

# Integrated Social Media Marketing with Elaboration Likelihood Model (ELM) in Bali Indonesia

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Marketing can be the heart of a business. E-WOM among its users can be a persuasive tool to encourage users to make purchases especially with social media support, which has become a part of daily life. The purpose of this study is to develop a comprehensive model to investigate the effect of social media marketing and e-WOM on consumer purchase intentions by integrating the elaboration likelihood model (ELM), and the theory of reasoned action (TRA). The analysis technique used is Partial Least Square (PLS). The research findings show that all variables have a direct and significant influence. However, their attachment to E-WOM did not mediate positively and significantly the effect of their attachment to social media marketing on purchase intentions. This means that the intention to make a purchase will be stronger because it is driven by a stronger marketing engagement through social media that serves as a reference for teenagers. This means that their attachment to E-WOM in this study does not have a role as a mediating variable. The results of the analysis are expected to be considered by producers and marketers, to be able to face further competition and can be used as an alternative business development strategy. In fact, for the government, this research is expected to be an input in policy making that drives the pace of economic growth in Bali.

**Key words:** *E-WOM, Social Media, purchase intention.*

## Introduction

Social media can be a platform for conducting transactions and marketing of goods and services online. The use of online media helps consumers to facilitate information on products and services, as well as saves time and costs (Michael, 2006). There are ten highly developed social media websites and applications in Indonesia today: namely, Kaskus, Tumblr, Youtube, BBM, Line, WhatsApp, Instagram, Path, Twitter and Facebook.

One of the forms of social media that has developed rapidly and is in great demand especially among teenagers is Instagram (Wagner, 2015). Instagram can be used to share photos, videos and social networking services that enable users to distribute their photos or videos to other platforms (Frommer, 2010). Instagram is one of the best platforms for online business promotion in this modern era, by directly uploading photos of products you want to promote. Instagram makes it easy for users to quickly access and shares moments in life with fellow users through a series of chats, images, and videos.

As a developing country, Indonesia occupies the fourth position as an active Instagram user at 54% (Kantar TNS, 2017). Instagram is also one of the most popular social medias in the world. Instagram surpasses its competitors from time to time, such as Snapchat, which had 173 million active users until August 2017 (Yusuf, 2017). The increase was also inseparable from the ease of accessing social media. The ease of access to social media can affect user behaviour patterns, especially in making decisions. The next decision can be the intention to make a purchase. The intention to make purchases among the community, especially teenagers, currently varies greatly. The intention to make purchases is influenced by several factors, apart from experience through direct observation, such intention is also affected by the availability of several media that are able to provide various information needed. One of which is the presence of social media. The development of social media is a great opportunity for producers and marketers as a means to carry out marketing activities.

Social media marketing is a form of direct or indirect marketing to build awareness, and actions for a brand, business, person, or other bodies by using tools from the social web, such as blogging, microblogging, social networking, social bookmarking, and content (Gunelius, 2011: 10). Social media marketing is also a means of marketing that is conducted online with the involvement of the community in it to form a market in cyberspace (Salvatore, 2005: 129). Consumers now have a tendency to exchange their thoughts and opinions about products among them, and this is known as word of mouth (WOM). The characteristics of e-WOM information and consumer behaviour towards e-WOM information are considered necessary in increasing our understanding of the involvement of e-WOM (Riyasa et al., 2018). Currently, it is indicated that customers are more interested in the products or brands they need and find them online (Bickart and Schindler, 2001). The findings also prove that when the consumer

finds products, brands or services which are difficult to evaluate, they are more interested and choose to adopt e-WOM as a consideration in making decisions (Harrison-Walker 2001). This indicates that e-WOM comes largely from the experience of previous customers and their attachment to social media marketing.

In addition, the finding of the study reaffirms that there is a significant influence between the variables of e-WOM attachment to consumer purchase intention (Beneke et al., 2016). The finding in this study also suggests the need for further research in emerging markets. Thus, this research is important in developing a comprehensive model to investigate the influence of attachments to social media marketing and the attachment of e-WOM to consumer purchase intention and integrating elaboration likelihood models (ELM), and the theory of reasoned action (TRA).

