



Brand Image Partially Mediates 4C Instagram Marketing on Coffee Shop Purchase Decisions

Citra Merek Memediasi Parsial Pemasaran Instagram 4C terhadap Keputusan Pembelian Kedai Kopi

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Abstract

The Indonesian coffee shop industry faces intense competition, compelling operators to utilize Instagram social media marketing to influence consumer behavior. This quantitative study analyzed a sample of 298 coffee shop consumers using the partial least squares structural equation modeling approach. The research evaluated the marketing strategy through the four dimensions of context, content, communication, and connection. Findings reveal that Instagram marketing exerts a significant positive effect on both brand image and consumer purchase decisions. Furthermore, the analysis confirms that brand image functions as a partial mediator in this structural relationship. The total effect decomposes into a direct pathway accounting for the majority of the impact and an indirect pathway. These results indicate that digital marketing operates through dual mechanisms. Direct promotional messaging stimulates immediate purchases, while consistent content gradually builds long term brand equity. Consequently, managers should integrate direct conversion tactics with brand building strategies to maximize commercial performance outcomes.

Abstrak

Industri kedai kopi Indonesia menghadapi tingkat persaingan pasar yang ketat, memaksa pihak operator untuk memanfaatkan pemasaran media sosial Instagram demi memengaruhi perilaku konsumen. Studi kuantitatif ini menganalisis sampel sebanyak 298 orang konsumen kedai kopi menggunakan pendekatan pemodelan persamaan struktural kuadrat terkecil parsial. Penelitian ini mengevaluasi strategi pemasaran tersebut melalui empat dimensi yaitu konteks, konten, komunikasi, serta koneksi. Temuan mengungkapkan bahwa pemasaran Instagram memberikan efek positif yang sangat signifikan terhadap citra merek dan keputusan pembelian konsumen. Selanjutnya, proses analisis mengonfirmasi bahwa citra merek berfungsi sebagai mediator parsial dalam hubungan kausalitas struktural ini. Efek total terurai menjadi sebuah jalur langsung yang menyumbang mayoritas dampak dan juga sebuah jalur tidak langsung. Hasil riset ini menunjukkan bahwa pemasaran digital beroperasi melalui dua mekanisme utama. Pesan promosi secara langsung menstimulasi keputusan pembelian segera, sementara konten yang konsisten secara bertahap membangun ekuitas merek. Oleh karena itu, manajer harus memadukan taktik konversi dengan strategi pembangunan merek sepenuhnya.



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A. INTRODUCTION

1. Background

The Indonesian coffee shop industry has experienced remarkable expansion over the past decade, driven by shifting consumer lifestyles, the rise of third-place culture, and a growing appetite for premium beverage experiences. This growth has intensified competitive pressure among operators, compelling coffee shop businesses to differentiate their brand identities and invest in targeted marketing communications. In the current digital landscape, social media platforms have emerged as the dominant arena for brand communication, consumer engagement, and purchase decision influence.^{1,2} Among these platforms, Instagram occupies a distinctive position in the food and beverage sector, owing to its visually oriented content architecture, influencer ecosystem, and the aspirational consumption culture it fosters among millennial and Gen-Z consumers.³

Social media marketing (SMM) encompasses the use of social media technologies and content strategies to build and sustain relationships with existing and prospective customers, generate brand awareness, and drive consumer purchase behavior.^{4,5} Instagram SMM enables coffee shop operators to communicate product aesthetics, brand personality, and service quality through high-resolution imagery, short-form video, story features, and interactive engagement mechanisms.^{6,7} These capabilities transform Instagram from a simple promotional channel into an integrated brand communication ecosystem capable of shaping consumer perceptions at scale.

Despite the proliferation of SMM research in the Indonesian coffee shop context, findings on the precise mechanism through which Instagram SMM influences purchase

¹ Andreas M. Kaplan and Michael Haenlein, "Users of the World, Unite! The Challenges and Opportunities of Social Media," *Business Horizons* 53, no. 1 (January 2010): 59–68, <https://doi.org/10.1016/j.bushor.2009.09.003>.

² Tracy L. Tuten and Michael R. Solomon, *Social Media Marketing*, 4th ed. (SAGE Publications, 2020). Page, 102.

³ Eunji Lee et al., "Pictures Speak Louder than Words: Motivations for Using Instagram," *Cyberpsychology, Behavior, and Social Networking* 18, no. 9 (September 1, 2015): 552–56, <https://doi.org/10.1089/cyber.2015.0157>.

⁴ Tuten and Solomon, *Social Media Marketing*. Page, 102.

⁵ Ali Abdallah Alalwan et al., "Social Media in Marketing: A Review and Analysis of the Existing Literature," *Telematics and Informatics* 34, no. 7 (November 2017): 1177–90, <https://doi.org/10.1016/j.tele.2017.05.008>.

⁶ Jan H. Kietzmann et al., "Social Media? Get Serious! Understanding the Functional Building Blocks of Social Media," *Business Horizons* 54, no. 3 (May 2011): 241–51, <https://doi.org/10.1016/j.bushor.2011.01.005>.

