The Influence of Instagram Social Media Marketing, E-WOM, and Co-Branding on Brand Switching Behavior from Other Shoe Brands to Aerostreet Shoes through Purchase Intention (Survey of Aerostreet Shoe Consumers in Kuningan Regency)

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ABSTRACT

This study aims to determine the direct and indirect influence of Instagram as social media marketing, electronic word of mouth and co-branding on brand switching behavior through purchasing interest in Aerostreet shoe products. Sample in this research were people who are consumers of Aerostreet shoes as many as 120 samples. questionnaire used as the research instrument containing statements and distributed via Google form. SEM AMOS ver. 23 used as data proccesed in this research. The results showed: Instagram social media marketing has a significant and positive impact on purchase intention. Electronic word of mouth has a positive and significant effect on purchase intention. Cobranding has a positive and significant effect on purchase intention. Purchase Intention has a positive effect on brand switching. Instagram social media marketing has no effect and insignificant on brand switching. Electronic word of mouth has no effect and insignificant on brand switching. Co-branding has no effect and insignificant on brand switching. Purchase Intention can mediate the influences of Instagram social media marketing on brand switchin. Purchase Intention can mediate the influences of electronic word of mouth on brand switching. Purchase Intention can mediate the impact of co-branding on brand switching.

Keywords: Electronic Word of Mouth, Instagram Social Media Marketing, Co-Branding, Brand Switching, Purchase Intention

INTRODUCTION

The shoe industry in Indonesia continues to evolve, introducing new trends and making people eager to stay up-to-date. Sneakers, a type of shoe with flexible soles made from rubber, leather, synthetic materials, or fabric, have seen a 50% to 70% increase in popularity from 2016 to 2017. This was evident during the first Jakarta Sneaker Day (JSD) in 2017, where the initial target of 7,000 visitors was surpassed with a turnout of 15,000 attendees (Hasibuan, 2018). Despite this growth, several well-known local brands have not made it into the top five market share holders in Indonesia's footwear market, due to the presence of popular global brands.

In 2017, International brands dominated the casual shoe segment in Indonesia, with Adidas 5.4%, Converse All Star 17%, Nike 18% and Bata holding 27%. In the sports shoe category, the leading brands were Nike with 30%, Adidas with 23%, Reebok with 6.3%, and Bata with 4.3% (Silitonga, 2018). Although local shoe brands did not feature in the Top Brand Awards category, they continue to attract domestic consumers.

According to statistics from Google Trends for the period 2019-2023, Compass shoes were the most popular among local shoe consumers in Indonesia. However, in mid-2021, Aerostreet overtook Compass in attracting consumer interest. This shift occurred after Aerostreet launched its first co-branding strategy in June 2021 with Indonesia's largest meme account, @dagelan, which became a hit among sneaker enthusiasts. Following this, Aerostreet continued to implement co-branding strategies monthly, leading many consumers of other brands to switch to Aerostreet.

Brand switching is a purchasing pattern associated with changing to another brand (Peter & Olson, 2005). Brand switching behavior is a complex phenomenon, consumer decisions are impacted by several individual characteristics (Darmawan et al., 2021; Fitriani & Wulandari, 2021). The quality and uniqueness of a product can be significant considerations for consumers when switching brands. Consumer dissatisfaction or consumer satisfaction is determined during or after use the product or service. If the product does not meet their expectations, consumers often decide to switch (Khasanah & Rini, 2013; Siregar 2022; Yunengsih 2023).

Purchase intention is one of behavior that arises as feedback to an object by consumer, indicating a desire to buy (Kotler & Keller, 2009). Many factors influence purchase intention, one of these is social media. Social media consists of web-based or app-based features that can form networks and allow people to interact within a community. The increase user base and reputation of online media platforms like Instagram have transformed traditional word of mouth (WOM) into electronic word of mouth (E-WOM) (Maulana et al., 2023; Harjadi & Fatmasari, 2017). E-WOM within social media can involve providing product reviews, making recommendations, sharing experiences, offering information about new products, and exchanging product-related information and education. Co-branding, according to Shafitri and Anggraini (2020), is the combination of one brand with another sometimes involving two or more brands to enhance each brand's image in a marketing activity, thereby increasing purchase intention. The co-branding concept is highly beneficial for businesses, as companies collaborate, share information, and expand their market share.

