

Exploration of YouTube Marketing Communication: Brand Awareness, Brand Image, Brand Trust, and Purchase Intention in the Millennial Generation

Iyus Pratama¹, Puji Astuti²

Esa Unggul University, Jakarta, Indonesia

E-mail: iyuspratama19@student.esaunggul.ac.id¹, puji.astuti@esaunggul.ac.id²

Abstract

In the current era of modernization, advertising is very important for a marketing process. Various types of media can be used to advertise, one of which is on the YouTube platform, which incidentally is the largest digital media today. Advertisements on YouTube (youtube ads) will grow purchase intentions reinforced by brand awareness, brand image and brand trust. The purpose of this research is to explore YouTube marketing communication: brand awareness, brand image, brand trust and purchase intention among the millennial generation in Jabodetabek (Jakarta, Bogor, Depok, Tangerang dan Bekasi). This research was conducted on 309 YouTube user respondents who had seen YouTube advertisements with smartphone brand content (Samsung, Vivo and Oppo). Data collection was obtained through questionnaires that were distributed online using the Google Form media. I use the Lisrel Structural Equation Model (SEM) to test this research model. The results of this study indicate that YouTube ads have a positive effect on brand awareness, brand awareness has a positive effect on purchase intentions, YouTube ads have a positive effect on brand image, brand image has a positive effect on purchase intentions, YouTube ads have a positive effect on purchase intentions. Brand awareness has a positive effect on brand trust and trust has a positive effect on purchase intention.

Keywords | Youtube Ads, Brand Awareness, Brand Image, Brand Trust, Purchase Intention

INTRODUCTION

Brand awareness has become one of the main pillars in developing a business. When a company has high brand awareness, our potential to win business competition is also higher (Rustemi & Baca, 2021). By implementing a branding strategy and increasing brand awareness or awareness of the brand of a particular product, it will bring big reactions and feedback for the company (Andik & Rachma, 2022). Good branding can change and encourage brand image and public opinion to be positive and ultimately the target market will become wider (Yadavalli, 2021).

Brand awareness has a strong positive influence on purchase intention because customers tend to assign high quality to the products they need (Malefyt, 2015). The stronger the brand awareness, the stronger the consumer's brand trust (Afriani et al., 2019). Dehghani & Tumer (2015) also explained that consumer brand awareness will be formed through social media channels which greatly influences purchase intention.

The rise of social media users today, especially on the YouTube platform, whose popularity is always evolving and growing along with the increase in people using the internet. It can be predicted that YouTube users will reach 1.86 billion users and will continue to grow in 2022 to around 1.9 billion users. (Mahmudan, 2022). The importance of YouTube Ads in business is as a very effective advertising tool to reach a very large audience so it is very suitable for holding short duration campaigns that are right on target. (Wuisan, 2021). A brand can gain high insight so that it can determine an appropriate strategy to build



its brand (Karadeniz & Kocamaz, 2018). This can have a big impact on customers in this case through YouTube Ads so level *brand awareness*, *brand trust* and the brand image will be higher, which will ultimately lead to purchase intention.

Apart from that, brand trust has a big effect on purchase intention because brand trust has an important role in encouraging consumer loyalty to a product, all of this can be obtained by someone by creating and maintaining positive emotional relationships with consumers. (Indradewa et al., 2015). Brand trust exists based on transaction experiences and interactions with the brand so that expectations and promised values are fulfilled and provide satisfaction or positive results (Dinda et al., 2018).

Another important factor that influences purchase intention is brand image (Esch et al., 2012). By building a positive brand image, it will indirectly provide benefits to a company because consumers will recommend their products to other consumers, but the opposite is different if the brand image we have is negative, slowly we will have difficulty getting purchase intention (Godey et al., 2016).

Previous research on *YouTube Ads* has a positive effect on brand awareness (Lee et al., 2015; Dehghani, & Tumer, 2015; Foroudi, 2018; Chunying, 2013; Coelho et al., 2018; Buil et al., 2013; Chaeb & Rasti-barzoki, 2016). YouTube Ads have a positive effect on Brand Image (Sunderaraj & Loheswari, 2015; Febriyantoro, 2020). YouTube Ads have a positive effect on purchase intention (Kim & Han, 2014; Ha, 2021; Nguyen et al., 2022; Nowak & McGloin, 2014; Tiltay & Ozkara, 2017; Febriyantoro, 2020). *Brand Awareness* have a positive impact on Purchase Intention (Esch et al., 2012; Malefyt 2015; Kakkos et al., 2015; Rubio et al., 2013; Mohd et al., 2016; Hung et al., 2016; Medeiros et al., 2015; Keuschnigg 2015). Brand Image has a positive impact on Purchase Intention (Rani & Suradi, 2017; Febriyantoro, 2020; Praditbatuga & Thirakomen, 2018; Sulaiman et al., 2021). Brand awareness has a positive impact on brand trust (Afriani et al., 2019; Andik & Rachma, 2022; Ondang & Rahmat, 2018). *Brand trust* have a positive impact on purchase intention (Mocanu, 2013; Santini et al., 2015; Tiltay & Ozkara, 2017; Hassan et al., 2018; Hanaysha, 2016; Kashif et al., 2015; Kim & Han, 2014)

Based on research that has been previously conducted by (Menozzi et al., 2013; Kim & Han, 2014; Febriyantoro, 2020) regarding brand awareness, brand image which influences purchase intention, however in this research brand trust is added as a variable which is of course based on the latest scientific sources so that it is more relevant to the present, especially for the millennial generation. Brand trust has a very important role in encouraging consumer purchase intention towards a product, a person can obtain all of this by creating and maintaining positive emotional relationships with consumers so that in the end the level of purchase intention is higher (Indradewa et al., 2015).

The aim of this research was to fill existing knowledge gaps by exploring YouTube marketing communication: brand awareness, brand image, brand trust and purchase intention in the millennial generation. It is hoped that the research can contribute to the scientific level of marketing management by developing a better theoretical understanding based on the latest understanding and scientific sources regarding the variables studied.

LITERATURE REVIEW

YouTube Ads

In general, there are six types of ads that creators can activate to gain advertising benefits. Three types of ads, including display ads, overlay ads, and sponsored cards that do not interrupt the content viewers are watching. Other types of ads also include non-skippable video ads as well as bumper ads, appearing before, during, or after the main video. YouTube has found that placing ads before videos is the most effective for viewers (Pashkevich et al., 2012). Therefore, YouTube launched skippable in-stream ads in 2010, which allows viewers to skip the ad after 5 seconds to increase the effectiveness of the ad. Skippable in-stream ads are relatively acceptable for YouTube viewers because they have the choice of whether to skip ads (Flavian et al., 2008). Ondang & Syah (2018) explains that advertising value is the main measure of an advertisement which has a subjective and relative evaluation value based on the importance of the advertisement for those who see it. Kim & Ko (2012) generally explains that the possibility of more views on skippable ads, which are the most important revenue for content creators, can increase the potential advertising revenue of content creators. Ducoffe (1995) defines that the value of an advertisement is the customer's assessment of the advertisement itself.