## Literature Review

### *Elaboration Likelihood Model (ELM)*

The new era of economy and digitalisation has caused an overloading of information to consumers relating with the product, service, or various brands through social media. Due to limited time and other factors, individuals may not be able to process all the persuasive messages from a source of information like a company or friends (Miller *et al.*, 1976). ELM is a theory which explains how to process information from messages in the form of persuasiveness. It includes persuasive messages from social media as well as that related to e-WOM. This theory will also try to predict when, as well as how the consumer would react, and when they will or when they are not persuaded by the message. This theory was proposed by Petty, R.E., Cacioppo, J.T. and Goldman, R. in the 80s, and was proposed again by Petty, R. and Cacioppo, J. in the year 1986. This model specifically offers an important device to understand the appropriateness of persuasive communication which may be able to persuade the consumers (Petty dan Cacioppo, 1984).

Several studies have found that the most effective factor in ELM that may impact long-standing persuasiveness is related to the ability of the consumers to elaborate and understand the delivered persuasion. (Wu dan Wang, 2011). ELM mentioned that there are two potential routes for persuasion which may impact the improvement and adaptation of the consumers' behaviour, which are the central route and the peripheral route. The central route is for the persuasive function which visualises the participation activity in an understanding process that is nice, wise, and well concentrated. Meanwhile the peripheral route is marked with the existence of psychological effort and focus towards the non-contents while processing the delivered messages (Petty dan Cacioppo, 1984). This is caused because the consumer has an unlimited freedom to publish contents, so the quality and credibility of the persuasive messages become very important and warrant attention (Xu, 2014). Until today, there are only a few

studies that are using ELM to understand the social media market and e-WOM communication (Beneke *et al.*, 2016; Kok *et al.*, 2014).

### ***Theory of Reasoned Action (TRA)***

Attitude became one of the most important factors to explain an individual's behaviour in various circumstances. Hence, attitude can be defined as a disposition that can be learned to respond consistently in relation to the object or the behaviour that was given (Ajzen dan Fishbein, 1975). The emphasis is that someone's attitude is defined by the outstanding belief regarding their behaviour, and that their attitude can be changed by influencing their main beliefs. In this case, TRA explains that an individual's behaviour is defined by someone's intention to behave and such an intention is considered as their function and attitude towards behaviour. TRA has been used frequently by the previous researcher to see its relationship with social media marketing, e-WOM, and the intention to buy (Prendergast *et al.*, 2010; Cheung dan Thadani, 2012; Reichelt *et al.*, 2014). The manner of an individual seen from the view of TRA will be influenced by the individuals' intention, and the individuals' intention to form an attitude and subjective norm. Attitude is influenced by the result of a conduct which has been done in the past. Meanwhile, subjective norm is influenced by the belief towards other opinions as well as the motivation to follow the belief or other people's opinion.

### ***Social Media Marketing***

Currently social media is one of the most recent development in the marketing world. There are several opinions which stated that right now consumers have gained more information regarding the product knowledge of a product brand or any other service due to the increased use of social media (Singh *et al.*, 2008; Mangold dan Faulds, 2009; Kaplan, 2012). Social media can be accessed easily by anyone. This situation can open a new opportunity for business-owners to improve the marketing strategy, create brand awareness and facilitate conversation with the consumers (Kościelniak, 2018). Integrated communication marketing by using social media marketing may include promotion, advertising, personal selling, public relation, direct marketing and selling promotion (Mangold dan Faulds, 2009). Businesses that are utilising social media in reaching their consumer target are able to enjoy more benefits in their marketing activity including more effectiveness, efficiency and price. This has resulted in more marketers all around the world. 97% participate in social media marketing (Stelzner, 2014).

The purpose of using media marketing is to influence the consumers further regarding what's in their mind (Hutchins *et al.*, 2010). This marketing strategy is very helpful in spreading information collaboratively and information between the users. It is also very effective and efficient in terms of pressing the marketing budget (Zarella, 2010:20). Hence it can be

concluded that the role of social media marketing is to give identity to the product offered, play a role as a market researcher as an effort to seek information regarding the consumers' needs, be a communication medium between the seller and consumer, create a close relation between consumer and company, and also build consumer engagement through social media.

