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DIGITAL MARKETING'S EFFECT ON MILLENNIAL BUYING BEHAVIOR: A STUDY OF TRUST IN LOCAL SNEAKER BRANDS

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ABSTRACT

Despite being the fourth-largest shoe exporter in the world, Indonesia faces a unique challenge: a lack of domestic consumer trust in local products. This study explores the role of social media as a promotional tool in fostering customer trust, which in turn influences purchasing decisions. The objective of this research is to examine the impact of social media, influencers, and content on customer trust and purchasing decisions regarding local sneakers. A quantitative research approach was employed, interpreting and describing the data within the current context. Data were collected via a questionnaire distributed to 287 respondents, and the responses were analyzed using SMART PLS. The findings indicate that social media, influencers, and content positively influence customer trust and purchasing decisions. Customer trust significantly mediates the relationship between content and influencers on purchasing decisions; however, it does not significantly mediate the relationship between social media and purchasing decisions

Keywords: Social Media, Influencer, Conten, Customer Trust, Purchase Decision.

Introduction

Today shoes have an essential role in today's fashion issues. This trend is not a trend, a trend that will fade but is overgrowing (Sahrub, 2019). In line with this, Indonesia is included in the big four world footwear best producers after China, India, and Vietnam. With the production around 1.41 billion pairs of shoes in 2018, Indonesia contributed around 4.6% of the total world shoe production (Indonesia, 2019). In 2018, Indonesia was ranked sixth in the world's shoe exporters. The growth of the footwear industry group in Indonesia has increased from 2017 by 2.22% and was able to grow to 9.42% in 2018 (Indonesia, 2019).

Although Indonesia is the fourth largest shoe producer in the world, based on the survey results, the top sneaker brands are dominated by foreign brands such as Adidas, Nike, Ardiles, Reebook and Diadora (Marketing, 2021). Product sneakers local dinilai belum mampu bersaing. Several previous studies concluded that, competitive prices and good quality can help local Indonesian sneakers brands are starting to gain a place in Indonesian society (Del Piero & Rubiyanti, 2021). Local brands that are being recognized include Bata, Compass and Vantela (Maghfiroh & Iriani, 2021).

This study differs from previous research because it examines millennials, not only their desire to use social media, but also their future behavior after they make a purchase decision. Millennials are the productive age group and have purchasing power (Genoveva & Syahrivar, 2020). The millennials trust is one of the keys to the success of a product. The trust factor is very important in influencing consumer purchase decision (Leiwin & Genoveva, 2020). Mayer (Mayer, 1995) defines consumer trust as a person's behavior based on their belief in a product or service. With increasing customer trust, local sneaker manufacturers can slowly get an increase in sales.

Customer trust can be built, among others, through social media. Nowadays, the social network is a platform that connects people mainly between businesses and customers (Abdullah, 2020). With the growing popularity of social media, companies are paying more attention to how trust can affect online purchases. Li (Li, 2021) state that, social media has brought about three fundamental changes to the marketplace. The first, social media platforms allowed businesses and customers to communicate previously impossible. This link extends to platforms such as social networking sites (e.g. Facebook), microblogging sites (e.g. Twitter), and content communities (e.g. YouTube), where you can create social networks based on shared interests and values (Kaplan & Haenlein, 2010). The second, social media has changed the way businesses and customers interact and influence. Communication or passive observation includes behaviours that impact choices and consumer behaviour (Chen, Wang, & Xie, 2011). Third, disseminating data on social media allows businesses to manage customer relationships better and improve business decisions (Bowen & Bowen, 2016).

In addition to social media, the use of influencers and appropriate content marketing will improve the brand image of the company. Influencers who are well known by consumers will further increase customer trust. The impact of influencer to incease customer awareness according to (Sekhon, Bickart, Trudel, & Fournier, 2016) around 40%. Influencer in building his social media needs content. Content marketing refers to the creation and distribution of relevant and valuable content required by customers (Koob, 2021). Persuasive communication theory emphasizes that various dimensions, such as the types, formats, and sources used by content marketers to deliver online content, affect the effectiveness of digital content marketing (Karpenka, Rudiene, Morkunas, & Volkov, 2021). Unlike traditional advertising, content marketing focuses on adding value to customers' lives and helping them make the right decisions (Nagy & Hajdu, 2021).

