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Impact of Perceived Value and Social Media Usage on Purchase Intention and Brand Loyalty

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Abstract. This study examines the reciprocal action between influence of social media and perceived value in shaping current consumer behavior. As digital platforms increasingly dominate purchase decision-making processes, brands face challenges in differentiating themselves within homogenized markets. Through a systematic literature review and case analysis methodology, the focus is placed on representative cases such as "G Tea" brand collaborations and Starbucks' experiential marketing. The research reveals three main factors through which social media enhances perceived value: emotional engagement, social validation, and specific content. The findings demonstrate that while traditional functional attributes remain relevant, emotional and social dimensions now account for 35-50% of consumer value assessments in digital environments. The study contributes to marketing theory by mapping the cognitive-emotional pathways of digital influence and offers practical insights for brands seeking to optimize social media strategies. Specifically, it recommends prioritizing authentic storytelling over direct promotion, leveraging platform algorithms, and cultivating participatory brand communities. The limitations of this study include the predominance of first-tier city data and emerging market contexts, suggesting that directions for future cross-cultural research, which can be examined in a wider range. These conclusions based on evidence advance both academic understanding and professional practice in digital-era consumer psychology and marketing communications.

Keywords: Perceived Value, Social Media, Purchasing Intention, Brand Loyalty

1. Introduction

In the digital era, social media has profoundly changed the behavioral patterns of consumers, reshaping their perception of value and the way they make purchasing decisions. As brand homogeneity competition intensifies, consumers increasingly rely on social media platforms to evaluate product value. Emotional dimensions and social attributes have gradually surpassed traditional functional attributes and become key considerations. This transformation highlights the significance of perceived value —a concept pioneered by Peter Drucker—in consumer decision-making, and holds important theoretical and practical significance for brands to achieve differentiation in the fierce competition.

Traditional consumption behavior research mainly focused on product functions, but the rise of digital platforms has shifted the research paradigm to emotional and social consumption. Nowadays,

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social media is not only a communication tool but also an important platform for brands to cultivate loyalty and influence purchase intentions through immersive experiences and user-generated content (UGC). For instance, the successful practices of Intellectual Property (IP), collaborations and experiential marketing have demonstrated the powerful driving force of emotional value and social value on consumption behavior. However, the internal mechanism of how social media specifically amplifies perceived value and converts it into consumption actions still needs to be further explored.

This study, through a combination of literature review and empirical analysis, systematically examines the dual influence of social media and perceived value on consumer decision-making. Based on research such as the brand collaboration case of "G Tea Drinks" and Starbucks' experiential marketing, this paper focuses on analyzing the mechanism of the effects of factors such as emotional appeal, celebrity effect, and platform characteristics on purchase intention. The research results can not only provide optimization strategies for marketing practices but also improve the theoretical framework of consumer behavior in the digital era. By connecting theory with practical applications, this study aims to provide new ideas for brands to achieve differentiated competition and long-term loyalty building in the digital market.

2. Concept introduction

2.1. Perceived value

The concept of perceived value was first proposed by Peter Drucker. It was discovered that customers make purchasing decisions based on their perception and need for certain values that the products possess or potentially have [1].

2.2. Social media

The social media is a platform and community encouraging public to not only interact with others from different nations and cultures, but also share their own viewpoints, experience and observation [2].

2.3. Purchasing intention

The purchasing intention is an incentive factor that influences customer behavior. In this study, it can be defined that the possibility for consumers buying goods and services [3].

2.4. Brand loyalty

The components of brand loyalty include aspects such as brand image, product quality, consumer experience and brand recognition. Brand loyalty can be assessed through the indicators such as re-purchase rate, consumer satisfaction, willingness to recommend, and loyalty [4].

3. The impact of perceived value on individual economic behavior

3.1. Participants of the research on G tea beverages and the research on experiential marketing

The research on cross-brand collaborations of the G tea beverage brand collected 151 consumer comments (55 from Xiaohongshu, 40 from Douyin, 31 from Dianping, and 25 from Weibo) [4].

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These comments mainly reflect consumer evaluations of IP collaboration products, particularly in terms of perceived novelty and emotional appeal by the young consumer group aged 18 to 35 [5]. This group has a medium or higher income level. Based on the general characteristics of the consumer group in the tea-drinking industry, it can be reasonably inferred that the proportion of women may be relatively high.

