

The Influence of Innovativeness, Brand Awareness, on Sales Performance of Generation Z in E-Market Mediated by Social Media

Golan Hasan^{#1}, Jessyka_2141323^{*2}

^{1,2} Faculty of Economics and Business University International Batam, Indonesia

Abstract - The purpose of this study is to conduct an analysis of the development of online markets, especially for the younger generation. The methodology used is quantitative with data processing using PLS / SEM and as many as 226 respondents used in the study. The technology and sophisticated features offered by online grocery shopping have made many people switch from traditional markets, this allows researchers to use this gap as a study to answer that online markets are more efficient and other factors, so that many choose to shop at online markets. The results of the study showed a relationship that did not support innovativeness to sales performance and there was also a relationship that did not support brand awareness, brand image through social media mediation to sales performance.

Keywords: Innovativeness, promotion, brand awareness, brand image, price, social media, sales performance, theory of planned behavior

I. INTRODUCTION

In 2018, there were 64.2 million MSMEs in Indonesia with various types of businesses, from small to large. The emergence of many MSMEs has caused high competition, making entrepreneurs hesitate to start and enter the tight competition. Choosing the right strategy and channel will affect a business to increase sales and increase profits (Djakasaputra et al., 2021). The rapid development of the world with the emergence of many industries that have emerged and competed in the process of undergoing the 4.0 revolution to achieve 5.0. The increasing demand for production and lifestyles among the community that change with the times (Yuwanisya, 2020). According to Djakasaputra et al (2021), Digital marketing is a marketing media tool that is widely used and in demand by today's society. The digital era that is increasingly developing and growing around society has made many activities change into new ones, one of which is the emergence of online markets that are widely chosen and used by modern society (Simanjourang, 2023). The market is a place for transactions carried out by the community with traders; it is a supporter of local economic activities that are supervised by the government. Over time, the market has developed into a modern online market that can be easily transacted via smartphone. The modern market has caused many middles to upper class consumers to switch to choosing a place to shop, with the convenience and features offered creating comfort in shopping for consumers. The emerging online applications are engaged in agricultural products, which collaborate directly with MSMEs, with various promotional strategies carried out to attract consumers. Offering quality products to consumers, as well as helping farmers, is an added value for this business. Several companies provide easy access and shopping through applications and websites (Umar, 2022). Online shopping services are one of the causes of the quietness of traditional markets (Bonita et al., 2023).

The purpose of this study is to analyze the development of online markets, especially for the younger generation. The technology and advanced features offered by online grocery shopping and factors that increase sales in online markets, this allows researchers to use this gap as a study to answer that online markets are more efficient and other factors, so that many choose to shop in online markets, especially Gen-Z. Here are some variables that researchers will use to conduct analysis in this study, including, innovation is a tendency and involvement to support new ideas, experiments, creativity, which produce something of value. Promotion is defined as an activity that supports sales of products and has a short term (Pujianto et al., 2023). Brand awareness is a consumer's memory in recognizing a particular brand and has the potential for the brand to be considered when consumers are going to make a purchasing decision (Ali & Alqudah, 2022; Machi et al., 2022). Brand image is a brand perception that is the first impression of a consumer who has the following characteristics: depicting the symbolism and identity of a brand in self-expression (Kesumahati & Raymond, 2021). Price has a value to be used as an exchange for goods and services, price has several indicators such as,

affordability, between the value offered and the quality or benefits of the product, the lower the value offered in market competition, the higher the sales performance (Yuliani & Suarmanayasa, 2021). Social media is a platform for a brand to expand its reach to potential consumers (Li et al., 2021). The strategy of e-markets that attracts many consumers to switch from traditional markets and is in demand by generation Z. Effectiveness in shopping through applications or websites. The author will analyze the relationship between innovativeness, promotion, brand awareness, brand image, price and sales performance mediated by social media variables.

