Are purchase Intentions Affected by Visual Social Media Marketing, Co-Branding, and Consumer Brand Engagement?

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ABSTRACT: Indonesia's footwear industry has experienced notable growth, particularly in the SME sector, creating opportunities for local brands like Aerostreet. This study examines the impact of visual social media marketing and co-branding on purchase intention, with consumer brand engagement as a mediating factor. The research used purposive sampling to select 227 respondents familiar with the Aerostreet brand, collecting data through a structured questionnaire. To evaluate the proposed hypotheses, the study employed Partial Least Squares Structural Equation Modelling (PLS-SEM). The results demonstrate that purchase intention is positively and significantly impacted by visual social media marketing. And enhances consumer brand engagement. Co-branding contributes positively to brand engagement, although it does not directly impact purchase intention. Nonetheless, brand engagement significantly influences purchase intention, serving as a mediator both between co-branding and purchase intention, and between social media visual marketing and purchase intention.

Keywords: Visual social media marketing, co-branding, purchase intention, consumer brand engagement, Aerostreet.

INTRODUCTION

Shoes are no longer just functional but have become an important element in personal style. Originally, the main function of shoes was to protect the feet from uneven surfaces, dirt, and sharp objects on the ground (Vladimirova, 2021). However, as fashion develops, so do the types and styles of shoes, with a variety of options now available, including sneakers, boots, high heels, and sports shoes (Putra et al., 2023). The shoe industry, particularly in Indonesia, has shown tremendous growth, especially in the small and medium enterprise (SME) sector. This growth is in line with Indonesia's reputation as one of the major global footwear producers (Hodijah et al., 2022). In 2024, Indonesia ranked as the seventh largest footwear consumer in the world, with annual shoe consumption reaching 544 million pairs or about 2.6% of global footwear

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consumption (Yearbook, 2024). This positive trend in the industry has paved the way for local brands such as Aerostreet, founded by Adhitya Caesarico. Initially focusing on school shoes, Aerostreet has expanded its product range and marketing strategy under Mr. Rico's leadership by leveraging e-commerce and social media (Yanti et al., 2021). Its vision is to provide affordable high-quality shoes to all Indonesians, which is reflected in Aerostreet's slogan, "Now everyone can buy good shoes," and its tagline, #LokalTakGentar (Putri, 2021). Aerostreet offers shoes at an affordable price, starting from IDR119,000, making quality footwear accessible even as collectibles (Muqoddam, 2022). Aerostreet's unique designs have achieved significant success; for example, its 2D Tiger Cartoon series sold nearly 3,000 pairs within 30 minutes of its release (Triana, 2021). In addition, a collaboration with Luwak White Koffie sold 5,000 pairs within minutes, further reflecting the brand's market appeal (Adminlina, 2022). Another notable collaboration with Looney Tunes characters also garnered attention, selling 3,000 pairs on TikTok within seconds (Wibowo, 2024).

The high demand for Aerostreet's products reflects strong consumer interest, indicating the potential for high purchase intent among customers. Consumer intentions are often shaped by their perceptions, which can develop through recommendations from friends or exposure to social media (Binwani & Ho, 2019). When considering Aerostreet, consumers often seek product information from personal experience and online sources before making a purchase (Chen & Lin, 2019). Visual content plays an important role in social media marketing strategies (Huda et al., 2021) with formats such as videos, slideshows, and infographics effectively communicating brand messages (Kujur & Singh, 2020). By consistently creating engaging visual content, Aerostreet fosters greater consumer interest, as seen with the recent Aerostreet x Joker collaboration, which garnered 3 million viewers on TikTok, reinforcing the role of compelling visuals in increasing brand engagement on social platforms (Nurimani, 2022).

In addition to visual marketing, Aerostreet employs co-branding, partnering with brands such as Khong Guan, KitKat, Bon Cabe, Nano Nano, and others to create unique products that characterize the brand (Waskita, 2023). Each collaboration proved successful, with products selling quickly and reinforcing consumer interest in Aerostreet's unique offerings (Mahardika & Santika, 2021). This suggests that consumers are highly interested in Aerostreet's innovative and distinctive products (Jauhari, 2020).

