

## FIRM CREATED VERSUS USER GENERATED: WHICH DRIVES CONSUMER PURCHASE INTENTION ON SNACK BAR PRODUCTS?

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**Abstract:** This study aims to examine the influence of firm created social media communication and user generated social media communication on purchase intention directly and indirectly through the mediation of brand awareness and brand passion. The research model was tested on Fitbar brand snack bar products. Primary data was obtained through a survey of 150 respondents. Sampling was carried out with a nonprobability-purposive sampling approach. The results of the hypothesis test using SEM-PLS indicated that firm created social media communication and user generated social media communication had no direct effect on purchase intention. Firm created social media communication was found to influence brand awareness, while user generated social media communication had no effect on brand awareness. Firm created social media communication and user generated social media communication were found to influence brand passion. Brand awareness was found to have no effect on purchase intention, while brand passion influenced purchase intention. The results of the mediation test prove that brand awareness does not mediate the influence of firm created social media communication and user generated social media communication on purchase intention, while brand passion is able to mediate the influence of firm created social media communication and user generated social media communication on purchase intention.

**Keywords:** brand awareness, brand passion, firm created social media communication, purchase intention, user generated social media communication.

### INTRODUCTION

The Covid-19 pandemic has changed various aspects of human life throughout the world, including Indonesia (Intan et al., 2021). The pandemic is an important momentum for

the wider community in maintaining and maintaining health, improving the quality live, and increase the body's immunity to reduce the risk of exposure to the Covid-19 virus. Public awareness of healthy lifestyles has increased since the pandemic. An easy way to live a healthy life is to consume healthy food.

Snack bars are one of the healthy food products that many people buy and consume. Snack bars are bar-shaped snacks made from multigrain cereal. Because of their practicality, snack bars are suitable for many people to consume as diet snacks as a substitute for high-calorie snacks. With its complete nutritional content and small shape, snack bars are a practical and healthy stomach-filling food choice. However, snack bars are not a substitute for main meals because consuming too many snack bars actually results in excess calories (Rizal, 2022).

In Indonesia, the snack bar industry is dominated by two well-known brands, namely Soyjoy and Fitbar. Fitbar is a local brand snack bar produced by PT. Kalbe Nutritional competes closely with Soyjoy, which is a foreign snack bar brand. In terms of the top brand index, Soyjoy is superior to Fitbar during the 2015-2020 period ([www.topbrand-award.com](http://www.topbrand-award.com), 2024). In 2020, Soyjoy has a top brand index of 51.30 above Fitbar which only has a top brand index of 48.40. However, in the 2021-2024 period Fitbar managed to beat Soyjoy by obtaining a top brand index of 52.30 above Soyjoy's top brand index which was only 47.10 in 2024. Even though Fitbar has succeeded in taking a position as a market leader in the last 3 years, future challenges for Fitbar to maintain its position against its closest competitors require branding and product innovation efforts as well as more creative marketing activities. This is the problem from the gap phenomenon in this research.

Indonesia is the country with the fourth highest number of internet users in the world after China, India, and the United States. The number of internet users in Indonesia at the beginning of 2024 was 212.9 million users (Jamaludin, 2024), while the number of social media users at the beginning of 2024 was 185.3 million users ([www.datareportal.com](http://www.datareportal.com), 2024). Instagram is the social media that has the second largest number of users in Indonesia with a total of 100.9 million users as of early 2024 ([www.datareportal.com](http://www.datareportal.com), 2024). The trend of increasing internet users and social media users in Indonesia is widely used by marketers, including Fitbar, to build strong brands and encourage consumer buying interest in products, especially consumers in the millennial generation group. The millennial generation is people born in 1977-1994 and has tech-savvy characteristics. In Indonesia, the 2020 Central Statistics Agency (BPS) population census data shows that the millennial generation dominates the total population at 25.87% (Yeptro, 2024). Therefore, millennial generation is a very potential consumer to target by marketers.

In the context of social media marketing, social media marketing communication can be divided into two forms, namely firm created social media communication and user generated social media communication (Godes & Mayzlin, 2009). Firm created social media communication contains content about products created and posted by the company on social media pages and this content can be completely controlled by the company (De-Costa & Aziz, 2021). User generated social media communication contains content about products created and posted by users on social media and cannot be controlled by the company (Khajuria, 2017). In a number of studies, firm created social media communication and user generated social media communication have been proven to be able to increase brand awareness and brand passion (Mukherjee, 2020; Poturak & Softic, 2019; Poulis et al., 2019; Soewandi, 2015; Wei et al., 2023).

However, regarding the influence of firm created social media communication and user generated social media communication on purchase intention, previous research shows that there are still differences in findings. Firm created social media communication and user generated social media communication were found to have a positive effect on purchase intention (Mukherjee, 2020; Poturak & Softic, 2019; Poulis et al., 2019; Sandunima & Jayasuriya, 2024; Soewandi, 2015; Wei et al., 2023). These findings are different from the research findings of De-Costa and Azis (2021) and Santiago et al. (2022) which shows that there is no influence of firm created social media communication and user generated social media communication on purchase intention.

Previous research on the influence of firm created social media communication and user generated social media communication on brand awareness, brand passion and purchase intention was mostly tested on high involvement products such as electronics, smartphones, sharia stocks and cosmetics as research objects, while for low involvement products Involvement

in snack bar products is still very small. High involvement products are products that have high risk and require a number of considerations such as price, quality, performance and appearance before consumers buy them, while low involvement products are products that have low risk and are usually purchased by consumers without much consideration (Kotler et al., 2024; Setiyaningrum et al., 2016). The differences in characteristics of high involvement and low involvement products can cause the roles of firm created social media communication and user generated social media communication to be different in brand awareness, brand passion and purchase intention. Apart from that, previous research still had limitations in terms of respondents not specifically researching the millennial generation, sampling using convenience sampling, and not researching specific brands. This is the problem from the research gap in this research. Based on the problems explained previously, this research is aimed at testing whether firm created social media communication and user generated social media communication can influence purchase intention directly or indirectly through the mediating role of brand awareness and brand passion in the context of Fitbar brand snack bar products which are included low involvement products among the millennial generation who are used to accessing social media every day.