LITERATURE REVIEW

Brand Switching

Based on Chatrin and Karlina (2007) brand switching is customer behavior that reflects a change from the usual brand of a goods to a different brand. The indicators of brand switching according to Ganesh et., al. (2006), including: Desire to move, Reluctance to reuse the product, and Desire to expedite the termination of the relationship.

Purchase Intention

According to Kotler (2008), purchase intention is a response after receiving stimuli from a product, leading to an interest in trying the product and eventually developing a desire to buy it in order to own it. Schiffman and Kanuk (2007) identify several indicators of purchase intention in consumers, including: Interest in seeking information about the product, Consideration of purchasing, Interest in trying the product, Find out more about the product, and Desire to own the product.

Social Media Marketing Instagram

Based on Setiadi (2016), social media is an online platform that bring users into represent themselves, interact, collaborate, communicate, and share with both of users, forming virtual social connections. Instagram is a popular social application among smartphone users, used for quickly sharing information in the form of photos and for sharing to other social networks. Based on Gunelius (2011), there are four indicators of marketing in social media, including: Content Sharing, Content Creation, Community Building, and Connecting (Gunawan & Wachyuni, 2020; Jahidah, 2024; Manalu & Adzimatinur, 2024; Rahmantya, 2019).

Electronic Word of Mouth (E-WOM)

Based on research result by Akbar and Sunarti (2018), E-WOM is marketing through social media that conveys information about product experiences, making it easily accepted by the public and influencing purchase decisions. Based on the research by Jalilvand and Samiei (2012) (Harjadi et al., 2019), there are five indicators of (E-WOM), which are: Reading reviews of other consumers' products, Gathering information from product reviews on the internet, Consulting online, Feeling concerned if not reading online reviews before making a purchase, Increased confidence after reading online reviews.

Co-Branding

According to Saleh (2020), co-branding or brand collaboration is a form of relationship between individuals or organizations that involves sharing, participating, and agreeing to act together (Harjadi & Gunardi, 2022; Harjadi & Nurfatimah, 2021; Harjadi et al., 2023). This collaboration includes sharing information, resources, benefits, and responsibilities in joint decision-making to achieve common goals or address issues faced by the collaborators. Keller (2008) identifies six measurable indicators that must be present for a co-branding partnership to be considered strong and successful, which include: Adequate Brand Awareness, Sufficiently Strong Brand, Advantageous, Unique Association, Positive Consumer perception, and Positive Consumer Passions.

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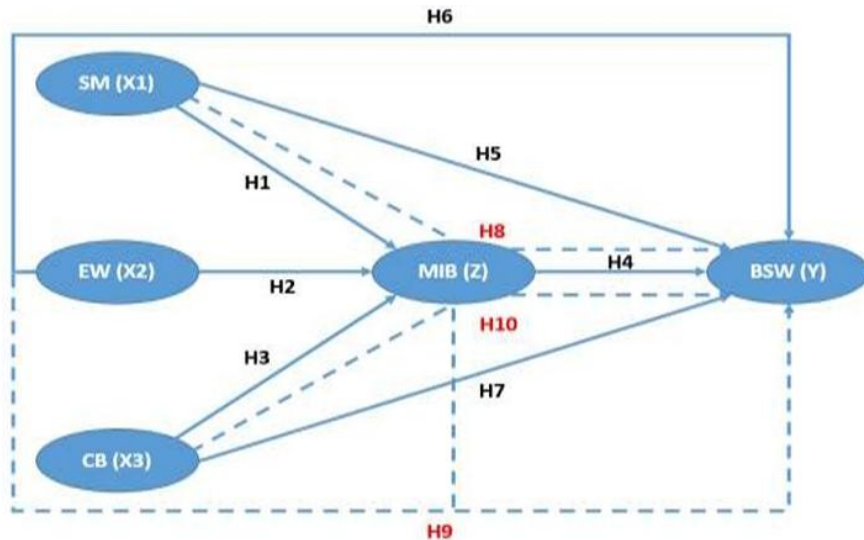
Hypothesis

