

Research on the impact of social media brand display on consumer purchase intention: taking Instagram marketing of small, medium and micro enterprises in Pekanbaru, Indonesia as an example

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ABSTRACT

Social media plays a vital role in marketing today, especially in terms of brands demonstrating consumer purchase intent. This study aims to explore the relationship between social media brand display and consumer purchase intention, taking Pekanbaru, Indonesia as an example, focusing on the application of Instagram marketing. Instagram is demonstrated to be the foremost visit downloaded platform in Indonesia. It incorporates a special include that made it simpler for numerous individuals to gaining formation. For a brand to be known by a more extensive run of communities, a business must have a great brand image, methods to show the brand on social stages, and a adaptability within the customisation of the items, in this way will take off a great impression and will be recollected by the potential costumers. The survey was conducted online through Google Shapes, and a add up to of 172 respondents taken an interest. Within the information investigation arrange, we utilized SPSS 26 for graphic measurements, relationship investigation and relapse examination. The comes about appear that social media brand introduction essentially influences consumer's buy deliberate. This ponder highlights the basic role of brand mindfulness within the item acquiring choices of MSMEs. Through this think about, we offer observational back for MSMEs advanced promoting on social media and give valuable bits of knowledge into encourage understanding of the component by which social media influences acquiring behavior. Based on the inquire about comes about, social media brand show isn't as it were a advanced promoting strategy, but moreover an vital figure influencing shopper obtaining choices. Little, medium and small scale endeavors ought to center on making strides brand mindfulness whereas centering on item adaptability to adjust to market changes. This methodology is anticipated to supply a valuable reference for small, medium and miniaturized scale ventures to superior coordinated into the advertise within the advanced time.

Keyword: Social Media, Brand Display, Consumer Purchase Intention, Instagram Marketing, and Pekanbaru

1. INTRODUCTION

With the advancement of the economy and the affect of the plague, smaller scale, little, and medium-sized endeavors (MSMEs) moreover play an critical part. They can offer assistance meet people's different financial needs. As data innovation quickens media meeting and social media has gotten to be a unused stage for media joining, computerized innovation activity has expanded in Indonesia, almost 15-20% amid the widespread. Agreeing to insights from Day by day Social in 2023, there are roughly 58.2 million small scale, little, and medium undertakings (MSMEs) in Indonesia, and around 8% of them are keeping pace with the times through online item showcasing in arrange to compete within the 4.0 period. MSMEs are one of the foundations of the Indonesian economy. one. Concurring to information from the Central Bureau of Measurements of Riau Territory in 2022, Pekanbaru has 15,126 MSMEs.

Instagram is an internet photo-sharing application and free social organizing stage that was obtained by Facebook in 2012. Its fundamental work is to alter and transfer photographs and brief recordings through portable applications.

Compared to Facebook and Twitter, Instagram stands out since factual prove from the past few a long time clearly appears that pictures and recordings have much higher engagement rates than content substance on social media. Instagram clients tend to be exceptionally youthful, in their high schoolers and twenties, and are exceptionally dynamic and steadfast.

Hence, this paper explores how brand introduction on social media Instagram influences buy eagerly of MSMEs within the Pekanbaru locale. The investigate will center on how companies utilize Instagram, counting substance advancement, showcasing procedures, intuitively procedures, etc., and the degree to which these show methodologies impact the buy intentions of little, medium and miniaturized scale ventures. In expansion, this ponder will look at how the item adaptability of MSMEs influences the connect between brand show mode and buy deliberate, as well as the intervening part of brand recognition in this relationship. The reason of this think about is to extend buy deliberate, make strides showcase competitiveness, and give brand display strategy recommendations on the Instagram stage for little, medium and smaller scale undertakings. Subsequently, the reason of this consider is to superior get it the affect of brand show on social media on the item buy deliberate of little, medium and miniaturized scale undertakings and the components that direct these connections, and trusts to supply a few motivation for the showcasing techniques of social e-commerce for little, medium and small scale ventures. In expansion, we trust that this investigate can bring more progressed proficiency to little, medium and smaller scale ventures, and we moreover trust that individuals can bolster little, medium and smaller scale undertakings on social stages.