### **Firm created social media communication and purchase intention**

Firm created social media communication is a form of social media communication initiated by companies for the purpose of building, maintaining and strengthening relationships with target consumers (Mukherjee, 2020; Poulis et al., 2019). This means the company designs, creates and posts content about products to the company's official social media. Apart from that, companies can also post content about products to other social media that is not owned by the company in the form of banner ads (Mukherjee, 2020). The more content about products created by the company and the more frequently the company posts this content on various social media, the more consumers will be interested in buying the product along with the increase in consumer knowledge about the product obtained from the posted content. Previous research still found different results regarding the influence of firm created social media communication on purchase intention. A number of studies show that firm created social media communication is able to influence purchase intention positively (De-Costa & Aziz, 2021; Mukherjee, 2020; Poturak & Softic, 2019; Poulis et al., 2019; Sandunima & Jayasuriya, 2024; Soewandi, 2015; Wei et al., 2023). Meanwhile, other research shows that firm created social media communication does not influence purchase intention (Santiago et al., 2022). To confirm these different findings, this study tested the first hypothesis:

*H1: Firm created social media communication has a direct influence on purchase intention.*

### **User generated social media communication and purchase intention**

User generated social media communication is a form of social media communication that is initiated, created, and posted by users on various social media (Godes & Mayzlin, 2009; Mukherjee, 2020). User-generated content can be in the form of product information, product usage experiences, testimonials, and recommendations which can be positive or negative (Godes & Mayzlin, 2009; Khajuria, 2017). User-generated content cannot be controlled by the company in any way. The large number of testimonials and positive reviews about products posted by users on social media can make consumers interested in buying the product. On the other hand, negative testimonials and reviews about products tend to make consumers hesitate and reduce their desire to buy the product. Many previous studies have found that user generated social media communication has a positive effect on purchase intention (Mukherjee, 2020; Sandunima & Jayasuriya, 2024; Soewandi, 2015; Wei et al., 2023). However, research by De-Costa and Azis (2021) did not find that user generated social media communication had a positive effect on purchase intention. This research tries to reconfirm the results of previous research by testing the second hypothesis:

*H2: User generated social media communication has a direct influence on purchase intention.*

### **Firm created social media communication and brand awareness**

Brand awareness is a dimension of brand equity which describes the extent to which consumers are familiar or able to recognize and remember a particular brand (Aaker, 1996;

Widodo & Setiyaningrum, 2022). Marketers design appropriate marketing communication strategies to increase brand awareness (Yoo et al., 2000). Firm created social media communication is one strategy that companies can use to increase consumer awareness, knowledge and memory about brands. Consumer awareness, knowledge and memory about brands will increase as the company creates more content about products and the more frequently the company posts this content on social media. This argument is supported by a number of studies which found that firm created social media communication had a positive effect on brand awareness (Grubor, 2017; Hermaren & Achyar, 2018; Poulis et al., 2019; Schivinski & Dabrowski, 2015; Shakuntala & Ramantoko, 2023; Soewandi, 2015; Wei et al., 2023). Based on these findings, this research tests the third hypothesis:

*H3: Firm created social media communication has a positive influence on brand awareness.*

### **Firm created social media communication and brand passion**

According to Swimberghe et al. (2014), brand passion refers to the strong emotional attachment felt by consumers to a brand. Brand passion can generally be described as the admiration and enthusiasm that consumers have for a particular brand. Social media communications created and posted by companies in the form of emotionally engaging content play an important role in building strong consumer attachment to the brand. The strong sense of attachment that consumers feel with the brand will emerge as consumers increasingly see content posts about the brand created by the company and are addressed by the company through the brand's fan page on social media. Studies conducted by Mukherjee (2020) and Suhendra et al. (2021) shows the influence of firm created social media communication on brand passion. Based on the study findings, the fourth hypothesis tested in this research is:

*H4: Firm created social media communication has a positive influence on brand passion.*

### **User generated social media communication and brand awareness**

Social media allows consumers to get information about products or brands more easily and quickly. The information that consumers obtain from social media does not only come from companies, but also from other users or consumers (Poturak & Softic, 2019). Consumer awareness, knowledge and memory about brands no longer depend on how companies communicate, but depend on communication between consumers about a particular brand. Consumer awareness, knowledge and memory about brands will increase as more and more viral content about products is created and posted by other users or consumers on social media. A number of researchers have proven that user generated social media communication has a positive effect on brand awareness (Grubor, 2017; Hermaren & Achyar, 2018; Schivinski & Dabrowski, 2015; Shakuntala & Ramantoko, 2023; Soewandi, 2015; Wei et al., 2023). From this explanation, this research tests the fifth hypothesis:

*H5: User generated social media communication has a positive influence on brand awareness.*

### **User generated social media communication and brand passion**

Social media communication allows two-way conversations both between companies and consumers and between one consumer and another consumer. The existence of social media communication helps consumers to share many things with each other, including experiences of using a brand. The large number of positive reviews and comments about a brand that appear in user-generated content posts can strengthen consumers' attachment to the brand (Mukherjee, 2020). Mukherjee's (2020) research succeeded in proving that user generated social media communication influences brand passion, but different results were found in the research of Suhendra et al. (2021) who found that user generated social media communication had no effect on brand passion. To confirm the differences in previous research findings, this study tested the sixth hypothesis:

*H6: User generated social media communication has a positive influence on brand passion.*

