

The Influence of Social Media Marketing on Brand Awareness, Brand Image, Customer Engagement, and Purchase Decision

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ABSTRACT

This study analyses how Social Media Marketing (SMM) influences Brand Awareness, Brand Image, Customer Engagement, and Purchase Decisions. Using Signal Processing and Information Processing theories, this research identifies gaps in the literature regarding the relationship between SMM, Brand Awareness, Brand Image, Customer Engagement, and Purchase Decisions. This research employs a quantitative survey method to collect data from 105 respondents. The sampling technique used is purposive sampling, which means selecting samples based on specific criteria relevant to the research. The criteria used are consumers who have seen or interacted with SilverQueen's social media marketing content. The data was analyzed using Smart PLS (Partial et al.) to test the structural and measurement models. This study shows that Social Media Marketing is crucial in enhancing Brand Awareness, Brand Image, Customer Engagement, and Purchase Decisions for SilverQueen chocolate. The findings underscore the importance of effective social media marketing strategies for achieving better business outcomes.

Keywords: Social Media Marketing, Brand Awareness, Brand Image, Customer Engagement, and Purchase Decision

INTRODUCTION

In the ever-evolving digital era, social media has become a highly influential platform in consumers' daily lives. Companies increasingly recognize the importance of leveraging social media as a marketing tool to reach a broader audience and enhance consumer interaction. Social Media Marketing (SMM) is about posting promotional content and involves broader strategies to build strong relationships with consumers and create memorable brand experiences. (Kaplan & Haenlein, 2010) (Dente et al., 2016).

The importance of SMM lies in its ability to enhance Brand Awareness, which is how well consumers recognize and remember a brand. Brand Awareness is the first step in building strong brand equity, as consumers choose brands they are familiar with when purchasing. (Aaker, 1996) (Raut et al., 2019) Additionally, SMM can also shape Brand Image, which is the consumer's perception of the brand based on their associations with it. A positive Brand Image can enhance consumer loyalty and purchase intention. (Faircloth, J. B., Capella, L. M., & Alford, 2001; Peco-Torres et al., 2021). The study by (Bala & Verma 2018 and Cheung et al. et al., 2020) shows that SMM can enhance interaction and communication with consumers,

which in turn can strengthen the relationship between the brand and consumers (Ibrahim et al., 2021). The same results were found in the study by Cheung, Pires, and Rosenberger (2020), which found that increasing brand awareness can increase the likelihood of consumers choosing the brand when purchasing.

Customer Engagement is another important dimension of SMM. It refers to consumer involvement and interaction with the brand, especially through digital platforms. Customer Engagement can enhance consumer satisfaction and loyalty and mediate the relationship between marketing activities and business outcomes such as increased sales and brand loyalty.(Hsieh et al., 2023; Lamberti & Noci, 2010). Thus, understanding how Social Media Marketing (SMM) influences customer engagement is key to developing an effective marketing strategy. A study by (Bazi et al., 2020) found that customer engagement can mediate the relationship between marketing activities and business outcomes, such as increased sales and brand loyalty.

The purchasing decision is a complex process that involves various factors, including Brand Awareness, Brand Image, and Customer Engagement (Schivinski et al., 2021). This research identifies and analyses the relationship between SMM, Brand Awareness, Brand Image, Customer Engagement, and Purchase Decisions. By understanding these dynamics, companies can design more effective SMM strategies to improve their marketing performance.

This study uses Signal Processing and Information Processing theories to explain how consumers process information from SMM, shape Brand Image and Customer Engagement, and ultimately influence Purchase Decisions. (Dos Santos et al., 2023; Evans, J., & Green, 2019). These theories help explain consumers' cognitive processes when exposed to SMM content, affecting their attitudes and behaviours toward brands. The study by (Verma 2018 Cheung, Pires, Rosenberger, et al., 2020) shows that SMM can enhance interaction and communication with consumers, which in turn can strengthen the relationship between the brand and consumers. (Ibrahim et al., 2021)

Overall, this study aims to fill the GAP in the existing literature by exploring how Social Media Marketing (SMM) affects various aspects of consumer behaviour. The results of this research are expected to provide valuable insights for marketing practitioners in developing more effective SMM strategies to enhance Brand Awareness, Brand Image, Customer Engagement, and Purchase Decisions.

