

THE POWER OF INSTAGRAM COMMUNICATION BETWEEN FIRM AND ENDORSED CELEBRITIES TOWARDS BRAND AWARENESS AND PURCHASE INTENTION AMONGST MILLENNIALS (Study of VIVO Smartphone Instagram Communication in Indonesia)

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ABSTRAK

Penelitian ini memiliki tujuan untuk (1) mengetahui dan menjelaskan pengaruh *firm-created social media communication* terhadap *brand awareness*, (2) mengetahui dan menjelaskan pengaruh *firm-created social media communication* terhadap *purchase intention*, (3) mengetahui dan menjelaskan pengaruh *celebrities-created social media communication* terhadap *brand awareness*, (4) mengetahui dan menjelaskan pengaruh *celebrities-created social media communication* terhadap *purchase intention* (5) pengaruh *brand awareness* terhadap *purchase intention*. Jenis penelitian yang digunakan adalah penelitian *explanatory* atau *explanative* dengan pendekatan kuantitatif. Sampel sebanyak 116 orang responden yang merupakan pengikut dari akun @vivo_indonesia. Teknik pengambilan sampel menggunakan Teknik *non-probability* sampling dengan cara pengambilan sampel menggunakan *purposive sampling*. Metode pengumpulan data yang digunakan dalam penelitian ini adalah dengan menyebarkan kuisioner. Analisis yang digunakan yaitu analisis deskriptif dan jalur (*path analysis*). Penelitian ini menunjukkan *celebrities-created social media communication* memiliki pengaruh yang lebih besar dibanding dengan *firm-created social media communication* meskipun keduanya secara signifikan mempengaruhi *brand awareness* dan niat *purchase intention*. Hasil penelitian ini juga menunjukkan dalam *celebrities-created social media communication*, *attractiveness* dari selebriti menjadi peran terbesar. Sedangkan pada *firm-created social media communication* *attractiveness* dari media sosial juga nilai terbesar.

Kata Kunci: Firm-created Social Media Communication, Celebrities-created Social Media Communication, Brand Awareness, Purchase Intention

ABSTRACT

This research has purposes to (1) identify and explain influence firm-created social media communication to brand awareness, (2) identify and explain influence firm-created social media communication to purchase intention, (3) to identify and explain influence of celebrities-created social media communication against brand awareness (4) identify and explain the influence of celebrities-created social media communication to purchase intention (5) identify and explain influence brand awareness to purchase intention. This research is explanatory or explanative research with quantitative approach. A sample of 116 respondents who are followers of @vivo_indonesia account. The sampling technique in this research used non-probability sampling by taking samples by purposive sampling. Data were collected by distributing questionnaires. The analysis used is descriptive analysis and path (path analysis). This research indicates celebrity-created social media communication has bigger influence compared to firm-created social media communication even though both of them significantly influence brand awareness and purchase intention. The result also indicates in celebrity-created social media communication the point of endorsed celebrity attractiveness has biggest role. For the firm-created social media communication the attractiveness of social media communication also became the biggest point.

Keywords: Firm-created Social Media Communication, Celebrities-created Social Media Communication, Brand Awareness, Purchase Intention

INTRODUCTION

Smartphone have emerged in the market and currently represent the fastest growing market segment in the telecoms industry (Cecere, Corrocher and Battaglia, 2015:1). In Indonesia smartphone becoming as primary needs especially in urban areas (Hutasoit, 2017). Cheah (2017) stated that now Indonesians are making smartphone as a part of their everyday routines. By 2018 the number of active smartphone users in Indonesia more than 100 million people, with that number Indonesia will be the fourth largest smartphone active users in the world after China, India, and America (Emarketer, 2017).

Those potential conditions triggered smartphone companies to enter Indonesia Market. According to International Data Cooperation or IDC (2017) smartphone shipments to Indonesia in the first quarter of 2017 reached 7.3 million units, grew up 13 percent over the same period last year. The number, 7.3 million units contains from many smartphone brands that penetrate in Indonesia market. IDC (2017) stated that the top five smartphone brand in Indonesia in 2nd quarter 2017 was leaded by Samsung, followed by OPPO, Advan, Asus and Xiaomi.