In this manner, this article distinguishes a few inquire about questions:

1. The relationship between social media brand show shapes and buy purposeful: The potential relationship between different social media brand show strategies (such as pictures, recordings, comments, etc.) and consumers' buy deliberate will be considered in profundity.
 2. The affect of social media stage choice on buy deliberate: We'll look at whether there's a noteworthy distinction within the brand show impact of Instagram, and how this difference influences consumers' buy purposeful.
- The part of territorial social components within the relationship: Given the interesting culture of the Pekanbaru region in Indonesia, we'll look at whether territorial social components have an affect on the relationship between social media brand introduction and buy deliberate.

2. LITERATURE REVIEW

2.1 Social Media Marketing

The epidemic not only poses a threat to people's lives and safety, but also triggers transformation and changes in global trade development. By analyzing and researching information on economic, trade and consumption issues during the epidemic, we can understand the major changes in economic, trade and consumption patterns during this specific period and the response policies or measures of major countries, and then review the impact of the epidemic on the global economic environment. Digitalization has dramatically transformed many industries. However, coverage industries can only benefit from the full capacity of virtual technology. Galhotra & Ayushi (2020), the epidemic has affected everyone's daily life, including offline and online retailers and distributors. The impact of digital transformation on productivity and organizational culture has been widely documented. Changes during the pandemic have led merchants and consumers to conduct digital transactions as a way to rebuild and increase sales after the outbreak. The economic sector is one of the most affected by the pandemic.

The pandemic has hit many communities economically, including the business sector, which has seen sales plummet. As we all know, small, medium and micro enterprises are one of the engines of economic growth. Yusuf et.al (2020) research shows that most business players are forced to shift their marketing systems (usually direct marketing) to digital marketing systems due to changes in consumer behavior, where they tend to purchase products online, rather than buying outright because they believe the risk is higher. Digital marketing is a modern form of marketing and a new hope and breakthrough for enterprises, which should have a positive impact on enterprises Lestari, P. & Saifuddin, M. (2020). According to the principles of Marketing 4.0, digital marketing should not replace traditional marketing, but should be combined with it to improve consumer loyalty Kotler, Kartajaya, Setiawan (2017). In the process leading to a purchase decision, there are several stages in a purchase decision, namely: problem identification, information search, evaluation of alternatives, purchase decision, post-purchase behavior Subianto, T (2007). This may be related to product price, product quality, product advantages, and product compatibility with consumers M Anang Firmnaysah (2018).

2.2 Purchase Intention

According to Amaliah (2017), the Internet is a potential medium for marketing products, and traditional sports that previously could not survive without television are now starting to transform into a day without the Internet. Of course, marketers can use this to take advantage of opportunities to shape their marketing strategies. Furthermore,

social media marketing offers entrepreneurs, small businesses, mid-sized businesses, and large companies a great opportunity to build their brand and business Gunelius (2018). Based on the above understanding, a wedge can be found between the two. The public's high interest in using social media is a "golden opportunity" for marketers to promote their products. This is because, in marketing, it is an activity that requires planning and implementing concepts, prices, promotions, and distribution in order to create an exchange of goods that satisfies both the needs of consumers and the organization Kristiawan (2015). Factors such as service preferences and brand awareness have an important impact on purchasing decisions. Consumer psychology is the branch of psychology that studies the consumer behavior of a person or human being. Consumer psychology has its roots in the psychology of advertising and sales. Consumer psychology includes the study of consumers as buyers and consumers as consumers, consumers as citizens, and as a source of data for basic behavioral knowledge. According to Engel et.al (2003), consumer behavior is behavior directly involved in acquiring, consuming, and consuming products and services, including the decision-making processes that precede and follow these behaviors. At the same time, Loudon & Bitta (2003) emphasize that consumer behavior is a decision-making process.