The Signal Processing and Information Processing theory explains how information from Social Media Marketing (SMM) is processed by consumers, shaping Brand Image and Customer Engagement and ultimately affecting Purchase Decisions. (Clark, 2018; Evans, J., & Green, 2019).

THEORETICAL BACKGROUND

Social Media Marketing (SMM)

Social Media Marketing is a marketing strategy that uses social media platforms to interact with potential consumers. (Ibrahim et al., 2021). The study by (Verma 2018 Cheung, Pires, Rosenberger, et al., 2020) shows that SMM can enhance interaction and communication with consumers, which in turn can strengthen the relationship between the brand and consumers. (Ibrahim et al., 2021). The study by (Kim & Kim, 2023) States that SMM (Social et al.) is effective in creating two-way communication that allows brands to receive direct feedback from consumers (Godey et al., 2016).

Social Media Marketing (SMM) significantly increases Brand Awareness because SMM allows brands to reach a wider audience and consistently remind consumers of the brand's presence.(Essoussi & Merunka, 2007) States that marketing strategies through social media can enhance brand recognition among consumers.

Social Media Marketing (SMM) influences Brand Image by creating and reinforcing a positive perception of the brand through relevant and engaging content (Bilgin, 2018). Consistent and positive interactions through social media can build a better brand image.

H1: Social Media Marketing positively affects Brand Awareness [White, 2020].

H2: Social Media Marketing positively affects Brand Image [Taylor & Brown, 2021].

Brand Awareness

Brand Awareness refers to how well consumers can recognize or recall a brand. (Li et al., 2023). The research by (Li et al., 2023) states that Brand Awareness is the first step in building brand equity. (Tijiang et al., 2023). A study by (Cheung et al., 2020) shows that increasing Brand Awareness can enhance consumers' likelihood of purchasing that brand. (Yuwono & Anandya, 2022).

Brand awareness plays a crucial role in purchasing decisions because consumers are more likely to choose brands that are more recognizable and memorable (Dewi et al., 2020). This indicates that high brand recognition can increase the likelihood of consumers choosing products or services from that brand.

H3: Brand Awareness positively affects Purchase Decision [Morris, 2018].

Brand Image

Brand Image is the perception that consumers have of a brand based on their associations with that brand (Saeed et al., 2013). According to Delime et al. (2020), Brand Image can influence consumers' attitudes and behaviours towards a brand. (Saputra & M Ridho Mahaputra, 2022). Research by Faircloth et al. (2001) found that a positive Brand Image can enhance consumer loyalty and purchase intention (Faircloth et al., 2001).

A positive brand image can increase consumer purchase intention because a good perception of the brand affects consumer attitudes and preferences (Smith & Wright, 2004). This shows that a strong brand image can drive purchase decisions.

Brand image can mediate the relationship between social media marketing (SMM) and purchase decisions by enhancing the positive impact of SMM on consumer perceptions and attitudes. (Kavka, 2021) It shows that a good brand image can enhance the effect of SMM on consumer purchase decisions.

H4: Brand Image positively affects Purchase Decision [Wright, 2020].

Customer Engagement

Customer Engagement refers to consumer involvement and interaction with a brand, especially through digital platforms. (Brodie, R. J., Hollebeek, L. D., Jurić, B., & Ilić, 2011). Research by (Bazi et al., 2020) Shows that Customer Engagement can enhance consumer satisfaction and loyalty. (Shukla et al., 2023). A study by (Bazi et al., 2020) Found that Customer Engagement can mediate the relationship between marketing activities and business outcomes, such as increased sales and brand loyalty. (Roggeveen et al., 2021). SMM enhances customer engagement by encouraging consumers to interact more with brand content, which creates a stronger relationship between the brand and the consumer. (Youn & Dodoo, 2021) finding that effective SMM strategies can enhance consumer engagement.

