Assessing the Impact of Social Media Marketing on the Purchase Intentions of Customers: The Understanding Acquired from Vietnamese English Centers

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ABSTRACT: There have been numerous researches on online shopping behaviour on retail websites as a result of the rapid growth of digital and e-commerce in Vietnam in recent years. Despite the tremendous growth in usage of social networking sites, there is little study on consumer purchasing behaviour on these websites. In order to describe the effects of social media marketing on customer attitudes and purchase intentions, the study will develop a research model. The study investigates the effects of online brand communities (OBC), online advertising (OA), electronic word of mouth (E-WOM), and customer purchase intention in Vietnamese English centers using a survey technique with 2500 questions (1606 valid responses). The results, which show the positive effects of E-WOM, OBC, and OA on customer purchase intention in the Vietnamese English Centers, are in line with other studies. Moreover, the research incorporates actual data specific to the Vietnamese context, setting it apart from previous studies conducted elsewhere. It improves theoretic knowledge of social media marketing in Vietnamese language learning institutions.

KEYWORDS: Social media, Marketing, Purchase intention, Vietnam, English Center

I. INTRODUCTION

Nowadays, information technology is developing more and more, leading to the development of activities through the internet, opening a new turning point that gives businesses more opportunities in their activities, business. I businesses, in addition to traditional marketing advertising methods, they know how to take advantage of the spread of the online community, use many different tools to attract and find customers, ... Social media marketing is also very important, contributing greatly to the growth of the business.

In Vietnam, online advertising through social networks is no stranger to most businesses and the benefits it brings are also worth paying attention to. Social media is a fertile ground for Vietnamese digital marketing to develop. Currently, most large businesses use the trend of multi-channel marketing, which includes a collection of social media channels. Thanks to their high interactivity and orientation, these marketing strategies are gradually capturing a significant share of the market and are gradually replacing traditional forms of advertising. Many marketing trends are being applied on Vietnamese social media channels today such as focusing on useful content for customers, investing in images, video clips, increasing awareness on mobile devices, etc. enhance two-way interaction with customers, using Social Media Influencers.

Social media marketing in Vietnam is still developing strongly with many diverse approaches. This is a useful communication tool and brings great exploitation potential for modern businesses. Of course, education businesses are no exception. By simple online searches, we can find out that a huge number of educational institutions and centres are using social networks as an effective tool to promote images, introduce products, courses, services, community sharing of necessary information and skills.

Along with the development of the 4.0 technology era, marketers are facing new challenges and opportunities due to the transition from traditional advertising to Digital Marketing. While a strong physical presence remains valuable, expanding your online follower base unlocks a wealth of potential students. By strategically utilizing social media platforms and engaging content, English centres can reach a wider audience. However, the foreign language education market is saturated. English centers face fierce competition, making it difficult to capture attention and differentiate themselves from the plethora of online courses and learning platforms and it is hard to creat the engaging content to keep potential students interested and prevent them from

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getting lost in the digital noise. Realizing the urgency of that problem, this study intends to study the influence of social media marketing on customer purchase intention and make recommendations by evaluating the activities of social media marketing.

II. LITERATURE REVIEW

In today's technology-driven world, social networking sites have become an avenue where retailers can extend their marketing campaigns to more consumers. Social media marketing is "the connection between brands and consumers while providing a personal and monetary channel for social and user-centric networks." The tools and methods of communicating with customers have changed a lot with the advent of social networks; therefore, businesses must learn to use social media in a way that fits their business plan (Mangold and Faulds 2009). Media marketing is reducing costs and increasing reach. The cost of a social media platform is usually lower than that of other marketing platforms like direct selling or selling with the help of a middleman or distributor. In addition, social media marketing allows companies to reach customers that may otherwise be inaccessible due to time and place constraints of current distribution channels. In general, the main advantage of social media is that it can enable companies to increase reach and reduce costs (Watson et al. 2002; Sheth & Sharma 2005).