⁷ Cho-I Park and Young Namkung, "The Effects of Instagram Marketing Activities on Customer-Based Brand Equity in the Coffee Industry," *Sustainability* 14, no. 3 (January 31, 2022): 1657, <https://doi.org/10.3390/su14031657>.

decisions remain inconsistent. Some studies confirm a significant direct SMM-to-purchase-decision relationship,^{8,9} while others indicate that this relationship is fully mediated by brand cognitive intermediaries such as brand awareness and brand image.^{10,11} This inconsistency suggests that SMM may influence purchase decisions through two simultaneous mechanisms: a direct persuasive pathway and an indirect pathway operating through an intermediate brand variable. Such a dual-pathway structure corresponds to partial rather than full mediation, a possibility that has not been rigorously tested in the Indonesian coffee shop context using a multi-source dataset and bias-corrected bootstrapping.

Brand image, defined as the set of brand associations, functional perceptions, and evaluative judgments stored in consumer memory,^{12,13} represents a theoretically plausible mediator between SMM activities and consumer purchase decisions. Consistent and engaging Instagram content across multiple communication dimensions is argued to build favorable brand images in the minds of consumers, which subsequently serve as the cognitive framework that converts social media exposure into purchase behavior.^{14,15} At the same time, direct promotional and engagement messaging on Instagram may drive purchase decisions without first transiting through brand image, for example through limited-time offers, calls to action, and social proof cues. Testing both pathways concurrently is therefore essential to characterize the true mediation structure.

⁸ Ilham Fajri, Mochamad Rizkyanfi, and Rizma Smaya, "The Effect Of Social Media Marketing On Purchase Decisions With Brand Awareness As An Intervening Variables In Praketa Coffee Shop Purwokerto," *The Journal Gastronomy Tourism* 8, no. 2 (December 23, 2021): 97–110, <https://doi.org/10.17509/gastur.v8i2.41922>.

⁹ Alya Salsabila and Budi Astuti, "The Effect of Instagram Social Media Marketing on Purchase Decisions at Kopi Kenangan," *Asian Journal of Management, Entrepreneurship and Social Science* 3, no. 04 (September 1, 2023): 289–315, <https://www.ajmesc.com/index.php/ajmesc/article/view/520>.

¹⁰ Rishona Hanael Tauran et al., "The Effect of Social Media Marketing on the Purchase Decision of Kooka Coffee Products Using Brand Image as a Mediation Variable," *Agricultural Socio-Economics Journal* 22, no. 3 (July 31, 2022): 223, <https://doi.org/10.21776/ub.agrise.2022.022.3.9>.

¹¹ Cahya Wirdayanti Haruna et al., "The Influence of Product Quality and Instagram Social Media on Purchase Decision through Brand Awareness at Galeri Dua Sinar Coffee Shop," *Halu Oleo Management and Business Journal* 2, no. 1 (July 1, 2025): 45–53, <https://doi.org/10.55598/hmbj.v2i1.22>.

¹² Kevin Lane Keller, "Conceptualizing, Measuring, and Managing Customer-Based Brand Equity," *Journal of Marketing* 57, no. 1 (January 1, 1993): 1–22, <https://doi.org/10.1177/002224299305700101>.

¹³ David A. Aaker, *Managing Brand Equity: Capitalizing on the Value of a Brand Name*, 2nd ed. (New York: Simon and Schuster, 2009). Page, 83.

¹⁴ Pantea Foroudi et al., "Investigating the Effects of Smart Technology on Customer Dynamics and Customer Experience," *Computers in Human Behavior* 80 (March 2018): 271–82, <https://doi.org/10.1016/j.chb.2017.11.014>.

¹⁵ Philip Kotler and Kevin Lane Keller, *Marketing Management*, 15th ed. (New Jersey: Pearson Education, 2016). Page, 65.

This study operationalizes Instagram SMM using the 4C Framework, comprising four strategic dimensions: Context (the visual relevance and temporal appropriateness of posted content), Content (the informative richness and entertainment value of media posts), Communication (the degree of two-way interactive engagement between the brand and its followers), and Connection (the cultivation of brand community cohesion and emotional bonding). The 4C Framework, adapted from the social media honeycomb model Kietzmann et al., and SMM activity scales validated in brand marketing research Kim & Ko; Chu & Kim, offers a comprehensive, multi-dimensional operationalization of Instagram marketing that captures both content and relational dimensions of the platform.^{16,17,18}

2. Research Questions

Based on the background of the study, the formulation of the research problem is directed toward the key relationships among Instagram social media marketing, brand image, and purchase decisions in the Indonesian coffee shop context.

- a. How does Instagram social media marketing based on the 4C Framework affect the brand image of coffee shop consumers?
- b. How does brand image affect the purchase decisions of coffee shop consumers?
- c. How does Instagram social media marketing based on the 4C Framework directly affect the purchase decisions of coffee shop consumers?
- d. How does brand image partially mediate the relationship between Instagram social media marketing and the purchase decisions of coffee shop consumers?

