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Original Article

The Impact of Social Media Marketing Elements on Consumer Brand Engagement, Brand Awareness, and Brand Image

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Abstract

This study explores the influence of social media marketing (SMM) elements—entertainment, customization, interaction, electronic word-of-mouth (eWOM), and trendiness—on consumer-brand engagement and brand image. Using an online survey, data were gathered from 273 Instagram followers of @officialgamboeng in Indonesia, who had consumed Gamboeng tea products within the past three months. Partial least squares structural equation modeling (PLS-SEM) was applied to analyze the relationships between SMM elements, consumer-brand engagement, brand awareness, and brand image. The findings reveal that trendiness significantly enhances consumer-brand engagement, boosting brand awareness and brand image. However, customization shows no notable impact on consumer-brand engagement. As this study is cross-sectional and focuses on a single local tea brand, its findings may have limited applicability to other contexts. Future research could extend the study to multiple brands and regions to enhance generalizability. Practical recommendations include creating content that educates consumers about Gamboeng's unique qualities, such as ingredient quality and production processes, and leveraging diverse social media platforms like TikTok and Threads. Strengthening the brand's story by emphasizing its values and history could further enhance consumer recognition and retention. Marketers can improve consumer-brand engagement by generating trendy content, fostering interaction, and encouraging positive eWOM. These efforts can strengthen brand associations and consumer loyalty. This study contributes to branding literature by highlighting the critical role of trendiness in brand-building and reaffirming social media as an effective channel for engaging consumers and promoting brand knowledge.

Keywords: Brand Awareness, Brand Image, Consumer Brand Engagement, Digital Marketing, Instagram, Social Media Marketing

1. Introduction

Social media marketing plays a crucial role in enhancing consumer brand engagement (CBE), brand awareness, and brand image across various sectors. Elements such as entertainment, interaction, and personalization have been shown to be effective in boosting consumer engagement with brands. Kusuma et al. (2024) and Rossanty et al. (2024) mention that social media strategies that prioritize consumer experience can foster sustainable positive interactions. Consumers who are emotionally engaged and interactive are more likely to exhibit loyalty and support for the brand, a crucial dynamic for establishing long-term relationships between brands and their customers (Pasaribu & Achmadi, 2024).

Social media marketing actively enhances brand awareness by reaching a broader audience. This effort facilitates effective two-way communication, thereby strengthening brand exposure in the minds of consumers. Research by Pasaribu & Achmadi (2024) and

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Oktavia & Mariam (2024) supports the argument that high brand engagement directly contributes to increased brand awareness, creating a positive cycle that strengthens the brand-consumer relationship. Additionally, other studies have found that intense consumer engagement through social media accelerates the dissemination of information about the brand, which enhances awareness across various audience segments (Quenby & Azizah, 2024).

In terms of brand image, social media plays a crucial role in shaping positive consumer perceptions of brands. Research by Quenby and Azizah (2024) and Oktavia and Mariam (2024) indicates that successful brand engagement leveraging social media elements such as visual storytelling, emotional content, and interactive campaigns can significantly enhance overall brand image. The luxury goods sector, in particular, benefits greatly from social media strategies that target consumer emotions and behaviors, fostering positive brand associations (Rossanty et al., 2024). However, the effectiveness of social media marketing elements can vary based on the target audience and the strategies employed, as noted by Quenby and Azizah (2024). This research underscores the importance of a tailored approach to ensure success in enhancing brand image through social media. In the end, social media marketing emerges as a highly valuable tool for developing engagement, awareness, and brand image, but its success requires relevant, innovative, and data-driven strategies to meet the diverse needs of different audiences.

The development of the internet, in parallel with the growth of social media in Indonesia and the shift of marketing activities toward digital marketing, requires organizations to prepare themselves to maintain their relevance in the eyes of the public and compete with their competitors. Changes in marketing trends, both in Indonesia and globally, have become an interesting topic of discussion. As highlighted in the background, the Gamboeng brand requires strengthened promotional efforts. This necessity is further supported by the ease of accessing product information through the internet and social media, particularly Instagram.