### **Brand awareness and purchase intention**

Brand awareness is identified as an important factor that determines a person's purchasing interest in a brand. Generally, consumers will prefer to buy brands that are familiar to brands that are unfamiliar because the brand reflects the quality and performance of the product (Widodo &

Setiyaningrum, 2022). The amount of consumer knowledge about a brand can increase the desire to buy that brand. Consumers tend not to hesitate to buy products with brand names that they already know or remember. A number of previous studies also confirm that brand awareness has a positive effect on purchase intention (Azzari & Pelissari, 2020; Chen, 2024; Poulis et al., 2019; Ratnasari & Kesumahati, 2024; Shakuntala & Ramantoko, 2023; Soewandi, 2015). However, Hameed et al. (2023) and Wei et al. (2023) show that brand awareness does not have an influence on purchase intention because consumers believe that it is not enough to only rely on memories about the brand when buying a product. There are many other factors that consumers consider when purchasing products. To prove whether or not there is an influence of brand awareness on purchase intention in the context of snack bar products, this research tests the seventh hypothesis:

*H7: Brand awareness has a positive influence on purchase intention.*

### **Brand passion and purchase intention**

Many marketers strive to create a strong emotional attachment between consumers and brands with various strategies, one of which is through social media marketing communications (Mukherjee, 2020). A strong sense of attachment and enthusiasm for the brand can increase the possibility of consumers to buy the brand. Consumers who have a strong sense of attachment and high enthusiasm for a brand will tend to be more interested in buying that brand and ignoring other brands. This is confirmed by the research findings of Mukherjee (2020), Gilal et al. (2021), Suhendra et al. (2021), and Jennifer and Ekawati (2024) prove that brand passion influences purchase intention. Based on explanations and support from previous studies, this research tests the eighth hypothesis, namely:

*H8: Brand passion has a positive influence on purchase intention.*

### **The mediating role of brand awareness on the effect of firm created social media communication toward purchase intention**

The company created social media communication aimed to enable consumers to remember brands so that they ultimately prefer to buy the remembered brand rather than other brands. The more content about products or brands created and posted by companies on social media, the more consumers will know, remember and be familiar with the brand and ultimately increase the likelihood of consumers buying the brand. Studies conducted by Soewandi (2015) and Poulis et al. (2019) found that there is a mediating role of brand awareness in the influence of firm created social media communication on purchase intention. Based on these findings, the ninth hypothesis tested in this research is:

*H9: Brand awareness mediates the influence of firm created social media communication on purchase intention.*

### **The mediating role of brand passion on the effect of firm created social media communication toward purchase intention**

Apart from aiming to increase consumer memory about the brand, firm created social media communication is also designed with the aim of increasing consumer enthusiasm for the brand so that consumers are more interested in buying the brand even though there are many other brand choices available. The more often companies post content about products or brands on social media, the more consumers will have a high sense of enthusiasm for the brand and ultimately can encourage consumers to immediately buy that brand. A study conducted by Mukherjee (2020) shows that brand passion is proven to be able to mediate the influence of firm created social media communication on purchase intention. Therefore, to determine whether or not there is a mediating role for brand passion in the context of purchasing snack bar products, this research tests the tenth hypothesis:

*H10: Brand passion mediates the influence of firm created social media communication on purchase intention.*

## The mediating role of brand awareness on the effect of user generated social media communication toward purchase intention

User generated social media communication has an important role in building consumer awareness about brands and encouraging consumer buying interest in brands. Consumers' memories about brands can form and interest in purchasing products with certain brands can arise as consumers increasingly see content about brands created and posted by users on social media. The more consumers see content about products or brands created and posted by other users on social media, the more they will remember the brand and ultimately increase consumers' desire to buy that brand. Study conducted by Soewandi (2015) confirms that brand awareness can mediate the influence of user generated social media communication on purchase intention. Based on the explanation and reinforced by the findings of previous studies, this research tests the eleventh hypothesis, namely:

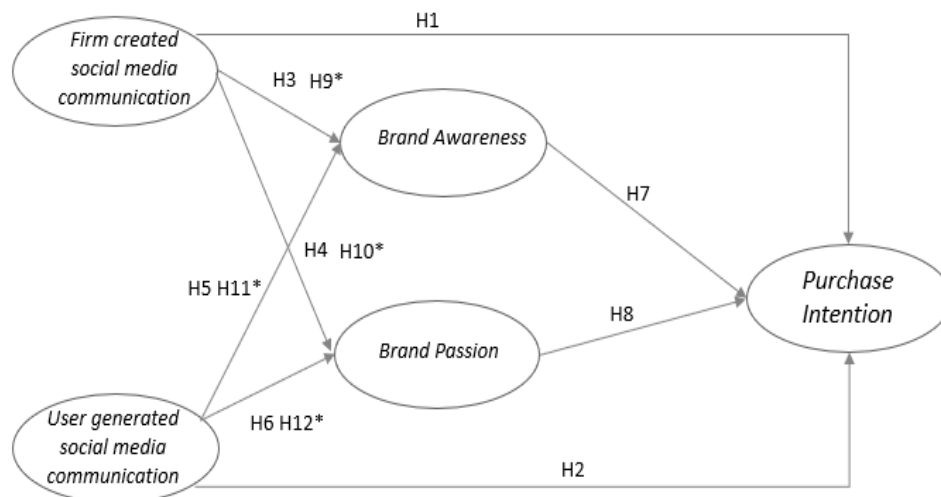
*H11: Brand awareness mediates the influence of user generated social media communication on purchase intention.*

## The mediating role of brand passion on the effect of user generated social media communication toward purchase intention

User generated social media communication is one of the factors that plays a role in generating consumer enthusiasm for brands so that ultimately consumers have a high sense of interest in buying brands created and posted by users on social media. A sense of enthusiasm for a brand can be created and interest in buying products with a particular brand can increase as users create and post more positive content about the brand on social media. The more positive content about a product or brand created and posted by other users on social media that is seen by consumers can make them more enthusiastic about the brand, which in turn can increase consumers' interest in buying that brand. Brand passion was found to mediate the influence of user generated social media communication on purchase intention in a study conducted by Mukherjee (2020). Based on the findings of this study, this research tests the twelfth hypothesis:

*H12: Brand passion mediates the influence of user generated social media communication on purchase intention.*

From the hypotheses developed, this research tests the empirical model shown in Figure 1.



