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The Effect of Brand Page Commitment, Brand Awareness, Electronic Word Of Mouth and Brand Image on Purchase Intention of Xiaomi Smartphone on Social Media

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ABSTRACT

Objective - Brand Xiaomi launched its first smartphone in 2011 and in 2019, Xiaomi become the 4th largest smartphone manufacturer in the world. This extraordinary achievement has brought questions about how their product is marketed and promoted and how consumers are persuaded to buy their products. This study aims to analyze factors that influence consumers purchase intentions in relation to Xiaomi smartphones. The context of the analysis in this study is social media platform, namely Xiaomi official fan page in Facebook, Twitter and Instagram in Indonesia.

Methodology/Technique – A survey method is conducted and the respondents were chosen using non-probability sampling with convenience technique. Data was analyzed using Structure Equation Model (SEM) with smart PLS (Partial Least Square) software version.

Findings – The results show that Brand Page Commitment, Brand Awareness, Electronic WOM, and Brand Image have a significant positive influence on purchase intention for Xiaomi smartphones. Brand Page Commitment of Xiaomi social media has an impact on eWOM, brand image and also consumer purchase intention. Creative content is needed to keep customers engaged and committed to the Xiaomi social media platforms, such as photo competitions with Xiaomi cameras. Social media allows consumers to post user-generated content (such as online comments, product reviews), thus allow consumers spread the word-of mouth about the product digitally.

Novelty - Social media also allows companies to have conversations with consumers responding to those who reach out to Xiaomi Brand page through commenting or messaging. Through their Brand Page, a company can execute social media strategies and, if done correctly, it will increase Xiaomi brand image and sales.

Type of Paper: Empirical.

JEL Classification: M30, M39.

Keywords: Brand Page Commitment; Brand Awareness; Electronic WOM; Brand Image; Purchase Intention

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1. Introduction

The development of cellular communication technology is increasingly fast and more sophisticated offering various services in carrying out daily activities to the wider community, which in turn causes dependence on gadgets.

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The expansion of services of communication-based technology and mobile applications requires the latest technology so that everyone who wants to use it requires the latest technology-built in smartphone. This competition has caused companies that offer communication technology, especially smartphones, to innovate and create the right marketing strategy to appeal and persuade consumers with various sophisticated features and forms. Xiaomi is a smartphone manufacturer that currently has 6% of the global smartphone market share after Apple and Samsung. One of the factors that increases Xiaomi's market share is the business model run by Xiaomi. There is different business models between Apple and Xiaomi. Apple makes a profit from the sale of hardware, while Xiaomi makes profits from the services provided (Gupta & Dhillon, 2014). In addition, Xiaomi applies innovative sales strategies compared to Apple and Samsung (Huang, & Jitphrasong, 2016). Xiaomi also applies marketing through social media which began in 2011 to reach a wider marketing area (Xiaobin Wang & Li, 2014). Xiaomi's success in making sales is influenced by social media and the behavior of the people in it. The rapid changes in social media have changed the landscape of communication and significantly affected marketing communications. The emergence and growth of applications such as Facebook, Twitter, Instagram, YouTube and others in everyday life affect the communication patterns and habits of netizens (internet citizens) which in turn affect the consumption patterns of netizens. One-way traditional communication has turned into a multi-dimensional two-way between internet users (Berthon, Pitt & Campbell, 2008). Consumers will only buy what is valuable to them and make their life easier and more practical (Rawal et. al., 2017).

This social media platform has been beneficial to introduce brand Xiaomi in the Indonesian Market. Xiaomi first entered the Indonesian market in August 2014 and has a market share of 21.6 % in Q3 2019 (canalys.com). This amazing growth of its market share has prompted this study to analyze the factors affecting consumer decision model on smartphone Xiaomi in Indonesia. We propose a hypothesis derived from previous literature on purchase intention from consumer decision models and limit the analysis to social media platforms to test the hypothesis in the model proposed using Structural Equation Model. (Hair, Tatham, Anderson & Black, 2011).

