MARKETING COMMUNICATION TOOLS, EMOTIONAL CONNECTION, AND BRAND CHOICE: EVIDENCE FROM HEALTHY FOOD INDUSTRY

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ABSTRACT

This research examines the effects of information sharing, peer pressure, and entertainment on attitude towards a brand. In addition, this research also examines the effects of entertainment on emotional connection, emotional connection on purchase intention, and attitude towards a brand on purchase intention. This research uses SEM (Structural Equation Modelling) method and LISREL version 8.80 as tools for data analysis. The population is people in the city of Jakarta. The number of respondents in this research amounts to 165 people. The respondents taken in this research are those familiar with healthy food of FMCG (Fast Moving Consumer Goods) type and have seen healthy food advertisements on social media. Then, this study uses quantitative methods and a hypothesis-testing approach. Firstly, information sharing has no significant effect on attitude towards a brand, unlike peer pressure having a significant effect on attitude towards a brand. Furthermore, entertainment also considerably affects the attitude towards a brand as much as it does emotional connection. Finally, attitude towards a brand has a significant effect on purchase intention. The research findings indicate that peer pressure and entertainment influence the attitude toward a brand, while information sharing does not significantly influence the attitude toward a brand. The effects of entertainment on emotional connection, emotional connection on purchase intention, and attitude towards a brand on purchase intention are significant. To reinforce purchase intention, it is suggested that entertainment and emotional marketing be maximally utilized due to the amount of influence these could generate.

INTRODUCTION

This research uses purchase intention as a variable to identify the degree of a consumer's attitude toward a healthy food product on social media. The marketing of products and services is shifting from conventional (offline) marketing to digital (online) marketing. The marketing process carried out online helps consumers get information about products and perform transactions more quickly via the internet.

Data from Riyanto (2019) show the trend of internet and social media users in Indonesia in 2019. Data from Riyanto shows the Indonesian total population of 268.2 million (1% or around 3 million higher than the population in 2018). Meanwhile, mobile users amount to 355.5 million, decreasing 19% or about 83 million from 2018. The data illustrates that the number of mobile users exceeded the Indonesian total population in 2019, so it can be said that one person can have more than one mobile phone. In addition, internet users amounted to 150 million, increasing by 13% or about 17 million from 2018. Active social media users in 2019 reached 150 million, increasing by 15% or around 20 million

from 2018. And mobile social media users were 130 million, 8.3% or about 10 higher than in 2018 (Riyanto, 2019).

The number of social media users in Indonesia in 2019 amounted to 150 million, an increase of 20 million users compared to 2019 (Riyanto, 2019). Furthermore, Riyanto (2019) states that Facebook is the most popular social media application in Indonesia, with a penetration of 81 percent in that year. Instagram is the second most popular social media in Indonesia, with a penetration of 80 percent. The popularity of Facebook as a social media can only be surpassed by the video streaming platform YouTube, and its supported instant messaging application, WhatsApp. In Indonesia, YouTube has a penetration of 88 percent, while WhatsApp has 83 percent. In addition, of the 150 million social media users in Indonesia, 59% use line, 52% use Twitter, 47% use FB messenger, 38% use BBM, 33% use LinkedIn, 29% use Pinterest, 28% use skype, 28% use WeChat, 26% use Snapchat, 25% use path, 20% use Tumblr, and 16% use Reddit (Pertiwi, 2018).

One of the dominant activities carried out by social media users is looking for food or places to eat. This is in line with the survey results of Tirto.id independent research states that 94.17% of Indonesians actively search for food information through social media. Furthermore, the survey states that 80.95% of people are motivated to buy food or visit restaurants after seeing recommendations in the form of photos or videos on social media. One of social media users' most frequently searched information is healthy food. Purchase intention is triggered by the consumer's tendency and willingness to buy a product or to use a service. Aside from these two aspects, purchase intention, as discussed in this research, is also triggered by attitude towards a brand and emotional connection.

Among others, brand preference and image encourage a consumer's attitude toward a brand. This research identifies that attitude towards a brand is encouraged by information sharing, peer pressure, and entertainment. Information sharing per se comes to be thanks to information accessibility and utility, peer pressure thanks to encouragement from a friend or a group of it a family or from one's own self, and entertainment appears thanks to its entertaining and relaxing natures.