Influencer marketing refers to a form of marketing in which companies invest in selected influencers to create and promote products in the form of recommendations. As we all know, content created by influencers is considered to be more organic, original, and direct contact with potential consumers than content generated (Lou, Influencer Marketing: How Message Value and Credibility Affect Consumer Trust of Branded Content on Social Media, 2019). Communicating on social media using influencer-generated content increases consumer confidence. The unique social media creates a viral effect that brings potential customers closer to making the desired purchase decision (Lenunovka, Lyoulynov, Piomonenko, & Aleksandrov, 2021).

Based on the problems above, the researchers want to know whether the selection of digital marketing trough social media, influencers and content has an effect on customer trust, as a mediating variable which then affects the Purchase Decision on buying local sneakers for the millennial generation. This research consists of a research background, then a literature review that supports the variables discussed and their hypotheses. Followed by research methods, research conclusions and discussion, then closed with conclusions and suggestions.

Literature Review
Purchase Decision
According to Kotler and Amstrong (2018) "*purchase decision will be to buy the most preferred brand, but two factors can come between the purchase intention and the purchase decision*'. Purchase decisions can occur when consumers have received an item or service in accordance with the specified criteria (Sulistiyani & Sudirjo, 2020). In other words, purchasing decisions are guided by an action in evaluating the decision to use a service or product (Ngoc, 2016). Meanwhile, Stankevich defines purchasing decisions as consumer behavior in the process of finding, choosing, deciding to buy, and then using it (Stankevich, 2017). Knowledge of purchasing decision making is very important because it identifies the factors that influence people's purchasing decisions, including social media (Shamieh & Shehadah, 2020).

Social Media
As stated by Kotler and Keller (2018) social media is a means by which consumers can exchange text, graphic, audio and video information with each other, with companies, and vice versa. On the other hand, social media can build consumer trust and influence consumer purchase decision, therefore marketing strategies can be created through social media (Prasad, Gupta, & Totala, 2017). Social media can also be defined as dialogue triggered mainly by customers/businesses services and products circulating among connected parties to reveal brand information/promotional activities that learn from user experiences (Dwivedi, 2021). Based on the arqumentation above, our first and second hypothesis as the follows:

H_1: Social Media has a significant effect on consumer trust of local sneakers among millennials
H_2: Social Media has a significant effect on purchase decisions of local sneakers among millennials

Influencer

Social media influencer is a people who delivering the content based on their power, attractiveness, visibility and credibility (Rossiter, Percy, & Bergkvist, 2018). Influencer in this research can be an artist, musician, athletes or someone with the big followers in their social media account. Previous study from Grenny et al. (Grenny, Patterson, Maxfiled, McMillian, & Switzler, 2014) states that influencers are people who are able to change human behavior through other people who have influence. Meanwhile, according to Brown & Fiorella (Brown & Fiorella, 2013) an influencer is usually someone who recommends/creates content for a brand or business product. And another understanding put forward by Hayes & Brown (Hayes & Brown, 2008) defines influencers as: "A third party who significantly influences a customer's purchase decision, but may have been responsible for it." Savitri et al. (Savitri, Suliyanto, & Setyanto, 2021) define influencer has a significant and positive effect on customer trust. On the other hand, influencer also effect on purchase decision (Gunawan, Haryono, & Andreani, 2021). Therefore, our thirth and fourth hypothesis as fllows:

H_3: Influencer has a significant effect on customer trust of local sneakers among millennils.
H_4: Influencer has a significant effect on purchase decisions of local sneakers among millennials.

Content

"Content marketing is defined as the creation of impactful marketing materials, including providing education, knowledge and inviting consumer engagement." (Mcpheat, 2011). Content in a deeper sense not only acts as a "human" who speaks to potential target consumers but also becomes a bridge that connects producers and consumers to form a pleasant communication process. Well-planned and structured content plays an important role in the success of marketing communications. The study by Hutchins & Rodriuez (2018) analyzed that content that plays on consumer emotions can lead to competitive advantage and increased brand awareness. On the other hand, Ansari et al. (2019) concluded that, content marketing is a way in which a brand consistently provides valuable information to increase market share in the hope of increasing positive response. Gunelius (2011) concludes that, content marketing is the process of promoting a business or brand indirectly and directly through various ways, including text, video, or audio content, online or offline. Content marketing influence on customer trust, and attract the customer purchase decision (Sudtejo, Sonny; Fajar; Kezia;, 2017). Therefore, our fifth and sixth hypothesis as follows:

H_5: Content has a significant effect on customer trust of local sneakers among millennials
H_6: Content has a significant effect on purchase decisions of local sneakers among millennials

Customer Trust

Customer trust is the competence, honesty and good relationship that the company demonstrates. The way the company does is to maintain the good name of the company, so that customers continue to trust and will not switch to competitors (Mandira, Suliyanto, & Nawarini, 2018). Kotler & Keller (2018) state that, customer trust is the willingness of a firm to rely on a business partner. It depends on several interpersonal and inter-organizational factors, such as the firm's perceived competence, integrity, honesty, and benevolence. On the other hand, customer trust in addition to customer satisfaction, can also increase customer confidence in the quality of products or services. Based on the literature on customer trust, we conceptualize trust from four dimensions, including trust in service providers, trust in regulators, economics-based trust, and information-based trust (Agyei, Sun, Abrokwah, Penney, & Boafo, 2020). Accordingly, customer trust makes consumers believe that their personal information is properly stored and allows them to carry out transactions safely and act on the advice of companies they trust (Ponder, 2016). Thus, social media can influence customer trust, among others, by using appropriate influencers and content marketing, which in turn will influence purchasing decisions (Kotler & Keller, 2018). Therefore, our seventh, eight, nineth and tenth hypothsis as follows:

H_7: Costumer trust has a significant effect on purchase decisions of local sneakers among millennials.
H_8: Costumer Trust has mediation effect on social media and purchase decision of local sneakers among millennials.
H_9: Costumer Trust has mediation effect on Influencer and purchase decision of local sneakers among millennials.
H_{10}: Costumer Trust has mediation effect on content and purchase decision of local sneakers among

millennials.

Based on the theoretical background and previous research, in this study the authors propose the conceptual research framework such as the following:
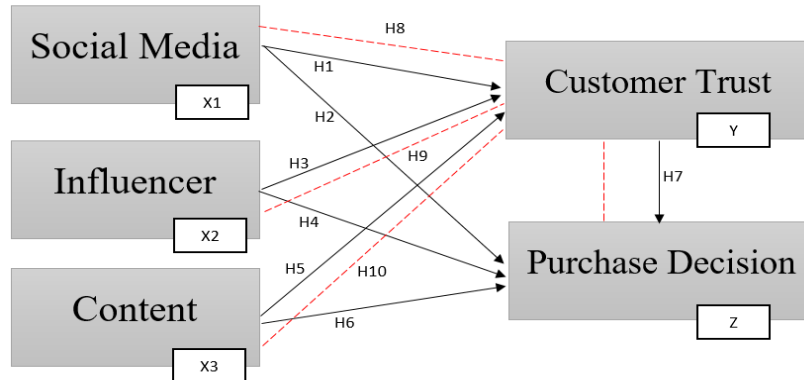

Figure 1. The conceptual research framework

Research Methods

This study uses quantitative research to determine the effect of social media, influencers, and content on customer trust and purchasing decisions for local sneakers. This type of research interprets and describes the existing data and the current situation. This research also reveals attitudes, contradictions, relationships, and views that occur within the scope of the respondents. The data collection technique in this study was using an online questionnaire, with all people born between 1981-2000, known as the millennial generation or generation Y.

The sample used was purpose sampling with a sample of 287 people who lived in Greater Jakarta. Greater Jakarta (Jakarta, Bogor, Depok, Tangerang and Bekasi) are possible business areas with higher demand. The questionnaire consists of 29 questions, so that a representative sample, according to Hair et al. (Hair, Risher, Sarstedt, & Ringle, C. M., 2019) is the number of indicators multiplied by 5 to 10, therefore, the number of respondents should be between 145 to 290. The results of the questionnaire are processed using SMART PLS.

