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The Influence Of Social Media Marketing On Consumer Engagement And Its Influence On Brand Knowledge Strengthening In The Digital Marketplace

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Abstract

This study aims to analyze the influence of social media marketing elements including entertainment, interaction, trends, customization, and electronic word of mouth (EWOM) on consumer engagement, as well as the influence of consumer engagement on strengthening brand knowledge on the Instagram account @spotifyid. The object of this study is active followers of the Spotify Indonesia Instagram account, with a total of 210 respondents obtained through purposive sampling techniques. This study uses a quantitative approach with the Partial Least Squares Structural Equation Modeling (PLS-SEM) analysis method processed using SmartPLS software. The results of the study show that interaction, trends, and EWOM have a significant effect on consumer engagement, while entertainment and customization do not show a significant effect. Furthermore, consumer engagement is proven to have a positive effect on brand awareness and brand image, which overall strengthens brand knowledge @spotifyid in the digital market.

Keywords: Social Media Marketing, Customization, Interaction, Costumer Engagement, Brand Knowledge

INTRODUCTION

The music industry has undergone a major transformation over the past few decades, largely driven by the advancement of digital technologies and the proliferation of social media platforms. Today, services such as YouTube, Instagram, TikTok, and

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Spotify have evolved beyond simple distribution channels into powerful marketing tools that enable musicians and record labels to directly connect with their audiences. These platforms facilitate more personal interactions, allowing artists to cultivate emotional connections with their fans, thus fostering engagement and brand loyalty (Graham & Havlena, 2007). This shift has significantly altered how music is promoted and consumed, making social media an essential part of any modern music marketing strategy.

In the realm of music marketing, several elements of social media—such as interactivity, entertainment, credibility, and content quality—play a crucial role in attracting audiences and enhancing engagement. For instance, the rise of short-form video content on TikTok has demonstrated the platform's power in creating viral music trends, often skyrocketing the popularity of relatively unknown songs and artists in a short period. Fan engagement, expressed through likes, comments, and content sharing, significantly contributes to broader exposure and reinforces the branding efforts of both artists and record labels (Muntinga et al., 2011). Consequently, social media has become a critical arena where attention, creativity, and audience interaction determine success in the digital age of music promotion.

In Indonesia, music consumption patterns have shifted drastically in recent years, with audiences moving away from physical formats and digital downloads towards internet-based streaming services. Platforms such as Spotify, Apple Music, and YouTube Music have emerged as the preferred choices due to their accessibility, diverse content, and ease of use. This trend is closely linked to the increasing use of smartphones and internet access, reflecting a lifestyle change that values convenience and mobility in entertainment. As the number of streaming users continues to rise, so too does the competition among platforms, each offering unique features to attract listeners—such as personalized algorithms, high audio quality, and exclusive content collaborations with artists and labels.

To increase market share and retain user loyalty, digital marketing strategies have become indispensable, with social media, especially Instagram, playing a central role. With over 100 million active users in Indonesia, Instagram presents an ideal channel for building brand awareness and reaching potential customers. The success of music advertising on this platform depends not only on creative content but also on strategic components such as eye-catching visuals, influencer partnerships, targeted Instagram Ads, and persuasive copywriting. Additionally, Instagram's features like Stories, Reels, and comment sections allow for real-time interaction, making marketing campaigns more dynamic and effective in building relationships with audiences.

