900, it indicates an excellent fit; if it is greater than or equal to 0.800 but less than 0.900, it indicates a marginal fit.

Normed Fit Index (NFI). The NFI value represents the degree of mismatch between the target model and the base model. NFI values are between 0 and 1. If the NFI value is greater than or equal to 0.900, then the fit is good; if it is larger than or equal to 0.800 but less than 0.900, then the fit is marginal.

Incremental Fit Index (IFI). IFI values are between 0 and 1. IFI is a good model if its value is more than or equal to 0.900. Marginal fit occurs when the IFI value is more than or equal to 0.800 but less than 0.900.

Comparative Fit Index (CFI). CFI values are between 0 and 1. A good model is one where the CFI value is greater than or equal to 0.900. Marginal fit is present if the CFI value is more than or equal to 0.800 but less than 0.900.

Relative Fit Index (RFI). RFI values are between 0 and 1. A good fit is when the RFI value is greater than or equal to 0.900, while a marginal fit is when the RFI value is greater than or equal to 0.800 but less than 0.900.

Parsimonious Normal Fit Index (PNFI). A high PNFI value indicates a better match. PNFI is solely employed to compare several models.

Measurement Model Fit Test. If the t value of a variable's factor loading (factor loading) is more than or equal to 0.500, the variable is considered to have strong validity for a latent construct. The Measurement Model Reliability Test demonstrates the research indicators' validity and capacity to provide accurate field data. (Hair Jr et al., 2019). Measuring reliability in SEM can be done by:

Construct Reliability Formula

$$C R = \frac{(\sum \lambda)^2}{(\sum \lambda)^2 + \sum e} \dots\dots\dots (1)$$

is *Standardized Loading*, and *e* is *Measurement Error*



The variance extract reflects the total variance in the indicators (observed variables) the latent variables explain. The size of the variant extract can be calculated as follows (Hair Jr et al., 2019) :

Average Variance Extracted Formula

$$A = \frac{(\sum S^2 L^2)}{n} \dots\dots\dots(2)$$

n is the number of indicators in the construct

A construct has good reliability if the Construct Reliability (CR) value is more than 0.700 and the Variance Extracted (VE) value is more than 0.500.

Structural Model Fit Test. To determine if the coefficient of association between the variables is statistically significant or not, the fit of the structural model is utilized to assess the previously postulated relationship between variables. The most widely used test is a two-way test with a limit value of 1.960 for the t-statistic. How well the equation's supposed exogenous variables can explain the endogenous variables is indicated by the coefficient of determination (R²). Exogenous variables can explain endogenous variables when the R² value is high. (Hair Jr et al., 2019).

Hypothesis test. Testing hypothesized relationships between variables to see their significance, as shown by a t-statistic value greater than 1.960. In other words, the proposed hypothesis is accepted if the influence of one variable on another has a t-test value of more than 1.960, indicating that the effect is significant. Otherwise, the hypothesis is rejected if the t-test value is less than 1.960.

RESULTS

To ensure that the data might enable more analysis, tests for test validity and reliability were done. The normalcy was checked in the first phase. The SEM model's normality test computes the multivariate normality value from the normality data. The data are normal if the p-value is greater than 0.050. The identification results show that the p-value of multivariate normality is 0.000 less than 0.050. It is shown that the data do not meet the assumption of normality. Although the data are not normal, further tests can be carried out. Since the data are abnormal, the estimate used the Asymptotic Covariance matrix.

The evaluation of validity and reliability came in the second step. Composite reliability was tested for reliability. All validity statistics are greater than 0.700, and the reliability composite varied from 0.716 to 0.943, indicating that each latent construct had excellent internal consistency. The factor loadings of each indicator on the latent components were used to evaluate convergent validity. At p-values less than 0.001, the factor loadings ranged from 0.520 to 0.970. Due to each item's more than 0.500 loading, it loaded heavily on its creation. Thus, the data were supported by further analysis. The summary of validity and reliability is presented in **Table 3**.