Consumer brand engagement, defined as consumers' positive thoughts and interactions with a brand, is another important aspect, often influenced by positive brand feedback and experiences (Adhikari & Panda, 2019). For Aerostreet, engagement is seen in positive online reviews, testimonials, and consumer engagement in social media campaigns, all of which strengthen brand visibility (Erika et al., 2021). Consumers often share their experiences with Aerostreet on Instagram and TikTok, using specific hashtags that increase brand reach (Deli & Jonathan, 2021)These interactions enhance Aerostreet's brand image and strengthen consumer loyalty, which in turn supports sales growth and market expansion.

This study examines consumer brand engagement as a mediating variable to assess how purchase intention is influenced by co-branding and visual social media marketing. By exploring these factors in the context of digital marketing, this study aims to increase understanding of consumer behavior associated with the Aerostreet brand. Variables were selected based on previous studies on visual

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social media marketing (Al-Gasawneh et al., 2023) and co-branding (Anjarwati et al., 2019). Consumer brand engagement, as established by (Yu & Zheng, 2022), is expected to play a mediating role between co-branding and visual social media marketing in shaping purchase intention.

Based on the background above, the author has determined the hypothesis are: 1) visual social media marketing has a positive and significant effect on purchase intention; 2) co-branding has a positive and significant effect on purchase intention; 3) visual social media marketing has a positive and significant effect on consumer brand engagement; 4) co-branding has a positive and significant effect on consumer brand engagement; 5) consumer brand engagement has a positive and significant effect on purchase intention; 6) visual social media marketing has a positive and significant effect on purchase intention through consumer brand engagement as a mediating variable; 7) Co-branding has a positive and significant effect on purchase intention through consumer brand engagement as a mediating variable. For further understanding, the hypothesis is drawn in the figure below:
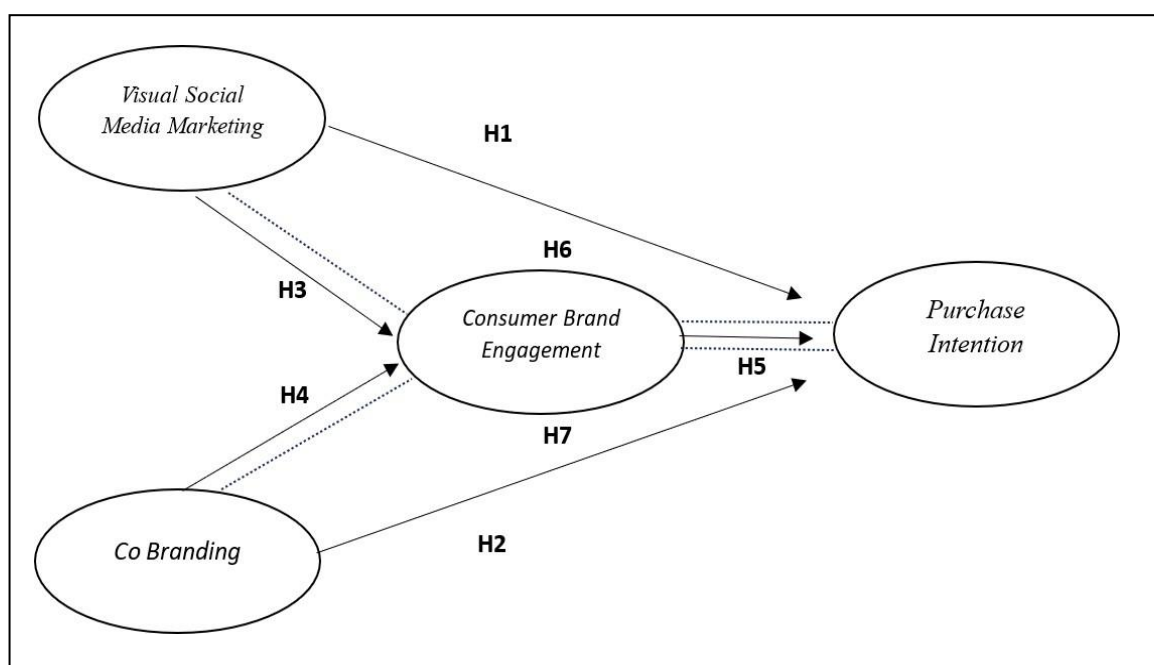