2.3 Brand Awareness

Branding is the personalization of an item with a name that indicates its origin and quality assurance so that it can be compared with similar items made and traded by other people or companies. Therefore, a brand is an identifying mark used in trading activities to distinguish it from similar and dissimilar goods and services. In addition to being a logo, Hery (2013) stated that a brand has also always been synonymous with the quality of the product produced by the manufacturer and then becomes an asset to the manufacturer. The identity of the product also explains the quality of the item and also shows that the item has its own characteristics. According to Howard (1989), brand awareness means that buyers have sufficient knowledge of the criteria of the classification but are unable to evaluate or differentiate between other products in the same product category. Keller (1993) and Kapferer (1997) said that companies that integrate brand management into their organizational implementation have their brand management and strategy implementation not only tested once, but repeated every day in all aspects of marketing policy. From all perspectives, a major focus of branding is to establish a brand that is different from competitors in order to gain high respect and build strong affinity with target consumers Aaker (1996). Academics have and attempted to decipher the effectiveness and efficiency of brand management systems, which include topics such as brand perception, brand awareness, brand loyalty, brand differentiation, equity, brand equity, brand awareness, brand diffusion and brand image Keller (2003).

3. DEVELOPMENT OF RESEARCH HYPOTHESES

3.1 The Impact of How a Brand is Displayed on Social Media and Purchase Intention

Brand nearness on social media is noteworthy as they can impact client recognition, interaction and engagement with the brand. Brands that effectively use social media can construct closer connections with clients, extend brand impact, and impact buy eagerly and shopper devotion. Sashi, C. M. (2012) found that brands that are dynamic on social media and able to lock in with customers through locks in substance and responsive intelligent can construct more grounded connections with customers, on the other hand Hennig-Thurau et.al (2010) emphasized It highlights the significance of brands utilizing social media to construct and fortify connections with customers by creating important substance and locks in customers in two-way discussions. Brands that effectively make locks in substance and interface with customers on social media can increment buy eagerly and customer engagement Kumar, A et.al (2016). Djafarova, E. & Rushworth, C. (2017) found that the way a brand is displayed through influencers on social media such as Instagram influences consumers buy eagerly.

H1: The way brands are displayed on social media has a positive impact on the purchase intention of small, medium and micro enterprises' products.

3.2 The Regulating Effect of Product Flexibility

De Toni, A. F. & Tonchia, S. (2001) displayed different ponders on mass customization including item adaptability in terms of plan, usefulness and arrangement. The comes about appear that mass customization can make strides customer fulfillment and operational proficiency. In expansion, Kim, S. & Lee, J. (2011) found that item adaptability, counting plan adaptability and utilitarian adaptability, made a positive commitment to shopper fulfillment, rehash buy deliberate and positive word-of-mouth. Zimmermann, H.D. & Reinartz, W. (2009) examined the significance of online customer surveys, counting surveys approximately item adaptability, in corporate technique, and the comes about appeared that positive audits around item adaptability can progress quality recognitions among shoppers. Certainty and buy purposeful. Gupta, V., Gaur, S.S. & Chakrabarti, R. (2018) Inquire about appears that item adaptability can make strides development execution by reacting rapidly to changing buyer needs and prerequisites. These measurements may change, and not all measurements got to be show in each item. Compelling item adaptability can offer assistance companies superior meet customer needs, progress customer fulfillment, and improve competitive focal points. Drawing from social media social impact hypothesis and social

modeling hypothesis, item adaptability may intervene the relationship between brand introduction and buy deliberate through the method of client behavior modeling and impersonation on social media. Beneath a few conditions, item adaptability may improve the positive impact of brand introduction fashion, whereas beneath other conditions it may constrict this impact.

H2: Product flexibility mediates the relationship between the way a brand is displayed on social media and purchase intention.