Results and Discussion

In this study, the respondents who will be used are the millennial generation living in greater Jakarta and using shoes from local brands. The questionnaires were spread over 300 questionnaires, but the returned questionnaires were only 287 respondents. So that in this study, there were 287 respondents involved. The characteristics of the respondents who will be taken are as follows:

Table 1. Respondents Profile

Demographic	Category	*Frequency*	Percentage
Gender	Male	154	53.66
	Female	133	46.34
Occupation	Student	216	75.26
	Employee	43	14.98
	Entrepreneur	20	6.97
	Other	8	2.79
Expenses/ month	< I Million	63	21.94
	1-5 Million	193	67.60
	>5-10 Million	19	6.63
	> 10 Million	11	3.83

Measurement Model (Outer Model)

A research concept and model cannot be tested in a relational and causal relationship prediction model if it has not passed the verification stage in the measurement model. This model using validity and reliability tests (Hair, Risher, Sarstedt, & Ringle, C. M., 2019). The validity test was conducted to determine the ability of the research instrument to measure what it was supposed to measure. Valid is seen from the questions on the questionnaire. The question must be able to describe something to be measured. A questionnaire is declared valid if the questions on the questionnaire can reveal something that the questionnaire will measure. The following is a tabulation of the validity test parameters in PLS.

Table 2. The Result of Ave, Composite Reliabiity, andCronbach's Alpha

Variable	AVE	Composite Reliability	Cronbach's Alpha	Conclusion
Content	0.582	0.874	0.819	Valid
Customer Trust	0.576	0.872	0.816	Valid
Influencer	0.581	0.893	0.855	Valid
P. Decision	0.539	0.874	0.825	Valid
Social Media	0.532	0.888	0.853	Valid

In table 2 above the validity test of the Social Media, Content, Influencer, Customer Trust, and Purchase Decision variables, the AVE (Average Variance Extracted) value is above 0.5, meaning that all variables meet the requirements. On the Composite Reliability of the indicator block that measures the construct, the composite reliability results will show a satisfactory agreement if it is above 0.7. All variables tested showed results above 0.7. Likewise, the Cronbach Alpha value must have a value above 0.7. The variables Social Media, Content, Influencer, Customer Trust are declared reliable because they have numbers above 0.7. Based on the AVE score, CR score and Cronbach's Alpha all variables meet min. the required score, so that it can be processed to the next step.
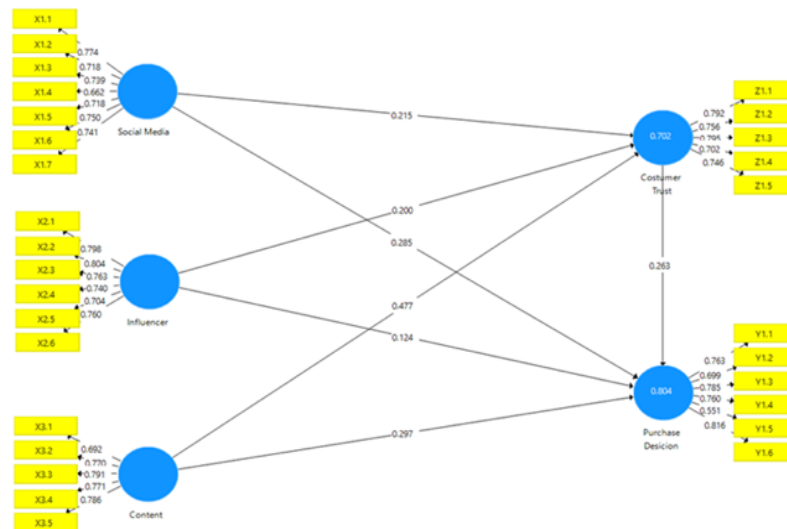

Figure 2. Measurement Model

The results of data processing can be seen in Figure 2, measurement model. The Content variable consists of five questions and there is one invalid question, namely question number one, with a score of 0.682. The customer trust variable also has five questions, all the questions on the loading factor test results are valid because they are above 0.7. The influencer variable has six questions, all questions are valid. Likewise, the purchase decision variable has six questions, but there are two invalid questions, namely question number two (0.699 < 0.7) and question number five (0.551 < 0.7). The social media variable uses

seven questions, there is a question number four that is not valid, with a score of 0.662 < 0.70.

