



Social Media Marketing as a Catalyst for Brand Awareness and Purchase Decisions: Evidence from New Balance Shoe Consumers

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ABSTRACT

Objective – The purpose of this study is to determine the influence of Social Media Marketing and Brand Awareness on the decision to purchase New Balance brand shoes, and this study focuses on New Balance shoe consumers.

Methodology – A quantitative methodology is employed in this study, utilizing a cluster sampling technique to gather data from a minimum of 96 respondents through questionnaires distributed via Google Forms, with the analysis conducted using Smart PLS SEM software to explore the relationships between service quality, price, perceived value, and customer satisfaction.

Findings – Social media marketing significantly influences both purchasing decisions and brand awareness for New Balance shoe products, confirming the hypotheses that higher engagement and effectiveness in social media marketing lead to increased consumer purchasing behavior and brand recognition. Additionally, brand awareness itself has a substantial impact on purchase decisions, suggesting that as consumers become more aware of and familiar with the brand, they are more likely to choose it when making purchasing decisions, thereby highlighting the interconnected roles of social media marketing and brand awareness in driving consumer behavior.

Novelty – The novelty of this research lies in its comprehensive examination of the interconnected relationships between social media marketing, brand awareness, and purchasing decisions specifically within the context of New Balance shoes. While previous studies have explored these variables in isolation, this research uniquely integrates them to demonstrate how effective social media marketing not only enhances brand awareness but also directly influences consumer purchasing behavior.

Keywords: *social media marketing, brand awareness, purchase decisions, new balance*

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I. INTRODUCTION

The running shoe industry is a dynamic and fiercely competitive landscape, constantly evolving to meet the demands of diverse consumer segments (Broussard-Goldsmith, 2024). A significant spectacle is the increasing reliance on digital platforms, particularly social media, for marketing and brand building. Traditional advertising has been supplemented, and often surpassed, by influencer collaborations, targeted ads, and engaging content that fosters a sense of community. This shift is driven by the desire to reach younger, tech-savvy consumers who are heavily influenced by online trends and peer recommendations



(Susanto et al., 2023). Brands are now expected to cultivate authentic relationships with their audience, going beyond mere product promotion to create a lifestyle narrative that resonates with their values and aspirations (Ahmed et al., 2024). This digital-first approach has fundamentally altered how running shoe companies connect with their customers, impacting brand awareness and ultimately, purchase decisions.

In a market saturated with options, brands strive to establish a distinct identity and reputation that sets them apart from competitors (Akin, 2024). This is achieved through consistent messaging, innovative product design, and strategic partnerships with athletes and fitness communities. Consumers are increasingly discerning, seeking brands that align with their personal values and offer a sense of belonging. Brand awareness, therefore, is no longer solely about recognition but also about conveying a brand's commitment to performance, sustainability, or social responsibility. This focus on building a strong brand identity is crucial in driving purchase decisions, as consumers are more likely to invest in brands they perceive as reputable and trustworthy.

The purchase decision process for running shoes has become increasingly complex, influenced by a multitude of factors beyond just functionality (Bin Yusof & Bin Wan Pa, 2024). Consumers are now considering factors such as sustainability, ethical manufacturing, and inclusivity when making their choices (Nilam et al., 2024). The rise of online reviews and social media feedback has empowered consumers to conduct thorough research and compare products before making a purchase (Pangaribuan & Kawiworo, 2019). Furthermore, the experiential aspect of shopping plays a significant role, with brands offering personalized fitting services, virtual try-ons, and community events to enhance the customer experience. The confluence of these factors, from social media marketing to brand awareness, culminates in the final purchase decision, highlighting the need for running shoe companies to adopt a holistic approach that addresses the evolving needs and expectations of their target audience.