Theory of Planned Behavior

According to Sok et al (2021), the theory of planned behavior is defined as a useful framework for predicting human behavior as consumers. Quoted from Abbasi et al (2021), this theory can be interpreted as an individual's intention that drives human behavior. The theory of planned behavior is designed as an explanation of information and motivation in human behavior and has a relationship between attitudes that trigger determining factors (Botelho et al., 2021). This theory has several components according to Djafarova & Foots (2022), these components are intention, attitude, subject norm, and behavioral control.

The Effect between Innovativeness and Sales Performance

As stated by Octasyilva et al (2022), innovation is characterized as the involvement or tendency of employees in supporting new ideas, creativity, experimentation, or producing something of value. In this case, the idea is in the form of developing new products or services that have never existed before, or improving existing old products (Edwards et al., 2022). In the context of sales performance, innovation is characterized as playing a key role that can differentiate a company from its competitors and open new opportunities for its sales development (Calabrò et al., 2021). In this context, companies that can continuously innovate have greater ability to attract customer attention, create greater interest, and increase customer loyalty (Grover et al., 2022). Through efforts to present innovative products or services, companies can expand market share, increase sales value per customer, and create significant differentiation in the industry (Inzaghi & Priyono, 2022). Literature shows that customer relationships generate ideas that can then facilitate the development and decision-making of product innovation (Tuominen et al., 2023). Then, Ferdinand & Wahyuningsih (2018) also emphasized that the relationship in sales performance is to meet sales, an entrepreneur needs innovativeness to facilitate products or services to be more valuable, in order to get new opportunities. Thus, the first hypothesis raised is:

H1: Innovativeness has a positive effect on sales performance

The Effect between Promotions to Sales Performance

Promotion is basically characterized as a marketing strategy carried out with the aim of attracting consumers by communicating with the market using a "promotional mix" (Amba & Sisnuhadi, 2021). In this context, promotion can include various aspects of marketing activities designed to maximize interest, awareness, and purchase of a company's products (Haudi et al., 2022). Effective promotion can have a significant effect on increasing sales by attracting the attention of potential customers, communicating the value of the product or service, and providing purchasing decisions for consumers. The right promotional strategy, for example through advertising, sales promotions, and direct marketing activities, can encourage companies to achieve their targets more effectively (Purwianti & Khoviati, 2021). Through efforts to utilize relevant promotional platforms and appropriate communication strategies, companies can reach a wider audience, maximize the conversion of potential customers into buyers, and strengthen brand image (Ndung'u & Obuba, 2022). Moreover, well-planned promotions can also help increase customer retention, increase brand loyalty, and encourage repeat purchases in the long term (Purwianti, 2023). This is as explained in the research of Alamsyah & Hasan (2022) which emphasizes that the positive relationship between promotion and sales performance highlights the importance of utilizing effective promotional strategies as a crucial part of marketing activities to achieve optimal sales performance. Thus, the second hypothesis raised is:

H2: Promotion has a positive effect on sales performance

The Effect between Brand Awareness to Sales Performance

Brand awareness reflects consumers' memory in recognizing a particular brand and has the potential for the brand to be considered when consumers are going to decide (Ali & Alqudah, 2022; Machi et al., 2022). Consumers who are aware of a brand will tend to be more likely to choose products or services from that brand when they make a purchasing decision (Mujica-Luna et al., 2021). With the increasing purchasing decisions of consumers, their sales performance will automatically increase (Hasan & Kelly, 2021). Moreover, strong brand awareness can also provide protection against competition, because consumers tend to be more loyal to brands that they already know and trust (Purwianti & Fionna, 2023). This can cause consumers to always choose to buy products from that brand, so that sales performance in the company can be achieved consistently. In other words,

the investment that the company puts to maximize brand awareness can provide great returns in the form of increased sales in the long term (Zhao et al., 2022). Thus, the third hypothesis raised is:

H3: Brand awareness has a positive effect on sales performance.