Figure 1: Conceptual Framework

1. Instagram Social Media Marketing has a positive and significant impact on Purchase Intention.
2. E-WOM has a positive and significant impact on Purchase Intention.
3. Co-Branding has a positive and significant impact on Purchase Intention.
4. Purchase Intention has a positive and significant effect on Brand Switching.
5. Instagram Social Media Marketing has a positive and significant effect on Brand Switching.
6. E-WOM has a positive and significant impact on Brand Switching.
7. Co-Branding has a positive and significant impact on Brand Switching.
8. Purchase Intention can intervening the influence of Instagram Social Media Marketing on Brand Switching.
9. Purchase Intention can intervening the impact of E-WOM on Brand Switching.
10. Purchase Intention can intervening the influence of Co-Branding on Brand Switching.

RESEARCH METHOD

This research employs both of descriptive method and verificative method, utilizing quantitative descriptive analysis approach. The variables in this study are Instagram Social Media Marketing, Electronic Word of Mouth, and Co-Branding as independent variables, dependent variable is Brand Switching, and Purchase Intention as the intervening variable. The sample consists of 120 individuals who are Aerostreet product consumers in Kuningan Regency. Data were analyzed using AMOS 23 with the Maximum Likelihood Estimation (MLE) technique.

RESEARCH RESULTS

Descriptive Results of the Questionnaire Distribution
In this study, descriptive analysis was performed using the three-box method index values. The descriptive analysis results for Instagram Social Media Marketing (X1) yielded a value of 103.4. The descriptive analysis results for E-WOM (X2) yielded a value of 107.0. The descriptive analysis results for Co-Branding (X3) yielded a value of 105.7.

The results of descriptive analysis for Purchase Intention (Z) yielded a value of 104.7. The results of descriptive analysis for Brand Switching (Y) yielded a value of 104.4.

Results of Confirmatory Factor Analysis
Confirmatory Factor Analysis of Exogenous Variables
The exogenous variables indicate that each indicator comprising the latent variables is highly significant, with CR values above 2.00 and a probability of <0.05, marked with (***).

Confirmatory Factor Analysis of Endogenous Variables
The endogenous variables indicate that each indicator has a high significance value, with CR values above 2.00 and probabilities less than 0.05, and a (***) sign indicating significant results at the probability level.

Results of the Full Model Structural Equation Modeling Analysis

Table 1 Results of Suitability Testing After Full Model Modification

Goodness Of Fit	Cut Off Value	Result	Model Evaluation
Chi-Square	≤ df (0,05)	204,327	Good Fit
Prob	≥ 0,05	0,868	Good Fit
RMSEA	≤ 0,08	0,000	Good Fit
GFI	≥ 0,90	0,882	Marginal Fit
AGFI	≥ 0,90	0,845	Marginal Fit
CMIN/DF	≤ 2,00	0,896	Good Fit
TLI	≥ 0,95	1,016	Good Fit
CFI	≥ 0,95	1,000	Good Fit

Source: Primary Data Processed by the Researcher, 2023

According to table, it showed the model meets the goodness-of-fit criteria. The chi-square value is 204.327 and probability value of 0.868. Other values such as GFI, TLI, AGFI, RMSEA, CMIN/DF, and CFI also achived the goodness-of-fit criteria.

Results of SEM
Data Normality Evaluation
The normality test result indicated that the critical ratio multivariate value is 1.235, which is below the critical ratio criterion value of 2.58. Therefore, the data are normally distributed multivariately.

Outlier Evaluation
The results of testing showed that all data observations has Mahalanobis D-squared values below 51.180, so the research data meets the criteria and does not contain multivariate outliers.

Evaluation Singularity and Multicollinearity
From the results, the determinant value is 0.000 for the sample covariance matrix. This indicates determinant of the sample covariance matrix is zero. According to Ghozali (2011), a correlation value of less than 0.9 suggests that severe multicollinearity is not present.

Residual Value Evaluation

The statistical analysis results conducted in this research showed that no standardized residual covariance values exceed 2.58, indicating that the residual conditions are met.

Reliability and Variance Extraction Evaluation

Reliability testing refers to the question of whether a reliable instrument will produce the same results when measurements are repeatedly applied to the same item. Meanwhile, different indicators show the degree of variability due to factors originating from latent constructs that have changed. Based on the calculations, it is evident that all factors indicating the research hypotheses have factor loadings ≥ 0.5, demonstrating strong support for each factor.