Figure 1. Research Framework

METHODS

This research is classified as a quantitative approach, where data is obtained from a sample that represents a wider population using an instrument in the form of a questionnaire (Lorincz et al., 2020). Based on the level of explanation, this research is causal associative, aiming to examine the cause-and-effect relationship between the variables studied (Parra et al., 2020). Data were collected through questionnaires administered to respondents who met certain criteria. A five-point Likert scale was used in this survey, with scoring categories: five for "strongly agree," four for "agree," three for "neutral," two for "disagree," and one for "strongly disagree." The study population was

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individuals who were familiar with the Aerostreet shoe brand. The sample of this study consisted of 227 respondents, in accordance with the recommendations of (Hair et al., 2019), which suggests a minimum sample size of between 100 and 200 for SEM analysis. The sample selection process used the purposive sampling method, which is a non-probability technique with the following criteria: (1) Respondents are at least 17 years old and domiciled in Indonesia; (2) Respondents recognize the Aerostreet brand but do not own the shoe product; (3) Respondents know that Aerostreet collaborates with several other brands; (4) Respondents get information about Aerostreet products through the company's social media accounts. Hypothesis testing was conducted using structural equation modeling (SEM) and a causal approach.

The research paradigm was developed based on the theoretical study presented, as illustrated in Figure 1. Visual social media marketing variables are assessed based on previous research (Kujur & Singh, 2020) and (Rachbini, 2023), which included three indicators: Information, Entertainment, and Trust. The co-branding variable includes three indicators, namely Unique, Liked, and Attractive, based on the study of (Kania et al., 2021). For the consumer brand engagement variable, this study refers to the indicators of Browsing, Reading Posts, and Liking Posts (Yoong & Lian, 2019). Meanwhile, the measurement of the purchase intention variable refers to the research of (Emini & Zeqiri, 2021) and (Kania et al., 2021), with four indicators: Planning to Buy, Recommending Often, Intending to Buy, and Interested in Using.

RESULTS AND DISCUSSION

Table 1. Respondent Demographic

Category	Item	f	%
Age	<21	22	9,7
	21-30	158	69,6
	31-40	38	16,7
	41-50	8	3,5
	>50	1	0,4
	Total	**227**	**100**
Gender	Male	36	16
	Female	189	84
	Total	**227**	**100**
Last Education	Elementary School	1	0,4
	Junior High School	6	2,6
	Senior High School	95	41,9

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	D1/D2/D3/D4	39	17,2
	Bachelor (S1)	83	36,6
	Postgraduate (S2 / S3)	3	1,3
	Total	**227**	**100**
Occupation	Students	1	0,4
	University Student	101	44,5
	Civil Servants	11	4,8
	POLICE/TNI	5	2,2
	Entrepreneurship	33	14,5
	SOEs	21	9,3
	Private Employee	48	21,1
	Not Yet Employed	4	1,8
	More	3	1,3
	Total	**227**	**100**
Monthly income (for those who are already working)	Less than 3 million	26	11,5
	IDR 3 million to IDR 5 million	49	21,6
	More than IDR 5 million to IDR 8 million	51	22,5
	More than IDR 8 million to IDR 10 million	28	12,3
	More than IDR 10 million	7	3,1
	Not working yet	66	29,1
	Total	**227**	**100**
	Less than 1 million	38	16,7
	IDR 1 million to IDR 1.5 million	37	16,3
	More than IDR 1.5 million to IDR 2 million	24	10,6
	More than IDR 2 million to IDR 2.5 million	19	8,4

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Monthly Allowance	More than IDR 2.5 million	11	4,8
(for those who are not yet working)	Already Working	98	43,2
	Total	**227**	**100**
	Sumatra	26	11,5
	Jabotabek (Jakarta, Bogor, Tanggerang, Bekasi)	66	29,1
	Java	48	21,1
	Kalimantan	48	21,1
Domicile	Sulawesi	12	5,3
	Maluku	11	4,8
	Irian Jaya	5	2,2
	Bali	6	2,6
	Nusa Tenggara	5	2,2
	Total	**227**	**100**