### ***Electronic Word of Mouth (e-WOM)***

Web Evolution 2.0 has been able to transform the web into a social domain in which there is a room for consumers to create content and share it. This is usually called e-WOM. C1 can be defined as a message that can be positive or negative regarding an object, made by someone which can be accessed by many people through the internet (Yusuf *et al.*, 2018). The form of information can be in pictures, videos, text or reviews towards a certain product (Henning *et al.*, 2004). It is not a small number of customers that read the product review prior to deciding whether or not they are purchasing (Lin *et al.*, 2013). Many consumers review social media online, which has become an important media for marketing communication, because many consumers are using online reviews as the first step in shopping (Dellarocas, 2006). E-WOM and other activity conducted in an online networking website are very effective in influencing the consumers' decision and are able to utilise the consumers in exchanging information and helping them in making decisions (Wang *et al.*, 2016).

### ***Intention to Purchase***

Intention to purchase is to act before actually conducting a purchase. There are three indicators to examine intention to purchase, which are the intensity of information search regarding a certain product, the urge to purchase as soon as possible, or to search for the product, and having a preference regarding which product will be purchased. (Durianto, 2001). Intention and willingness to purchase can be a first subjective step indication towards the social media marketing user in doing a certain behaviour (Ajzen & Fishbein, 1972). Consumers with a high intention to purchase something online from an online merchant usually has prior experiences in purchasing something online, which would help in minimalising the uncertainty on the next purchase (Ling *et al.*, 2010). Consumers who have previous experience in purchasing something online from social media tend to have a higher intention to buy something online compared to those who do not have such experience. Therefore, a research found that consumers with no prior online purchase experience tend to only purchase a little amount at first (Seckler, 2000). The intention to purchase could also be used to predict the consumers' behaviour in making decisions for the next purchase (Morwitz dan Schmittlein, 1992).

## Research Method

This research is using the quantitative research design (Creswell, 2010:5). The data measurement for each indicator in the quantitative analysis is using the semantic differential scale, which is from 1 to 5 (Sekaran, 2011:32). To answer the problem of the research, the data which has been collected will then be processed with quantitative analysis based upon multivariate analysis using structural equation modeling (SEM) with the basis of partial least square (PLS). The location of the research is in Bali. The consideration of choosing Bali is because as a world tourist destination, Balinese people have started using information technology, and utilising social media and communicating in the fulfillment of product and service. The sample was chosen using purposive random sampling technique in which not all of the populations have the same chance as respondents and they must fulfil the criteria needed for this research. The in-depth interview was done without structure, and with flexibility in an informal situation, and was done repeatedly. The purpose is to seek honest information regarding the related phenomenon which actually occurred to the social media user while seeking for information regarding the products. The in-depth interview was done ever since the early survey to analyse the phenomenon, latent variable, and their research indicator.

The variables which are identified in this research are as follows:

Exogenous variables are the engagement of social media marketing (X1). The engagement of social media marketing is the engagement of the users in seeking information related to the product and service from any source related to social media. Engagement of social media marketing consists of 3 dimensions and 7 indicators (Selim, 2011), which includes:

Accessibility (X1.1): This is the level of ability or strength of social media (Instagram) to be easily accessed. The indicator of accessibility is that it can be searched, meaning that Instagram can be found easily through a search engine. Efficiency means Instagram can be accessed efficiently. Compatibility means Instagram can work well through various internet browsers. Currency (X1.2) is an effort of keeping up many current facilities available in social media. Indicator of currency is the recency, meaning that Instagram do updates gradually. Punctuality means the information provided by Instagram can still be used during the time of the access. Accuracy and credibility (X1.3) are how actual and reliable the information and materials delivered by social media are. Indicators of accuracy and credibility are real, meaning that Instagram is able to visibly include the review of the company and information related to product service. It can also be verified, making it easy for the users to contact the company through many applications.