YouTube developed as an ICT digital information and entertainment channel but later became a significant revenue generating channel. YouTube content is available but generates revenue through marketing communications via mobile devices, such as smartphones. YouTube has created considerable growth. YouTube offers a variety of options and formats for the organization of marketing communications (Suki et al., 2016). YouTube Marketing Communication has become an important promotional tool, among organizations, almost 80% of sellers consider YouTube to be a very useful online digital communication platform. Therefore, it is not surprising that YouTube Marketing Communication is responsible for a more significant share of the promotional budget at 25 %. Marketing communication activities via social media, such as YouTube, but without knowing the influence of attitudes that arise on consumers (Cho & Cheon, 2013).

Brand Awareness

Cho & Cheon (2013) explained that brand awareness is an integral part of business and a valuable component of brand equity. This refers to a buyer's ability to recognize or remember a particular brand of product or service. Tong & Hawley (2009) assumes that the first step is brand recognition, which is responsible for communicating. Product features until the brand name is established. Ramnarain & Govender (2013) explains when a consumer's ability to recognize or remember a brand name is known as "recall".

Keller (1993) argue that in other words *brand awareness* is about consumers remembering brand names, especially during the purchasing process. Huang & Sarigollu (2012) explain that *brand awareness* is very important during the decision-making process, because during this process consumers use awareness to remember certain brands. Heskiano et al. (2020) explains that there are three elements *brand awareness* during consumer decision making. First, consumers should keep a particular brand in mind when choosing a product



from a particular category. Second, brand awareness influences the form and strength of brand associations in brand image. Therefore, an important factor to achieve this goal is social media activities that can increase brand awareness and can be used by companies to inform and remind consumers about their brand, product or service and convince them to buy it.

Brand Image

Godey et al. (2016) defines a brand as the center of a number of messages received by a user that includes every specific proportion in the user's memories and emotions so that everything can be felt. Sidharta Er al. (2021) explains that a brand is defined as a name, symbol, specific design or a combination of the elements mentioned, formulated to describe the goods and services provided by the seller. Cheung & Thadani (2012) explains that a brand is a commitment from a seller who consistently provides benefits and services to buyers to the point of being able to provide different features and symbols when compared to similar companies or even competitors.

Tong & Hawley (2009) assume that a brand is a commitment from marketers to continuously provide features, benefits and services to consumers, all of which are not just ordinary signs of differentiation but are differentiators that can be compared with other competing companies. Kaplan & Haenlein (2010) says that brand image is defined as a set of brand associations which are everything that is associated in memory with a brand, usually in some meaningful way. Agung et al. (2019) suggests that brand image is a multifunctional set of visible and invisible features that enable consumers to recognize the product.

Brand Trust

Brand trust is defined as the extent to which customers believe in an existing product (He et al., 2012). Brand trust has an important role in encouraging consumer loyalty to a product, all of this can be obtained by someone by creating and maintaining positive emotional relationships with consumers. (Indradewa et al., 2015). Brand trust is able to reduce uncertainty in consumers' mindsets because of the high level of trust that the product has advantages and can be relied upon (Indradewa et al., 2016).

Brand trust refers to the perception of a brand as reliable and assigns responsibility for customer satisfaction and well-being (Guillen et al., 2003). Brand trust will emerge when the brand itself gives confidence in its value to consumers, so that consumers themselves will give trust and confidence in the product (Doney & Cannon, 1997).

Purchase Intention

Tsimonis & Dimitriadis (2013) believes that previous research can illustrate that purchase intention is an important marker of advertising effectiveness which can be influenced by the user's attitude towards advertising based on existing indicators. Mackenzie et al. (1986) also said that responses to an advertisement have a big influence on brand awareness and purchase intention. Zeng et al. (2013) identifying if the value of advertising will provide positive things in line with consumer behavioral intentions in the social media

area, more importantly, this assumption recognizes that the value of advertising will provide direction to purchase intention in social media advertising. Shah et al. (2021) assume that purchase intention will rely heavily on recommendations from brand values expressed by consumers on their social media.

Choe et al. (2009) assume that consumers generally lack confidence in identifying the originality of a product. Trust attributes in products make it difficult for consumers to assess product quality. Labeling authenticates a product providing a visual identification mark such as a trademark facilitating recognition of the authenticated product. This can be said to be an extrinsic signal that supports consumers in making purchasing decisions. Labels can thus be considered as cues that confirm to consumers the quality of the product. This will allow reducing the risk of purchasing inferior goods that do not meet consumer expectations for quality, thereby increasing confidence in the product (Diaz et al., 2019). Consumers who tend to associate labeled products with higher quality tend to develop beliefs that will lead to purchase intentions. This study investigates the direct effects of quality awareness, product diagnosticity, and perceived information asymmetry on purchase intention (Menozzi et al., 2013).

Relationship Between Variables

Relationship between *YouTube Ads* and Purchase Intention

Purchase intention It can be seen if consumers give good responses to the products and services themselves (Nassur et al., 2017). A positive response will be obtained when customers watch advertisements positively regarding a product or service being advertised (Kim & Han, 2014). Ha, (2021) said that the advantages of an advertisement can influence someone to purchase goods and services, similar to what previous experts stated, in which case there is a relationship between YouTube Ads and purchase intention. Nguyen et al., (2022) believes that YouTube Ads are considered to contribute to improving the consumer experience so that they focus on the messages received and eliminate thoughts that are not relevant to the product or service being advertised.

Consumers evaluate messages received according to their needs or look for valuable information for purchases that have not yet been made to meet their needs, in accordance with previous research studying the relationship between advertising value and purchase intention (Nowak & Mcgloin, 2014). Tiltay & Ozkara (2017) said that according to several experts the relationship between advertising value and purchase intention provides good feedback. Febriyantoro, (2020) conducted a fact test and found that consumer response to an advertisement can influence positive purchase intention. Globally, all the total utilities that attract consumer interest in advertising on social media such as YouTube. I thus consider these hypotheses for further empirical research:

H1: YouTube Ads have a positive effect on Purchase Intention

Relationship between *YouTube Ads* and Brand Awareness

Based on previous research, *YouTube Ads* can increase information, enjoyment and credibility and YouTube Ads can also reduce misunderstandings because advertising



messages are well personalized to address customer interests and preferences. Personalization does not show a direct influence on advertising value (Lee et al., 2015). Advertisements on social media channels can influence brand awareness and purchase intention (Dehghani & Tumer, 2015). Foroudi (2018) And Chunying (2013) said that brand awareness provides positive results in increasing product awareness, organizational image, as well as survival, profitability and growth, especially in larger organizational brands.

Brand awareness creating an experience for customers and an emotional response to purchasing a particular brand. Brand awareness has an important role in increasing product identification and consumer purchasing intentions for certain products or services (Coelho et al., 2018). Buil et al. (2013) suggests that through brand awareness, customers can perceive messages about a product, which may influence their attitudes and ultimately make decisions, which influence their purchasing behavior because of the value of a product. Chaeb & Rasti-barzoki (2016) explains that a company innovates a product by utilizing advertising media to increase brand awareness, so that advertising can increase continuous purchasing behavior. Based on this, this hypothesis can be developed:

H2: *YouTube Ads* has a positive effect on Brand Awareness

Relationship between *YouTube Ads* and Brand Image

Previous studies have shown that *YouTube Ads* can influence brand image and brand trust from customers towards the product. Sunderaraj & Loheswari (2015) explained that tight competition for market share, ways to attract more customers and the influence of positive advertising as well as other things are factors in the results of the advertising itself so that it can compete with other products, in this case also focusing on improving brand image. Based on the conclusions of the experts a hypothesis can be developed (Febriyantoro, 2020).