Therefore, Instagram provides an opportunity for PPTK to expand its marketing network and enhance the visibility of the Gamboeng brand among a broader audience by strengthening consumer brand engagement to improve brand loyalty. Typically, Instagram users browse Instagram pages to seek product information, which ultimately piques their interest in the products. This study examines how one of the digital marketing strategies, namely social media marketing, influences brand loyalty through consumer brand engagement, brand image, and brand awareness.

2. Literature Review

2.1. Digital Marketing

Digital marketing represents an evolutionary outcome in the field of marketing. This evolution occurs when companies primarily utilize digital media channels for their marketing efforts. Digital media channels facilitate and enable continuous, two-way, and personalized communication between marketers and consumers (Iryani & Fauzan, 2023; Prasetio et al., 2024). According to Lisani et al. (2020), digital marketing is the use of the internet and other interactive technologies to create and establish a dialogue between companies and identified consumers. They also argue that e-marketing is a subset of e-commerce.

There are four dimensions of the digital marketing variable, which will serve as the independent variables in this study:

a. Interactive

Interactive refers to two-way communication between the company and consumers, ensuring clear and well-received messages.

b. Incentive Programs

Incentive programs are promotional advantages offered by the company that provide additional value and enhance the company's appeal.

c. Site Design

Site design pertains to visually appealing layouts that add positive value to the company through digital marketing channels.

d. Transaction/Cost

Transaction/Cost focuses on promotional techniques that enhance efficiency by saving time and reducing transaction costs.

2.2. Social Media Marketing

The purpose of social media is to achieve distribution goals through interaction (Nalluri. V. et al., 2023). Social media marketing is relatively easy to integrate with business objectives (Jami Pour & Hosseinzadeh, 2021). It has become a key strategy for brands to engage with customers, as it can be easily tailored to align with a brand's goals.

Social media marketing enables marketers to build brand awareness, exchange knowledge and information, acquire and retain customers, promote products at a low cost, and interactively communicate with customers (Tarsakoo & Charoensukmongkol, 2019). It provides valuable knowledge and information about a brand, fostering brand awareness and brand image to retain customers while also reducing promotional costs.

Effective social media marketing activities are essential for building positive consumer-based brand equity, which consists of brand loyalty, perceived quality, and brand awareness (Koay et al., 2021). Implementing social media marketing activities enhances positive brand equity for customers. Furthermore, positive social media marketing activities improve brand loyalty, perceived quality, and brand awareness. Social media marketing activities encompass entertainment, interactivity, trendiness, customization, and electronic word of mouth (eWOM).

2.3. Brand Awareness

Brand awareness is defined as the consumer's ability to recall or recognize a brand within a specific product category. Therefore, higher brand awareness is expected to correlate with greater brand preference and brand equity. One of the marketer's primary tasks is to build brand awareness in a competitive market to attract the target audience and increase sales, thereby supporting improved marketing outcomes (Park & Namkung, 2022).

Brand awareness can be established by fostering customer relationships and gaining their trust in a product (Siddiqui et al., 2021). It plays a significant role in consumers' decision-making processes (Langaro et al., 2018). Brand awareness is derived from consumers' repeated exposure to and memory of the brand (Kim & Lee, 2019)

2.4. Brand Image

Brand image refers to the mental representation of a brand in the minds of consumers, shaping their perception of the brand. It serves as the buyers' perception when they encounter a specific brand. A study conducted by Siddiqui et al. (2021) revealed that a positive brand image portrays a brand as unique and distinct from its competitors.

Building a strong brand image is a fundamental goal for all entities, whether individuals, organizations, or companies, as a positive brand image provides numerous benefits for the

brand itself (Handriana et al., 2021). When consumers face difficulties differentiating a product from its competitors, marketers leverage brand image as a strategy to capture the hearts of consumers, enabling them to discern the distinctions between competing products. This highlights that consumer attitudes and behaviors toward a brand are often influenced by its brand image (Park & Namkung, 2022).