Endogenous variables are as follows: The e-WOM engagement (Y1), which consists of three dimensions and eight indicators (Goyette *et al.*, 2010) namely: Intensity (Y1.1) which the number of opinions written by consumers in a certain social network site. Indicators of intensity

are the frequency of accessing information from social networking sites, which means the number of time needed for the users to access Instagram in a day. Frequency of interaction with the users of social networking sites, which means the time needed to interact with the fellow Instagram users. The number of reviews written by the users of social networking sites means the number of reviews written by Instagram users within a certain period of time. Valence of Opinion (Y1.2) is the consumers' opinions regarding the product, service and brand, whether it is good or bad. Valence of Opinion have two natures which are negative and positive. Indicators of Valence of Opinion include: Positive or negative comments from social media users refers to any comments given by Instagram users. Recommendation from social media users means users who will recommend its experience of using Instagram. Content (Y1.3) is the contents of information from social networking sites related to products and service. Indicators of content include information related to the variety of product and service, meaning that Instagram is able to provide the attractive variations of product and service. Information quality of a product and service means Instagram is able to provide the details regarding the offered product and service. Information on price means Instagram is capable of providing the detailed price to its users.

Intention to purchase (Y2) is the intention that arises in the mind of the users of social media marketing, which is also influenced by e-WOM (Peter dan Olson, 2002). Indicators of intention to purchase include: Intensity in searching for information related to a certain product (Y2.1), which means the frequency and period needed to search for information related to a certain product or service in Instagram. The willingness to immediately buy or search for the product (Y2.2) means having the willingness to immediately conduct a purchase. Having the preference of the product wanted (Y2.3) means having a clear visualisation on the desired product or service.

### **Research Result with Partial Least Square Analytical Technique (PLS). Evaluation of the Measuring Model (Outer Model)**

This research involves the pre-research on the measuring scale, accordingly the loading factor with the number of 0,5 - 0,6 is still considered enough (Chin,1998; 295-336). The result of examination and measurement of each variable and research indicators is provided in Table 1.

**Table 1:** Outer loading Research Indicators

Variables, Dimensions, and Indicators	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	t-Statistics	P Value
Social Media Marketing Interrelation Variable					
X <sub>1.1</sub> Accessibility	0,782	0,780	0,040	19,781	0,000
X <sub>1.2</sub> Currency	0,774	0,774	0,033	23,261	0,000
X <sub>1.3</sub> Accuracy dan credibility	0,830	0,827	0,031	26,920	0,000
e-WOM Interrelation Variable					
Y <sub>1.1</sub> Intensity	0,834	0,833	0,025	32,721	0,000
Y <sub>1.2</sub> Valence of Opinion	0,819	0,814	0,033	24,800	0,000
Y <sub>1.3</sub> Content	0,835	0,831	0,029	28,377	0,000
Purchase Intention Variable					
Y <sub>2.1</sub> Information Searching Intensity	0,815	0,811	0,038	21,478	0,000
Y <sub>2.2</sub> The Urge to Directly Make Purchases	0,727	0,726	0,050	14,600	0,000
Y <sub>2.3</sub> Have Product Preferences	0,797	0,794	0,039	20,467	0,000

**Convergent Validity**

Convergent Validity is used to measure the validity of indicators as the construct measurement, as seen in the number of outer loading. Here is the result of outer loading with PLS statistics analysis in Figure 1.