H3: *YouTube Ads* have a positive effect on Brand Image

The relationship between Brand Awareness and Purchase Intention

Esch et al. (2012) And Malefyt (2015) In his research, he stated that brand awareness has a strong positive influence on customer purchasing intentions because customers tend to determine high quality for the products they need. Kakkos et al. (2015) assume that a branded product will not have market value if the market share is not aware of the brand, recognizes its elements, and is willing to spend money to own it. This means that not all branded products advertised have "customer awareness, credibility and value or will guarantee consumer purchase intentions". Rubio et al. (2013) said that brand advertising can increase purchase intention for a service for the first time so that it can be used continuously and does not stop using the benefits of the product. Repeated product use, including continuous purchases, will increase brand awareness and customer loyalty on an ongoing basis, thereby creating a competitive advantage (Mohd et al., 2016).

Hung et al. (2016) as well as Medeiros et al. (2015) assumes in his research that if consumers get gradual satisfaction from a product, it will increase their desire to buy that product again so that in the future consumers will look for that product themselves.

Keuschnigg (2015) said that increasing consumer awareness of a product is caused by consumers providing feedback or reviews regarding their satisfaction which then spreads it via verbal media directly about the advantages of the product which will generate even more attention from other consumers. Based on the above, the following hypothesis was developed:

H4: Brand Awareness has a positive impact on Purchase Intention

The relationship between Brand Image and Purchase Intention

Rani & Suradi (2017) assume that a good brand image of a brand will produce a memory of that brand among consumers. A brand's uniqueness can be used as a differentiator between that product and competitors' products (Febriyantoro, 2020). A product that has its own characteristics will give a good impression to consumers if it is supported by the good value of the product (Praditbatuga & Thirakomen, 2018). Brand Image will grow along with the good value of the brand it owns (Sulaiman et al., 2021). Based on this, this research can be formulated as follows:

H5: Brand Image has a positive impact on Purchase Intention

The relationship between Brand Awareness and Brand Trust

Studies conducted consistently find that brand awareness has a significant effect on brand trust (Febriyantoro, 2020). The stronger the brand awareness, the stronger the consumer's brand trust (Afriani et al., 2019). Through brand awareness of a product, at that time consumers will have strong brand trust based on more knowledge compared to other products (Andik & Rachma, 2022). Brand awareness provides positive things when the value of a brand is good (Ondang & Rahmat, 2018). So that related hypotheses can be generated as follows:

H6: Brand Awareness has a positive impact on Brand Trust

The relationship between Brand Trust and Purchase Intention

Mocanu (2013) assume that brand trust is formed by a good relationship between the company and its clients. Ha (2021) describes trust as the belief that a customer's preferred choice will bring them the best benefits. Additionally, brand trust increases the likelihood that clients are willing to choose their goods (Santini et al., 2015). Canizares & Gonzalez (2016) stated that purchase intention is a conscious individual's effort to buy a brand of item and to represent that purchase plan. Purchase intention is closely related to purchasing behavior and is a measure of consumers' potential and intention to contribute to purchasing habits (Tiltay & Ozkara, 2017). Additionally, purchases are usually influenced by consumer effort and are predicted in advance (Febriyantoro, 2020). With a focus on developing long-term relationships, trust has become a key element in the growth of marketing philosophy (Hassan et al., 2018). Customers who have confidence in a brand will be more curious about that brand (Hanaysha, 2016). Additionally, trust is considered an indicator of buying habits (Kashif et al., 2015). Kim & Han (2014) concluded that brand trust usually influences purchase intention.



H7: Brand Trust has a positive impact on Purchase Intention

Based on the hypothesis framework above, the research model can be described as in Figure 1 below:

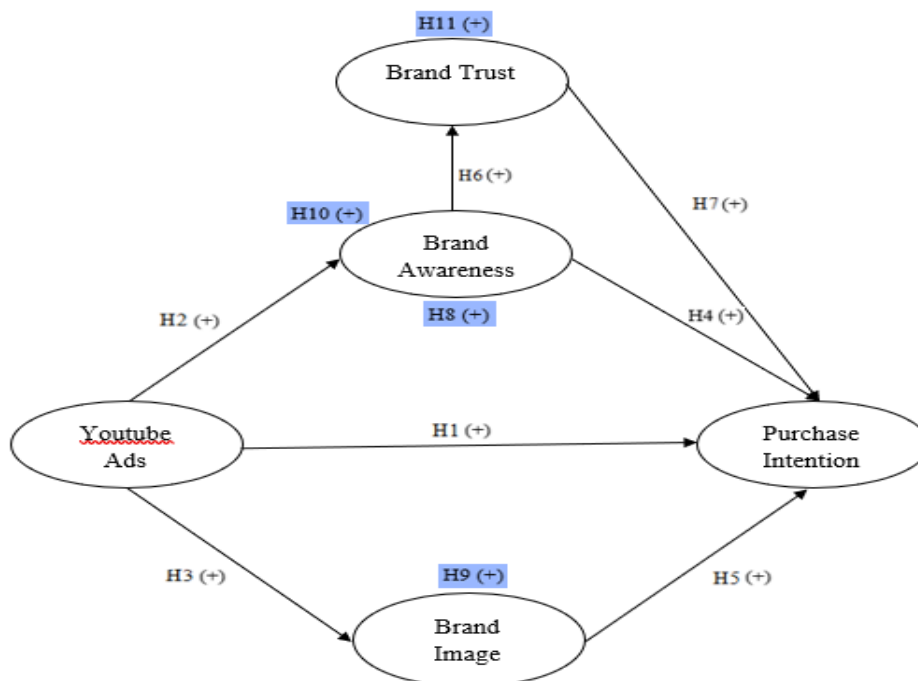


Figure 1. Research Model

METHOD

In this research, measurements related to the variables studied were adopted from previous research. Where the YouTube Ads variable is measured with 8 statements adapted from (Dehghani et al., 2016). The Brand Awareness variable is measured with 4 statements adapted from (Foroudi, 2018). The Brand Image variable is measured with 4 statements adapted from (Muntinga et al., 2011). The Brand Trust variable is measured with 6 statements adapted from (Sadek et al., 2018). The Purchase Intention variable is measured with 4 statements adapted from (Kakkos et al., 2015). All items were measured using a Likert scale with 4 scales ranging from 1 (strongly disagree) to 4 (strongly agree). The total measurement is 26 questions which can be seen in detail in Appendix 2 (operational variables) and Appendix 3 (questionnaire).

Data collection in this research used a survey method by distributing questionnaires online via the Google Form application. The sample for this research was selected using a purposive sampling method among YouTube users who had seen YouTube Ads about Smartphone Brands such as Samsung/Vivo/Oppo. The criteria for respondents are YouTube users aged 18 – 40 years who have seen YouTube Ads at least 3 times in the last 1 year and have purchased products from Smartphone Brands based on the content that appears. Samples were obtained from YouTube users spread across Jabodetabek (Jakarta, Bogor,

Depok, Tangerang and Bekasi) with sociodemographic characteristics in this study including place of residence and age.

