



# Prioritizing social media marketing activities: unveiling the SMMA dimensions for enhancing brand attitude, experience, and purchase intention



Nurul Rizki Utami <sup>(a)\*</sup> Rifelly Dewi Astuti <sup>(b)</sup>

<sup>(a)</sup> Faculty of Economics & Business, Master Program in Management, University of Indonesia Jakarta, Indonesia

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## ABSTRACT

*This research examines the influence of Social Media Marketing Activities (SMMA) on consumer behaviour towards local fashion brands in Indonesia. The study focuses on five key SMMA dimensions: interactivity, informativeness, personalization, trendiness, and word-of-mouth (WOM). It extends previous research by investigating the moderating effect of customer engagement levels on the relationships between SMMA dimensions, consumer attitudes, brand experiences, and purchase intentions. A quantitative approach was employed through an online survey distributed to 878 social media users who actively follow and purchase from local fashion brands. Partial Least Squares Structural Equation Modelling (PLS-SEM) was used to analyse the data and identify the influence of SMMA dimensions on consumer attitudes, experiences, purchase intentions, and the moderating effect of customer engagement levels. The findings aim to identify the influence of each SMMA dimension on consumer attitudes, experiences, and purchase intentions, quantify the relative impact of each SMMA dimension on these consumer behaviour factors, determine the SMMA dimension with the strongest influence on consumer response, and investigate the moderating effect of customer engagement levels on the relationships between SMMA and the other variables. These findings provide valuable guidance for local fashion brands in developing effective social media marketing strategies to enhance customer engagement and drive purchase intentions.*

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## Introduction

Indonesia's booming digital landscape, fueled by high internet penetration and social media activity (Yonathan, 2023; Sujana, 2023), has created a fertile ground for local fashion brands. Social media marketing (SMM) has become a critical tool for these brands to connect with a highly engaged online audience, fostering loyalty through strategies like influencer marketing (Nijssen & Ordanini, 2020). This shift highlights the importance of SMM, which extends beyond content creation to building relationships with consumers (Yadav & Rahman, 2017).

The increasing need for social media marketing is driving research into the role of SMMA in shaping consumer responses. Khan (2022) showed that SMMA has a positive impact on brand attitude, purchase intention, and brand experience. Informative and engaging content, competitions or giveaways, and the use of influencers can improve brand attitude (Khan I., 2022). Purchase intention as a strong indicator of consumer preference is influenced by their performance of the product/brand and external factors such as website and social media (Dehghani & Tumer, 2015). With increased social media activity, it is expected to build good relationships with customers, increase company profits, and stimulate purchase intention (Dehghani & Tumer, 2015) (Godey, et al., 2016).

Digital content specifically designed for online platforms can strengthen the relationship between consumers and brands (Chang, Yu, & Lu, 2015). Positive SMMA can trigger sensory, behavioural, emotional, and intellectual experiences that lead to a positive brand

\* Corresponding author. ORCID ID: 0000-0002-1583-7941

experience (Brakus, Schmitt, & Zarantonello, 2009) (Tsai S.-p. , 2005). Examples of SMMA that drive positive brand experience include entertainment content, trendy marketing content, attractive product images, celebrity endorsements, and sharing original brand content (Hanna, Rohm, & Crittenden, 2011) (Kim & Ko, 2012) (Zollo, Filieri, Rialti, & Yoon, 2020).

Social media marketing activities (SMMA) are crucial for Indonesian fashion brands to engage with a highly active online audience. While research demonstrates SMMA's impact on consumer responses, a gap exists in understanding its influence on all three key drivers of purchase behaviour: brand attitude, brand experience, and purchase intention. Furthermore, existing studies mainly focus on developed markets, overlooking the unique characteristics of the Indonesian context. Building on this work, this research delves deeper by examining a comprehensive set of validated SMMA dimensions, including interactivity, informativeness, personalization, trendiness, and word-of-mouth (Yadav & Rahman, 2017). By exploring these dimensions simultaneously, we aim to provide a clearer and more comprehensive understanding of how SMMA shapes consumer perceptions and purchase behaviour in the Indonesian local brand context.

There are several research gaps in the literature on the influence of social media marketing activities (SMMA) on brand attitude, brand experience, and purchase intention (Khan I. , 2022) (Yadav & Rahman, 2017). Firstly, prior research has largely focused on examining only one dependent variable at a time (e.g., brand attitude, brand experience, or purchase intention). This research aims to address this gap by simultaneously examining the influence of SMMA dimensions on all three variables. Secondly, existing research on the influence of SMMA is often conducted in developed countries or in other industries (Khan I. , 2022). Third, here's the strengthen a research gap by related to customer engagement as a moderator specifically within the relationship between SMMA dimensions and brand experience Khan's (2022). Prior research, including Khan (2022), has established the positive influence of SMMA dimensions (interactivity, informativeness, personalization, trendiness, WOM) on brand experience. However, a gap exists in understanding how customer engagement level moderates this relationship.

A strong link exists between brand attitude, brand experience, and purchase intention, forming a mutually reinforcing cycle. A positive brand attitude, as shown by Hafez (2021) and Sharma et al. (2022), makes consumers more receptive to brand information, actively seek brand interactions, and favourably interpret brand experiences. Additionally, it motivates them to gather information about offerings, consider brand products, and even tolerate shortcomings. Positive brand experiences, according to Paramitha et al. (2021) and Anggraeni & Haryanto (2023), strengthen brand trust and liking, build positive associations with offerings, and foster deeper emotional connections. This cycle thrives as a positive brand attitude cultivates positive brand experiences, which in turn drive purchase intention. Furthermore, a positive brand attitude directly influences purchase intention (Sharma, Fadahunsi, Abbas, & Kumar, 2022). Understanding these dynamics empowers practitioners to build strong brands and boost sales (Anggraeni & Haryanto, 2023), while academics gain insights for a more comprehensive theory of consumer behaviour (Anggraeni & Haryanto, 2023). This interconnectedness holds the key to building strong brands and increasing sales, and by grasping these relationships, practitioners and academics can develop more effective strategies and theories.

