

The Influence of Social Media Advertising Exposure and Influencer Credibility on Brand Awareness and Purchase Intention

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Abstract

The rapid growth of social media has significantly transformed marketing communication strategies, enabling companies to promote their products through digital advertising and influencer collaborations. This study aims to examine the influence of social media advertising exposure and influencer credibility on brand awareness and purchase intention. A quantitative research approach was employed using a survey method to collect primary data from 200 social media users who had been exposed to online advertisements and influencer promotional content. The data were analyzed using Structural Equation Modeling with the Partial Least Squares (PLS-SEM) technique. The results indicate that social media advertising exposure has a significant positive effect on brand awareness and purchase intention. Similarly, influencer credibility was found to significantly influence both brand awareness and purchase intention. The findings also reveal that brand awareness has a significant positive effect on purchase intention, indicating that consumers who are familiar with and recognize a brand are more likely to develop intentions to purchase its products. These results highlight the important role of social media advertising and influencer credibility in enhancing brand awareness and encouraging consumer purchase behavior in the digital marketing environment. The study provides practical implications for marketers by emphasizing the importance of consistent advertising exposure and collaboration with credible influencers to strengthen brand visibility and increase consumer purchase intentions.

Keywords: Social Media Advertising Exposure, Influencer Credibility, Brand Awareness, Purchase Intention, Digital Marketing

1. Introduction

The rapid development of digital technology and the widespread adoption of social media have transformed the way companies communicate with consumers and promote their products. In recent years, social media platforms such as Instagram, TikTok, YouTube, and Facebook have become important marketing channels that allow companies to reach large audiences quickly and efficiently. Social media advertising enables brands to deliver promotional messages directly to consumers through engaging content, interactive features, and targeted advertising strategies. As a result, businesses increasingly rely on social media advertising exposure as a strategic tool to influence consumer perceptions, enhance brand recognition, and stimulate purchase behavior. The effectiveness of such advertising lies in its ability to create repeated exposure to brand-related content, which can strengthen consumers' familiarity with the brand and shape their attitudes toward it (Liu & Zheng, 2024; Haryantini, 2025).



Social media advertising exposure refers to the extent to which consumers encounter promotional messages and branded content on social networking platforms. Unlike traditional advertising channels, social media advertising allows marketers to deliver highly personalized and interactive content that resonates with the interests and preferences of users. Continuous exposure to advertising messages through social media feeds, stories, and sponsored posts increases the likelihood that consumers will remember and recognize a brand. When consumers repeatedly encounter advertising messages in their daily digital interactions, they become more familiar with the brand and are more likely to recall it when making purchase decisions. Studies indicate that exposure to social media marketing activities significantly contributes to the formation of brand awareness by strengthening consumers' cognitive associations with the brand and improving brand recall and recognition (Mulyadi & Mesta, 2023; Haryantini, 2025).

Brand awareness is considered one of the most fundamental elements of brand equity and plays a crucial role in influencing consumer decision-making. It refers to the ability of consumers to recognize and recall a particular brand among competing alternatives in the marketplace. When consumers are aware of a brand, they are more likely to consider it during the purchase decision process. In the digital marketing context, brand awareness is often strengthened through continuous exposure to online promotional content, including advertisements and influencer endorsements. Previous research suggests that social media marketing activities significantly enhance brand awareness by increasing the visibility and familiarity of brands among consumers, which ultimately influences their purchasing intentions (Dewi & Novitasari, 2023; Wardhani et al., 2025).

In addition to advertising exposure, influencer marketing has emerged as a powerful strategy in social media marketing. Influencers are individuals who have a significant number of followers on social media and possess the ability to affect the attitudes and behaviors of their audience through their content, opinions, and recommendations. Companies collaborate with influencers to promote products or services because influencers often establish strong relationships with their followers, which makes their recommendations more persuasive than traditional advertising messages. Influencers act as opinion leaders who can shape consumer perceptions about a brand, increase brand awareness, and influence consumers' purchasing decisions through their credibility and authenticity (Liu & Zheng, 2024; Dauhan & Langi, 2024).