Besides that, there are several smartphone brands in Indonesia market like Apple, Nokia, VIVO, LG, Lenovo, Sony, Acer and many more. With these many smartphone brands, or could be said as multi-competitor market, the competition in smartphone industries are tight. Armstrong, cited in Kutthakaphan and Chokesamritpol (2013:1) stated in competitive market every company tries to establish the brand by using a different sign, symbol, and attribute to create a differentiation with the others. Even if the company has quality products or services, it does not mean the company will succeed in this competitive market. One of the most important things is that each company needs to understand their target customers and select the suitable marketing communication tools for the products and services to reach the target customers (Kutthakaphan and Chokesamritpol, 2013).

Based on the number in Indonesia millennials are the biggest market potential for smartphone industries. Badan Pusat Statistik or BPS (2017) stated Indonesia's population aged 20 to 40 years in 2020 approximately will amount to 83 million people or 34% of the total population of Indonesia that reached 271 million, the proportion is greater than the proportion of generation X which amounted to 53 million people (20%) as well as the baby boomer generation who only left 35 million

people (13%). Millennial generation is unique and different from the other generations, it is heavily influenced by the rise of smartphone, the spread of the internet and the rise of social networking media or social media (Ali and Purwandi, 2016:15).

Millennials generation go online to purchase, get informed, be entertained and also to communicate (Capelo, 2014:32). Their use of online media and digital marketing transforms these tools into effective ways of reaching millennials generation. This why digital marketing is considered one of the best way to reach Millennials (Okzazaki, Katsukura, and Nishiyama, 2007 cited in Smith, 2011:3). Social networks, websites and other interactive tools give these generation the opportunity to become more active when promoting products and brands (Capelo, 2014:33).

Asosiasi Penyelenggara Internet Indonesia or APJII revealed that on 2017 there are 143.26 M internet users from total of 262 M population of Indonesia or it's about 54.68%. Millenials generation in the age range 19-34 years old have penetration rate up to 49.52% internet users in Indonesia. From that numbers, 124.8 M or 87.13% uses Internet for accessing social media. A research from JAKPAT in 2017 with 1969 respondents across Indonesia revealed several social media that accessed by Indonesian. Facebook was the most social media in Indonesia followed by Instagram, Path and Twitter. It can be seen at Table 1.

Table 1 Most Visited Social Media by Indonesia in 2017

Rank	Social Media	Users (percent)
1	Facebook	92.37
2	Instagram	89.88
3	Path	71.61
4	Twitter	67.36
5	LinkedIn	51.88

Source: JAKPAT (2017)

The usage of Internet eventually shifts companies' marketing strategy from traditional into digital one (Soewandi, 2015:1). Social media, as one of digital marketing tools, can help companies in strengthening their brand. Then, many companies realized the importance of using the celebrities' endorsement and also have taken this opportunity to use this advertising tool to gain a high brand exposure, interest, attention, desire,

and action among generation Y consumers (Belch and Belch, 2001 as cited in Lazarevic, 2012:2).

VIVO is one of many smartphone companies that tries to grab opportunities and penetrate their product to Indonesia market since 2014. The business of VIVO experienced a good development. Based on data from IDC in Q3 2017 VIVO became the 5th market leader in Indonesia smartphone market with the amount about 7.5%. Thus, condition indicates that VIVO have a good marketing strategy. Setijono (2017) stated that Millennials were becoming the main target market of VIVO smartphone product. To reach their target market, VIVO also used social media as their marketing communication tools. In the implementation VIVO create a firm social media communication or FCSMC on Instagram namely, @vivo_indonesia to share information about their product and brand. FCSMC refer to the messages and content posted by firms on their official social media (Kumar, Bezawada, Rishika, Janakiraman and Kannan, 2016:3).