Marketing is an important activity for the survival and success of a business. Businesses today have more marketing opportunities than ever before (Bresciani & Eppler, 2010). Researchers agree that marketing in small businesses is different from marketing in large enterprises (Coviello et al., 2000; Gilmore et al., 2001). In large enterprises, there are marketing departments with separate roles and modes of operation, while in small businesses there are many limitations such as lack of financial resources, lack of time and lack of expertise. Therefore, small businesses often focus on the needs of the present, so switching from traditional marketing to integrated marketing and social media marketing is a perfect choice. In small businesses, marketing relies heavily on word-of-mouth recommendations to attract customers (Stokes & Lomax, 2002). Today's economy, distinguished by relationships, technologies and networks, favors some characteristics of small and medium enterprises (Walsh & Lipinski, 2009).

Social media refers to the various platforms available on the Internet that provide users with the opportunity to create their profiles and share and promote content. These social media platforms are all designed to help people and businesses establish a social presence and let others know about their products and services. The popularity of social media, as a marketing tool, has grown over the past decade as more and more companies realize its true potential and start using it to their advantage. surname. They understand that they can reach millions of people worldwide and multiply their customer base. Businesses use social media marketing platforms to lead customers to their official website or to promote their advantages and how it works and to share information and news of the business. business-related. Businesses in the digital age will replace "searching to sell" with "making connections with customers" (Kyriakopoulou & Kitsios, 2017).

Here are the three main social media marketing mediums highlighted in this research paper: Electronic word of mouth (E-WOM), Online Brand Community (OBC), Online advertising (OA)

A. Electronic word of mouth

Hennig – Thurau (2004) definition: "Any positive or negative statement (statement) made by potential, current or former customers about a product or company, provided made available to people and organizations through the Internet". Simply put, eWOM is word of mouth through the Internet. Electronic word of mouth consists of 5 main elements: Statement - positive, negative or neutral; Communicator - the person who makes the statement, it can be an old customer, an existing customer or a potential customer; Audience - product, service or/and company; Recipients - consumers, readers, organizations; Environment - Internet, especially social media.

The process of transmitting a message is derived from oral speech, person-to-person communication to electronic and written form, in many cases communication from person to person unknown. In addition, the entire environment has changed from a face-to-face context to the Internet. Consumers increasingly use online tools (e.g., social media, blogs, etc.) to share their opinions about the products and services they consume. Gupta and Harris, 2010; Lee et al., 2011) and to study the companies that sell them. These tools are dramatically changing the daily lives and relationships between customers and businesses (Lee et al., 2011).

The rapid growth of online communication through social media, websites, blogs, etc., has increased academic interest in word of mouth (WOM) and electronic word of mouth (WOM). eWOM) (e.g. Hennig-Thurau et al., 2004; Brown et al., 2007; Cheung and Thadani, 2012; Hussain et al., 2017; Yang, 2017). Specifically, the present paper will examine the literature on how these two medias have evolved, the key differences between them, and how much of an impact they have on both businesses and consumers, where they are now. has become one of the most influential sources of information for decision-making.

Word of mouth is a powerful tool to influence people and can also influence their buying behavior. Word of mouth has been shown to play an important role in customer purchasing decisions (Rchins & Root-Shaffer, 1998). According to Cheung et al. (2008)

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more and more consumers use social networking tools such as online discussions on forums, consumer review sites, blogs, social networking sites to exchange product information. Word of mouth online can provide an opportunity for one consumer to read the opinions of another.

B. Online Brand Community

Online brand community (OBC) is a community created on a virtual platform, where the interaction of members is mainly done through the internet (Fuller, Jawecki and Muhlbacher, 2017). Thus, the online brand community is first and foremost a community that is not limited by geography, built on social relationships structured on the basis of a product or a service of the brand. some brand. Members of this community have interests, shares, and connections based on a particular product, service, or brand. The fundamental feature of online brand communities is the ability of members to interact with other members of the community (McAlexander, Schouten, and Koenig, 2002).

To judge whether a community is good or not, people often consider basic factors, which are also considered characteristics of an online community. These factors include (Stefano Brogi, 2014): The degree of participation and interaction among community members and among members, such as communication between members.

