JPEB Vol. 11, No. 2, 2026, pp: 100-109

Jurnal Penelitian Ekonomi dan Bisnis

Journal homepage: http://jpeb.dinus.ac.id

Navigating the Digital Marketplace: How Entertainment, Customization and Trendiness on Social Media Shape Brand Image and Purchase Intentions Among Indonesian Women

Mohamat Basori[1]✉, Arif Nugroho[2], Arif Hidayat[3]

[123]Department of Master of Management, Faculty of Business and Technology, Pertiwi University, Indonesia

Article Information

Article history:
Accepted: July 2026
Approved: August 2026
Published: September 2026

Keywords:
Social Media Marketing Activities
Brand Awareness
Brand Image
Purchase Intention
Indonesian Women

Abstract

The rapid evolution of social media has fundamentally transformed consumer-brand interactions, particularly within the dynamic Indonesian digital landscape. This study investigates the impact of specific social media marketing activities (SMMAs) entertainment, customization, and trendiness—on the purchase intentions of Indonesian women, with brand awareness and brand image examined as critical mediating variables. Grounded in the Theory of Planned Behavior, the research employs a quantitative survey methodology, collecting data from 280 active female social media users in Indonesia who have prior online shopping experience. Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) via SmartPLS 4.0.0.9. The findings reveal that customization and trendiness significantly and positively influence brand awareness, which in turn strongly affects both brand image and purchase intention. Brand awareness fully mediates the relationship between customization/trendiness and purchase intention. Interestingly, while entertainment has a significant direct effect on purchase intention, its impact on brand awareness and brand image is not statistically significant. The study concludes that for brands targeting Indonesian women, creating personalized and trend-conscious content is paramount for building brand salience and positive associations, which ultimately drive purchase decisions. The research offers theoretical contributions by integrating SMMA dimensions within a TPB framework in a non-Western context and provides practical insights for marketers crafting gender-specific digital strategies in Indonesia's burgeoning e-commerce market.

How to Cite: Basori, M., Nugroho, A., & Hidayat, A. Navigating the Digital Marketplace: How Entertainment, Customization and Trendiness on Social Media Shape Brand Image and Purchase Intentions Among Indonesian Women . Jurnal Penelitian Ekonomi Dan Bisnis, 11(2), 100–109. Retrieved from https://publikasi.dinus.ac.id/jpeb/article/view/15284.

✉correspondence address:
Faculty of Business and Technologi Jl. Ir. H. Juanda No.133, Bekasi Jaya, Kec. Bekasi Timur, Kota Bekasi, Jawa Barat 17112
E-mail: 24220010@pertiwi.ac.id

ISSN
2442-5028 (print)
2460-4291 (online)
DOI: 10.33633/jpeb.v11i2.15284

INTRODUCTION

The digital era, marked by the pervasive integration of social media into daily life, has ushered in a new paradigm for marketing and consumer behavior. In Indonesia, one of the world's most vibrant digital economies, social media penetration is exceptionally high, with women being particularly active users and influential consumers (We Are Social (2025); APJII (2025)). Platforms like Instagram, TikTok, and Facebook are no longer mere channels for social connection but have evolved into powerful commercial arenas where brand-consumer relationships are forged, nurtured, and transactionalized. For Indonesian women, social media serves as a primary source of product discovery, peer recommendations, and brand evaluation, making their online journey a critical focal point for contemporary marketing scholarship (Fisip Unisri (2024); Yunianti Tri Kurnia (2023)).

Despite the acknowledged importance of social media marketing (SMM), there remains a nuanced gap in understanding how specific dimensions of SMM resonate with distinct demographic segments. While prior research has established a general link between SMM activities and consumer outcomes (Alalwan et al. (2017); Yadav & Rahman (2018)), the differential impact of facets like entertainment (fun and enjoyable content), customization (personalized interactions), and trendiness (perception of being fashionable and up-to-date) on the cognitive and conative stages of the consumer decision process warrants deeper investigation. Specifically, the pathway through which these SMM dimensions build brand awareness (brand recall and recognition) and shape brand image (perceptions and associations) to ultimately drive purchase intention among Indonesian women is not yet fully mapped. This gap is significant given the unique socio-cultural context and digital consumption patterns of this segment.

This study, therefore, seeks to address this gap. Its primary objectives are threefold: (1) To examine the direct effects of entertainment, customization, and trendiness on brand awareness, brand image, and purchase intention among Indonesian women. (2) To investigate the mediating roles of brand awareness and brand image in the relationship between SMM dimensions and purchase intention. (3) To provide empirically grounded insights that can guide marketers in optimizing their social media strategies for one of Indonesia's most pivotal consumer groups. By employing the Theory of Planned Behavior (Ajzen, 2020) as a foundational framework, this research posits that SMMAs shape behavioral intentions by influencing attitudinal (brand image) and normative (brand awareness as a social cue) components. The findings aim to contribute to both academic literature on digital consumer behavior in emerging markets and practical marketing strategies in the Indonesian context.