2. Literature Review

2.1 Consumer Decision Model

Based on previous literature relating to consumer decision models, purchase decisions are influenced by many factors. Kotler and Armstrong (2013) summarize that consumer purchase decisions can be influenced by internal stimuli, namely buyer characteristics, and external stimuli, such as environmental stimuli, product and marketing stimuli. The characteristics of the buyer can be in the form of cultural, social, personal and psychological factors that have major influences on the buyer's reaction to the stimuli received. Marketing stimuli include four elements of the marketing mix, namely: product, price, distribution and promotion. Other external stimuli consist of: economic, technological, political and cultural conditions. The development of social media provides an alternative means of communication with an increasingly diverse market, including through online systems where marketers communicate via the internet. Previous literature has found that social network marketing has a significant impact on consumer purchase decision models (Toor et. al., 2017; Kim & Ko, 2010; Xuehua Wang & Yang, 2010).

There are several online communication strategies that can be applied, such as creating a special group or fan page to inform all features and products that marketers want to offer. In a special group or fan page, marketers can also communicate directly with consumers so that they can build relationship and foster the emotional ties between consumers and the product brand. Brand Page Commitment can be viewed as a brand's active and psychological involvement with its customers with the aim of communicating between marketers (brands) and consumers. Brand Page Commitment is also considered as a psychological attachment to a community on social media such as fan page (Hutter et. al., 2013; Kim & Ko, 2010; Tafesse, 2016; Hollebeek,

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2011). Hutter et. al. (2013) found that social media activities through Facebook fan pages have a positive impact on consumers' desire to buy products and also affected the perception of prospective buyers (brand awareness) and electronic WOM (eWOM) activities. The same results were found by Stojanovic et. al. (2018), Praharjo et. al. (2016), and Teng et. al. (2017). Stojanovic et. al. (2018) found that the intensity of social media use positively influenced brand awareness and brand image. Bruhn et. al. (2012) also states that positive assessment of social media activity of a brand can positively influence Brand Awareness.

H1: *Brand Page Commitment has a positive effect on Brand Awareness.*

H2: *Brand Page Commitment has a positive effect on Electronic WOM.*

H3a: *Brand Page Commitment has a positive effect on Brand Image.*

H4a: *Brand Page Commitment has a positive effect on Purchase Intention.*

Brand Awareness is the awareness of a prospective buyer to recognize or recall that a product is part of a brand category (Durianto, Sugiarto & Sitinjak, 2001). Brand Awareness is the ability of a brand to appear in the minds of consumers when they need a particular product that reflects consumer preferences, making it easier for consumers to come in mind when they need certain products (Shimp & Andrews, 2013; Kotler & Keller, 2008). Kartajaya (2010) states that Brand Awareness is the ability of potential customers to recognize or remember the brand again that a brand is part of a product category.

Mudzakir (2015) found that Brand Awareness affects Brand Image. Strong Brand Awareness will form good Brand Image so that it will foster the desire to buy. This is consistent with research conducted by Aberdeen et. al. (2016). In addition, Brand Awareness also has a significant effect on Purchase Intention.

H3b: *Brand Awareness has a positive effect on Brand Image.*

H4b: *Brand Awareness has a positive effect on Purchase Intention.*

Electronic WOM can be described as an informal communication method that provides information to consumers about the sale of products and services through internet-based technology (Westbrook, 1987: 261 in de Matos & Rossi, 2008). Some sources for electronic word of mouth are blogs, virtual communities, newsgroups, website product reviews, fan clubs, e-mail, and others.

eWOM is one of the brand image forming factors or brand image (Kumoro, 2015) and the creation of buying interest (Reza Jalilvand & Samiei, 2012) as well as positive eWOM (Lucas & Britt, 2003 in Natalia, 2008).

Brand Image is a guarantee of a brand (Kottler & Armstrong, 2014). Brand Image is the impression that consumers have on certain products. Through a strong Brand Image, consumers will have positive assumptions about the brand or product offered by the company so that consumers will choose products according to the brand desired by the company (Aaker, 2008: 39 in Anwar et. al., 2018). Brand Image will create its own value in the minds of consumers which will create a positive impression on the products offered by the company (Arie & Ambolau, 2015).

In research by Xia Wang et. al. (2012), it was concluded that Brand Image has a strong impact on Purchase Intention. Chiang and Jang (2007) found that Brand Image positively affects perceived quality, where perceived quality significantly affects Purchase Intention. Hence, it can be concluded that the Brand Image significantly influences Purchase Intention.