Notes: \* mediating testing hypothesis

**Figure 1. Empirical Research Model**

## METHODS

This research is a type of quantitative research which aims to test hypotheses. Primary data was obtained from a survey by distributing questionnaires to a total of 150 respondents during October 2022 to January 2023. Sampling used a nonprobability-purposive sampling technique, with sample criteria being the millennial generation (born in 1977-1994), having an Instagram

account, having seen Fitbar content from companies and consumers posted on Instagram, and having never purchased or consumed Fitbar brand snack bar products.

Variable measurements use indicators referred to from previous research. Indicators for measuring the firm created social media communication variable are referenced from research by Mukherjee (2020), Poulis et al. (2019), and Poturak and Softic(2019). The user generated social media communication variable is measured using indicators sourced from research by Mukherjee (2020) and Poturak and Softic (2019). The measurement of the brand awareness variable uses indicators referred to from research by Azzari and Pelissari (2020), Poulis et al. (2019), and Poturak and Softic (2019). To measure the brand passion variable, researchers refer to indicators from Mukherjee's (2020) research. The purchase intention variable uses indicators sourced from research by Mukherjee (2020) and Azzari and Pelissari (2020). The variable measurement scale uses a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The collected primary data was analyzed using Structural Equation Modeling-Partial Least Square (SEM-PLS) via the smartPLS application program.

## FINDING AND DISCUSSIONS

### Pretest Results

Researchers conducted a pretest on a small sample (n=30) to ensure that the variable measurement indicators in the research had been proven valid and reliable before collecting large sample data (n=150). Based on the results of the validity test using bivariate pearson correlation analysis, it can be stated that all variable measurement indicators are valid because they produce sig values.  $\leq 0.05$  and pearson correlation  $\geq 0.361$ . The results of the reliability test with the cronbach alpha value show that all variable measurement indicators are reliable because they have a value of more than 0.70. The Cronbach alpha value produced by the firm created social media communication variable is 0.843, user generated social media communication is 0.891, brand awareness is 0.839, brand passion is 915, and purchase intention is 0.920.

### Respondent Characteristics

Respondents in this study numbered 150 people consisting of 52.7% women and 47.3% men. In terms of age, there were 76.7% of respondents aged 28-33 years, 14.7% respondents aged 34-39 years, and 8.7% respondents aged 40-45 years. In terms of domicile, most respondents live in the DKI Jakarta area (64%), followed by Bogor (7.3%), Tangerang (6.6%), Depok (6%), Bandung (4%), Bekasi (2.7%), and the remainder in other regions (9.4%). In terms of education, the majority of respondents had a bachelor's degree (43%), high school or equivalent (38%), diploma (11%), and master's degree (8%). In terms of employment, there are 41.3% of respondents who work as private employees, 33.3% are students, 15.3% work as civil servants, 4.7% work as entrepreneurs, 3.3% work as housewives, and 0.7% work as entrepreneurs, nurses and business people, and running an online business.

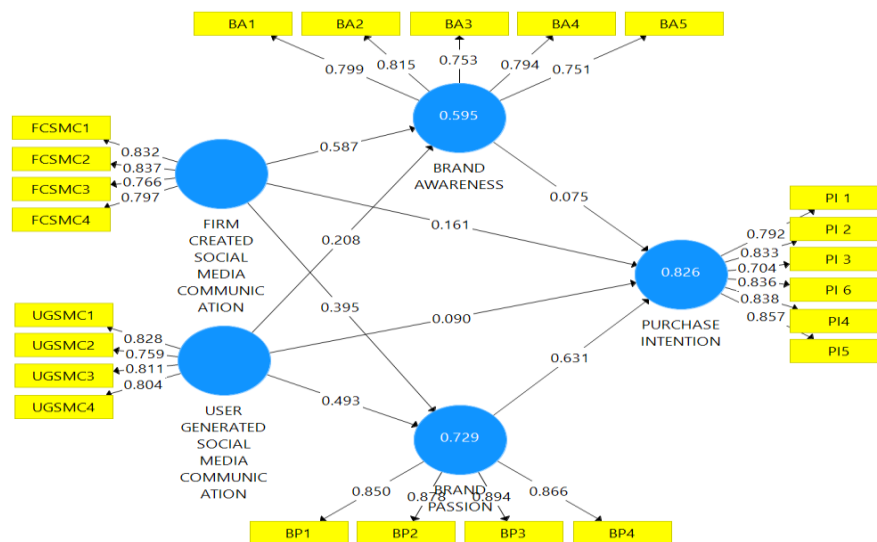
### Analyze Answers to Open Questions

Researchers asked respondents five open questions to obtain information on the extent of their knowledge about Fitbar brand snack bars. Analysis of the first open question found that respondents saw Fitbar brand snack bar products in minimarkets (67.3%), supermarkets (26.6%), online shops (0.7%), advertisements/ YouTube (2%), free events (0.7%), never seen (1%), and never seen (2%). From the analysis of the second open question, it was stated that the flavor variants most often seen by respondents were choco delights (25.3%), nuts delights (24%), fruit delights (20%), don't know (9.3%), tiramisu delights (6.7%), respondents who saw two flavor variants (3.3%), three flavor variants (2%), forgot (1.3%), and respondents who did not give a specific answer (8%). The third open question asked the factors that made respondents interested in buying Fitbar brand snack bar products, stating that respondents were interested because of taste (30.7%), healthy diet/snack (17.3%), price (11.3%), benefits (10.7%), easy found (7.3%), no/not yet interested/not looking for (6%), want to try (2.7%), other people's reviews (2%), packaging (1.3%), advertising (0.7%), and others ( 9.3%). The results of the analysis of the fourth open question regarding the superiority of Fitbar brand snack bars compared to others according to respondents were ingredient content/benefits (45.3%), taste (21.3%), healthy/diet