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The Indonesian music streaming industry is experiencing intense competition as major platforms like Spotify, YouTube Music, Joox, and Apple Music continue to innovate and expand their user bases. Spotify currently leads the market with a global share of 31.7% as of Q3 2023 and remains a favorite among Indonesian users due to its advanced recommendation algorithms and personalized playlists (Populix Research). YouTube Music, leveraging its strength in video, offers a rich audiovisual experience that appeals to many music lovers in Indonesia, while Apple Music focuses on superior sound quality and seamless integration with Apple devices. In this competitive landscape, platforms use social media not only for communication but also as a marketing channel to build brand awareness, user engagement, and emotional connections with customers (Dollarhide, 2020; Rohit, Rana, & Varsha, 2020; Watson as cited in Chen & Lin, 2019). Content remains central to social media marketing success, where high-quality, relevant content—such as blogs, videos, infographics, or user-generated media—can foster interaction and influence brand image (Gunelius, 2021; Smith, 2019; Barreda et al., 2020; Sanny et al., 2020). Entertainment-driven strategies, including contests, video sharing, and games, enrich user experience and increase customer motivation to engage with brand communities (Dessart et al., 2015; Agichtein et al., 2008; Ashley & Tuten, 2015; Kaye, 2007; Liu & Arnett, 2000; Manthiou et al., 2013; Becker & Lee, 2019; Oliveira & Fernandes, 2020).

LITERATURE REVIEW

Social Media Marketing Activities (SMMA) Theory

Social Media Marketing (SMM) is a form of digital marketing that utilizes social media platforms to promote products or services and engage with current and potential customers, helping companies raise brand awareness, drive website traffic, and boost sales (Tuten & Solomon, 2017; Zarrella, 2019). It sparks viral communication among consumers in online communities, brand pages, and promotional content on popular networks like Twitter and Facebook (Pentina & Koh, 2012). As a next-generation marketing tool, it fosters greater consumer attention and participation through social networking (Jara et al., 2014), and is driven by empathy to resonate with younger and older age groups alike (Kim & Ko, 2012). SMM also facilitates two-way communication between businesses and consumers through social platforms (Richter & Schafermeyer, 2011). Synthesizing these views, SMM can be defined as a dialogue—often initiated by consumers, businesses, or products—circulating among involved parties to openly share promotional information or user experiences, ultimately benefiting all (Jara et al., 2014;

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Kim & Ko, 2012; Pentina & Koh, 2012; Richter & Schafermeyer, 2011). It involves creating engaging content—text, images, videos—for social sharing, and leveraging data analytics to tailor content to audience behaviors and trends (Evans, 2020; Barker).

Entertainment

Content lies at the heart of social media marketing, as high-quality and relevant content—such as blog posts, images, videos, and infographics—can capture audience attention and drive interaction (Gunelius, 2021; Smith, 2019). Entertainment strengthens consumer intimacy with brands and enhances purchase intentions (Dessart et al., 2015). On social media, entertainment reflects how much platforms deliver engaging, exciting, and amusing content to consumers (Gallaugher & Ransbotham, 2010). Marketers use social media to entertain and fulfill consumers' need for enjoyment by sharing product-related photos and news (Lee & Ma, 2012), such as Facebook brand pages with video clips, images, and stories that effectively capture attention (Gummerus et al., 2012; Merrilees, 2016). As part of SMM, entertainment occurs when marketers create enjoyable and exciting experiences for users on social platforms (Agichtein et al., 2008). Activities like games, video sharing, and contests enhance user enjoyment and encourage participation in brand communities on social media (Ashley & Tuten, 2015; Kaye, 2007; Liu & Arnett, 2000; Manthiou et al., 2013).

Interaction

Interaction with the audience is key to building strong relationships, including responding to comments, sharing user-generated content, and participating in online discussions, as consistent engagement fosters customer trust and loyalty (Tuten & Solomon, 2017; Barker et al., 2022). The ability to interact also drives users to create content, which reinforces their attitudes toward the brand and purchase intentions (Fischer & Reuber, 2011; Hajli, 2015). Sharing relevant content aligned with the target users' profiles encourages discussion and enhances brand–consumer relationships (Manthiou et al., 2013), justifying marketers' encouragement for users to engage in social media discussions (Zhu & Chen, 2015). Interaction refers to the extent to which social media platforms enable two-way exchanges of opinions and information (Dessart et al., 2015; Kim & Ko, 2012), allowing consumers to share ideas with like-minded individuals about specific products or brands, often more effectively than traditional media like print, TV, or radio (Muntinga et al., 2011; Bowen, 2015).