Table 3. The Assessment of Validity and Reliability

Construct	Indicator	Factor Loadings	Composite Reliability
Social Media Advertising Content	1	0.550	0.716
	2	0.520	
	3	0.780	
	4	0.850	
	5	0.790	
	6	0.750	
	7	0.760	
	8	0.860	
Social Media Sales Promotion Content	1	0.820	0.884
	2	0.780	
	3	0.800	
	4	0.760	
	5	0.970	
	6	0.860	
Hedonic Brand Image	1	0.730	0.742
	2	0.690	
	3	0.870	
	4	0.710	
	5	0.730	
	6	0.750	
Purchase Intention	1	0.960	0.943
	2	0.800	

Source: Data Processed (2021)

The next step is to examine the fit of the statistical structural model using the goodness of fit indexes. The goodness of fit (GOF) describes how well the proposed model explains the covariant matrix of indicators. The results show that the structural model is a good fit, χ^2 (330.660 N=113); $\chi^2/df = 1.629$; CFI = 0.970; TLI = 0.970; RMSEA = 0.075. **Table 4** presents the summary of the fit of the statistical structural model.

Table 4. The Goodness of Fit Model

Goodness of Fit	Cut-off Value	The goodness of Fit Indexes	
Chi-Square (X^2)	Expected small	330.660	Fit
Significance Probability	Greater than or equal to 0.050	0.001	Not fit
RMSEA	Less than or equal to 0.080	0.075	Fit
GFI	Greater than or equal to 0.900	0.760	Not fit
AGFI	Greater than or equal to 0.900	0.700	Not fit
CMN / DF	Less than or equal to 2.830	1.629	Fit
TLI	Greater than or equal to 0.950	0.970	Fit
CFI	Greater than or equal to 0.950	0.970	Fit

Source: Data Processed (2021)

The model proposed is fit with the data. The idea that social media content influences the hedonic brand image and purchase intention is supported. Path coefficients for the structural equation model are shown in **Figure 2**.



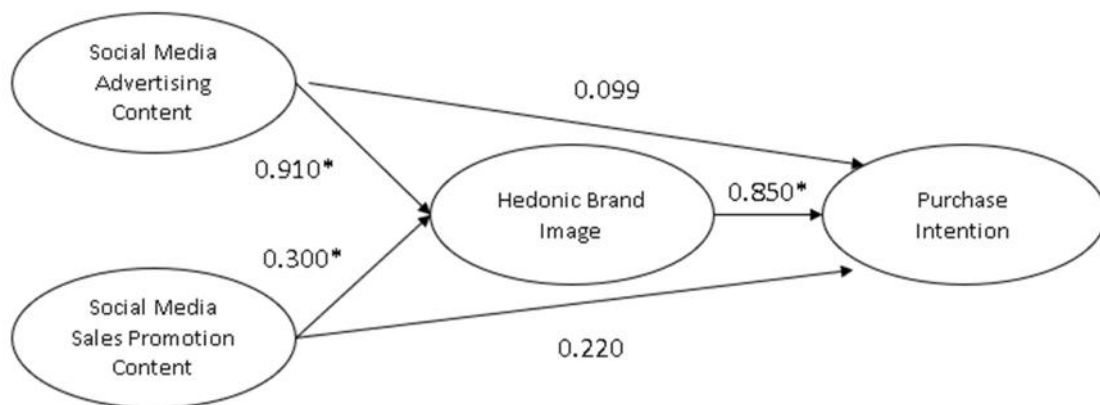


Figure 2. Path Coefficients of Structural Model

Source: Data Processed (2021)

The number represents standardized coefficients

* t-value greater than 1.960

A hypothesis is a person's opinion on the answer to a temporary question (Nuryadi et al., 2017). Allegations that are temporary need to be tested through empirical research. Hypotheses H1 to H4 stated that social media influences hedonic brand image and purchase intention. H1 predicted that social media advertising content would positively impact hedonic brand image. The result indicated that the relationship between social media advertising content has a positive effect on hedonic brand image significantly (standardized coefficient equal to 0.910 and t-value equal to 4.720 greater than 1.960), so H1 was supported.