3. Methods

The research method employed in this study is the quantitative method. Quantitative research aims to perform specific measurements of behaviors, attitudes, opinions, and knowledge. This study adopts a causal research design, which seeks to understand which variables act as causes and which act as effects, as well as to examine the relationships between independent variables influencing dependent variables, whether the influence is positive or negative (Indrawati, 2015). This study is classified as causal research because it investigates how independent variables affect the dependent variable. It utilizes an inductive research model to develop theories or hypotheses. Questionnaires will be distributed to respondents who meet specific criteria, namely social media users on Instagram who follow Gamboeng's official Instagram account.

The study employs a non-probability sampling technique, specifically purposive sampling. Non-probability sampling is a sampling technique where members of the population do not have an equal chance of being selected as samples, or it is unknown whether they have an equal chance (Indrawati, 2015). According to Indrawati (2015), purposive sampling involves deliberately selecting certain sample members by the researcher because only those members are considered representative or capable of providing the required information to answer the research questions.

The criteria for respondents in this study are as follows:

1. Respondents must follow the official Instagram account of Gamboeng.
2. Respondents must have purchased Gamboeng products within the past three months.
3. Respondents must be aged 15–64 years and reside in Indonesia.

In this study, the total population of Gamboeng's Instagram followers is unknown. Therefore, the sample size was determined using the Bernoulli formula, as follows:

$$n = \frac{Z^2 p.q}{e^2}$$

Explanation:

N = Sample size
Z = Z-value corresponding to the desired confidence level
P = Probability of rejection
E = Maximum error tolerance (0,05)
Q = Probabilitas of acceptance (1-p)

This study applies a precision level (α) of 5% with a confidence level of 95%, resulting in a Z-value of 1.65. The error tolerance is set at 5%, and the probabilities P and Q are each assumed to be 0.5. Based on the formula above, the calculated sample size is:

$$n = \frac{[1{,}65^2] \,.\, 0{,}5 \,.\, 0{,}5}{0{,}05^2}$$

$$n = \frac{0{,}6806}{0{,}0025}$$

$$n = 272{,}24$$

Based on the calculation above, the sample size obtained is 272.74 respondents. However, to simplify the research process, the sample size is rounded up to 273 respondents. This number represents the minimum required sample size for this study.

4. Results and Discussion

4.1. Research Results

The results of this study aim to determine the influence of SMM (Social Media Marketing) elements on consumer brand engagement, brand awareness, and brand image.

The data analysis in this research wa carried out using SmartPLS Version 4 software because this software does not require a large amount of data, considering that the research results involved less than 300 data. It can be used to predict the relationship between constructs and confirm the theory used in the research. It can also be used to determine if there is a relationship between latent variables.

Table 1. Cronbach Alpha and Composite Reliability Results

Item	Cronbach's Alpha	Composite Reability
Brand Awareness	0.813	0.87
Brand Image	0.834	0.876
Consumer Brand Engagement	0.896	0.916
Customization	0.75	0.857
Entertainment	0.775	0.869
Interaction	0.738	0.851
Trandiness	0.752	0.858
eWOM	0.797	0.881

For CA (Cronbach's Alpha) and CR (Composite Reliability), values ranging from 0.60 to 0.70 are acceptable for exploratory research, while values between 0.70 and 0.90 are considered satisfactory for more advanced research stages. Values below 0.60 indicate a lack of internal consistency reliability (Hair et al., 2022). Meanwhile, Indrawati et al. (2023) argue that CA and CR values must exceed 0.70 to meet the parameters of a reliability test.

Given the differing opinions among experts regarding the threshold values for CA and CR, this study adopts the highest threshold to ensure higher reliability levels. The highest threshold identified among the experts is 0.70. Based on Table 4.16, the CA and CR values obtained for all variables exceed 0.70, indicating that all variables meet the reliability test criteria based on the CA and CR methods.

