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The Influence Of Perceived Social Media Marketing Elements On Consumer Brand Engagement And Brand Awareness Of The Pijak Bumi Brand On Instagram

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Abstract

Social media has become an important tool in modern marketing strategies, allowing companies to reach a wider demographic in a more effective and measurable way. The purpose of this study is to examine the effect of perceived social media marketing elements on consumer brand engagement so as to increase brand awareness. The research method uses a quantitative approach by distributing questionnaires to 180 respondents who know Pijak Bumi's environmentally friendly products. Data analysis was conducted using PLS-SEM with SmartPLS 3.29 software. The results stated that social media marketing elements including entertainment, interaction, trendiness, and EWOM have a positive and significant effect on consumer brand engagement. The results also state that consumer brand engagement has a positive and significant effect on brand awareness.

Keywords: ***Social Media Marketing, Consumer Brand Engagement, Brand Awareness***

INTRODUCTION

This technological development has had a major impact on people's lives, starting from making it easier to do business and communicate so as to increase productivity and efficiency in various fields. Research conducted by Rrustemi et al., (2021) explains that technology causes changes in the field of communication of marketing activities in the community from traditional marketing to digital marketing, because with changes in consumer communication, people get all the information about the services and products

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they are looking for faster and easier. In the results of Wicaksono's research, (2013), to support marketing activities, it is necessary to carry out marketing activities not only through traditional means, but also should utilize social media to better reach all desired consumers).

Research conducted by Cheung et al., (2021a) that Social Media Marketing (SMM) is generally recognized as playing an important role in influencing consumer perceptions of brands. In addition, social media marketing is an effective tool for driving customer engagement and interaction, increasing brand loyalty and customer satisfaction (Singh, 2024). The We Are Social report written by Rizaty, (dataindonesia.com) that the number of active social media users in Indonesia in January 2024 was 139 million people. Many social media users make social media marketing (SMM) one of the most important in marketing strategy. It is not surprising that marketers have started using social media as their marketing strategy. Instagram, which is the fastest growing social media in the world, can be considered as a typical representation of social media representatives in modern society (Sheldon & Bryant, 2016).

Entertainment is an important feature in influencing consumer attitudes towards social media sites, which is realized when service providers create entertaining experiences with funny and enjoyable content, thereby improving brand perception and generating added value through positive recommendations and consumer trust (Hanaysha, 2022).

By attracting customer attention, sharing brand-related information increases consumer interaction and improves consumers' ability to understand the brand as part of their brand image (Langaro et al., 2018). Interaction in social media activities can be achieved when consumers share their thoughts on social media platforms, meet, exchange, and debate with people who have similar ideas about certain products.

Providing up-to-date product or service information on social media is known as trendiness (Godey et al., 2016). Anggraini & Hananto, (2020) suggest that brands must produce the latest content on social media to attract consumers. Consumers see how others use their products through social media content to get the latest information so that they can customize product references that are up to date (Yadav & Rahman, 2018).

EWOM has a very positive impact on providing information, creating interactions, supporting brand marketing communication campaigns, and spreading widely to the public and consumers (Vo et al., 2022). EWOM can be influenced by many factors, such as personal motivation for social networking, brand appreciation, and possibly media content (Jansen et al., 2019).

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The increased attention to consumer brand engagement is influenced by the benefits that accrue to companies, including improved consumer relationships with brands and positive company performance reflected through customer retention, increased sales, better competitive advantage, and profitability (Ndhlovu & Maree, 2022). Consumers who engage with social media brand communities tend to exhibit higher levels of trust, commitment, satisfaction, emotional bonding, and brand loyalty (Harrigan et al., 2018).

Brand awareness is considered to provide a boost in business success, which in turn will affect purchase intentions, brand loyalty, and competitive advantage (Cheung et al., 2020a). Mattera et al. (2012) state that brand awareness is also needed to increase brand equity. This is related to the extent to which consumers can identify a brand.

