

# Develop Social Media Strategy to Build Parent's Brand Awareness and Purchase Intention of Children's Educational Product Through Advertisement Approach: Study Case of Lab Buddy

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## Abstract

The children's educational product industry in Indonesia is experiencing growth. As a student start-up about to launch its main product, Lab Buddy needs to develop strategies to build awareness and penetrate the market effectively. With parents increasingly seeking information about children's products on Instagram, Lab Buddy must craft a strategy to leverage Instagram to deliver promotional content that attracts the target market, highlights the value and offerings of Lab Buddy, and encourages purchase intentions. This research aims to identify an effective social media strategy for Lab Buddy. It has been found that advertisements are a potent social media method that can significantly impact the business. The study employs a quantitative approach, collecting data through questionnaires and analyzing it using Partial Least Squares Structural Equation Modeling (PLS-SEM). Data was gathered from 205 parents of children in grades 1-3 of elementary school who are familiar with and follow children's educational brands and show concern for their children's educational development, as evidenced by their purchases of educational products. The research results indicate that entertainment and credibility positively influence perceived advertising value. Furthermore, perceived advertising value positively affects brand awareness and purchase intention for children's educational products. However, informativeness does not significantly impact the perceived value of advertising these products. Based on these findings, Lab Buddy can develop an effective promotional strategy on social media by aligning with parents' interests and behaviors on Instagram to enhance awareness and drive purchase intentions.

**Keywords:** Children's Education Brand, Advertising Value, Brand Awareness, Purchase Intention.

## A. INTRODUCTION

Education is a fundamental pillar for preparing future generations for their benefit and advancing their families, nation, and global development. Education has been a top priority in global and regional forums for decades. Various institutions and non-governmental organizations worldwide continuously advocate for government investment in early childhood education. Mathematics education, in particular, plays a crucial role in shaping the future of a nation. According to the US Department of Health & Human Services (2024), mathematics education is essential for young people to connect ideas, develop logical and abstract thinking, analyze problems, and find solutions.

In Indonesia, there is a pressing issue with mathematics education for children. The PISA Report by the Indonesian Ministry of Education, Culture, Research, and Technology (2022) highlighted that Indonesia ranked 69th out of 81 countries in mathematics literacy, with a score of only 366 points, significantly lower than the OECD average. Addressing this issue, Lab Buddy is preparing to launch a business that offers innovative and engaging mathematics learning experiences through interactive products and services to enhance mathematics skills among Indonesian children, specifically those in grades 1-3. Lab Buddy's offerings include mathematics educational comics, math card games, and game-based learning workshops designed to make learning mathematics enjoyable.

The children's education market in Indonesia is competitive. For comic book products, well-known translated comics such as the "Why?" Series and "Science Quiz" are available (Gramedia Catalog, 2024). Established publishers offer educational toys, while start-ups like Kiedler, Kelana Kids, Muttabi, and

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Kinderkloud also sell educational books, worksheets, and toys. To stand out in this competitive landscape and capture the attention of target customers, Lab Buddy needs a robust and effective marketing strategy.

Social media platforms are essential for connecting with parents and children in digital marketing. Lab Buddy utilizes Instagram and WhatsApp for its promotional efforts. Instagram, in particular, is widely used by millennials, who are now parents of the alpha generation (IDN Times, 2024; Howarth, 2024). Given this, Lab Buddy plans to use Instagram as its primary promotional channel. However, during the initial three months on Instagram, Lab Buddy has faced challenges, including slow follower growth, low customer engagement (likes, comments, reach), low conversion rates, and minimal follower participation.

To ensure a successful main launch, Lab Buddy must address the low performance on Instagram as a promotional channel. This research aims to identify effective strategies for improving Instagram performance by examining how perceived advertising value can influence brand awareness and purchase intention for children's educational products. Based on the research by Sari et al. (2020), which found a positive relationship between perceived advertising value, brand awareness, and purchase intention among Muslim millennial parents in Indonesia regarding children's food products, this study will investigate how perceived advertising value—shaped by informativeness, entertainment, and credibility—affects brand awareness and purchase intention among parents of children in grades 1-3 in major cities on Java Island, Indonesia.

### **Social Media**

Social media has increasingly become a primary source of information, surpassing other media channels. For businesses, including SMEs, social media is a valuable tool for communication and information dissemination (Arianty & Julita, 2019). It facilitates product and service marketing, customer and supplier communication, brand enhancement, cost reduction, and online sales (Ashley & Tuten, 2015). Social media marketing aims to increase brand exposure and customer reach (Techtarger.com, 2021). According to research by Oxford Said and Kantar Millward Brown (2017), advertising on social media is particularly effective for long-term brand impact, including building brand awareness.