Table 2. Correlations Among Latent Variables and Error

Variable	AVE value
SMM – Entertainment	0.698
SMM – Interaction	0.656
SMM – Customization	0.666
SMM – Trendiness	0.668
SMM – eWOM	0.711
Consumer Brand Engagement	0.579
Brand Awareness	0.572
Brand Image	0.502

An AVE (Average Variance Extracted) value of 0.50 or higher indicates that, on average, the construct can explain more than half of the variance in its indicators. Conversely, an AVE value below 0.50 suggests that the variance remaining in item errors is greater than the variance explained by the construct. Therefore, to meet the criteria for convergent validity, the AVE value must exceed 0.50 (Hair et al., 2022).

The data processing results presented in Table 2 show that all variables in this study have met the AVE criteria, as their values are above 0.50.

Result of PLS-SEM analysis are as follows

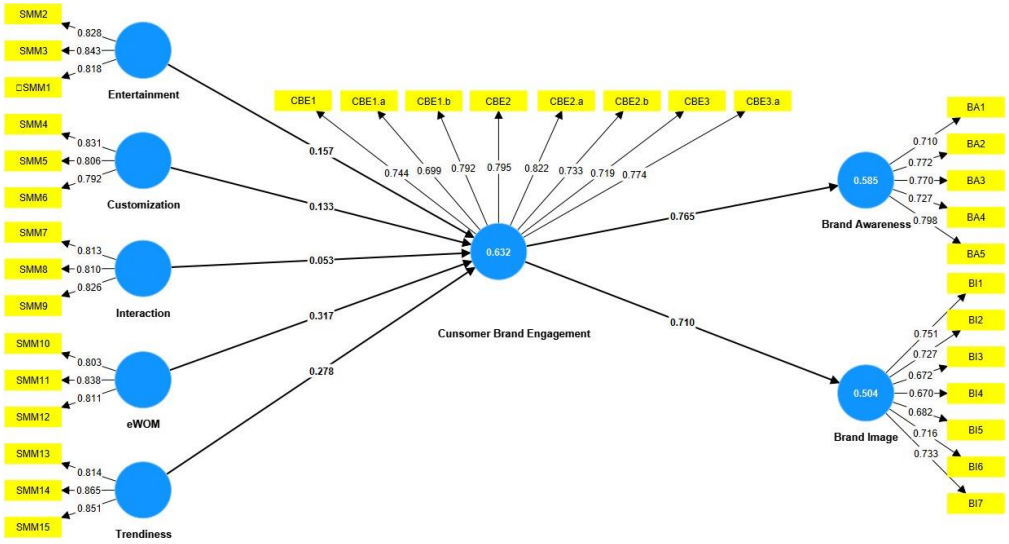

Figure 1. Inner Model

Establishing Figure 1 above shows that the results of the path coefficient have a direction between variables. In this model, the T-Statistic values are positive, indicating a significant influence of the independent variables on the dependent variables which can be explained as follows:

Table 3. Inner Model Path Coefficients

	Path coefficients	Sample Mean (M)	Standard Deviation (STDEV)	T-statistics	P values
Consumer Brand Engagement -> Brand Awareness	0.765	0.768	0.029	26.37	0
Consumer Brand Engagement -> Brand Image	0.710	0.713	0.033	21.716	0
Customization -> Consumer Brand Engagement	0.133	0.056	0.069	0.768	0.221
Entertainment -> Consumer Brand Engagement	0.157	0.16	0.07	2.261	0.012
Interaction -> Consumer Brand Engagement	0.053	0.128	0.072	1.84	0.033
Trendiness -> Consumer Brand Engagement	0.278	0.317	0.064	4.973	0
eWOM -> Consumer Brand Engagement	0.317	0.279	0.067	4.152	0

Based on calculations using SmartPLS software in the table above, all variables in this model have positive T-Statistic values. This indicates that greater the value of the independent variables, the stronger the influence between the independent variables and the dependent variable. Meanwhile, in terms of indirect effects or the value of indirect influence on the dependent variable (endogenous).