Fashion is an evolving and dynamic need of society, reflecting identity, culture and trends that change over time. Fashion is often influenced by local culture and global trends. Globalization has enabled the exchange of fashion styles and trends between countries, creating a unique blend of cultures. Apart from serving as a basic need for dressing, fashion also plays an important role in self-expression and social status. Fashion is not just about clothing, but also about how individuals express themselves and communicate with the world around them. Following the fashion trends that develop in society usually only lasts about a year, fashion will continue to change, overriding the trends that have passed.

What the author finds interesting is Pijak Bumi's marketing on Instagram. Pijak Bumi is a local brand founded in Bandung in 2016 by Rowland Asfales and several of his colleagues. Rowland Asfales as the CEO of Pijak Bumi stated that Pijak Bumi is a local shoe brand that emerged in response to environmental issues in Indonesia. Since its establishment in 2016, Pijak Bumi has continued to grow to strengthen its image as an eco-friendly brand.

LITERATURE REVIEW

Entertainment

Entertainment has a crucial role in encouraging participation and maintaining interest in an effort to build positive perceptions of a brand (Irdasyah et al., 2022). In the context of social media, Entertainment occurs when marketers succeed in creating an exhilarating and entertaining experience for users. Fun activities on social media platforms can increase users' pleasure in interacting there and also spur participation in active brand communities on social media (Cheung et al., 2019). Therefore, entertaining

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content is increasingly becoming an important part of social media strategies aimed at strengthening consumer awareness and loyalty.

Interaction

Interaction includes information sharing and two-way communication on social media platforms that allow consumers to share ideas about a particular brand with others who share the same opinion about the product (Dessart et al., 2015). Interactions between consumers and brands help improve consumers' cognitive understanding of product characteristics and brand benefits (Cheung et al., 2020b), and encourage the exchange and dissemination of brand-related information among consumers (Seo & Park, 2018). In essence, today's social media overcomes time and space limitations for both companies and consumers to interact and increase intimacy (Cheung et al., 2021b).

Trendiness

Trendiness is the ability to provide up-to-date information about product brands, including information about brands, product reviews, and new ideas from marketers and consumers, which can help increase consumer confidence in a brand, thereby increasing consumers' positive perceptions of the brand (Godey et al., 2016). By utilizing brand communication through social media, marketers can provide consumers with up-to-date information on current topics, thereby reducing consumers' information search efforts (Cheung et al., 2019).

EWOM

Electronic Word of Mouth (EWOM) is a positive or negative response given by consumers to a brand or product in an online environment (Irdasyah et al., 2022). Because ewom includes communication about personal opinions and experiences, consumers regard ewom as completely reliable information (Cheung et al., 2019). EWOM on social media platforms affects consumers' evaluation of products, because it is considered reliable, consumers increasingly generate information and provide brand-related information in the form of EWOM to other social media users, including friends, coworkers, and the public without any restrictions (Reza & Samiei, 2012).

Consumer Brand Engagement

Consumer Brand Engagement (CBE) has an important role in marketing strategies, such as creating and enhancing brand relationships with consumers (Hepola

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et al., 2017). Consumers themselves are very active exchange partners with social media brands, often doing most of their own marketing through their social relationships with others (Harrigan et al., 2018). Consumers who engage with brand communities on social media tend to show higher levels of trust, commitment, satisfaction, emotional ties and loyalty to the brand (Brodie et al., 2013). It is critical to understand how brands influence customers' behavioral intentions towards brands as it reflects actual consumption behavior (Berlin et al., 2021). CBE focuses on the interactive experience of consumers and is brand-related cognitive, emotional, and behavioral activities that are positively rated by consumers during or related to consumer interactions with the brand (Hollebeek et al., 2014). Thus, CBE can be defined as a psychological state arising from positive interactions between consumers and brands (YU et al., 2018).