This research addresses these gaps by investigating the influence of various SMMA dimensions on all three key drivers of purchase behavior (brand attitude, brand experience, and purchase intention) simultaneously within the context of the Indonesian local fashion market. By examining these factors together, we aim to provide a more comprehensive understanding of how SMMA shapes consumer perceptions and ultimately influences buying decisions. Furthermore, this research explores the moderating role of customer engagement level in the relationship between SMMA and brand experience.

## **Literature Review**

### **Marketing Communication**

Marketing communication is a critical aspect of achieving success in the modern era. With rapid technological changes and evolving consumer preferences, effective communication becomes more challenging (Kotler & Armstrong, 2008). Understanding consumer purchase behavior, identifying information needs, and delivering the right information at the right time are key to success in marketing communication. The process of marketing communication involves analyzing the situation, formulating objectives, identifying target audiences, developing messages, selecting media, and evaluating effectiveness (Belch & Belch, 2015). The marketing communication mix includes advertising, sales promotion, public relations, direct marketing, digital marketing, and personal selling. The functions of marketing communication include informing, persuading, reminding, and building relationships with customers (Kotler & Keller, 2016). Effective marketing communication helps companies to reach their target audiences, achieve their marketing goals, and build successful brands.

### **Social Media in Marketing Communication**

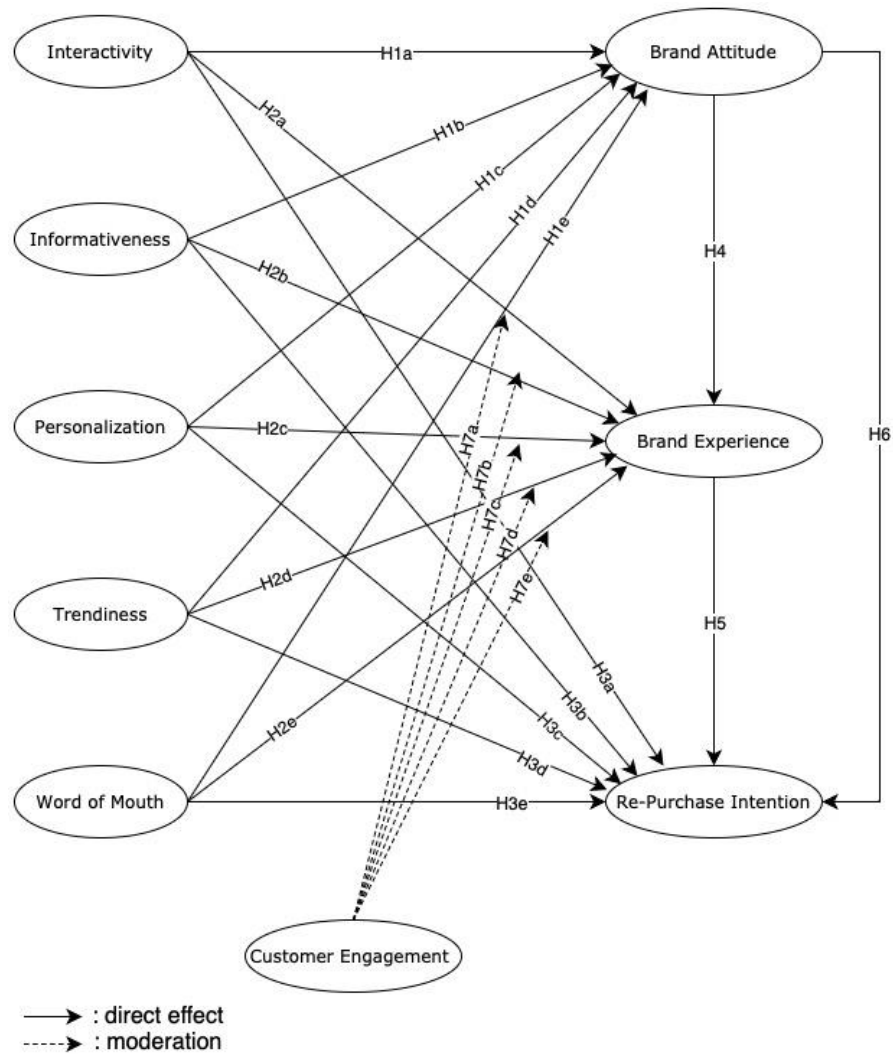
The rise of social media has fundamentally changed how companies communicate with consumers (Kotler & Keller, 2016). These interactive online platforms, like Facebook and Instagram, have replaced traditional, one-way communication with a dynamic exchange of ideas and information (Kaplan & Haenlin, 2010). This shift allows marketers to build relationships directly within consumer communities, fostering a sense of connection and community (Kelly, Kerr, & Drennan, 2010). Recognizing the efficiency

and potential for brand loyalty building, marketers are increasingly focusing on digital channels like social media, moving away from conventional advertising strategies (Kotler & Keller, 2016).

