

# Social Network Theory in Advertisers' Development to Increase Luxury Goods Purchases

*Social Network  
Theory in Advertisers'  
Development*

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## **ABSTRACT**

*The influence of advertising attitude as a mediator in the relationship between advertisers and purchasing intention. This research also aims to see the influence of friends and peers and celebrities on purchasing intention. The sample in this study was 113 respondents with the criteria of having purchased luxury goods. To obtain a sample, this research uses a non-probability sampling technique. Using a structural equation model (PLS), this research shows that advertising attitude can mediate the positive influence of advertisers on purchasing intention. also shows that friends and peers and celebrities have a positive influence on purchasing intention. From the results of research that has been conducted, it shows that advertising attitude mediates the positive influence of advertisers on purchasing intention. The results of this research show that friends and peers have a positive influence on purchasing intention. The research results also show that celebrities have a positive effect on purchasing intention. In this research, social network theory provides an understanding that the development of social media which aims to become a link between individuals has an impact on purchasing behavior, especially online purchases. This research contributes to new literature in the field of marketing management related to advertisers, advertising attitudes, friends and peers, celebrities and purchasing intention. For further research, other variables can be used that might influence purchasing intention other than the variables used in this research.*

**Keywords:** *Purchasing Intention; Advertisers; Advertising Attitude, Friends and Peers; Celebrities*

## **ABSTRAK**

*Pengaruh advertising attitude sebagai mediasi dalam hubungan advertisers terhadap purchasing intention. Penelitian ini juga bertujuan untuk melihat pengaruh friends and peers dan celebrities terhadap purchasing intention. Sampel dalam penelitian ini sebanyak 113 responden dengan kriteria pernah membeli barang mewah. Untuk memperoleh sampel, penelitian ini menggunakan teknik non-probability sampling Menggunakan model persamaan structural (PLS) penelitian ini menghasilkan bahwa advertising attitude dapat memediasi pengaruh positif advertisers terhadap purchasing intention. juga menunjukkan bahwa friends and peers dan celebrities berpengaruh positif terhadap purchasing intention. Dari hasil penelitian yang telah dilakukan, menunjukkan bahwa advertising attitude memediasi pengaruh positif advertisers terhadap purchasing intention. Hasil penelitian ini menunjukkan bahwa friends and peers berpengaruh positif terhadap purchasing intention. Hasil penelitian juga menunjukkan bahwa celebrities berpengaruh positif terhadap purchasing intention. Dalam penelitian ini, social network theory memberikan pemahaman bahwa pengembangan media sosial yang bertujuan untuk menjadi penghubung antar individu berdampak pada perilaku pembelian terutama pembelian online. Penelitian ini berkontribusi pada literatur baru di bidang manajemen pemasaran terkait advertisers, advertising attitude, friends and peers,*

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*celebrities dan purchasing intention. Untuk penelitian selanjutnya, bisa menggunakan variabel lainnya yang mungkin mempengaruhi purchasing intention diluar variabel yang telah digunakan dalam penelitian ini.*

***Kata kunci:*** Niat Membeli; Pengiklan; Sikap Periklanan, Teman dan Rekan; Selebriti

## INTRODUCTION

Generation Z has emerged as a significant force in the luxury goods industry (Lee et al., 2017). Research indicates that factors such as family, peers, and opinion leaders exert a considerable influence on purchase intentions. Despite being explored in limited publications, the role of other information media sources remains less understood, as noted by (Brandão et al., 2019). Notably, data reveals that up to 70% of Generation Z individuals in China express a willingness to make purchase intentions through social media channels (Lee et al., 2017). Among these channels, search engines play a pivotal role as the primary platform for online information searches and a key channel for advertisers to promote their products. In-depth analysis by Jayanti & Zuhri (2017) has delved into advertisers' strategies, including the determination of price bidders. As significant players in the market, search engines are highly motivated to enhance Electronic Word of Mouth among search users intensifying competition for advertisers. Mukherjee & Jansen (2017) highlight certain limitations for advertisers in market segments adopting specific offering strategies. Therefore, the developed simulation framework serves to aid search engines and advertisers in comprehending the effects of market mechanisms and facilitates a comparative analysis of various advertising strategies. The anticipated outcome of this research is to offer valuable insights for both search engines and advertisers. The simulation framework in this research focuses on representing agents in an artificial society, encompassing search users and advertisers.