According to H2, Social media advertising content will positively influence Purchase intention. The study's findings did not support hypothesis number two since the association between social media advertising content and purchase intention is positive but not statistically significant (t-value: 0.330; standard coefficient: 0.099). Otherwise, hedonic brand image indirectly influences purchase intention and social media advertising content, confirmed by a standardized coefficient of 0.770 and a t-value of 3.700. A hedonic brand image considerably mediates the interactions between social media advertising content and purchase intention.

H3, which states that Social media sales promotion content will positively influence Hedonic brand image, is another hypothesis relating to social media, hedonic brand image, and purchase intention. As predicted, the hedonic brand image positively and significantly correlates with social media sales promotion. The results show that the t-value is 2.740, and the standardized coefficient is 0.300. The H3 is supported since the t-value is greater than 1.960.

The study's findings did not support H4, which suggested social media sales promotion content will positively influence Purchase intention. Although not statistically significant, a favourable correlation exists between social media sales promotion and purchase intention. The outcome is shown by a standardized coefficient of 0.220 and a t-value of 1.380, less than 1.960. On the other hand, when a hedonic brand image acts as a mediator, the relationship between social media sales promotion and buying intention is favourable and significant. The standardized coefficient of indirect impact, which is 0.260 and has a t-value of 2.630, illustrates this indirect link.



According to H5, a Hedonic brand image will positively influence Purchase intention. The findings of this study support the hypothesis that hedonic brand image and purchase intention have a positive and substantial association. The standardized direct effect for this association is 0.850, with a t-value of 6.150. Complete hypothesis test results are presented in **Table 5**.

Table 5. Hypotheses Test

Hypothesis	Constructs	Path Coefficient	t-value	Conclusion
H1: Social media advertising content will have a positive influence on hedonic brand image	Social Media Advertising Content → Hedonic Brand Image	0.910	4.720	Supported
H2: Social media advertising content will have a positive influence on Purchase intention	Social Media Advertising Content → Purchase Intention	0.099	0.330	Not supported
H3: Social media sales promotion will have a positive influence on the Hedonic brand image	Social Media Sales Promotion Content → Hedonic Brand Image	0.300	2.740	Supported
H4: Social media sales promotion content will have a positive influence on Purchase intention	Social Media Sales Promotion Content → Purchase Intention	0.220	1.380	Not supported
H5: Hedonic brand image will have a positive influence on Purchase intention	Hedonic Brand Image → Purchase Intention	0.850	6.150	Supported

Source: Data Processed (2021)

DISCUSSION

Effect of Social Media Advertising Content on Hedonic Brand Image. Based on the research mentioned above analysis findings, it is clear that social media advertising content influences hedonic brand image favourably, with potential customers of KA2N products benefiting from this influence. The outcomes of this claim are consistent with the findings of (Firmanzah, 2021) and (Raji et al., 2019). The hedonic brand image of KA2N in the minds of potential customers improves in direct proportion to the quality of the advertising content on KA2N's social media. The findings of this relationship research suggest that increasing a brand's social media advertising content-which includes original content, creativity, the credibility of information, novelty, and persuasive content that can influence readers' opinions-can increase the hedonic brand image among consumers. On the other hand, research states that social media content does not affect brand image (Syafira, 2023). This can happen because social media content is inconsistent, making the image of a product and brand less visible.

Advertising content on social media can encourage the emergence of a hedonic brand image if the content is content created directly by the product owner using original

products, not imitation products or just a visual design display. In addition, creative and different advertisements containing correct information can also drive the emergence of a hedonic brand image. The advertising content must also help the audience to understand the information provided easily and to include new, attractive offers. Offers that are constantly changing contain newness, giving rise to a hedonic brand image.

Effect of Social Media Sales Promotion Content on Hedonic Brand. According to the hypothesis test results, social media sales promotion content significantly and positively impacted the hedonic brand perception of KA2N product consumers. The analysis's findings show that promotional content on social media has a hedonic brand image impact on potential buyers of KA2N items. The outcomes of this theory are consistent with those of studies (Taecharungroj, 2017) and (Raji et al., 2019).