snacks (7.3%), price (6%), packaging (3.3 %), easy to find (3.3%), advertising (3.3%), don't know (5.3%), and others (4.7%). Analysis of things that need to be improved from the Fitbar brand snack bar as the fifth open question according to respondents is promotion/advertising (40%), nothing needs to be done (13.3%), adding flavor variants (12%), price (3.3% ), outlets that sell (2%), improve quality (2%), are already good (2%), and others (6.7%).

### Results of Research Data Analysis using SEM-PLS

The 150 primary data collected were then processed and analyzed using SEM-PLS. Figure 2 presents the results of the full structural test of the SEM-PLS model which was processed with the smartPLS program.



**Figure 2. Full Structural Model SEM-PLS (n=150)**

Source: primary data processed with smartPLS (2023)

Data analysis with SEM-PLS includes the outer model test, namely the validity and reliability test of variable measurement indicators, the classical assumption test, namely the multicollinearity test, and the inner model test, namely the coefficient of determination test, F square test, goodness of fit model test, and t value test. (Ghozali, 2021). In this study, a summary of the results of the outer model test and multicollinearity test is presented in Table 1 and the results of the inner model test are presented in Table 2.

**Table 1. Outer Model and Multicollinearity Test Results (n=150)**

Variable	Indicators	Outer Loading	AVE	CA Value	CR Value	VIF Value	
<i>Firm created social media communication</i>	FCSMC1: I am satisfied with the company's social media communications for the Fitbar brand snack bar	0.832	0.653	0.823	0.883	1.837	
	FCSMC2: The company's social media communication for the Fitbar brand snack bar is in line with my expectations	0.837					1.935
	FCSMC3: The company's social media communications for Fitbar brand snack bars are very interesting	0.766					1.602
	FCSMC4: The company's social media communications for Fitbar brand snack bars have better performance when compared to social media	0.797					1.683

Variable	Indicators	Outer Loading	AVE	CA Value	CR Value	VIF Value
	communications from other brands of snack bars					
<i>User generated social media communication</i>	UGSMC1: I am satisfied with the content created by other consumers about Fitbar brand snack bars on the Fitbar Instagram account	0.828	0.642	0.813	0.877	1.830
	UGSMC2: The content created and posted by other consumers on the Fitbar Instagram account about Fitbar brand snack bars is in line with my expectations	0.759				1.489
	UGSMC3: The content created by other consumers about Fitbar brand snack bars is very interesting	0.811				1.808
	UGSMC4: Content created and posted on the Fitbar Instagram account by other consumers performs well compared to snack bar content from other brands	0.804				1.686
<i>Brand awareness</i>	BA1: I know what Fitbar brand snack bars are like	0.799	0.613	0.842	0.888	1.832
	BA2: I can recognize Fitbar brand snack bars among other brands of snack bars	0.815				2.080
	BA3: I know the Fitbar brand snack bar	0.753				1.740
	BA4: Several characteristics of Fitbar brand snack bars come to mind quickly	0.794				1.886
	BA5: I can quickly recall the Fitbar brand snack bar logo	0.751				1.553
<i>Brand passion</i>	BP1: I would rather have a Fitbar brand snack bar than any other brand	0.850	0.760	0.895	0.927	2.176
	BP2: I can't think of any other snack bar brand other than the Fitbar brand that makes me happy	0.878				2.673
	BP3: I often think about Fitbar brand snack bars	0.894				2.906
	BP4: I had the urge to buy Fitbar brand snack bars when I saw the brand.	0.866				2.296
<i>Purchase intention</i>	PI1: I would buy Fitbar brand snack bars rather than other brands of snack bars	0.792	0.658	0.895	0.920	2.024
	PI2: I intend to buy Fitbar brand snack bars in the future	0.833				2.469
	PI3: I want to try Fitbar brand snack bars more often	0.704				1.645
	PI4: I will buy Fitbar brand snack bars if I see them in the store	0.836				2.406
	PI5: I will actively look for Fitbar brand snack bars	0.838				2.683

Notes: AVE= Average Variance Extracted, CA= Cronbach Alpha, CR= Composite Reliability, VIF= Variance Inflation Factor

Source: primary data processed with smartPLS (2023)

The results of the outer model test which includes convergent validity, discriminant validity, reliability tests with Cronbach alpha and composite reliability values presented in Table 1 show that all variable measurement indicators have been declared valid in convergent validity and convergent validity when viewed from the outer loading value ( $\geq 0.7$ ) and the resulting AVE ( $\geq 0.5$ ). The results of the discriminant validity test show that the outer loading value resulting from

the measurement indicator for a particular variable is higher than other indicators that are not the measurement of that variable. The results of the reliability test also show that all variable measurement indicators have been declared reliable if seen from the resulting Cronbach alpha and composite reliability values ( $\geq 0.7$ ).

After the indicators are declared valid and reliable, the next step is for the researcher to carry out a multi collinearity test to ensure that there is no correlation between firm created social media communication and user generated social media communication as the exogenous variable under study. The results of the multicollinearity test in Table 1 show that all variable measurement indicators produce Variance Inflation Factor (VIF) values below 5, which means that no correlation was found between exogenous variables (firm created social media communication and user generated social media communication) so that the analysis can be continued to test the inner model.