Ducoffe developed an approach to investigate the effectiveness of advertising attitudes on websites, focusing on advertising value, termed the Advertising Value Model. This model identifies three factors influencing consumer perceptions of attitudes toward advertising: informativeness, entertainment, and irritation. Previous research emphasizes the significant roles of informativeness and entertainment in shaping advertising attitudes (Lee & Cho, 2019). Lestari et al. (2023) further found that advertising attitudes not only impact consumers' desire for information but also influence their purchase intentions. The advertising context, consumers can glean cues from various sources, such as informativeness, entertainment, and advertising attitudes (Zhang & Mao, 2016). Hence these three constructs serve as measurement indicators to predict consumer advertising clicking behavior. Webb & Gembeck (2016) conducted a literature review examining research conducted over the last 15 years that explored the role of friends and peers in adolescent body dissatisfaction from an operational influence perspective. This research considers interactions involving communication reinforcing ideal appearance, adoption of friends' diet behaviors, and perceptions of attitudes regarding friends' appearance. Brands actively encourage users to share coupons with their friends and peers on social networking platforms. Given that adolescents spend substantial time with friends and peers, the social network characteristics of these peers significantly influence individual behavior and beliefs. Moreover, other interactions between friends and peers, reinforcing appearance ideals and shifting focus to appearance, are linked to higher levels of body dissatisfaction. These interactions encompass conversations related to appearance, adoption of dietary behaviors enacted by peers, and perceptions of appearance-related attitudes from peers.

These models suggest that celebrities with credibility and attractiveness can contribute to persuasive communication efforts. However, Lee et al., (2022) have stated that these models are not always able to identify the extent of congruence or incongruence between celebrities and products. Celebrities can be effective in persuading consumers for some products but not others. Therefore, the positive meanings generated by celebrities through

their roles in films or sporting achievements can be transferred to products, provided there is an appropriate fit between the celebrity and the product. The use of celebrities and professional athletes is primarily employed to increase awareness about a product or cause and to achieve market penetration, which is crucial in the information-saturated media era we are experiencing today (Bauer & Matzler, 2014). Based on the literature referred to, this hypothesis can be found to be supported. Masnita et al. (2021) Discusses business plans for micro-enterprises demonstrating the relationship between advertiser factors, attitudes towards advertising, and purchase intentions. This is also reinforced by Masnita (2021) research on halal transactions in the digital retail context. Similar findings can be found in the article *Online Social Influencers: The Impact of Modern Marketing Toward M-Shopping* by (Jeong et al., 2020).

This research examines the impact of modern marketing on purchase intentions through social media influencers. In their research, Yolanda et al., (2020) also emphasized the roles of government support, technological support, and Sharia banking awareness on Sharia banking choices in Indonesia, providing further insight into purchase intentions. Additionally Yolanda et al., (2020) explored relationship capabilities as an antecedent to successful new product development, offering another perspective on factors influencing purchase intentions through new product development. Hence, this literature supports the proposed hypothesis regarding advertisers, friends and coworkers, and celebrities influencing purchase intentions (Masnita et al., 2019; Masnita et al., 2020; Masnita et al., 2021). Building on the mentioned previous studies, this research addresses inconsistencies in the existing literature, forming the basis to fill these gaps by re-explaining the influence of advertisers, friends and colleagues, and celebrities on purchase intentions. Advertising attitude is introduced as a mediating variable, contributing novelty to this research. By confirming social network theory, this research advances theory development. The existence of social networks aids in making purchasing decisions, including obtaining accurate information on digital platforms and reducing shopping risks. Advertising on social media demonstrates a significant positive impact on consumer behavior (Yan et al., 2019). The primary objective of this research is to determine the influence of advertisers, friends and colleagues, and celebrities on purchase intentions, as well as to explore the mediating effect of advertising attitudes on the relationship between advertisers and purchase intentions.

## **LITERATURE REVIEW**

Social network theory elucidates the interaction and exchange patterns experienced by individuals in a society or community (Sun et al., 2022). A social network is defined as the collection of all formal and informal social ties connected to an actor (Che et al., 2018). An individual's position in a social network is reflected in their involvement activities and social connectedness with other people in society (Mirkovski et al., 2018). With the increased popularity of social media, social networks are also established to connect individuals in today's digital era, enhancing communication between users and influencing online purchases (Jin & Ryu, 2018). Purchase intensity is commonly used to evaluate the implementation of new distribution channels, facilitating management in determining concepts suitable for further development. Additionally, it assists management in identifying geographic markets and targeting consumer segmentation through these channels (Garcia et al., 2020). Purchase intention is often linked to consumer behavior, perceptions, and attitudes. Through purchasing behavior consumers can access and evaluate specific products (Mirabi et al., 2015). This research delves into the role of trust in purchase intentions on e-commerce platforms, particularly within the realm of online offerings such as online auctions. The study explores how trust influences consumer decisions in making online purchases.