Brand Awareness

Brand awareness is a key element in business strategy that influences consumer attitudes and preferences towards brands (Du et al., 2022). The focus of brand awareness is to build a familiar relationship and introduce the brand to the target audience (Foroudi, 2019). Consumers tend to prefer familiar brands because they provide a sense of security and comfort, and are considered reliable, stable, and have trusted quality (Ali, 2019). According to (Abolfazi & Darvishi, 2015), brand awareness is closely related to the storage of information in memory, the ability of consumers to recognize brands in various situations reflects their level of awareness of the brand. Brand awareness forms a positive association in memory about a brand (Ehsan et al., 2013). As an important factor in creating brand added value, brand awareness also plays a significant role in increasing consumer knowledge about brands (Chinomona & Maziriri, 2017).

Research Framework



Source: Adapted (Cheung et al., 2020a)

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METHOD

This research uses Structural Equation Modeling (SEM) analysis to obtain primary data by distributing questionnaires using google forms through a quantitative approach method. The location of this research was conducted in the country of Indonesia with a non-probability sampling method. This study consists of 4 independent variables which include entertainment, interaction, trendiness, and EWOM which influence the mediating variable, namely consumer brand engagement and give rise to the dependent variable, namely brand awareness. This research uses SmartPLS 3.29 to process the primary data obtained. This method also uses statistical calculations and tests the hypothesis that has been set.

RESEARCH RESULTS AND DISCUSSION

Descriptive Analysis of Respondents

Based on the results of the study, the following is an analysis of the characteristics of respondents based on Table 1:

Table 1. Descriptive Analysis of Respondents

Category	Total	Percentage
Gender		
Male	101	56,1%
Female	79	43,9%
Age		
< 18 years old	0	0%
18 – 25 years old	172	95.5%
26 - 35 years old	8	4.5%
> 35 years old	0	0%
Last Education		
Junior high school or equivalent	0	0%
High school or equivalent	153	85%
Diploma (D1-D4)	3	1,7%
Bachelor (S1-S3)	24	13,3%
Jobs		

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Students	144	80%
Employee/Private Worker	28	15,5%
PNS/POLRI/TNI	1	0,6%
Self-employed	7	3,9%
Average Income Per Month		
≤ Rp 2..000.000	44	24,4%
Rp 2 000.001-Rp 4.000.000	127	70,5%
Rp 4.000.001-Rp 6.000.000	8	4,5%
Rp 6.000.001-Rp 8.000.000	1	0,6%
Rp 8.000.001-Rp 10.000.000	0	0%
≥ Rp 10.000.001	0	0%

Source: primary data processed (2024)

Based on Table 1, the majority of respondents in this study were male as many as 101 respondents (56.1%), aged around 18-25 years as many as 172 respondents (95.5%), had the latest high school education or equivalent as many as 153 respondents (85%), worked as students as many as 144 respondents (80%), and had an average monthly income of Rp 2,000,001-Rp 4,000,000 as many as 127 respondents (70.5%).

Statistical Analysis

Outer Model Test

In this study, measurements were made by testing the validity and reliability of entertainment, interaction, trendiness, and EWOM variables, consumer brand engagement, and brand awareness. The validity and reliability testing process on all these variables uses SmartPLS with a total of 180 respondents.

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Convergent Validity Test

Table 2. Outer Loadings

	Brand Awareness	Consumer Brand Engagement	EWOM	Entertainment	Interaction	Trendiness
BA1	0,935					
BA2	0,931					
BA3	0,936					
BA4	0,926					
BA5	0,951					
CBE1		0,922				
CBE10		0,929				
CBE2		0,935				
CBE3		0,930				
CBE4		0,932				
CBE5		0,922				
CBE6		0,921				
CBE7		0,931				
CBE8		0,923				
CBE9		0,919				
ENT2				0,941		
ENT3				0,927		
ENT4				0,941		
EWOM1			0,964			
EWOM2			0,917			
EWOM3			0,958			
INT1					0,943	
INT2					0,945	
INT3					0,941	
INT4					0,952	
TRN1						0,959
TRN2						0,933
TRN3						0,955
ENT1				0,944		

Source: primary data processed (2024)

Based on the table above, it can be concluded that all variables meet the minimum AVE value> 0.50 and are declared valid.