Evaluation of Discriminant Validity

Discriminant validity gauges the scope distinct between a construct with other constructs. Based on the values (VE) from each analysis, the root of the AVE calculated in this analysis can be determined as follows.

$$\text{Social Media Marketing Instagram} = \sqrt{AVE} = \sqrt{0{,}472} = 0{,}222$$
$$\text{Electronic Word of Mouth} = \sqrt{AVE} = \sqrt{0{,}512} = 0{,}263$$
$$\text{Co-Branding} = \sqrt{AVE} = \sqrt{0{,}651} = 0{,}424$$
$$\text{Minat Beli} = \sqrt{AVE} = \sqrt{0{,}681} = 0{,}464$$
$$\text{Brand Switching} = \sqrt{AVE} = \sqrt{0{,}640} = 0{,}409$$

Results of Hypothesis Testing

The analysis was based on the hypothesis formulations agreed upon based on the Critical Ratio (CR) values from causality relationships in SEM analysis using the AMOS application. To facilitate the interpretation of the results, refer to the table.

Table 2 Results of Hypothesis Testing

H	Jalur	β	S.E.	C.R.	P	Hasil
H_1	Social Media → Minat Beli	0.259	0.109	2.365	0.018	Positif, Signifikan
H_2	E-WOM → Minat Beli	0.517	0.225	2.299	0.021	Positif, Signifikan
H_3	Co-Branding → Minat Beli	0.662	0.159	4.156	***	Positif, Signifikan
H_4	Minat Beli → Brand Switching	0.835	0.402	2.075	0.038	Positif, Signifikan
H_5	Social Media → Brand Switching	-0.012	0.183	-0.068	0.946	Negatif, Insignifikan
H_6	E-WOM → Brand Switching	0.102	0.366	0.279	0.780	Positif, Insignifikan
H_7	Co-Branding → Brand Switching	0.146	0.319	0.457	0.648	Positif, Insignifikan

Source: Data Processed, 2023

The results indicated CR value of $2.365 > 1.96$, with a probability of $0.018 < 0.05$. Hypothesis 1 is accepted, meaning that Instagram Social Media Marketing has a positive and significant impact on Purchase Intention when examined individually.

The test results showed CR value of $2.299 > 1.96$, with a probability of $0.021 < 0.05$. Hypothesis 2 is accepted, indicating that the Electronic Word of Mouth (X2) variable has a positive and significant impact on Purchase Intention in a partial manner.

The test results showed CR value of $4.156 > 1.96$, with a probability of (***) which is less than 0.05. Hypothesis 3 is accepted, indicating that the Co-Branding variable (X3) has a positive and significant effect on Purchase Intention (Y) on a partial basis.

The results showed CR value of 2.075 > 1.96, and a probability of 0.038 < 0.05. Hypothesis 4 is accepted, indicating that the Purchase Intention (Z) variable has a positive and significant partial impact on Brand Switching (Y).

The test results showed CR value of -0.068 < 1.96, with a probability of 0.946 > 0.05. Hypothesis 5 is rejected, leading to the conclusion that Instagram Social Media Marketing (X1) does not have a significant partial impact on Brand Switching (Y).

The test results showed CR value of 0.279 < 1.96, and a probability of 0.780 > 0.05. Hypothesis 6 is rejected, indicating that the variable Electronic Word of Mouth (X2) does not have a significant partial impact on Brand Switching (Y).

The test results showed a CR value of 0.457 <   1.96, with a probability of 0.648 > 0.05. Hypothesis 7 is rejected, means that the Co-Branding variable (X3) does not have a significant partial impact on Brand Switching (Y).