Social media campaigns, when executed effectively, significantly enhance brand visibility and recognition. This increased awareness, in turn, fosters a sense of familiarity and trust among consumers. As individuals become more acquainted with the New Balance brand through consistent and engaging social media content, they are more likely to perceive the brand as reputable and reliable. This perceived trustworthiness directly influences their purchase decisions, as consumers are generally more inclined to choose brands they recognize and feel confident in. Therefore, while social media marketing initiates the process by capturing attention and generating interest, it is the resulting brand awareness that ultimately bridges the gap, converting that interest into tangible purchase actions. Based on the discussion, the objective of this study is to assess the impact of social media marketing strategies on purchase decision mediated by brand awareness.

II. LITERATURE REVIEW

Social Media Marketing and Brand Awareness

The notion that social media marketing influences brand awareness is grounded in the premise that social media platforms serve as powerful tools for brands to engage with their target audiences and disseminate information effectively. As consumers increasingly turn to social media for product discovery and brand interaction, the strategic use of social media marketing can enhance brand visibility and recognition. By creating compelling content, fostering community engagement, and leveraging user-generated content, brands can significantly increase their presence in the minds of consumers. Furthermore, the interactive nature of social media allows for real-time feedback and communication, which can reinforce brand messages and strengthen consumer perceptions. Therefore, it is anticipated that a positive correlation exists between the intensity and quality of social media marketing efforts and the level of brand awareness



among consumers, leading to the formulation of the hypothesis that social media marketing positively influences brand awareness. From the discussion, the hypothesis that can be concluded is:

H1: Social media marketing positively influences brand awareness.

Social Media Marketing and Purchase Decision

Social media marketing significantly influences purchase decisions by leveraging user-generated content, endorsements from influencers, and targeted advertising. Consumers often rely on social media for product recommendations and reviews, with many reporting that they are more likely to make purchases based on social media referrals and authentic engagement from brands. The ability of social media to create a sense of community and connection among users further enhances its impact on purchasing decisions. As consumers engage with brands through likes, shares, and comments, they develop a sense of trust and loyalty, which can translate into actual purchases. Additionally, the fear of missing out (FOMO) generated by trending products and limited-time offers on social media platforms can drive urgency in purchase decisions. This combination of social proof, community engagement, and targeted marketing strategies positions social media as a critical factor in shaping consumer purchasing choices. Based on the discussion, the hypothesis that can be concluded is:

H2: Social media marketing positively influences purchase decision.

Brand Awareness and Purchase Decision

The relationship between brand awareness and purchase decision is a fundamental one, as increased brand awareness is often a precursor to consideration and ultimately, purchase. When consumers are aware of a brand and its offerings, they are more likely to consider it as an option when making a purchasing decision. Brand awareness serves as a foundation for building trust, credibility, and familiarity, which are essential for driving purchasing behavior. As consumers become more aware of a brand, they begin to develop a perception of its values, quality, and relevance, which can influence their decision to purchase. Furthermore, brand awareness can also lead to increased consideration, as consumers are more likely to include a familiar brand in their set of potential options. This, in turn, can increase the likelihood of a purchase, as the brand is more likely to be top-of-mind and considered a viable option. Therefore, it is hypothesized that brand awareness has a positive influence on purchase decision, with increased awareness leading to a greater likelihood of consideration and ultimately, purchase. Based on the discussion, the hypothesis that can be concluded is:

H3: Brand awareness positively influences purchase decision.

The logical relationship between the variables in this study will be explained and visualized in the sub-chapter of this research paradigm. The presentation can be seen in Figure 1. The paradigm in this study is about the influence of social media marketing and brand awareness on purchase decision.