This research uses the dimension reduction factor in SPSS to determine the reliable status of each question that will be used in the questionnaire. Next, to determine the level of significance and the relationship between each variable, we used the Lisrel structural equation model (SEM) analysis method. The validity test in this research was carried out by looking at the value of the Kaiser-Meyer-Olkin (KMO) and Measure of Sampling Adequacy (MSA), where the minimum value limit for KMO and MSA is 0.5. According to Hair et al. (2014), the reliability test is carried out by paying attention to the Cronbach's Alpha value, where if the value is close to 1 it will be better.

In this research, a pre-test process was carried out on 30 respondents and then factor analysis was carried out, validity test and reliability test using SPSS software so that results were found for the YouTube Ads variable with 8 valid statements, Brand Awareness with 4 valid statements, Brand Image with 4 valid statements, Brand Trust with 6 valid statements and finally Purchase Intention with 4 valid statements. So, the process of distributing a total of questionnaires to 502 people continued with 309 respondents being declared to have met the criteria.

RESULTS AND DISCUSSION

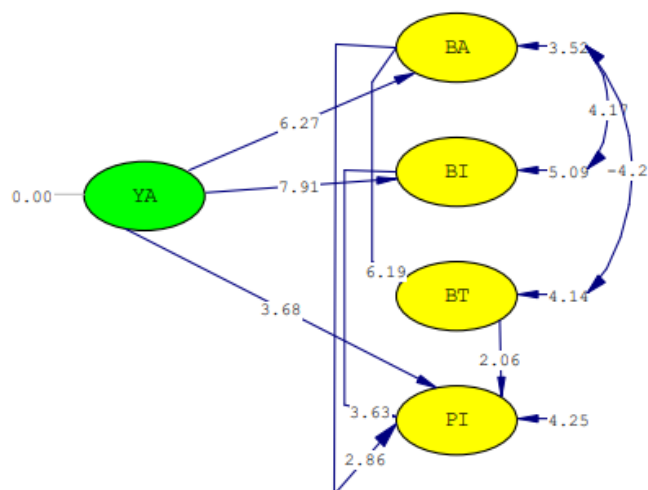
From the results of the questionnaire with a total of 309 respondents, 100% of whom lived in Jabodetabek (Jakarta, Bogor, Depok, Tangerang and Bekasi). The data that was obtained can be seen from the demographic aspect, including: based on gender, there were 180 men with a percentage of 58% and 129 women with a percentage of 42%, based on age, there were 86 people aged 18-20 years with a percentage of 28%. 21-30 years old as many as 173 people with a percentage of 56% and aged 31-40 years as many as 50 people with a percentage of 16%, based on work, 133 people are private employees with a percentage of 43%, 48 people are civil servants with a percentage of 15%, 82 people are students with a percentage of 27%, 33 people are entrepreneurs with a percentage of 11%, and 13 people work as others with the percentage is 4% and finally, based on the selected cellphone brand, there are 165 people using the Samsung brand with a percentage of 53%, the Vivo brand is 77 people with a percentage of 25% and the Oppo brand is 67 people with a percentage of 22%. To see the entire demographic analysis data, see Appendix 4.

The results of measuring construct validity in this study show that the indicators for the variables YouTube ads, brand awareness, brand image, brand trust and purchase intention are acceptable because the factor loading values for each variable have a good match (> 0.50), and the t-value greater than the t-table (1.96). Furthermore, in the construct reliability test, the construct reliability (CR) value for the YouTube ads variable was 0.89, brand awareness was 0.78, brand image was 0.81, brand trust was 0.88 and the purchase intention variable was 0.82. Meanwhile, the variance extracted (VE) value for the YouTube Ads variable is 0.52, brand awareness is 0.520.48, brand image is 0.53, brand trust is 0.55 and the purchase intention variable is 0.54. Further explanation regarding the results of the construct reliability test can be seen in Appendix 5.



The results of the structural test analysis are by looking at the values R^2 . The R^2 value in each equation shows how far the independent variable is able to explain the dependent variable. The results of the first analysis of the brand awareness variable are influenced by the YouTube ads variable with an R^2 value of 0.31, which means that 31% of the brand awareness variable is influenced by the YouTube ads variable. The remaining 69% is explained by other variables not explained in this research. The two brand image variables are influenced by the YouTube ads variable with an R^2 value of 0.43, which means that 43% of the brand image variable is influenced by the YouTube ads variable. The remaining 57% is explained by other variables not explained in this research. The three brand trust variables are influenced by the YouTube ads variable with an R^2 value of 0.25, which means that 25% of the brand trust variable is influenced by the YouTube ads variable, the remaining 75% is explained by other variables that are not explained in this research. The four purchase intention variables are influenced by the variables brand awareness, brand image, brand trust and YouTube ads with an R^2 value of 0.74, which means that 74% of the purchase intention variables are influenced by the variables brand awareness, brand image, brand trust and YouTube ads. The remaining 26% is explained by the variables others not explained in this study.

In the model suitability test, the analysis results showed that there were several items whose first level of suitability good fit on ECVI was, AIC, CAIC and Fit Index. The second is marginal fit on Chi-Square, RMSEA and Critical N. The third is poor fit on GFI. Furthermore, this research produces a T-Value path diagram as follows:



Chi-Square=642.25, df=234, P-value=0.00000, RMSEA=0.075

Figure 2. T-value Path Diagram

Based on the T-Value Path Diagram as in Figure 2 above, the research model hypothesis testing can be presented as follows:

Table 1. Research Model Hypothesis Testing

Hypothesis	Hypothesis Statement	T-Value		Information
H1	<i>Youtube ad</i> has a positive effect on purchase intention.	3.68		Data supports the hypothesis
H2	<i>Youtube ad</i> positive effect on brand awareness.	6.27		Data supports the hypothesis
H3	<i>Youtube ad</i> influence on brand image.	7.91		Data supports the hypothesis
H4	<i>Brand awareness</i> has a positive effect on purchase intention.	2.86		Data supports the hypothesis
H5	<i>Brand image</i> has a positive effect on purchase intention.	3.63		Data supports the hypothesis
H6	<i>Brand awareness</i> has a positive effect on brand trust.	6.19		Data supports the hypothesis
H7	<i>Brand trust</i> has a positive effect on purchase intention.	2.06		Data supports the hypothesis
H8	<i>YouTube Ad</i> have a positive impact on <i>Purchase Intention</i> mediated <i>Brand Awareness</i>	YES-BA 6.27	BA-PI 2.86	Data supports the hypothesis
H9	<i>YouTube Ad</i> have a positive impact on <i>Purchase Intention</i> mediated <i>Brand Image</i>	YES-BI 7.91	BI-PI 3.63	Data supports the hypothesis
H10	<i>YouTube Ad</i> have a positive impact on <i>Brand Trust</i> mediated <i>Brand Awareness</i>	YES-BA 6.27	BA-BT 6.19	Data supports the hypothesis
H11	<i>Brand Awareness</i> have a positive impact on <i>Purchase Intention</i> mediated <i>Brand Trust</i>	BA-BT 6.19	BT-PI 2.06	Data supports the hypothesis

Source: SEM Lisrel 88 processed data

Referring to the hypothesis test table above, all variables that have a T-Value value above 1.96 in this study support the research hypothesis created. Further SEM analysis in this research is attached attachment 5.