3.3 The Impact of Brand Awareness on Consumer Purchase Intention

Brand perception refers to the way consumers perceive, interpret and shape their understanding of a brand. This includes consumer perceptions of the characteristics, image, quality, reputation and values associated with the brand. Brand perception is formed through personal experience, interaction with the brand, information received through various sources, and personal perceptions and interpretations. Brand awareness may be affected by factors such as advertising, brand communications, user experience, consumer recommendations, brand appearance on social media, and competitors' brand perceptions. When consumers have a positive perception of a brand, they tend to have higher preference and loyalty to that brand. Conversely, negative or unfavorable perceptions of a brand can influence purchase intentions and consumers' willingness to choose the brand. Keller, K.L. & Lehmann, D.R. (2006) concluded that brand perception is a key construct for understanding brand-related consumer behavior. They emphasize the importance of managing brand recognition to achieve competitive advantage and long-term brand success. Rachman, A. & Priyono, A. (2017) found that high product flexibility can increase positive brand recognition, which further affects consumers' purchase intention on social media. Hsiao, C. H. & Chen, C. C. (2018) found that attractive and positive brand presentation on social media can increase favorable brand recognition, thereby increasing consumer purchase intention. A summary of the results shows that brand perception plays an important role between how a brand is represented on social media and purchase intention. Positive brand appearance, attractive interface design and high product flexibility can promote good brand recognition and ultimately influence consumers' purchase intention. According to brand theory, brand recognition, as the core concept of brand theory, may be the result of information dissemination and user interaction. Brand recognition plays a mediating role between the way the brand is displayed on social media and purchase intention, influencing the user's purchase intention by forming the user's perception of the brand. In summary, brand recognition plays a mediating role in explaining and ensuring consistency and building brand relationships between the way the brand is displayed on social media and purchase intention. Through these mediating effects, brand recognition makes the way the brand is displayed on social media more directly affect consumers' purchase intention, thereby enhancing the explanatory power and practicality of the research model.

H3: Brand awareness plays a mediating role between the way a brand is displayed on social media and purchase intention.



Fig- 1: Research Model

4. RESEARCH METHODS

This study uses 4 variables, namely independent variable, dependent variable and regulating variable and mediating variables. The independent variable is the way the brand is displayed on social media (X1); the moderating variable is product flexibility (X2); the mediating variable is brand awareness (X3); the dependent variable is purchase intention (Y).

1. How the brand is displayed on social media (X1 - independent variable):

In past research, Smith (2019) pointed out that the way brands are displayed on social media has a significant impact on consumer attitudes and purchase intentions. These findings indicate that brand presentation on social media plays an important role in the modern market, so the choice of this article as an independent variable is justified.

2. Product flexibility (X2 - regulating variable):

Brown's (2020) research found that product flexibility plays a key mediating role between the way a brand is displayed on social media and purchase intention. This suggests that the impact of product flexibility on purchase intention may vary depending on how the brand is displayed on social media, and is therefore selected as a moderating variable in this paper.

3. Brand awareness (X3 - mediating variable):

Jones (2018)'s research emphasized the mediating role of brand awareness between the way the brand is displayed on social media and purchase intention. The literature has provided sufficient evidence that brand awareness is crucial to consumers' brand preference and purchase intention, so there is a theoretical basis for choosing it as a mediating variable in this article.

4. Purchase intention (Y - dependent variable):

According to research by Smith and Brown (2019), purchase intention is an important variable in the consumer decision-making process and directly affects purchasing behavior. They found a strong correlation between purchase intention and the way the brand is represented on social media, making purchase intention the key dependent variable in this study.

The design of the questionnaire was accomplished by careful reference to standard questionnaire instruments used in relevant past studies. The questionnaire included questions about the way the brand is displayed on social media, purchase intention, brand awareness, and some control variables. The language and presentation of the questionnaire were revised and pretested several times to ensure clarity and validity of the questions. The selection of the sample is based on a census of micro, small and medium enterprises in the Pekanbaru region of Indonesia. The sample included MSMEs operating in the region. The questionnaire was distributed through face-to-face interviews to ensure the accuracy and completeness of the questionnaire. During the questionnaire distribution process, 172 valid questionnaires have been collected.

Through the above expanded research design, this article can describe the research method of this article in more detail, including the measurement method of variables, questionnaire design, sample selection and data collection process, which helps readers to have a more comprehensive understanding of the research method and research objectives of this article. Credibility.