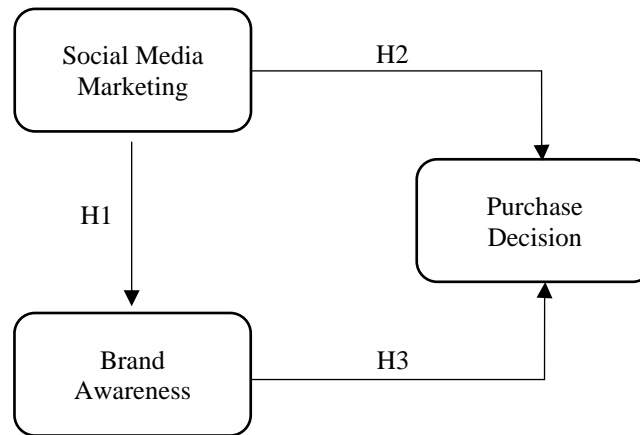


Figure 1 Research Paradigm

III. METHODOLOGY

Population and Sample

The object of the research that the author will examine is the consumer purchasing decision toward New Balance shoes. The subject of the research in this final study is consumers who decide to purchase New Balance shoes.

Population is a research subject that has certain criteria based on the characteristics and qualities that have been determined. So, the population is not only humans, but can also be organizations, animals, human works, and other physical objects. According to Sugiyono, a population is a region or generation consisting of objects or subjects that have certain quantities and characteristics determined by researchers to be studied and then conclusions are drawn (Sugiyono, 2019). What was taken in this study were all consumers who had made New Balance shoe purchase transactions in Jakarta.

Sample is a part of the number and characteristics of a population at a time or a representative of a population that has an identity or condition that is in accordance with the sampling according to (Sugiyono, 2019) because not all samples have criteria that are in accordance with the desired criteria to be able to determine the number of samples to be studied, by determining considerations or criteria that must be met by the sample used in this study. Cluster sampling is a sampling technique used in practice because it usually does not require a lot of cost and is more convenient to take samples in groups than randomly in the population. Eight counters selling New Balance were randomly selected using cluster random sampling: Grand Indonesia Shopping Town, Mall Kota Kasablanka, Mall Kelapa Gading, Mall Lippo Puri, Mall Pondok Indah 3, Mall Emporium Pluit, Mall Senayan City, and Mall Central Park (see Table 1).

The researcher determines the number of samples to be used in the research conducted using the Lameshow formula. Based on the calculation above, it can be seen that the number of samples to be used is a minimum of 96 New Balance shoe consumers.

This research was conducted in Jakarta, in accordance with the location of the New Balance store chosen for the research, namely in Jakarta. The implementation of this research was carried out from June 2024 to July 2024. It is expected that from this place and time, the author can reveal the data needed. Then it can be used as a further lesson and the explanation is taken in depth and valid.



Table 1 New Balance Consumers in Jakarta

No.	Mall Locations in Jakarta	Participants
1	Grand Indonesia Shopping Town	33
2	Mall Kota Kasablanka	31
3	Mall Kelapa Gading	9
4	Mall Lippo Puri	12
5	Mall Pondok Indah 3	22
6	Mall Emporium Pluit	8
7	Mall Senayan City	14
8	Mall Central Park	2

In this research, the type of research that will be used is quantitative research. Quantitative research is a systematic scientific research on parts and phenomena and their relationships. The purpose of quantitative research is to develop and use mathematical models, theories and/or hypotheses related to natural phenomena. The measurement process is a crucial part of quantitative research (Hardani, 2020). Research that collects data in the form of quantitative data or other types of data that can be quantified and processed using statistical techniques. For flat research collection, researchers will collect quantitative data by distributing questionnaires that will be compiled based on the assessment and measurement of each variable studied.

Table 2 Variable Indicators

Construct	Number of Items	Source	Scale
Brand Awareness	5	Ansari et al. (2019)	Likert 1-5
Social Media Marketing	8	Alkharabsheh and Zhen (2021)	Likert 1-5
Purchase Decisions	6	Alkharabsheh and Zhen (2021)	Likert 1-5

Data Collection

This study obtained data from questionnaires distributed to respondents using Google Form. A questionnaire is a research method in which respondents must answer questions to express their views or opinions on a problem. Data collection is one of the parts that has an important role for the smoothness and success of a study. In this study, the data collection method used is the quantitative method. In quantitative research methods, the problem being studied has a wider scope and more complex variations compared to qualitative research. Quantitative research is more systematic, planned, structured, clear from the beginning to the end of the study and is not influenced by the role of conditions in the field. However, this does not mean that qualitative research is not structured systematically and regularly, it is just that research with a qualitative approach can change according to conditions in the field (Hardani, 2020).