Consumer brand perception will improve and become more positive the more customers interact with promotional information about a brand. (Abdullah et al., 2017). The publication of price offers, sales incentives, gifts, discounts, shopping coupons, and information about promotions on a brand can affect the Hedonic Brand Image that manifests in consumers' minds, according to test results on the relationship between Social Media Sales Promotion Content and Hedonic Brand Image. The hedonic brand image of KA2N in the minds of potential customers will improve the better and more fascinating promotional content on KA2N's social media. In the past, sales promotions occasionally had a negative effect on the calibre of the company's image. Customers may believe the company sells low-quality goods if the product is significantly discounted. (Prasanna, 2022).

In creating a hedonic brand image, a brand that delivers is required to create promotional content on social media that clearly states product prices, does not hide prices or provides false price information. Apart from this, promotional content on social media is also required to provide sales incentives through price discounts, gifts, and shopping coupons.

Effect of Social Media Advertising Content on Purchase Intention. The findings showed that social media advertising content did not significantly and positively affect customers' purchase intent. The results of this study contradict earlier research that claimed social media advertising content directly impacted consumers' intentions to make purchases. (Javed and Aslam, 2019; Raji et al., 2019) and contradicted the statement (Widyastuti, 2017), which stated that Creative advertising would foster consumer buying interest in the products offered.

According to the examination of this study's findings, social media advertising content does not significantly affect the purchasing intentions of potential customers of KA2N items. Additionally, it was determined that Instagram social media advertising did not substantially affect consumers' purchase propensity. (Suprpto, Hartono, and Bendjeroua, 2020). Because consumers may think the volume of adverts on social media is offensive, the association between social media advertising and purchase intention could be more substantial. (Khaleeli, 2020).

Brand image is one brand equity discovered to mediate between marketing communication factors in some earlier research. According to the findings of the hypothesis test, Hedonic Brand Image mediates the relationship between influential Social Media Advertising Content and the Purchase Intention of Consumers of KA2N Products. This finding is consistent with earlier research that found that Hedonic Brand Image mediates the relationship between Social Media Advertising Content and Purchase Intention. (Raji et al., 2019).



In contrast to hypothesis one, Social Media Advertising Content influences Purchase Intention if mediated by Hedonic Brand Image. This shows that the Social Media Advertising Content that forms the consumer's Hedonic Brand Image will affect Purchase Intention; if the Social Media Advertising Content provided to consumers is considered attractive and good, then the Hedonic Brand Image in the consumer's mind will be a good and affect the increase in Purchase Intention of the product. KA2N.

Effect of Social Media Sales Promotion Content on Purchase Intention.

According to the findings of hypothesis testing, social media advertising content does not significantly and positively affect consumers' purchase intention. The analysis's results support hypothesis 3 in that potential buyers of KA2N items are not significantly influenced by promotional content on social media regarding their interest in making a purchase. This outcome defies the assertion. (Permatasari and Laydi, 2018) According to current research, promotional information in social media needs mediation before it can successfully influence customer buying interest. Thus, it is possible to build attraction or interest in being a part of the brand's consumers through creative promotions. Consumer opinions on marketing communications and brand equity have a beneficial impact on consumer purchase interest. (Lew and Sulaiman, 2014).

Through the results of hypothesis testing, it is determined that Hedonic Brand Image mediates the relationship between Social Media Sales Promotion Content and Purchase Intention of consumers of KA2N products, thus completing the hypothesis regarding the relationship between Social Media Sales Promotion Content and Purchase Intention, which has no direct effect. These outcomes are consistent with the earlier investigation by (Raji et al., 2019) that Social Media Sales Promotion Content is important to increase consumer buying interest through the brand image in consumers' minds.

The result shows that Social Media Sales Promotion Content will first form the consumer's Hedonic Brand Image, ultimately affecting Purchase Intention. Suppose the Social Media Sales Promotion Content given to consumers succeeds in attracting consumers' attention. In that case, the Hedonic Brand Image in the minds of consumers will also increase and affect the increase in Purchase Intention of KA2N products.