**Figure 1.** Coefficient relation between variables (path)

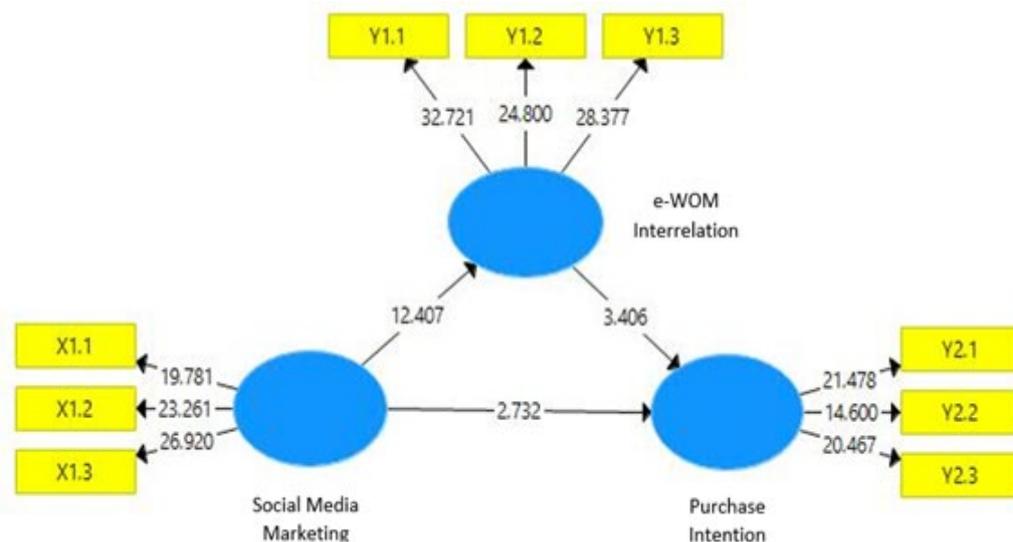


Figure 1 shows that the result of path coefficient marks all constructs and consists of engagement of social media marketing and engagement of e-WOM, which has a significant influence towards the intention to purchase. This is marked with the number of the t-statistic which resulted in the first order construct > 1,96.

### *Discriminant Validity*

The number of cross loading is recommended to be above 0,6 for each variable. The result of cross loading analysis is provided in Table 2.

**Table 2:** Result of Cross Loading Calculation

Notation	Variable		
	Social Media Marketing Interrelation	e-WOM Interrelation	Purchase Intention
	<b>0,782</b>	0,509	0,388
	<b>0,774</b>	0,457	0,380
	<b>0,830</b>	0,565	0,378
	0,595	<b>0,834</b>	0,385
	0,459	<b>0,819</b>	0,399
	0,536	<b>0,835</b>	0,425
<b>Y2.1</b>	0,416	0,370	<b>0,815</b>
<b>Y2.2</b>	0,282	0,396	<b>0,727</b>
<b>Y2.3</b>	0,414	0,376	<b>0,797</b>

Table 3 shows the AVE numbers in all constructs have exceeded 0,50, which is 0.633 for the construct or the variable of social media marketing engagement; 0.688 for the e-WOM engagement; and 0.609 for the intention to purchase. This means that more than 50 percent (50%) of the indicators can be explained. The AVE radix number of the intention to purchase (0,780) is the smallest compared to the other latent variables, which is already above the tolerance rate. Therefore, all research instruments have fulfilled the criteria of discriminant validity.

**Table 3:** Value of AVE and  $\sqrt{AVE}$

Variable	AVE	$\sqrt{AVE}$
Social Media Marketing Interrelation (X)	0,633	0,796
e-WOM Interrelation (Y1)	0,688	0,829
Purchase Intention (Y2)	0,609	0,780

### Composite Reliability

Composite reliability is to examine the reliability between two indicators of the construct which forms it. In the exploratory research, the number 0,60 - 0,70 can still be accepted (Chin, 1998). This research is using the composite reliable in the number above 0,7. The examination result can be seen in Table 4.

**Table 4:** Reliability Examination Result

Research Variable	Construct Reliability
Social Media Marketing Interrelation (X)	0.838
e-WOM Interrelation (Y1)	0.868
Purchase Intention (Y2)	0.824

Table 4 shows the number of composite reliability variable on the engagement of social media marketing in 0,838; e-WOM engagement in 0,868; and variable of intention to purchase in 0,824. Accordingly, all three variables used in the research are reliable with the CR number of above 0,70. Based on the convergent validity, discriminant validity and composite validity results from the indicator variables or constructs, the indicators used as the measurement of latent variables and the variables which formed all the models are valid and reliable measurements. Hence, the next process can find the goodness of fit model by evaluating the inner model.

### Structural Model Evaluation Using R-Square ( $R^2$ )

R-square ( $R^2$ ) shows the strength and weakness of impact caused by the exogen variables towards the endogen variables and also shows the strength and weakness of a certain research model. Analysis on R-square ( $R^2$ ) can be seen in Table 5 as follows.