A good online brand community is a community in which the participation and interaction of its members is good, the quality of information on the community expressed in terms of richness, update, usefulness, and reliability is provided. community level by the community manager himself and also the participants.

When building an online brand community, businesses reap many benefits. Specifically: Can effectively interact directly with customers, receive immediate customer feedback, effectively two-way communication, can use the community as a place to publish information. information, convey information, attract consumers.

Wide customer reach, large amount of reach in the same time period, limited concept of geographic community boundaries, fast customer reach speed, low cost of reaching customers, support good for other marketing channels. For example, a business is implementing marketing campaigns with events or product promotions, if this information is announced on online brand communities, many members can access the information and thus the public interest in the product or company will be greater.

C. Online Advertisement

Online advertising is understood as messages (Messages) intentionally placed on the website of an intermediary including search engines (Search engines) and directories (Directories). accessible via the Internet (L. Ha, 2008). Online advertising has been developing in many different forms, but websites are the first form mentioned by researchers (Hwang, McMillan, & Lee, 2003; Macias, 2003). The proposal to view websites as an 'e-commerce channel' has been emphasized in the research of Berthon, Pitt, and Watson (1996). Up to now, in the world, there have been many studies on online advertising forms such as banner advertising (Breuer & Brettel, 2012), coupon advertising (Coupon/loyalty advertising) (Breuer). & Brettel, 2012), search engine advertising (Brettel & Spilker-Attig, 2010; Breuer & Brettel, 2012), email (Brettel & Spilker-Attig, 2010), social media advertising (Zeng), Huang, &Dou, 2009). Ducoffe (1996) proposed and tested a research model on the value that online advertising brings and consumers' attitudes. Research results have shown that the value of advertising is determined by three factors: entertainment, information and distraction.

Furthermore, the entertainment and value of advertising have a positive effect on consumer attitudes towards advertising on the web. The Ducoffe model (1996) has been widely applied in many fields such as website design (Hausman & Siekpe, 2009), online shopping (J. U. Kim, Kim, & Park, 2010), mobile advertising, and mobile advertising. (Sinkovics, Pezderka, & Haghirian, 2012), social media advertising (Logan, Bright, & Gangadharbatla, 2012), and television advertising (Logan et al., 2012).

D. Customer's purchase intention

Purchase intention may be broken down into three different categories: (1) the consumer's desire to contemplate purchasing; (2) future purchase intention; and (3) the choice to repurchase. Purchase intention also describes the level of emotional certainty a buyer has in their decision to buy a specific goods (or service). Someone once stated that "intent is the immediate behavioral orientation of a person towards engaging in a given action and it shows that person's motive for the purchase" when referring to a customer's purchasing intention. (Hagger and colleagues, 2002, p.4).

A key idea in marketing is customer purchasing intention. Purchase intention is investigated by Axelrod (1968) together with other variables and attitudes used to forecast actual purchasing behavior. According to Jamieson and Bass (1989) and Schiffman and Kanuk (2009), a consumer's decision to buy a certain product or not is significantly influenced by the product value and recommendations they may obtain from an advertisement or from other users. Purchase intention is viewed as a complicated process by (Mirabi et al. 2015) that is connected to consumer behavior, perception, and attitude and serves as a predictor of

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thepurchasing process. Additionally, Armstrong and Kotler (2011) contend that the consumer's buying intention is established prior to the consumer's actual purchase decision.

Based on various interpretations and definitions of the term "buying intent." It is clear that consumer-based purchasing intention refers to a customer's willingness to purchase a specific good or service under specific circumstances. Purchase intention, according to (Dehghani and Tumer, 2015), is a variable that depends on a variety of internal and external factors, including price, perceived quality, and value.

Understanding the efficacy of an online or offline media campaign and determining whether or not the money spent on marketing initiatives has an acceptable ROI are significant goals of measuring purchase intent. Delivering the correct message to the right audience at the right moment is the ultimate objective of purchase intent analysis.

With real-world applications ranging from lead scoring and nurturing campaigns to based advertising, intent analytics can also show when buyers have a strong propensity to buy from a specific source. on programming and account-based marketing, a type of customer-focused advertising (ABM). Purchase intent can boost conversion rates, expedite transactions, and strengthen interactions between marketing and sales if used wisely.

