

## Research Article

# THE IMPACT OF USER INTERACTIONS IN SOCIAL MEDIA ON BRAND AWARENESS AND PURCHASE INTENTION: THE CASE OF KATINAT FACEBOOK PAGE

\* NGUYEN THI HUYEN DIEU and LAI VINH PHUC

School of Business, International University – Vietnam National University Ho Chi Minh City, Vietnam.

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### ABSTRACT

The increasing of new digital communication channels has utterly changed the face of marketing. In turn, scholars have tried to explain the phenomena of digital media that influence both consumers and businesses. The goal of this article is to explore how users' interactions with activities related to brands on channels, in this case, Katinat's Facebook page, influence customers' perceptions about brands and, finally, their purchasing decisions. Using the hierarchy of effects theory as a basis, findings from an online poll of Facebook fans of the company try to demonstrate how fan page interaction increases customers' propensity to buy, word-of-mouth activity, and brand awareness. The paper clarifies the possibility of value enhancement in social media advertising and show how this new channel of communication affects brand perception. This study is useful for brand managers since it demonstrates that social media activity benefits brands by helping them control purchasing. The study advances knowledge on the importance of social media for brand awareness in brand marketing.

**Keywords:** Brand Awareness, User Interaction.

### INTRODUCTION

#### Background

Marketing's conventional one-way communication has evolved into a multifaceted, two-way, peer-to-peer communication environment. As a result, managers in the twenty-first century must take into account the numerous hazards and opportunities presented by Web 2.0, social media, and creative consumers, as well as the resulting shifts in the locations of value, power, and activity (Berthon *et al.*, 2012). Social media may be described as "the technological component of a business's communication, transaction, and relationship-building functions which leverages the network of customers and prospects to promote value co-creation." Social media management must therefore be approached as a clear strategic endeavor. A company's relationship with its consumers, who are its lifeblood, cannot be allowed to define itself (Andzulis, Panagopoulos, and Rapp 2012). Through these social media platforms, enterprises have that rare opportunity for an extended reach, high visibility, and presence on the global stage (Fischer and Reuber 2011). Given the importance of social media as a medium for communication and marketing for businesses, institutions, and even political parties, it is crucial to consider how social media will develop in relation to marketing and consumer behavior in the future (Appel *et al.*, 2020). Social media in recent years took a new turn in brand management and marketing; hence, this allows firms more avenues to connect with their consumers to gain more significant visibility. Social media sites, especially Facebook, have also been under discussion for their efficacy in driving brand awareness and purchase intention by both researchers and marketers alike. More than 100,000 businesses have created brand profiles on social media sites like Facebook to date, suggesting that direct communication with customers can improve customer relationships. Social media are web-based tools that let businesses and consumers communicate by exchanging, sharing, or generating content (Aksin, Armony, and Mehrotra 2007).

While brand page interactions may not be able to address queries or concerns in advance, they do improve the likelihood that customers will have "real" conversations with the business. Engagement on the brand page significantly influences both the customers' emotive and cognitive commitment to the brand page (Shi *et al.*, 2019). Social media is interactive; hence, it can be used by brands to relate and develop a good brand image. Precisely, emotional brand values applied effectively in social media communication can lead to increasing the user response rate and also strengthen the destination brand images of tourists (Lalicic *et al.*, 2019). Additionally, it has been demonstrated that social media platforms like Facebook, Instagram, and WhatsApp play a significant influence in increasing brand awareness for micro, small, and medium-sized businesses like Salad Alvi, highlighting the importance of social media in brand planning (Rozgonjuk *et al.*, 2020). Furthermore, emotional brand values integrated into social media advertising have been found to lead to better user reaction rates and establish a positive brand image, underlining the importance of emotional connection in driving engagement (Lalicic *et al.*, 2019). On the other hand, eWOM is an important phenomenon leading to consumer intentions and behaviors in shaping consumer purchase decisions. According to research, while making purchases through social media platforms, eWOM has a considerable impact on reported buy intentions, perceived usefulness, and considered ease of use (Ismagilova *et al.*, 2020). Furthermore, other best drivers that shape user attitude toward social media adverts and consequently influence their purchase intention have been identified to include personalization of advert and social factors (Rana & Arora, 2022). In fact, the efficacy of Facebook advertising has been reported to significantly improve brand equity and image, engendering a remarkable transformation in the purchasing behavior of consumers (Dehghani & Tumer, 2015). In this regard, the proposed research will focus on user interactions with the Katinat Facebook page to determine how these interactions influence brand awareness and, in turn, purchase intention. In teams of these revelations, this research seeks to explore how user interactions on the KATINA Facebook page drive brand awareness, enable eWOM, and finally affect purchase intentions. It also intends to explore these linkages as a means of informing brand managers and marketers on