Beside of that, VIVO also used celebrities' endorsement strategy, differ with traditional celebrities' endorsement that shows those celebrities on traditional media like TV advertisement, newspaper and billboard, VIVO used several personal celebrities' social media account. Celebrities-created social media communication or CCSMC refers to social media account that created and owned by endorsed celebrities, in this study Instagram was selected as kind of social media to communicate about VIVO product features. Those communication strategies are to increase millennials brand awareness and affecting purchase intention.

Smith (2011) indicated that Millennials prefer certain forms of digital advertising, while avoiding others. Several researches have been taken related this topic. A research conducted by Jha and Balaji (2015) entitled "Purchase Intention of Apparel Brand: Influence of Social Media and Learning Style" showed the social media communication influence brand attitude and image leading to purchase intention. Soewandi (2015) in his research "The impact of Social Media Communication Forms on Brand Equity Dimensions and Purchase Intention" implies social media communication, have positive impact toward brand equity dimensions (brand awareness or brand association, brand loyalty, and perceived quality). In addition, all brand equity dimensions also have positive impact toward consumer purchase intention.

From pre-research that conducted by researcher, the previous research focused on firm-created social media communication only or just celebrities-created social media communication in building brand awareness and triggering purchase intention. This study tries to fill the gap by combining and comparing firm-created social media communication and celebrities-created social media in building brand awareness and triggering purchase intention.

LITERATURE REVIEW

Firm-created Social Media Communication

Since its launch, many companies have recognized the possibilities of using Instagram for marketing purposes (Bergström and Bäckman, 2013:7). On Instagram, a company can share content that would perhaps be unfitting for any other medium (Bergström and Bäckman, 2013:2). FCSMC refer to the messages and content posted by firms on their official social media (Kumar et al, 2016:3). Indicator of Firm-created Social Media Communication, according to (Schivinski and Dabrowski, 2013:19) there are four indicators that used to measure firm-created social media communication, namely:

- a) Satisfaction of Social Media Account
- b) Expectation of Social Media Account
- c) Attractiveness of Social Media Account
- d) Performance of Social Media Account

Celebrities-created Social Media Communication

CCSMC refers to social media account that created and owned by endorsed celebrities, in this study Instagram was selected as kind of social media. So CCSMC here refers to endorsed celebrities Instagram account. Measurement of celebrities-created social media communication According to Shimp (2010:251) there are five attributes:

- 1) Trustworthiness
- 2) Expertise
- 3) Physical Attractiveness
- 4) Respect
- 5) Similarity

Brand Awareness

Brand awareness is an issue of whether a brand name comes to mind when consumers think about a particular product category and the ease with which the name is evoked (Shimp, 2010:37). Achieving brand awareness is the initial challenge

for new brands. Maintaining high levels of brand awareness is the task faced by all established brands. According to Shimp (2010) there are two levels of awareness: brand recognition and recall. Brand recognition reflects a relatively superficial level of awareness, whereas brand recall indicates a deeper form. Consumers may be able to identify a brand if it is presented to them on a list or if hints/cues are provided. However, fewer consumers are able to retrieve a brand name from memory without any reminders. It is this deeper level of awareness—brand recall—to which marketers aspire.

The marketer's imperative is to move brands from a state of unawareness, to recognition, on to recall, and ultimately to top-of-mind awareness (TOMA). This pinnacle of brand-name awareness (i.e., TOMA status) exists when company's brand is the first brand that consumers recall when thinking about brands in a particular product category.

Purchase Intention

Purchase intention refers to “the possibility that consumers will plan or be willing to purchase a certain product or service in the future” (Wu, Yeh, and Hsiao, 2011 in Soewandi, 2015:206). According to Kim and Ko (2012:1481) purchase intention is an attitudinal variable for measuring customers' future contributions to a brand, whereas customer equity is a behavioral variable accounting for actual purchasing record. Purchase intentions refer to the degree of perceptual conviction of a customer to purchase a particular product or service (Balakharismsan 2014:2).