The Effect between Brand Images to Sales Performance

Brand image refers to a form of consumer view or perception of a product or service offered by a company (Mao et al., 2020). Brand image or branding is the process of representing a brand such as production, consumption, to distribution to consumers (Lin et al., 2021). Consumers tend to choose products or brands from brands that have a good image, given their belief that the product will provide better value or a satisfying usage experience (Benhardy et al., 2020). A strong brand image can also differentiate a company from its competitors, help attract potential customers, and build long-term customer loyalty (Huang et al., 2022). In addition, a positive brand image can also influence the formation of consumer purchasing decisions, especially in conditions when they are faced with many choices or uncertainty about the products or services they will buy (Hasan & Elviana, 2023). Therefore, efforts to build and maintain a positive brand image are crucial steps in improving sales performance (Bashir et al., 2020). Thus, the fourth hypothesis raised is:

H4: Brand image has a positive effect on sales performance.

The Effect between Prices to Sales Performance

Price can be interpreted as a factor that influences marketing and drives a company's income along with other factors that cause costs (Purwianti & Khoviati, 2021). According to Yudiana & Indiani (2022), price is the amount or value that can be exchanged to obtain benefits from a product or service. The agreement between consumers and producers creates a price that will affect the quality of the product or service purchased. Prices that are too high tend to reduce the attractiveness of the product among consumers, considering that consumers tend to prefer to look for more affordable options (Irawan et al., 2021). On the other hand, prices that are too low can damage the perception of product value and reduce the company's profitability. Therefore, the right pricing strategy considers the balance between the value provided to customers and the benefits desired by the company (Hasan & Kelly, 2021). Moreover, the pricing strategy must also be based on considerations of the company's brand position in the market, consumer perceptions of product quality, and competitor strategies (Yuliani & Suarmanayasa, 2021). By understanding the appropriate pricing strategy, companies can increase their competitiveness, increase sales, and gain greater profits (Alamsyah & Hasan, 2022). Thus, the fifth hypothesis raised is:

H5: Price has a positive effect on sales performance

The Effect between Promotion and Sales Performance Meditated by Social Media

Promotions implemented through social media generally include various strategies, such as paid advertising, organic content, promotional campaigns, and collaboration with influencers (Li et al., 2021). In the context of efforts to boost sales performance, promotions through social media have great potential to drive the achievement of a wider audience, especially among the younger generation who actively use the platform (Amba & Sisnuhadi, 2021). Social media allows companies to interact directly with customers, build closer relationships, and obtain direct feedback, all of which can increase customer engagement and sales conversions (Pujianto et al., 2023). Not only that, but social media also allows companies to utilize user data to target advertisements more effectively, resulting in a higher return on investment (Fitriana et al., 2023). However, it is important to remember that the success of promotions through social media in increasing sales performance also depends on the quality of the content and the consistency of the brand message (Daniel et al., 2021). Thus, the sixth hypothesis raised is:

H6: Promotion has a significant positive effect on sales performance mediated by social media

The Effect between Brand awareness and Sales performance Meditated by social media

High brand awareness formed on social media can reflect the extent to which a brand is well understood and recognized among its users (Hasan & Elviana, 2023). Strong brand awareness formed on social media can have a significant effect on sales, considering that if consumers are highly aware of a brand on social media, they will tend to choose products or services from that brand every time they make a purchasing decision (Zhao et al., 2022). In addition, social media also allows companies to build close relationships with their consumers, interact directly, and get feedback spontaneously (Mujica-Luna et al., 2021). Through interesting content and sharing relevant information, companies can increase their brand awareness on social media and build a positive brand

image (Hasan & Kelly, 2021). Thus, high brand awareness on social media can affect sales performance by increasing consumer engagement, expanding market share, and achieving greater sales value (Machi et al., 2022). Thus, the seventh hypothesis raised is:

H7: Brand Awareness has a significant positive effect on sales performance mediated by social media.