To test the indirect or intervening effects in hypotheses 8, 9, and 10, refer to Table 3 and Table 4, as well as the combined diagram of direct and indirect effects shown in Figure 1:

Table 3 Direct Effects (Standardized Direct Effect)

	SM	EW	CB	MIB	BSW
MIB	0.204	0.305	0.534	0.000	0.000
BSW	-0.009	0.056	0.111	0.786	0.000

Source:Data Processed, 2023

Table 4 Indirect Effects (Standardized Indirect Effect)

	SM	EW	CB	MIB	BSW
MIB	0.000	0.000	0.000	0.000	0.000
BSW	0.160	0,239	0.420	0.000	0.000

Source: Data Processed, 2023

Look up on table 4, indirect impacts of Instagram social media marketing, E-WOM, and co-branding on brand switching through purchase intention indicate Instagram social media marketing has a smaller indirect effect of 0.160 compared to electronic word of mouth at 0.239 and co-branding at 0.420.
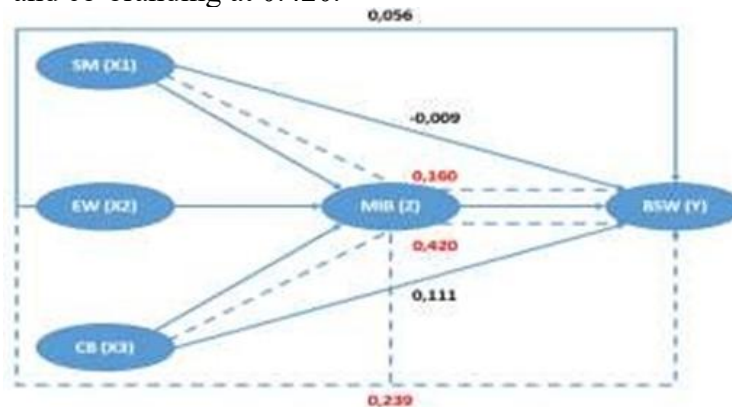

Figure 2 Direct and Indirect Effects
Source: Data Processed, 2023

Therefore, according to the tests for direct or indirect effects, the results for hypotheses 8, 9, and 10 are as follows:
Purchase intention takes a role in fully mediating impact of Instagram Social Media Marketing on brand switching. This accepted because direct effect of Instagram Social Media Marketing on brand switching is (-0.009), which is smaller than the indirect effect (0.160).

Purchase intention takes a role in fully mediating influence E-WOM on brand switching. This hypothesis is accepted because the direct influence of E-WOM on brand switching (0.056) is smaller than the indirect impact (0.239).

Purchase intention fully mediates the influence of co-branding on brand switching, as the direct impact of co-branding on brand switching (0.111) is smaller than the indirect effect (0.420).

DISCUSSION

The result found out that indicate of influence Instagram Social Media Marketing on Purchase Intention showed the Critical Ratio (C.R) value of 2.365 > 1.96, with a probability of 0.018 < 0.05. This study confirms that the first hypothesis is valid: Instagram Social Media Marketing (X1) has a positive and significant effect on Purchase Intention (Z). Based on Vinerean et al. (2013), effectively of using social media marketing is crucial for companies, including for advertising choosing the suitable social media platforms. Online media marketing has validated to effective in positively influencing consumer behavior, as consumers always respond to advertisements displayed on social media platforms. Same as the study conducted by Arvi and Novi (2021) and Suryanta (2017), which also found that Instagram Social Media Marketing has a positive and significant impact on Purchase Intention.

The results indicated the effect of E-WOM on purchase intention showed Critical Ratio (C.R) value of 2.299 > 1.96, with a probability of 0.021 < 0.05. This research confirms the second hypothesis, demonstrating that EWOM (X2) variable has a positive and significant impact on Purchase Intention (Y). Based on research by Schiffman and Kanuk (2007), Electronic Word of Mouth is marketing strategic conducted online via social media. E-WOM on social media can involve providing product reviews, making best options for other consumers, or simply tell the experiences. It also includes informing about new products and exchanging information and product education. This study aligns with research by Harjadi, Suhardi, and Ayisiyah (2019), which states that E-WOM impacts the growth in Purchase Intention. Additionally, it is in the line with the research by Reni Purnama (2019), which indicates that Purchase Intention positively affects Brand Switching.

The result indicate that the impact of co-branding on purchase intention showed a Critical Ratio (C.R) value of 4.156 > 1.96, with a probability of (***) less than 0.05. This study supported the third hypothesis, with Co-Branding (X3) have a positive and significant impact on Purchase Intention (Z). The result of Shafitri and Anggraini (2020) research, co-branding involves the collaboration of one brand with another either two or more to enhance each brand's image in marketing activities, there by increasing purchase intention. This study supported the study by Husna and Lulu (2020), which states that co-branding positively impacts purchase intention. It also supports the study by Suryanta (2017), which indicates that purchase intention has a positive impact on brand switching.