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Trend

According to (Naaman et al., 2011) trend refers to the extent to which a brand communicates the latest, current and trendy information (i.e. “hot topics”) about the brand. Trending information includes brand-related information updates, product reviews and new ideas about the brand initiated by marketers and consumers, building consumer brand trust (Godey et al., 2016) and reinforcing their positive perceptions of the brand. Consumers are increasingly seeking and obtaining product-related information through social media platforms because it creates the perception that they are more useful and up-to-date compared to using traditional channels (Ashley and Tuten, 2015; Mangold and Faulds, 2009). This use can help marketers provide consumers with the latest information on trending and hot discussion topics, thereby creating value for consumers by reducing information search efforts (Becker et al., 2011; Laroche et al., 2013).

Customization

Customization refers to the degree to which services, marketing efforts, and messages are tailored to meet consumers’ personal preferences (Godey et al., 2016). Customization can involve, for example, allowing a luxury brand’s target consumers to design their own products according to their preferences (Sangar, 2012) or using social media platforms to provide customized information and direct responses to consumers’ personal inquiries, which in turn builds customer satisfaction and retention (Chan and Guillet, 2011). Therefore, customized services and information retrieval make them easy to use (Kim and Ko, 2012), creating value for specific consumers or consumer groups (Zhu and Chen, 2015). Customization also makes it easier to reach the target audience, build trust in consumers’ minds, and strengthen their purchase intentions (Martin and Todorov, 2010).

The influence of entertainment on consumer engagement with brands has been consistently studied by several researchers, with consistent findings. Nugraha (2021) found that entertainment elements in social media marketing significantly enhance consumer engagement with brands, as entertainment captures consumer attention and strengthens their emotional connection with the brand (Jurnal Indonesia Sosial Teknologi). Similarly, Ramadhani et al. (2023) demonstrated that social media marketing containing entertainment elements, such as creative videos and interactive challenges, significantly boosts customer engagement (Jurnal STT Terpadu Nurul Fikri). Lorensa (2021) added that entertainment elements, especially for Generation Z, encourage more

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active interactions with brands, given their preference for visually appealing content on social media (UPH Repository).

H1: Entertainment in social media marketing has a positive impact on consumer engagement with brands.

Hudson et al. (2016) found that social interactions on digital platforms can strengthen emotional engagement with the brand. The study revealed that brands that actively respond to comments, answer questions, or engage in user discussions can enhance emotional attachment and foster stronger loyalty. In the case of Spotify, features like collaborative playlists, interactive polls, and campaigns that involve users (e.g., Spotify Wrapped) serve as examples of how intensive interactions can enhance user experience and encourage greater engagement (Journal of Interactive Marketing). Furthermore, research by Cvijikj and Michahelles (2013) highlighted that the more active a brand is in interacting with users on social media, the more likely users are to engage in discussions and share brand-related content. This study emphasized that high social engagement in digital media creates a more dynamic environment where consumers feel valued and emotionally connected to the brand (Decision Support Systems).

H2: Interaction in social media marketing has a positive effect on consumer engagement with brands.

Kim & Ko (2012) investigated the impact of trend-based marketing in the fashion industry and found that brands actively engaging with trends on social media saw an increase in brand awareness and consumer engagement. This suggests that a brand's involvement in trends helps shape consumer understanding of the products and services offered (Journal of Interactive Marketing). Dwivedi et al. (2021) revealed that social media trends, such as viral challenges, popular hashtag usage, and collaborations with influencers, play a role in strengthening brand awareness and enhancing consumer understanding of a brand. When a brand consistently participates in digital trends, consumers are more likely to recognize the brand’s identity and values (International Journal of Information Management). Zhu et al. (2020) showed that social media users are more attracted to content that follows trends because it aligns with their lifestyle.