\*Corresponding Author: NGUYEN THI HUYEN DIEU,

School of Business, International University – Vietnam National University Ho Chi Minh City, Vietnam.

how best they can implement their social media engagement strategies. Therefore, the findings of this study will contribute to the existing body of information while providing insight into the role of user involvement in social media marketing and the consequences of brand strategies for the digital age. In social media marketing and how it affects digital-age company strategies.

## Research problem

To begin with, previous research has established that brand-related material created by users on social media has an impact regarding brand value and brand attitude – at least within certain limits (Rozgonjuk *et al.*, 2020). This means that the interaction among the users can create a virtuous circle that will improve the recognition of brands as well as how they are viewed. Knowing more about the mechanisms of these interactions can certainly help to throw more light into brand recognition. Moreover, the role of emotional brand values in fostering a positive brand image has been highlighted in past research (Lalicic *et al.*, 2019). Through analyzing the user-generated interactions on the Katinat Facebook page, it will be determined which emotional connection is most impactful amongst consumers in driving brand awareness and intention to buy. However, there has been sufficient proof on the efficiency of social media communications impacting purchase intentions. To exemplify, firm-created social media messages have proved to effect to purchase intention through both brand image and consumer attitude. (POTURAK & SOFTIĆ, 2019a) (Dehghani & Tumer, 2015). This emphasizes how important it is to manage social media content effectively to capitalize on user interactions that can further drive sales. Moreover, personalization of ads and social influence are two critical factors that will shape user attitudes towards social media advertisements (Rana & Arora, 2022). By understanding how these elements reveal themselves within the context of the Katinat Facebook page, one can show effective ways of encouraging user engagement in a manner that translates to increased brand loyalty and purchase decisions. This research tries to compensate for the vacuum in the literature by studying the multifaceted impacts of user interactions on brand awareness and purchase intention in a real-world social media setting. This research, therefore, on the Katinat Facebook page would contribute to a better understanding of how to optimize the social media strategy for better brand performance.

## LITERATURE REVIEW

### Hierarchy of Effects” (HOE) Models through Advertising

For almost a century, the HOE models have been cornerstones in understanding advertising effectiveness. These models propose that in responding to advertising messages, The stages that customers do are conative, affective, and cognitive. The foundational model, AIDA (Attention, Interest, Desire, Action), introduced by Lewis in 1900 and popularized by Strong in 1925, has been used to measure the impact of advertisements (Wijaya, n.d.) (“SIVAM: The Development of Hierarchy of Effects Model for Unmentionable Product Advertisements,” 2022).

### Conceptual Model and Hypothesis Development

Using the HOE as a model, I selected three unique characteristics for my conceptual model to examine how social media marketing affects consumers' decision-making process while making purchases (Table 2). These include purchase intention, word-of-mouth, and brand awareness, all of which are associated with one of the three stages of the mind: cognitive, emotional, or conative. Commitment to brand pages is used as an independent variable.