Influencer credibility is a key factor that determines the effectiveness of influencer marketing. Credibility generally refers to the extent to which consumers perceive an influencer as trustworthy, knowledgeable, and authentic. When influencers are perceived as credible, their recommendations are more likely to be accepted by followers, thereby increasing the effectiveness of marketing messages. According to the source credibility theory, consumers tend to trust and follow recommendations from individuals who demonstrate expertise and trustworthiness. In the context of social media marketing, influencers with high credibility can enhance the persuasive power of promotional messages and strengthen consumers' perceptions of the brand being promoted (Liu & Zheng, 2024; Larasati et al., 2024).

Furthermore, influencer credibility can significantly contribute to the development of brand awareness and consumer purchase intention. When consumers trust the influencer promoting a brand, they are more likely to pay attention to the product information and develop positive perceptions about the brand. Credible influencers can help increase brand visibility,

create positive brand associations, and build stronger emotional connections between consumers and brands. Empirical studies have found that influencer credibility positively influences brand awareness and plays a significant role in shaping consumers' intentions to purchase products recommended by influencers (Asmirani & Islamiah, 2025; Wardhani et al., 2025).

Purchase intention represents the likelihood that consumers will buy a particular product or service in the future. It is often considered an important indicator of consumer behavior and marketing effectiveness. In digital marketing contexts, purchase intention is strongly influenced by various factors such as advertising exposure, brand awareness, and influencer credibility. When consumers are frequently exposed to social media advertisements and perceive influencers as credible sources of information, they are more likely to develop positive attitudes toward the brand and show greater willingness to purchase the advertised products. Previous research demonstrates that brand awareness often serves as an important mediator between social media marketing activities and purchase intention, highlighting the importance of building strong brand recognition in digital marketing strategies (Dewi & Novitasari, 2023; Mulyadi & Mesta, 2023).

In today's highly competitive marketplace, companies must adopt innovative marketing strategies to attract consumer attention and influence purchasing decisions. The increasing popularity of social media platforms has encouraged businesses to integrate social media advertising and influencer marketing into their promotional strategies. However, despite the growing importance of these marketing tools, there is still a need for further empirical research to understand how social media advertising exposure and influencer credibility influence brand awareness and purchase intention simultaneously. Many previous studies have examined these variables separately, but limited research has explored their combined effects in shaping consumer perceptions and behavioral intentions in the digital marketing environment. Therefore, examining the relationships among social media advertising exposure, influencer credibility, brand awareness, and purchase intention is essential to provide deeper insights into consumer behavior in the digital era.

Based on this background, this study seeks to investigate the influence of social media advertising exposure and influencer credibility on brand awareness and purchase intention. By analyzing these relationships, this research aims to contribute to the development of digital marketing literature and provide practical insights for marketers in designing more effective social media marketing strategies that enhance brand visibility and encourage consumer purchase behavior.

The objective of this study is to examine the influence of social media advertising exposure and influencer credibility on brand awareness and purchase intention. Specifically, this research aims to analyze how exposure to social media advertisements affects consumers' awareness of a brand, how influencer credibility contributes to the development of brand awareness, and how these factors ultimately influence consumers' purchase intention. In addition, this study seeks to provide empirical evidence on the role of brand awareness in strengthening the relationship between social media marketing activities and consumer purchase behavior.

2. Literature Review and Hypothesis Development

2.1. Social Media Advertising Exposure

Social media has become one of the most influential communication channels in modern marketing strategies. The widespread use of platforms such as Instagram, TikTok, YouTube, and Facebook has enabled companies to promote products through targeted advertising and engaging digital content. Social media advertising exposure refers to the frequency and intensity with which consumers encounter brand-related promotional messages while using social networking platforms. Compared with traditional media advertising, social media advertising allows marketers to reach consumers more interactively and personally through targeted advertisements, sponsored posts, and algorithm-based content recommendations. This increased exposure can significantly influence consumer perceptions, attitudes, and behavioral intentions toward a brand.