According to Ismail and Albahri (2019), a questionnaire is an instrument in data collection that is used to collect large amounts of data. The questionnaire distributed to the research sample can find problems felt by the research sample (Hardani, 2020). In this study, the questionnaire was created using the help of Google Forms and then distributed to the research sample, namely New Balance store consumers. This method involves the New Balance store manager to help distribute it to every consumer who has come to shop at the store to fill out this questionnaire for a moment.

This study uses a scale to make it easier for researchers to measure data. The measurement scale used by researchers is the Likert scale. In the study of Pranatawijaya et al. (2019) explained that the Likert scale is a scale used to measure the perception, attitude, or opinion of a person or group regarding an event or social phenomenon. There are two forms of questions in the Likert scale, namely the form of positive questions to measure the positive scale and negative questions to measure the negative scale. Five answer



choices from strongly disagree to strongly agree are the attitudes or perceptions of a person regarding an event or statement given in the questionnaire (Suryani & Hendryadi, 2015).

Method of Analysis

Data processing in this study uses smart PLS SEM (Partial Least Square - Structural Equation Modeling) Software. PLS is able to explain the relationship between variables and is able to perform analyzes in one test. The purpose of PLS is to help researchers confirm theories and explain whether or not the relationship between latent variables. The PLS method is able to describe latent variables (not directly measured) and is measured using indicators (Erobathriek et al., 2023). The author uses Partial Least Square because this study is a latent variable that can be measured based on its indicators so that the author can analyze it with clear and detailed calculations (see Table 2).

IV. RESULTS AND DISCUSSION

Profile of the Respondents

In this study, the respondents used were dominated by female gender as many as 70 people or 53% and male gender as many as 61 people or 47%.

Respondents with a birth year range of 1981-1996 had the highest results, namely 69 respondents or 52%. Continued with the birth year range of 1997-2012, namely 52 respondents or 40% and the birth year range of 1965-1980 as many as 10 respondents or 7%.

The respondents with domicile in DKI Jakarta were the most, namely 108 people or 82%, domicile in South Tangerang as many as 5 people or 4%, domicile in Tangerang City as many as 6 people or 4%, domicile in Bogor as many as 1 person or 1%, domicile in Bekasi as many as 4 people or 3%, domicile in Pare-pare as many as 1 person or 1%, domicile in Bogor Regency as many as 1 person or 1%, domicile in Depok as many as 4 people or 3%, and domicile in Cikarang as many as 1 person or 1%. Based on Figure 7, it can be explained that the work as private employees is 110 people or 84%, then students are 10 people or 8%, entrepreneurs or self-employed are 7 people or 5%, housewives are 2 people or 1% and civil servants are 2 people or 2%.

Respondents with income below Rp 4,000,000 are 8 people or 6%, respondents with income of Rp 4,000,000 - Rp 6,999,999 are 81 people or 62%, then respondents with income of Rp 7,000,000 - Rp 10,000,000 are 19 people or 14% and respondents with income above Rp 10,000,000 are 23 people or 18%.

Respondents bought many New Balance shoes at Pondok Indah 3 Mall as many as 22 people or 17%, Kota Kasablanka Mall as many as 31 people or 24%, Kelapa Gading Mall as many as 9 people or 7%, Grand Indonesia Shopping Town as many as 33 people or 25%, Emporium Mall Pluit as many as 8 people or 6%, Central Park Mall as many as 2 people or 1%, Lippo Puri Mall as many as 12 people or 9%, Senayan City Mall as many as 14 people or 11%. The majority of respondents chose Instagram as the social media used to search for information about New Balance Shoes, namely 76 people or 58%, Google as many as 40 people or 31%, YouTube as many as 7 people or 5%, Tiktok as many as 4 people or 3% and Facebook as many as 3 people or 2%.