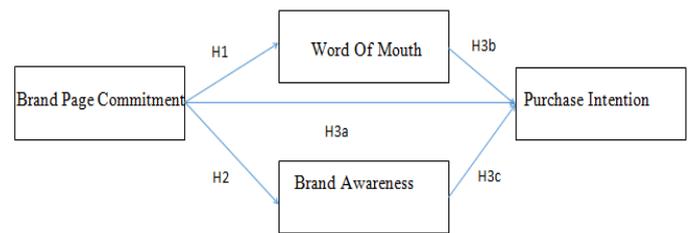


Figure 2. Conceptual model

### Brand Page commitment (BPC)

Brand page commitment is an affective or emotional bond with a brand (Fournier 1998). Brand page commitment is the term used to describe users' psychological attachment to a brand's community-building initiatives on social media platforms, such as the establishment of a brand's Facebook fan page. A brand's psychological and active engagement with its customers to facilitate communication between marketers (brands) and consumers is known as brand page commitment (Kim *et al.*, 2008). Brand page commitment has been defined as the "psychological attachment and loyalty of consumers to a brand page on SNS. Numerous elements, such as the caliber of the material on the brand page, interaction, friendliness, and the effect of online ads, affect this dedication (Subhani & Arshad, 2021). A strong relationship quality with a brand on its fan page can lead to positive word-of-mouth communication, showing that commitment is closely linked to trust and brand engagement (Akrouf & Nagy, 2018). Research also indicates that motivating factors for participation on SNS brand pages significantly affect purchase intention, as traditional online community dynamics continue to play a role in consumer behavior (Song *et al.*, 2017).

### Brand Awareness (BA)

As demonstrated by consumers' ability to identify the brand in a variety of settings, the developed BA "relates to the strength of the resulting brand node or trace in memory"(Keller 2020). In other words, brand awareness is the extent to which a brand is deeply embedded in the minds of consumers. Brand awareness is produced by anything that introduces the consumer to the brand, including advertising, promotion, publicity, and public relations. One tactic to build brand recognition is to expose consumers to the brand. Accordingly, the more actively customers participate in a company's social media activities, or the more active a fan page is, the more well-known the brand is (Hutter *et al.*, 2013). The ability of a consumer to remember and identify a particular brand is known as brand awareness. As a result, it plays a crucial role in shaping customer behavior and serves as the basis for other marketing tactics. According to the relationship, when brand familiarity rises, so does brand reliance and liking while making purchases.,(Cuong & Khoi, 2022) (Ke *et al.*, 2016). Studies suggest that brand recognition greatly enhances the favorable perception of a brand and its favorability, thus companies should consider strategies to increase their brand recognition (Cuong & Khoi, 2022) (Rondonuwu & Rangkuti, 2024). In addition, brand awareness is said to not only influence the buying behavior of the consumers but also enhances the usefulness of electronic business sites, as the consumers are believed to have confidence on brands that they know of (Ke *et al.*, 2016).

## Word Of Mouth (WOM)

Word-of-mouth (WOM) is the process of information about a product, service, or brand being communicated informally through conversations among consumers. It is a relatively inexpensive marketing strategy, mainly because of the opinion leaders who may influence the perceptions and behaviors of others in electronic word-of-mouth marketing (Litvin *et al.*, 2008). These changes in word of mouth effect are the consequence a proliferation of mobile devices where consumers are able to generate and spread a certain message of their choice virtually anywhere (Ransbotham *et al.*, 2019). Additionally, social networking sites play a significant role in WOM communication as they can increase credibility and usefulness to share opinions in an ethical way (Hajli, 2018). Additionally, though some online communications share the characteristics of traditional WOM, others do not. Thus, new terms are found such as "internet word-of-mouth" and "word-of-mouse" appeared (Huete-Alcocer, 2017). One of the sources of information used in the procedure, WOM provides consumers with knowledge concerning the performance of products, including the social and mental effects that will result from a potential purchase decision they might make (Mooradian, Matzler, and Ring 2014). Customers who are loyal to a brand or product will talk about it and create (good) word-of-mouth (WOM). In fact, As they aggressively demonstrate and persuade others of their object of allegiance, they may even turn into brand ambassadors. As an input and output factor, word-of-mouth (WOM) impacts significantly on the HOE attitude model (Hutter *et al.*, 2013).