Recent studies highlight that social media marketing activities, including advertising exposure, play a crucial role in shaping consumer responses in the digital marketplace. Continuous exposure to promotional content can increase consumer familiarity with a brand and strengthen cognitive associations between the brand and its products or services. When consumers repeatedly encounter brand-related messages on social media, they are more likely to recognize and remember the brand when making purchasing decisions. Empirical research demonstrates that social media marketing significantly influences brand awareness by increasing brand visibility and strengthening brand recognition among consumers (Haryantini, 2025).

Moreover, social media advertising exposure often stimulates consumer engagement and encourages interaction with brand content through likes, comments, and shares. This interaction further reinforces the promotional message and contributes to the diffusion of brand information among online communities. As a result, social media advertising not only functions as a communication channel but also as a mechanism for creating brand-related experiences that shape consumer attitudes and purchasing behavior. Previous research has confirmed that exposure to digital marketing activities can positively influence consumers' perceptions of a brand and increase the likelihood of purchasing the advertised product (Azzam et al., 2024).

2.2. Influencer Credibility

Influencer marketing has emerged as one of the most prominent strategies in social media marketing. Influencers are individuals who can influence the attitudes and behaviors of their followers through content creation, personal recommendations, and product reviews shared on social media platforms. Companies collaborate with influencers to promote products because influencers often maintain close relationships with their audiences, making their recommendations appear more authentic and trustworthy compared to traditional advertising messages. As a result, influencer marketing has become a powerful tool for enhancing brand communication and influencing consumer decision-making.

One of the most critical factors determining the effectiveness of influencer marketing is influencer credibility. Influencer credibility refers to the extent to which consumers perceive an influencer as trustworthy, knowledgeable, and reliable in delivering product-related information. According to source credibility theory, messages delivered by credible sources

are more persuasive because audiences are more likely to trust and accept information provided by individuals who demonstrate expertise and honesty. Therefore, when influencers are perceived as credible, their promotional messages are more likely to influence consumers' perceptions of a brand and their intention to purchase the product.

Recent studies emphasize that influencer credibility plays a vital role in shaping consumer attitudes and behavioral intentions. Influencers who demonstrate authenticity, expertise, and reliability can enhance consumers' trust in the promoted brand and strengthen the persuasive power of marketing messages. For instance, research shows that the authenticity and informative value of influencer content significantly affect followers' perceptions of brand credibility and ultimately influence their purchase intention (Liu & Zheng, 2024).

Furthermore, credible influencers can strengthen the emotional connection between consumers and brands by providing personal experiences and honest product evaluations. These factors increase consumers' confidence in the information shared by influencers, which can positively influence their attitudes toward the brand. Empirical studies have shown that influencer credibility has a significant positive effect on consumer purchase intention, particularly when consumers perceive the influencer as trustworthy and knowledgeable about the product being promoted (Asmirani & Islamiah, 2025).

2.3. Brand Awareness

Job Brand awareness is one of the most fundamental components of brand equity and plays a crucial role in consumer decision-making processes. It refers to the ability of consumers to recognize and recall a particular brand among competing alternatives in the marketplace. When consumers have high levels of brand awareness, they are more likely to include the brand in their consideration set when evaluating products and making purchasing decisions.

In the context of digital marketing, brand awareness can be strengthened through various online marketing activities, including social media advertising and influencer marketing. Social media platforms allow brands to continuously expose consumers to promotional messages and branded content, thereby increasing brand visibility and familiarity. Repeated exposure to brand-related content helps consumers develop stronger cognitive associations with the brand, which enhances brand recognition and recall.

Several studies highlight the important role of brand awareness in influencing consumer purchase behavior. Research indicates that brand awareness significantly affects consumers' intention to purchase products because consumers tend to prefer brands that they recognize and trust. When consumers are familiar with a brand, they perceive it as more reliable and less risky, which increases their willingness to purchase the product (Dewi & Novitasari, 2023; Windarsari, W. R., 2025).

Additionally, brand awareness often serves as a mediating variable between marketing activities and consumer purchase intention. Marketing strategies such as influencer endorsements and social media promotions can first increase consumers' awareness of a brand, which then leads to stronger purchase intentions. Empirical findings confirm that social media influencers can significantly enhance brand awareness, which subsequently influences consumers' purchase intention (Wardhani et al., 2025).

