

Exploring the Impact of Social Media Promotion and Word of Mouth Marketing Strategies on Purchase Decisions

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Abstract. This research investigates the influence of promotion strategies through social media on the purchase decisions of Mitsubishi cars at PT. Bosowa Berlian Motor Makassar, with a focus on word of mouth (WOM) as a potential mediator. A sample of 145 respondents participated in an online survey, providing insights into their perceptions and behaviors regarding the promotional activities and their subsequent purchase decisions. The findings reveal that social media promotion significantly impacts purchase decisions, with word of mouth acting as a mediator in this relationship. Furthermore, all results obtained from the survey are positive and significant, underscoring the effectiveness of both social media promotion and word of mouth marketing strategies in shaping consumer behavior and purchase intentions in the automotive industry. These findings contribute to the understanding of the dynamic interplay between promotional strategies and consumer decision-making processes, offering valuable insights for marketers and practitioners seeking to enhance their promotional efforts in the digital age.

Keywords: Social media promotion, word of mouth, purchase decision, automotive industry, mediator