**Table 5:** R-Square ( $R^2$ )

Structural Model	Endogenous Variable	R-square
1	e-WOM Interrelation (Y <sub>1</sub> )	0.414
2	Purchase Intention (Y <sub>2</sub> )	0.284
Average		0.349

The finding of R-Square results in Table 5 shows that the R-Square ( $R^2$ ) number of e-WOM is at 0.414. Hence the model is considered as a weak model criterion. Variable of intention to purchase is 0.284, which is considered as moderate model criteria, meaning that the variety of social media engagement and e-WOM engagement is able to define the variety of intention to purchase by as much as 34.90 percent and the remaining 65.10 percent is defined by the variations outside the models.

Q-square predictive relevance ( $Q^2$ ) is the measurement to examine how good the observation was done to give the desired result to the research model.  $Q^2$  is based upon the determination coefficient of all dependent variables.  $Q^2$  unit has the value range of  $0 < Q^2 < 1$ . The value of Q-square found in this research is:

$$\begin{aligned} Q^2 &= 1 - (1 - R_1^2) (1 - R_2^2) (1 - R_3^2) \\ &= 1 - (1 - 0.838) (1 - 0.868) (1 - 0.824) \\ &= 0.996 \end{aligned}$$

Therefore, the structural model evaluation has proven that the  $Q^2$  value is 0.996 or close to 1. Accordingly, the result of this examination shows that the structural model is considered better. In the other words, all information contained in the data can be 99 percent explained by the model, while the remaining 1 percent is defined by error and other variables beyond the model. This means that the estimated model result is included in the very strong criteria, in which 99 percent of the endogen construct variations can be predicted by the exogen construct variations. This finding could indicate observation will result in a strong impact towards the model.

#### ***Structural Model Evaluation by Goodness of Fit Model (Gof)***

Goodness of fit (GoF) is a global measurement for model accuracy as established by Tenenhaus et al. (2004), which stated that GoF-small is 0.10, GoF-medium is 0.25 and GoF-large is 0.36. Result of the goodness of fit (GoF) calculations are as follows:

$$\begin{aligned} \text{GoF} &= \sqrt{\text{AVE} \times \overline{R^2}} \\ &= \sqrt{0,802 \times 0,349} \\ &= 0.529 = 0,53 \text{ (Rounded)} \end{aligned}$$

The calculation value using the goodness of fit (GoF) has the range of 0 (zero) to 1 (one). Calculation using GoF shows the value of 0.53 which means that, overall, the model is considered a very fit predictive model. This result also indicates that the measurement accuracy of the whole model is very good.

#### ***Result of Statistical Examination of Direct and Indirect Impact between Variables (Path)***

The relation between variables (Path), which was formed between exogen and endogen variables in this research, can be seen in the result of statistical examination of the relation between variables as provided in the Table 6 bellow.

**Table 6:** Statistical examination of the relation between variables

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STERR )	P Value
Social Media Marketing Interrelation -> e-WOM Interrelation	0.643	0.644	0.052	12.407	0.000
Social Media Marketing Interrelation -> Purchase Intention	0.480	0.483	0.070	6.867	0.000
e-WOM Interrelation -> Purchase Intention	0.302	0.311	0.089	3.406	0.001

The relation between variables is proven to be overall significant. The significant relations between the engagement of social media marketing towards the intention to purchase with the t-statistic is valued at 6.867; the relation between the engagement of social media marketing to the engagement of e-WOM with t-statistic is in the value of 12.407 and the impact of the e-WOM engagement to the intention of purchasing with t-statistic is in the value of 3.406. The indirect influence between the di variable of social media marketing towards the intention to purchase is examined with Sobel Test on the product of coefficient strategy. This strategy is considered to have strength statistically compared to other formal methods including the Baron and Kenny approach (Preacher dan Hayes, 2004;719). The detailed calculation of Sobel examination are as follows:

$$\begin{aligned}
 a &= 0,643 & S_a &= 0,052 \\
 b &= 0,302 & S_b &= 0,089 \\
 S_{ab} &= \sqrt{b^2 S_a^2 + a^2 S_b^2 + S_a^2 S_b^2} \\
 &= \sqrt{(0,302^2 \times 0,052^2) + (0,643^2 \times 0,302^2) + (0,052^2 \times 0,089^2)} \\
 &= 0,196 \\
 Z &= \frac{ab}{S_{ab}} = \frac{0,194}{0,196} = \mathbf{0,99}
 \end{aligned}$$

The Z number is 0.99 and less than 1.96. This number indicates that there is no significant indirect Impact on the social media engagement towards the intention to purchase. Accordingly, the e-WOM engagement does not play a role as the relation mediator variable between the engagement of social media marketing and the intention to purchase.