H3: Trend Elements Have a Positive Influence on Consumer Engagement with Brands.

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To strengthen the hypothesis that customization in social media marketing positively influences consumer engagement with the @spotifyid brand, several studies have demonstrated that personalized content tailored to user preferences enhances brand understanding. Liu et al. (2019) found that customization allows brands to present more relevant content to individuals, which increases brand awareness and knowledge, as consumers are more likely to remember and understand brands offering personalized experiences (Journal of Business Research). De Keyzer et al. (2015) highlighted that personalized content strengthens brand relationships by aligning with user needs, thus improving consumer understanding of a brand's identity and values (Journal of Interactive Marketing). Similarly, Batra et al. (2020) found that personalization accelerates consumer learning about a brand, as users can more easily recognize features and services tailored to their interests, enhancing overall brand knowledge (Journal of Marketing Theory and Practice).

H4: Customization Elements have a positive impact on Consumer Engagement with Brands.

Hennig-Thurau et al. (2004) found that e-WOM, as informal communication on digital platforms, significantly impacts consumer decisions and brand awareness, with consumers trusting opinions from others more than direct advertising, thus increasing brand understanding (Journal of Interactive Marketing). Cheung & Thadani (2012) emphasized that e-WOM helps consumers develop clearer perceptions of a brand, with positive e-WOM leading to a better understanding of product features and benefits (Decision Support Systems). Ismagilova et al. (2020) noted that e-WOM across platforms like Twitter, Instagram, and Facebook enhances brand knowledge, as more information from trusted sources increases consumer understanding. Park & Lee (2009) pointed out that positive e-WOM helps consumers gain a comprehensive understanding of a brand, while negative reviews also shape brand perception, highlighting the importance of managing e-WOM (International Journal of Electronic Commerce).

H5: EWOM elements have a positive influence on consumer engagement with brands.

According to Dan et al. (2024), consumer engagement has a positive and significant impact on brand awareness, with higher levels of engagement increasing the likelihood of brand recognition, recall, and understanding. Active engagement, such as interacting with content on social media, providing feedback, or sharing experiences,

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boosts brand exposure. Similarly, Asrul (2020) and Prasetya et al. (2022) highlight that greater consumer involvement, whether through digital interaction, reviews, or online community participation, leads to higher brand awareness. However, Dabbous & Barakat (2020) suggest that increased engagement doesn't always correlate with improved brand awareness, indicating that other factors like content quality and marketing strategies may be more influential. Thus, while consumer engagement typically contributes positively to brand awareness, its effectiveness depends on the marketing context used.

H6: Consumer Engagement has a positive effect on Brand Awareness.

To support the hypothesis that consumer engagement with a brand positively influences brand image in the context of @spotifyid, various studies have shown that active consumer interactions shape positive perceptions of the brand. According to Fitriyani (2023) and Rimadias et al. (2021), higher consumer engagement, especially through social media, leads to more positive brand perceptions, strengthening the brand's quality, trust, and reputation. Similarly, Mujica-Luna et al. (2021) highlight that high engagement through digital marketing and social media creates stronger brand-consumer relationships, enhancing brand image. However, Mulyati et al. (2024) argue that consumer engagement does not always significantly impact brand image, suggesting that other factors, such as effective marketing strategies and consistent brand experiences, play a more dominant role. Thus, while consumer engagement can contribute to brand image, its effectiveness depends on the broader marketing strategy and brand management.

H7: Consumer involvement–Related Brand has a significant positive effect on Brand Image.