Based on the data, most respondents were between 21 and 30 years old (69.6%), indicating that a young age group dominates this sample. In terms of gender, females were more represented (64.3%) than males. Most respondents had a high school education (41.9%) or had completed a Bachelor's degree (36.6%), indicating a fairly high level of education. Respondents' occupations were dominated by students (44.5%), followed by private employees (21.1%) and entrepreneurs (14.5%), reflecting a fairly wide variation in terms of occupation. For employed respondents, most have monthly earnings ranging from IDR 5 million to IDR 8 million (22.5%), while unemployed respondents receive an average allowance of IDR less than 1 million (16.7%). In terms of domicile, the majority of respondents came from the Jabodetabek area (29.1%), followed by Java and Kalimantan (21.1%).

Table 2. Measurement Models

Construct	Items	Average Response	Factor Loading	Ave
	I get much information about Aerostreet Shoes from	4.427	0.800	0.6 14
	TikTok @Aerostreet social media visuals.			

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Visual social media marketing	I realized that Aerostreet shoes fit what I was looking for through the visuals I saw on @Aerostreet's TikTok social media.	4.352	0.757	
	I get relevant product information about Aerostreet shoes through TikTok @Aerostreet social media visual content.	4.388	0.770	
	Visual content is much more enjoyable on @Aerostreet TikTok account compared to other Tiktok accounts	4.348	0.802	
	TikTok @Aerostreet account visual content is fun to Watch	4.330	0.776	
	TikTok @Aerostreet's social media activities increase my Trust	4.326	0.795	
Co-branding	Co-branding Aerostreet shoes with several other brands makes Aerostreet shoes more unique.	4.357	0.844	0.729
	I prefer co-branding Aerostreet shoes with other brands	4.326	0.848	
	I feel that Aerostreet Shoe's co-branding products look more attractive.	4.379	0.869	
Consumer brand engagement	I often browse the Tiktok account @Aerostreet	4.300	0.834	0.716
	I often listen to Aerostreet's posts through the Tiktok account @Aerostreet	4.326	0.852	
	I liked @Aerostreet's post on Tiktok	4.366	0.852	
	I plan to buy Aerostreet shoes that I saw on	4.229	0.855	0.7

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	his TikTok account			
Purchase intention	I often follow the development of information about Aerostreet shoes through the @Aerostreet TikTok account.	4.172	0.845	
	I am interested in buying Aerostreet shoes that I like after	4.264	0.855	
	seeing the tiktokShortly account @Aerostreet			
	I am interested in using Aerostreet shoes shortly	4.251	0.878	

Table 2 presents the results of data analysis using Smart-PLS, which shows that each item related to the variables under study has a factor loading value of more than 0.70, indicating a significant contribution to the construct being measured, in accordance with the convergent validity criteria set by (Hair et al., 2019). Furthermore, the results of the Average Variance Extracted (AVE) test demonstrate that every variable has an AVE value higher than 0.50, satisfying the convergent validity requirements as outlined by (Hair et al., 2019). Average responses for each item, including visual social media marketing, co-branding, consumer brand engagement, and purchase intention, are listed in the table, reflecting respondents' average perceptions of the factors that influence their intention to purchase.
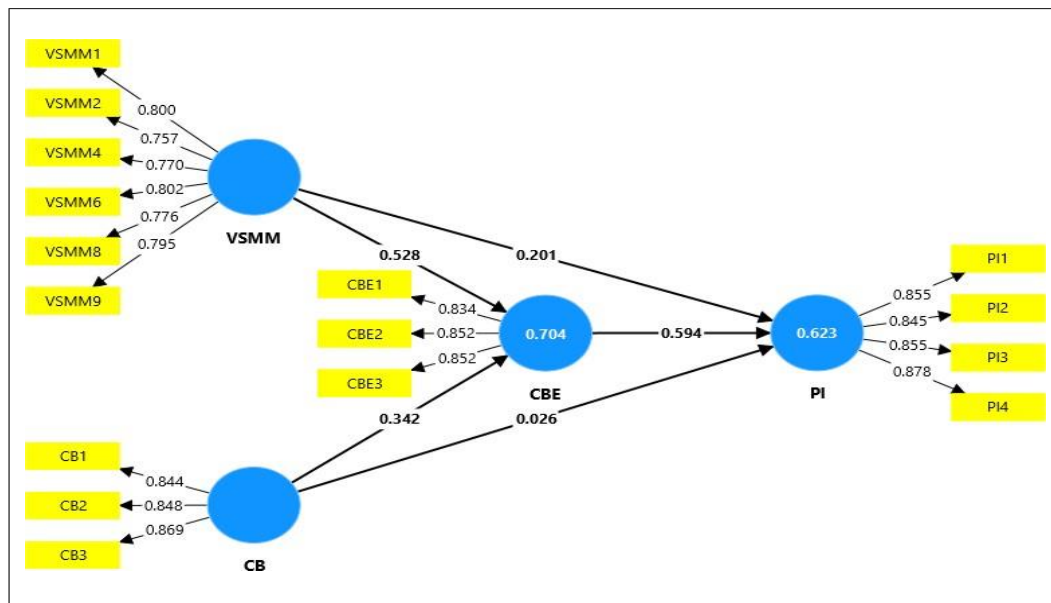