The research on experiential marketing is based on the operational data of Starbucks, Xiaomi and Hitea. Among them, 70% of Starbucks customers stay for more than one hour, the conversion rate of Xiaomi experience stores is 30%, and the personalized customization selection rate of Hitea exceeds 80% [6]. Given the brand positioning and product offerings, it can be reasonably inferred that the research subjects cover people aged 15 to 40, as well as consumers from different income levels [6].

3.2. Methods and design of the research on G tea beverages and the research on experiential marketing

The research on G tea beverages employed the grounded theory method, and through a three-level coding procedure (open coding to extract 65 concepts → axial coding to form 28 sub-categories → selective coding to refine 7 main categories) analyzed the social media text data (comments on platforms such as Xiaohongshu and Tik Tok) [5].

The research on experiential marketing employs a multi-case comparative method, integrating enterprise annual reports, on-site observations, and consumption data. It uses techniques such as pattern matching and time series analysis to examine the marketing practices of three brands [6].

3.3. Data analysis method of the research on G tea beverages and the research on experiential marketing

The research on G tea beverages utilized the Nvivo software to assist in text coding. The theory saturation was ensured through the continuous comparison method, extracting main categories such as emotional, social, and functional values [5]. The analysis revealed that the frequency of emotional value and social value was the highest [5].

The research on experiential marketing employed correlation analysis and comparative studies to quantitatively evaluate the effects of various experiential elements [6]. Quantitative statistics (SPSS regression analysis) combined with qualitative scenario comparison, verified a positive correlation between perceived value and purchase intention [6].

3.4. Data analysis results of the research on G tea beverages and the research on experiential marketing

The research analysis on G tea beverage shows that emotional value (mentioned 58 times) and social value (mentioned 42 times) are the main factors influencing consumers' decisions [5]. Typical comments include "The collaboration evokes pleasant memories" [5]. Brand value (mentioned 37 times) and service value (mentioned 29 times) constitute the secondary dimensions [5]. These findings confirm the unique emotional connection effect of IP collaboration.

The research on experiential marketing reveals that Starbucks' "third space" has increased the repeat purchase rate by 40%; Xiaomi's scenario-based experience has shortened the decision-making cycle for smart home products by 35%; Huitea's personalized customization service has raised customer satisfaction by 28 percentage points (data from page 2 of the original text) [6]. Multi-sensory experience design generally enhances consumer flow volume by more than 50% [6].

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3.5. Conclusions and comparisons of the research on G tea beverages and the research on experiential marketing

Both studies have confirmed that emotional value, as a dimension of perceived value, has a significant positive impact on consumers' purchase intention (The research on G tea beverage: $\beta = 0.42$; The research on experiential marketing: Emotional value accounts for 35%).

However, the research on G tea beverage emphasizes the short-term stimulation of joint scarcity, while the research on experiential marketing focuses on the long-term effects of experience accumulation.

Compared with the study by K V et al., the research on G tea beverages not only verified the celebrity effect, but also discovered the unique cultural resonance mechanism of IP collaborations, expanding the theory of brand value by introducing the cultural resonance mechanism in IP collaborations. The conclusion of experiential marketing supports the experience economy theory of Pine & Gilmore, and develops the traditional view through digital scene innovation (such as the Xiaomi smart home experience).

3.6. Limitations of the research on G tea beverages and the research on experiential marketing

The research analysis on G tea beverage employed grounded theory and single-case research methods, which fall under the category of qualitative research. These methods highlight the complexity of the research issue, but compared to quantitative research, they have certain limitations in terms of rigor and universality. The main manifestations are as follows: Firstly, it is difficult to reveal the common patterns among cases through quantitative analysis. Secondly, the data sources are limited to a specific platform, resulting in insufficient sample coverage. Thirdly, the depth of explanation for the relationship between consumer perceived value and purchase intention needs to be strengthened. These limitations suggest that future research should improve methodological rigor, expand platform coverage, and enhance theoretical depth.

Firstly, the research data on experiential marketing mainly come from the operating data disclosed by enterprises (such as the customer stay time at Starbucks, the conversion rate of Xiaomi), which may have reporting biases. Secondly, all three case brands are from first-tier cities, and the applicability in second- and third-tier markets has not been considered, and there is a lack of control over variables such as location and promotion. Thirdly, the study cannot quantitatively analyze the relative importance of each experience element (such as scene design, service interaction), and the depth of explanation for the experience value transmission mechanism is insufficient. Finally, there is a lack of tracking research on the sustainability of the experience effect. These limitations suggest that subsequent research can improve by expanding the sample size, introducing experimental design, and establishing a quantitative evaluation system.