**Table 2. Inner Model and Hypotesis Testing Results (n=150)**

Variables	F-square	T statistics	P values	Results
Firm created social media communication -> purchase intention	0.033	1.500	0.134	H1 Rejected
User generated social media communication -> purchase intention	0.010	1.051	0.294	H2 Rejected
Firm created social media communication -> brand awareness	0.236	5.431	0.000	H3 Accepted
Firm created social media communication -> brand passion	0.160	4.438	0.000	H4 Accepted
User generated social media communication -> brand awareness	0.030	1.844	0.066	H5 Rejected
User generated social media communication -> brand passion	0.249	5.681	0.000	H6 Accepted
Brand awareness -> purchase intention	0.010	0.738	0.461	H7 Rejected
Brand passion -> purchase intention	0.486	6.414	0.000	H8 Accepted
Firm created social media communication -> brand awareness -> purchase intention	-	0.767	0.443	H9 Rejected
Firm created social media communication -> brand passion -> purchase intention	-	3.474	0.000	H10 Accepted
User generated social media communication -> brand awareness purchase intention	-	0.527	0.598	H11 Rejected
User generated social media communication -> brand passion -> purchase intention	-	4.724	0.000	H12 Accepted

Source: primary data processed with smartPLS (2023)

The results of the coefficient of determination test in this study show that firm created social media communication and user generated social media communication are able to explain brand awareness by 59.5%, firm created social media communication and user generated social media communication are able to explain brand passion by 72.9%, and firm created social media communication, user generated social media communication, brand awareness, and brand passion are able to explain purchase intention by 82.6%.

The F-square test results presented in Table 2 show that firm-created social media communication has a moderate influence on both brand awareness ( $F=0.236$ ) and brand passion ( $F=0.160$ ). User generated social media communication was found to have a weak influence on brand awareness ( $F=0.030$ ) and a moderate influence on brand passion ( $F=0.249$ ). Firm created social media communication, user generated social media communication, and brand awareness were found to have a weak influence on purchase intention ( $F=0.033$ ;  $0.10$ ;  $0.10$ ), while brand passion had a strong influence on purchase intention ( $F=0.486$ ).

The goodness of fit model test results from the structural model of this research show that the model tested can be declared fit because it produces an SRMR value of  $0.068$  ( $\leq 0.08$ ) and an NFI value of  $0.793$  ( $\geq 0.70$ ). Based on the results of hypothesis testing with the T value test presented in Table 2, of the twelve hypotheses tested in this study, there were six hypotheses that were accepted (H3, H4, H6, H8, H10, H12) and six hypotheses that were rejected (H1, H2, H5, H7,

H9, H11). This research found that in the context of snack bar products, firm created social media communication has a positive influence on brand awareness and brand passion, user generated social media communication has a positive influence on brand passion, brand passion has a positive influence on purchase intention, brand passion mediates the influence firm created social media communication and user generated social media communication on purchase intention. Brand passion is able to mediate the influence of firm created social media communication and user generated social media communication on purchase intention. In this research, if we look at the p values for direct and indirect influences in Table 2, brand passion fully mediates the direct influence of firm created social media communication and user generated social media communication on purchase intention. On the other hand, this research also proves that firm created social media communication and user generated social media communication do not directly influence purchase intention, user generated social media communication does not influence brand awareness, brand awareness does not influence purchase intention, brand awareness does not mediate the influence of firm created social media communication and user generated social media communication on purchase intention.

## Discussion

This research produces several important findings related to the role of firm created social media communication and user generated social media communication in building brand awareness, generating brand passion, and encouraging purchase intention in the context of low involvement products such as Fitbar brand snack bar products. First, the first hypothesis (H1) which states that firm created social media communication has a direct influence on purchase intention is rejected in this research. This finding means that more companies creating and posting content about products on social media does not directly increase consumers' likelihood to buy the product. On the one hand, the results of this study contradict the findings of Mukherjee (2020), Soewandi (2015), Poturak and Softic (2019), Poulis et al. (2019), De-Costa and Azis (2021), Wei et al. (2023), and Sandunima and Jayasuriya (2024) who prove that firm created social media communication has a direct effect on purchase intention. But on the other hand, the results of this study are in line with the findings of Santiago et al. (2022) which also shows that there is no influence of firm created social media communication on purchase intention. In the context of low involvement products such as Fitbar brand snack bars, marketing communication strategies in the form of content about products designed, created and posted by the company on social media Instagram are not able to directly encourage buying interest of millennial generation consumers. The large amount of content in the form of advertisements about snack bar products that companies create and post on social media cannot increase consumers' interest in buying these products because there are many other factors that consumers consider when they want to buy a product, for example the availability of the product in a shop or the existence of a purchase discount. The implication is that in designing content about products, low involvement product marketers need to add information that can attract consumers to immediately buy the product, for example information on discounts or promotional prices that are valid for a certain time period.

Second, the second hypothesis (H2) which states that user generated social media communication has a direct influence on purchase intention is rejected in this research. These results indicate that the increasing number of content posts about products created by users on social media cannot directly attract consumers' interest in buying products. On the one hand, these findings do not support the research of Mukherjee (2020), Soewandi (2015), Wei et al. (2023), and Sandunima and Jayasuriya (2024) who prove that user generated social media communication has a positive effect on purchase intention. On the other hand, this research is in line with research by De-Costa and Azis (2021) which found that user generated social media communication had no effect on purchase intention. For low involvement products such as Fitbar brand snack bars, marketing communications in the form of content about products created and posted by users on social media cannot directly increase consumer buying interest. The large amount of content in the form of information or reviews of Fitbar brand snack bar products posted by users on Instagram social media does not encourage the interest of millennial generation consumers to immediately buy the product. This could be because consumers feel that reviews

about products from other consumers are less important to them when buying snack products such as snack bars which tend to be purchased frequently, have low prices, and the perception of risk is relatively low. The implication for marketers is to focus more on product distribution strategies because consumers tend to buy brands that are available in stores rather than paying attention to product reviews on social media when buying low involvement products.