4.2. Discussion

4.2.1. The influence of SMM – Entertainment on Consumer Brand Engagement

The test results show a significant positive effect of SMM (Social Media Marketing) - entertainment on consumer brand engagement. This is evidenced by a positive path coefficient value of 0.157. Furthermore, the hypothesis testing results indicate that the T-statistics value exceeds the T-table value (2.261 > 1.65), and the P-value is 0.012, which is less than 0.05.

The presence of the Instagram account @officialgamboeng has strengthened the interaction between the brand and its consumers, making it closer and more engaging. Engaging, entertaining, and relevant content shared by @officialgamboeng successfully captures attention and enhances follower engagement. Through entertaining content, @officialgamboeng stimulates consumer thoughts, increases their awareness and understanding of the brand, evokes feelings of affection and emotional connection with the brand, and promotes interactive activities that encourage consumers to take action, such as commenting, sharing, or purchasing products.

This study's findings are supported by previous research conducted by Arrigo & Elisa (2018), which highlighted that a company's ability to invest in entertainment aspects through social media significantly impacts consumer brand engagement.

4.2.2. The influence of SMM – Customization on Consumer Brand Engagement

The test results indicate a positive but insignificant effect of SMM (Social Media Marketing) - customization on consumer brand engagement. This is evidenced by a positive path coefficient of 0.053. However, the hypothesis testing results show that the T-statistics value is lower than the T-table value (0.768 < 1.65), and the P-value is 0.221, which is greater than 0.05.

Feedback from users and followers of Instagram account @officialgamboeng suggests that the explanations and information available on the account are not easily accessible or usable when needed, and the overall experience provided is less than satisfying. This indicates that although there is an effort to tailor content to consumer needs, there is not yet a strong enough impact on consumer engagement.

These findings align with research by Cheung et al. (2020) and Sumardi & Ganawati (2021), who stated that the customization variable, as an element of social media marketing, does not significantly enhance consumer brand engagement. Customized content was found to be ineffective in fostering consumer brand engagement. This is because information presented on a brand's customized account, tailored to consumer needs, may result in lower engagement on the brand's Instagram account.

4.2.3. The influence of SMM – Interaction on Consumer Brand Engagement

The test results show a significant positive effect of SMM (Social Media Marketing) - interaction on consumer brand engagement. This is evidenced by a positive path coefficient of 0.133. Furthermore, the hypothesis testing results show that the T-statistics value is greater than the T-table value (1.840 > 1.65), and the P-value is 0.033, which is less than 0.05.

Feedback from users and followers of @officialgamboeng indicates that the interactive elements on Instagram @officialgamboeng, such as features that allow followers to express their opinions and preferences about Gamboeng tea variants, demonstrate that interaction can deepen consumer engagement with the brand. This interaction can create a sense of being valued and heard among consumers, making them feel more connected to the brand, ultimately fostering loyalty and increasing consumer brand engagement.

This is in line with research by Nugraha & Sugiat (2023), which states that interaction significantly influences consumer brand engagement, such as responses to products or brands and sharing activities that generate consumer involvement with the brand.

4.2.4. The influence of SMM – Electronic Word of Mouth (eWOM) terhadap Consumer Brand Engagement

The test results show a significant positive effect of SMM (Social Media Marketing) – eWOM (electronic Word of Mouth) on consumer brand engagement. This is evidenced by a positive path coefficient of 0.278. Furthermore, the hypothesis testing results show that the T-statistics value exceeds the T-table value (4.152 > 1.65), and the P-value is 0.000, which is less than 0.05.

On the Instagram account @officialgamboeng, eWOM activities, such as consumer reviews, recommendations from other users, and shared stories about product experiences, can enhance trust and interest from new consumers while strengthening relationships with existing consumers. Through eWOM, consumers feel more connected and socially bonded with the Gamboeng brand, which ultimately boosts consumer loyalty to the brand.