The results showed that the impact of purchase intention to brand switching has a Critical Ratio (C.R) value of 2.075 > 1.96, with a probability of 0.038 < 0.05. This study supported the fourth hypothesis: the Purchase Intention variable has a positive and significant effect on Brand Switching behavior. Purchase intention is crucial in creating and enhancing brand switching behavior. It represents the consumer's tendency to purchase a brand or taking purchase decision, measured by the likelihood of the consumer making a purchase (Assael, 2004:51). This means the higher of customer's purchase intention, their more likely to engage in brand switching. This result is consistent with Solihin (2020), which states that purchase intention significantly affects brand switching.

It also aligns with the study by Wicaksono (2019), which indicates that purchase intention positively impacts brand switching.

The results indicated that the effect of Instagram Social Media Marketing on brand switching showed the Critical Ratio (C.R) value of -0.068 > 1.96, with a probability of 0.946 > 0.05. This finding confirms that the fifth hypothesis is not supported or is rejected, so can be concluded Instagram Social Media Marketing (X1) has insignificant impact on brand switching behavior (Y). According to Safitri and Septrizola (2019), brand switching behavior is the change or switch from one brand to another. This behavior is common with brands, especially for products that have many similar substitutes. This study aligns with Aisah Asnawi (2021), who found out Instagram Social Media Marketing has not impact on brand switching behavior.

The research found out the impact of EWOM on brand switching shows a Critical Ratio (C.R) value of 0.279 < 1.96, and a probability of 0.780 > 0.05. This study confirms that the sixth hypothesis is rejected, concluding that electronic word of mouth (X2) has not a significant effect on brand switching (Y). According to Akbar and Sunarti (2018), E-WOM is marketing through social media that communicates information about product experiences, making it easily accepted by the public and influencing purchase decisions. This finding is also consistent with Arief (2018), which states electronic word of mouth does not impact brand switching.

The research results indicate that the effect of co-branding on brand switching has a Critical Ratio (C.R) value of 0.456 < 1.96, and a probability of 0.648 > 0.05. This finding confirms that the seventh hypothesis is not supported or is rejected, suggesting that co-branding (X3) has not a significant effect on brand switching (Y). According to Kotler (2009), co-branding involves the combination of two or more well-known brands in a single offering. More narrowly, Park (1996) defines the mixing of difference brands to create a unique product known as co-branding. This study also aligns with Imamah et al. (2020), who found that co-branding does not impact brand switching.

The results indicated Instagram Social Media Marketing indirectly has a positive impact on brand switching behavior across purchase intention as intervening variable, which is accepted (Arraniri et al., 2024). This is because direct impact of Instagram Social Media Marketing on brand switching is (-0.009), which is smaller than the indirect impact of Instagram Social Media Marketing on brand switching through purchase intention (0.160). According to this study, while Instagram Social Media Marketing has a direct negative and insignificant impact on brand switching, it must be mediated by purchase intention to have an indirect positive and significant effect on brand switching. This result consistent with the research by Wiguna (2022), which states that Instagram Social Media Marketing influences the growth of purchase intention, which in turn affects brand switching. Thus, Instagram Social Media Marketing has an indirect influence on enhancing brand switching. Based on these statements, Instagram Social Media Marketing (X1) has a positive and significant indirect effect on Brand Switching (Y) through Purchase Intention (Z) as an intervening variable.

The result indicated that E-WOM indirectly has positive effect on brand switching through purchase intention as an intervening variable, which is accepted. This is refer to direct effect of E-WOM on brand switching, at (0.056), is smaller than the indirect effect of electronic word of mouth on brand switching through purchase intention, which is (0.239). This suggests that E-WOM influences brand switching when mediated by purchase intention. Brand switching resulting from electronic word of mouth is higher when customers already have purchase intention. This study is aligns with the result by Simarmata (2019), which states that E-WOM impacts the increase in purchase intention. Purchase intention affects brand switching, E-WOM has an indirect effect on enhancing

brand switching. Based on the above statements, E-WOM has a positive and significant indirect impact on Brand Switchig through Purchase Intention as an intervening variable.