### **Social Media Marketing Activities (SMMA)**

Social media marketing (SMM) has become a vital tool for businesses, shaping relationships with consumers through various activities (SMMA) (Kim & Ko, 2012). Social media marketing (SMM) is booming in e-commerce, with platforms like Facebook and Instagram helping businesses connect with customers (Kim & Ko, 2012). This research focuses on how different SMM activities (SMMA) affect how Indonesian consumers perceive and engage with local fashion brands. Interactivity refers to how well the brand facilitates two-way communication and engagement on social media. This includes interactions between customers, the brand itself, and even interactions between customers (Yadav & Rahman, 2017). Think of it as fostering conversations and building a sense of community. Informativeness is the dimension captures the extent to which the brand's social media presence provides accurate, useful, and comprehensive information about its products, services, and promotions (Yadav & Rahman, 2017). Essentially, it's about keeping customers informed and educated about your offerings. Personalization is the dimension looks at how well the brand tailors its social media content and recommendations to individual customer preferences and interests (Yadav & Rahman, 2017). In other words, it's about creating a customized social media experience for each customer by understanding their needs and wants. Trendiness is the dimension refers to how well the brand stays on top of the latest trends, styles, and cultural references within its target audience and the fashion industry as a whole (Yadav & Rahman, 2017). A trendy brand uses social media to connect with what's hot and happening, keeping your brand relevant and appealing to fashion-conscious consumers. Word-of-Mouth (WOM) is the dimension focuses on how much customers actively recommend and share their experiences with the brand on social media platforms (Yadav & Rahman, 2017). Positive WOM can be a powerful marketing tool driven by social media engagement. By encouraging customer satisfaction and fostering brand advocacy, you can leverage the power of social media to spread positive word-of-mouth and attract new customers.

Despite significant research on Social Media Marketing Activities (SMMA) and its influence on consumer behaviour (Yadav & Rahman, 2017), there are key areas where our understanding remains incomplete. Firstly, prior studies have largely focused on the overall impact of SMMA on broad outcomes like brand perception and purchase intention (Yadav & Rahman, 2017). This study aims to delve deeper by examining the unique influence of individual SMMA dimensions on specific aspects of consumer behaviour. For instance, research suggests that informative and engaging content, competitions, and influencer marketing can improve brand attitude (Khan I. , 2022). However, a more granular understanding of how each SMMA dimension uniquely contributes to these outcomes, such as brand attitude, brand experience, and purchase intention, is needed. This will allow local fashion brands to tailor their social media approach to maximize their impact on specific aspects of the consumer decision-making process. Secondly, the role of customer engagement as a moderator in the relationship between SMMA and consumer behaviour remains under-explored. Existing research hasn't examined how varying levels of consumer interaction and participation with the brand on social media may influence the impact of SMMA dimensions (Khan I. , 2022). This study incorporates customer engagement as a moderator to understand these conditions. This will help us identify when SMMA is most effective in shaping consumer perceptions and driving purchase intentions, providing valuable guidance for local fashion brands in crafting targeted social media strategies. Thirdly, this study focuses on the specific context of local fashion brands in Indonesia. By examining the unique characteristics and challenges of this market (Wearesocial, 2023), such as high social media penetration and a strong influencer culture, the study will provide insights into how local fashion brands can effectively utilize SMMA to engage with consumers and drive business growth. Fourth, existing studies have examined the relationships between SMMA, brand attitude, brand experience, and purchase intention in isolation. This study proposes a comprehensive model that integrates these constructs to provide a holistic understanding of the impact of SMMA on consumer behaviour. By examining the interrelationships between these variables, the study will offer a more nuanced understanding of the factors that influence consumer decision-making in the context of local fashion brands. By understanding the specific SMMA dimensions that are most effective in driving positive consumer outcomes, brands can optimize their social media presence and maximize their return on investment (ROI). Additionally, the study will provide insights into how brands can leverage customer engagement to enhance the impact of their SMMA activities.



**Figure 1:** Conceptual Model

**Brand Attitude and Brand Experience**

Brand attitude is an individual's overall evaluation of a brand. It is largely based on the consumer's perception of the brand. Previous research suggests that relevant and engaging SMMA can enhance positive brand experiences (Godey, et al., 2016). Brand experience is a crucial marketing concept that encompasses the totality of sensory, emotional, cognitive, and behavioral experiences a consumer feels when interacting with a brand (Brakus, Schmitt, & Zarantonello, 2009). Interactivity allows for communication and builds emotional connections, leading to a more positive brand perception (Kim & Ko, 2012). Similarly, personalization creates a sense of relevance and value for individual customers (Koay, Ong, Khoo, & Yeoh, 2019). Informative content empowers consumers with valuable knowledge, shaping a positive brand experience (Lee & Hong, 2016). Staying trendy positions, the brand as modern and relevant, attracting trend-conscious consumers (Koay, Ong, Khoo, & Yeoh, 2019). Finally, positive WOM on social media validates consumer expectations and strengthens their brand experience (Koay, Ong, Khoo, & Yeoh, 2019). We propose the following hypotheses:

*H1a-e: Each SMMA dimension (Interactivity, Informativeness, Personalization, Trendiness, WOM) has a positive effect on Brand Attitude.*

*H2a-e: Each SMMA dimension (Interactivity, Informativeness, Personalization, Trendiness, WOM) has a positive effect on brand experience.*

*H3a-e: Each SMMA dimension (Interactivity, Informativeness, Personalization, Trendiness, WOM) has a positive effect on purchase intention.*

A positive brand attitude can further enhance brand experience. Consumers with a favourable view of the brand are more likely to seek confirmatory experiences through brand interactions (Anggraeni & Haryanto, 2023)

*H4: Brand Attitude has a positive effect on Brand Experience.*

These hypotheses propose that SMMA can influence purchase intention not only directly, but also indirectly through its impact on brand attitude and brand experience.

### **Purchase Intention**

Purchase intention is a representation of a consumer's tendency to buy a product or service in the future. An increase in purchase intention indicates an increased likelihood that the consumer will make a purchase (Brakus, Schmitt, & Zarantonello, 2009). Purchase intention can also be considered a critical indicator for projecting consumer behavior. A positive brand attitude can also lead to higher purchase intention. Consumers with favorable brand perceptions are more likely to trust the brand and repurchase products (Akar & Topçu, 2011). Additionally, a positive brand experience can create a favorable brand image and encourage repeat purchases (Brakus, Schmitt, & Zarantonello, 2009). Here are the proposed hypotheses:

*H5: Brand Experience has a positive effect on Purchase Intention.*

*H6: Brand Attitude has a positive effect on Purchase Intention.*

### **Customer Engagement Level**

A crucial factor in successful social media marketing (SMMA) is customer engagement level. This refers to the depth of a consumer's interaction and participation with a brand's offerings and activities. It can range from simply following a brand's social media page to actively commenting, sharing content, and even becoming a brand advocate. Research by Paramita et al. (2021) highlights the significant impact of customer engagement on the effectiveness of SMMA efforts. A positive brand experience, which goes beyond just having an online presence, can be a key driver of customer engagement. When consumers have positive interactions with a brand, it strengthens their emotional connection and encourages them to participate on the brand's social media pages. This increased engagement, in turn, fosters a more positive brand attitude. Consumers who are actively involved with a brand are more likely to develop strong feelings of trust, loyalty, and respect towards the brand. Ultimately, a high level of customer engagement can lead to a positive cycle, influencing brand experience, purchase intention, and brand attitude, all of which contribute to a stronger brand image and increased sales. Here are the proposed hypotheses:

*H7a-e: High Customer Engagement Strengthens the Positive Relationship Between each SMMA dimension (Interactivity, Informativeness, Personalization, Trendiness, WOM) and Brand Experience*

## **Research and Methodology**

This research adopts an exploratory research design with a quantitative method to investigate the influence of social media marketing activities (SMMA) on brand attitude, brand experience, purchase intention and customer engagement level as moderation variable in the context of Indonesian local fashion. This exploratory design allows for initial exploration of the relationships between these variables, while the quantitative method enables the collection and analysis of numerical data to test emerging hypotheses. This research employs an online questionnaire dissemination technique to collect data. The reasons for using this technique are twofold: it enables researchers to ask research questions in real-world situations, which is crucial for obtaining accurate and relevant data that aligns with the research objectives, and it allows for the acquisition of sufficient data for analysis. By distributing questionnaires online, researchers can reach a larger pool of respondents and obtain enough data to draw valid conclusions (Malhotra, 2017). The cross-sectional data collection method is used, which involves collecting data at a specific time point (Malhotra, 2017). The primary data gathered through a survey is used.

The survey data collection is conducted online by distributing questionnaires through social media. Each respondent can only complete the questionnaire once. The population of this study is social media users in Indonesia aged 18 and above. The research sample is chosen randomly from this population. Respondents were also asked to mention their preferred social media platform. Out of the total contacted 878 individuals, we received 769 responses targeted. We discarded responses due to incompleteness, outliers, and remained with 769 useable responses. To mitigate this potential limitation, we will employ a two-pronged approach. First, we will utilize a reputable social media platform with a wide and diverse user base in Indonesia. Second, we will supplement the random sampling with quota sampling techniques. Quota sampling ensures that the final sample reflects the known demographic proportions of social media users in Indonesia according to age, gender, and region. This will help to create a more representative sample and reduce potential bias. Potential respondents who meet the selection criteria that have followed a specific brand on social media within the 1 last month, and have been buy that brand product around last 1 year and use the product can voluntarily mention the brand they have accessed in the last year. The respondents are then instructed to answer survey items representing the study's primary constructs, namely SMMA dimensions (interactivity, informativeness, trendiness, personalization, Word of Mouth), Purchase intention, Brand attitude and Brand experience. The prospective respondents will be asked to answer the survey items following the indicators on a Likert scale. The respondents will answer a few demographic questions at the end. The research utilizes primary data. The primary data is obtained by distributing questionnaires to respondents who meet the predetermined criteria, with questions about demographics and the operational variable constructs being studied.

The research employs multi-item scales to measure the key constructs. The social media marketing activity (SMMA) dimensions of interactivity, trendiness, word of mouth, informativeness, and personalization are assessed using a four-item scale adapted from

Yadav & Rahman (2017). These items evaluate the extent to which social media platforms facilitate customer interaction and content sharing. Specifically, interactivity is measured with four items, trendiness with three items, word of mouth with three items, informativeness with three items, and personalization with three items. Brand attitude is measured with three items adopted from (Khan I. , 2022), while brand experience is measured with twelve items adapted from the same source. Purchase intention is also assessed using three items adapted from (Khan I. , 2022). And customer engagement level is measured with ten items adapted from the same source. All respondents will answer questions on a Likert scale. Demographic information will also be collected. This study will utilize the SEM-PLS method with SmartPLS software to analyze the influence of SMMA on brand attitude, brand experience, purchase intention, and the moderating effect of customer engagement level. Following these procedures and conducting a common method variance test (Podsakoff, 2003)the analysis will proceed with SEM-PLS to investigate the hypothesized relationships.

## Finding and Discussions

### Measurement Model

After processing the data, this study conducted the Validity and Reliability test. Validity testing results depend on creating a solid research design, selecting appropriate methods and samples, and conducting research consistently. This study tested validity on nine constructs: interactivity, informativeness, personalization, trendiness, word of mouth, brand attitude, brand experience, customer engagement and re-purchase intention. Table 1 shows the results of the validity test.

**Table 1.** The Results of the Pre-Test Validity Test

Variable	Indicator	AVE	Loading Factor
Interactivity	INT1	0.659	0.815
	INT2		0.789
	INT3		0.831
Informativeness	INF1	0.597	0.869
	INF2		0.644
	INF3		0.788
Personalization	PERS1	0.746	0.800
	PERS2		0.887
	PERS3		0.900
Trendiness	TREND1	0.623	0.768
	TREND2		0.804
	TREND3		0.795
Word of Mouth (WOM)	WOM1	0.579	0.731
	WOM2		0.783
	WOM3		0.767
Brand attitude	BA1	0.64	0.806
	BA2		0.819
	BA3		0.775
Brand experience	BE1	0.657	0.856
	BE2		0.870
	BE3		0.780
	BE4		0.799
	BE5		0.812
	BE6		0.807
	BE7		0.839
	BE8		0.828
	BE9		0.735
	BE10		0.849
	BE11		0.742