## Discussion

The results from the examination of the impact from the engagement of social media marketing towards the intention of purchasing is shown with the t-statistic number of 6,867 which means that the relation between the variables is significant with the level of reliability of 95%. The path coefficients are marked positive which indicates that the relation between the engagement of social media marketing towards the intention of purchasing is equivalent. Therefore, the stronger teenagers' engagement towards marketing on social media, the greater the intention to purchase as shown in the positive WOM formed. This also shows that this finding supports the ELM theory established by Petty, R.E., Cacioppo, J.T. and Goldman, R. year 1998.

The examination on the impact of social media marketing engagement towards the engagement of E-WOM is shown in the t-statistic number of 12,407, which means that the relation of such variables are significant with a level of reliability at 95%. The coefficient path is marked positive which means that the impact of social media marketing engagement towards the engagement of e-WOM is equivalent. Accordingly, the stronger engagement of teenagers to the marketing using social media will create a stronger engagement to the e-WOM formed in social media as well. This relation also marks the relevancy of ELM theory (Miller *et al.*, 1976).

The examination result shows that the impact of e-WOM engagement variable to the intention of purchasing result in the t-statistic number of 3.406, which means that the relation of those variables are significant from the t-statistic numbers. The examination result of the significant t-statistic number shows that there is enough empirical proof to accept the hypothesis (H<sub>3</sub>), which stated that the stronger teenagers' engagement in utilising e-WOM in fulfilling their needs partially, the higher as well their intention to trust and purchase next time. This relation has been frequently used by researchers in the implementation of the Theory of Reasoned Action to visualise the relation with the social media marketing, e-WOM and purchasing intention (Reichelt *et al.*, 2014). The result evaluation on the impact of social media marketing engagement towards the intention to purchase as mediated by the utilisation of e-WOM by using Sobel examination shows that there is a positive relation between social media engagement and intention to purchase, which was mediated by e-WOM engagement. However the Sobel examination results in the Z number of 0.99 is less than 1.96. Accordingly, there is not enough empirical proof to accept hypothesis (H<sub>4</sub>), which shows that the e-WOM engagement is mediating positively and significantly impacts the intention to purchase. Therefore, the strong intention of teenagers to purchase can already be supported with the stronger engagement of teenagers on social media marketing. This also shows that their engagement through the e-WOM is not acting as the mediating variable.

## **Conclusion**

The analysis result from the chapters before examines the activity of consumers in relation to the social media marketing engagement, and how e-WOM engagement impacts teenage consumers' intention of purchasing. The following can be concluded:

The engagement to social media marketing has a positive impact and is significant to the intention of purchase. This means that when the engagement of teenager to fulfil their partial needs by looking up to social media marketing like Instagram is strong, it will also make them have a strong intention to purchase. The engagement towards the social media marketing influencer, and the engagement through e-WOM, means that the impact towards the e-WOM engagement is equivalent. This means that when teenagers have a strong engagement in social media marketing, their intention and interests to the information delivered through e-WOM, which is also helping them to take decision, will also be strong. The teenagers engagement to E-WOM is influential in their intention of purchasing, which shows that when they have a strong engagement with information through the e-WOM, and when they get the information needed, their intention of purchasing will also be big. Their engagement to e-WOM does not positively mediate and significantly influence engagement to social media marketing towards the intention of purchasing. This means that when there is a strong intention of purchasing, it is because it was because of the stronger engagement to the social media marketing which has become the reference for the teenagers. Therefore, their engagement to the e-WOM in this research is not acting as the mediator variable.

## **Limitations**

The findings in this study cannot be generalised for other places or locations and the data used is cross sectional. Thus, the findings may be different for different time periods.



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