The results of this research prove that YouTube ads have an effect on brand awareness. In this research, it was found that there was an increase in awareness of a brand, especially smartphone brands, which was caused by advertisements appearing on the YouTube platform regarding a lot of information about the smartphone brand, both in terms of specifications, advantages, uniqueness and the benefits provided by the brand to consumers, especially with the overall quality provided. Moreover, with the large number of YouTube users in the world and the algorithm that refers an advertisement to the right person, it will provide a level of conformity between needs and the availability of information about a brand that consumers want. *Youtube ads* provide experiences and emotional responses to consumers which psychologically will influence awareness of a brand so that they will look



for a particular brand. So, it can be stated that YouTube ads have a positive effect on brand awareness. This finding has similarities with previous research (Buil et al., 2013; Chaeb & Rasti-barzoki, 2016; Coelho et al., 2018).

The next results prove that brand awareness influences smartphone brand purchase intention. In this modern era, access to all information can be easily obtained, including information about a brand so that the product can be better known to consumers. Brand awareness will provide emotional closeness between consumers and a brand so that consumers will have more loyalty to make purchase intentions. With brand awareness, consumers can even make references or recommendations for a brand to people they know so that they will buy products from that brand, which of course will explain the overall quality provided. The highest level of brand awareness is top of mind, if they are in this position, consumers will always make purchase intentions even when a brand is not in the best position. So, it can be stated that brand awareness has a positive effect on purchase intention, the same as previous research (Esch et al., 2012; Rubio et al., 2013; Malefy, 2015).

Furthermore, this research proves that YouTube ads have an effect on brand image. In its development, YouTube provides an ads feature for advertisers to promote their goods to the public with the aim of providing a significant level of reflection of the product they have so that it will have a good effect on the brand image they have, especially with the overall quality provided. With YouTube ads, the campaign that is carried out will be able to reach a large audience, especially with interesting things that can be presented by advertisers so that a positive image, in this case the brand image of a product, can be more attached to anyone who sees the ad. With short and effective advertisements on YouTube ads, it will give someone an impression regarding the message conveyed by the advertiser, especially now that YouTube's audience is the largest. This is useful for anyone who uses the YouTube ads feature, either to improve a brand image that they already have and have attached to it or even to create a new brand image. So it can be said that YouTube ads have a positive effect on brand image, this is in line with previous research (Sunderaraj & Loheswari, 2015; Febriyanto, 2020).

The results of this research also show that brand image influences smartphone brand purchase intention. Brand image can be said to be a perception about a brand that provides a picture or reflection that exists in consumers' memories. In practice, a good brand image will greatly influence purchase intention, especially with effective and appropriate strategies especially with the overall quality provided. A brand image that is already stuck in someone's head will usually be difficult to change, especially if a brand does not make a breakthrough that is truly different. All information and past experiences of a consumer will provide a representation of the brand. If the representation you get is good without having to carry out promotions, consumers will always believe it and the level of purchase intention will always be high and vice versa. The uniqueness, strengths, functional value and even added value provided by a brand, in this case a smartphone, will create a good and good brand image which will automatically increase a person's level of purchase intention. So it

can be said that brand image has a positive effect on purchase intention, Rani & Suradi, 2017; Praditbatuga & Thirakomen, 2018; Sulaiman et al., 2021).

Furthermore, the results of this research show that YouTube ads have an effect on purchase intention. The YouTube platform provides many conveniences for marketers to carry out promotional activities that can increase purchase intention, especially with the overall quality provided. One of the YouTube features that provides access is YouTube ads, where the algorithm has been adjusted in such a way that the information or advertisement is on target to reach potential customers. With advertisements that appear on YouTube, psychologically, it will give consumers an idea that a brand, in this case a smartphone, is going viral so that they will be more confident in making a purchase (purchase intention). YouTube ads are packaged well and attractively, which of course contains uniqueness, superiority and strength will have a big impact on consumer purchase intention. The more attractive the advertisement, the greater a person's intention to buy the product. So it can also be said that YouTube ads have a positive influence on purchase intention, this finding is in line with previous research (Nowak & Mcgloin, 2014; Tiltay & Ozkara, 2017; Febriyantoro, 2020).

In this study it was also found that: *Brand awareness* influence on brand trust. Basically, brand awareness is an important strategy in a marketing process whose main goal is to increase brand trust so that a product will continue to exist compared to competitors. especially with the overall quality provided. In its implementation, brand awareness will automatically direct the mindset of potential consumers regarding a decision, for example, when someone already has high brand awareness, it will be quite difficult to reduce their brand trust even if they are hit by negative issues circulating. What's even more amazing is that consumers can even defend themselves with arguments or actions that will strengthen the brand, this is all based on very high brand trust. Brand awareness is a need for all businesspeople, especially in this era of digitalization where the circulation of information is very fast and references are everywhere, which can reduce brand trust. Therefore, it is very important for businesspeople to strengthen their customers' brand awareness so that they are always loyal. So it can be said that brand awareness has a positive influence on brand trust in accordance with previous research (Afriani et al., 2019; Andik & Rachma, 2022).

This research found that brand trust influences purchase intention. It is basic that if we believe we will do everything, as in this research, if consumers already have brand trust in a brand, in this case a smartphone, the consumer will make every effort to buy it, which shows that the level of purchase intention is very high, especially with the quality. given in its entirety. Not only that, with good brand trust, customers will definitely make repeat purchases more often. Brand trust is formed by a good relationship between a brand and its consumers, which makes the image of trust a belief that the consumer's choice to buy will bring them the best benefits. Besides that, Brand trust increases the possibility that consumers are willing to choose the products we have. This is all that can be used as a basis if it can be said that brand trust has a positive influence on purchase intention, in line with several studies that have been conducted previously (Mocanu, 2013; Santini et al., 2015; Ha, 2021).



Furthermore, this research found that Youtube Ads had an effect on Purchase Intention which was mediated by Brand Awareness. Advertisements displayed on the YouTube platform can increase consumer curiosity about a product, in this case smartphones. Based on high curiosity, a consumer will look for more detailed information about the product. This is in line with the algorithm provided by YouTube which will provide advertisements according to what consumers need. Equipped with appropriate information, consumers' level of purchase intention will be greater. All of this can be used as a basis for YouTube Ads to have a positive impact on Purchase Intention mediated by Brand Awareness (Kim & Han, 2014; Kakkos et al., 2015).

This research also proves that YouTube Ads have an influence on Purchase Intention which is mediated by Brand Image. YouTube is a media that can be relied upon in terms of displaying advertisements where its market share is very large. A brand can take advantage of this to carry out promotions with the aim of building a positive brand image, so that the uniqueness, superiority, strength and benefits provided by the brand can be conveyed to consumers. With the information that consumers get about a brand, it will certainly create an increased level of Purchase Intention. This makes researchers believe that YouTube Ads have an influence on Purchase Intention which is mediated by Brand Image (Sunderaraj & Loheswari, 2015; Praditbatuga & Thirakomen, 2018).