	BE12		0.799
Customer Engagement	CE1	0.702	0.811
	CE2		0.866
	CE3		0.797
	CE4		0.869
	CE5		0.855
	CE6		0.772
	CE7		0.778
	CE8		0.855
	CE9		0.903
	CE10		0.864
Re-Purchase intention	PI1	0.934	0.959
	PI2		0.968
	PI3		0.971

**Source:** SmartPLS (Processed by the Authors, 2024)

The convergent validity analysis indicates that all indicators have factor loading scores above 0.6, demonstrating the validity and reliability of the indicators in measuring the relevant constructs. According to Hair et al. (1998), a minimum factor loading of 0.3 is acceptable, 0.4 is considered better, and 0.5 is generally significant. The factor loading scores above 0.7 in this study suggest a good level of convergent validity, meaning the indicators effectively represent and measure the intended constructs. Analysis of Average Variance Extracted (AVE) also reveals a high level of convergent validity. AVE measures the extent to which indicator variance is explained by the construct being measured. A good AVE value is a minimum of 0.5. The research findings show that all AVE values are above 0.5, indicating that the constructs have sufficiently high convergent validity. The measurement model (outer model) used in this study demonstrates strong convergent validity. This implies that the indicators are reliable and effective measurement tools for the relevant constructs within the research.

After processing the data, this study uses the evaluation of the Composite Reliability (CR) criterion whose requirement value is greater than 0.7, as well as evaluating the Cronbach's Alpha value with a requirement value greater than 0.7 (Hair, Ringle, & Sarstedt, 2014) (Malhotra, 2017). These two parameters are used in research to see the level of reliability of the measurement model (outer model). The results showed that Composite Reliability (CR) and Cronbach's Alpha value met the criteria. Thus, it was considered reliable because it met the standard criteria set. This finding proves that variables are consistent when measuring each variable. Data from the Composite Reliability and Cronbach's Alpha test results are shown in Table 2.

**Table 2:** The result of Composite Reliability and Cronbach's Alpha

	Cronbach's Alpha	Composite Reliability
BA	0.719	0.842
BE	0.952	0.958
CE	0.954	0.959
INF	0.680	0.814
INT	0.742	0.853
PERS	0.828	0.898
PI	0.965	0.977
TREND	0.697	0.832
WOM	0.638	0.805

**Source:** SmartPLS (Processed by the Authors, 2024)

**Test of Hypothesis: Structural Model**

This study examined two sets of hypotheses: main effects (H1a to H3e), (H4 to H6) and moderation effects (H7a to H7e). The main effects hypotheses focused on the influence of five social media marketing attributes (SMMA) on brand attitude (BA) and purchase intention (PI). These SMMA attributes are Interactivity (INT), Informativeness (INF), Personalization (PERS), Trendiness (TREND), Word-of-Mouth (WOM). The study employed bootstrapping with 5,000 subsamples to examine the hypothesized relationships among the variables.

**Tabel 3:** The Result of Path Coefficientt

Hypothesis	Influence	Original Sample (O)	T Statistics ( O/STDEV )	P Values	Result	Hypothesis Testing
H1a	INT -> BA	0.219	3.886	0.000	Significant	Support
H1b	INF -> BA	0.089	2.262	0.012	Significant	Support
H1c	PERS -> BA	0.241	4.479	0.000	Significant	Support
H1d	TREND -> BA	0.199	6.133	0.000	Significant	Support
H1e	WOM -> BA	0.167	4.026	0.000	Significant	Support
H2a	INT -> BE	0.315	5.991	0.000	Significant	Support
H2b	INF -> BE	0.002	0.084	0.466	Not Significant	Rejected
H2c	PERS -> BE	0.069	1.352	0.089	Not Significant	Rejected
H2d	TREND -> BE	0.345	9.091	0.000	Significant	Support
H2e	WOM -> BE	0.021	0.667	0.253	Not Significant	Rejected
H3a	INT -> PI	0.174	2.669	0.004	Significant	Support
H3b	INF -> PI	0.011	0.261	0.397	Not Significant	Rejected
H3c	PERS -> PI	0.113	2.085	0.019	Significant	Support
H3d	TREND -> PI	0.142	3.077	0.001	Significant	Support
H3e	WOM -> PI	0.068	1.576	0.058	Not Significant	Rejected
H4	BA -> BE	0.238	5.842	0.000	Significant	Support
H5	BE -> PI	0.050	0.724	0.235	Not Significant	Rejected
H6	BA -> PI	0.126	2.499	0.006	Significant	Support
H7a	CExINT -> BE	0.010	0.187	0.426	Not Significant	Rejected
H7b	CExINF -> BE	-0.036	1.368	0.086	Not Significant	Rejected
H7c	CExPERS -> BE	-0.018	0.347	0.364	Not Significant	Rejected
H7d	CExTREND -> BE	0.002	0.059	0.476	Not Significant	Rejected
H7e	CExWOM -> BE	-0.044	1.440	0.075	Not Significant	Rejected

Source: SmartPLS (Processed by the Authors, 2024)

**Tabel 4:** The Goodness of Fit

	Saturated Model	Estimated Model
SRMR	0.052	0.052
d_ULS	2.548	2.560
d_G	1.165	1.168
Chi-Square	5278.975	5274.592
NFI	0.789	0.789

Source: SmartPLS (Processed by the Authors, 2024)