4. The impact of social media on individual economic behavior

4.1. Participants of the research on social media advertisements and the research on Youtube marketing and communication

The research on social media advertisements collected 168 responses from 220 users. The target audience is social media users. The survey took into account social demographic factors such as age, gender, occupation, educational qualifications and place of residence [7]. The study also recorded participants' daily social media usage duration [7]. Given the employment of a non-probability

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sampling approach (specifically convenience sampling) in this research, coupled with the predominant representation of younger demographics among participants, responses from individuals aged below 30 accounted for 91.1% of the total sample [7]. Regarding gender distribution, male respondents constituted 53.3% of the sample, while female participants represented 45%, with a small proportion (1.8%) opting not to specify their gender (refer to Table 1) [7].

Table 1. Demographic details of respondents [7]

Area of residence	Rural	10.1%
	Semi-Urban	18.3%
	Urban	37.3%
	Metropolitan	34.3%
Age group	less than 30	91.1%
	31-40	3.6%
	41-50	4.1%
	More than 50	1.2%
Educational qualifications	10+2	12.4%
	Graduate	62.1%
	Post Graduate	25.4%
Occupation	Student	49.1%
	Working	45%
	Not Working	4.1%
	Retired	1.8%
Average time spent on social media per day	Less than an hour	5.3%
	Between 1 and 3 hours	45%
	Between 3 and 5 hours	32%
	More than 5 hours	17.8%

The research on YouTube marketing and communication clearly indicates that researchers distributed questionnaires to 18-35-year-old millennial YouTube users living in Batam Island, Indonesia [8]. The sample size collected in this study was 101 respondents based on gender [8]. 66.7% were female and 33.7% were male. According to the age of the respondents, those aged 18-25 accounted for 90.9%, followed by those aged 6.1-26, and the remaining 3% were those aged 35 and above [8].

4.2. Methods and design of the research on social media advertisements and the research on Youtube marketing and communication

The research on social media advertisements involved a questionnaire survey combined with a 5-point Likert scale to measure the impact of advertising features (such as creativity, emotional appeal) on purchase intention [7]. This was a cross-sectional study, and data was collected through Google Forms. It employed the questionnaire survey method was adopted. The study analyzed data

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through exploratory factor analysis (EFA) and structural equation modeling (SEM), using the software SPSS and SmartPLS.

The research on YouTube marketing and communication explored the path relationship between YouTube advertisements and brand awareness as well as purchase intention [7]. The design is non-probability sampling (purposeful sampling), focusing on a specific city (Batam Island, Indonesia). It employed the questionnaire survey method and analyzed the data through structural equation modeling (SEM) and SmartPLS software.

4.3. Data analysis method of the research on social media advertisements and the research on Youtube marketing and communication

The research on social media advertisements conducted exploratory factor analysis (EFA) using SPSS to determine the characteristics of the advertisement; performed SEM analysis using Smart PLS to test the influence of these characteristics on purchase intention [7].

The research on YouTube marketing and communication conducted PLS-SEM analysis using Smart PLS, including the external model (for validity and reliability tests) and the internal model (for path coefficients and hypothesis testing) [8].

4.4. Data analysis results of the research on social media advertisements and the research on Youtube marketing and communication

The research on social media advertisements showed the significant factors of influencing purchasing intention: attention-grabbing details (β=0.324), celebrity endorsements (β=0.331), emotional appeal (β=0.226); the creative features does not show any significant influence [7]. R^2 = 0.4536 indicates that the explanatory power of the model is moderate [7].

The research on YouTube marketing and communication showed the advertisement of YouTube significantly improves brand awareness (β= 0.572) and brand image (β= 0.488), but the indirect effect on purchase intention was not significant (brand awareness/image had no mediating role) [8]. The advertisement directly and positively influences the purchase intention (β = 0.732) [8].

4.5. Conclusions and comparisons of the research on social media advertisements and the research on Youtube marketing and communication

The hypothesis testing results in the social media advertising study revealed distinct relationships between different marketing variables [7]. The analysis demonstrated that YouTube advertisements exert significant influence on both brand awareness and brand image formation [7]. However, the research findings indicated no statistically significant correlation between these brand perception metrics (awareness and image) and actual purchase intention [7]. Importantly, the study identified a direct causal relationship between YouTube ads and consumers' purchase intention, suggesting that brand awareness and image do not function as mediating factors in this context since they lack substantive connection with purchasing behavior [7]. From these results, it can be seen that YouTube advertisements have played a role in enhancing brand awareness and attracting corporate brand image. YouTube can increase the purchase intention of YouTube users. Most YouTube users ignore the advertisements that appear. Therefore, companies need to create unique advertisements that engage users and encourage interaction [7].