YouTube Ads have a positive impact on Brand Trust mediated Brand Awareness. In this research, the influence of YouTube in displaying advertisements brands can be a basis for consumers to search for information about brands in this case, the researcher focuses on overall quality related to each specification smartphone brands, so that the information that consumers have obtained will give rise to brand trust towards something brands. The sense of trust that consumers have then proves this to be true YouTube Ads have a positive impact on brand trust mediated brand awareness (Buil et al., 2013; Afriani et al., 2019).

Brand Awareness has a positive impact on Purchase Intention mediated Brand Trust. A knowledge that consumers have about brands in terms of overall excellence which is the basis for growth brand trust to consumers. This sense of trust will certainly give rise to a feeling of wanting to own something brand, this will certainly increase the level Purchase Intention on brands This means that consumers will be more confident in making purchases, because they already have sufficient information and confidence to use it brands required. Thus, it can be concluded that brand trust has a big influence on the level purchase intention because consumers when they want to make a purchase of something brands of course, you will first seek as much information as possible to create a sense of trust brands itself. So it's true that Brand Awareness have a positive impact on Purchase Intention mediated Brand Trust (Kashif et al., 2015; Hanaysha, 2016).

CONCLUSION

All hypotheses in this research have proven that there is a positive relationship between the variables. In this research, it can be seen that the influence of YouTube ads on purchase intention, through brand awareness, brand image and brand trust, all complement and strengthen each other so that purchase intention for the smartphone brand is high when the

supporting variables are in a positive condition. All aspects can be felt by someone who wants to buy a smartphone with the background of the need for high quality, especially for the millennial generation in the Jabodetabek area. (Jakarta, Bogor, Depok, Tangerang and Bekasi).

There are still several limitations or limitations that can be corrected in this research, namely first, the research was carried out during the Covid-19 pandemic where the entire world economy changed significantly and had an impact on the results of this research because the conditions were unusual, the next researcher can research again after conditions return to normal. Second, this research is limited to the Jabodetabek area (Jakarta, Bogor, Depok, Tangerang and Bekasi), the majority of which are large cities, so the results are relatively flat. Future researchers can do this with larger and more diverse areas. Third, this research only adds one additional brand trust variable as a differentiator from previous research, future research can add several new variables that are more in line with the needs for better results. These four studies were carried out using online questionnaires so there were still some respondents who filled in less than optimally. Future research can overcome this by using different methods. Finally, this research produced a small R^2 value for the YouTube ads variable. Future research could choose new variables that could be more significant, for example Tiktok ads.

Furthermore, there are several managerial implications of this research that are important for smartphone companies to improve the quality of advertising information provided so that they can make consumers more confident in making purchasing decisions. And the most important thing is to create an effective strategy so that the level of brand awareness, brand image and brand trust becomes higher so that it will create loyal consumers, especially by considering other factors that can influence marketing communications, including economic conditions and market trends.

REFERENCES

- Afriani, R., Indradewa, R., & Syah, T. Y. R. (2019). Brand communications effect, brand images, and brand trust over loyalty brand building at pt sanko material indonesia. *Journal of Multidisciplinary Academic*, 3(3), 44–50. <https://www.kemalapublisher.com/index.php/JoMA/article/view/386>
- Agung, L., Syah, T. Y. R., & Angga, N. Di. (2019). The relationship of brand communication, brand image, and brand trust to brand loyalty of samsung cellular phone product. *Russian Journal of Agricultural and Socio-Economic Sciences*, 88(4), 138–143. <https://www.researchgate.net/publication/332648702>
- Andik, S. D. S., & Rachma, A. F. (2022). The impact of brand awareness , brand association , and perceived quality towards brand loyalty (a case study of new product). *E3S Web of Conferences*, 00035, 348. <https://doi.org/doi.org/10.1051/e3sconf/202234800035>
- Buil, I., Chernatony, L. De, & Martínez, E. (2013). Examining the role of advertising and sales promotions in brand equity creation. *Journal of Business Research*, 66(1), 115–122. <https://doi.org/10.1016/j.jbusres.2011.07.030>
- Canizares, E. D. C., & Gonzalez, A. D. L. (2016). Corporate strategy in spanish broadcasters



- through their series. *Investigacion Research*, 134(1575–2844), 23–47. <https://doi.org/10.15178/va.2016.134.22-46>
- Chaeb, J., & Rasti-barzoki, M. (2016). Coordination via cooperative advertising and pricing in a manufacturer- retailer supply chain. In *Computers & Industrial Engineering*. Elsevier Ltd. <https://doi.org/10.1016/j.cie.2016.07.007>
- Cheung, C. M. K., & Thadani, D. R. (2012). The impact of electronic word-of-mouth communication: a literature analysis and integrative model. *Decision Support Systems*, 54(1), 461–470. <https://doi.org/10.1016/j.dss.2012.06.008>
- Cho, C., & Cheon, H. J. (2013). Why do people avoid advertising on the internet? *Journal of Advertising*, 33(November 2014), 37–41. <https://doi.org/10.1080/00913367.2004.10639175>
- Choe, Y. C., Park, J., Chung, M., & Moon, J. (2009). Effect of the food traceability system for building trust: price premium and buying behavior. *Springer*, 167–179. <https://doi.org/10.1007/s10796-008-9134-z>
- Chunying, W. (2013). A study on the delivery of city branding advertisements in China City branding advertisement on cctv, 2007-2010. *Journal of Place Management and Development*, 6, 67–75. <https://doi.org/10.1108/17538331311306104>
- Coelho, P., Rita, P., & Santos, Z. (2018). Journal of Retailing and Consumer Services On the relationship between consumer-brand identification , brand community , and brand loyalty. *Journal of Retailing and Consumer Services*, 43(November 2016), 101–110. <https://doi.org/10.1016/j.jretconser.2018.03.011>
- Dehghani, M., Niaki, M. K., Ramezani, I., & Sali, R. (2016). Evaluating the influence of youtube advertising for attraction of young customers. *Computers in Human Behavior*, 59, 165–172. <https://doi.org/10.1016/j.chb.2016.01.037>
- Dehghani, M., & Tumer, M. (2015). A research on effectiveness of facebook advertising on enhancing purchase intention of consumers. *Computers in Human Behavior*, 49, 597–600. <https://doi.org/10.1016/j.chb.2015.03.051>
- Diaz, E. R., Encomienda, F. J. B., & Almendros, E. C. (2019). A cross-cultural analysis of perceived product quality , perceived risk and purchase intention in e-commerce platforms. *Journal of Enterprise Information*, 33(1), 139–160. <https://doi.org/10.1108/JEIM-06-2019-0150>
- Dinda, A., Rara, D., & Irwansyah. (2018). Efektivitas iklan youtube traveloka terhadap keputusan pembelian. *Demandia*, 3, 77–96. <https://doi.org/10.25124/demandia.v3i1.1212>
- Doney, P. M., & Cannon, J. P. (1997). Trust Examination of the Nature of in Buyer-Seller Relationship for assistance. *Journal of Marketing*, 61(2), 35–51.
- Ducoffe, R. H. (1995). How consumers assess the value of advertising. *Journal of Current Issues and Research in Advertising*, 19(April 2015), 37–41. <https://doi.org/10.1080/10641734.1995.10505022>
- Esch, F., Möll, T., Schmitt, B., Elger, C. E., Neuhaus, C., & Weber, B. (2012). Brands on the brain: Do consumers use declarative information or experienced emotions to evaluate brands? *Journal of Consumer Psychology*, 22(1), 75–85.