III. RESEARCH MODEL

This section describes the research framework. Figure 1 shows the relationship between E-WOM, Online Brand Communities and Online Advertising towards customer purchase intention.
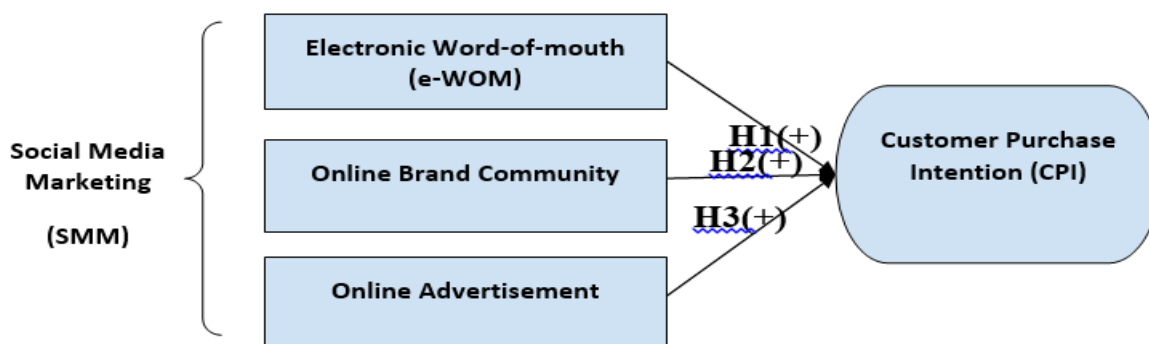
Figure 1: Research models
(**Source:** Compiled by the author)

From the studies in the Literature review section, this research model includes 3 social media marketing media including: Electronic Word of mouth, Online Brand Community and Online Advertisement, Purchasing behavior as a measure to evaluate effectiveness results of those social media marketing.

H1: Electronic word of mouth has a positive effect on customer purchase intention

When an individual's shares on social networks show up to their connections, it will stimulate the purchase intention of customers.

H2: Online brand community has a positive impact on customer purchase intention

When the information is shared on online brand community pages, social network users will easily see and be curious about the business as well as the product, thereby stimulating their purchase intention.

H3: Online advertising has a positive effect on customer purchase intention

When the articles are advertised, it will appear many times on the message board of the social network, thereby reaching many users and effectively stimulating the purchase intention of customers.

IV. METHODOLOGY

A mixed-methodologies strategy that incorporates both qualitative and quantitative research methods is necessary to perform an exhaustive inquiry of Social media marketing mediums and Customer purchase intention. Focus groups and in-depth interviews are two examples of qualitative research approaches that enable a deeper knowledge of social media marketing channels and customer purchase intention. Conversely, quantitative research use gathered data for statistical analysis, such as sample descriptive statistics, Cronbach's Alpha reliability evaluation, exploratory factor analysis, regression analysis, and correlation analysis. Additionally, the study topic "Social media marketing mediums and Customer purchase intention" is classified as survey

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research because the main information source for the study is customer responses obtained through questionnaires. Due to the researcher's subjective biases are less likely to be present, survey research tends to yield more objective results. As a result, the data processing and analysis process produces results that are very reliable and generalizable, making them suitable for use in further research projects with bigger sample numbers. Both qualitative and quantitative methodologies were used in the early investigation. In order to make sure that the developed scale complied with theory and was supported by empirical data, the qualitative component sought to investigate, hone, and augment the observed variables that were utilized to assess the study topics. The owners of the English Centers were among the participants. Ten consumers were chosen at random by the author to take part in phone interviews where their thoughts on the center's offerings, the caliber of its products, and their expectations were captured. Targeted participants received online surveys with a research introduction via email or their personal websites during the second round of data collection. About 2500 questionnaires were sent out and 1606 valid responses were collected for the further analysis. The Electronic word of mouth is measured by the 5-item scale. Online brand community is measured by the 5-item scale. Online advertising is measured by 5-item. Finally, the Customer Purchase Intention is measured by 3-item scale. IBM SPSS Statistics Software (version 20.0) will be used to examine the data that has been gathered. For the first four major research variables, the internal consistency of the measuring tools will be evaluated using Cronbach's Alpha. The next step will be to use Exploratory Factor Analysis (EFA) to find latent components that are hidden inside the data. The strength and direction of any links between independent and dependent variables will next be ascertained using Pearson's Correlation Coefficient. Lastly, the study hypotheses will be tested using linear regression analysis.