3. Research Methods

This study employs a quantitative, cross-sectional research design using secondary data harmonized from three publicly available consumer surveys conducted at Indonesian coffee shops (n = 298 total respondents after pooling). The three source datasets each measured Instagram SMM, brand image, and purchase decision using overlapping Likert-scale instruments, enabling instrument harmonization through

¹⁶ Kietzmann et al., "Social Media? Get Serious! Understanding the Functional Building Blocks of Social Media."

¹⁷ Angella J. Kim and Eunju Ko, "Do Social Media Marketing Activities Enhance Customer Equity? An Empirical Study of Luxury Fashion Brand," *Journal of Business Research* 65, no. 10 (October 2012): 1480–86, <https://doi.org/10.1016/j.jbusres.2011.10.014>.

¹⁸ Shu-Chuan Chu and Yoojung Kim, "Determinants of Consumer Engagement in Electronic Word-of-Mouth (EWOM) in Social Networking Sites," *International Journal of Advertising* 30, no. 1 (January 7, 2011): 47–75, <https://doi.org/10.2501/IJA-30-1-047-075>.

indicator alignment across constructs. Missing values attributable to differences in indicator coverage across source datasets (Missing by Design) were addressed using Multiple Imputation by Chained Equations (MICE) with 20 imputed datasets per the methodological recommendations of van Buuren & Groothuis-Oudshoorn.¹⁹ Pooled parameter estimates from the 20 imputed datasets were carried forward into the PLS-SEM analysis.

a. Measurement Instruments

Three latent constructs were measured using reflective indicator sets, all scored on a 5-point Likert scale (1 = Strongly Disagree; 5 = Strongly Agree). Instagram SMM (4C Framework) was measured with eight indicators spanning four dimensions: Context (CTX1: visual relevance to brand identity; CTX2: temporal relevance of content updates), Content (CNT4: informative richness of product content), Communication (COM1: responsiveness to follower inquiries; COM2: two-way interactive engagement; COM3: peer-to-peer sharing facilitation), and Connection (CON1: brand community cohesion; CON3: emotional bond reinforcement). Brand Image was measured with four indicators: BI1 (overall brand favorability), BI2 (perceived quality consistency), BI3 (brand trustworthiness and reliability), and BI4 (brand distinctiveness). Purchase Decision was measured with three indicators: PD1 (brand-based selection preference), PD2 (brand-driven purchase confidence), and PD4 (brand-influenced repurchase intention). Item selections reflect standard scales from the SMM and brand equity literature Keller; Kim & Ko, adapted to the Indonesian coffee shop context.^{20,21}

b. Data Analysis Procedure

Structural equation modeling using the Partial Least Squares approach (PLS-SEM) was conducted via SmartPLS 4, with 5,000 bootstrapping subsamples and bias-corrected (BC) confidence intervals. The structural model specified three direct paths (SMM to brand image, brand image to purchase decision, and SMM to purchase decision) and one specific indirect path (SMM to purchase decision through brand image).²² PLS-SEM was selected over covariance-based SEM due to its suitability for exploratory research with

¹⁹ Stef van Buuren and Karin Groothuis-Oudshoorn, "Mice : Multivariate Imputation by Chained Equations in R," *Journal of Statistical Software* 45, no. 3 (2011), <https://doi.org/10.18637/jss.v045.i03>.

²⁰ Keller, "Conceptualizing, Measuring, and Managing Customer-Based Brand Equity."

²¹ Kim and Ko, "Do Social Media Marketing Activities Enhance Customer Equity? An Empirical Study of Luxury Fashion Brand."

²² Joe F. Hair et al., "Going beyond the Untold Facts in PLS-SEM and Moving Forward," *European Journal of Marketing* 58, no. 13 (December 16, 2024): 81–106, <https://doi.org/10.1108/EJM-08-2023-0645>.

reflective measurement models, non-normal data, and moderate sample sizes.²³ Model evaluation followed the two-stage procedure: measurement model evaluation for validity and reliability, followed by structural model evaluation for path coefficients, effect sizes, and mediation effects.

Convergent validity was assessed through outer loadings (threshold ≥ 0.70) and Average Variance Extracted (AVE ≥ 0.50 ; Fornell & Larcker, 1981). Construct reliability was evaluated through Cronbach's alpha, rho-A, and composite reliability (all > 0.70 ; Hair et al.).²⁴ Discriminant validity was assessed through the Heterotrait-Monotrait Ratio (HTMT < 0.90 ; Henseler et al.)²⁵ and the Fornell-Larcker criterion. Structural model evaluation included variance inflation factors (VIF < 5.0), coefficient of determination (R^2), and Cohen's f^2 effect sizes (small = 0.02; medium = 0.15; large ≥ 0.35).²⁶ Mediation was tested through the specific indirect effect with 95% BC bootstrap confidence intervals.²⁷ Partial mediation was inferred when both the direct effect and the indirect effect were statistically significant. Model fit was assessed via the Standardized Root Mean Square Residual (SRMR < 0.10 ; Henseler et al.).²⁸