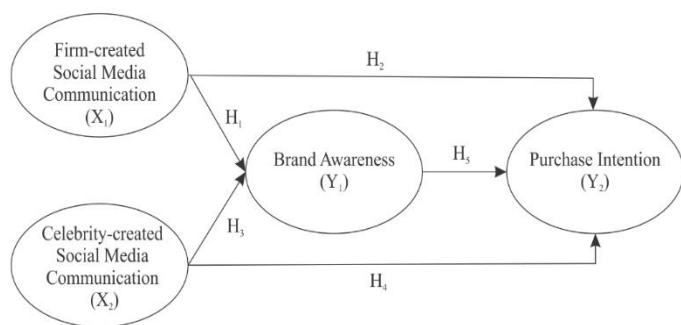


Figure 1 Hypothesis model

Hypothesis:

- H₁: Firm-created social media has a significant influence on brand awareness
- H₂: Firm-created social media has a significant influence on purchase intention

- H₃: Celebrities-created social media has a significant influence on brand awareness
- H₄: Celebrities-created social media has a significant influence on purchase intention
- H₅: Brand awareness has a significant influence on purchase intention

RESEARCH METHOD

This research uses explanatory research with quantitative approach. The main target of this research is examining the power of Instagram communication, so the respondents should be the user of Instagram and knowing official Instagram account @vivo_indonesia. To makes data collection more efficient, the research location conducted at official Instagram of VIVO Indonesia @vivo_indonesia. The sample amounted to 116 respondent.

RESEARCH RESULTS AND DISCUSSION

Table 2 The result of Path Coefficient Testing on FCSMC (X₁) to Brand Awareness (Y₁)

Independent Variable	Beta	T	P value	Note
X ₁	0.372	4.197	0.000	Sig
Dependent Variable	Y ₁			
R square (R ²)	: 0.531			

Source: SPSS Output

The calculation result of the influence of Firm-created Social Media Communication (X₁) on Brand Awareness (Y₁) shows the significant influence. This can be proved by beta coefficient of 0.372 and the probability of (0.000<0.05), then partially Firm-created Social Media Communication (X₁) has significant on Brand Awareness (Y₁).

Table 3 The result of Path Coefficient Testing on FCSMC (X₁) to Purchase Intention (Y₂)

Independent Variable	Beta	t	P value	Note
X ₁	0.221	2.479	0.015	Sig
Dependent Variable	Y ₂			
R square (R ²)	: 0.591			

Source: SPSS Output

The calculation result of the influence of Firm-created Social Media Communication (X₁) on Purchase Intention (Y₂) shows the significant influence. This can be proved by beta coefficient of 0.221 and the probability of (0.0150<0.05), then

partially Firm-created Social Media Communication (X₁) has significant on Purchase Intention (Y₂).

Table 4 The result of Path Coefficient Testing on CCSMC (X₂) to Brand Awareness (Y₁)

Independent Variable	Beta	t	P value	Note
X ₂	0.421	4.752	0.000	Sig
Dependent Variable Y ₁ R square (R ²) : 0.531				

Source: SPSS Output

The calculation result of the influence of Celebrities-created Social Media Communication (X₂) on Brand Awareness (Y₁) shows the significant influence. This can be proved by beta coefficient of 0.421 and the probability of (0.000<0.05), then partially Celebrities-created Social Media Communication (X₁) has significant on Brand Awareness (Y₁).

Table 5 The result of Path Coefficient Testing on CCSMC (X₂) to Purchase Intention (Y₂)

Independent Variable	Beta	t	P value	Note
X ₂	0.223	2.447	0.016	Sig
Dependent Variable Y ₂ R square (R ²) : 0.591				

Source: SPSS Output

The calculation result of the influence of Celebrities-created Social Media Communication (X₂) on Purchase Intention (Y₂) shows the significant influence. This can be proved by beta coefficient of 0.223 and the probability of (0.016<0.05), then partially Celebrities-created Social Media Communication (X₂) has significant on Purchase Intention (Y₂).