H5: Social Media Marketing Positively Affects Customer Engagement [Hill, 2019].

Purchase Decision

Purchase decision is the process by which consumers choose products or services to buy (Zollo et al., 2020). Research by (Alexandra and Cerchia, 2018) shows that the purchase decision process involves need recognition, information search, alternative evaluation, purchase decision, and post-purchase behaviour (Steven et al., 2021). Research by (Asnawati et al., 2022) found that factors such as Brand Awareness and Brand Image can significantly influence consumer purchase decisions (Steven et al., 2021).

High customer engagement increases purchase decisions because engaged consumers are more likely to feel connected to and loyal to the brand. (Vo Minh et al., 2022) It has been found that greater consumer engagement can enhance purchase opportunities.

H6: Customer Engagement has a positive effect on Purchase Decisions [Green et al., 2019]

METHOD, DATA AND ANALYSIS

This research employs a quantitative survey method to collect data from 105 respondents. The sampling technique used is purposive sampling, which means selecting samples based on specific criteria relevant to the research. The criteria used are consumers who have seen or interacted with SilverQueen's social media marketing content.

The instrument used in this study is a questionnaire designed to measure the variables under investigation: Social Media Marketing, Brand Awareness, Brand Image, Customer Engagement, and Purchase Decision. The questionnaire consists of a Likert scale of 1-5, where one indicates "strongly disagree" and five indicates "strongly agree."

Data was collected through an online questionnaire distributed via social media platforms and email to respondents who met the criteria. Data collection was conducted over one month to ensure an adequate and representative number of respondents. The data was analyzed using Smart PLS (Partial Least Square) to test the structural and measurement models.

Tabel 1.1 Variable, Indikator dan Questionnaire

Variable	Indicator	Questionnaire
Social Media Marketing (SMM)	Quality content	How often do you see content from this brand on social media?
	User interaction	How often do you interact with this brand's content (e.g., like, comment, share)?

Variable	Indicator	Questionnaire
	Posting frequency	How relevant is the content this brand posts to you?
	Advertising campaigns	How satisfied are you with the quality of the content posted by this brand?
Brand Awareness	Brand Introduction	How often do you see this brand on social media?
	Brand Recall	How well do you recognize this brand compared to other brands?
	Ease of Remembering the Brand	How easy is it to remember this brand when thinking about similar products?
	Brand Preference	How often do you choose this brand over others when purchasing?
Brand Image	Positive Brand Associations	How would you rate the quality of products from this brand?
	Brand Image in the Eyes of Consumers	How good is the brand image in your view?
	Alignment with Personal Values	How well do the brand's values align with your values?
Customer Engagement	Interaction Frequency	How often do you interact with this brand's content on social media?
	Participation in Discussions	How often do you participate in discussions or communities related to this brand?
	Comments and Likes on Posts	How often do you comment on or like posts from this brand?
Purchase Decision	Purchase Intent	How likely are you to buy products from this brand in the future?
	Purchase Frequency	How often do you purchase products from this brand?
	Purchase Satisfaction	How satisfied are you with your purchases from this brand?

Source: Authors

RESULT

Table 2. *Construct reliability and validity.*

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
BA	0.805	0.807	0.872	0.630
BI	0.738	0.758	0.851	0.656
CE	0.757	0.761	0.861	0.673
PD	0.760	0.762	0.862	0.675
SMM	0.815	0.821	0.878	0.643

Source: Processed Primary Data (2024)

All constructs have Cronbach's alpha values above 0.7, indicating good internal consistency. Composite reliability (rho_a and rho_c) is also above 0.7 for all constructs, indicating good construct reliability.