The Theory of Planned Behavior (TPB) (Ajzen, 2020) provides a robust framework for understanding the formation of purchase intention. TPB posits that intention, the immediate antecedent of behavior, is determined by three core constructs: attitude toward the behavior (evaluative judgment), subjective norms (perceived social pressure), and perceived behavioral control (ease or difficulty of performing the behavior). In the context of social media marketing, we argue that SMMAs can influence these determinants. For instance, engaging and customized content can foster a positive attitude (brand image), while widespread brand visibility and trendiness can create a subjective norm where the brand is perceived as popular and socially endorsed (brand awareness). This study adapts the TPB to explain how exposure to specific SMM dimensions translates into the purchase intention of Indonesian women.

SMMAs are defined as a set of coordinated activities by a brand on social media platforms to achieve marketing objectives (Mangold & Faulds, 2009). Recent scholarship has deconstructed SMM into specific, measurable dimensions. For this study, we focus on three pivotal dimensions derived from contemporary literature (Yang et al. (2022); Bushara et al. (2023)):

Entertainment: The extent to which social media content is perceived as fun, enjoyable, and capable of providing pleasure and escapism. It captures the hedonic value of brand interactions.

Customization: The degree to which social media communications are perceived as personalized, tailored, and responsive to individual user needs and preferences. It reflects a brand's effort to create one-to-one relationships.

Trendiness is the extent to which a brand's social media presence is perceived as contemporary, fashionable, and up-to-date with the latest trends. It associates the brand with modernity and cultural relevance.

Brand Awareness refers to the strength of a brand's presence in the consumer's mind, encompassing both brand recognition and recall (Keller, 1993). It is the foundational step in brand building, acting as a "gateway" to other brand equity dimensions. In the social media context, high brand awareness signifies top-of-mind presence amid the digital noise.

Brand Image is defined as the set of perceptions, beliefs, and associations held about a brand in consumer memory (Keller & Brexendorf, 2019). It is an attitudinal construct representing the consumer's overall evaluation of the brand. A strong, positive brand image is a key driver of consumer preference and loyalty.

Purchase Intention is the conscious plan or likelihood of an individual to purchase a product or service in the future (Spears & Singh, 2004). It is a direct precursor to actual buying behavior and a common metric for assessing marketing effectiveness.

Entertaining content can directly enhance purchase intention by creating positive affective states, making brand interactions rewarding (Hutter et al., 2013). Customization fosters a sense of individual attention and relevance, which can increase the perceived value and intent to purchase (Cheung et al., 2020). Trendiness appeals to the consumer's desire for social conformity and modernity, thereby boosting purchase intention (Ladhari et al., 2019). Furthermore, established brand awareness directly facilitates purchase decisions by making the brand a salient and familiar choice (Du et al., 2022).

H1: Entertainment has a positive effect on purchase intention.
H2: Customization has a positive effect on purchase intention.
H3: Trendiness has a positive effect on purchase intention.
H4: Brand awareness has a positive effect on purchase intention.

SMMAs are posited to shape brand perceptions. Entertaining and trendy content can make a brand seem more likable and contemporary, enhancing its image (Kim & Ko (2012); Godey et al. (2016)). Customization can build an image of customer-centricity and care (Zollo et al., 2020). Similarly, these activities increase brand visibility and mental accessibility, thus building awareness (Bilgin, 2018). A brand that is widely recognized (high awareness) is also more likely to be associated with positive attributes, strengthening its image (Sasmita & Mohd Suki, 2015).

H5: Entertainment has a positive effect on brand image.
H6: Customization has a positive effect on brand image.
H7: Trendiness has a positive effect on brand image.
H8: Brand awareness has a positive effect on brand image.
H9: Entertainment has a positive effect on brand awareness.
H10: Customization has a positive effect on brand awareness.
H11: Trendiness has a positive effect on brand awareness.

The core of this study's conceptual model lies in the mediating pathways. We propose that the influence of SMM dimensions on purchase intention is not only direct but also significantly channeled through the sequential building of brand awareness and brand image. This aligns with the hierarchy-of-effects models in marketing. For example, customization may first make a brand more noticeable (awareness), which then allows for the formation of specific positive associations (image), ultimately leading to purchase intent.