Table 3. Table of Heteroit-Monotrait (HTMT)

Variables	Content	C.Trust	Influencer	P.Decision	Sosmed
Content					
Customer Trust	0.810				
Influencer	0.739	0.729			
Purchase Decision	0.846	0.819	0.769		
Social Media	0.860	0.790	0.821	0.850	

Discriminant validity occurs when two different instruments that measure two contracts predicted to be uncorrelated produce a score that does not collaborate (Hair, Risher, Sarstedt, & Ringle, C. M., 2019). For conceptually similar constructs: HTMT < 0.90, for conceptually different constructs: HTMT < 0.85, and last for the test whether the HTMT is significantly lower than the threshold value (Hair et al., 2019). If the HTMT ratio meets the requirements, it can be considered discriminant validity fulfilled. The threshold value for HTML is < 1.00 based on Gaskin et al. (2018). As seen in Table 4 the result indicates that all of the HTMT discriminant validity ratios are less than 1.

Structural Model (Inner Model)
The structural model (Inner Model) is a structural model to predict causality relationship between latent variables. After the estimated model meets the Outer Model criteria, the next step is to test the structural model (Inner model). The structural model in PLS is evaluated using R^2. R<UNK>'s value of R^2 is used to measure the level of variation of changes in the independent variable to the dependent (Hair, Risher, Sarstedt, & Ringle, C. M., 2019). The higher the value of R^2 means the better the prediction model of the proposed research model. In this study, the Customer Trust variable is influenced by the Social Media, Content, Influencer variables by 0.699 or 69.9%. In addition, the Purchase Decision variable is affected by Social Media, Content, Influencer, Customer Trust by 0.801 or 80.1% and the rest is influenced by other variables not examined in this study (table 4).

Table 4. R-Square Table

Variable	R-Square	Adjusted R Square
Customer Trust	0.702	0.699
Purchase Decision	0.804	0.801

The goodness of Fit Model is measured using the R^2 dependent latent variable with the same interpretation as regression. The predictive relevance of Q2 to a structural model counts how well the model and its estimated parameters produces observed values. The result of Q2 in this study is 0.820, a value greater than 0, which provides evidence that the constructed model in this study has predictive relevance. Here is the calculation of Q2:

$$Q2 = 1 - (1 - R1^2) (1 - R2^2)$$
$$Q2 = 1 - (1 - 0.702^2) (1 - 0.804^2)$$
$$Q2 = 1 - (0.508) (0.354)$$
$$Q2 = 0.820$$

Hypothesis Testing and Discussion
From table 5 below we can conclude that, our first hypothesis (H_1) Social media has a significant positive effect on customer trust. That is, the selection of the right social media can affect consumer confidence. This result was also confirmed by a study conducted by (Calefato, Lanubile, & Novielli, 2015) and Prasad et al. (2017). Prasad et al found that managers or decision makers in promoting their products or services are advised to choose the right social media according to the target audience. Social media for Generation Z is Tiktok and Instagram, while for millennials, they are also familiar with Facebook. Generation X is the

first generation of social media through Facebook. Furthermore, the more precise the selection of social media used for promotion, the higher consumer trust will be.

Our second hypothesis (H$_2$) also concludes that social media has a significant positive effect on purchasing decisions, meaning that the choice of social media to promote sneaker products will have an impact on customer purchasing decisions, this result is similar to the results of Prasad et al. (2017). The selection of the right social media will influence consumers to make buying decisions. Additionally, (Mehta & Funde, 2014) in the context of India concluded that social media can influence consumers to buy, even after making a purchase they will take actions such as making photos or videos about the products purchased, then posting them on social media. Products that meet consumer expectations will get a positive response, on the contrary, those that do not match expectations will be a negative campaign for the company that sells the product.

Table 5. Direct Effect Result

Path	T-Value	T-Statistic	P-Value	Result
Soc.Med → C.Trust	1.96	1.999	0.046	Accepted
Soc.Med → P.Decision	1.96	3.385	0.001	Accepted
Influencer → C. Trust	1.96	2.234	0.026	Accepted
Influence → P.Decision	1.96	2.166	0.031	Accepted
Content → C. Trust	1.96	5.777	0.000	Accepted
Conten → P.Decision	1.96	3.499	0.001	Accepted
C.trust → P.Decision	1.96	4.504	0.000	Accepted

Our third hypothesis (H$_3$) states that, Influencers have a significant positive effect on Customer Trust. This means that trusted influencers have an effect on customer trust. This study supports the research conducted by Deniv et al. (2020). The researchers conclude that the proper use of influencers, especially in the context of low-cost airlines, can increase customer confidence and provide better profits for the company. The same line was found by (Wang, Kao, & Ngamsiriudom, 2017), they state that the more precisely the infleuncer chosen, the more customer trust will increase.