V. RESULTS

A. Cronbach's Alpha test results

Abstract variables (factors) are factors that cannot be measured directly by asking respondents. Therefore, the measurement of factors must be through a set of small questions - also known as observed variables. The set of observed variables is considered a scale for factors that cannot be observed directly. The reliability of the scale represents the extent to which the observed variables best represent the latent variable. Accordingly, the observed variables in a scale need to satisfy unidirectionality and the same direction. The variables in a scale should not conflict and should have a good correlation. Therefore, testing the reliability of the scale plays an important role in factor analysis. One of the commonly used tests to test the reliability of the scale is the Cronbach's Alpha test. According to Hair et al. (2006), Cronbach's Alpha coefficient > 0.6 indicates that the scale has good reliability. In addition, the total correlation coefficient reflects the correlation of the observed variable with the mean value of other observed variables in the same scale. According to Nunnally and Burstein (1994), the total variable correlation coefficient > 0.3 is considered good. The observed variables must satisfy unidirectionality and the same direction. A scale must not conflict with each other: if we have talked about the positive and the good, the whole thing must be about the positive and the good, and there must be no positive and negative sentences. The results of the Cronbach's Alpha coefficient test are shown in the table below.

Table 1: Cronbach's Alpha test results

Observed variables	Total variable correlation	Cronbach's Alpha if variable type
EWOM – Cronbach's Alpha = 0.870		
WOM1	0.732	0.834
WOM2	0.692	0.843
WOM3	0.653	0.853
WOM4	0.690	0.844
WOM5	0.716	0.837
OBC – Cronbach's Alpha = 0.904		
OBC1	0.779	0.879

OBC2	0.698	0.896
OBC3	0.792	0.876
OBC4	0.747	0.886
OBC5	0.791	0.877
OA – Cronbach's Alpha = 0.882		
OA1	0.770	0.844
OA2	0.698	0.861
OA3	0.731	0.854
OA4	0.710	0.859
OA5	0.688	0.865
CPI – Cronbach's Alpha = 0.788		
CPI1	0.645	0.695
CPI2	0.616	0.725
CPI3	0.623	0.718

(**Source:** Compiled from SPSS 20 software)

Based on the Cronbach's Alpha test results above, the Cronbach's Alpha coefficient of all scales is greater than 0.6 and the total correlation of the observed variables is greater than 0.3. Thus, the scales used in the model are appropriate.

B. Result of exploratory factor analysis EFA with independent variable

Exploratory factor analysis (EFA) is a statistical method used to uncover the underlying structure of a relatively large set of variables. Analysis is often used when developing a scale and is used to identify a set of latent structures. The process of EFA analysis will begin with the analysis of all the relationships between the variables in all the different factors. This helps to detect observed variables with factor differentials or detect observed variables with multifactor loading coefficients.

After performing KMO and Bartlett tests, factor extraction will be performed. Accordingly, the first factor extracts the largest variance with the subsequent factors extracting successively smaller parts of the variance. This process will result in a decreasingly ordered set of eigenvalues that can be used to estimate the optimal number of factors to keep. The results of factor extraction are shown in the table below.

Table 2: Result of Eigenvalues and total variance extracted

Eigenvalues	2.307
Total variance extracted	69.133%

(**Source:** Compiled from SPSS 20 software)

The results of factor extraction with the value Eigenvalue ≥ 1 show that the analysis extracted 6 factors with a total variance of 69% (> 50%). Thus, it can be concluded that the use of the EFA model is appropriate.