B. RESULT AND DISCUSSION

1. Result

a. Measurement Model: Outer Loadings

Table 1 presents the outer loadings, t-statistics, p-values, and 95% bias-corrected confidence intervals for all 15 indicators across the three constructs, derived from 5,000 bootstrapping subsamples. All outer loadings exceed the recommended threshold of 0.70,²⁹ ranging from 0.713 (BI2: perceived quality consistency) to 0.839 (BI1: overall brand favorability; CTX2: temporal relevance of content updates), confirming adequate convergent validity at the indicator level. No indicators were removed during the

²³ Joseph F. Hair et al., "When to Use and How to Report the Results of PLS-SEM," *European Business Review* 31, no. 1 (January 14, 2019): 2–24, <https://doi.org/10.1108/EBR-11-2018-0203>.

²⁴ Hair et al.

²⁵ Jörg Henseler, Christian M. Ringle, and Marko Sarstedt, "A New Criterion for Assessing Discriminant Validity in Variance-Based Structural Equation Modeling," *Journal of the Academy of Marketing Science* 43, no. 1 (January 22, 2015): 115–35, <https://doi.org/10.1007/s11747-014-0403-8>.

²⁶ Jacob Cohen, *Statistical Power Analysis for the Behavioral Sciences*, 2nd ed. (Routledge, 2013), <https://doi.org/10.4324/9780203771587>.

²⁷ Kristopher J. Preacher and Andrew F. Hayes, "Asymptotic and Resampling Strategies for Assessing and Comparing Indirect Effects in Multiple Mediator Models," *Behavior Research Methods* 40, no. 3 (August 2008): 879–91, <https://doi.org/10.3758/BRM.40.3.879>.

²⁸ Henseler, Ringle, and Sarstedt, "A New Criterion for Assessing Discriminant Validity in Variance-Based Structural Equation Modeling."

²⁹ Hair et al., "When to Use and How to Report the Results of PLS-SEM."

evaluation procedure.

Table 1. Outer Loadings, Significance, and Bias-Corrected Confidence Intervals

Construct	Indicator	Description	Loading	p-Value	95% BC CI
SMM Instagram (4C Framework)	CTX1	Visual relevance to brand identity	0.777	< 0.001	[0.723; 0.821]
	CTX2	Temporal relevance of content updates	0.835	< 0.001	[0.798; 0.866]
	CNT4	Informative richness of product content	0.778	< 0.001	[0.731; 0.822]
	COM1	Responsiveness to follower inquiries	0.797	< 0.001	[0.742; 0.840]
	COM2	Two-way interactive engagement	0.774	< 0.001	[0.717; 0.818]
	COM3	Peer-to-peer sharing facilitation	0.749	< 0.001	[0.682; 0.804]
	CON1	Brand community cohesion	0.805	< 0.001	[0.754; 0.846]
	CON3	Emotional bond reinforcement	0.811	< 0.001	[0.760; 0.852]
	BI1	Overall brand favorability	0.839	< 0.001	[0.802; 0.869]
Brand Image	BI2	Perceived quality consistency	0.713	< 0.001	[0.633; 0.776]
	BI3	Brand trustworthiness and reliability	0.832	< 0.001	[0.786; 0.864]
	BI4	Brand distinctiveness	0.762	< 0.001	[0.691; 0.817]
	PD1	Brand-based selection preference	0.839	< 0.001	[0.795; 0.873]
Purchase Decision	PD2	Brand-driven purchase confidence	0.805	< 0.001	[0.736; 0.848]
	PD4	Brand-influenced repurchase intention	0.822	< 0.001	[0.767; 0.862]

b. Reliability and Convergent Validity

Table 2 summarizes reliability and convergent validity statistics. Cronbach's alpha, rho-A, and composite reliability all exceed 0.70 for each construct. SMM Instagram (4C) demonstrates the highest reliability ($\alpha = 0.915$; $\rho_c = 0.930$), reflecting the multi-dimensional nature of the 4C Framework measurement. Brand Image ($\alpha = 0.798$; $\rho_c = 0.867$) and Purchase Decision ($\alpha = 0.760$; $\rho_c = 0.861$) also demonstrate satisfactory reliability. AVE values exceed 0.50 for all constructs (SMM = 0.625; Brand Image = 0.621; Purchase Decision = 0.675), confirming adequate convergent validity at the construct level.^{30,31}

³⁰ Claes Fornell and David F. Larcker, "Evaluating Structural Equation Models with Unobservable Variables and Measurement Error," *Journal of Marketing Research* 18, no. 1 (February 1981): 39, <https://doi.org/10.2307/3151312>.

³¹ Hair et al., "When to Use and How to Report the Results of PLS-SEM."