According to Kusumasondjaja & Tjiptono (2019) advertisers are a form of indirect communication, which contains information about the advantages of a product, which is made in such a way as to cause pleasure which influences a person's mind to be interested in the product and then buy (Daiman & Maria, 2023). This research conducted by Martins

et al., (2019) seeks to identify how online advertising has the ability to influence consumer preferences, increase brand awareness, and influence purchasing decisions. This research aims to investigate the impact of online advertising on purchase intention. Advertising attitude is defined as a consumer's favorable or unfavorable response to a particular advertisement based on various advertising factors; This is an emotional change after seeing an advertisement (Lee et al., 2017). The higher the quality of important information about a product or service contained in an attractive advertisement, the higher the value of the advertisement. By increasing the value of advertising, Increasingly attracting consumer interest in choosing the advertised product or service. Apart from the fact that advertisements have influence, the attitudes of consumers who see advertisements are also formed from the value of the advertisement and the value of the context due to the unique characteristics of online advertisements. Consumer advertising attitudes become more positive through the value of context awareness.

Webb & Gembeck (2016) revealed that in the 58 included studies the terms 'friend' and 'peer' were used in various ways, with many studies using the term 'peer' to describe close friends and the wider peer group. However, the importance of distinguishing between 'friends,' defined as individuals who interact regularly and have a degree of positive mutual liking, and 'peers,' defined as encompassing a broader social group of same-age friends, has previously been highlighted for conceptual and empirical reasons. Celebrities are defined as people known to the wider community, whether they are actors, singers, athletes, or models who gain public recognition due to their achievements in different fields (Mubarok, 2016). When considering a particular celebrity or professional athlete as an endorser, New Zealand advertisers first consider the cost of recruiting each endorser and the risk that a specific endorser, by virtue of their actions or lifestyle, may generate negative publicity during the promotional period. According to Vrontis et al. (2021), this research is a literature review that collects and evaluates various studies related to the impact of celebrities in the marketing field. Through this research, a thorough understanding of the role of celebrities in influencing consumer behavior is provided.

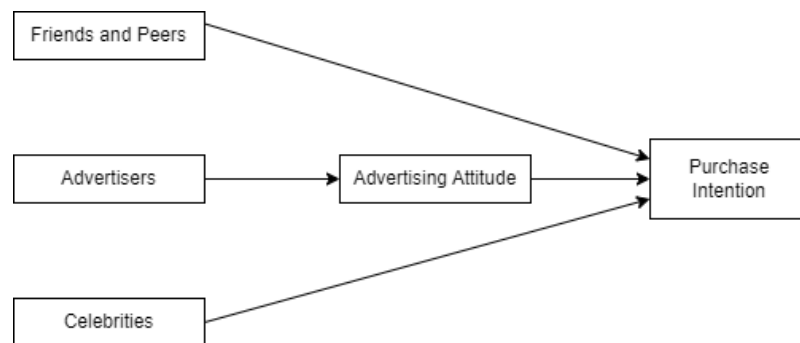


Figure 1. Conceptual Framework

H1: Advertising attitude mediates the positive influence of advertisers on purchases intention.

H2: Friends and peers have a positive effect on purchase intention.

H3: Celebrities have a positive effect on purchase intention.

## METHODS

This research method discusses the initial approach to collecting the required survey data. The technique employed in this research is non-probability sampling, predetermined by the researcher. The study involved 113 samples from 113 respondents who had to be customers that purchased luxury goods. Data were collected from various sources, including the results of interviews with customers who were invited to be respondents. A questionnaire was provided via a link to assess the luxury purchase experience. This survey design utilized a questionnaire with multiple-item scales and a Likert measurement

scale on the Five-Point Scale, where a score of 1 indicates disagreement, a score of 5 indicates agreement, and a score of 3 indicates neutrality or an absence of opinion (Ramadhan & Siagian, 2019). This research employs Structural Equation Modelling (SEM) to test the relationships between the three elements of the proposed model. The measurement model comprises five theoretical constructs that correlate with other theoretical constructs, including Advertisers (three items), Advertising Attitude (five items), Purchase Intention (four items), Friends and Peers (four items), and Celebrities (five items). The research also tests these variables to determine how well this structural model fits the existing data. First, it assesses how the measurement model functions, Conducting Factor Analysis (CFA) of the five-factor model using the Maximum Likelihood (ML) method. This analysis also performs a reliability test in each measurement model, identifying the ability of each indicator to explain the latent variable.