RESEARCH FRAMEWORK

Based on the description and explanation of theoretical investigations and hypotheses, a research model can be created which is used in this research. This research model is shown in the following figure:

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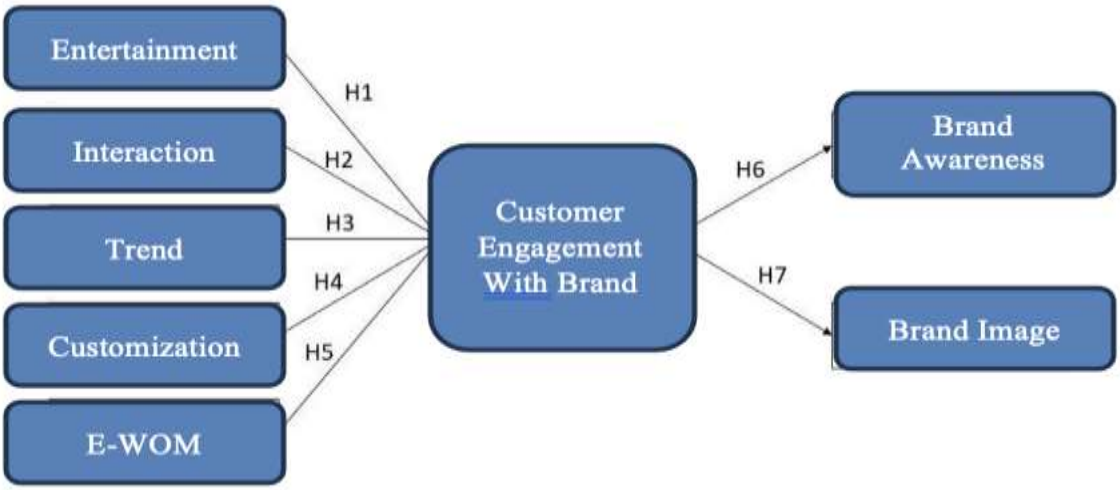


Figure 1. Research Framework

RESEARCH METHODS

This research employs a quantitative approach through an empirical study to test hypotheses using a survey method. The research is associative, aiming to identify the relationships between social media marketing elements and consumer engagement and brand knowledge without directly testing cause-and-effect relationships. Data collection was conducted using a closed-ended questionnaire distributed online via Google Forms and WhatsApp to Spotify users actively following Spotify Indonesia's activities on Instagram. The sample was selected using a purposive sampling technique, with a total of 210 respondents. Data analysis was performed using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) to test the validity and reliability of the model, as well as to examine relationships between variables. Convergent and discriminant validity, as well as composite reliability, were conducted to ensure the suitability of the indicators, and hypothesis testing was done using bootstrapping to assess the significance of structural path coefficients.

RESULTS

From the results of the questionnaires distributed, 210 respondents were obtained. From a number of respondents, data analysis was then carried out using model evaluation. The evaluation of the measurement model was tested using several indicators, including:

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Statistics Analysis

Outer Model Testing (Measurement Model)

Convergent Validity Testing

An indicator is said to be valid if the loading factor of an indicator is positive and greater than 0.7 and the AVE value is more than 0.5. The loading factor value shows the weight of each indicator/item as a measure of each variable. An indicator with a large loading factor indicates that the indicator is the strongest (dominant) measure of the variable.

Table 1. Convergent Validity Testing Results

Variable	Average Varience Extracted (AVE)
Entertainment	0,629
Interaction	0,627
Trend	0,651
Customization	0,581
EWOM	0,688
Customer Engagement With Brand	0,567
Brand Awareness	0,616
Brand Image	0,568

Based on table 1, it is known that the loading factor value produced by each indicator the AVE value is more than 0.5. Thus, these indicators are declared valid as a measure of the latent variables.

Discriminant Validity Testing

Discriminant validity measures the validity of the model by examining the cross loading value and the Fornell-Larcker criterion, which shows the correlation between the construct and its indicators compared to other constructs. Discriminant validity is considered good if the square root value of the Average Variance Extracted (AVE) of

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each construct is higher than the correlation between the construct and other constructs in the model.