Results

Based on Table 3, the loading factor value of all statement items is > 0.70 and the results are declared valid. The next measure for convergent validity is the average variance extracted (AVE) value. The recommended AVE value must be greater than 0.50 (Rahmi et al., 2024).



Table 3 Result of the Measurement Model

Construct	Items	AVE	Composite Reliability	Cronbach's Alpha
Brand Awareness	BA1	0.660	0.906	0.871
	BA2			
	BA3			
	BA4			
	BA5			
Social Media Marketing	SMM1	0.712	0.952	0.942
	SMM2			
	SMM3			
	SMM4			
	SMM5			
	SMM6			
	SMM7			
	SMM8			
Purchase Decision	PD1	0.699	0.933	0.913
	PD2			
	PD3			
	PD4			
	PD5			
	PD6			

This test is conducted to determine the extent to which the dependent variable can be explained by the independent variables raised in this study. The following are the results of the R Square test. Based on Table 4, the R-Square value can be seen as 0.751 or 75.1% on the dependent variable, namely customer satisfaction. It can be concluded that the independent variables, namely service quality, price, and value perceived by customers can influence the dependent variable, namely customer satisfaction, by 75.1%, while the rest is influenced by variables outside the research model.

Table 4 R-Square

Construct	R-square	R-square Adjusted
Brand Awareness	0.667	0.664
Purchase Decision	0.737	0.733

Based on the data presentation in Table 4, it can be seen that the R-Square value for the Purchase Decision variable is 0.737. The acquisition of this value explains that the percentage of the magnitude of the purchasing decision can be explained by the consumer's purchasing decision of 73.7%.

In this study, the hypothesis is accepted if the significance value of p-value < 0.05, and vice versa if the significance value of p-value > 0.05 then the hypothesis is rejected. Table 5 contains the significance value of p-value. Social Media Marketing has a positive and significant effect on consumer purchasing decisions, proven and acceptable, with path coefficients of 0.299, and a T Statistics value of 3.574 greater than the value of $Z\alpha = 0.001 (1\%) = 2.576$, thus H1 is considered positive and significant.



Social Media Marketing has a positive and significant effect on brand awareness. Proven and acceptable, with path coefficients of 0.815, and a T statistics value of 22.655 greater than the value of $Z\alpha = 0.001$ (1%) = 2.576, thus H2 is considered positive and significant.

Table 5 Hypothesis Test

Path	Original Sample	T Statistics	P Value
BA → PD	0.597	7.497	0.000
SMM → BA	0.817	22.655	0.000
SMM → PD	0.299	3.574	0.000
SMM → BA → PD	0.487	6.821	0.000

Brand awareness has a positive and significant effect on purchasing decisions. Proven and acceptable with path coefficients of 0.597, and a T statistics value of 7.497 greater than the value of $Z\alpha = 0.001$ (1%) = 2.576, thus H3 is considered positive and significant.

Brand awareness positively and significantly mediates the influence of social media marketing on purchasing decisions. Proven and acceptable with a path coefficient of 0.487 and a T statistic value of 6.821 greater than the value of $Z\alpha = 0.001$ (1%) = 2.576, H4 is considered positive and significant.