- <https://doi.org/10.1016/j.jcps.2010.08.004>
- Febriyantoro, M. T. (2020). Exploring youtube marketing communication: brand awareness, brand image and purchase intention in the millennial generation. *Cogent Business and Management*, 7(1). <https://doi.org/10.1080/23311975.2020.1787733>
- Flavian, C., Gurrea, R., & Oru, C. (2008). Web design : a key factor for the website success. *Journal Of Systems and Information Technology*, 11, 168–184. <https://doi.org/10.1108/13287260910955129>
- Foroudi, P. (2018). International journal of hospitality management in fl uence of brand signature , brand awareness , brand attitude , brand reputation on hotel industry ' s brand performance. *International Journal of Hospitality Management*, March, 0–1. <https://doi.org/10.1016/j.ijhm.2018.05.016>
- Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R., & Singh, R. (2016). Social media marketing efforts of luxury brands: influence on brand equity and consumer behavior. *Journal of Business Research*, 69(12), 5833–5841. <https://doi.org/10.1016/j.jbusres.2016.04.181>
- Guillen, M. Jesus yague, Aleman, jose luis munuera, & Ballester, elena delgado. (2003). Development and validation of a brand trust scale. *International Journal of Market Research*, 45(1), 7–11. <https://doi.org/10.1177/147078530304500>
- Ha, T. M. (2021). The impact of product characteristics of limited-edition shoes on perceived value, brand trust and purchase intention. *Cogent Business and Management*, 8(1), 1–20. <https://doi.org/10.1080/23311975.2021.1953680>
- Hanaysha, J. (2016). Examining the link between word of mouth and brand equity : a study on international fast food restaurants in malaysia. *Journal of Asian Business Strategy Journal*, 6(3), 41–49. <https://doi.org/10.18488/journal.1006/2016.6.3/1006.3.41.49>
- Hassan, M., Iqbal, Z., & Khanum, B. (2018). The role of trust and social presence in social commerce purchase intention. *Pakistan Journal of Commerce and Social Sciences*, 12(1), 111–135. <https://doi.org/135.222.876/908>
- He, H., Li, Y., & Harris, L. (2012). Social identity perspective on brand loyalty. *Journal of Business Research*, 65(5), 648–657. <https://doi.org/10.1016/j.jbusres.2011.03.007>
- Heskiano, Yanuar, T., & Hilmy, M. R. (2020). Social media marketing relations, brand awareness to brand loyalty through the brand image. *Journal of Multidisciplinary Academic*, 4(4), 208–214.
- Huang, R., & Sarigöllü, E. (2012). How brand awareness relates to market outcome , brand equity , and the marketing mix. *Journal of Business Research*, 65(1), 92–99. <https://doi.org/10.1016/j.jbusres.2011.02.003>
- Hung, Y., Kok, T. M. De, & Verbeke, W. (2016). Consumer attitude and purchase intention towards processed meat products with natural compounds and a reduced level of nitrite. *MESC*, 121, 119–126. <https://doi.org/10.1016/j.meatsci.2016.06.002>
- Inradewa, R., & Tjakraatmadja, Jann HidajatDhewanto, W. (2016). A resource-based view perspective in alliance strategy energy project. *International Journal of Strategic Business Alliances*, 5(3/4), 177. <https://doi.org/10.1504/ijbsa.2016.10004079>
- Inradewa, R., Tjakraatmadja, J. H., & Dhewanto, W. (2015). Alliance strategy in an r&d



- energy sector project: a knowledge-based view perspective. *International Journal of Knowledge Management Studies*, 6(4), 337–352. <https://doi.org/10.1504/IJKMS.2015.074141>
- Isro'iyah, L., & Herminingsih, D. I. (2023). Teaching Culture of Others through English Literature: English. *International Journal of Language and Literary Studies*, 5(2), 136–146.
- Kakkos, N., Trivellas, P., & Sdrolas, L. (2015). Identifying drivers of purchase intention for private label brands. Preliminary evidence from greek consumers. *Social and Behavioral Sciences*, 175, 522–528. <https://doi.org/10.1016/j.sbspro.2015.01.1232>
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, 53, 59–68. <https://doi.org/10.1016/j.bushor.2009.09.003>
- Karadeniz, M., & Kocamaz, L. (2018). Facebook, youtube ve instagram reklamlarının tüketicilerin markaya yönelik tutumlarına etkisi. *Business & Management Studies: An International Journal*, 6(3), 95–107. <https://doi.org/http://dx.doi.org/10.15295/bmij.v6i3.345>
- Kashif, M., Samsi, S. Z. M., & Sarifuddin, S. (2015). Brand equity of lahore fort as a tourism destination brand. *Articles*, 55(4), 432–444. <https://doi.org/dx.doi.org/10.1590/S0034-759020150407>
- Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, 57, 1–22. <https://doi.org/10.1177/0022242993057001>
- Keuschnigg, M. (2015). Product success in cultural markets: the mediating role of familiarity, peers, and experts. *Poetics*, 03, 0304–0422. <https://doi.org/10.1016/j.poetic.2015.03.003>
- Kim, A. J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business Research*, 65(10), 1480–1486. <https://doi.org/10.1016/j.jbusres.2011.10.014>
- Kim, Y. J., & Han, J. (2014). Why smartphone advertising attracts customers: a model of web advertising, flow, and personalization. *Computers in Human Behavior*, 33, 256–269. <https://doi.org/10.1016/j.chb.2014.01.015>
- Lee, S., Kim, K. J., & Sundar, S. S. (2015). Customization in location-based advertising: effects of tailoring source, locational congruity, and product involvement on ad attitudes. *Computers in Human Behavior*, 51, 336–343. <https://doi.org/10.1016/j.chb.2015.04.049>
- Mackenzie, S. B., Lutz, R. J., & Belch, G. E. (1986). The role of attitude advertising toward the ad as a mediator of advertising effectiveness : a test of competing explanations. *American Marketing Association*, 23(2), 130–143. <https://doi.org/10.1177/002224378602300205>
- Mahmudan, A. (2022). Pengguna Youtube Indonesia Terbesar Ketiga di Dunia pada 2022. *DataIndonesia.Id*, 1. <https://dataindonesia.id/digital/detail/pengguna-youtube-indonesia-terbesar-ketiga-di-dunia-pada-2022>
- Malefy, T. D. W. (2015). Relationship advertising: how advertising can enhance social