Table 2. Fornell Larcker Criterion

	Brand Image	EWOM	Entertainment	Interaction	Brand Awareness	Customer Engagement	Customization	Trend
Brand Image	0,754							
EWOM	0,678	0,830						
Entertainment	0,665	0,685	0,793					
Interaction	0,745	0,664	0,756	0,792				
Brand Awareness	0,737	0,614	0,563	0,657	0,785			
Customer Engagement	0,727	0,559	0,663	0,696	0,656	0,753		
Customization	0,736	0,612	0,733	0,674	0,692	0,696	0,762	
Trend	0,657	0,645	0,701	0,642	0,574	0,615	0,758	0,807

Reliability Testing

Table 3. Reliability Testing Results

Variable	Cronbach's Alpha
Brand Image	0,873
EWOM	0,775
Entertainment	0,803
Interaction	0,802
Brand Awareness	0,844
Customer Engagement	0,915
Customization	0,821
Trend	0,732

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The table above shows that the composite reliability values for all research variables are greater than 0.7, and the Cronbach Alpha values are also above 0.7. These findings suggest that each variable satisfies the criteria for composite reliability and Cronbach alpha, indicating a high level of reliability for all variables. Therefore, further analysis can proceed by evaluating the goodness of fit model through an assessment of the inner model.

Inner Model (Structural Model)
Coefficient Determination (R-Square (R^2))

Table 4. R-Square Testing Results

Variable	*R-Square*	*R-Square Adjusted*
Brand Image	0,528	0,526
Brand Awareness	0,431	0,428
Customer Engagement	0,586	0,576

Based on the results of data processing in table 4, it can be seen that the brand image variable has an R-Square value of 0.528. This means that the brand image variable as a dependent variable is influenced by 52.8% by its dependent variable, namely consumer involvement with the brand. Furthermore, the R-Square value of the brand awareness variable is 0.431, which means that the brand awareness variable is influenced by 43.1% by the consumer involvement variable with the brand. Finally, the consumer involvement variable with the brand is influenced by 0.586, which means that the consumer involvement variable with the brand is influenced by 58.6% by its dependent variables, namely entertainment, trends, interactions, customization, and EWOM. In this study, brand awareness is classified as low in being influenced by its independent variables, while the consumer involvement variables with the brand and brand image are moderately influenced by their independent variables.

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Goodness of Fit (Q-Square)

Table 5. Goodness Of Fit (Q-Square) Results

Variable	Q^2
Brand Image	0,582
Brand Awareness	0,463
Customer Engagement	0,521

Based on the data presented in the table above, it can be seen that the Q square value on the dependent variable is > 0. By looking at this value, it can be concluded that this study has a good observation value because the Q square value is > 0 (zero).

Hypotesis Testing

Table 6. Hypotesis Testing Results (Path Coefficient)

Variable	Original Sample (O)	T Statistics (| O/STDEV |)	P Values
Entertainment -> Customer Engagement	**0.111**	**0,739**	**0,482**
Interaction -> Customer Engagement	0.342	2.660	0,008
Trend -> Customer Engagement	**0.053**	**0,649**	**0,517**
Customization -> Customer Engagement	0.333	3.608	0,000
EWOM -> Customer Engagement	**0.018**	**0,168**	**0,867**
Customer Engagement -> Brand Awareness	0.656	12.402	0,000
Customer Engagement -> Brand Image	0.727	15.712	0,000

DISCUSSION

The study found that entertainment content shared by @Spotifyid on Instagram has a positive but insignificant effect on consumer engagement. Although entertaining content may attract attention, it is not enough to sustain deep consumer involvement.