**Main Effects**

The study employed path analysis to examine the direct and indirect relationships between the five social media marketing attribute (SMMA) dimensions—interactivity (INT), informativeness (INF), personalization (PERS), trendiness (TREND), and word-of-mouth (WOM)—and three key consumer outcomes: brand attitude (BA), brand experience (BE), and repurchase intention (PI). The findings, summarized in Table 3, revealed a complex network of relationships with varying degrees of significance. All five SMMA dimensions exhibited significant positive direct effects on BA, with interactivity having the strongest effect ( $\beta = 0.219$ ,  $t = 3.886$ ,  $p = 0.000$ ), followed by trendiness ( $\beta = 0.199$ ,  $t = 6.133$ ,  $p = 0.000$ ), personalization ( $\beta = 0.241$ ,  $t = 4.479$ ,  $p = 0.000$ ), informativeness ( $\beta = 0.089$ ,  $t = 2.262$ ,  $p = 0.012$ ), and word-of-mouth ( $\beta = 0.167$ ,  $t = 4.026$ ,  $p = 0.000$ ). These findings underscore the importance of incorporating all five SMMA dimensions into social media marketing strategies to foster positive brand perceptions among consumers. Regarding brand experience (BE), interactivity and trendiness were the only dimensions exerting significant positive direct effects, with interactivity showing a stronger effect ( $\beta = 0.315$ ,  $t = 5.991$ ,  $p = 0.000$ ) compared to trendiness ( $\beta = 0.345$ ,  $t = 9.091$ ,  $p = 0.000$ ). In contrast, informativeness ( $\beta = 0.002$ ,  $t = 0.084$ ,  $p = 0.466$ ), personalization ( $\beta = 0.069$ ,  $t = 1.352$ ,  $p = 0.089$ ), and word-of-mouth ( $\beta = 0.021$ ,  $t = 0.667$ ,  $p = 0.253$ ) did not show significant direct impacts on BE, highlighting the multifaceted nature of BE that goes beyond direct social media interactions. For repurchase intention (PI), interactivity, personalization, and



trendiness exhibited significant positive direct effects, with interactivity again having the strongest effect ( $\beta = 0.174$ ,  $t = 2.669$ ,  $p = 0.004$ ), followed by trendiness ( $\beta = 0.142$ ,  $t = 3.077$ ,  $p = 0.001$ ) and personalization ( $\beta = 0.113$ ,  $t = 2.085$ ,  $p = 0.019$ ). Informativeness ( $\beta = 0.011$ ,  $t = 0.261$ ,  $p = 0.397$ ) and word-of-mouth ( $\beta = 0.068$ ,  $t = 1.576$ ,  $p = 0.058$ ) did not have significant direct impacts on PI, suggesting that interactivity, personalization, and trendiness are particularly crucial for influencing consumer repurchase intentions in social media marketing.

The study also examined the direct effects of brand attitude (BA) and brand experience (BE) on repurchase intention (PI), revealing a significant positive relationship between BA and PI (H4:  $\beta = 0.238$ ,  $t = 5.842$ ,  $p = 0.000$ ). This suggests that consumers with favorable brand perceptions are more likely to repurchase the brand's products or services, aligning with existing research highlighting the importance of BA in influencing consumer purchase decisions (e.g., Chaudhuri & Majumdar, 2003). In contrast, the relationship between BE and PI was not statistically significant (H5:  $\beta = 0.050$ ,  $t = 0.724$ ,  $p = 0.235$ ), indicating that while positive brand experiences may contribute to repurchase intentions, their direct impact may be weaker compared to BA. This could be due to the multifaceted nature of brand experience, which encompasses various factors beyond direct interactions with the brand. Additionally, the analysis revealed a significant positive relationship between BA and BE (H6:  $\beta = 0.126$ ,  $t = 2.499$ ,  $p = 0.006$ ), suggesting that favorable brand perceptions can lead to enhanced brand experiences. This finding supports the notion that positive brand attitudes can predispose consumers to interpret and evaluate brand interactions more positively (Chaudhuri & Majumdar, 2003).

This implies that consumers are more likely to purchase from brands that utilize engaging, personalized, and trendy social media marketing strategies. These findings highlight the importance of employing a comprehensive social media marketing approach that incorporates all five SMMA dimensions to effectively enhance brand attitude and purchase intention among consumers. Here by the visual SMMA Dimension Priorities tables are shown below:

**Tabel 5:** The SMMA Dimension Priorities

Number Priorities	SMMA Dimension Priorities		
	Brand Attitude	Brand Experience	Re Purchase Intention
1	Personalization	Trendiness	Interactivity
2	Interactivity	Interactivity	Trendiness
3	Trendiness	Personalization	Personalization
4	Word Of Mouth	Word Of Mouth	Word Of Mouth
5	Informativeness	Informativeness	Informativeness

**Source:** (Created by the Authors, 2024)

The table 5 of SMMA (Social Media Marketing Activities) dimension priorities provides a clear hierarchy of factors that influence various consumer attitudes and behaviors, including brand attitude, brand experience, and repurchase intention. Personalization emerges as the top priority in shaping brand attitude. This suggests that tailored content and interactions significantly enhance how consumers perceive a brand. Research by Dawn (2014) and Khan (2022) highlights that personalization strategies enhance perceived value and purchase intentions by creating a favorable perception of the brand. Interactivity follows as the second priority, indicating that engaging consumers in direct and responsive communications strengthens their attitude towards the brand. This is supported by Islam, Jebarajakirthy, and Shankar (2021), who assert that website interactivity significantly impacts customer behavior. Trendiness, or the brand's alignment with current trends, ranks third, emphasizing the importance of staying relevant in consumers' minds. Zafar et al. (2021) and Khan (2022) demonstrate that trendiness enhances purchase intentions, aligning with earlier findings by Akar and Topçu (2011) and Pace, Balboni, and Gistri (2017). Word of Mouth and Informativeness are also important but are ranked lower, highlighting that while sharing information and encouraging organic consumer discussions are beneficial, they are less critical compared to personalization and interactivity. For brand experience, trendiness takes precedence, suggesting that aligning with current trends enhances consumers' overall experience with the brand. Zafar et al. (2021) and Khan (2022) highlight that trendy content increases consumer engagement and satisfaction. This is closely followed by interactivity, highlighting the value of engaging and responsive communication in enriching consumer experiences. Interactivity's importance is supported by Islam, Jebarajakirthy, and Shankar (2021), who found it significantly affects customer behaviour. Personalization is the third priority, indicating that tailored interactions still play a significant role but are slightly less impactful compared to trendiness and interactivity. Dawn (2014) and Khan (2022) emphasize that personalization enhances the perceived value and consumer satisfaction. Similar to brand attitude, Word of Mouth and Informativeness rank fourth and fifth, respectively, underscoring their supportive roles in shaping brand experience. Repurchase intention is most influenced by interactivity, as highlighted by Islam, Jebarajakirthy, and Shankar (2021), who found that website interactivity significantly affects customer behaviour in online purchase contexts, thereby influencing repeat purchase intentions. Khan (2022) also supports this, showing that consumers with interactive and responsive brand engagements have higher purchase intentions. Trendiness follows as the second priority, indicating that consumers are more likely to repurchase if the brand remains relevant and trendy. Personalization ranks third, reflecting its role in fostering repeat purchases through tailored