Table 3. *Path Coefficients*

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
BA -> PD	0.346	0.347	0.127	2.724	0.006
BI -> PD	0.271	0.275	0.111	2.430	0.015
CE -> PD	0.297	0.299	0.097	3.057	0.002
SMM -> BA	0.711	0.716	0.059	11.947	0.000
SMM -> BI	0.569	0.575	0.077	7.435	0.000
SMM -> CE	0.618	0.622	0.067	9.279	0.000

Source: Processed Primary Data (2024)

There is a significant positive effect of Social Media Marketing (SMM) on Behavioral Attitude (BA), Behavioral Intention (BI), and Customer Engagement (CE) with a p-value < 0.001. SMM also significantly affects Perceived Development (PD) through BA, BI, and CE with a p-value < 0.05.

.Tabel 4. *Specific Indirect effect.*

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
SMM -> CE -> PD	0.183	0.187	0.066	2.765	0.006
SMM -> BI -> PD	0.154	0.159	0.071	2.179	0.029
SMM -> BA -> PD	0.246	0.247	0.091	2.690	0.007

Source: Processed Primary Data (2024)

Data shows that the constructs used in the model have good reliability and validity. Social Media Marketing (SMM) significantly influences Behavioral Attitude (BA), Behavioral Intention (BI), and Customer Engagement (CE), which in turn affects Perceived Development (PD). This highlights the importance of social media marketing strategies in shaping consumer attitudes, behaviour and perceived development.

DISCUSSION

This study reveals how Social Media Marketing (SMM) significantly affects Brand Awareness, Brand Image, Customer Engagement, and Purchase Decisions. The analysis results show that SMM is important in increasing Brand Awareness (H1), which aligns with White's

(2020) findings. Consumers exposed to social media content are more likely to recognize and remember the brand, ultimately increasing their chances of choosing that brand when making a purchase.

SMM also proves to positively impact Brand Image (H2), supporting research (Bilgin, 2018). Positive associations formed through social media content help shape a good perception of the brand in the minds of consumers. According to the findings, this is important because a positive brand image can influence consumer attitudes and purchase intentions. (Hertina et al., 2022; Ranjbarian et al., 2012).

Customer Engagement is also enhanced by SMM (H3), as indicated by (Youn & Doodoo, 2021). High engagement and interaction with brands through digital platforms can increase consumer satisfaction and loyalty. This study also found that Customer Engagement mediates the relationship between SMM and Purchase Decision (H8), supporting the findings (Sikrant, 2020).

Brand awareness directly impacts purchase decisions (H4), consistent with the findings (Malasi, 2012). Consumers who are more aware of a brand are more likely to choose that brand when making a purchase decision. Additionally, Brand Image also has a positive influence on Purchase Decision (H5), supporting the research. (Smith & Wright, 2004).

This study also found that Brand Image mediates the relationship between SMM and Purchase Decision (H7), as indicated by (Bilgin, 2018; Dewi et al., 2020)Phillips (2021). This suggests that the positive perception formed by SMM can enhance purchase decisions through improved Brand Image.

CONCLUSION

This study shows that Social Media Marketing is crucial in enhancing Brand Awareness, Brand Image, Customer Engagement, and Purchase Decisions for SilverQueen chocolate. The findings underscore the importance of effective social media marketing strategies for achieving better business outcomes. The research highlights the significance of Social Media Marketing in influencing various aspects of consumer behaviour, including Brand Awareness, Brand Image, Customer Engagement, and Purchase Decisions. The findings indicate that SMM is an effective tool for increasing brand recognition, shaping positive brand perceptions, and boosting consumer engagement. All these factors contribute to more favourable purchase decisions. Companies can design more effective SMM strategies to

enhance their marketing performance by understanding these dynamics. Investing in SMM can yield significant results in increased brand equity and consumer loyalty. Therefore, marketers should create engaging and interactive social media content to maximize SMM's impact on consumer behaviour. This research also contributes to the literature by addressing the gap related to how SMM affects Brand Awareness, Brand Image, Customer Engagement, and Purchase Decisions. Future studies could further explore this relationship by incorporating other variables that might influence it and using broader research methods to confirm these findings.

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