Effect of Hedonic Brand Image on Purchase Intention. Consumer beliefs and preferences about a brand are tied to brand image; thus, when customers have a favourable perception of a brand, their purchasing interest will be higher. (Sanita et al., 2019). According to the findings of hypothesis testing, customers' purchase intentions for KA2N items are positively and significantly impacted by hedonic brand image. The results of this study are consistent with those of earlier investigations. (Ahmad et al., 2019; Raji et al., 2019). Contrarily, consumers' willingness to buy or try a product is only sometimes influenced by a brand's reputation. Other elements that some consumers consider include the quality of the goods, referrals from friends, or their opinions. (Vidiyanto and Soebiantoro, 2022)

The analysis results show that the hedonic brand image influences the buying interest of potential consumers of KA2N products in the minds of each individual. Hedonic brand image is also the most influential variable on KA2N buying interest in this study, with the largest t-value compared to other variables. When a brand succeeds in creating a hedonic brand image (such as; the product is desired, the product offered is unique, has added value, provides social recognition, is attractive, classy, and successful), then a brand can increase consumer buying interest.

Brand image is the customer's perception of information about the brand disseminated by the organization, a part of the process is associated with consumers'



emotions in associating brands (Išorait , 2018). The hedonic brand image describes a brand's non-functional attributes in consumers' minds. Consumers buy a product not because of its primary function but are moved by the hedonic side. Bringing up a hedonic brand image makes consumers more interested in purchasing. In the context of this research, where the object of this research is fashion products that carry environmentally friendly values and are marketed to people who are not just looking for fashion for dress up, the image raised in this product moves consumer interest.

CONCLUSION

This study supported the theory that social media influenced hedonic brand perception and purchase intent for eco-friendly clothing. Hedonistic behaviour is typically displayed when purchasing expensive items. Therefore, it is clear that a hedonic brand image is not always associated with expensive products. The model's acceptance demonstrates how hedonic brand perception affects consumers concerned about the environment in their purchasing decisions.

The utilization of media is critical in this digital age. Businesses might benefit from technological advancements in marketing, especially for new companies. The potential to promote products to the public through social media has grown. The findings of this investigation are consistent with this theory. Social media is likely to elicit hedonic brand perception, and as a result, consumers with hedonic brand perception are more likely to intend to purchase new-brand fashion products.

Innovative and creative social media advertising can influence people to form favourable opinions about the products. Additionally, social media sales promotion content highlighting a company's benefits, such as discounts, freebies, and coupons, also employs a crucial tactic to appeal to consumers' positive brand perceptions.

Interestingly, neither social media sales promotion nor advertising substantially influenced consumers' intentions to purchase. However, purchase intention was also indirectly impacted by social media sales promotion and advertising material, with the hedonic brand image as the mediating factor. Social media material does not directly influence consumers' intention to buy. When customers examine the content that shapes their opinions about the goods, the process of affective evaluation is brought up. When consumers have a favourable opinion of the product, they are more likely to develop the behaviour of buy intention.

A hedonistic brand image also influences purchase intention. Customers who have experienced social media and have a favourable opinion of a product may believe that, if they own the distinctive product, they will gain social recognition and project an image of success and class. Even though the company is still in its early stages and the product is a new brand, social media can spark customer interest in buying the new-brand fashion items. Customers are aware that eco-friendly clothing is a distinctive and fashionable item. Consumers often think that wearing eco-friendly clothing can distinguish them as environmentalists. Additionally, people that wear eco-friendly clothing will be well-liked by society.

Suggestion for practitioners. Recommendations for practitioners in the field of fashion with a new brand have to apply strategies concerning social media content. The strategies include making different design content from the competitor, using eye-catching colours, using classy influencers, showing lots of people using the product and creating viral content.



Suggestion for Further Research. Current research only focuses on hedonic brand image. There are still great opportunities to explore brand image from another side, such as the functional or practical side. In addition, there are still opportunities to develop it through other social media, such as Facebook, Twitter and Tiktok. The discussion on Tiktok social media will be interesting because this social media is being discussed and used by Indonesian people.

Limitation. During this study, researchers had loads in distributing questionnaires due to the COVID-19 pandemic. The existence of this pandemic has led to a policy of social restrictions so that the distribution of questionnaires is carried out online. In addition, because KA2N is a newly established brand, the only type of social media that can be studied is Instagram.

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