2.4. Purchase Intention

Purchase intention refers to the likelihood that consumers will buy a particular product or service in the future. It represents a psychological state in which consumers express their willingness or plan to purchase a product after evaluating information about the brand. Purchase intention is often used as an important indicator of consumer behavior because it reflects the effectiveness of marketing strategies in influencing consumer decision-making.

In the digital marketing environment, purchase intention can be influenced by several factors, including advertising exposure, influencer recommendations, brand credibility, and brand awareness. Social media marketing activities often create persuasive communication environments where consumers receive product information from multiple sources, including advertisements and influencer endorsements. When consumers perceive the information as credible and relevant, they are more likely to develop positive attitudes toward the brand and show stronger intentions to purchase the product.

Research has shown that influencer marketing can significantly affect consumers' purchase intentions through various psychological mechanisms such as trust, identification, and parasocial relationships with influencers. Influencers who establish strong connections with their followers can effectively shape consumer perceptions and encourage purchasing behavior. Studies also indicate that influencer marketing contributes to both brand awareness and purchase intention, highlighting its importance as a digital marketing strategy (Amiri & Karayalçın, 2025).

Hypothesis Development

Based on the literature discussed above, social media advertising exposure is expected to influence brand awareness. Frequent exposure to promotional messages on social media platforms increases consumers' familiarity with the brand and strengthens brand recognition. When consumers repeatedly encounter brand advertisements while browsing social media, they are more likely to remember and recognize the brand. Therefore, the following hypothesis is proposed:

H1: Social media advertising exposure has a positive effect on brand awareness.

Influencer credibility is also expected to influence brand awareness. Influencers who are perceived as trustworthy and knowledgeable can effectively communicate brand messages to their followers. Their recommendations can increase consumers' awareness and familiarity with the promoted brand. Therefore, influencer credibility plays an important role in building brand awareness.

H2: Influencer credibility has a positive effect on brand awareness.

Furthermore, social media advertising exposure may directly influence purchase intention. When consumers frequently encounter advertisements on social media, they become more familiar with the brand and may develop positive attitudes toward the product. This repeated exposure can stimulate interest and encourage consumers to consider purchasing the product.

H3: Social media advertising exposure has a positive effect on purchase intention.

Influencer credibility is also expected to influence purchase intention. Consumers are more likely to purchase products recommended by influencers whom they trust and perceive as credible. When influencers provide authentic and reliable product information, their

followers are more likely to develop positive attitudes toward the product and show stronger purchase intentions.

H4: Influencer credibility has a positive effect on purchase intention.

Finally, brand awareness is expected to influence purchase intention. Consumers who are familiar with a brand and can easily recall it are more likely to consider purchasing the product compared to brands they do not recognize. High brand awareness reduces perceived risk and increases consumer confidence in the product.

H5: Brand awareness has a positive effect on purchase intention.

3. Method

3.1. Research Design

This study employed a quantitative research approach to examine the influence of social media advertising exposure and influencer credibility on brand awareness and purchase intention. Quantitative research is appropriate for this study because it allows researchers to measure relationships among variables using statistical analysis and empirical data. The research design used in this study is explanatory research, which aims to explain causal relationships between independent and dependent variables through hypothesis testing. Explanatory research is widely used in marketing and consumer behavior studies because it provides a systematic method to test theoretical relationships between constructs and evaluate their influence on consumer decision-making processes.

The conceptual framework of this research consists of two independent variables, namely social media advertising exposure and influencer credibility, one mediating variable, which is brand awareness, and one dependent variable, which is purchase intention. Social media advertising exposure and influencer credibility are expected to influence brand awareness and purchase intention, while brand awareness is also hypothesized to influence purchase intention. The relationships among these variables were tested using a structural model.

3.2. Population and Sample

The population of this study consists of social media users who actively use platforms such as Instagram, TikTok, Facebook, and YouTube and have been exposed to advertisements or promotional content from influencers. Social media users were selected as the target population because they represent the primary audience of digital marketing activities and influencer promotions. In the context of digital marketing, these individuals frequently encounter advertising messages and influencer endorsements that may influence their perceptions and purchasing decisions.