This research replicates Sradha Narendra Sheth (Sheth, 2013) that examines the Effect of Information Sharing, Peer Pressure, Entertainment, and Emotional Connection on the Attitude Towards the Brand and, in turn, the Purchase Intentions from the Brand. In the article, the research employs the regression method, where one of its limitations is that linear regression can only describe the direct relationship between the independent variable and its dependents. In contrast, this research contains the direct and indirect relationship between the independent and dependent variables. Therefore, the researchers try to fill the existing gap by changing the regression method to SEM (structural equation modeling) method. The advantage of the SEM method is that it is a more robust analytical technique considering interaction modeling, non-linearity, and correlated independent variables (Sarwono, 2010). The strong reason for using the SEM method is that SEM allows us to develop a complex path model with direct and indirect effects.

The previous research also suggests studying social media marketing for various product categories. Therefore, the researchers try to fill the gap in the previous research by using the category of FMCG (fast-moving consumer goods) products for healthy food marketed in Indonesia. In addition, the limitation of the previous research is that it was conducted on college students in the southern United States because the main users of social media in the previous research were students. Therefore, the

researchers try to conduct the research using social media users aged 18 - 34 as research subjects living in the city of Jakarta. This is because, according to research in 2019, most social media users in Indonesia are 18 - 34 years old. Users aged 18 - 34 are students and workers (Pertiwi, 2019).

LITERATURE REVIEW

The authors used previous research as benchmarks and references for research completion in this research. Those previous research has made it easier for the authors to determine systematic steps for the research preparation regarding theories and concepts. The first is a research journal prepared by Sradha Narendra Sheth in 2013. This journal supports the existence of social media relationships that affect attitudes toward brands. The social media relationships contained in it include information sharing, peer pressure, and entertainment which can affect the attitudes toward brands. This research journal also supports the influence of entertainment on emotional connection. This research is a replication of Sradha Narendra Sheth. (Sheth, 2013).

Another study conducted by (Lou, 2002) states that there is an effect of informativeness on attitude toward the web, and there is an effect of entertainment on attitude toward the web (Lou, 2002). In their research results, Taylor et al. (2011) stated that there was peer influence, informativeness, and entertainment on attitude toward SNA (social networking advertising). The results of these previous studies by Sheth (2013), Lou (2002), and Taylor et al. (2011) support the following hypothesis:

H_1: Information sharing on social media influences the attitude toward a healthy food brand.

Research by Taylor et al. (2011) affirms their findings that peers influence attitudes toward social networking advertising (SNA). Hence, this study can provide support for the following hypotheses.

H_2: Peer pressure on social media influences the attitude toward a healthy food brand.

One study supports this hypothesis (Lou, 2002), which states that entertainment affects attitudes toward the web. Taylor et al. (2011) also affirmed that there is an influence of entertainment on social networking advertising (SNA). Thus, this study can provide support for the following hypotheses.

H_{3a}: Entertainment on social media influences the attitude toward a healthy food brand.

The research findings of Sheth (2013) suggest that there is an effect of entertainment on brand attitudes. Based on this discovery, the hypothesis supported by this study is that entertainment positively influences attitudes toward the brand.

H_{3b}: Entertainment on social media influences the emotional connection to a healthy food brand.

Then the next one that supports this research is the findings from Effendy and Kunto (2013). In this journal, several variables support this research, one of which is the influence of emotion on purchase intention (Effendy & Kunto, 2013). Thus, this study supports the hypothesis:

H_4: Emotional connection on social media influences the intention to purchase a healthy food brand.

Furthermore, the other research by Abzari et al. (2014) contains several variables that support this research, including the influence of attitude toward a brand on purchase intention (Abzari et al., 2014). Then, a study that supports the effect of attitude toward a brand on purchase intention by Jin and Kang (2011) confirms the impact of attitude on purchase intention. Their findings support the determination of the effect of attitude toward the brand on purchase intention (Ko et al., 2005). And finally, the study that promotes the influence of brand attitude on purchase intention was conducted by Lee et al. (2017).