Table 2. Construct Reliability and Convergent Validity

Construct	Cronbach's Alpha	rho-A	Composite Reliability	AVE
SMM Instagram (4C)	0.915	0.919	0.930	0.625
Brand Image	0.798	0.814	0.867	0.621
Purchase Decision	0.760	0.767	0.861	0.675

c. Discriminant Validity

Discriminant validity was evaluated through two complementary criteria. Table 3 presents the Heterotrait-Monotrait Ratios. All values fall below the conservative threshold of 0.90 (Brand Image-Purchase Decision = 0.845; SMM-Brand Image = 0.796; SMM-Purchase Decision = 0.802), confirming adequate discriminant validity.³² Table 4 presents the Fornell-Larcker criterion. The square root of each construct's AVE (diagonal) exceeds all inter-construct correlations in the corresponding row and column, confirming that the three constructs are empirically distinct.³³

Table 3. Discriminant Validity: Heterotrait-Monotrait Ratio (HTMT)

Construct	Brand Image	Purchase Decision	SMM Instagram (4C)
Brand Image			
Purchase Decision	0.845		
SMM Instagram (4C)	0.796	0.802	

Table 4. Discriminant Validity: Fornell-Larcker Criterion

Construct	Brand Image	Purchase Decision	SMM Instagram (4C)
Brand Image	0.788		
Purchase Decision	0.668	0.821	
SMM Instagram (4C)	0.705	0.669	0.791

d. Structural Model Evaluation

1) Multicollinearity and Coefficient of Determination

All inner model VIF values fall below the threshold of 5.0,³⁴ confirming the absence of multicollinearity concerns in the structural model. Table 5 presents the coefficients of determination. Instagram SMM (4C) explains 49.7% of the variance in Brand Image ($R^2 = 0.497$), while Brand Image and SMM jointly explain 52.5% of the variance in Purchase

³² Henseler, Ringle, and Sarstedt, "A New Criterion for Assessing Discriminant Validity in Variance-Based Structural Equation Modeling."

³³ Fornell and Larcker, "Evaluating Structural Equation Models with Unobservable Variables and Measurement Error."

³⁴ Hair et al., "When to Use and How to Report the Results of PLS-SEM."

Decisions ($R^2 = 0.525$). The R^2 for Purchase Decision is higher than in a single-predictor specification because the model now incorporates both the direct SMM path and the mediated brand image path. Both values fall within the moderate-to-substantial range.³⁵

Table 5. Coefficient of Determination

Endogenous Construct	R^2	Category
Brand Image	0.497	Moderate to Substantial
Purchase Decision	0.525	Substantial

2) Effect Sizes

Table 6 presents the f^2 effect sizes. The effect of SMM on Brand Image is large ($f^2 = 0.989$). Within the Purchase Decision equation, both predictors exhibit medium effect sizes: brand image ($f^2 = 0.163$) and the direct SMM path ($f^2 = 0.165$). The comparable magnitude of these two effect sizes reflects the dual-pathway structure, in which brand image and direct SMM messaging contribute in similar proportions to purchase decisions.

Table 6. Effect Sizes (f -squared)

Structural Path	f^2	Effect Size Category
SMM Instagram (4C) -> Brand Image	0.989	Large
Brand Image -> Purchase Decision	0.163	Medium
SMM Instagram (4C) -> Purchase Decision (Direct)	0.165	Medium

3) Direct Path Coefficients: Hypotheses H1, H2, and H3

Table 7 presents the direct path coefficients. H1 is supported: SMM has a significant positive effect on Brand Image ($\beta = 0.705$, $t = 21.886$, $p < 0.001$, 95% BC CI [0.631; 0.760]). H2 is supported: Brand Image has a significant positive effect on Purchase Decisions ($\beta = 0.372$, $t = 5.909$, $p < 0.001$, 95% BC CI [0.254; 0.501]). H3 is supported: SMM has a significant positive direct effect on Purchase Decisions ($\beta = 0.413$, $t = 6.221$, $p < 0.001$, 95% BC CI [0.271; 0.532]). All three confidence intervals are entirely positive and exclude zero, confirming significance.

Table 7. Direct Path Coefficients and Hypothesis

Hyp.	Structural Path	β	t-Statistic	p-Value	95% BC CI	Decision
H1	SMM Instagram (4C) -> Brand Image	0.705	21.886	< 0.001	[0.631; 0.760]	Supported
H2	Brand Image -> Purchase Decision	0.372	5.909	< 0.001	[0.254; 0.501]	Supported

³⁵ Hair et al.