### **Advertising**

Advertising is a strategic form of communication and marketing brands use to promote their products, services, and offerings. Richards & Curran (2002) define advertising as "a paid mediated form of communication from an identifiable source, designed to persuade the receiver to take some action now or in the future." In marketing, advertising is crucial for creating brand awareness by presenting the brand through various channels, ensuring that customers recognize the brand's existence, value, and offerings (Digital School of Marketing, 2022).

### **Perceived Advertising Value**

(Ducoffe, 1995) describes advertising value as a subjective assessment of an advertisement's usefulness or worth as perceived by customers. Research (Alshevskaya, 2016) indicates that perceived advertising value influences brand image and behavioral responses, such as purchase intention. Xiang (2008) found that informativeness, entertainment, and credibility are significant factors affecting consumers' acceptance of advertising, directly related to advertising value. (Ducoffe, 1996) also noted that informativeness and entertainment positively affect advertising value, while irritation negatively impacts (Akhtan et al., 2016). Additionally, (Sari et al., 2020) found that informativeness, entertainment, and credibility positively influence perceived advertising value among Muslim millennial parents.

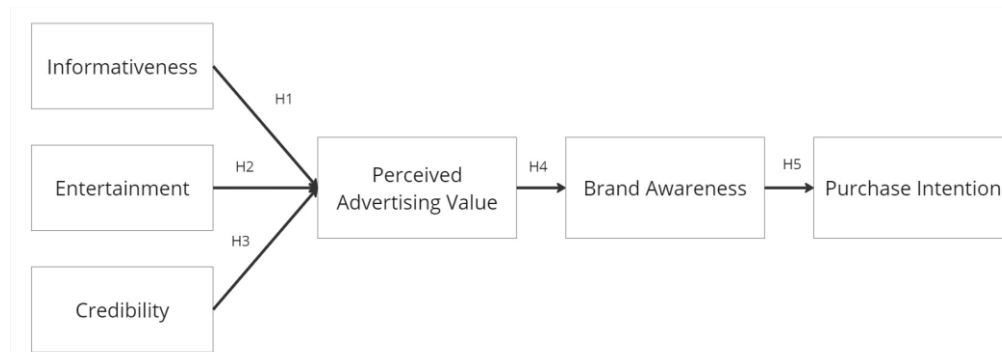
## Brand Awareness

Brand awareness refers to customers' ability to recognize and remember a brand (Bernarto et al., 2020). It reflects the extent to which a brand is familiar to customers. According to (Keller, 1997), brand awareness includes two main aspects: brand recall, which is the ability to retrieve the brand from memory, and brand recognition, which is the ability to confirm prior knowledge of a brand upon exposure. Brand awareness is a crucial marketing goal, significantly impacting customer decision-making. (Chen, 2024) suggests that higher brand awareness increases the likelihood of consumers considering a brand's products or services.

## Purchase Intention

Purchase intention represents a consumer's subjective likelihood of choosing a product and is influenced by attitudes toward the product and external factors. It indicates the probability that consumers will plan to purchase a specific product or service (Jia & Liu, 2018). (Kotler, 2006) explains that purchase intention reflects consumer interest in a product or service (Khairunnisa et al., 2018). It measures the strength of a consumer's intent to engage in a particular purchasing behavior (Cuafano, 2024).

This research examines how perceived advertising value influences brand awareness and purchase intention for a children's educational brand. It will help Lab Buddy understand how to increase parents' awareness of its products and services and enhance their purchase intentions. The conceptual framework adopted for this research is based on (Sari et al., 2020), which investigated similar respondent characteristics, namely millennial parents, and focused on children's food products. This study will explore how informativeness, entertainment, and credibility affect perceived advertising value, brand awareness, and purchase intention for children's educational products.



**Figure 1. Conceptual Framework**

Source: Research data, 2024

Hypothesis 1: Informativeness positively affects parents' perceived value of children's educational product advertisements on social media. The quantity and quality of information presented in advertisements for children's educational products influence parents' perception of the advertisement's value. Parents will likely perceive advertisements that provide more and higher-quality information about the product and alternatives as more valuable.

Hypothesis 2: Entertainment positively affects parents' perceived value of children's educational product advertisements on social media. The likability and enjoyment factor of an advertisement influence parents' perception of its value. The more interesting, entertaining, and enjoyable the advertisement, the more effective it will attract and engage parents.

Hypothesis 3: Credibility positively affects parents' perceived value of children's educational product advertisements on social media. An advertisement's accuracy, believability, and honesty impact how

parents perceive its value. Advertisements that are perceived as credible and trustworthy, with correct and honest messaging, will increase parents' confidence and interest in the advertised products.

Hypothesis 4: Advertising value positively affects parents' brand awareness of children's educational brands. Parents' perception of the advertising value influences their awareness of children's educational brands. The higher perceived value of an advertisement leads to better brand recall, recognition, and association among parents.