Figure 2. Model Result

Table 3. Discriminant Validity

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Variable	CB	CBE	PI	VSMM
Fornell-Larcker Criterion				
CB	**0.854**			
CBE	0.792	**0.846**		
PI	0.667	0.779	**0.858**	
VSMM	0.851	0.819	0.710	**0.783**

Using the Fornell-Larcker Criteria to verify discriminant validity, Table 3 demonstrates that each construct's diagonal value (square root of the AVE) is greater compared to other constructs' correlation (Hair et al., 2019). Purchase intention is 0.858, co-branding is 0.854, consumer brand engagement is 0.846, and visual social media marketing is 0.783. All of the measurement items satisfy the criteria for discriminant validity, as demonstrated by this.

Table 4: Reliability Test Results

Variable	Cronbach's alpha	Composite reliability (rho_c)
Co-Branding	0.814	0.890
Consumer Brand Engagement	0.802	0.883
Purchase Intention	0.881	0.918
Visual Social Media Marketing	0.874	0.905

Table 4 shows the reliability test results for the constructs under study using two main measures, namely Cronbach's alpha and Composite Reliability (rho_c). Cronbach's alpha and composite reliability values for each construct, including co-branding, consumer brand engagement, purchase intention, and visual social media marketing, are greater than 0.70, which indicates that each construct has an excellent level of reliability. This is by the criteria expressed by (Hair et al., 2019), which states that the Composite Reliability value greater than 0.70 indicates that the instrument used in this study can be considered a reliable measuring instrument.

Table 5. R-Square

Variable	R-square	Adjusted R-square
Consumer Brand Engagement	0.704	0.701
Purchase Intention	0.623	0.618

This study shows that the R-Square value for consumer brand engagement is 0.704, and for purchase intention is 0.623. These values indicate that the relationship between these variables can be classified in the moderate category in accordance with the criteria described by (Hair et al., 2019). In addition, the Adjusted R-Square was recorded at 0.701 for consumer brand engagement and 0.618 for purchase intention, respectively, which indicates that this model can explain most of the variability in the data, considering the number of predictors used in the model.

Table 6. Hypothesis Testing

Effect	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ($|O/STDEV|$)	P values	Description
Visual social media marketing -> Purchase intention	0.201	0.203	0.108	1.862	0.031	Accepted
Co-branding -> Purchase intention	0.026	0.030	0.131	0.196	0.422	Rejected
Visual social media marketing -> Consumer brand engagement	0.528	0.532	0.082	6.412	0.000	Accepted
Co-branding -> Consumer brand engagement	0.342	0.339	0.086	3.973	0.000	Accepted

Consumer brand engagement -> Purchase intention	0.594	0.589	0.098	6.085	0.000	Accepted
Visual social media marketing -> Consumer brand engagement -> Purchase intention	0.314	0.313	0.072	4.353	0.000	Accepted
Co-branding -> Consumer brand engagement -> Purchase intention	0.203	0.199	0.060	3.397	0.000	Accepted