The Effect between Brand Image and Sales Performance Meditated by Social Media

Brand image can indicate various forms of values, attributes, or reputations that are closely related to the brand in the minds of consumers (Bashir et al., 2020). Consumers tend to choose products or services from brands that have a good image, considering that they believe that the product will provide better value or a more satisfying experience (Lin et al., 2021). On social media, brand image can be formed through shared content, brand interactions with their followers, and feedback from consumers (Huang et al., 2022). When consumers have a positive perception of a brand on social media, it can cause them to be more likely to interact with the brand, share their content, and ultimately buy its products (Hasan & Elviana, 2023). In addition, social media allows companies to proactively shape their brand image through various content strategies and interaction activities with their followers (Mao et al., 2020). Thus, the eighth hypothesis raised is:

H8: Brand Image has a significant positive effect on sales performance mediated by social media

II. METHODS

Researchers use quantitative research methods, which are research approaches that use data in the form of numbers or statistics to measure variables and explain the relationships between these variables. This approach focuses on collecting data that can be measured numerically, statistical analysis, and statistical inference to make broader generalizations. Quantitative, called variables or parameters are determined in advance along with the hypotheses to be tested (Firmansyah et al., 2021). Data collection is carried out by distributing questionnaires to respondents. A questionnaire is an instrument used to measure an event or incident that contains a collection of questions to obtain information related to the research being conducted (Amalia et al., 2022). The research object was carried out in Batam city, and the analysis tool used was PLS/SEM. Sample data taken using the Hair et al method, the number of samples taken is at least 5 times the number of indicators used in the study (Dimas Kurniawan Putra & Atik Lusua, 2023). The operational variables used for the independent variables are innovativeness, promotion, brand awareness, brand image, price, for the mediation variable is social media, and the dependent variable is sales performance, based on the theory of planned behavior.

III. RESULT AND DISCUSSION

The results of variable data collection carried out by distributing questionnaires to respondents, obtained 226 respondents. The number of questionnaires collected as many as 226 respondents exceeded the requirements of the predetermined calculations. The results collected were the majority of Gen-Z aged 13-27 years, who shopped through e-markets. In the gender indicator, most respondents were women with a total of 134 respondents or 59.3% of the total respondents, followed by men as many as 92 people or 40.7%. Then, the largest group of respondents was aged 17-22 years, with as many as 105 respondents or 46.5%. This was followed by as many as 94 respondents or 41.6% aged between 23-27 years, while the remaining 27 people or 11.9% of respondents were aged 13-16 years. Then most of the last education was high school/equivalent as many as 111 respondents or 49.1%, followed by 26.5% of respondents with a bachelor's degree, 17.3% with a diploma, and 7.1% with a master's degree. In terms of status, the group of respondents mostly had the status of working with a total of 114 respondents or covering 50.4%, followed by 83 respondents who were students, 10.6% were students, and 2.2% were not working. The social media used by the majority is Instagram as many as 95 respondents or covering a percentage of 42%. This is followed by 28.3% using Tiktok, 19% using Youtube, and the remaining 10.6% using Facebook. They have a choice of places to shop in the online market as many as 102 respondents or 45.1% of the total respondents, followed by 42.9% of respondents choosing supermarkets, and the remaining 11.9% choosing traditional markets. The products purchased by most respondents are fruits as many as 78 respondents or covering 34.5%. This was followed by those who bought meat at 23.9%, vegetables at 21.7%, and spices at 19.9%.

Average Variance Extracted (AVE)

In verifying the validity of the relationship between variables in this study, we used Extractive Analysis of Variance (AVE), which is a convergent validity testing method. A convergent validity test is considered

qualified if the AVE value obtained is greater than 0.5 (Hair et al., 2019). Based on this criterion, it can be concluded that this study has met the convergent validity standards because all AVE values exceed 0.5, as recorded in table 4. Based on the results of the study above, the brand awareness variable has an AVE value of 0.689, brand image has an AVE value of 0.634, innovativeness has an AVE value of 0.645, price has an AVE value of 0.618, promotion has an AVE value of 0.656, sales performance has an AVE value of 0.616, social media has an AVE value of 0.595. The results of the variable test are said to be reliable because the values on the variables are above 0.05.