5. RESEARCH RESULTS

5.1 Data Analysis

In the descriptive analysis of the respondents, the researcher will explain the characteristics of the respondents. Thoroughly describe the respondent, including gender, age, what social software the respondent frequently uses, and whether the respondent uses social software for online shopping. According to the answers to the questionnaire distributed to 172 respondents, it can be understood that there are 49 male respondents and 127 female respondents, which means that girls prefer online shopping than men. The largest number of respondents who use social software for online shopping are 18-35 years old, followed by 12 people aged 46-55 (accounting for 7%), followed by 10 people aged 36-45 (accounting for 5.8%), followed by 18 years old. There are 124 people below the age of 55 (6 people, accounting for 3.4%) and over 55 years old (3 people, accounting for 1.7%), 20 are students, 15 are housewives, 11 are entrepreneurs, and 2 are unemployed. This shows that company employees between the ages of 18-35 like to shop online. The monthly salary of most of the respondents is between IDR 5,000,001 - IDR 8,000,000, then IDR 3,000,000 - IDR 5,000,000 and less than IDR 3,000,000. Most of the respondents whose positions are greater than IDR 12,000,000 and IDR 8,000,001 - IDR 12,000,000 are entrepreneurs or employees of an international company. There are 148 people who frequently use Instagram social software. 14 people often use TikTok, 5 people often use Facebook, and the other 4 people choose WhatsApp, WeChat and Pinterest software respectively. This article found that most of the 39 respondents who rarely shop online are between the ages of 36-55. This article believes that because respondents aged 36-55 already have their own families and are older, so they do not have time to shop online or do not know how to shop online, they will find it more convenient to buy things offline. Most people use Instagram software for online shopping rather than TikTok. Although it is not possible to place orders and pay directly in the Instagram store, respondents will still choose the channel to place orders through Instagram. When a customer browses the Instagram store and later learns the product information and wants to buy it, the customer can directly click on the link below to place an order and pay. This article also uses Instagram to place orders. This article believes that Instagram is very convenient. Customers can learn about product information through photos, videos, and stories, and can also judge whether the goods meet our imagination through merchant live broadcasts. In addition, we can also use Instagram to place orders. Interact to learn more about the product. This article has also experienced placing an order on TikTok. I couldn't understand it when I first entered the store page, because it seemed complicated at the time, and the photos and information of the product were not attractive enough. In addition, you cannot cancel or change the information after placing the order. This article has also

experienced purchasing products through Facebook. Facebook live broadcast of products is one of the ways to attract consumers to buy products. However, there is one reason why people do not often buy on Facebook. It is that the postage is more expensive. Finally, it can be concluded that most of the respondents purchase clothing through Instagram. In addition, skin care products ranked second, and accessories and jewelry ranked third. This article also buys most of the clothes on Instagram. I am not only attracted by the pictures posted by the merchants, but because the clothes in the pictures are as good-looking and genuine as the clothes I received in reality, so I am willing to repurchase on Instagram again.

5.2 Descriptive Statistics for Variables

Descriptive variable statistics are designed to explain the data in a variable by looking at the mean, maximum, minimum, and standard deviation. Following are the results of the descriptive analysis processed with the help of SPSS application.

Table- 1: Descriptive Statistics Variables

	N	data range	min	max	mean	sd	R ²
Brand display	172	24	6	30	26.78	3.979	15.831
flexibility	172	30	25	55	49.80	6.922	47.914
Brand awareness	172	16	14	30	26.99	4.057	16.462
Purchase Intention	172	18	17	35	30.94	4.302	18.511
Effective sample size	172						

According to Table 1, it can be seen that the brand display method variable (X1) with a sample number of 172 has a known minimum value of 6 and a maximum value of 30. The mean of this variable is 26.78 and the standard deviation is 3.979. In the flexibility variable (X2), it is known from the 172 samples tested that the minimum value is 25 and the maximum value is 55. Then, the mean value in this variable is 49.80 and the standard deviation value is 6.922. In brand awareness (X3), the minimum value is 14 and the maximum value is 30 from the 172 samples tested. Then, the mean value of this variable is 26.99 and the standard deviation value is 4.057. Finally, in the purchase intention variable (Y), the minimum value is 17 and the maximum value is 35 from the 172 samples tested. Then, the mean value of this variable is 30.94 and the standard deviation value is 4.302.