A comprehensive overview of the correlations between several factors assessed through the seven hypotheses examined in this study is provided in Table 6. According to Hypothesis 1 (H1), purchase intentions are significantly and favorably influenced by visual social media marketing. Statistical evidence supports this hypothesis, as indicated by a p-value of 0.031, which is less than the significance threshold of 0.05, and a t-statistic value of 1.862, above the threshold of 1.65. This conclusion is further supported by the initial sample value of 0.201, which indicates a significant effect. Hypothesis 2 (H2), on the other hand, yielded contradictory findings, indicating that co-branding appears to have a favorable but statistically insignificant impact on purchase intentions. The t-statistic of 0.196, which is below the crucial value of 1.65, the p-value of 0.422, which is higher than 0.05, and the original sample value of 0.026 all support this result. The t-statistic of 6.412, which is well above the required threshold, and the p-value of 0.000 support Hypothesis 3 (H3), according to which visual social media marketing significantly affects consumer brand engagement. This is further supported by the initial sample value of 0.528. Thus, the p-value of 0.000, the t-statistic of 3.973, and the original sample value of 0.342 all indicate a substantial relationship, supporting Hypothesis 4 (H4), which states that co-branding has a noticeable and favorable impact on consumer brand engagement. Hypothesis 5 (H5) also indicated that purchase intentions are significantly affected by consumer brand engagement, as evidenced by the strong effect, a t-statistic of 6.085 (again surpassing 1.65), a p-value of 0.000, and an original sample value of 0.594. The findings from Hypothesis 6 (H6) indicate that consumer brand engagement acts as a mediator in the relationship between purchase intention and visual social media marketing. This is supported by a p-value of 0.000, a t-statistic value of 4.353, and an original sample value of 0.314, indicating that this is an important and useful finding in understanding this dynamic. Finally, Hypothesis 7 (H7) suggests that consumer brand engagement also acts as a mediator between purchase intention and co-branding. The original sample value of 0.203, p-value of 0.000, and t-

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statistic value of 3.397 all provide evidence in favor of this assertion. Taken as a whole, these findings provide in-depth new information about the complex dynamics that influence the variables being studied, thus improving our understanding of how these factors interact to influence consumer behavior.

Based on data analysis, the first hypothesis (H1) is accepted. This is supported by respondents' very positive assessment of visual social media marketing, which is reflected in the high score, which is an average of 4.362. Visual social media marketing presented by Aerostreet is considered to provide product information that is relevant, easily accessible, interesting, and able to build consumer confidence in Aerostreet Shoe products. This finding shows that exposure to visually appealing information on social media tends to encourage consumers to make purchases. This result is in line with research (Peachey et al., 2020), which reveals that effective visual marketing can increase consumer engagement and influence their purchase intentions. Conflicting findings were observed for the second hypothesis (H2), which indicated that co-branding has a positive but statistically insignificant or rejected impact on purchase intention. Respondents' assessment of co-branding achieved a very high score of 4.369 on average. While respondents perceived co-branding as interesting and unique, this was not enough to drive their purchase intention. The shoe designs produced through co-branding by Aerostreet, while having a strong and colorful visual appeal, were not suitable for use in various situations, especially in formal contexts. Most of the respondents consisted of students who were bound by the dress code on campus, so they felt that the shoe design was inappropriate for use on formal occasions. In accordance with research conducted by (Artagnan & Alam, 2023), although co-branding can improve brand image, other factors, such as consumer perception of the brand, also play an important role in influencing purchase intention. The third hypothesis (H3) was accepted, which confirms the findings expressed by (Al-Gasawneh et al., 2023), as well as emphasizes the importance of images in the context of digital marketing, as described by (Childs & Jin, 2020). These findings suggest that visually appealing content can increase consumer interaction and engagement with brands. This is reinforced by the very high average response of 4.362. Respondents showed a positive attitude towards Aerostreet's social media, with many of them frequently browsing, listening, and liking posts. These factors suggest that consumer engagement with the brand is significantly and positively influenced by visual marketing conducted through social media. In addition, the fourth hypothesis (H4) was also accepted, indicating that co-branding has a positive influence on brand engagement. This is reflected in the respondents' very high rating, which is an average of 4.369. Respondents revealed that they actively explore and like posts on Aerostreet's social media and find Aerostreet's shoes more unique and interesting thanks to the brand collaboration. This finding indicates that collaboration between brands can create a more engaging experience, which in turn motivates consumers to interact with brands more intensively (Ziyadin et al., 2019). The fifth hypothesis (H5) is accepted, which indicates that purchase intention is positively influenced by consumer brand engagement. This is reflected in the respondents' high assessment, which is an average of 4.331. Respondents actively explore, listen to, and like content on Aerostreet's social media, which has the potential to increase their purchase intention. In line with these findings, interactions that occur between consumers and brands can increase the likelihood of making a purchase. This conclusion is supported by research (Anjarwati et al., 2019), which shows that brand engagement can strengthen consumer loyalty as well as purchase intentions, and also by (Pinello et