The sampling technique used in this research is purposive sampling. Purposive sampling is a non-probability sampling method in which respondents are selected based on specific criteria that are relevant to the objectives of the study. The criteria used for selecting respondents in this study include: (1) individuals who actively use social media platforms, (2) individuals who have seen advertisements on social media, and (3) individuals who have followed or viewed content from social media influencers promoting products or brands.

The sample size in this study consisted of 200 respondents. This number is considered adequate for statistical analysis using Structural Equation Modeling (SEM) or Partial Least

Squares (PLS-SEM), which generally requires a minimum sample size ranging from 100 to 200 respondents, depending on the complexity of the model. A larger sample size increases the reliability and generalizability of the research findings.

3.3. Data Collection Method

The data used in this study were primary data collected through a survey method using a structured questionnaire. The questionnaire was distributed online through social media platforms and online survey tools to reach respondents efficiently. Online surveys are commonly used in digital marketing research because they allow researchers to collect data from a wide range of participants who are active internet users.

The questionnaire consisted of two main sections. The first section contained demographic information of respondents, including age, gender, level of education, and frequency of social media usage. The second section included measurement items related to the research variables, namely social media advertising exposure, influencer credibility, brand awareness, and purchase intention.

All measurement items were assessed using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The Likert scale is widely used in behavioral and marketing research because it allows respondents to express their level of agreement with various statements related to the constructs being measured.

3.4. Measurement of Variables

This study used several constructs that were measured using multiple indicators adapted from previous studies in digital marketing and consumer behavior research.

Social media advertising exposure refers to the frequency and intensity with which consumers encounter advertisements or promotional messages on social media platforms. This variable was measured using several indicators such as the frequency of encountering advertisements on social media, attention to sponsored posts, interaction with advertising content, and perception of advertising visibility.

Influencer credibility refers to the degree to which consumers perceive a social media influencer as trustworthy, knowledgeable, and reliable when promoting a product or brand. The indicators used to measure influencer credibility include perceived trustworthiness, expertise, authenticity, and reliability of the influencer.

Brand awareness refers to the ability of consumers to recognize and recall a brand when exposed to product-related information. The indicators used to measure brand awareness include brand recognition, brand recall, familiarity with the brand, and the ability to identify the brand among competing brands.

Purchase intention refers to the likelihood that consumers will purchase a product or service in the future after being exposed to advertising messages or influencer recommendations. This variable was measured using indicators such as willingness to purchase the product, intention to try the product, likelihood of purchasing the product in the future, and interest in seeking more information about the product.

All measurement indicators used in this study were adapted from established scales in previous marketing and consumer behavior research to ensure the validity and reliability of the constructs.

3.5. Data Analysis Technique

The data collected from the questionnaire were analyzed using Structural Equation Modeling with the Partial Least Squares (PLS-SEM) approach. PLS-SEM is widely used in social science and marketing research because it allows researchers to analyze complex relationships between latent variables and test theoretical models simultaneously.

The data analysis process was conducted in several stages. The first stage involved descriptive statistical analysis to examine the demographic characteristics of respondents and provide an overview of the data. The second stage involved testing the measurement model to assess the reliability and validity of the constructs. Reliability was evaluated using Cronbach’s alpha and composite reliability values, while validity was assessed using convergent validity and discriminant validity.

Convergent validity was evaluated by examining factor loadings and Average Variance Extracted (AVE) values. Indicators with factor loadings greater than 0.70 and AVE values above 0.50 were considered acceptable. Discriminant validity was assessed to ensure that each construct was distinct from other constructs in the model.

The third stage involved testing the structural model to examine the relationships among the research variables and test the proposed hypotheses. This stage included evaluating path coefficients, t-statistics, and p-values to determine whether the hypothesized relationships were statistically significant. The coefficient of determination (R^2) was also analyzed to evaluate the explanatory power of the model.

By applying these statistical procedures, the study aimed to provide empirical evidence regarding the influence of social media advertising exposure and influencer credibility on brand awareness and purchase intention in the context of digital marketing.

4. Results and Discussion

4.1. Respondent Characteristics

The first analysis presents the demographic characteristics of the respondents involved in this study. The information includes gender, age, education level, and frequency of social media usage.