Thus, the previous studies can be the basis for supporting the hypothesis:

H_5: Attitude towards a brand on social media influences the intention to purchase healthy food brands.
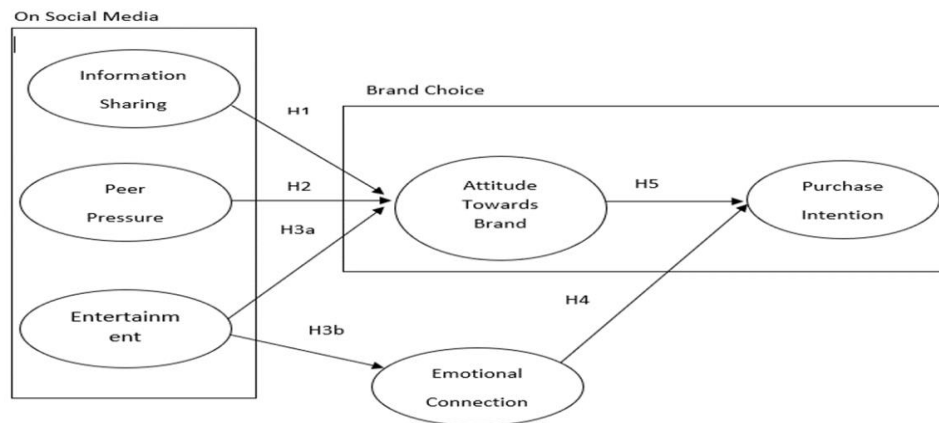

Figure 1: Conceptual Framework (Sheth, 2013)

Based on the conceptual framework above, we can determine the influence of social media on purchase intention through attitude towards a brand and emotional connection. In social media, the researchers want to determine whether information sharing, peer pressure, and entertainment influence the attitude toward a brand and the emotional connection of healthy food products. Then the researchers also want to determine whether emotional connection affects the intention to purchase a healthy food product. Finally, regarding brand selection, the researchers want to know the effect of attitude towards a brand on the intention to purchase a healthy food product.

METHOD

This study employed a quantitative research design using a hypothesis-testing approach. The research design was cross-sectional, and the subjects used social media to find healthy food products in Jakarta. The survey was conducted through an online questionnaire. The independent variables in this study were information sharing (X_1), peer pressure (X_2), and entertainment (X_3), which are manipulated variables that have an effect that will be measured or compared (Malhotra, 2010). The dependent variable was purchase intention (Y), which measures the influence of the independent variables (Malhotra, 2010). The mediator variables were attitude towards brand (M_1) and emotional connection (M_2), which act as an intermediary between the independent and dependent variables (Urbayatun & Widhiarso, 2012). This research replicates Sradha Narendra Sheth's study (Sheth, 2013) that examined the effect of information sharing, peer pressure, entertainment, and emotional connection on attitude towards the brand and purchase intentions. Operational definitions can be seen in the following table.

Table 1: Operational Definition

Variables	Definition	Indicators	Data collection and scale
Information Sharing (X$_1$)	The intensity and capacity of a company in its interactions to share information with partners, related to joint business strategies, is what constitutes the notion of intensity and capacity in business interactions (Fata, -). Contemporary consumers tend to make purchase decisions by gathering as much information as possible, evaluating various available options, conducting cost-benefit analysis, among other factors (Najmi, Atefi, & Mirbagheri, 2012).	- Sharing information - Accessibility when needed - Beneficial	Survey with 5 scale likert online questionnaire
Peer Pressure (X$_2$)	A feeling that is influenced by peer pressure or peer encouragement to engage in an activity (Lotar, 2013)	- Peer pressure/encouragement - Family pressure/encouragement - Self-pressure/encouragement	Survey with 5 scale likert online questionnaire
Entertainment (X$_3$)	Ways to reduce or avoid pressure (Lee & Ma, 2011) Providing a form of entertainment and relaxation to users (Hair, Clark, & Shapiro, 2010)	- Providing entertainment - Providing pleasure - Providing relaxation	Survey with 5 scale likert online questionnaire
Attitude Towards Brand (M$_1$)	The audience reaction to the advertised brand (Najmi, Atefi, & Mirbagheri, 2012) can be positive (good, beneficial, or pleased) or negative (bad, unbeneficial, or unhappy)	- Attitude towards the brand (More dislike – More like) - Attitude towards the brand (More negative – More positive) - Attitude towards the brand (Worse – Better) - Attitude towards the brand (Less beneficial – More beneficial)	Survey with 5 scale likert online questionnaire
Emotional Connection (M$_2$)	Emotion refers to a unique feeling and thought a biological and psychological state, and a set of tendencies to act. (Amanah & Purba, 2012)	- Emotional changes that are elicited by consumers - Unique thoughts - A biological and psychological state	Survey with 5 scale likert online questionnaire
Purchase Intention (Y)	The tendency to purchase a brand, generally based on the fit between the purchase motive and the attributes or characteristics of the brand that can be considered (Belch & Belch, 2009)	- The tendency to purchase - Willingness to purchase - Desire to purchase	Survey with 5 scale likert online questionnaire