Table 6 The result of Path Coefficient Testing on Brand Awareness (Y₁) to Purchase Intention (Y₂)

Independent Variable	Beta	t	P value	Note
Y ₁	0.419	4.752	0.000	Sig
Dependent Variable Y ₂ R square (R ²) : 0.591				

Source: SPSS Output

The calculation result of the influence of Brand Awareness (Y₁) on Purchase Intention (Y₂) shows the significant influence. This can be proved

by beta coefficient of 0.419 and the probability of (0.000<0.05), then partially Brand Awareness (Y₁) has significant on Purchase Intention (Y₂).

Direct and Indirect Influence Between Variables Firm-created Social Media Communication

$$\begin{aligned}
 \text{Direct Effect (DE)} &= PY_2X_1 \\
 &= 0.221 \\
 \text{Indirect Effect (IE)} &= PY_1X_1 \times PY_1Y_2 \\
 &= 0.372 \times 0.419 \\
 &= 0.156 \\
 \text{Total Effect (TE)} &= PY_2X_1 + (PY_1Y_2 \times PY_1Y_2) \\
 &= 0.221 + 0.156 \\
 &= 0.337
 \end{aligned}$$

Based on the calculation above, the direct effect of Firm-created Social Media Communication through Brand Awareness to Purchase Intention is 0.221. The indirect effect is 0.156, therefore, the total effect is 0.377. It concluded the direct influence is greater than indirect influence then brand awareness (Y₁) couldn't be said as intervening variable

Celebrities-created Social Media Communication

$$\begin{aligned}
 \text{Direct Effect (DE)} &= PY_2X_2 \\
 &= 0.223 \\
 \text{Indirect Effect (IE)} &= PY_1X_2 \times PY_1Y_2 \\
 &= 0.421 \times 0.419 \\
 &= 0.117 \\
 \text{Total Effect (TE)} &= PY_2X_2 + (PY_1Y_2 \times PY_1Y_2) \\
 &= 0.223 + 0.117 \\
 &= 0.400
 \end{aligned}$$

Based on the calculation above, the direct effect of Celebrities-created Social Media Communication through Brand Awareness to Purchase Intention is 0.223. The indirect effect is 0.117, therefore, the total effect is 0.400. It concluded the direct influence is greater than indirect influence then brand awareness (Y₁) couldn't be said as intervening variable

$$\begin{aligned}
 R^2 \text{ model} &= 1 - (1 - R^2_1)(1 - R^2_2) \\
 &= 1 - (1 - 0.531)(1 - 0.591) \\
 &= 1 - (0.439)(0.409) \\
 &= 1 - 0.1918 \\
 &= 0.8082 \text{ or } 80.82\%
 \end{aligned}$$

The calculation of assessment model hypothesis showed the result about 80.82%. It means the contribution of the structural model to describe the relation of the four model is 80.82%. While the rest of 19.18% explained by other variables excluded in this research model. Based on the result of the data that has been obtained through calculation of the overall path analysis, it can be conclude that the model of path analysis in this research is valid or feasible.

The Influence of Firm-created Social Media Communication toward Brand Awareness

Based on the Table 2, the result of the path analysis shown a positive effect in firm-created social media communication to millennials brand awareness. It was indicated by the path coefficient 0.372 and the result show a significant effect with a probability of 0.000 ($p < 0.05$). Based on test result, the hypothesis states that firm-created social media communication has a significant influence and a positive sign on millennials brand awareness. The positive sign means that higher firm-created social media communication the higher Millennials brand awareness.

Firm-created social media itself consist of four indicators and eight item statements. The first indicator is satisfaction that relates to satisfaction of content ($X_{1.1}$) and satisfaction of communication style ($X_{1.2}$). Second indicator is expectation that relates to expectation of content ($X_{1.3}$) and expectation of communication style ($X_{1.4}$). Third indicator is attractiveness relates to content attractiveness ($X_{1.5}$) and communication style attractiveness ($X_{1.6}$). The last indicator is performance relates to performance of content compared to competitors ($X_{1.7}$) and performance of communication style compared to competitors ($X_{1.8}$). From eight items there are three biggest mean value: content attractiveness with the mean score about 4.34, satisfaction of content ($X_{1.1}$) and communication style attractiveness ($X_{1.6}$) with equal mean score about 4.32. From four indicators used in firm-created social media communication, attractiveness gives greatest value with the mean score about 4.33.