Hypothesis 5: Brand awareness positively influences parents' purchase intention for children's educational products. Increased brand awareness positively impacts parents' intention to purchase children's educational products. As parents become more aware, familiar, and connected with a children's educational brand, their interest in buying its products and services will likely increase.

## **B. RESEARCH METHOD**

This research employed a quantitative method to collect and analyze data. Quantitative methods were chosen due to their effectiveness in quantifying attitudes, opinions, and behaviors and generating numerical data from a large sample population (Mohajan, 2020). These methods facilitate quantifying, comparing, and analyzing patterns, trends, and insights, which is essential for market research hypothesis testing (March, 2024).

Data was collected using an online questionnaire distributed via Google Forms. The questionnaire was designed to align with Lab Buddy's target market criteria: parents with children in Grades 1-3 of Elementary School residing in major cities on Java Island (including Jabodetabek, Bandung, Semarang, Surakarta, Salatiga, Surabaya, Malang, Cilegon, Serang, and Yogyakarta), who actively use Instagram for information on children's educational products and are concerned with their children's education, as evidenced by previous purchases of educational products or service registrations (e.g., books, toys, workshops). The questionnaire was distributed online and offline, with questions presented in Indonesian to ensure clarity and accurate participant responses.

The data was analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). PLS-SEM was selected due to its suitability for complex data structures, flexibility with sample sizes, and ability to handle non-normally distributed data (Bayonne et al., 2021). Additionally, PLS-SEM was chosen because it was also used in the study by Sari et al. (2020), whose model is adapted for this research. Smart PLS software was utilized for PLS-SEM analysis. Smart PLS facilitates predicting relationships between constructs, confirms theoretical models, and evaluates relationships among latent variables. This analysis will assess the validity, reliability, and relationships among the latent variables: Informativeness, Entertainment, Credibility, Perceived Advertising Value, Brand Awareness, and Purchase Intention, following the conceptual framework of this research.

To ensure the validity and reliability of the research, the Fornell-Larcker criterion and the HTMT (Heterotrait-Monotrait Ratio) matrix were used. The quality and adequacy of the constructed model were evaluated by assessing  $Q^2$  (Predictive Relevance),  $R^2$  (Coefficient of Determination), and Goodness-of-Fit (GoF).

## **C. RESULTS AND DISCUSSION**

The validation results for the structural model used in this research are presented in Table 1 and Table 2. Table 1 indicates that the average variance extracted (AVE) values for each construct exceed the correlations between each construct and other constructs. This confirms that each construct is distinct and measures what it is intended to measure. Table 2 further supports this by showing that all HTMT (Heterotrait-Monotrait Ratio) values are below the 0.9 threshold. According to Henseler et al. (2015), an HTMT value below 0.9 demonstrates no significant issues with discriminant validity among the constructs.

Therefore, the results confirm that the construct models are valid and effectively capture the intended variables.

**Table 1. Fornell-Larcker Criterion Result**

	AV	BA	CR	ET	IF	PI
AV	<b>0.802</b>					
BA	0.586	<b>0.751</b>				
CR	0.641	0.573	<b>0.819</b>			
ET	0.567	0.560	0.523	<b>0.801</b>		
IF	0.494	0.442	0.589	0.604	<b>0.795</b>	
PI	0.463	0.608	0.512	0.534	0.550	<b>0.776</b>

Source: Research data, 2024

**Table 2. HTMT Matrix**

	AV	BA	CR	ET	IF
AV					
BA	0.797				
CR	0.870	0.762			
ET	0.778	0.763	0.709		
IF	0.681	0.599	0.801	0.852	
PI	0.609	0.792	0.663	0.722	0.730

Source: Research data, 2024

To evaluate the reliability of the instruments used in this research, we applied two criteria: Cronbach's alpha and composite reliability. The minimum threshold for Cronbach's alpha is 0.6 to measure data reliability and consistency (Andini, 2022). Additionally, composite reliability values should exceed 0.7 to ensure the reliability of the constructs (Sarstedt et al., 2011). According to Table 3, all Cronbach's alpha values are above 0.6, and all composite reliability values are above 0.7. These results confirm that the data collected are reliable and consistent.