## RESULTS AND DISCUSSION

The primary data from the questionnaire which was distributed to 113 respondents has been tested for validity and reliability by looking at the Pearson Correlation Cronbach Alpha value. The measurement model is considered valid if the calculated  $r$  value  $>$   $r$  table with a sig level of 5% is 0.361. Based on table 1, all measurement models produce significance values greater than 0.361. With this it can be concluded that the entire measurement model is valid. The measurement model is considered reliable if the Cronbach Alpha value is  $>$  0.60. Based on the results of data analysis, the results obtained were that the Cronbach's alpha value was greater than 0.60, so it could be concluded that the entire measurement model for each variable showed reliability. This means that all measurement instruments in research to measure proactiveness can be trusted.

Table 1. Validity Test and Reliability Test Results

Construct	Item	Convergence Validity Pearson Correlation	Reliability Test Cronbach's Alpha
<b>Advertisers (AD)</b>			
I often see luxury product advertisements on social media.	AD1	0.879	0.719
Advertisements on social media can influence my behavior.	AD2	0.673	0.817
I often visit luxury product advertising pages on social media.	AD3	0.754	0.788
<b>Advertising Attitude (AA)</b>			
Advertising on social media can provide a pleasant experience for me.	AA1	0.584	0.760
I provide support for advertising on social media.	AA2	0.770	0.728
My overall attitude towards this ad is positive.	AA3	0.760	0.730
Using advertising on social media is a good idea.	AA4	0.548	0.768
Overall, I like advertising on social media	AA5	0.790	0.722
<b>Purchase Intention (PI)</b>			
I will choose luxury products recommended by friends and colleagues on social media	PI1	0.692	0.646
I will be influenced by advertisements on social media.	PI2	0.615	0.677
Chatter on social media influences my purchasing decisions	PI3	0.590	0.682
I often look for references from people on social media when making decisions to buy luxury products	PI4	0.444	0.728
<b>Friends and Peers (FP)</b>			
My friends often recommend some luxury products to me.	FP1	0.722	0.801
I often follow luxury product posts and videos from friends.	FP2	0.805	0.791

My style choices, for example, my choice of luxury products, are in some ways influenced by my friends.	FP3	0.856	0.776
Friends play a role in my purchasing behavior towards luxury products.	FP4	0.893	0.771
<b>Celebrities (CE)</b>			
I often follow posts and videos of luxury products by celebrities on social media	CE1	0.757	0.804
I often buy luxury products recommended by celebrities on social media	CE2	0.896	0.775
My style choices, for example, luxury product choices, are in some ways influenced by celebrities.	CE3	0.963	0.767
I like to dress like the social celebrities I wear	CE4	0.811	0.790
Celebrities play a role in my purchasing behavior towards luxury products.	CE5	0.910	0.778

Source: Processed Data (2023)

Figure 1 shows the loading factor which states the magnitude of the indicator's influence on the latent variable and the influence between the latent variables.