The samples in this research are followers of @vivo_indonesia that categorized as millennials generation. Price become the main reason of respondent in purchased VIVO smartphone with the amount of 23.27% but despite of product price, quality becoming the second with the amount of 22.41%. This result indicates that the respondents

not only purchasing product only from product price but also from quality.

These finding relevance with the previous study conducted by Jha and Balaji (2015) who stated firm-created social media communication will positive influence to brand consciousness, awareness, function and to brand image. Study conducted by Schivinski and Dabrowski (2013) also revealed that firm-created social media content serves to build brand awareness. Soewandi (2015) on his study also stated that firm-created social media communication has a significant relationship toward brand equity dimension such as brand awareness, brand association, brand loyalty and perceived quality.

The Influence of Firm-created Social Media Communication toward Purchase Intention

Based on the Table 3, the result of the path analysis shown a positive effect in firm-created social media communication to millennials purchase intention. It was indicated by the path coefficient 0.221 and the result show a significant effect with a probability of 0.015 ($p < 0.05$). Based on test result, the hypothesis states that firm-created social media communication has a significant influence and a positive sign on millennials purchase intention. The positive sign means that higher firm-created social media communication the higher Millennials purchase intention.

These finding relevance with the previous study conducted by Jha and Balaji (2015) who stated firm-created social media communication will positive influence to brand consciousness, awareness, function and to brand image which in turn influence brand equity and subsequently purchase intention. Study conducted by Mo et al. (2014) also revealed that social media marketing stimulates external factors and then influence the consumer's inner perception factors, at last it will affect consumer's purchase intention. Balakharisnan et al. (2014) on his study also stated that company social media platform effective promoting brand loyalty and product purchase intention.

The Influence of Celebrities-created Social Media Communication toward Brand Awareness

Based on the Table 4, the result of the path analysis shown a positive effect in celebrities-created social media communication to millennials brand awareness. It was indicated by the path coefficient 0.421 and the result show a significant

effect with a probability of 0.000 ($p < 0.05$). Based on test result, the hypothesis states that celebrities-created social media communication has a significant influence and a positive sign on millennials brand awareness. The positive sign means that higher celebrities-created social media communication the higher Millennials brand awareness.

Celebrities-created social media itself consist of four indicators and eight item statements. The first indicator is attractiveness that relates to appearance attractiveness ($X_{2.1}$) and personality attractiveness ($X_{2.2}$). Second indicator is trustworthiness that related to trustworthiness of endorsed celebrities statement ($X_{2.3}$) and trustworthiness if endorsed celebrities used the product in daily life ($X_{2.4}$). Third indicator is expertise relates to knowledge level of endorsed celebrities ($X_{2.5}$) and expertise level of endorsed celebrities ($X_{2.6}$). The last indicator is fit relates to congruence of endorsed celebrities personality with the brand ($X_{2.7}$) and congruence of endorsed celebrities image with the brand ($X_{2.8}$). From eight items there are three biggest mean value: appearance attractiveness with the mean score about 4.47 ($X_{2.1}$), trustworthiness of endorsed celebrities statement related product ($X_{2.3}$) and congruence of endorsed celebrities personality with the brand ($X_{2.7}$) with equal mean score about 4.23. From four indicators used in celebrities-created social media communication, attractiveness gives greatest value with the mean score about 4.33.

These finding relevance with the previous study, Nugroho (2013) stated the power of celebrities' endorser has positive effect to brand awareness. Kutthakaphan and Chokesamrtip (2013) in their study showed that advertising with celebrities easily react to consumers and help them to know or aware the product.

