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Abstract

There are a plethora of digital products to be found online. In particular, browsers are the most fundamental of these, as they provide a gateway to the internet itself. Of all of them Opera is praised for its many unique features such as its built-in VPN and many others that it provides its customers with. Opera, however, only has a small market share compared to other browsers such as Edge, Chrome or Firefox. Much of this issue may lie in their marketing and brand strengthening abilities. Opera has a social media platform and close connection with its customers on TikTok, which could be one means of leveraging towards improving Opera's performance. Therefore, the aim of this study is to quantitatively examine the relationship between Opera's social media marketing, Brand image, brand trust and User Intention (a modification of purchase intention considering that Opera's products and other digital products are typically free to use). This study will be undertaken quantitatively with a deductive cross-sectional method, collecting data from 350 minimal respondents in the Jabodetabek area. The research tool for this paper is a questionnaire/survey method.