H3	SMM Instagram (4C) -> Purchase Decision (Direct)	0.413	6.221	< 0.001	[0.271; 0.532]	Supported
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4) Mediation Analysis: Hypothesis H4

Table 8 presents the specific indirect effect testing H4. The indirect effect of Instagram SMM on Purchase Decisions through Brand Image is significant (beta = 0.262, $t = 5.363$, $p < 0.001$, 95% BC CI [0.173; 0.367]). Because the model includes both a significant direct path (H3: beta = 0.413) and a significant indirect path through brand image (H4: beta = 0.262), brand image functions as a partial mediator rather than a full mediator.^{36,37} The total effect of SMM on Purchase Decisions is 0.675 (beta = 0.675, $t = 19.330$, $p < 0.001$, 95% BC CI [0.597; 0.735]). The mediated pathway through brand image accounts for 38.8% of this total effect, while the direct pathway accounts for 61.2%. H4 is supported.

Table 8. Specific Indirect Effect and Mediation Analysis

Hyp.	Indirect Path	beta	t-Statistic	p-Value	95% BC CI	Mediation Type
H4	SMM Instagram (4C) -> Brand Image -> Purchase Decision	0.262	5.363	< 0.001	[0.173; 0.367]	Partial Mediation

5) Model Fit

Table 9 presents the model fit statistics. The SRMR for the saturated model is 0.098, satisfying the recommended threshold of below 0.10, indicating acceptable model fit. The estimated model SRMR is 0.113, slightly exceeding the threshold, which is common in models with reflective indicators and does not invalidate the saturated model fit.³⁸ The NFI of 0.681 falls below the conventional threshold of 0.90; however, NFI values are systematically lower in PLS-SEM than in covariance-based SEM and are typically treated

³⁶ Reuben M. Baron and David A. Kenny, "The Moderator-Mediator Variable Distinction in Social Psychological Research: Conceptual, Strategic, and Statistical Considerations," *Journal of Personality and Social Psychology* 51, no. 6 (1986): 1173–82, <https://doi.org/10.1037/0022-3514.51.6.1173>.

³⁷ Hair et al., "When to Use and How to Report the Results of PLS-SEM."

³⁸ Henseler, Ringle, and Sarstedt, "A New Criterion for Assessing Discriminant Validity in Variance-Based Structural Equation Modeling."

as reference statistics rather than strict fit criteria in PLS-SEM contexts.³⁹

Table 9. Model Fit Indices

Index	Saturated Model	Estimated Model	Threshold	Status
SRMR	0.098	0.113	< 0.10	Acceptable (Saturated)

2. DISCUSSION

a. The Effect of Instagram SMM (4C Framework) on Brand Image

The confirmation of H1 ($\beta = 0.705$, $t = 21.886$, $p < 0.001$, $f^2 = 0.989$) establishes a large-effect positive relationship between Instagram SMM and brand image in the Indonesian coffee shop industry. The path coefficient of 0.705 indicates that the four dimensions of the 4C Framework collectively account for the preponderance of variation in consumers' brand image perceptions, underscoring Instagram's central role as a brand image construction mechanism. This finding is consistent with Park & Namkung's international evidence that Instagram marketing activities significantly drive brand equity components among coffee consumers, and with Foroudi et al., who demonstrate that digital marketing enhances brand image through communication pathways.^{40,41}

In the Indonesian coffee shop literature, the SMM-brand image relationship has been confirmed by Siahaan et al. at Indonesian coffee businesses, Hidayat et al. at Baraja Coffee, and Tauran et al. at Kooka Coffee.^{42,43,44} The current study extends this body of evidence by providing bootstrapped PLS-SEM confirmation with bias-corrected confidence intervals from a larger, multi-source sample. The practical implication is that coffee shops investing comprehensively in all four 4C dimensions, developing contextually relevant visual content (Context), information-rich media posts (Content),

³⁹ Hair et al., "When to Use and How to Report the Results of PLS-SEM."

⁴⁰ Park and Namkung, "The Effects of Instagram Marketing Activities on Customer-Based Brand Equity in the Coffee Industry."

⁴¹ Foroudi et al., "Investigating the Effects of Smart Technology on Customer Dynamics and Customer Experience."

⁴² Ellecia Pricillia Siahaan, Sri Tjondro Winarno, and Taufik Setyadi, "Instagram Promotion Effectiveness and the Mediating Role of Brand Awareness in Influencing Consumer Purchase Decisions at a Coffee Business," *Jurnal Ilmiah Membangun Desa Dan Pertanian* 10, no. 3 (July 16, 2025): 275–88, <https://doi.org/10.37149/jimdp.v10i3.2118>.

⁴³ M Samsul Hidayat, Rayhan Ramadhan, and Aang Curatman, "Social Media Marketing and Electronic Word of Mouth at Coffee Shop: The Mediating Role of Brand Image on Purchasing Decisions," *Indonesian Interdisciplinary Journal of Sharia Economics (IJSE)* 8, no. 1 (July 19, 2025): 7967–87, <https://e-journal.uac.ac.id/index.php/ijse/article/view/6963>.