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Prior studies support this, suggesting that while entertainment creates positive brand experiences, its influence is often short-lived and not impactful enough to build lasting relationships (Calder et al., 2009). Hollebeek et al. (2014) emphasized that personal relevance and brand value are more critical drivers of engagement. In the Indonesian market, where consumers are socially active, interactive and culturally relevant content plays a greater role in deepening engagement than entertainment alone (Brodie et al., 2013). Likewise, trends were also found to have a positive but insignificant impact on engagement, indicating that while trendy content may generate short-term interest, it rarely fosters long-term attachment (Solomon et al., 2019; Kapferer & Bastien, 2017; Christodoulides et al., 2021).

Conversely, the interaction and customization variables showed a positive and significant influence on consumer engagement. The study revealed that increased interaction, such as comment responses and Q&A, strengthens emotional ties and brand loyalty (Brodie et al., 2013; Hollebeek et al., 2014; Dessart et al., 2015). Indonesian consumers, known for their responsiveness on social media, are particularly drawn to content that invites participation. Moreover, Spotify Indonesia's use of customized features like genre-based highlights supports these findings, as personalized experiences enhance emotional connection and satisfaction (Bleier & Eisenbeiss, 2015; Pappas et al., 2017; Tam & Ho, 2021; Schreiner et al., 2019). These tailored interactions cater to consumer preferences, fostering deeper brand engagement.

Finally, electronic word-of-mouth (EWOM) was shown to have a positive but insignificant effect on consumer engagement. While user comments and recommendations do contribute to building trust, their influence is more prominent during early purchase stages rather than in fostering sustained brand relationships (Cheung & Thadani, 2012; Ebrahim et al., 2016). For Indonesian consumers, who rely heavily on social media, EWOM may support initial awareness but must be complemented with personalized, immersive brand experiences to deepen engagement. Importantly, the study confirms that consumer engagement has a significant positive effect on brand awareness. In a highly competitive digital environment, engagement—through interaction, personalization, and emotional connection—enhances brand perception and strengthens consumer-brand relationships (Iglesias et al., 2011; Calder et al., 2009; Fournier, 1998).

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CONCLUSION

Based on the results of the analysis that has been done, it can be concluded that interaction and customization have a positive and significant influence on consumer engagement with the brand. Meanwhile, entertainment, trends, and EWOM do not have a significant influence on consumer engagement with the brand. In addition, consumer engagement with the brand is proven to have a positive and significant influence on brand awareness and brand image.

RESEARCH LIMITATIONS

This study is limited by time and resources, which restricts the scope of sample analysis that could be conducted during the research period. As a result, the findings may not fully represent a broader population or more diverse environments. Additionally, this research only illustrates the effectiveness of social media—specifically the Instagram platform—as a marketing tool and does not provide a comparison with traditional marketing methods.

RECOMMENDATION

Spotify Indonesia is advised to enhance the aspects of interaction and customization on its Instagram account @Spotifyid as part of its marketing strategy to increase consumer engagement with the brand. Additionally, the elements of entertainment and trends should be further examined to better understand how they can effectively capture consumer attention. Marketing strategies based on electronic word-of-mouth (eWOM) also need to be optimized to have a more significant impact on consumer engagement. Considering that consumer engagement has a substantial influence on brand awareness and image, Spotify Indonesia should prioritize efforts to boost engagement through various communication channels.

MANAGERIAL IMPLICATIONS

The study reveals that social media marketing elements such as entertainment, personalization, word-of-mouth promotion, and trends contribute to strengthening consumer brand loyalty. Companies are encouraged to provide engaging, non-monotonous content by incorporating entertaining elements while maintaining the quality of information delivered. How consumers interact with a brand also plays a crucial role in shaping long-term brand evaluation. Continuous engagement fosters a deeper understanding of the brand, leading to stronger brand recall and reinforcing positive brand

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perception, which ultimately reduces the likelihood of consumers switching to competitors. Although entertainment, trends, and EWOM were not found to have a significantly positive effect on brand loyalty, all five elements, including interaction, remain applicable in social media marketing. Brands should carefully prioritize marketing elements that best align with their product or service context, as the presence of these factors enhances both consumer brand loyalty and brand knowledge.

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