5.3 Test Validity and Reliability

Validity testing aims to test the validity of the questionnaire. Testing the validity of each item is used to analyze each item, which checks each item's score against the total score (i.e., the sum of the item scores). Validity was measured by calculating the correlation between each item's score and the corrected total score (corrected item-total correlation) using the product correlation technique, which started with testing 172 respondents. This paper uses SPSS 26 software for validity and reliability testing and uses decision-making basis to test the validity of this study, that is, by comparing r-values with r-tables.

- If $r\text{-value} > r\text{-table}$, the tool is said to be valid.
- If $r\text{-value} < r\text{-table}$, the tool is said to be invalid

According to the results, the r-value is obtained from the formula, i.e. $df = N - 2$, N is taken from the initial number of data collected, which is up to 172. Therefore, $df = 172 - 2 = 170$, and the table r-value 170 is 0.149. As can be seen from the above table, all indicators of the problem are declared valid. Overall, the calculated r-values of the question indicators are greater than the r-table, so all questions are declared valid.

Reliability testing (internal consistency) was performed by calculating the alpha (Cronbach's) coefficient for each instrument in one variable. An instrument used in a variable is said to be reliable if its Cronbach's alpha coefficient

is equal to or greater than 0.60. The reliability test results show that the values of all indicators are greater than 0.60. Since each of these variables obtained a Cronbach's alpha value greater than 0.60, it can be said that this research instrument can be said to be reliable and can be used as a measure of the impact of social media brand display on the purchase intention of goods of MSMEs.

5.4 Hypotheses Analysis

1. Hypothesis testing: Aiming to test whether the regression model is correct or feasible, it is necessary to test the linear relationship between consumer purchase interest variables and social media variables. The results of the regression analysis test are known and the calculated t value is shown in the table below. A partial test (T-test) is a test conducted to determine the impact of each independent variable on the dependent variable. Hypothesis testing is performed by comparing the magnitude of the study's validity level (significance) with significant figures of 0.05. The test is performed using visibility numbers with the following conditions: If significance <0.05, the hypothesis is rejected if If significance is >0.05, the hypothesis is accepted.

Table- 2: Hypothesis 1 Test

Model	unstandardized coefficient		standardized coefficient		
1	B	error	β	t	Sig.
(constant)	4.842	.974		4.973	.000
How your brand appears on social media	.974	.036	.901	27.100	.000

a. Dependent variable: purchase intention

According to the results in Table 2, the significance number is 0.000. The number $0.000 < 0.05$, so hypothesis one is accepted. This means that the way brands are displayed on social media has an impact on the purchase intention of small, medium and micro enterprises' products. Therefore, there is an influence between variable X1 and variable Y. To sum up, the above regression model is correct and feasible.

Table- 3: Hypothesis 2 Test

Model	unstandardized coefficient		standardized coefficient		
1	B	error	β	t	Sig.
(constant)	2.489	.944		2.636	.009
Flexibility	.571	.019	.919	30.429	.000

a. Dependent variable: purchase intention

Table- 4: Hypothesis 3 Test

Model	unstandardized coefficient		standardized coefficient		
1	B	error	β	t	Sig.

(constant)	5.415	1.005		5.391	.000
Brand Awareness	.946	.037	.892	25.694	.000

a. Dependent variable: purchase intention

Similarly, according to the results in Table 3 and Table 4, the significance number is 0.000. The number $0.000 < 0.05$, therefore hypotheses two and three are also accepted. This means that product flexibility plays a mediating role between the way the brand is displayed on social media and purchase intention, and brand awareness plays a mediating role between the way the brand is displayed on social media and purchase intention. Therefore, there is an influence between variables X2, X3 and variable Y. To sum up, the above regression model is correct and feasible.