H12: Entertainment positively affects purchase intention through the mediation of brand awareness.
H13: Customization positively affects purchase intention through the mediation of brand awareness.
H14: Trendiness positively affects purchase intention through the mediation of brand awareness.
H15: Entertainment positively affects brand image through the mediation of brand awareness.
H16: Customization positively affects brand image through the mediation of brand awareness.
H17: Trendiness positively affects brand image through the mediation of brand awareness.

METHOD

This study employs a quantitative, explanatory research design using a cross-sectional survey method. The design is appropriate for testing the hypothesized relationships between the constructs in the proposed model (Hair et al., 2019).

The target population is Indonesian women aged 18 and above who are active social media users and have made at least one online purchase in the past six months. A non-probability purposive sampling technique was used. Data collection yielded 280 valid responses, which exceeds the recommended minimum sample size of 10 times the largest number of structural paths directed at a particular construct in the inner model, ensuring robustness for PLS-SEM analysis (Hair et al., 2019).

Data was collected through an online questionnaire distributed via social media platforms and messaging applications over a four-week period. The questionnaire consisted of two sections: (1) demographic and social media usage profile, and (2) measurement items for all constructs using a 6-point Likert scale (1 = Strongly Disagree, 6 = Strongly Agree).

All constructs were measured using reflective indicators adapted from established scales in prior literature to ensure content validity: entertainment (5 items), customization (5 items), and trendiness (5 items): adapted

from Yang et al. (2022) and Bushara et al. (2023). Brand Awareness (5 items): adapted from Yang et al. (2022). Brand Image (5 items): adapted from Yang et al. (2022). Purchase Intention (5 items): Adapted from Lima et al. (2024) and Majeed et al. (2021).

Data analysis was performed using Structural Equation Modeling with the Partial Least Squares (PLS-SEM) approach, operationalized with SmartPLS software version 4.0.0.9. PLS-SEM is suitable for predictive research models and is robust with non-normally distributed data and smaller sample sizes (Hair et al., 2019). The analysis followed a two-stage approach: (1) assessment of the measurement (outer) model for reliability and validity, and (2) assessment of the structural (inner) model for hypothesis testing.

RESULT AND DISCUSSION

The profile of the 280 respondents is summarized in Table 1. The majority are aged 21-28 years (36.1%), work as employees of state-owned or regional-owned enterprises (48.2%), have a monthly income between Rp 5-7.5 million (34.3%), scroll social media 5-10 times a day (44.6%), and spend Rp 100,000 - Rp 249,999 on online shopping per month (40.7%).

Table 1. Demographic Profile of Respondents

Variable	Category	Frequency	Percentage (%)
Age	< 20 years	16	5.71%
	21 – 28 years	101	36.07%
	29 – 34 years	49	17.50%
	35 – 44 years	75	26.79%
	> 44 years	39	13.93%
Occupation	Civil Servant (ASN)	14	5.00%
	BUMN/BUMD Employee	135	48.21%
	Private Sector Employee	53	18.93%
	Entrepreneur	16	5.71%
	Homemaker	17	6.07%
	Student / University Student	41	14.64%
	Other	4	1.43%
Monthly Income (IDR)	< 2,500,000	58	20.71%
	2,500,000 – 4,999,999	56	20.00%
	5,000,000 – 7,499,999	96	34.29%
	7,500,000 – 10,000,000	38	13.57%
	> 10,000,000	32	11.43%
Social Media Usage (per day)	< 5 times	46	16.43%
	5 – 10 times	125	44.64%
	10 – 20 times	50	17.86%
	> 20 times	46	16.43%
	Not daily (very rare)	13	4.64%
Online Shopping (per month)	< 100,000	50	17.86%
	100,000 – 249,999	114	40.71%
	250,000 – 499,999	81	28.93%
	500,000 – 999,999	26	9.29%
	> 1,000,000	9	3.21%

The assessment of the reflective measurement model includes tests for internal consistency reliability, convergent validity, and discriminant validity. Internal Consistency Reliability: As shown in table 2, all constructs demonstrated excellent reliability, with Composite Reliability (rho_c) values ranging from 0.919 to 0.947, all exceeding the 0.70 threshold (Hair et al., 2019). Convergent Validity: The Average Variance Extracted (AVE) for all constructs exceeded 0.50, ranging from 0.696 to 0.796, confirming convergent validity.

Table 2. Construct Reliability and Validity

	Cronbach's alpha	**Composite reliability (rho_a)**	**Composite reliability (rho_c)**	**Average variance extracted (AVE)**
Brand Awareness	0.900	0.903	0.926	0.715
Brand Image	0.919	0.919	0.939	0.755
Customization	0.936	0.936	0.951	0.796
Entertainment	0.903	0.914	0.928	0.721
Purchase Intention	0.929	0.932	0.947	0.780
Trendiness	0.889	0.893	0.919	0.696

Discriminant Validity: Discriminant validity was established using the Heterotrait-Monotrait (HTMT) ratio. As presented in table 3, all HTMT values were below the conservative threshold of 0.85 (Hair et al., 2019), indicating that the constructs are distinct from one another.