Reliability Test

In the context of reliability, the goal is to evaluate how well the measurement approach can produce consistent and reliable data. This test aims to assess the extent to which the measurement tool used can provide consistent and reliable results (Hair et al., 2019). Measurement reliability is measured using a composite reliability standard, where if the result is greater than 0.7, then the instrument is considered reliable and can be used well in research (Hair et al., 2019). Meanwhile, if using the Cronbach Alpha approach, an item can be declared reliable if it has a result > 0.6 (Ghozali, 2020). The results presented in Table 6 show that the Cronbach Alpha value of the entire variable is > 0.6, and the overall composite reliability exceeds 0.7. This means that all items are considered reliable.

Table 1. Results of Reliability Statistics Test

Variabel	Cronbach Alpha	Composite Reliability
<i>Brand awareness</i>	0.775	0.869
<i>Brand image</i>	0.711	0.839
<i>Innovativeness</i>	0.725	0.845
<i>Price</i>	0.687	0.829
<i>Promotion</i>	0.738	0.851
<i>Sales performance</i>	0.688	0.828
<i>Social media</i>	0.662	0.815

Source: Primary data processed by researchers, 2024

Path Coefficients -Direct /Indirect effect

The main purpose of this path coefficient test is to identify the direct influence that occurs on the variable, without going through a mediator. In this context, the relationship between variables can be indicated by the t-statistic value and the p-value. The relationship is considered significant if $t > 1.96$ and $p < 0.05$ (Hair et al., 2019).

The test results in this study show that Innovativeness does not have a significant effect on Sales performance. This is proven by the T-value of 0.436 and the p-value of 0.663. This indicates that the innovativeness possessed by marketers in the e-market cannot affect their sales performance. The findings are contrary to the research revealed by Ferdinand & Wahyuningsih (2018) that the greater the innovative power possessed by marketers, the greater the interest of consumers in buying products in the e-market, so that sales achievements in the company also increase. The findings of this study are also not in line with the research that was implemented (Urban & Matela, 2022; Octasyilva et al., 2022; Tuominen et al., 2022; Inzaghi & Priyono, 2022).

The test results in this study using the SMARTPLS version 3.0 test software indicate that Promotion has a significant effect on Sales performance. Proven by the T-value of 3.095 and the p-value of 0.002. This indicates that the promotion carried out by marketers in the e-market affects their sales performance. The findings are in line with research revealed by Ndung'u & Obuba (2022) that the more effective, creative, and innovative the promotion carried out by marketers, the greater the consumer interest in buying products in the e-market, so that sales in the company also increase. This is also in line with the research that was implemented (Amba & Sisnuhadi, 2021; Darmawan & Fachira, 2023; Pujianto et al., 2023; Haudi et al., 2022).

Brand awareness has a significant effect on sales performance. Proven by the T-value of 3.897 and the p-value of 0.000. This indicates that the brand awareness of Generation Z customers of a brand affects sales performance in the e-market. The findings are in line with research revealed by Hasan & Elviana (2023) that the higher the brand awareness of consumers for a brand, the greater the consumer interest in buying products on

the e-market, so that sales in the company also increase. This is also in line with the research that was implemented (Mujica-Luna et al., 2021; Ali & Alqudah, 2022; Machi et al., 2022; Supiyandi et al., 2022).

Brand image has a significant effect on sales performance. This is evidenced by the T-value of 2.284 and the p-value of 0.023. This indicates that the brand image embedded in Generation Z customers for a brand affects sales performance on the e-market. The findings are in line with research revealed by Huang et al., (2022) that the better and more positive the brand image, the greater the consumer interest in buying products on the e-market. As a result, sales also increase. This is also in line with the research that was implemented (Budiman, 2021; Lin et al., 2021; Mao et al., 2020; Bashir et al., 2020).