Factor rotation is designed to achieve a simple and theoretically meaningful solution by rotating the axes in factor space to bring them closer to the locations of the variables. Many methods of factor rotation have been proposed (Loehlin & Beaujean, 2017; Price, 2017), but varimax (Kaiser, 1958) is the most popular rotation method, especially in the field of social science research. The study uses the magnitude of the factor loading coefficient as large as 0.5 to retain the observed variable, consistent with the

suggestion of Hair et al (2009). In addition, when the observed variable with factor loading coefficient appears in two or more factors, the absolute value between the factor loading coefficients of the observed variable and the factors must be greater than 0.3. When considering the rotation matrix, all observations have factor loading coefficients greater than 0.5 and 3 scales have factor loading coefficients that appear separately on 3 factors analyzed from the rotation matrix. No observed variables with coefficients greater than 0.3 appear in two or more factors. Therefore, these observed variables have met the requirements of EFA exploratory factor analysis.

C. Result of exploratory factor analysis EFA with dependent variable

Table 3: KMO and Bartlett's Test results for the dependent variable

KMO		0.706
Bartlett's test	**Squared**	184.764
	Level of significance	0.000

(**Source:** Compiled from SPSS 20 software)

The results of the test coefficient KMO are 0.706 > 0.7 and the Bartlett test is significant at the 5% level, satisfying the stated criteria. In addition, the results of factor extraction with the value Eigenvalue 1 show that the analysis extracted 1 factor with a total variance of 70% (> 50%). Thus, it can be concluded that the use of the EFA model is appropriate. When considering the rotation matrix, all observations have a factor loading factor greater than 0.5 and there is a single factor corresponding to a dependent variable. Therefore, these observed variables have met the requirements of EFA exploratory factor analysis.

D. Hypothesis test results

Table 4: Pearson correlation analysis results table

	CPI	EWOM	OBC	OA
CPI	1.000			
EWOM	0.354***	1.000		
OBC	0.602***	0.252***	1.000	
OA	0.521***	-0.007	0.222***	1.000

***, **, *: Correlation at 1%, 5% and 10% significance level

(**Source:** Compiled from SPSS 20 software)

Pearson correlation coefficient has a value from -1 to 1, where 0 is no correlation, 1 is total positive correlation and -1 is total negative correlation. The Pearson correlation analysis table shows that the dependent variable CPI is all correlated with the independent variables EWOM, OBC and OA at 1% significance level, so these independent variables are likely to be significant in the model. In addition, there is a correlation between the independent variable OBC and EWOM, OBC and OA, the Pearson coefficient is accepted at the 5% significance level, so there may be multicollinearity in the model.

Table 5: Regression model results

Model	Unnormalized coefficients		Normalization coefficient	t	p-value	VIF
	B	**Standard deviation**	**Beta**			
Constant	-0.820	0.290		-2.748	0.007	
EWOM	0.260	0.049	0.245	5.268	0.000	1.073
OBC	0.453	0.048	0.446	9.368	0.000	1.128
OA	0.443	0.048	0.424	9.203	0.000	1.056
R	0.759					
R square	0.576					

Adjusted R square	0.570
Sig. F-test	0.000

(**Source:** Compiled from SPSS 20 software)

The research model considers the factors affecting the dependent variable which is the shopping intention variable. Based on the above model results, some conclusions can be made:

- All factors have p - value < 5%, and therefore statistically significant at 5% level.
- F-test has statistical significance at 5% level (Sig. F-test is 0.000 < 0.05), so the overall factors can explain the dependent variable.
- The coefficient of determination R square = 0.576, showing that the independent variables included in the model explain about 57.6% of the variation in the dependent variable.

VIF coefficients of the independent variables are all less than 2. According to Wooldridge (2000), VIF coefficients less than 5 show that the model does not experience multicollinearity.

From the results of the regression model and the results of the defect testing of the model, we have a regression equation written from the unnormalized regression equation and the results of hypothesis testing:

Table 6: Hypothesis test results

Unnormalized regression equation	YD = -0.820 + 0.260*EWOM + 0.453*OBC + 0.443*OA
Hypothesis	**Conclusion**
H1	Accept hypothesis
H2	Accept hypothesis
H3	Accept hypothesis

V. DICUSSION

The components in the suggested research model have an effect on customers' purchase intentions, according to the model's results.