This aligns with research by Pasaribu & Silalahi (2018), which found that the social media marketing element of eWOM significantly influences consumer brand engagement on social media, especially in helping consumers decide on brand purchases. Additionally, research by Cheung et al. (2020) states that eWOM has a significant effect on consumer brand engagement, highlighting that eWOM is key to strengthening consumer brand engagement through its dimensions, including cognitive processing, affection, and activation.

4.2.5. The influence of SMM – Trendiness on Consumer Brand Engagement

The test results show a significant positive effect of SMM (Social Media Marketing) – trendiness on consumer brand engagement. This is evidenced by a positive path coefficient of 0.317. Furthermore, the hypothesis testing results show that the T-statistics value is greater than the T-table value (4.973 > 1.65), and the P-value is 0.000, which is less than 0.05.

Social media strategies that focus on trends and content relevance can significantly enhance consumer engagement. The more trendy and relevant the content shared by @officialgamboeng, the greater the consumer engagement with the Gamboeng brand. This is in line with research by Ningrum & Roostika (2021),which states that the social media marketing element of trendiness has an impact on increasing consumer brand engagement. Social media content that follows current trends can boost consumer trust and involvement in consumer brand engagement.

4.2.6. The influence of Consumer Brand Engagement on Brand Awareness

The test results reveal a significant positive effect of SMM (Social Media Marketing) – trendiness on consumer brand engagement. This is demonstrated by a positive path coefficient of 0.317. Moreover, the hypothesis testing results indicate that the T-statistics value exceeds the T-table value (4.973 > 1.65), and the P-value is 0.000, which is less than 0.05.

Social media strategies that emphasize trends and content relevance can significantly enhance consumer engagement. The more trendy and relevant the content shared by @officialgamboeng, the greater the consumer engagement with the Gamboeng brand. This finding is consistent with research by Ningrum & Roostika (2021), which asserts that the social media marketing element of trendiness plays a role in increasing consumer brand engagement. Social media content that aligns with current trends has the potential to increase consumer trust and involvement in brand engagement.

4.2.7. The influence of Consumer Brand Engagement on Brand Image

The test results indicate a significant positive effect of consumer brand engagement on brand image. This is evidenced by a positive path coefficient of 0.707. Furthermore, the hypothesis testing results show that the T-statistics value is greater than the T-table value (21.716 > 1.65), and the P-value is 0.000, which is less than 0.05.

On the Instagram account @officialgamboeng, various forms of interaction, such as comments, participation in activities, and sharing positive reviews, help consumers understand and appreciate the values upheld by the Gamboeng brand. As the level of engagement increases, consumers increasingly associate the brand with a strong, authentic, and positive image. Therefore, enhancing consumer brand engagement has proven effective in strengthening brand image, fostering consumer trust, and building positive perceptions of the Gamboeng brand.

5. Conclusion

The elements of Social Media Marketing (SMM), including entertainment, interaction, electronic Word of Mouth (eWOM), and trends, significantly enhance consumer brand engagement with the Gamboeng brand, as evidenced by the path coefficient values and statistical significance. However, the element of customization does not demonstrate a significant impact on consumer brand engagement.

The enhancement of consumer brand engagement has been shown to positively influence brand awareness and brand image. Relevant, interactive, and entertaining social media strategies can foster a stronger emotional and cognitive connection between consumers and the Gamboeng brand, thereby increasing trust, loyalty, and positive perceptions. These findings align with previous research that emphasizes the significance of various elements of social media marketing in strengthening the relationship between consumers and brands.

Based on the research findings, it is recommended that the Instagram account @officialgamboeng continue to enhance its Social Media Marketing (SMM) strategies by focusing on entertainment, interaction, electronic word-of-mouth (eWOM), and current trends. Prioritizing engaging, relevant, and interactive content is essential for maintaining and boosting consumer brand engagement. Additionally, optimizing personalization elements by providing easily accessible information tailored to consumer needs can further strengthen their involvement. The use of interactive features such as polls, comments, and customer reviews should be leveraged more intensively to foster a sense of appreciation and enhance loyalty. Consequently, this strategy will not only increase brand awareness but also reinforce the positive image of the Gamboeng brand.

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