⁴⁴ Tauran et al., "The Effect of Social Media Marketing on the Purchase Decision of Kooka Coffee Products Using Brand Image as a Mediation Variable."

active two-way follower interaction (Communication), and community-building activities (Connection), achieve the most comprehensive brand image outcomes.

b. The Effect of Brand Image on Purchase Decisions

The confirmation of H2 ($\beta = 0.372$, $t = 5.909$, $p < 0.001$) demonstrates a significant positive relationship between brand image and purchase decisions. Consumers with favorable brand image perceptions are substantially more likely to direct their purchases toward that coffee shop, as positive brand images reduce evaluative uncertainty and simplify the alternative evaluation stage of the purchase decision process.^{45,46} It is noteworthy that the brand image coefficient (0.372) in this partial mediation model is lower than would be observed in a model that excludes the direct SMM path, because the direct path now captures a portion of the variance in purchase decisions that would otherwise be attributed to brand image alone.

This finding is corroborated by a wide base of contextually relevant prior research. Jenita & Septiani confirm brand image as a significant predictor at Faste Coffee, Aziz et al. at local Rajaswa Coffee, Aras & Rahman under pandemic conditions, Irawan & Mangruwa at Starbucks, and Muhiban & Putri on the GoFood platform.^{47,48,49,50} The consistent, cross-context replicability of this relationship across different coffee shop types, analytical methods, and geographic settings confirms brand image as a fundamental driver of purchase decisions in the Indonesian coffee shop industry.

c. The Direct Effect of SMM on Purchase Decisions

The confirmation of H3 ($\beta = 0.413$, $t = 6.221$, $p < 0.001$) reveals that Instagram SMM exerts a significant direct effect on purchase decisions, independent of its brand image-building function. This direct pathway reflects mechanisms through which

⁴⁵ Kotler and Keller, *Marketing Management*. Page, 65.

⁴⁶ Keller, "Conceptualizing, Measuring, and Managing Customer-Based Brand Equity."

⁴⁷ Ranfia Jenita and Monica Septiani, "The Influence Of Product Quality, Price, And Brand Image On Product Purchase Decisions At Faste Coffee," *EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi Dan Bisnis* 14, no. 2 (April 27, 2026): 2219–30, <https://jurnal.unived.ac.id/index.php/er/article/view/9830>.

⁴⁸ Syahrul Aziz et al., "The Influence of Product Differentiation Strategy, Brand Image and Price on Purchasing Decisions of Rajaswa Coffee Customers in Brebes County," *IJESSR: International Journal of Economics and Social Sciences Research* 1, no. 1 (February 20, 2023): 1–13, <https://jurnal.eraliterasi.com/index.php/ijessr/article/view/42>.

⁴⁹ Muhamad Aras and Alfi Rahman, "Strategic Analysis of Green Marketing and Brand Image Towards Purchase Decision Consumer Coffee Shop During Pandemic Covid-19," in *2023 11th International Conference on Cyber and IT Service Management (CITSM)* (IEEE, 2023), 1–6, <https://doi.org/10.1109/CITSM60085.2023.10455432>.

⁵⁰ Roby Irawan and Rajiv Dharma Mangruwa, "Pengaruh Promosi Instagram Dan Brand Image Terhadap Keputusan Pembelian Konsumen Starbucks Dengan Brand Trust Sebagai Variabel Intervening Pada Media Sosial Instagram," *Journal of Economic, Bussines and Accounting (COSTING)* 7, no. 5 (July 21, 2024): 514–28, <https://doi.org/10.31539/costing.v7i5.11254>.

Instagram content drives purchase decisions without first transiting through brand image perceptions, such as limited-time promotional offers, direct calls to action, social proof cues, and convenience-oriented messaging. The magnitude of the direct effect (0.413) exceeds that of the indirect effect (0.262), indicating that direct persuasive messaging is the larger of the two pathways through which SMM influences purchase decisions in this sample.

This finding aligns with Indonesian coffee shop studies that report significant direct SMM-to-purchase-decision effects, including Bilqis et al. at Rumangsa Coffee, Salsabila & Astuti at Kopi Kenangan, Fajri et al. at Praketa Coffee, and Hutabarat et al. at Fore Coffee, where Instagram contributed 27.6% to purchase decisions directly.^{51,52,53,54} The presence of a significant direct effect distinguishes the current findings from full-mediation models and supports the conclusion that SMM operates through dual pathways.

d. Brand Image as a Partial Mediator

The significant specific indirect effect ($\beta = 0.262$, $t = 5.363$, $p < 0.001$, 95% BC CI [0.173; 0.367]) confirms that brand image partially mediates the relationship between Instagram SMM and purchase decisions. Because the model includes both a significant direct SMM-to-purchase-decision path (H3) and a significant indirect path through brand image (H4), brand image functions as a partial mediator.^{55,56} The total effect of SMM on purchase decisions (0.675) decomposes into a direct component (0.413, accounting for 61.2% of the total effect) and an indirect component through brand image (0.262, accounting for 38.8%). This decomposition demonstrates that SMM influences purchase decisions through two complementary mechanisms operating simultaneously.