The study results indicated that co-branding has indirect positive impact on brand switching through purchase intention as intervening variable, which is accepted. This is based on the direct effect of co-branding on brand switching, with a coefficient of (0.111), is smaller than the indirect effect of co-branding on brand switching through purchase intention, with a coefficient of (0.420). According to this study, while co-branding has a direct impact on brand switching, this impact insignificant. Therefore, co-branding should be mediated by purchase intention to have an indirect positive and significant impact on brand switching. This finding aligns with the study conducted by Husna and Lulu (2020), which states that co-branding affects increased purchase intention. Purchase intention influences brand switching, and co-branding has indirect impact on enhancing brand switching. Based on these findings, Co-branding has positive and significant indirect influence on Brand Switching through Purchase Intention as the intervening variable.

CONCLUSIONS

According to statistical analysis to testing the hypothesis on the impacts of each independent, dependent, and intervening variable, the conclusions are:
Instagram social media as marketing has direct positive and significant impact on purchase intention. This implies the greater of SMM strategy implemented by Aerostreet, the greater is increase in consumer purchase intention.

Electronic Word of Mouth directly has a positive and significant effect on purchase intention. This implies that the better the E-WOM strategy implemented by Aerostreet, the greater is increase in consumer purchase intention.

Co-branding has a direct, positive, and significant effect on purchase intention. This result implies that more appealing the co-branding effort, the greater the increase in consumer purchase intention.

Purchase intention directly has a positive and significant effect on brand switching. This implies that purchase intention can influence and enhance brand switching behavior. As consumer purchase intention increases, brand switching behavior is likely to rise accordingly.

Instagram Social Media Marketing has not direct effect on brand switching. The research findings implies Instagram Social Media Marketing has not directly influence brand switching. This implies that the Instagram Social Media Marketing efforts have not yet effectively impacted brand switching behavior.

Electronic word of mouth has not a direct and significant effect on brand switching. Refer to the research findings, it is evident that electronic word of mouth does not directly influence brand switching. This explained that the current practices of E-WOM has not been effective in impacting brand switching behavior.

Co-branding has not a significant direct impact on brand switching. Based on the research, it is valid that co-branding does not directly influence brand switching. This implies that the co-branding efforts have not yet yielded favorable results in affecting brand switching behavior.

Purchase intention can mediate the influence of Instagram social media marketing on brand switching. This implies that purchase intention can enhance the impact of Instagram social media marketing on brand switching. An effective Instagram social media marketing strategy will boost purchase intention and also will lead to brand switching behavior.

The impact of Instagram Social Media Marketing on brand switching can mediate by Purchase intention. This implies that purchase intention can enhance the impact of Instagram Social Media Marketing on brand switching. An effective Instagram Social Media Marketing strategy will increase purchase intention and also will lead to brand switching behavior.

Purchase intention can mediate the impact of co-branding on brand switching or purchase intention can enhance the impact of co-branding on brand switching. An effective co-branding strategy will increase purchase intention, and also leads to brand switching behavior.

RECOMMENDATIONS

Aerostreet could leverage other social media platforms besides Instagram to expand its market share, such as Twitter, Facebook, YouTube, TikTok, and others. This approach would allow Aerostreet's products to reach not only Instagram users but also the substantial number of users on these other social media platforms.

Aerostreet should fully leverage Instagram social media by creating unique and engaging advertisements, as well as using hashtags that are closely associated with the Aerostreet brand. This approach can help the advertisements become a topic of conversation, increase the number of reposts, and trend with the promoted hashtags.

Based on the questionnaire results, approximately 86.5% of respondents agreed that they had complaints and unmet expectations regarding the shoes they previously used. To address this issue, Aerostreet should consistently engage in co-branding collaborations to produce unique, attractive, and engaging shoe designs, thereby ensuring customer satisfaction and meeting consumer expectations.

For Future Research

If it expected to increase more variables to be studied to strengthen the results and arguments, such as Service Quality, Location, Price, Brand Image, Product Variety, and others. Additionally, it is hoped that the research subject can be expanded to include more than just one company in Kuningan Regency.

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