Discussion

The research that has been conducted found that the social media marketing variable has a significant influence on purchasing decisions on New Balance shoe products. Therefore, the hypothesis can be accepted. This means that the more frequent and better the use of social media marketing by New Balance, the greater its influence on consumer purchasing decisions Ansari et al. (2019). This is in line with previous research that social media marketing contributes high news sources to the consumer purchasing decision process (Alkharabsheh & Zhen, 2021), due to the fact that social media marketing impacts customer behavior, increases buy decisions, and motivates consumers to make purchases. This means that, at the time of the line, people tend to spend more time with the gadgets they have than communicating with their surroundings, there has been a shift in friendships, when the millennial generation gathers more, spends more time playing with each other's gadgets so that they don't communicate much. The millennial generation is less concerned with the opinions of colleagues or friends and tends to trust social media or reviews in cyberspace in determining purchase decisions. Social media has become one of the places to promote a product that allows marketers to actively communicate with customers. In addition, social media has shifted one-way communication channels to two-way communication channels that allow more customer involvement and create a sense of equality between consumers and brands that consumers trust (Wiridjati & Risqiani, 2018). The research that has been conducted found that the social media marketing variable has a significant influence on brand awareness of New Balance shoe products. Therefore, the hypothesis can be accepted. This result means that Social Media Marketing has a positive and significant effect on Brand Awareness. The better the level of social media marketing, the better the level of Brand Awareness at New Balance. High consumer awareness of the strength of a brand can be able to recognize or remember it (Upadana & Pramudana, 2020). Given that social media marketing encourages the growth of brand awareness, a promotion can have an impact on how the public forms brand awareness (Raharjo & Hatane, 2018).

Research that has been conducted has found that the brand awareness variable has a significant influence on brand purchase decisions, therefore, the hypothesis can be accepted. The more consumers remember and are aware of a brand, the more the brand will always be chosen to be used as a decision when purchasing. Ansari et al. (2019) mentioned that brand awareness has a significant influence on purchase



decisions. This indicates that the higher the awareness or memory that forms the most preferred choice, the faster and higher the decision-making process will be.

Research that has been conducted has found that the brand awareness variable has a significant influence on brand purchase decisions of 0.597. The direct influence of the social media marketing variable on purchasing decisions is 0.299. This proves that the influence of brand awareness has a positive and significant effect on purchasing decisions. However, social media marketing has a role and influence on brand awareness, this is in line with past research that Social Media Marketing supports increasing Brand Awareness, so that a promotion has an influence on the formation of Brand Awareness in the minds of the public (Raharjo & Hatane, 2018). The results of this study can be a reference for the company PT MAP Aktif Adiperkasa in utilizing the aspect of brand awareness and increasing good social media marketing for its consumers, so that it can increase the value of the product in the minds of consumers which ultimately creates purchasing decisions for consumers. Social Media Marketing has a positive effect on Brand Awareness. The better the level of Social Media Marketing, the better the level of Brand Awareness will be (Raharjo & Hatane, 2018).

V. CONCLUSION

Social media marketing of New Balance shoes has a significant relationship with consumer purchasing decisions. Which means that if the use of social media marketing increases, purchasing decisions will also increase. Social Media Marketing can have a positive effect on brand awareness, this indicates that the better the social media marketing, meaning that respondents are aware of the existence of the New Balance brand as one of the well-known and good quality running shoe brands.

Brand Awareness has a positive effect on purchasing decisions. This indicates that the better the Brand Awareness, the better the purchasing decision will be. because the more people are aware of a brand and like it, the more it will be the main priority in purchasing decisions. Brand Awareness mediates the influence of Social Media Marketing on purchasing decisions. This shows that Social Media Marketing has a significant impact on purchasing decisions if mediated by Brand Awareness, which means that purchasing decisions are very dependent on the level of Brand Awareness and also the level of Social Media Marketing. This shows that if consumers are very aware of the brand, there is a higher chance of making a purchasing decision because awareness helps them in eliminating their doubts about the brand.

Brands can further improve the implementation of Social Media Marketing as a promotional media, because New Balance has more value than its competitors. This is important for companies because companies have these advantages that will publish the results of promotions made in the form of advertisements or interesting content. In addition, it is recommended to create a container or place for people who like or use New Balance Shoes, such as a community or fan base so that they can interact with each other and exchange information.

The need for improvement in New Balance Brand Awareness and improving promotional strategies, the New Balance brand fence becomes top of mind in the minds of consumers and makes it a brand preference for consumers when they want to make a transaction.

Further researchers can conduct research by going deeper into each research variable, especially the indicator section of the variable. It is expected that further research will use more samples than this study, so that the data produced will be even better. In addition, further research can add variables to the study that influence consumer purchasing decisions.



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