- Online brand communities (OBC) are the main element influencing consumer purchase intention (standardized beta is 0.446).
- The next significant factor influencing a customer's inclination to make a purchase is online advertisement (OA) (normalized beta is 0.443).
- Of the three elements, electronic word-of-mouth (EWOM) has the least effect on consumers' purchase intentions.
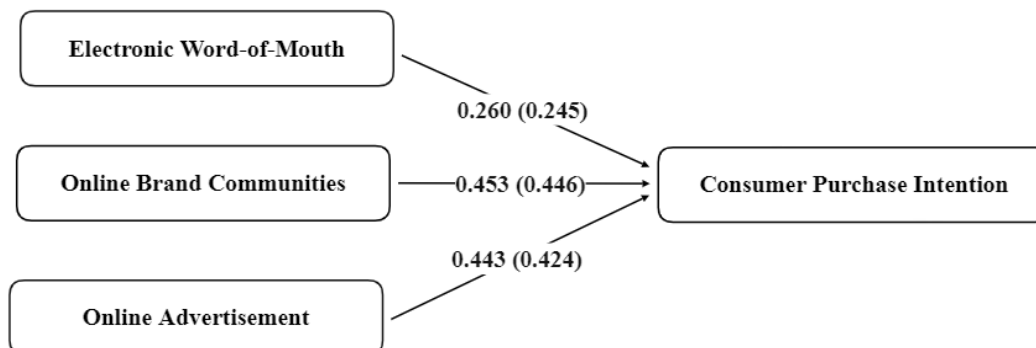
Figure 2: Summary of model results
*(**Source:** Compiled by the author)*

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Online brand communities:

The highest rate of conversion for purchase intent is found in online brand communities. In terms of the education market, a rising Facebook group for English language learners and increased social media interaction between group members will give marketers an affordable option to advertise courses. In-depth interviews with students revealed that they would also join online brand forums to look for member reviews of top programs.

Online advertising:

With a similar percentage of respondents, online advertising has a lower response rate than online brand communities but is still effective in raising awareness among social media users as the target audience. Significantly greater awareness levels. This is due to the fact that students are drawn to the alluring substance of Centers' promos and PR articles, as stated by them in-depth interviews. Because of this, it is crucial for marketers to maintain and raise the standard of content for both online advertising in particular and another social media marketing in general.

Electronic word of mouth:

Comparing different media, electronic word of mouth exhibits the lowest rate of buy intention. This indicates that Centers' seeding, which encourages favourable recommendations on social networks and influences customers' inclinations to make purchases, is not particularly effective. Based on their online behaviour, students are willing to provide feedback on Impactus courses on virtual social networks and actively seek for online suggestions before making course purchases. The reputation of the institution is respected, and particularly good feedback has a significant impact in students' perceptions, according to Impactus managers' market insights (derived through in-depth interviews) on the education industry. As eWOM is a crucial tool for social media marketing, we might infer that it has to be enhanced.

VI. MANAGERIAL IMPLICATION

Based on results, author proposes solutions to improve and enhance the existing weaknesses in the company. Include proposals to companies and departments; institutions related to the field of study.

Firstly, English Centers should boost engagement on social networking sites by running online contests around the holidays or on company birthdays. With the requirement that players need to interact: like, comment, share or tag friends online, etc. The rewards for the winners can be cash or valuable gifts or they can also be preferential vouchers of academy. This can help maketers post and social media pages have more interactions as well as expand brand awareness. In addition, for existing and current students, Impactus can give away a course voucher when that student shares an introductory post about the course on their social media pages. This is very quick and simple, it helps Impactus to retain loyal customers and attract new customers.

Secondly, since on these communities, participants are free to post what they want, so to ensure accurate information and avoid misleading or deceptive information, the admin of the brand community page It is important to carefully approve participants, asking questions to make sure everyone involved adds value to the brand community. This will make Impactus' online brand community more prestigious and rewarding. English Centers should build its own online community pages for students who have studied here who want to contribute their personal opinions and comments. Contributions, whether positive or negative, also contribute to helping the academy improve its weaknesses and promote its strengths, along with creating trust for customers.