H4d: *Brand Image has a significant effect on Purchase Intention.*

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The proposed conceptual model in this study can be seen in Figure 1 below.

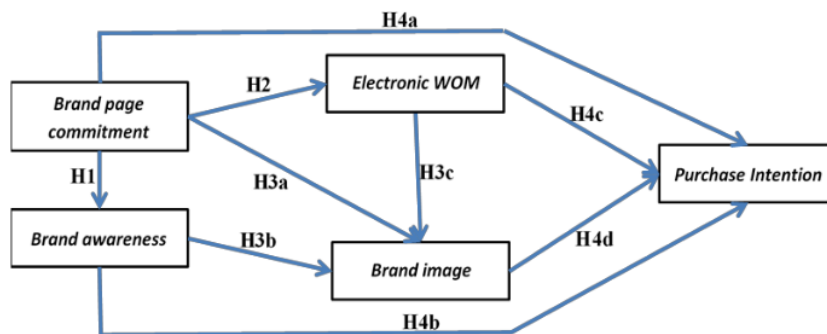


Figure 1. Research Model

3. Research Methodology

3.1 Data Collection

The research method used in this study is survey questionnaires. Convenient sampling technique is applied to obtain 210 respondents from the members of Xiaomi's official fan page on social media - Facebook, Twitter and Instagram. Respondents are 79.5 percent male and 20.5 percent female, aged between (15-24 yo) 38.1 percent; (25-34 yo) 40 percent; (35-44 yo) 21.4 percent and the rest 0.5 percent >45 years old. The majority of respondents are employees of 43.3%; students of 28.6% and government employees of 15.7% and falling in the category of Minimum Regional Income (UMR) for Jakarta 27.1 percent and less than UMR for 33.4% and above UMR for 39.5%.

3.2 Measures

The constructs in this study were measured using Likert scales drawn and modified from the previous literature and had validated scales as the survey instrument. Variable Brand Page Commitment (BPC) was adapted from (Hutter et. al., 2013). Six items were used to measure consumers' commitment to Brand Page. Six Brand Awareness (BA) item measurements were adapted from Yoo et. al. (2000) and Kertajaya (2010). Electronic WOM (e-WOM) was adapted from Goyette et. al. (2010) and 8 items were used to measure e-WOM. Six item measurements from Arie and Ambolau (2015) were adapted to measure Brand Image (BI). Finally, four items were used to measure consumer purchase intention (PI) and were adapted from Kotler and Armstrong (2014).

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3.3 Analysis Method

In accordance with the purpose of this study to investigate the analysis of the factors that affect Purchase Intention of products Xiaomi on social media, a series of relevant quantitative analyses are carried out using the Second Order Confirmatory Factor Analysis (also called the Hierarchical Component Model). Data processing in this study uses PLS Structural Equation Modeling, consisting of two types of models that are formed, namely the measurement model (Outer Model) and structural model (Inner Model). Measurement model evaluation (Outer Model) is done to assess the validity and reliability of the model. Whereas structural model evaluation (Inner Model) aims to measure the magnitude of influence between latent variables. In other words, the measurement model can be explained which indicators are more dominant in the formation of latent variables. Then the measurement model of each latent variable is elaborated which will later be explained by a structural model that will examine the effect of each exogenous latent variable on the endogenous latent variable.

4. Results

4.1 Validity and Reliability Tests

Table 1 shows the item measurements that have loading factors above 0.7 which are used in this study and considered as valid instruments. Table 2 indicates that all construct variables are reliable with a Cronbach Alpha >.70.

Table 1. Validity Test

Item Indicators	Loadings Factor	AVE	Remarks	Item Indicators	Loadings Factor	AVE	Remarks
Brand Page Commitment (X1)				Brand Image (Y1)			
BPC.1	0.723	0.654	Valid	BI.1	0.730	0.579	Valid
BPC.2	0.855		Valid	BI.2	0.708		Valid
BPC.3	0.842		Valid	BI.3	0.838		Valid
Brand Awareness (X2)				Purchase Intention (Y2)			
BA.1	0.752	0.645	Valid	PI.1	0.704	0.665	Valid
BA.2	0.872		Valid	PI.2	0.871		Valid
BA.3	0.816		Valid	PI.3	0.861		Valid
BA.4	0.766		Valid				
Electronic WOM (X3)							
eWOM.1	0.732	0.560	Valid				
eWOM.2	0.780		Valid				
eWOM.3	0.739		Valid				
eWOM.4	0.740		Valid				