content and interactions. Consistently, Word of Mouth and Informativeness are ranked fourth and fifth, respectively, showing their lesser but still important impact on repurchase intentions.

Previous studies provide a robust foundation for these findings. Kim, Gupta, and Koh (2011) found that the perceived value of information provided through social media significantly influences purchase intentions. (Kitsios, Mitsopoulou, Moustaka, & Kamariotou, 2022) emphasize the importance of information quality in consumer behaviour. Dawn (2014) and Khan (2022) highlight that personalization strategies enhance perceived value and purchase intentions. Zafar et al. (2021) and Khan (2022) also demonstrate the impact of trendiness on purchase intentions, consistent with findings by (Akar & Topçu, 2011), and (Pace, Balboni, & Gistri, 2017).

**Moderation Test**

The customer engagement moderates the relationships between the five social media marketing attributes (SMMA) and brand experience (BE). Here, moderation implies that customer engagement would strengthen or weaken the positive effects of SMMA on brand experience. The analysis employed well-established goodness-of-fit tests (saturated model, estimated model, SRMR, d\_ULS, d\_G, Chi-Square, NFI) to compare constrained and unconstrained models. Interestingly, the results did not support the hypothesized moderation effects (H7a to H7e). The path coefficients for the interaction terms between customer engagement and each SMMA dimension were not statistically significant ( $p > 0.05$ ). This suggests that customer engagement does not significantly influence the extent to which SMMA dimensions (interactivity, informativeness, personalization, trendiness, and word-of-mouth) shape consumer brand experiences. While the study confirms the direct positive effects of various SMMA dimensions on brand experience, customer engagement was not found to moderate these relationships. Future research could explore other factors that might influence how consumers perceive and respond to social media marketing efforts.

**Implications**

*Practical Implication*

This research offers significant practical benefits for marketers and companies by identifying the priority of SMMA dimensions that most influence Brand Attitude, Brand Experience, and Purchase Intention. The results show that Interactivity significantly impacts all three aspects, suggesting that marketing strategies should focus on creating engaging interactions through shared content, regular interactions with followers, and two-way interactions. Trendiness also has a significant impact, requiring brands to stay current with the latest trends in social media content. Personalization significantly impacts Brand Attitude and Purchase Intention, indicating the importance of providing content tailored to consumer preferences. Word of Mouth significantly impacts Brand Attitude but not Brand Experience and Purchase Intention, thus encouraging positive consumer reviews. Informativeness significantly impacts Brand Attitude but not Brand Experience and Purchase Intention, suggesting the importance of providing accurate information about products and brands. By prioritizing strategies that enhance interactivity, follow trends, personalize content, encourage positive WOM, and provide useful information, local fashion brands in Indonesia can improve positive brand attitudes, enrich consumer experiences, and drive purchase intentions. Effective SMMA implementation can help companies achieve long-term goals, strengthen brand positioning in the market, increase customer loyalty, and maintain and grow market share. To enhance the effectiveness of Social Media Marketing Activities (SMMA), it is essential to implement detailed and actionable strategies. The table below outlines specific strategies and details for each SMMA dimension:

**Table 6: SMMA Dimension Strategy**

SMMA Dimension	Strategy	Details
Interactivity	Engage in Real-Time Conversations	Leverage social media platforms for live chats, Q&A sessions, and prompt responses to create immediacy and personal connection.
	Create Interactive Content	Use polls, quizzes, and interactive stories to capture attention and encourage user participation.
Personalization	Tailor Content to Audience Segments	Analyze consumer data to create content that resonates with different segments; personalized messages, product recommendations, and targeted ads increase relevance.
	Utilize AI and Machine Learning	Implement AI-driven tools to analyze consumer behavior and preferences for enhanced personalized experiences.
Trendiness	Stay Updated with Trends	Continuously monitor and incorporate social media trends; use trending hashtags, participate in viral challenges, and create aligned content.

	Collaborate with Influencers	Partner with industry trendsetters to amplify the brand message and maintain relevance.
Informativeness	Provide Valuable Content	Share educational posts, how-to guides, and informative videos to establish the brand as a trusted source of information.
	Regular Updates and Announcements	Keep the audience informed about new products, services, and updates to maintain engagement.
Word of Mouth (WOM)	Encourage User-Generated Content	Motivate customers to share experiences through reviews, testimonials, and user-generated content campaigns.
	Leverage Customer Testimonials	Share positive reviews and testimonials on social media to build trust and encourage new customers.

By implementing these strategies, brands can enhance their social media marketing efforts, creating a more engaging, personalized, trendy, informative, and trustworthy presence that resonates with their audience and drives better outcomes.

For marketers, developing a comprehensive SMMA strategy is crucial. This involves creating a well-rounded social media marketing strategy that incorporates all SMMA dimensions and ensures alignment with overall marketing goals and objectives. Regularly measuring and optimizing the performance of social media activities using analytics tools to track engagement, reach, and conversion rates is essential. Continuous optimization based on these insights will lead to better results. Additionally, investing in training for the marketing team on the latest social media trends and tools is necessary. Equipping the team with the skills needed to effectively implement and manage SMMA strategies will enhance overall effectiveness.