The research on YouTube marketing and communication found that specific internal features of advertisements (such as emotional appeal, celebrity endorsements) significantly influence purchase

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intentions, while external factors (such as platform type) that traditional studies focused on were not the main focus of this research [8]. The research results can help marketers optimize advertising strategies and enhance effectiveness [8]. The research sample came from Indian social media users (approximately 400 million active users) [8]. Due to the rapid increase in internet penetration in India, the research conclusions have guiding significance for the advertising practices of local enterprises [8]. Companies need to pay attention to the design of internal advertising features, such as storyline, emotional triggers, and call-to-action clarity, to attract users' attention and promote purchase behavior [8].

Both two researches revealed that social media advertisements influence behavior through emotional (entertainment, emotional appeal) and cognitive (informational) pathways. However, Febriyantoro's study found that the mediating role of brand awareness was not significant, which contrasts with the "brand association" conclusion in K V, S., KP, N., & Kamath, G. B.'s study.

4.6. Limitations of the research on social media advertisements and the research on Youtube marketing and communication

The research on social media advertisements found that the R^2 value is 0.4536. It suggested that when creating effective social media advertisements, other various factors also need to be paid attention [7]. If it, in the later stage, can identify more features, this study will be more effective [7]. Moreover, the study's findings demonstrate significant dependence on the specific characteristics of the surveyed sample population [7]. Given that all participants were exclusively drawn from India - where social media adoption remains relatively nascent among the general population - the research outcomes may have limited generalizability to other geographical markets [7]. To enhance the validity and applicability of the results, future studies would benefit from incorporating cross-national data to establish a more representative sample [7].

The limitation of the research on YouTube marketing and communication lies in the fact that there are still few in-depth discussions on YouTube advertising [8]. The research variables are limited to he unique features of YouTube [8]. As the study was conducted solely in Batam City, the results may differ in other regions and countries [8]. For further research, it is expected that more variables will be added, particularly brand equity and brand promotion in YouTube advertisements [8]. Moreover, the scope of this study needs to be expanded so that it can serve as a reference for practitioners to apply the theory in real-world marketing operations [8].

5. Discussion and suggestion

5.1. Overall conclusion

Although each selected literature has its own limitations in terms of experimental content, from a macro perspective, perceived value and social media have a significant impact on consumers' decision-making regarding whether to consume, especially when the product aligns with consumers' preferences or emotional needs.

Experiential marketing has a significant impact on supply-demand matching and psychological contracts; supply-demand matching has a significant positive effect on consumers' psychological contracts and purchase intentions; and psychological contracts have a positive effect on consumers' purchase intentions [9].

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5.2. Suggestion

Short-term strategy: Enhance the appeal details of the advertisement (discounts/limited availability) and celebrity endorsements [7].

Long-term construction: Cultivate brand loyalty through immersive experiences and UGC interactions. Brands can enhance the authenticity of their content and strike a balance between functional and emotional value transmission [5,6].

Through social media interaction, brands can establish a deep emotional connection with consumers and enhance their sense of identification [4]. Word-of-mouth promotion on social media can enhance a brand's influence and attract more potential consumers [4].

When enterprises engage in social media interactions with consumers, they need to find ways to keep consumers constantly interested in the brand's updates, make them enjoy various forms of interaction with the brand, and thereby gradually increase their trust in the brand and eventually develop brand loyalty [10].

5.3. Future research direction

Future researchers can explore across-culture comparisons, dynamic advertising effects (such as short videos vs. long videos), and the moderating role of privacy concerns on advertising acceptance.

6. Conclusion

This study focuses on the influence of perceived value and social media usage on purchase intention and brand loyalty. Emotional appeals are more effective than rational appeals. Attracting attention to details (such as discounts, time-limited offers) and celebrity endorsements significantly enhance the desire to purchase. By using emotional content (such as story-based advertisements) and collaborating with celebrities, the appeal can be enhanced. On platforms like YouTube, the first 5 seconds of an advertisement are crucial as they need to immediately capture the viewer's attention. The research has revealed the distinct cognitive and emotional mechanisms through which advertising content characteristics (such as emotional appeal) and platform features (such as YouTube) influence consumers' decisions. It supplements the mediation analysis regarding the role of brand awareness in social media advertising research.

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