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al., 2022), which confirms that brand engagement contributes to consumer purchasing decisions. The findings of the sixth hypothesis (H6) show that purchase intention and social media visual marketing is mediated by brand engagement, with the results accepted. The results of respondents' assessments show that they give high value to visual marketing on social media, with an average score of 4.362. This positive assessment contributes to the respondents' positive attitude towards consumer brand engagement, particularly on Aerostreet shoe products, which obtained an average score of 4.331. These findings suggest that an effective visual marketing strategy can directly or indirectly influence consumers' purchase intentions by increasing their engagement with the brand. Research conducted by (Yu & Zheng, 2022) also emphasizes the importance of consumer brand engagement in this context, serving as a link between visual marketing and purchasing decisions taken by consumers. Finally, the seventh hypothesis (H7) shows a positive relationship with accepted results between co-branding and purchase intention, mediated by brand engagement. Although co-branding did not have a significant direct influence on purchase intention, with a mean respondent rating of 4.369, the brand engagement resulting from the collaboration had a greater impact, with a mean rating of 4.331. This indicates that brand engagement plays an important role in linking co-branding with consumer purchase intention. In other words, although co-branding itself does not directly influence purchase decisions, the brand engagement that arises from the collaboration can significantly increase purchase intentions. This is consistent with research by (Al-Gasawneh et al., 2023), which shows that brand engagement can improve the relationship between purchase intention and co-branding.

CONCLUSION

This study explores the influence of co-branding and visual social media marketing on purchase intention, with consumer brand engagement as a mediating variable for the Aerostreet brand. The results show that visual social media marketing has a positive and significant effect on purchase intention (t-statistic: 1.862, p-value: 0.031) as well as consumer brand engagement (t-statistic: 6.412, p-value: 0.000), indicating that attractive visual content can increase purchase intention and brand engagement. Meanwhile, co-branding has a significant positive influence on consumer brand engagement (t-statistic: 3.973, p-value: 0.000) but shows no significant influence on purchase intention (p-value: 0.422, t-statistic: 0.196). Consumer brand engagement proved to have a significant effect on purchase intention (t-statistic: 6.085, p-value: 0.000), indicating the importance of a strong relationship between consumers and brands in influencing purchase decisions. In addition, consumer brand engagement mediates the relationship between visual social media marketing and co-branding with purchase intention, indicating that the effects of both factors on purchase intention are facilitated through increased consumer brand engagement. The results of this study contribute to consumer behavior theory by emphasizing the role of visual social media marketing in shaping consumer attitudes and purchase behavior. From a practical standpoint, brands like Aerostreet should continue to optimize visual content on social media platforms to engage consumers and increase purchase intent effectively. Co-branding partnerships, while influential in driving consumer engagement, may require more strategic alignment with brand identity to drive stronger results.

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Future research should examine additional variables that may influence the relationship between co-branding, visual social media marketing, consumer brand engagement, and purchase intention. For example, examining the role of consumer satisfaction and demographic factors, such as age and income, could provide greater insight into how different segments respond to visual social media marketing and co-branding efforts. Additionally, longitudinal research can be conducted to examine the long-term effects of brand engagement on consumer behavior and purchase decisions.

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