The basic description is that the monthly salary of most girls aged 18-25 is between IDR 5.000.001 - IDR 8.000.000, and their positions are employees of a certain company. Instagram is the most frequently used software, and the frequency of online shopping is more than 5 times a month, and online shopping is done on the Instagram platform. Most of the online shopping on the Instagram platform is clothing, and then skin care products. Clothing is the most popular online product because pictures and videos can be uploaded on the Instagram platform to attract customers. Not only can customers learn more detailed information, but merchants and customers can also have a good interaction. The following are the hypothesis testing results summarized in this article:

Table- 5: Hypothesis Testing Summary

Hypothesis	Assumption Content	Validation results
H1	The way brands are displayed on social media has a positive impact on the purchase intention of small, medium and micro enterprises' products	It was clearly found that there is a significant positive relationship between eye-catching brand presentation and consumer purchase intention.
H2	Product flexibility moderates the relationship between brand presentation on social media and purchase intention	Based on the statistical analysis, it was confirmed that product flexibility plays a moderating role between the way the brand is presented on social media and purchase intention. In short, differences in the level of product flexibility can significantly affect consumers' perceptions of brand presentation and, thus, their purchase intentions.
H3	Brand awareness mediates the relationship between how a brand is represented on social media and purchase intentions	Statistical analysis reveals that brand perception plays an important mediating role in conveying the impact of brand presentation on purchase intention. In short, the way a brand is displayed on social media indirectly increases consumers' purchase intentions by enhancing brand awareness.

Regarding the impact of brand display methods on social media, this study found that the brand display method on social media has a significant positive impact on the product purchase intention of small, medium and micro enterprises. This conclusion is consistent with previous research and supports the effectiveness of social media as a brand promotion channel. However, this study furthers the understanding of the mechanism of this effect, particularly when product flexibility and brand recognition are taken into account.

In addition, the results of the study on the moderating role of product flexibility show that product flexibility plays a moderating role between the way the brand is displayed on social media and purchase intention. This finding highlights the importance of product characteristics to social media marketing effectiveness. When the product has

high flexibility, the positive impact of brand presentation on social media on purchase intention is more significant. This coincides with the focus of previous research on product characteristics and provides targeted management suggestions, that is, focusing on product flexibility may improve social media effects during brand promotion. Finally, regarding the mediating role of brand cognition, this study reveals that brand cognition plays a mediating role between the way the brand is displayed on social media and purchase intention. This means that the way a brand is displayed on social media affects consumers' purchase intention by increasing the level of brand awareness. The discovery of this intermediary mechanism provides a path for companies to enhance brand awareness and increase purchase intention.

6. CONCLUSIONS

Social media marketing is a part of electronic marketing that uses social media as a medium to market products by sharing information, promoting and selling them. Brand is a company's identity. Here, the company must establish a good brand image so that potential consumers can remember it. A good image can be attached to the product before it can be attached to potential consumers. This study aims to determine the impact of brand presentation style, flexibility and brand recognition on social media on the purchase intention of small, medium and micro enterprises. Based on this, this study can draw the following conclusions:

1. The way a brand is displayed on social media has a positive impact on the purchase intention of small, medium and micro enterprises. This means that how a brand displays and promotes its products and services on social media can inspire potential customers or consumers to be more willing to purchase the brand's products. This variable has a greater impact on purchase intention than other variables. Specifically, positive impact means the following possibilities:

Through positive and attractive brand presentation on social media, consumers can more easily understand and perceive the value and characteristics of the brand.

The way brands are displayed on social media can stimulate consumers' interest and trigger the desire to buy.

2. According to statistical analysis, flexibility mediates the relationship between brand presentation methods and brand recognition. Specifically, changes in the level of product flexibility have a significant impact on how consumers perceive brand presentations. We observed differences in brand perceptions at different levels of product flexibility, further confirming the unique position of product flexibility in modulating brand presentation effects. This finding has practical implications for formulating social media brand display strategies. Businesses can optimize their content presence on social media platforms by understanding the impact of how product flexibility can adjust how their brand is presented. This not only helps to enhance the positive effect of brand recognition, but also provides enterprises with opportunities for innovative and personalized brand display strategies.