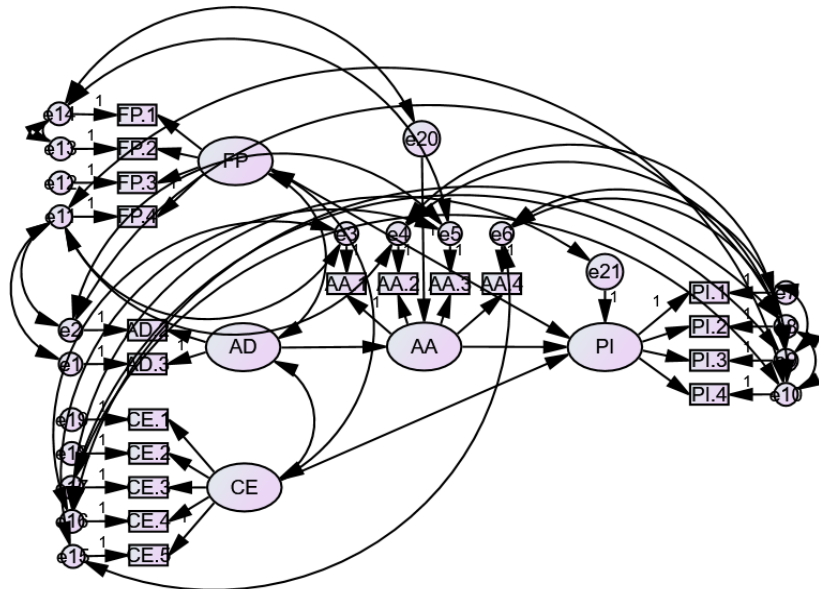


Figure 1. Structural Equation Model

Table 2. Hypothesis Test Results

Variable	Estimate	p-value	Information
Constant		0.001	
Advertisers	0.188	0.021	Hypothesis Accepted
Advertising Attitude	0.221	0.001	
Friends and Peers	0.176	0.049	Hypothesis Accepted
Celebrities	0.399	0.000	Hypothesis Accepted
F-statistic		0.000	
Adj R-Squared		0.722	

Source: Processed Data (2023)

Table 3. Hypothesis Test Results

Measurement Type	Mark	Cut-Off	Information
Significant Probability RMSEA	0.000	≤ 0.08	Good
RMR	0.044	≤ 0.05	Good

NFI	0.912	≥ 0.90	Good
RFI	0.876	≥ 0.90	Marginal Fit
TLI	1.004	≥ 0.90	Good
CFI	1.000	≥ 0.90	Good
CMN/DF	122	(Skala 1-5)	Good

*Source: Processed Data (2023)*

The results of the coefficient of determination, as shown in Table 2, indicate that the independent variables predict purchasing intention with 72.2%, while 27.8% of the factors originate from other variables outside the scope of this research. The F test results reveal a significance value of 0.000, which is less than 0.05. This suggests that advertisers, friends and peers, and celebrities collectively influence purchasing intention. Examining the first hypothesis through Table 2 yields a significance value of 0.021, indicating a positive relationship. Since the significance value is less than 0.05, it is considered significant. These findings demonstrate that advertisers have a positive impact on purchasing intention. In this test, the advertising attitude variable is included as a mediator, revealing a positive influence of advertising attitude on purchasing intention. Therefore, based on these results, it can be concluded that the first hypothesis is accepted, implying that advertising attitude mediates the positive influence of advertisers on purchasing intention.

The second hypothesis, which posits that friends and peers have a positive influence on purchasing intention, is examined through Table 2. The table exhibits a positive value with a significance level of 0.049 (<0.05), indicating a positive impact of friends and peers on purchasing intention. Consequently, the second hypothesis is accepted, affirming the positive influence of friends and peers on purchasing intention. Evaluation of the celebrity variable yields a significance value of 0.000 (<0.05) and is positive. This confirms the acceptance of the third hypothesis, suggesting that celebrities have a positive effect on purchasing intention. These results imply that when celebrities post or endorse a particular product, it tends to attract consumers to purchase that product. Consequently, celebrities are deemed to play a crucial role in influencing consumer behavior. The measurement model, assessed through validity and reliability tests, has demonstrated favorable results. This is further supported by the goodness-of-fit test outcomes, indicating the model's compatibility with the data. All models have received satisfactory scores, signifying overall adequacy of the model.

## CONCLUSION

This research is designed to investigate the impact of advertisers, with a specific focus on understanding the mediating role of advertising attitudes in influencing purchase intentions. The study results reveal that advertising attitudes effectively mediate the positive influence of advertisers on purchase intentions. Additionally, the research establishes the positive influence of friends and peers, as well as celebrities, on purchase intentions. The context of social network theory, this study provides insights into the significant impact of social media development, aiming to serve as a link between individuals, particularly in shaping purchasing behavior, especially in the realm of online transactions. The findings of this research contribute valuable insights to the literature on marketing management, specifically addressing the dynamics of advertisers, advertising attitudes, the role of friends and peers, and the influence of celebrities on purchase intentions. As a recommendation for future research, it is suggested to explore additional variables that might impact purchasing interest, beyond the variables examined in this study. This could potentially offer a more comprehensive understanding of the factors influencing consumer behavior in the context of purchasing products or services.

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