Then, our fourth hypothesis (H$_4$) results that, Influencers have a significant positive effect on Purchasing Decisions. That is, influencers who can be trusted will have an impact on purchasing decisions. This conclusion is supported by research conducted by Deniv et al. (2020). Additionally, to influencing Customer Trust, influencers who are credible and in accordance with the endorsed product or service, will ultimately influence purchasing decisions.

Our fifth hypothesis (H$_5$) proves that, Content has an effect on Customer Trust. Interesting and emotional content will have an impact on Customer Trust. The research is in line with previous research by Sutedjo et al. (2017). Content also has an impact on customer's Purchase Decision (H$_6$), our sixth hypothesis results that, content encourages customers to buy the product. This result is evidenced by the research of Ansari et al (2019). Audiance likes content that touches their emotions, such as funny content, which causes feelings of happiness, emotion, motivation, and content that is related to contemporary things.

Finally, our seventh hypothesis (H$_7$) proposes that customer trust influences purchasing decisions. Customer trust makes consumers believe that their personal information is stored properly and allows them to carry out transactions securely, therefore, they will make purchasing decisions. This study is in line with Kotler & Keller (2018). In addition, Mandira et al. (2018) ensure that customer trust makes consumers want to buy the products or services offered by the company compared to its competitors

Table 6. Indirect Effect Result

Path	T-Value	T-Statistic	P-Value	Result
Content→C.Trust→ P.Decision	1.96	1.999	0.046	Accepted
Influencer →C.trust → P.Decision	1.96	3.385	0.001	Accepted
Soc.Med → C. Trust -→ P.Decision	1.96	2.234	0.091	Declined

In table 6 above, our study concludes that Content has a positive impact on Purchasing Decisions, mediated by Customer Trust (H$_8$). This study is similar to Lou & Yuan (2019) study. They state that,

entertaining content will attract consumers and finally decided to buy because of trust. Content that is entertaining or provides a touch of emotion will convince consumers so that they will increasingly trust the product or service they are going to buy. It is very important for marketing managers when proposing content to be used in communicating with consumers. Consistent and distinctive theme content will also be easy for consumers to remember, so that consumer confidence will increase.

Our nineth hypothesis (H$_9$), concluding that Influencers have an effect on Purchase Decisions, is mediated by Customer Trust. This research is supported by the research of Lou & Yuan (2019) also, which examines respondents who follow at least one influencer. They found that influencers significantly influence purchasing decisions mediated by the Cutomer Trust. A trusted influencer, not only in promoting a product or service, but in everyday life showing positive and consistent behavior will further increase consumer confidence and ultimately decide to buy the endorsed product or service.

While our tenth hypothesis (H$_{10}$) is not proven that Social Media has an effect on Purchase Decisions with the mediation of Customer Trust. This is contrary to the results of research by Manzoor et al. (2020). he availability of various social media makes consumers have a variety of information, so that the selection of social media does not have an influence on consumer confidence and purchasing decisions, but is more dominated by content and influencers.

Conclusion

This study analyzes the purchasing decisions of millennial consumers as many as 287 respondents who are internet users in purchasing sneakers. This study succeeded in testing that both Content Marketing, Influencers and Social Media have a statistically significant effect on Consumer Confidence, as well as purchasing decisions. In addition, Customer Trust also influences customer Purchasing Decisions. New products or services that want to gain consumer confidence can use one of these alternatives or a combination of these alternatives in increasing consumer confidence and ultimately is expected to influence consumer decisions in buying.

Managerial implication to companies that produce local sneakers need to use ways that are closer to the millennial generation in promotion their products, such as using social media, providing interesting content and using influencers trusted by millennials, therefore, the local shoes that have been exported to foreign countries are also favored by the millennial generation.

The limitations of this research is that the respondents are limited to the millennial generation who live in the greater Jakarta area, which is the business center. Therefore, this research cannot be generalized to other regions in Indonesia. Future researchers can expand the reach of respondents, including Generation Z who are also internet users.

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