This study utilizes primary data collected through a questionnaire survey method from individuals who have used social media to seek out healthy food products without demographic restrictions. The population for this research comprises those in Jakarta who have seen or known about healthy food products on social media. People with various backgrounds and ages may have witnessed or been

informed about such products through social media. Based on the sample formula, the required number of respondents for this research is 165, derived from multiplying 5 by the total number of 33 core questions. The research utilized a questionnaire survey method to collect data from target samples, which were later analyzed using a Likert scale. The data collection technique used was purposive sampling, a nonprobability sampling technique. (Malhotra, 2010) defines purposive sampling as a nonprobability sampling technique in which the researcher selects subjects or sampling units based on some preconceived purpose or criteria. Purposive sampling is often used when the researcher wants to obtain a sample representing a particular group, characteristic, or population element. It is also used when the researcher has limited resources or time and needs to focus on a specific population subset. Purposive sampling may not represent the entire population. It may introduce bias into the sample, but it can be helpful in certain research contexts where specific expertise, knowledge, or characteristics are required.

This research utilized a parametric approach: Structural Equation Modeling (SEM) with LISREL as the data processing method. SEM is a procedure for estimating dependent relationships between a collection of concepts or ideas represented by measured variables integrated into a model (Malhotra, 2010). According to Wijanto (2008), the general procedure of SEM, according to Bollen and Long (1993), consists of the following stages:

1. Model specification: This stage relates to forming the initial model of the structural equation before estimation. This initial model is formulated based on a theory or previous research.
2. Identification: This stage relates to assessing the possibility of obtaining unique values for each parameter in the model and the possibility that simultaneous equations have no solution.
3. Estimation: This stage relates to estimating the model to produce parameter values using one of the available estimation methods. The estimation method selection is often determined based on the characteristics of the analyzed variables.
4. Model Fit Test: This stage relates to testing the fit between the model and the data. Several criteria for goodness of fit (GOF) can be used to perform this step.
5. Specification stage is related to specifying the model based on the results of the fit testing in the previous stage.

RESULT AND DISCUSSION

This research conducted a confirmatory factor analysis, which tests the relationships between latent variables and their indicators. The analysis examines the validity and reliability of each indicator with its corresponding latent variable, followed by a goodness-of-fit analysis. The study tests the latent variables of information sharing (IS), peer pressure (PP), entertainment (E), emotional connection (EC), attitude towards brand (ATB), and purchase intention (PI). The relationships are considered valid if the t-value is more significant than 1.96, the standardized solution is above 0.5 (Igbaria et al., 1997) in (Wijanto, 2008), and all goodness-of-fit criteria are met. The reliability of the research constructs was assessed by calculating the Composite Reliability (CR) and the Average Variance Extracted (AVE) for each construct. Hair et al. (2014) A construct can be considered reliable if its composite reliability (CR) is more significant than 0.7. Similarly, the authors suggest that a construct can be considered valid if its average variance extracted (AVE) exceeds 0.5.

According to Table 2, the composite reliability (CR) values fell within the range of 0.88 to 0.91, indicating that all were above the suggested threshold of 0.7. This provides evidence for internal

consistency reliability. At the same time, the values between the variables for AVE ranged from 0.54 to 0.65. This suggests an adequate level of distinction between the underlying constructs.