The Influence of Celebrities-created Social Media Communication toward Purchase Intention

Based on the Table 5, the result of the path analysis shown a positive effect in celebrities-created social media communication to millennials purchase intention. It was indicated by the path coefficient 0.223 and the result show a significant effect with a probability of 0.016 ($p < 0.05$). Based on test result, the hypothesis states that celebrities-created social media communication has a significant influence and a positive sign on millennials purchase intention. The positive sign

means that higher celebrities-created social media communication the higher Millennials purchase intention.

These finding relevance with the previous study by Johansson and Bozan (2017) showed that attributes such as familiarity, likability and similarity in a celebrities endorser affects consumers' purchase intention. Rachmat et al (2016) concluded that visibility and product match of the celebrities significantly influenced consumer purchase intention. Kim (2013) in his study indicated that source attractiveness and credibility are essential for celebrities endorsement in influencing behavioral intention

The Influence of Brand Awareness toward Purchase Intention

Based on the Table 6, the result of the path analysis shown a positive effect in brand awareness to millennials purchase intention. It was indicated by the path coefficient 0.419 and the result show a significant effect with a probability of 0.000 ($p < 0.05$). Based on test result, the hypothesis states that brand awareness has a significant influence and a positive sign on millennials purchase intention. The positive sign means that higher brand awareness the higher Millennials purchase intention.

These finding relevance with the previous study by Hutter et al. (2013) showed Brand awareness has a positive effect on purchase intention. Soewandi (2015) implies brand equity dimensions (brand awareness or brand association, brand loyalty, and perceived quality). In addition, all brand equity dimensions also have positive impact toward consumer purchase intention.

CONCLUSION & RECOMMENDATION

Conclusions

1. The result shown that firm-created social media communication has significant effect on brand awareness, this result indicates that firm-created social media communication is capable to create brand awareness amongst Millennials.
2. The result shown that firm-created social media communication has significant effect on purchase intention, this result indicates that firm-created social media communication is capable to build purchase intention amongst Millennials
3. The result shown that celebrities-created social media communication has significant effect on brand awareness, this result indicates that

- celebrities-created social media communication is capable to create brand awareness amongst Millennials
4. The result shown that celebrities-created social media communication has significant effect on purchase intention, this result indicates that celebrities-created social media communication is capable to build purchase intention amongst Millennials.
 5. The result shown that brand awareness has significant effect on purchase intention, this result indicates brand awareness is capable to build purchase intention amongst Millennials.

Recommendations

Practical Recommendations

1. There are several misdistributions of respondent domicile that indicates if the communication strategy using Instagram has different result in every province. Many factors caused this result could be from population amount, economic condition, education levels, etc. The company is recommended to do a market research about differences market condition in every province in Indonesia and do a market penetration with another communication approach that more fit for particular area.
2. Highest respondents aged between for VIVO smartphones 22-25 years old. With this result the company recommended to strengthen their approach for a Millennials below 22 years old and above 25 years old by using fitter marketing communication approach based on the ages and behavior.
3. Most of Millennials of this research has income for about Rp. 1.437.500 until Rp. 4.250.000. In this level there are three most dominant main reason in purchasing a smartphone which are price, quality and features. The company recommend concerning in these three factors in designing their products.
4. Indicator social media attractiveness that contains of social media content attractiveness and social media communication style attractiveness has highest mean which is indicates Millennials are concern with attractiveness firm-created social media communication attractiveness. The company recommend to always giving an update and find an insight to create more attractive social media.

5. Indicator of endorsed celebrities' attractiveness that contains of attractiveness of appearance and personality has highest mean score. It is indicating if the Millennials more concern to attractiveness of an endorsed celebrities. The company recommend to more choose endorsed celebrities that more attractive for Millennials.

Academical Recommendations

1. Further research is recommended to increase research sample for making the research result more representative.
2. Adding user-generated social media communication as one more variable could be better for the research result Further research is recommended to increase research sample for making the research result more representative.
3. Adding user-generated social media communication as one more variable could be better for the research result

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