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Table 2. Reliability Test

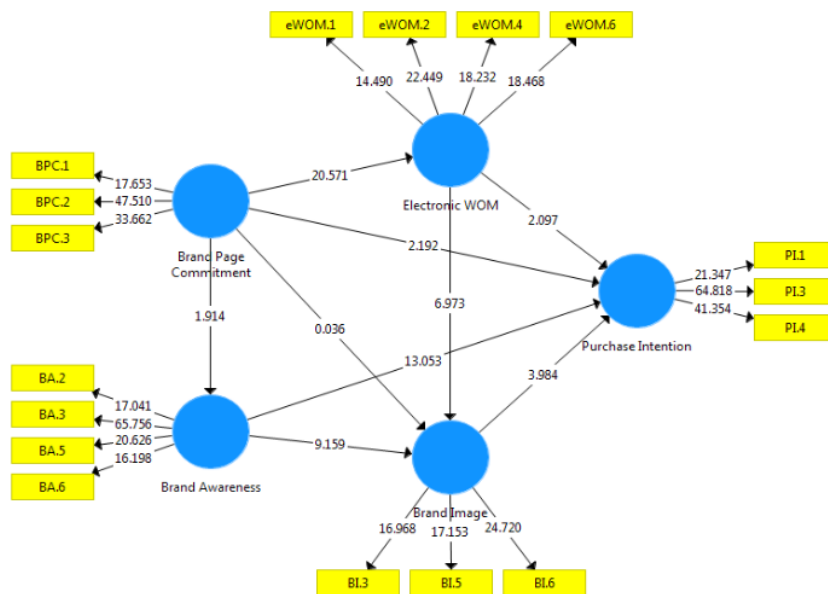
Variable	Cronbachs Alpha	rho_A	Composite Reliability	Criteria	Result
Brand Page Commitment (X1)	0.737	0.764	0.849	0.700	Reliable
Brand Awareness (X2)	0.815	0.820	0.879	0.700	Reliable
Electronic WOM (Y1)	0.743	0.751	0.836	0.700	Reliable
Brand Image (Y2)	0.735	0.739	0.804	0.700	Reliable
Purchase Intention (Z)	0.750	0.796	0.855	0.700	Reliable

Further, the results of the model fit test show that SRMR 0.011 (less than 0.08 criteria); NFI 0.956 (above 0.90 criteria) and rmsTheta 0.02 (less than 0.12 criteria). These results mean that the data matches the model proposed.

4.2 SEM Results

Structural model evaluation (inner model) is carried out to test the research hypothesis, so that the influence of latent variables can be known. The structural model is a model that connects the exogenous (independent) latent variables with the endogenous latent variables (dependent) or the relationship of endogenous variables with other endogenous variables. The output path diagram shows the summary values of structural model evaluation results. Based on the path diagram, the indicators BPC1, BPC2, and BPC3 are dominant or have a strong influence on the Brand Page Commitment variable with the value of 0.723, 0.855, and 0.842 respectively.

Meanwhile, the path coefficients BPC on BA value is 0.183. This means Brand Page Commitment has a partial influence on Brand Awareness (18.3%). The path coefficients value BPC on WOM is 0.727, which means that Brand Page Commitment has a partial influence on electronic WOM (72.7%). The coefficient of determination (R Square) in the third substructure is 0.493, which means simultaneously, the total effect of Brand Page Commitment, Brand Awareness, and electronic WOM on Brand Image is 49.3%. The coefficient of determination (R Square) in the fourth substructure is 0.455, which means that simultaneously the total influence of Brand Page Commitment, Brand Awareness, electronic WOM, and Brand Image on Purchase Intention is 45.5%.