Thirdly, pay more attention to using budget for running ads, only running ads for articles that are really necessary, such as articles announcing the opening of courses, articles about incentives discount, etc. It is necessary to carefully study the student's target audience, both in terms of demographics and interests, personality, etc. Understanding the target audience will help create appropriate advertising content. Run tested advertising to create a sound financial strategy with a reasonable budget, then divide that cash fairly among your posts. To improve targeted ads, conduct research on client insights (outside of gender, age group, education level, geography, and interests). For GES marketers without a thorough understanding of their target audience, it might be challenging given that targeted advertising and social media content have become increasingly significant in these communication operations in recent years. row. Customers will develop purchase intent, according to Tussyadiah, Park, and Fesenmaier, if they believe the outcome of consumption would be comparable to their prior positive consumption experiences. Therefore, it is essential to comprehend the viewpoint of the buyer when developing promotional content. Run ads on channels like Facebook, Youtube and Tiktok as these are more accessible to potential customers. Note more about creating ad duration and placement of ads, customers will not be interested in ads that are too long or appear in inappropriate places. Only when the customer clicks on the ad will the ad be considered effective. Learning English by young people reaches a large audience. It is important to note that in order to draw in a large number of potential buyers, the ad's placement and size must be properly examined. Posting an advertisement is the initial step in gaining customers, thus its format and positioning are crucial. The advertising campaign fails if the consumer doesn't click on the advertisement.

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VII. CONCLUSIONS

Three study hypotheses regarding the interrelationship of structures have been examined and shown to be true. Motivating consumers to purchase a product is the primary goal of social media marketing. Assessing client purchase intent is one potential technique to evaluate the success of social media marketing. The study's findings evaluate the part that social media plays in consumers' decision-making regarding their purchases. Particularly, the desire to use social networks develops during the initial need awareness stage.

At the information search stage, EWOM, OBC, and OA frequently appear. At the assessment stage, consumer views and attitudes regarding the brand are revealed, and buy intention represents the purchase action. The application and development of social media marketing technologies in particular. Numerous potential consumers and publicity about the organization are two advantages it offers. Online brand communities, promotion, and electronic word of mouth all work well to get things in front of prospective buyers. Customers' inclinations to make purchases have been significantly influenced by Impactus' social networking sites.

The author identified weaknesses in the current marketing strategy and proposes a three-pronged approach for improvement. First, they recommend boosting social media engagement through interactive contests and encouraging student testimonials. Offering incentives like vouchers for participation and sharing course information can increase brand awareness and attract new students while retaining existing ones. Second, the author highlights the importance of managing online communities effectively. Careful screening of participants ensures accurate information and fosters a positive brand image. Additionally, creating a dedicated space for alumni feedback allows the English Centers to gather valuable insights for improvement while building trust with potential customers. Finally, the author emphasizes the need for targeted advertising with a deep understanding of the target audience. This includes demographics, interests, and personality traits. By creating relevant content and running strategic ad campaigns on platforms like Facebook, Youtube, and Tiktok, the English Centers can capture the attention of potential students and convert interest into enrollment. The author stresses the importance of ad format, placement, and appropriate duration to maximize effectiveness and encourage clicks.

Although the study offers valuable data, it has certain limitations. The study, theoretically, only covered a few notable social media marketing tools; there are many more tools available to gain a broader perspective and deeper understanding. The knowledge offered is rather generic and not really detailed due to time and information constraints. Practically speaking, lack of skill makes practical work experience impractical. There are numerous, however the recent study solely looks into the data and information provided by the Impactus English training center. Few self-collected primary data exist, and because of time constraints, their precision is only relative. Additionally, analytical techniques and capabilities are restricted to secondary data. The sample size has restrictions as well. The results may not be reflective of all of the academy's pupils because the survey was only done with Impactus students. As a result, the acquired data might not be trustworthy. For better data, the following researcher can spend more time talking to more respondents.

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