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Tabel 3. Average Valance Extracted

	Average Variance Extracted (AVE)
Brand Awareness	0,875
Consumer Brand Engagement	0,859
EWOM	0,896
Entertainment	0,881
Interaction	0,893
Trendiness	0,901

Source: primary data processed (2024)

Based on the table above, it can be concluded that all variables meet the minimum AVE value> 0.50 and are declared valid.

Discriminant Validity Test

Tabel 4. Hasil Validitas Diskriminan

	Brand Awareness	Consumer Brand Engagement	EWOM	Entertainment	Interaction	Trendiness
Brand Awareness	0,936					
Consumer Brand Engagement	0,959	0,927				
EWOM	0,927	0,944	0,947			
Entertainment	0,927	0,946	0,926	0,938		
Interaction	0,918	0,948	0,935	0,933	0,945	
Trendiness	0,928	0,942	0,910	0,930	0,926	0,949

Source: primary data processed (2024)

Based on the table above, it can be seen that the results of each variable have a value greater than the variable below. For example, the value of the interaction variable (0.945) is greater than the value of the trendiness variable (0.926) which is below it, which means that the discriminant variable is said to be valid. Likewise, the value of the EWOM variable (0.947) is greater than the value of the entertainment variable (0.926) which is below it, which means that the discriminant variable is said to be valid. However, the value of the brand awareness variable (0.936) is less than the value of the consumer brand

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engagement variable (0.959), which means that there is a problem in discriminant validity for brand awareness. However, although there are indications of discriminant validity issues on some constructs, these are not considered significant and the analysis model can still be continued for further analysis.

Reliability Test

Reliability test analyzes how consistently the measurement instrument can measure what it wants to measure (Sekaran & Bougie, 2016). The Cronbach's Alpha coefficient is used to evaluate reliability in this study, variables that have a Cronbach Alpha coefficient ≥ 0.60 are declared reliable (Babin & Zikmund, 2016). How feasible research items have a positive relationship with each other can be assessed using the Conbrach's Alpha Standard (Sekaran & Bougie, 2016). In addition to the Cronbach's alpha value, it is necessary to consider the Composite Reliability value in reliability testing. The Composite Reliability value between 0.60 - 0.70 is declared acceptable, while the Composite Reliability value between 0.70 - 0.90 is declared satisfactory to good (Hair et al., 2021). Therefore, this study sets a value of 0.60 as the minimum value of Composite Reliability. For more details in the following table:

Table 5. Cronbach's Alpha dan Composite Reliability

	Cronbach's Alpha	Composite Reliability
Brand Awareness	0,964	0,972
Consumer Brand Engagement	0,982	0,984
EWOM	0,942	0,963
Entertainment	0,955	0,967
Interaction	0,960	0,971
Trendiness	0,945	0,965

Source: primary data processed (2024)

Based on the table above, it can be concluded that all variables meet the Cronbach's Alpha value ≥ 0.60 and are said to be reliable.

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Inner Model Test

R Square

The Coefficient Determination (R-Square) test is conducted to determine how much proportion of the dependent variable is explained by the independent variable. This study uses the R-Square test to explain the extent to which the independent variables, namely entertainment, interaction, trendiness, and EWOM, influence the dependent variable, namely consumer brand engagement. The consumer brand engagement variable in this study also has a role as an independent variable which will be measured to what extent the variable can affect the dependent variable, namely brand awareness. According to Hair et al. (2021), testing the R-Square value has 3 criteria, namely if the R-Square value is above 0.75, it shows a strong model value, if the R-Square value is below 0.50, it shows a moderate model value, and an R-Square value below 0.25 indicates a weak model value.

Table 6. R-Square

	R Square	R Square Adjusted
Brand Awareness	0,919	0,919
Consumer Brand Engagement	0,945	0,944

Source: primary data processed (2024)

Based on the table above, it can be concluded that the brand awareness variable has an R-square value of 0.919, which means that the brand awareness variable gets 91.9% influence from the consumer brand engagement variable. Meanwhile, the consumer brand engagement variable has an R-Square value of 0.945, which means that the consumer brand engagement variable gets 94.5% influence from the entertainment, interaction, trendiness, and EWOM variables.