Table 2: Reliability

Variable	CR	AVE	Category
Information sharing	0.91	0.64	Reliable
Peer pressure	0.91	0.54	Reliable
Entertainment	0.91	0.64	Reliable
Emotional Connection	0.88	0.65	Reliable
Attitude towards brand	0.88	0.65	Reliable
Purchase intention	0.88	0.65	Reliable

Structural Equation Modeling (SEM) was utilized as an analytical tool to test all hypotheses as an integrated model and ensure that the goodness of fit falls within the recommended limits. The model was verified with LISREL 8.80. The model indicates that model fits the data well. The normed fit index (NFI) at 0.98 and the comparative fit index (CFI) at 0.99 are higher than the 0.90 cut-off value. While the Goodness of Fit Index (GFI) is 0.86, and the Adjusted Goodness-of-Fit Index (AGFI) is 0.86, all in the marginal fit category. Table 3 indicates that hypotheses 1 and 2 (H_1 and H_2) are not supported for assessing all hypotheses. The other hypotheses are supported.

Table 3: Lisrel SEM Estimation Results

Hypotheses	Inter-Variable Correlation	Path Coefficient	t-values	Conclusion
1	Information Sharing → Attitude Towards a Brand	0.15	1.41	Not significant
2	Peer Pressure → Attitude Towards a Brand	0.35	3.77	Significant
3a	Entertainment → Attitude Towards a Brand	0.27	2.32	Significant
3b	Entertainment → Emotional Connection	0.82	10.89	Significant
4	Emotional Connection → Purchase Intention	0.57	7.72	Significant
5	Attitude Towards a Brand → Purchase Intention	0.36	5.02	Significant

Analysis of hypothesis 1 in the Lisrel program suggests that information sharing has no substantial impact on attitudes towards a brand. This conclusion is supported by the path coefficient of 0.15 and the t-value of 1.41, which is less than 1.96. Hair et al (2014) state that t-values can be used to answer hypotheses in Structural Equation Modelling (SEM). t-values are used to assess the significance of the relationship between the observed variables and the latent variables. Generally, a t-value of greater than 1.96 indicates that the observed variables are significantly related to the latent variables, and the hypotheses can be accepted. Consequently, the hypothesis that higher levels of information sharing would lead to a more positive attitude towards a brand needs to be confirmed.

According to the analysis of hypothesis 2 conducted using the Lisrel software, the influence of peer pressure on brand attitude is significant. This is evident from the path coefficient of 0.35 and a t-value of 3.77, greater than the critical value of 1.96. Therefore, the results support the hypothesis that higher levels of peer pressure lead to more positive attitudes toward a brand.

According to the results of the Lisrel analysis regarding hypothesis 3a, the impact of entertainment on brand attitude is statistically significant. The evidence for this comes from the path coefficient of 0.27 and a t-value of 2.32, which is higher than the critical value of 1.96. Therefore, the findings support the hypothesis that greater levels of entertainment lead to more positive attitudes toward a brand.

The findings of hypothesis 3b obtained through the utilization of the Lisrel software indicate that entertainment significantly influences emotional connection. The evidence supporting this is derived from the path coefficient of 0.82 and a t-value of 10.89, exceeding the critical value of 1.96. As such, the hypothesis stating that emotional connection is positively associated with entertainment is substantiated by the results.

The application of the Lisrel software has revealed in hypothesis 4 that purchase intention is considerably impacted by emotional connection. This conclusion is supported by the path coefficient of 0.57 and a t-value of 7.72, exceeding the critical value of 1.96. Consequently, the results support the hypothesis positing that a positive correlation exists between emotional connection and purchase intention.

The results of the hypothesis 5 analysis conducted using the Lisrel program indicate that purchase intention is significantly influenced by the attitude towards a brand. This is substantiated by the path coefficient of 0.36 and a t-value of 5.02, which is above the critical value of 1.96. Therefore, the study findings support the hypothesis that higher levels of brand attitude result in increased purchase intention.