**Table 4 Goodness-of-Fit**

	Q <sup>2</sup> predict	R Square
AV	0.471	0.486
BA	0.347	0.343
PI	0.221	0.369
Goodness of Fit	0.3146960262	

Source: Research data, 2024

Several indicators were examined to evaluate the model's quality and adequacy: Q<sup>2</sup>, R<sup>2</sup>, and Goodness-of-Fit (GoF). Q<sup>2</sup> assesses the predictive relevance of the model, with values above 0 indicating accurate data predictions. R<sup>2</sup> measures the proportion of variance in the dependent variable explained by the independent variables, and values above 0.10 are considered adequate for explaining the variance in a particular endogenous construct. Table 4 shows that all Q<sup>2</sup> values are above 0, confirming the accuracy of the data. Additionally, all R<sup>2</sup> values exceed 0.10, indicating an adequate variance explanation. The Goodness-of-Fit value is 0.314. According to Wetzels et al. (2009) and Yamin (2022), GoF values are interpreted as follows: exceeding 0 (low), 0.25 (medium), and 0.36 (high) (Andria et al., 2023). Thus, the Goodness-of-Fit value of 0.314 suggests a medium fit for the model.

**Table 5. Hypothesis Testing**

	AV	BA	CR	ET	IF	PI
AV		0.522				
BA						0.585
CR	0.248					
ET	0.106					

Source: Research data, 2024

**Table 6. F-Square Matrix**

	AV	BA	CR	ET	IF	PI
AV		0.522				
BA						0.585
CR	0.248					
ET	0.106					

Source: Research data, 2024

To test the hypotheses, the researcher examined T-Statistics and P-Values, as detailed in Table 5, and assessed the degree of effect of each relationship using F-Square values, presented in Table 6. Hypothesis 1, which proposed that informativeness positively affects parents' perceived value of children's educational product advertisements on social media, was rejected. The T-statistics value for informativeness is 0.586, below the minimum criterion of 1.96, and the P-value exceeds 0.05, indicating that informativeness does not significantly impact parents' perceived value of these advertisements. Hypothesis 2, suggesting that entertainment positively affects parents' perceived value of such advertisements, was accepted. The T-statistics value for entertainment is 4.548, exceeding 1.96, and the P-value is less than 0.05, showing a positive effect of entertainment on perceived value. The F-Square value of 0.106 reflects a small effect. Hypothesis 3, which posited that credibility positively affects parents' perceived value of advertisements, was also accepted. The T-Statistics value of 5.554 is above 1.96, and the P-value is less than 0.05, confirming that credibility has a positive effect. The F-Square value of 0.248 indicates a moderate effect. Hypothesis 4, asserting that advertising value positively impacts parents' brand awareness of children's educational brands, was accepted. With a T-Statistics value of 8.402 and a P-value below 0.05, advertising value significantly affects brand awareness. The F-Square value of 0.522 denotes a large effect. Hypothesis 5 was also accepted, suggesting that brand awareness positively affects parents' online purchase intention for children's educational products. The T-Statistics value of 9.408 is well above 1.96, and the P-value is less than 0.05, indicating a strong positive effect on purchase intention, with an F-Square value of 0.585 reflecting a large effect. These results affirm that advertisements are an effective social media marketing strategy with a significant positive impact on brand awareness, enhancing purchase intention. Advertisements that are engaging, entertaining, enjoyable, credible, and trustworthy significantly increase perceived value among parents and stimulate interest in the children's educational brand and its offerings. However, this study contradicts previous research by (Sari et al., 2020; Akhtan et al., 2016), which found that informativeness positively influences perceived advertising value. This discrepancy may arise from differences in study subjects or respondent demographics, suggesting the need for further research into the impact of sociodemographic factors on the relationship between informativeness and perceived advertising value.

#### D. CONCLUSION

This study highlights the significant influence of entertainment and credibility on parents' perception of advertisements for children's educational products on social media. Advertisements that are engaging, entertaining, and credible effectively enhance parents' perceived value of the advertisements. In contrast, informativeness did not significantly impact perceived advertising value in this context. The perceived value of advertising plays a crucial role in enhancing brand awareness increasing the likelihood of purchase intention among parents.

For Lab Buddy's upcoming launch, it is vital to focus on creating advertisements that are not only enjoyable and entertaining but also credible and trustworthy. Given that parents spend an average of 3-6 hours daily on Instagram, this platform is an optimal channel for reaching the target audience. The preference for video/reels suggests that Lab Buddy should invest in this format to capture parents' attention effectively.

In addition, ongoing market and competitor analysis will be essential. The study found that Kiedler is a leading competitor with a strong presence on Instagram through regular, engaging video content. Lab Buddy should consider similar strategies to increase its visibility and engagement. The study also uncovered a divergence from previous research by (Sari et al., 2020; Akhtan et al., 2016), which found a positive relationship between informativeness and perceived advertising value. This discrepancy suggests that further research is needed to explore additional factors that may influence this relationship. Future studies could investigate demographic or psychographic variables that might affect the impact of informativeness on perceived advertising value.

Overall, the results underscore the importance of focusing on entertainment and credibility in social media advertisements for children's educational products and offer actionable insights for enhancing brand engagement and purchase intention.

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