Price has a significant effect on sales performance. This is proven by the T-value of 2.839 and the p-value of 0.005. This indicates that the right, appropriate, and competitive price can affect sales performance in the e-market. The findings are in line with research revealed by Lionarto et al., (2022) that the more appropriate and competitive the price of a product offered, the greater the consumer interest in buying products in the e-market. As a result, sales also increase. This is also in line with the research that was implemented (Yuliani & Suarmanayasa, 2021; Irawan et al., 2021; Yuliana & Indriani, 2022; Rosario & Dias, 2023).

Promotion has a significant effect on sales performance through social media mediation. This is proven by the T-value of 2.280 and the p-value of 0.023. This indicates that the implementation of effective promotions can affect sales performance in e-markets. The findings are in line with research revealed by Haudi et al., (2022) that the more appropriate and competitive the price of a product offered, the greater the consumer interest in buying products in e-markets. As a result, sales also increase. This is also in line with the research implemented (Amba & Sisnuhadi, 2021; Darmawan & Fachira, 2023; Pujiyanto et al., 2023; Ndung'u & Obuba, 2022).

Brand awareness does not have a significant effect on sales performance through social media mediation. This is evidenced by the T-value of 0.733 and the p-value of 0.464. This indicates that brand awareness owned by customers has not been fully able to influence sales performance in e-markets. The findings are contrary to the research revealed by Hasan & Elviana (2023) that the higher the brand awareness in consumers, the higher the sales level. This finding also contradicts the research that was implemented (Mujica-Luna et al., 2021; Ali & Alqudah, 2022; Machi et al., 2022; Supiyandi et al., 2022).

Brand image does not have a significant effect on sales performance through social media mediation. This is evidenced by the T-value of 0.674 and the p-value of 0.501. This indicates that the brand image embedded in customers has not been fully able to influence sales performance in the e-market. The findings are contrary to the research revealed by Huang et al., (2022) that the higher the brand awareness in consumers, the higher the sales level. This finding also contradicts his implemented research (Budiman, 2021; Lin et al., 2021; Mao et al., 2020; Bashir et al., 2020).

R-Square

Table 2. Hypothesis Test Results

Variable	R-Square	Adjusted R-Square
<i>Sales Performance</i>	0.594	0.583
<i>Social media</i>	0.579	0.573

Source: Primary data processed by researchers, 2024

Based on the results presented in the table above, it was found that the adjusted R-Square sales performance value was 0.583, indicating that the independent variable was able to explain the sales performance variable by 58.3%. Furthermore, the adjusted R-Square social media obtained by 0.573, meaning that other variables were able to explain the upper variables by 57.3%, while the other 42.7% were influenced by other variables that were not discussed.

IV.CONCLUSION

The results of the study on consumers who switch and prefer to shop in modern markets or e-markets using the variables Innovativeness, Promotion, Brand Awareness, Brand Image, Price mediated by the mediation variable social media, and sales performance as dependent variables. The conclusion of this study is that there is no relationship between innovativeness and sales performance in modern markets, but there is an influence of promotion on sales performance because the more effective and creative the promotion carried out by marketers, the greater the interest of consumers to buy products in e-markets. On the other hand, in e-markets, brand awareness greatly affects sales performance, so the higher the brand awareness in consumers of a brand, the greater the interest of consumers to buy products in e-markets. Brand image has an influence on sales performance, the better and more positive the brand image, the greater the interest of consumers to buy products

in e-markets. There is a positive relationship between price and sales performance because the more appropriate and competitive the price of a product offered, the greater the interest of consumers in buying products in e-markets. It can be concluded that promotion, brand awareness, brand image, and price can affect the level of sales in e-markets, while innovativeness has a more varied influence depending on the strategy implemented by a company. The limitations faced in this study are the reach of respondents to fulfill the data for the test results conducted so that the research results can be better, as well as the involvement of more varied variables in the research on the influence of sales research on e-markets. The results of this study can suggest for further researchers to use the Loyalty variable (Ayuni, 2019) to find out other variables that influence and have an impact on e-markets.

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