## Purchase Intention (PI)

As noted by Wells *et al.*, (2011) and Dodds *et al.*, (1991), purchase intention would generally describe one of the decision stages of making a decision to acquire a product by a consumer whereby he acts of his own volition. Purchase intention can be defined as the consumer's internal readiness to engage in a transactional process towards a product or service. It's quite a significant term in marketing and consumer behavior since it assists firms to assess and forecast their likely sales. Purchase intention can be shaped by a number of factors including the individual's attitude towards the practice, the perceived likelihood of purchasing the product and the whole experience of buying the product (Peña-García *et al.*, 2020). Schneider *et al.*, (2020) further asserts that the perceived ease of purchase transactions levels the use of purchase intention as well as impulse purchase intention. Furthermore, these individuals put forward a broad-based framework to explain the factors that drive consumer purchase intentions in social commerce settings (Makmor & Alam, 2017). Furthermore, it has been demonstrated that additional factors including quality orientation, brand orientation, stored impulse purchase intention, and online purchasing experience all have a beneficial impact on customers' intentions to make online purchases (Ling *et al.*, 2010). Finally, we can conclude that online purchase intention is a reliable indicator of actual online purchases, influenced by perceived usefulness, informativeness, and trust (Peña-García *et al.*, 2020).

## METHODOLOGY

### Research Design

The methodology used in this study will be quantitative in nature and mostly rely on the questionnaire survey method. The goal of quantitative research is to identify patterns, relationships, and/or trends by collecting and analyzing a variety of numerical data. There are various approaches to quantitative research, such as using statistical tools to make hypothesis testing easier, and the making of

forecasts. Surveys, experiments and secondary data analysis are the common methods of research. This approach affirms that there is a measurement emphasis, objectivity and replicability (Pandey *et al.*, 2023). The quantitative techniques are highly important in making business decisions. Questionnaires could also be given to a sizable and heterogeneous population in order for the researchers to obtain the necessary information from various parts of the country and different sections of the population (White *et al.*, 2005). In cases where they are developed and applied in the right manner, questionnaires are able to provide good and complete information. Effectiveness of mobile applications aimed at population surveys stick out in that they are more effective in ensuring data completeness than the conventional methods (Marcano Belisario *et al.*, 2015). The analysis of the data acquired from the questionnaires is simple because they can be subjected to statistical treatment. A knowledge which allows the researcher to come up with smart conclusions to the issue in the research is what is expected from the results obtained (White *et al.*, 2005).

### Sample Size and Sampling Method of the Research

A structured online poll disseminated across social media channels was broadcast in order to gather responses to these study questions and evaluate hypotheses. 250 cases were left for additional examination after the missing values were purified. Of those who responded, 60% were women and 40% were men. Since the poll was intended for a younger audience, over 85% of the respondents were between the ages of 18 and 22, and more than 9% were between the ages of 23 and 27. Just 2% of those surveyed were older than 27.

## DATA ANALYSIS

### Respondent's demographics based on Gender

It was stated that in age group, 18-22 years old takes 84.8%; more than 10% of the people who invited the survey are over 22 years old, and only 2% of them are under 18 years old. The majority of samples is argued to be young since 97.2 percent are under 28 years old. This indicates that research has focused on the target audience which is quite young and therefore likely to be active on social media such as Facebook. The sample is mostly made up of females at 62.4% while the Male constitutes a smaller proportion of 35.6%. About Current Address, a huge proportion of the sample are residing in Ho Chi Minh City, at 74%. Other places include Binh Duong, Dong Nai, and Hanoi, given that the Katinat brand was selected for the study and that Katinat outlets are currently situated in these locations. While the sample is concentrated in Ho Chi Minh City, inclusions from participants in other regions provide a wider variation in perspective in terms of usage of social media and brand engagement. In the general view, demographic characteristics of the sample show that research is focused basically on a young, female-dominated population with a strong concentration in Ho Chi Minh City. This information is crucial for understanding the context of the study and interpreting the findings.

### Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Brand Awareness (BA)	0.872	0.877	0.913	0.723
Brand page Commitment (BPC)	0.936	0.938	0.948	0.724
Purchase	0.836	0.830	0.890	0.671

Intention (PI)		51		
Word of mouth (WOM)	0.859	0.8	0.904	0.702

H3a:(BP C)-> (PI)	0.071	0.075	0.068	1.055	0.2	Rejecte d
H1:(BP)->(WOM)	0.720	0.719	0.038	19.093	0.0	Approv ed
H3b:(WOM)-> (PI)	0.357	0.358	0.069	5.154	0.0	Approv ed

The results show that Cronbach's alpha values ranged from 0.836 to 0.936, so with  $\alpha \geq 0.8$  signifying excellent reliability. Composite Reliability values all exceeded 0.8, demonstrating strong reliability and all values are lower than 0.95. According to Hair *et al.*, (2019), reliabilities of 0.95 or higher suggest the potential existence of undesirable response patterns-such as straight lining-representing a source of inflated correlations among the respective indicators' error terms. AVE represents the ratio of the variance explained by a construct to the variance caused by measurement error. The AVE is an important quality criterion, as it assures that the indicators of one and the same construct are interrelated enough (dos Santos & Cirillo, 2023). As suggested by Hair *et al.*, (2019), to calculate the AVE, one has to square the loading of each indicator on a construct and calculate the mean value. An acceptable AVE is 0.50 or higher indicating that the construct explains at least 50 per cent of the variance of its items.

**The Collinearity of Independent Variables**

**Table. Collinearity statistics (VIF) - Inner model**

	Brand Awareness (BA)	Brand page Commitment (BPC)	Purchase Intention (PI)	Word of mouth (WOM)
Brand Awareness (BA)			2.517	
Brand page Commitment (BPC)	1.000		2.548	1.000
Purchase Intention (PI)				
Word of mouth (WOM)			2.486	

The VIF values are shown in the cells of column BA that correspond to the independent variable BPC, which affects BA. Similarly, VIF for column PI is included in rows BA, BC, and WOM, which stand for the independent variables that affect PI. The independent variable BPC is responded to in the WOM column. Since all of the VIF values are less than 3, the results show that there are no indications of collinearity among the independent variables. The findings indicate favorable circumstances for the independent variables' collinearity.

**R-square (R<sup>2</sup>)**

	R Square	R Square Adjusted
Brand Awareness (BA)	0.524	0.522
Purchase Intention (PI)	0.641	0.637
Word of mouth (WOM)	0.518	0.516

**The Statistical Significance of Relationships**

Hypotheses	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV)	P Values	Testing Results
H3c:(BA)->(PI)	0.445	0.440	0.067	6.664	0.000	Approv ed
H2:(BPC)->(BA)	0.724	0.724	0.037	19.797	0.000	Approv ed

**CONCLUSION**

The results demonstrate that customers' brand awareness and word-of-mouth (WOM) activities are positively impacted by following a Facebook fan page. It demonstrates that social media has a significant beneficial influence on brand recognition and word-of-mouth, despite the fact that brand page commitment had no direct effect on purchase intention. Both two factors has vital influence on customer's making decision. The cognitive stage, the affective stage, and the cognitive stage are all impacted by social media use. Thus, the HOE model depicts a potential thought process that a buyer may go through while choosing what to buy. The actual procedure will typically differ from the one that the HOE models. Therefore, social media is a significant and pertinent marketing communication tool for brands and brand image, according to the findings.

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