Table 1. Respondent Demographic Profile

Characteristics	Category	Frequency	Percentage
Gender	Male	86	43%
	Female	114	57%
Age	18–25 years	92	46%
	26–35 years	71	35.5%
	36–45 years	27	13.5%
	>45 years	10	5%
Education	High School	58	29%
	Bachelor Degree	109	54.5%

	Master Degree	33	16.5%
Social Media Usage	< 2 hours/day	34	17%
	2–4 hours/day	91	45.5%
	> 4 hours/day	75	37.5%

Table 1 shows that the majority of respondents were female (57%), while male respondents accounted for 43%. Most respondents were between 18 and 25 years old (46%), indicating that younger users dominate social media usage. In terms of education level, the majority held a bachelor’s degree (54.5%). Additionally, most respondents reported using social media for 2–4 hours per day (45.5%). These findings suggest that respondents are active social media users who are frequently exposed to online advertisements and influencer content.

4.2. Measurement Model Evaluation

4.2.1 Convergent Validity

Convergent validity is evaluated by examining factor loadings and Average Variance Extracted (AVE). A factor loading greater than 0.70 and an AVE greater than 0.50 indicate acceptable validity.

Table 2. Convergent Validity Results

Variable	Indicator	Factor Loading
Social Media Advertising Exposure	SMAE1	0.812
	SMAE2	0.846
	SMAE3	0.798
	SMAE4	0.821
Influencer Credibility	IC1	0.845
	IC2	0.873
	IC3	0.821
	IC4	0.804
Brand Awareness	BA1	0.835
	BA2	0.862
	BA3	0.819
	BA4	0.803
Purchase Intention	PI1	0.874
	PI2	0.851
	PI3	0.828
	PI4	0.806

Table 2 shows that all factor loadings exceed the threshold value of 0.70, indicating that each indicator adequately represents its respective construct. This result confirms that the measurement model satisfies the requirements for convergent validity.

4.2.2 Reliability Test

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	Composite Reliability	AVE
Social Media Advertising Exposure	0.865	0.903	0.702
Influencer Credibility	0.871	0.907	0.711
Brand Awareness	0.858	0.899	0.689
Purchase Intention	0.883	0.915	0.729

Table 3 indicates that all variables have Cronbach's Alpha and Composite Reliability values greater than 0.70. Additionally, the AVE values exceed 0.50 for all constructs. These results confirm that the measurement model demonstrates satisfactory reliability and internal consistency.

4.3 Structural Model Evaluation

4.3.1 Coefficient of Determination (R²)

The coefficient of determination (R²) explains the proportion of variance in the dependent variable that is explained by the independent variables.

Table 4. Coefficient of Determination (R²)

Variable	R ² Value	Interpretation
Brand Awareness	0.621	Moderate
Purchase Intention	0.684	Moderate to Strong

Table 4 shows that social media advertising exposure and influencer credibility explain 62.1% of the variance in brand awareness. Meanwhile, social media advertising exposure, influencer credibility, and brand awareness explain 68.4% of the variance in purchase intention. These results indicate that the model has a relatively strong explanatory power in predicting consumer behavior.

4.3.2 Hypothesis Testing

Hypothesis testing was conducted using path coefficients, t-statistics, and p-values.

Table 5. Hypothesis Testing Results

Hypothesis	Relationship	Path Coefficient	t-value	p-value	Result
H1	Social Media Advertising Exposure → Brand Awareness	0.412	6.245	0.000	Supported

H2	Influencer Credibility → Brand Awareness	0.397	5.982	0.000	Supported
H3	Social Media Advertising Exposure → Purchase Intention	0.276	3.954	0.000	Supported
H4	Influencer Credibility → Purchase Intention	0.318	4.621	0.000	Supported
H5	Brand Awareness → Purchase Intention	0.421	6.517	0.000	Supported

Table 5 presents the results of hypothesis testing. The results indicate that social media advertising exposure has a significant positive effect on brand awareness ($\beta = 0.412, p < 0.05$). This finding suggests that frequent exposure to advertisements on social media increases consumers' awareness of a brand.