Third, the third hypothesis (H3) which states that firm created social media communication has a positive influence on brand awareness is accepted in this research. These findings indicate that the increasing amount of content about brands created and posted by companies on social media has been proven to be able to increase consumer awareness, knowledge and memory about brands. The results of this research strengthen the results of previous research conducted by Schivinski and Dabrowski (2015), Soewandi (2015), Grubor (2017), Hermaren and Achyar (2018), Poulis (2019), Shakuntala and Ramantoko (2023), and Wei et al. (2023) who also found that firm created social media communication had a positive effect on brand awareness. In the context of Fitbar brand snack bar products, the large amount of content in the form of brand advertisements posted by the company on Instagram social media can make millennial generation consumers better remember, recognize and differentiate one brand from another. The implication is that marketers of low involvement products such as snack bar products can use firm created social media communication to build consumer awareness, knowledge and memory of the brand. Creativity in designing content and consistency in posting content on social media are key factors for companies to increase brand awareness, especially among millennial generation consumers.

Fourth, the fourth hypothesis (H4) which states that firm created social media communication has a positive influence on brand passion is accepted in this research. The results of this research mean that the increasing amount of content about brands created and posted by companies on social media is able to create a strong sense of emotional attachment between consumers and brands. This research is in line with research by Mukherjee (2020) and Suhendra et al. (2021) which proves the positive influence of firm created social media communication on brand passion. For the Fitbar brand snack bar product, the large amount of content containing information about the brand created and posted by the company on Instagram social media has been proven to create a strong emotional attachment between millennial generation consumers and the Fitbar brand. The implication is that marketers can utilize firm created social media communication to create and strengthen consumers' sense of emotional attachment to brands when marketing low involvement products.

Fifth, the fifth hypothesis (H5) which states that user generated social media communication has a positive influence on brand awareness is rejected in this research. This finding indicates that the large amount of content about brands created and posted by other consumers on social media does not always make consumers remember the brand. These findings contradict previous research which shows user generated social media communication can increase brand awareness (Grubor, 2017; Hermaren & Achyar, 2018; Schivinski & Dabrowski, 2015; Shakuntala & Ramantoko, 2023; Soewandi, 2015; Wei et al., 2023). This finding is different from the findings of previous research because of the difference in research objects, namely in previous research using high involvement products, namely smartphones, and in this research using low involvement products, namely snack bar products. In this research, the large amount of content about Fitbar brand snack bar products created and posted by other consumers on Instagram social media in the form of reviews was not proven to be able to increase the memory and knowledge of millennial consumers about the Fitbar brand. The implication for snack bar marketers is to be more creative in designing content and more aggressively posting brand content to raise consumer awareness and memories about the brand because in this research what has been proven to be able to increase brand awareness is firm created social media communication and not user generated social media communication.

Sixth, hypothesis six (H6) which states that user generated social media communication has a positive influence on brand passion is accepted in this research. These results mean that the more content about the brand created and posted by other consumers on social media can further increase the consumer's sense of attachment and enthusiasm for the brand. This finding on the one hand confirms the findings of Mukherjee (2020) who also found that there is a positive influence of user generated social media communication on brand passion, but on the other hand it does not support the research of Suhendra et al. (2021) who found that there was no influence

of user generated social media communication on brand passion. In the Fitbar brand snack bar product, the large amount of content containing information and reviews about the brand from users on Instagram social media can create strong attachment and enthusiasm among millennial consumers for the brand. Positive reviews about the brand from users, in this case other consumers who have purchased and consumed snack bar products, increasingly make consumers feel attached and enthusiastic about the brand. The implication for marketers of low involvement products such as snack bars is that marketers should regularly monitor brand content created and posted by users on social media because content containing positive reviews has an important role in building consumer attachment and enthusiasm for the brand.

Seventh, hypothesis 7 (H7) which states that brand awareness has a positive influence on purchase intention is rejected in this research. This finding indicates that the higher consumer awareness and memory of the brand is not proven to further increase the consumer's desire to buy the brand. These results are in line with research by Azzari and Pelissari (2020), Hameed et al. (2023), and Wei et al. (2023) who found that brand awareness does not influence purchase intention. However, these results are different from research by Soewandi (2015), Poulis et al. (2019), Azzari and Pelissari (2020), Shakuntala and Ramantoko (2023), Ratnasari and Kesumahati (2024), and Chen (2024) which prove that brand awareness can influence purchase intention. In the context of purchasing low involvement products, brand name is not the only important factor considered by consumers (Kotler et al., 2024). Millennial generation consumers with their characteristics of being less loyal to brands will always consider factors other than memory of the brand name when buying snack bars. The implication of these findings for marketers of low involvement products is to focus on product distribution strategies because product availability in stores is a more important factor for consumers. In other words, even if consumers remember the name of a particular brand and look for it in the store and find it is not there, consumers will easily switch to buying another brand that is available.

Eighth, hypothesis 8 (H8) which states that brand passion has a positive influence on purchase intention is accepted in this research. This research shows that a consumer's sense of attachment and enthusiasm for a brand can encourage consumers' intention to purchase the brand. This finding is in line with previous research findings conducted by Mukherjee (2020), Gilal et al. (2021), Suhendra et al. (2021), and Jennifer and Ekawati (2024) who also prove that brand passion influences purchase intention. This research proves that the more millennial generation consumers have a high sense of attachment and enthusiasm for Fitbar brand snack bars, the more their interest in buying the brand will increase. The implication is that marketers of low involvement products such as Fitbar brand snack bars can design strategies to increase consumer buying interest in the brand by forming brand communities on a number of social media which are able to strengthen the sense of attachment that consumers have to the brand.