For policymakers, supporting digital literacy programs is vital. Encouraging initiatives that enhance digital literacy among consumers and businesses can help businesses better leverage social media marketing and enable consumers to engage more effectively. Promoting fair competition in the digital space is also important, which includes ensuring regulations that prevent monopolistic practices and promote transparency in social media advertising. Lastly, fostering an environment that supports innovation in social media marketing by providing grants, incentives, and support for startups and businesses experimenting with new social media marketing techniques is essential. This will encourage continued growth and advancement in the field.

## Conclusions

This study highlights the importance of Social Media Marketing Activity (SMMA) dimensions in shaping brand experience (BE), brand attitude (BA), and purchase intention (PI). The findings indicate that all SMMA dimensions positively affect BA, with trendiness having the most significant impact, followed by interactivity, personalization, trendiness from Word of Mouth (WOM), and informativeness. In terms of Brand Experience, interactivity, informativeness, and WOM have a significant positive influence, emphasizing the need for consumer interaction and useful content to enrich brand experience, while personalization and trendiness do not show a significant impact. Regarding Purchase Intention, interactivity, personalization, and trendiness have significant influence, indicating the importance of consumer interaction, tailored content, and staying current with trends, while informativeness and WOM have less influence. The study also finds that Brand Attitude significantly impacts Brand Experience, and although Brand Experience positively impacts Purchase Intention, its effect is not significant in the context of local Indonesian fashion brands. This suggests that other factors like price and product availability might play a crucial role. Furthermore, Brand Attitude has a significant impact on Purchase Intention, indicating that improving brand attitude can effectively enhance purchase intention. However, no SMMA dimension significantly affects Brand Experience when moderated by Customer Engagement (CE), suggesting that different levels of consumer engagement can influence this relationship differently. Overall, this research provides valuable insights for local Indonesian fashion brands in designing effective SMMA strategies to build positive brand attitudes, enrich brand experiences, and drive purchase intentions. Future research should further explore the mediating role of Brand Attitude, employ more in-depth measurement methods, and examine long-term impacts and other potential moderating factors to deepen the understanding of SMMA's impact across various industries.

### *Theoretical Contribution*

This research demonstrates a positive relationship between Brand Attitude, Brand Experience, and Purchase Intention, although the impact of Brand Experience on Purchase Intention is not significant. The SMMA dimensions (Interactivity, Informativeness, Personalization, Trendiness, and Word-of-Mouth) positively influence Brand Attitude, Brand Experience, and Purchase Intention, with exceptions for some insignificant hypotheses: the influence of Informativeness on Brand Experience, Personalization on Brand Experience, Word-of-Mouth on Brand Experience, Informativeness on Purchase Intention, and Word-of-Mouth on Purchase Intention. This research fills a gap in the literature regarding which SMMA dimensions can be prioritized to enhance Brand Attitude, Brand Experience, and Purchase Intention. Interactivity proves to be the most effective dimension, significantly impacting Brand Attitude, Brand Experience, and Purchase Intention, emphasizing the importance of interactive strategies in social media marketing

campaigns. Meanwhile, Informativeness significantly impacts Brand Attitude but is not significant for Brand Experience and Purchase Intention, indicating that informative content is crucial for brand awareness but may not directly influence consumer experience and purchase intention. Personalization significantly impacts Brand Attitude and Purchase Intention but not Brand Experience, highlighting the importance of personalization in building brand awareness and driving purchase intention, though it may not always enhance brand experience. Trendiness significantly impacts Brand Attitude, Brand Experience, and Purchase Intention, emphasizing the importance of staying current with trends in marketing strategies to boost brand awareness, brand experience, and purchase intention. Word-of-Mouth significantly impacts Brand Attitude but is not significant for Brand Experience and Purchase Intention, indicating that word-of-mouth recommendations are effective for increasing brand awareness but may have less influence on enhancing consumer experience and purchase intention.

#### *Limitation and Future Research*

This study has several limitations that should be considered when interpreting the results and drawing implications. First, it only focuses on the impact of SMMA dimensions on consumer attitudes, experiences, and purchase intentions in the fashion industry, without considering other variables such as product quality, product price, and competitor promotions that may affect the overall results. Second, although the number of respondents is relatively large, increasing the number of respondents is still necessary to obtain more representative results and achieve stronger statistical significance. Third, this study uses customer engagement as a moderating variable, but other moderating variables such as education level, gender, and age should also be considered to understand the impact of SMMA dimensions on different consumer groups in the fashion industry. Fourth, this research is conducted in the context of the fashion industry in Indonesia, so the results may not be generalizable to other countries or industries with different cultures and consumer behaviors. Fifth, this study limits the moderating variable to customer engagement in the relationship between SMMA and brand experience, while the relationship between SMMA and brand attitude and purchase intention may also be moderated by other factors not discussed in this research. Sixth, this study uses indicators from journals focusing on traditional retail sectors, not online retail, which may not fully reflect the unique characteristics and consumer behavior in the online context.

To address these limitations, future research can expand the research model by adding other variables such as product quality, product price, and competitor promotions to gain a more comprehensive understanding of the factors influencing consumer attitudes, experiences, and purchase intentions in the fashion industry. Increasing the number of respondents is crucial to enhance sample representativeness and achieve stronger statistical significance. Additionally, considering other moderating variables such as education level, gender, and age will provide a deeper understanding of how SMMA dimensions impact different consumer groups. Research in other countries and industries is also necessary to test the generalizability of these findings or generate different results. Future research is recommended to explore additional moderating variables such as brand loyalty, trust, or demographic factors to provide a more comprehensive understanding. A multidimensional approach to customer engagement involving cognitive, emotional, and behavioral aspects should also be considered. Furthermore, using specific indicators for online retail will ensure relevance and accuracy in the digital context, providing a more precise picture of online marketing dynamics and consumer interactions on digital platforms. Diversifying the sources of indicators will also help capture the nuances and variability among different types of retail.

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