The results of hypothesis 1 suggest that the sharing of information does not have a substantial impact on attitudes toward a brand. This may occur because many people who receive information about healthy foods prefer avoiding them. Additionally, individuals who receive data regarding a healthy food brand may need to be more familiar with the information shared on social media, thus, it does no. Thus, their outlook toward the brand. Furthermore, the information shared through social media must provide comprehensive details about the advantages of the advertised healthy food. Thus, it does not change the viewers' attitude toward the brand. This statement is similar to Deshpande and Pandit (2020); they suggest that this could be due to people who have got information on healthy food not liking the food itself, individuals who have gotten brand information not being familiar with it, and the information shared not being comprehensive enough to change viewers' attitudes. The attitude towards a brand is not necessarily affected by information sharing if the healthy food information on social media is from the brand itself. However, if the same information is provided by a doctor, nutritionist, or someone close to the viewer, it is more likely to shape their opinion of the brand. This is different from the previous research, wherein (Sheth, 2013) says that hypothesis testing results support the significant influence of information sharing on the attitude toward a brand.

Because the research findings explain that information sharing does not have a significant effect on the attitudes towards a healthy food brand, the activity of sharing healthy food brand information on social media does not affect people's attitudes towards the healthy food brand, namely making their attitudes towards the healthy food brand more favorable, better, and more positive, and making them feel more benefited by the shared information on the healthy food brand. In addition, the ease of accessing a healthy food brand on social media when needed and information about the benefits of healthy food obtained on social media also do not significantly influence the viewers' attitude towards the brand.

The findings of hypothesis 2 suggest that peer pressure plays a vital role in people's attitudes toward a brand. This is likely because the opinion of close friends or those already familiar with the product can significantly affect how the viewers perceive a brand. This is consistent with the results from the research, which included people aged 26-30 and belonging to the Gen Y demographic. This age group places a high value on the recommendations of their peers. This is in line with the hypothesis testing in the previous study (Sheth, 2013), which supports that peer pressure significantly affects the attitude toward a brand. The findings of this hypothesis are supported by a study conducted by Al-Hazmi (2019), which found that peer influence is an essential factor in consumer attitudes and purchase decisions. Similarly, a study by Delgado-Vargas et al. (2019) found that peer influence is essential to consumer brand loyalty.

The findings indicate that peer pressure significantly affects attitudes toward a brand, which can be attributed to peer invitations/encouragement, family invitations/ encouragement, and self-invitations/encouragement on social media. This can lead to a more favorable attitude toward a healthy food brand and a feeling of benefit from the product. The PP14 indicator mentioned, "I listen to the opinions of influential people in my life to try the healthy food brand recommended on social media". This statement measures the influence of people the respondents listen to and are found to have the most significant influence on attitudes toward the brand.

The results of this study suggest that entertainment has a significant influence on attitudes toward a brand. This is likely due to various entertaining content, such as videos, games, and quizzes, on the social media accounts of the marketed healthy food brands. The findings of this research are supported by a study conducted by Singh and Yadav (2019), which found that entertainment-based marketing strategies can positively affect consumer attitudes toward a brand. Similarly, a study by (Lim et al., 2018) found that online entertainment activities can positively influence brand loyalty. The results suggest that entertainment significantly affects attitudes toward a brand. This can be attributed to the presence of entertaining, fun, and relaxing content related to a healthy food brand on social media, which can affect viewers' attitudes. The E20 (using social media for activities related to healthy food brands is enjoyable) indicator said using social media for activities associated with the healthy food brand is enjoyable. This indicator measures how enjoyable social media activities related to the brand are and was found to have the most significant influence on attitudes toward the brand.

The result obtained in hypothesis 3b is that entertainment notably impacts the development of an emotional bond. It is speculated that this is due to the prevalence of entertainment related to healthy food brands. This entertainment can come in ads or videos about these brands designed to affect the audience's emotions. This is in line with Ramesh and Jain (2020), that studied the impact of brand-related entertainment on emotional connections and concluded that entertainment could significantly affect the emotional connection. The authors found that entertainment related to healthy food brands can influence viewers' emotions, creating an emotional bond between the brand and the audience.

Since entertainment has a significant effect on emotional connection, it can be explained that fun and relaxing healthy food brand entertainment on social media can affect the emotional connection of the audience, hence making them have a specific thought about the healthy food brand, or there is a change in their emotions after watching the healthy food brand entertainment on social media. In addition, the healthy food brand entertainment on social media can change the physical and psychological conditions of the audience. In this research, the entertainment indicator with the most significant influence on the

emotional connection is the E20 indicator (Using social media for activities related to healthy food brands is enjoyable), which explains that using social media for healthy food brand-related activities is fun.