Ninth, hypothesis 9 (H9) which states that brand awareness mediates the influence of firm created social media communication on purchase intention is rejected in this research. This finding means that the increasing amount of content about brands created and posted by companies on social media cannot create strong memories about the brand in consumers' minds so it is unable to increase consumers' desire to buy the brand. The results of this research do not support the research results of Soewandi (2015) and Poulis et al. (2019) which prove that there is a mediating role of brand awareness on the influence of firm created social media communication on purchase intention. Differences in the characteristics of the products studied cause the results of this research to be different from previous research. In this research, the product studied was a snack bar product which is a low involvement product, whereas in previous research used a smartphone product which is a high involvement product. For Fitbar brand snack bar products which are classified as low involvement products, the large amount of content created and posted by the company on Instagram social media has not been proven to raise awareness and memory of millennial generation consumers about the Fitbar brand which in the end cannot increase consumer interest in buying the Fitbar brand. The implication of the results of this research is that marketers need to design a content strategy that aims to build consumer awareness and memory about brands, for example by using influencers so that consumer interest in buying the brand they remember increases.

Tenth, hypothesis 10 (H10) which states that brand passion mediates the influence of firm created social media communication on purchase intention is accepted in this research. The results of this research indicate that the increasing amount of content about brands created and posted by companies on social media can create a strong attachment between consumers and the brand so that ultimately it can increase consumer interest in buying the brand. This finding strengthens the research findings of Mukherjee (2020) which also shows that brand passion mediates the influence of firm created social media communication on purchase intention. In the context of the Fitbar brand snack bar product, the large amount of content about the brand created and posted by the company on Instagram social media is able to strengthen the attachment that millennial generation consumers feel with the Fitbar brand, thereby increasing their interest in purchasing the Fitbar brand. The implication of these findings is that marketers of low involvement products can design content strategies about brands that are unique, creative and interesting to create consumer enthusiasm and attachment to the brand and encourage consumers' desire to prefer buying that brand over other brands.

Eleventh, hypothesis 11 (H11) which states that brand awareness mediates the influence of user generated social media communication on purchase intention is rejected in this research. This research shows that the increasing amount of content about brands created and posted by users on social media cannot create strong memories about the brand in consumers' minds so it is unable to increase consumers' desire to buy the brand. This finding is different from research by Soewandi (2015) which found that brand awareness mediates the influence of user generated social media communication on purchase intention. In the context of low involvement products such as Fitbar brand snack bars, the large amount of content created and posted by users in the form of brand reviews on Instagram social media has not been proven to increase millennial generation consumers' memory of the Fitbar brand and ultimately cannot increase interest in purchasing the Fitbar brand. The implication of the findings of this research is that marketers can more aggressively promote brands through marketing content on social media for the purpose of building brand awareness and encouraging consumer intention to buy the brand.

Twelfth, hypothesis 12 (H12) which states that brand passion mediates the influence of user generated social media communication on purchase intention is accepted in this research. This finding means that the more content containing positive reviews about products or brands created and posted by other users on social media that is seen by consumers can make them more enthusiastic and attached to the brand, which in turn can increase consumers' interest in buying that brand. This research confirms a study conducted by Mukherjee (2020) which proves that brand passion mediates the influence of user generated social media communication on purchase intention. For Fitbar brand snack bar products, the large amount of content about the brand created and posted by users on Instagram social media can strengthen the attachment that millennial generation consumers feel with the Fitbar brand, thereby ultimately increasing their interest in purchasing the Fitbar brand. The implication of these findings for marketers of low involvement products is that marketers need to continue to monitor content posted by users on social media to ensure that the content posted is content that contains positive reviews and makes efforts to handle content that contains negative reviews. Marketers need to do this because content created and posted by users on social media has an important role in increasing brand passion and purchase intention.

## **CONCLUSION**

This research produces an important conclusion that in the context of low involvement products such as Fitbar brand snack bar products, firm created social media communication and user generated social media communication were found to have no direct influence on purchase intention, firm created social media communication was found to have a positive influence on the brand. awareness and brand passion, user generated social media communication was found to have no influence on brand awareness but had an influence on brand passion, brand awareness was found to have no influence on purchase intention, and brand passion was found to have an influence on purchase intention. The results of the mediation test for brand awareness and brand passion found that brand awareness was not proven to mediate the influence of firm created social media communication and user generated social media communication on purchase intention,

while brand passion was proven to fully mediate the influence of firm created social media communication and user generated social media communication on purchase intention.

Based on the research results, the recommended advice for companies regarding the important role of firm created social media communication in building brand awareness is to design sustainable social media communication content, pay attention to relevant material content, and follow developing trends. Regarding the role of firm-created social media communication in increasing brand passion, companies can create and post content that arouses consumer enthusiasm when they see and read it, for example presenting information on the composition, benefits and innovation of product variants in the content. Regarding the role of user generated social media communication in increasing brand passion, companies can increase the intensity of posting content from various influencers who have many followers and share experiences or testimonials from users who consistently get positive benefits from Fitbar brand snack bars. Regarding the role of brand passion in driving purchase intention, companies can create brand communities on a number of social media to strengthen the sense of attachment that consumers have to the brand.

This research has several limitations and therefore the researcher provides suggestions for future research. First, future research can test other mediating variables such as brand trust and brand image because these two variables are important factors that determine purchase intention. Second, future research can test the research model in the context of other product categories such as skincare products and fashion products as products that are widely purchased by the current millennial generation. Third, it is highly recommended for future research to use probability sampling so that the results are more accurate.

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