Goodness of Fit

In this study, Q-Square was used to test Goodness of Fit. Q-Square is an indicator of the structural model (inner model) generated from accurate sample data which is not used to estimate the model (Hair et al., 2021). The Q-Square value must be greater than zero (Q2>0) to indicate that the correlation between the independent variable and the dependent variable is close (Hair et al., 2021). The Goodness of Fit test criteria in this study are determined based on the standardized Q-Square value which ranges from 0-1.

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The relationship is declared close between the independent variable and the dependent variable if the Q-Square value is close to 1. Conversely, the relationship is declared weak between the independent variable and the dependent variable if the Q-Square value is close to 0 or negative.

Table 7. Q-Square Test

	SSO	SSE	Q^2 (=1-SSE/SSO)
Brand Awareness	900.000	183.954	0.796
Consumer Brand Engagement	1800.000	355.489	0.803
EWOM	540.000	540.000	0.000
Entertainment	720.000	720.000	0.000
Interaction	720.000	720.000	0.000
Trendiness	540.000	540.000	0.000

Source: primary data processed (2024)

Based on the table above, it can be concluded that the entertainment, interaction, trendiness, and EWOM variables have a Q2 value of 0.000, which means that the relationship between the independent variable and the dependent variable is said to be close because it ranges from 0-1 and the brand awareness variable has a Q2 value of 0.796 and the consumer brand engagement variable has a Q2 value of 0.803, which means that the relationship between the independent variable and the dependent variable is said to be close because it is close to 1.

Path Coefficient Test

Hypothesis testing in this study can be seen through the results of the Path Coefficient test. The probability value (P-Value) and T-statistic are used to determine hypothesis testing. The P-value and T-statistic are assessed with an alpha of 5%, where the P-value is less than 0.05 (P-Value < 0.05) and the T-statistic is more than 1.96 (T-statistic > 1.96).

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Table 8. Path Coefficient Test Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Kesimpulan
Entertainment -> Consumer Brand Engagement	0.227	0.227	0.075	3.028	**0.002**	**H1 didukung dan signifikan**
Interaction -> Consumer Brand Engagement	0.244	0.245	0.071	3.440	0.001	H2 didukung dan signifikan
Trendiness -> Consumer Brand Engagement	0.264	0.264	0.074	3.571	0.000	H3 didukung dan signifikan
EWOM -> Consumer Brand Engagement	0.265	0.264	0.065	4.091	0.000	H4 didukung dan signifikan
Consumer Brand Engagement -> Brand Awareness	0.959	0.958	0.009	109.780	0.000	H5 didukung dan signifikan

Source: primary data processed (2024)

Based on the table above, it can be concluded that all hypotheses that are directly related to each other are considered valid and significant.

The Effect of Entertainment on Consumer Brand Engagement

The results of the research that has been done, it can be seen that the social media marketing entertainment element is influential in creating consumer brand engagement. The results of this study are supported by Cheung et al. (2020b) which proves that the entertainment element is an important element in creating entertainment in social media posts because it makes customers engage more closely with the brand. The results of this study are reinforced by Cheung et al. (2021a) which states that the entertainment element can encourage consumers to create value which can then form consumer brand engagement.

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The results of this study state that entertainment values can have a positive influence on consumer brand engagement in accordance with Pijak Bumi's marketing strategy through Instagram. Pijak Bumi's Instagram content always entertains consumers along with information wrapped in entertainment value. Thus, the role of Pijak Bumi's Instagram as a marketing platform to create information that entertains consumers to always engage with Pijak Bumi on Instagram.