Influencer credibility also shows a significant positive effect on brand awareness ($\beta = 0.397, p < 0.05$). This result indicates that credible influencers can effectively enhance consumer awareness of promoted brands.

Furthermore, social media advertising exposure significantly influences purchase intention ($\beta = 0.276, p < 0.05$). This finding suggests that consumers who are frequently exposed to advertisements on social media are more likely to develop an interest in purchasing the promoted product.

Influencer credibility also has a significant positive effect on purchase intention ($\beta = 0.318, p < 0.05$). This result indicates that consumers tend to trust and follow the recommendations of credible influencers, which increases their likelihood of purchasing the promoted product.

Finally, brand awareness significantly influences purchase intention ($\beta = 0.421, p < 0.05$). This finding suggests that consumers who are familiar with and recognize a brand are more likely to consider purchasing it compared to brands they do not recognize.

Overall, all proposed hypotheses in this study are supported, indicating that social media advertising exposure and influencer credibility play important roles in enhancing brand awareness and encouraging consumer purchase intention in the digital marketing environment.

4.4 Discussion

The purpose of this study was to examine the influence of social media advertising exposure and influencer credibility on brand awareness and purchase intention. In addition, this research also investigated the role of brand awareness in influencing consumers' purchase intentions in the context of digital marketing. Based on the statistical analysis results, all proposed hypotheses were supported, indicating that social media advertising exposure and influencer credibility significantly influence brand awareness and purchase intention. These findings provide important insights into how digital marketing strategies can shape consumer perceptions and behavioral intentions in the modern marketplace.

The first finding of this study shows that social media advertising exposure has a significant positive effect on brand awareness. This result indicates that consumers who are frequently exposed to advertisements on social media platforms are more likely to recognize

and recall a particular brand. The repetitive nature of advertising exposure on platforms such as Instagram, TikTok, and YouTube enables brands to remain visible in consumers' daily digital interactions. As consumers encounter promotional content repeatedly while browsing social media, they gradually develop familiarity with the brand, which strengthens brand recognition and recall. This finding is consistent with previous studies suggesting that social media marketing activities play a critical role in increasing brand visibility and awareness among consumers (Haryantini, 2025). Frequent exposure to brand-related content helps create stronger cognitive associations between consumers and the brand, making it easier for consumers to remember the brand when making purchase decisions.

Furthermore, this finding supports the theory that advertising exposure can influence consumer perceptions through the mere exposure effect. The more often consumers are exposed to a particular brand or product advertisement, the more likely they are to develop positive attitudes toward the brand. Social media platforms provide a unique environment where advertisements are seamlessly integrated with user-generated content, making advertising messages appear more natural and engaging. As a result, consumers may perceive these advertisements as less intrusive compared to traditional media advertising. Previous research has also shown that social media advertising exposure can enhance brand awareness by increasing the frequency and visibility of brand-related messages across digital platforms (Mulyadi & Mesta, 2023).

The second finding indicates that influencer credibility has a significant positive effect on brand awareness. This result suggests that influencers who are perceived as trustworthy, knowledgeable, and authentic can effectively introduce and promote brands to their followers. Influencers often act as opinion leaders who share personal experiences, product reviews, and recommendations with their audiences. When followers perceive an influencer as credible, they are more likely to pay attention to the information shared by the influencer and become aware of the promoted brand. This finding is consistent with the source credibility theory, which explains that individuals are more likely to accept and trust information delivered by credible sources.

In the context of social media marketing, influencer credibility is particularly important because followers often develop parasocial relationships with influencers, meaning they feel a sense of personal connection with them. As a result, recommendations from credible influencers can significantly influence followers' perceptions of a brand. Previous research has also confirmed that influencer credibility can increase brand awareness by improving the effectiveness of promotional messages shared on social media platforms (Liu & Zheng, 2024). When influencers demonstrate authenticity and expertise in their content, they can help brands gain greater visibility and recognition among consumers.

The third finding of this study reveals that social media advertising exposure has a significant positive effect on purchase intention. This result indicates that consumers who frequently encounter advertisements on social media platforms are more likely to develop an interest in purchasing the advertised products. Exposure to advertising messages provides consumers with information about the features, benefits, and value of the product, which can influence their attitudes and perceptions toward the brand. Over time, repeated exposure to advertising content may create positive brand associations that encourage consumers to consider purchasing the product.