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Figure 2. Path Model

5. Discussion

From the results of the Bootstrapping path diagram, it can be concluded that BPC has a positive effect on BA but this effect is not significant ($t= 1.914$; $p =0.085$). It seems that consumer's awareness of the Xiaomi brand is derived from other sources of information or consumers are already aware of the brand name when they have joined the Brand Page and have stayed involved with the Brand in the communities. This shows us that Hypothesis 1 is not supported by the data. Further, from the Hierarchical Component Model 2, BPC has a significant impact on eWOM with the path coefficient value of 0.727 ($t=20,571$; $p=0,000$). Consumers who commits to stay in the Brand Page can get the information and share it with other consumers. The company can then utilize this Page to make a better viral to its benefit.

Hypothesis 2 is supported in this research. Based on Hierarchical Component Model 3 (BPC, BA, eWOM on BI), BPC has insignificant effect on brand image BI ($t= 0.036$; $p= 0.972$). Thus, hypothesis 3a is not supported with data. Brand Image of smartphone Xiaomi in this study come from other factors, namely brand awareness and eWOM. From the results, Brand Awareness (BA) and eWOM have a significant effect on brand Image (BI) with path coefficient value of 0.463 ($t=9.159$; $p= xxx$) and 0.409 ($t=6.973$; $p=xxx$) respectively. Therefore, hypothesis 3b and 3c are supported in this research. Based on Hierarchical Component Model 4 (BPC, BA, eWOM, BI -> PI), on the results of the bootstrapping path diagram, overall it can be concluded that Brand Page Commitment, Brand Awareness, electronic WOM and Brand Image all have positive effects simultaneously on Purchase Intention with path coefficients 0.083 ($t=2.192$); 0.546 ($t=13,053$); -0.104 ($t=2.097$) and 0.212 ($t=3,984$) respectively.

This study supports the previous literature that examines the impact of commitment to the Brand Page on intention to buy a product (Hollebeek, 2011; Tafesse, 2016; Stojanovi et. al., 2018; Praharjo et. al., 2016; Teng et. al., 2017; Bruhn et. al., 2012). Further, Brand Awareness affect purchase intention which is also in line with previous studies (Aberdeen et. al., 2016; Shahid et. al., 2017). Electronic WOM influences purchase intention (Lucas & Britt, 2003; Natalia, 2008; Reza Jalilvand & Samiei, 2012; Kumoro, 2015). Finally, this study finds

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that Brand Image has an effect on purchase intention. This is also in line with previous research (Goyette et. al., 2010; Anwar et. al., 2018; Buttle, 1998; Aaker, 2008; Arie & Ambolau, 2015; Xuehua Wang & Yang, 2010; Chiang & Jang, 2007).

6. Conclusion

This study concludes that consumers' intention to buy smartphone Xiaomi is influenced by factors examined in this research, namely Brand Page Commitment, Brand Awareness, electronic WOM, and Brand Image. The results show that Brand Page Commitment has a positive but not significant effect on Brand Awareness, Brand Page Commitment has a positive and significant effect on Electronic WOM (eWOM), Brand Page Commitment has insignificant effect on Brand Image and Brand Awareness, and Electronic WOM have a positive and significant effect on Brand Image. Further, Brand Page Commitment, Brand Awareness, electronic WOM and Brand Image, have a positive and significant effect on Purchase Intention.

6.1. Managerial Implications

From the managerial perspective, Brand Page Commitment of Xiaomi social media has an impact on eWOM, brand image and consumer purchase intention. Thus, activities to attract and keep the consumers on Xiaomi social media page, such as Facebook, Instagram, Twitter and other forms, are essential. This means creative content is needed to keep customers engaged and committed to the Xiaomi social media platform, such as photo competitions with Xiaomi cameras. Social media also allow consumers to post user-generated content (such as, online comments, product reviews), thus allowing consumers to spread word-of mouth about the product digitally (Dellarocas, 2003). Social media also allows companies to have conversations with consumers responding to those who reach out to Xiaomi Brand Page through commenting or messaging (Schaffer, 2013). These conversations can also minimize the negative eWOM that might spread. Through the Brand Page, a company can execute social media strategies and, if done correctly, it will increase Xiaomi brand image and sales.

6.2. Limitations and Further Study

To increase the robustness of the findings in this study, we need to derive more samples from other forms of social media Brand Pages. Further research may also explore other determinants that influence consumer purchase intentions of the Xiaomi brand. For example, brand trust, brand knowledge and brand satisfaction can be incorporated into a consumer purchase intention model through the next life cycle of the Xiaomi product.

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