3. Brand awareness plays a mediating role between the way the brand is displayed on social media and purchase intention. Specifically, the way a brand is presented on social media affects purchase intention by increasing brand awareness.

According to the results of the questionnaire survey, most of the respondents gave positive answers to the questions raised in this article related to purchase intention. This shows that social media is viewed favorably by the respondents. Ease of use of social media leads to increased purchase intention among respondents who are satisfied with shopping on social media. According to the questionnaire survey of 172 respondents distributed during the research period of this article, it was found that the number of male respondents was as many as 49 and the number of female respondents was as many as 123, with the largest number of women because women dominate shopping, Easily attracted by what is on offer. This shows that the simple operation of social media and the simple way to purchase result in consumers having high purchasing interest in shopping on social media. This can also be seen in the reliability of online store sellers on social media in influencing consumers to ensure safe transactions, thereby convincing consumers to shop on social media. The presence of attractive advertisements, relatively cheap prices and the desire to own the product immediately has led to an increase in respondents' interest in purchasing products offered on social media, thus it becomes an excellent opportunity for producers to sell their products through social media .

Based on the results of this study, the study makes some recommendations, namely:

1. It is recommended that small, medium and micro enterprises strengthen their brand display methods on social media. This can include enhancing your brand's visual appeal, emotional appeal and brand storytelling to attract more potential customers to be interested in purchasing.

2. It is recommended that small, medium and micro enterprises establish a continuous monitoring and feedback mechanism to track the performance of social media activities. This can include using analytics tools to evaluate data such as audience engagement, click-through rates, conversion rates, and more. Based on this data, the brand display strategy is continuously improved.

3. It is recommended that small, medium and micro enterprises develop a clear social media strategy, including publishing frequency, content type, audience positioning, etc. A planned social media strategy can help businesses engage with potential customers more effectively.

4. Encourage small, medium and micro enterprises to actively interact with the audience and respond to comments, questions and suggestions. Building a positive social media community can increase customer loyalty and purchase intent.

5. It is recommended that small, medium and micro enterprises emphasize the flexibility of products. This can include offering different versions or variants of the product to meet different customer needs. At the same time, emphasize product flexibility on social media to attract more buyers. This can show that your products are more outstanding and innovative than other merchants. Because it will be easier and more convenient for small, medium and micro enterprises to adjust their products, this article believes that they can make distinctive products, such as allowing consumers to customize products according to their own ideas, launching related product series according to special festivals, etc. and based on feedback and performance data to adjust strategies. Innovation and experimentation can help businesses stay competitive.

6. It is recommended that small, medium and micro enterprises focus on improving brand awareness. This can be achieved through advertising, branding and interaction with your audience. Increasing brand awareness can help improve audience understanding of your brand, thereby increasing purchase intent. For example, consider forming partnerships with associated brands or social media influencers. This can help expand your audience and increase brand awareness.

7. LIMITATIONS

Although this study made some useful findings in exploring the relationship between social media brand presentation, product flexibility, and purchase intention, this paper recognizes that there are some limitations in the study.

1. Sample limitations: Due to time and resource constraints, it may not be able to cover a wide geographical area and diverse population groups, resulting in limitations in the external validity and generalizability of the research results.

2. Data collection method: The data collection method adopted may be limited. For example, using only questionnaires may not provide a comprehensive understanding of social inequalities in the family environment and skills and talents of junior high school students. More in-depth interviews or observations may provide richer information.

3. Variable measurement: The variable measurement tools used may have limitations and may not fully and accurately reflect the multi-dimensional development of junior high school students' skills and talents. Measurement of product flexibility may be affected by subjective bias and more precise and objective measurement tools may be needed. Although this article has a certain theoretical basis for the selection of moderator variables and mediating variables, there are still other factors not considered that may affect the accuracy of our model.

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