- bonds. *Journal of Business Research*, 9, 0148–2963.
<https://doi.org/10.1016/j.jbusres.2015.06.036>
- Medeiros, J. F. De, Riberio, J. L. D., & Cortimiglia, M. N. (2015). Influence of perceived value on purchasing decisions of green products in brazil. In *Journal of Cleaner Production*. Elsevier Ltd. <https://doi.org/10.1016/j.jclepro.2015.07.100>
- Menozi, D., Darson, R. H., Mora, C., & Giraud, G. (2013). Motives towards traceable food choice: a comparison between french and. *Food Control*, 6, 1–9.
<https://doi.org/10.1016/j.foodcont.2013.09.006>
- Mocanu, R. (2013). Brand image as a function of self-image and self-brand connection. *Management Dynamic Ynamics in the Knowledge Economy*, 1(3), 387–408.
<https://doi.org/dx.doi.org/44647545>
- Muntinga, D. G., Moorman, M., & Smit, E. G. (2011). International journal of advertising: the review of marketing communications. *International Journal of Advertising*, 30(1), 13–46. <https://doi.org/10.2501/ija-30-1-013-046>
- Nassur, R. de C. M. R., Boas, E. V. de B. V., & Resende, F. V. (2017). Black garlic : transformation effects , characterization and consumer purchase intention. *Sceince With Quality*, 8(3), 444–451. <https://doi.org/10.14295/CS.v8i3.2251>
- Nguyen, C., Nguyen, T., & Luu, V. (2022). Relationship between influencer marketing and purchase intention: focusing on vietnamese gen z consumers. *Independent Journal of Management & Production*, 13(2), 810–828.
<https://doi.org/10.14807/ijmp.v13i2.1603>
- Nowak, K. L., & Mcgloin, R. (2014). The influence of peer reviews on source credibility and purchase intention. *Societies*, 4(2075–4698), 689–705.
<https://doi.org/10.3390/soc4040689>
- Ondang, M. M., & Syah Tantri Yanuar Rahmat. (2018). How hospital brand image intervene the impact of marketing mix on patient loyalty. *International Journal of Recent Advances in Multidisciplinary Research*, 5(7), 3949–3963. www.ijramr.com
- Pashkevich, M., Raj, S. D., Kellar, M., & Zigmond, D. (2012). Empowering online advertisements by empowering viewers with the right to choose the relative effectiveness of skippable video advertisements on youtube. *Journal of Advertising Research*, December, 451–457. <https://doi.org/10.2501/JAR-52-4-451-457>
- Praditbatuga, P., & Thirakomen, N. (2018). Factors influencing consumer purchase intention towards imported bedding brands. *Assumption University-EJournal of Interdisciplinary Research*, 3(2), 235–242.
<https://doi.org/10.31384/jisrmsse/2013.11.2.2>
- Ramnarain, Y., & Govender, K. K. (2013). Social media browsing and consumer behaviour: exploring the youth market. *African Journal of Business Management*, 7(18), 1885–1893. <https://doi.org/10.5897/AJBM12.1195>
- Rani, N. S. A., & Suradi, Z. (2017). International brand vs. local brand: an evaluation of brand trust, brand reputation, customer satisfaction and purchase intention of Malaysian customers. *Journal of Business and Retail Management Research*, 11(3), 179–186. <https://doi.org/doi.dx.org/123456789/16642/11>



- Rrustemi, V., & Baca, G. (2021). The impact of social media activities on raising brand awareness during the covid-19 pandemic: the case of fashion industry in kosovo. *Management (Croatia)*, 26(2), 295–310. <https://doi.org/10.30924/MJCM1.26.2.17>
- Rubio, N., Oubiña, J., & Villaseñor, N. (2013). Brand awareness – brand quality inference and consumer’s risk perception in store brands of food products. *Food Quality And Preference*, 29, 1–36. <https://doi.org/10.1016/j.foodqual.2013.09.006>
- Sadek, H., Elwy, S., & Eldallal, M. (2018). The impact of social media brand communication on consumer-based brand equity dimensions through facebook in fast moving consumer goods: the case of egypt. *Journal of Business and Retail Management Research*, 12(2), 107–120. <https://doi.org/10.24052/jbrmr/v12is02/tiosmbcobbbedtfifmcgtoe>
- Santini, F. D. O., Ladeira, W. J., Sampaio, C. H., & Falcao, C. A. (2015). Perception of value , attractiveness and purchase intention : revisiting sales promotion techniques. *Review of Business Management*, 17(56), 1173–1192. <https://doi.org/10.7819/rbgn.v17i57.2040>
- Sidharta, M. ., Syah, T. Y. ., & Saptaningsih, A. . (2021). The relationship between social media communication and word of mouth inside brand image and purchase intention. *Journal of Multidisciplinary Academic*, 05(01), 61–66. https://www.academia.edu/63167488/The_Relationship_Between_Social_Media_Communication_and_Word_of_Mouth_Inside_Brand_Image_and_Purchase_Intention
- Suki, N. M., Suki, N. M., & Azman, N. S. (2016). Impacts of corporate social responsibility on the links between green marketing awareness and consumer purchase intentions. *Procedia Economics and Finance*, 37(16), 262–268. [https://doi.org/10.1016/S2212-5671\(16\)30123-X](https://doi.org/10.1016/S2212-5671(16)30123-X)
- Sulaiman, H. F. B., Gom, D., & Jiony, M. M. (2021). Labuan bulletin of international business & finance. *Jel Classification*, 20(1), 49–63. <https://doi.org/doi.2600-7894.org/2341>
- Sunderaraj, R., & Loheswari, M. (2015). A study on internet marketing and its impact on buying behaviour of traders in sivakasi, tamil nadu. *Asian Journal of Managerial Science*, 4(1), 18–22. <https://doi.org/04222461001/122222>
- Syah, T. Y. R., Munthe, R. M., Dewanto, D., & Roespinoedji, R. (2021). The moderating effects of risk and subjective norm perception towards consumers’ trust and online purchase intention. *Review of International Geographical Education Online*, 11(6), 1268–1279. <https://www.psychosocial.com/article/PR200436/26035/>
- Tiltay, M. A., & Ozkara, B. Y. (2017). Online product purchase with donation purposes: the role of donation motivations and online purchase elements on purchase intention. *Business & Management Studies: An International Journal*, 5(1), 95–114. <https://doi.org/10.22547/BER/11.3.4>
- Tong, X., & Hawley, J. M. (2009). Measuring customer-based brand equity: empirical evidence from the sportswear market in China. *Journal of Product & Brand Management*, 18, 262–271. <https://doi.org/10.1108/10610420910972783>
- Tsimonis, G., & Dimitriadis, S. (2013). Brand strategies in social media. *Marketing*

Intelligence & Planning, 32, 328–344.

<https://doi.org/10.1108/MIP-04-2013-0056>

Wuisan, P. A. (2021). Memanfaatkan youtube ads untuk mempromosikan brand. *Modal Rakyat*. <https://www.modalrakyat.id/blog/youtube-ads>

Yadavalli, L. K. (2021). An analysis of brand awareness levels and its impact on brand salience of pepsico. *Turkish Journal of Computer and Mathematics Education*, 12(13), 2511–2518. <https://doi.org/10.254/18999-091>

Zeng, F., Huang, L., & Dou, W. (2009). Social factors in user perceptions and responses to advertising in online social networkin communities. *Journal of Interactive Advertising*, 10(1), 1–13. <https://doi.org/10.1080/15252019.2009.10722159>