The Effect of Interaction on Consumer Brand Engagement

The results of the research that has been conducted, it can be seen that the social media marketing interaction element has an effect in creating consumer brand engagement. The results of this study are in line with previous research which shows that the interaction element is an important element in creating consumer brand engagement and can influence consumer purchase intentions towards brands (Bilal et al,. 2020). In addition, the results of this study are also supported by Cheung et al,. (2020a) which proves that the interaction element has a significant influence on consumer brand engagement.

The results of this study state that interaction values can have a positive influence on consumer brand engagement in accordance with Pijak Bumi's marketing strategy through Instagram. This is evidenced by followers always commenting on Pijak Bumi's Instagram posts, as well as frequent interactions between followers and the brand, which makes followers remember about their interactions with the brand on social media. Therefore, consumers are influenced to interact with other followers and with the Pijak Bumi brand, so they will become more involved with the Pijak Bumi brand. Pengaruh Trendiness terhadap Consumer Brand Engagement.

The Effect of Trendiness on Consumer Brand Engagement

The results of the research that has been conducted, it can be seen that the social media marketing trendiness element has an effect in creating consumer brand engagement. The results of this study are in line with previous research where trendy information provides consumers with the opportunity to observe, learn, consider buying or using brands and serves as inspiration for making decisions, thus having a positive impact on consumer brand engagement (sano 2014). Other research also supports that current and trendy brand content makes consumers' attention interested in continuing to stop by social media posts, thereby increasing consumer brand engagement (Cheung et al., 2020a).

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The results of this study state that the values of trendiness can have a positive influence on consumer brand engagement in accordance with Pijak Bumi's marketing strategy through Instagram. This can be seen from the Instagram content posted by Pijak Bumi, which is always the latest being discussed, where consumers are more interested in the topic, ultimately making consumers more involved with the Pijak Bumi brand on Instagram.

The Effect of EWOM on Consumer Brand Engagement

The results of the research that have been conducted, it can be seen that the EWOM social media marketing element is influential in creating consumer brand engagement. In line with previous research findings that EWOM is an important social media marketing element to increase consumer brand engagement (Cheung et al., 2020a). The results of this study are also reinforced by Srivastava & Sivaramakrishnan (2021) showing that EWOM has a significant and positive effect on consumer brand engagement.

The results of this study indicate that EWOM influences consumer brand engagement in accordance with Pijak Bumi's marketing strategy through Instagram. It can be seen from Pijak Bumi's Instagram uploads that there are many comments from consumers. Therefore, consumers are influenced to comment and provide reviews about Pijak Bumi products, so they are increasingly involved with the Pijak Bumi brand.

The Effect of Consumer Brand Engagement on Brand Awareness

The results of the research that has been conducted, it can be seen that the social media marketing consumer brand engagement element has an effect in creating brand awareness. The results of this study are in line with previous research, where consumers who are involved with brands can create brand awareness in the minds of consumers (Nubli & Widodo, 2023; Cheung et al., 2020a). In line with Ganawati & Sumardi's (2021) research that consumer brand engagement encourages consumers to obtain some information about the brand, so that consumers can remember the brand and increase brand awareness in their minds.

The results of this study indicate that consumer brand engagement influences brand awareness in accordance with Pijak Bumi's marketing strategy through Instagram. This can be seen from the content presented which is informative and interactive. Pijak Bumi's Instagram posts do not bore consumers and posts always attract consumers to

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engage on Pijak Bumi's Instagram. Therefore, consumer involvement on Pijak Bumi's Instagram will result in knowledge that sticks in the minds of consumers.

CONCLUSION

This research was conducted to determine the role of social media marketing elements including entertainment, interaction, trendiness, and EWOM in influencing consumer brand engagement which can build brand awareness. The results of the study have resulted in the following conclusions:

1. As part of social media marketing, entertainment is considered to influence consumer brand engagement.
2. As part of social media marketing, interaction is considered to influence consumer brand engagement.
3. As part of social media marketing, trendiness is considered to influence consumer brand engagement.
4. As part of social media marketing, EWOM is considered to influence consumer brand engagement.
5. As part of social media marketing, consumer brand engagement is considered to influence brand awareness.

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