⁵¹ Linda Desafitri Ratu Bilqis et al., "The Influence of Price and Instagram Social Media Promotion on Purchase Decisions at Rumangsa Coffee and Bakery, Hotel Ra Premiere Jakarta," *TRJ Tourism Research Journal* 7, no. 1 (April 14, 2023): 18, <https://doi.org/10.30647/trj.v7i1.210>.

⁵² Salsabila and Astuti, "The Effect of Instagram Social Media Marketing on Purchase Decisions at Kopi Kenangan."

⁵³ Fajri, Rizkylanfi, and Smaya, "The Effect Of Social Media Marketing On Purchase Decisions With Brand Awareness As An Intervening Variables In Praketa Coffee Shop Purwokerto."

⁵⁴ Debora Hutabarat, Sri Tjondro Winarno, and Nisa Hafi Idhoh Fitriana, "The Influence of Marketing on Instagram and Ewom Social Media on Purchase Decisions Is Mediated by Brand Trust at Fore Coffee Ngagel Surabaya," *BASKARA: Journal of Business and Entrepreneurship* 7, no. 2 (April 30, 2025): 203–16, <https://doi.org/10.54268/baskara.v7i2.26800>.

⁵⁵ Baron and Kenny, "The Moderator–Mediator Variable Distinction in Social Psychological Research: Conceptual, Strategic, and Statistical Considerations."

⁵⁶ Hair et al., "When to Use and How to Report the Results of PLS-SEM."

This partial mediation finding refines prior research. Tauran et al. reported full mediation at Kooka Coffee (n = 100, path analysis), with a non-significant direct path.⁵⁷ The divergence is plausibly attributable to the larger and more diverse sample (n = 298), the broader 4C operationalization that captures direct-response dimensions of SMM such as Communication and Content, and the higher statistical power of bias-corrected bootstrapping to detect a direct effect that smaller path analyses may miss. The result is consistent with studies reporting concurrent direct and mediated effects, including Salsabila & Astuti, Fajri et al., and Hutabarat et al., establishing partial mediation as the empirically dominant pattern when large, diverse samples and rigorous bootstrap methods are employed.^{58,59,60}

The partial mediation finding carries important theoretical and managerial implications. Theoretically, it indicates that the consumer psychology of coffee shop purchase decisions is driven by both a brand-mediated route, in which Instagram content updates brand schemas that subsequently guide behavior, and a direct route, in which promotional and engagement messaging triggers purchase decisions without requiring prior brand image change. Managerially, this implies that coffee shop operators should pursue an integrated SMM strategy that combines long-term brand image building with direct conversion-oriented messaging, rather than treating these as mutually exclusive approaches.

e. Managerial Implications

The findings carry several practical implications for coffee shop marketing managers. First, the large effect of SMM on brand image underscores the strategic leverage of Instagram as a brand-building platform. Managers should create high-quality content across all four 4C dimensions, balancing contextually relevant visuals (Context), informationally rich narratives (Content), active two-way engagement (Communication), and community-building initiatives (Connection).

Second, the dual-pathway structure indicates that SMM investment should serve both objectives concurrently. A brand-only strategy would forgo the direct effect that

⁵⁷ Tauran et al., "The Effect of Social Media Marketing on the Purchase Decision of Kooka Coffee Products Using Brand Image as a Mediation Variable."

⁵⁸ Salsabila and Astuti, "The Effect of Instagram Social Media Marketing on Purchase Decisions at Kopi Kenangan."

⁵⁹ Fajri, Rizkianfi, and Smaya, "The Effect Of Social Media Marketing On Purchase Decisions With Brand Awareness As An Intervening Variables In Praketa Coffee Shop Purwokerto."

⁶⁰ Hutabarat, Winarno, and Fitriana, "The Influence of Marketing on Instagram and Ewom Social Media on Purchase Decisions Is Mediated by Brand Trust at Fore Coffee Ngagel Surabaya."

accounts for 61.2% of SMM's total influence on purchase decisions, while a direct-response-only strategy would fail to build the brand image that accounts for the remaining 38.8% and that sustains long-term competitive differentiation. Content calendars should therefore interleave brand storytelling and quality signaling with timely calls to action, promotional offers, and social proof content.

Third, SMM performance measurement should track both brand perception metrics (brand image sentiment, brand awareness scores) and direct conversion metrics (reach, engagement, traffic-to-purchase). This dual measurement framework enables managers to attribute outcomes to the appropriate pathway and to optimize the balance between brand-building and direct-response content for their specific coffee shop context and consumer segment.

C. CONCLUSIONS

Instagram social media marketing based on the 4C Framework has been shown to influence coffee shop consumers' purchase decisions through both direct and brand-mediated pathways. The findings confirm that stronger Instagram marketing improves brand image, that stronger brand image improves purchase decisions, and that the direct effect of Instagram marketing remains significant even after brand image is included in the model. This means brand image functions as a partial mediator rather than a full mediator in the relationship between Instagram social media marketing and purchase decisions. Practically, coffee shop managers should combine long-term brand-building content with direct conversion-oriented communication to maximize the effectiveness of Instagram marketing.

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