The results of hypothesis 4 suggest that emotional connection significantly influences purchase intention. This can be attributed to the fact that content related to healthy food on social media, such as advertisements and videos, can create an emotional bond between the audience and the brand, which can affect their purchasing decisions. This is in line with the testing of the hypothesis in the previous study by Effendy and Kunto (2013) that emotional connection significantly affects purchase intention. Zohar and Sagi-Schwartz (2020) also found that emotional connection significantly affects purchase intention. This is likely because advertisements, videos, and other content about healthy food on social media can create an emotional bond between the audience and the brand, which in turn can influence their purchase intentions. Since emotional connection has a significant effect on purchase intention, it can be explained that seeing a healthy food brand on social media can lead to emotional connections among viewers. It can make them change emotionally, physically, and psychologically, and have a typical thought about the healthy food brand. Thus, in terms of purchase intention, it can influence the viewers to have a tendency, willingness, or desire to buy. In this research, the emotional connection indicators that have the most significant influence on purchase intention are EC22 (I feel connected to a healthy food brand on social media; the brand helps to reflect my personality) and EC 25 (Naturally, the healthy food brands on social media come to mind) indicators, which explain that respondents feel connected to healthy food brands on social media because these brands help portray their personalities. In addition, such an influence occurs mainly because the healthy food brand comes to the respondents' minds naturally.

The results of hypothesis 5 indicate that attitude towards a brand significantly influences purchase intention. This could be attributed to peer pressure to try a particularly healthy food brand and entertainment related to the brand on social media, which can influence people's attitudes toward the brand, making them more likely to like it. This shift in attitude towards the healthy food brand suggests that attitude towards a brand can affect viewers' purchase intentions. This is in line with the testing of the hypothesis in the previous study by Abzari et al. (2014) that attitude towards a brand has a significant effect on purchase intention. Zohar and Sagi-Schwartz (2020) found that attitude toward a brand significantly affects purchase intention. This could be due to peer pressure to try a particularly healthy food brand and entertainment related to the brand on social media, which can influence people's attitudes toward the brand, making them more likely to like it. This shift in attitude towards the healthy food brand suggests that attitude towards a brand can affect viewers' purchase intentions.

Because the attitude towards a brand significantly affects purchase intention, it can be explained that an emotional connection to a healthy food brand can change a person's emotion and make that person have a typical thought about the brand. Moreover, it can even change the physical and psychological conditions of the person, which in turn affects the person's purchase intention, including the tendency, willingness, and desire to buy the healthy food brand. In this research, the attitude indicator towards a brand with the most significant influence on purchase intention is the ATB28 indicator (Healthy food makes me feel better), which explains that healthy food brand advertising on social media can change the respondent's attitudes toward the brand to be better.

CONCLUSION

The results of this study indicate that information sharing has no significant effect on attitude towards a healthy food product brand. Furthermore, the results of this study indicate that peer pressure and entertainment significantly impact attitudes toward a healthy food product brand. This study's results indicate that entertainment significantly impacts the emotional connection to healthy food products. Another finding shows that emotional connection and attitude towards a brand significantly impact purchase intentions for healthy food brands.

Producers should do entertainment and emotional marketing for healthy food products on social media to influence buying interest. Entertainment has the most significant influence on emotional relationships, and emotional relationships have the second most significant influence on purchase intentions. There are two ways to increase buying interest or purchase intention by increasing attitudes towards brands with the availability of entertainment and invitations from peers (peer pressure) on social media. Secondly, entertainment marketing will increase the emotional connection with people who watch healthy food product commercials on social media, impacting purchase intention. The food producers should do brand promotion to increase the pressure of colleagues through social media because many people are already there, so it can impact getting more invitations to try these healthy food brands. The entertainment commercial for healthy food brands on social media should target working women aged 26-30 since women, and this age range, is the most who view these kinds of promotions on social media.

This research is only specially carried out on target respondents in Jakarta; for future research, it can be suggested to research target respondents in other cities or throughout Indonesia. The number of samples in this study used only the minimum required. We recommend that the number of samples exceed the minimum required for future research. We did not measure indirect effects in this study. This is a limitation of our research, so this can be a development for future studies to see if there is a role of intervening variables.

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