This finding supports previous research suggesting that social media marketing plays an important role in shaping consumer purchase behavior. Digital advertising allows brands to present visually appealing and informative content that captures consumers' attention and stimulates their interest in the product. Additionally, social media advertising often includes interactive features such as links, product tags, and direct purchase options that make it easier for consumers to obtain information and complete transactions. Studies have shown that effective social media advertising strategies can significantly influence consumers' purchase intentions by increasing product awareness and generating positive attitudes toward the brand (Dewi & Novitasari, 2023).

The fourth finding shows that influencer credibility significantly influences purchase intention. This result suggests that consumers are more likely to purchase products recommended by influencers whom they perceive as credible and trustworthy. Influencers who demonstrate expertise and authenticity can provide valuable product information and personal experiences that help consumers evaluate the quality and benefits of the product. When followers trust the influencer, they may perceive the product recommendation as genuine rather than purely promotional.

This finding is consistent with previous studies indicating that influencer marketing can significantly influence consumer purchase decisions. Influencers often have strong relationships with their followers, which makes their recommendations more persuasive compared to traditional advertising messages. Consumers tend to trust product reviews and recommendations from influencers because they perceive them as independent and authentic sources of information. Research has also shown that influencer credibility plays a critical role in strengthening consumers' purchase intentions by increasing trust and reducing perceived risk associated with purchasing the product (Asmirani & Islamiah, 2025).

The final finding indicates that brand awareness has a significant positive effect on purchase intention. This result highlights the importance of brand awareness in influencing consumer decision-making. When consumers are familiar with a brand and can easily recognize or recall it, they are more likely to consider purchasing the product. High brand awareness increases consumer confidence and reduces uncertainty about the product's quality and reliability. As a result, consumers tend to prefer brands they recognize over unfamiliar brands when making purchasing decisions.

This finding supports the concept that brand awareness serves as an essential foundation for building strong brand equity and encouraging consumer loyalty. In competitive markets where consumers are exposed to numerous product alternatives, brand awareness helps brands remain prominent in consumers' minds during the decision-making process. Previous research has also confirmed that brand awareness significantly influences purchase intention because consumers tend to trust and prefer brands that are familiar to them (Wardhani et al., 2025).

Overall, the findings of this study demonstrate that social media advertising exposure and influencer credibility are important factors in shaping brand awareness and purchase intention in the digital marketing environment. Social media platforms provide companies with opportunities to reach consumers through both advertising content and influencer collaborations, which can effectively enhance brand visibility and influence consumer behavior. By increasing advertising exposure and collaborating with credible influencers,

companies can strengthen brand awareness and encourage consumers to develop stronger intentions to purchase their products.

These findings also provide practical implications for marketers and businesses. Companies should focus on creating engaging and consistent advertising content on social media platforms to ensure that consumers are frequently exposed to their brand messages. Additionally, selecting influencers who possess high credibility, authenticity, and strong relationships with their followers can significantly improve the effectiveness of influencer marketing campaigns. By integrating social media advertising and influencer marketing strategies, businesses can enhance brand awareness and ultimately increase consumer purchase intentions.

5 Conclusion

This study examined the influence of social media advertising exposure and influencer credibility on brand awareness and purchase intention in the context of digital marketing. The results indicate that both social media advertising exposure and influencer credibility have significant positive effects on brand awareness, suggesting that frequent exposure to advertisements and credible influencer endorsements can effectively increase consumers' familiarity with a brand. Furthermore, the findings reveal that social media advertising exposure and influencer credibility also significantly influence purchase intention, meaning that consumers who frequently encounter promotional content and trust the influencers promoting a product are more likely to develop an intention to purchase it. In addition, brand awareness was found to have a strong positive effect on purchase intention, indicating that consumers who are familiar with and recognize a brand tend to show greater willingness to buy its products. Overall, the results highlight the importance of integrating social media advertising strategies with credible influencer marketing to enhance brand awareness and stimulate consumer purchase intentions in the competitive digital marketplace.

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