Table 3. Heterotrait Monotrait Ratio (HTMT)

	Brand Awareness	**Brand Image**	**Customization**	**Entertainment**	**Purchase Intention**	**Trendiness**
Brand Awareness						
Brand Image	0.834					
Customization	0.815	0.789				
Entertainment	0.699	0.659	0.819			
Purchase Intention	0.823	0.769	0.764	0.716		
Trendiness	0.805	0.791	0.895	0.831	0.760	

Further confirmation was provided by the Fornell-Larcker criterion (table 4) and cross-loadings (table 5), where each construct's AVE square root was greater than its correlations with other constructs, and indicator loadings were highest on their respective constructs.

Table 4. Fornell Larcker criterion

	Brand Awareness	**Brand Image**	**Customization**	**Entertainment**	**Purchase Intention**	**Trendiness**
Brand Awareness	0.846					
Brand Image	0.760	0.869				
Customization	0.748	0.733	0.892			
Entertainment	0.635	0.610	0.760	0.849		
Purchase Intention	0.756	0.711	0.714	0.664	0.883	
Trendiness	0.722	0.715	0.817	0.750	0.693	0.834

Table 5. Cross-loadings

	Brand Awareness	Brand Image	Customization	Entertainment	Purchase Intention	Trendiness
BA1	0.842	0.609	0.668	0.558	0.638	0.658
BA2	0.837	0.612	0.635	0.556	0.596	0.590
BA3	0.796	0.613	0.561	0.541	0.573	0.555
BA4	0.883	0.658	0.662	0.537	0.690	0.640
BA5	0.867	0.718	0.634	0.498	0.689	0.604
BI1	0.634	0.867	0.606	0.497	0.550	0.599
BI2	0.687	0.888	0.671	0.499	0.602	0.625
BI3	0.645	0.870	0.614	0.497	0.589	0.611
BI4	0.645	0.861	0.630	0.596	0.657	0.635
BI5	0.689	0.857	0.658	0.561	0.686	0.635
PI1	0.696	0.627	0.693	0.606	0.891	0.663
PI2	0.698	0.636	0.679	0.608	0.918	0.655
PI3	0.686	0.627	0.593	0.601	0.891	0.584
PI4	0.614	0.630	0.574	0.531	0.829	0.583
PI5	0.637	0.622	0.608	0.582	0.884	0.568
SMC1	0.657	0.688	0.895	0.696	0.656	0.743
SMC2	0.670	0.674	0.907	0.689	0.627	0.732
SMC3	0.648	0.618	0.900	0.712	0.634	0.718
SMC4	0.660	0.660	0.913	0.662	0.635	0.732
SMC5	0.701	0.626	0.843	0.630	0.634	0.714
SME1	0.487	0.529	0.586	0.804	0.520	0.580
SME2	0.587	0.581	0.665	0.891	0.614	0.663
SME3	0.528	0.466	0.603	0.846	0.496	0.602
SME4	0.456	0.375	0.576	0.820	0.495	0.586
SME5	0.610	0.601	0.767	0.882	0.663	0.731
SMT1	0.673	0.652	0.720	0.643	0.627	0.874
SMT2	0.600	0.522	0.703	0.727	0.569	0.833
SMT3	0.604	0.581	0.710	0.683	0.591	0.874
SMT4	0.593	0.585	0.658	0.602	0.601	0.851
SMT5	0.529	0.639	0.608	0.468	0.493	0.729

The Variance Inflation Factor (VIF) values for all indicators were well below the common threshold of 5 (ranging from 1.794 to 4.817), indicating no critical multicollinearity issues.

Structural Model (Inner Model) Assessment

Before testing hypotheses, the model's predictive power and fit were evaluated. Coefficient of Determination (R^2): The R^2 values for the endogenous constructs were 0.598 for Brand Awareness, 0.652 for Brand Image, and 0.643 for Purchase Intention (see Table 6). These values indicate a moderate to substantial predictive accuracy of the model according to Chin (1998) guidelines.

Table 6. R Square

	R-square	R-square adjusted
Brand Awareness	0.598	0.594
Brand Image	0.652	0.647
Purchase Intention	0.643	0.638

Effect Size (f^2): The f^2 values (table 7) show that Brand Awareness has a large effect on Purchase Intention ($f^2 = 0.225$) and a medium effect on Brand Image ($f^2 = 0.213$). Customization has a medium effect on Brand Awareness ($f^2 = 0.143$). Other effects are small.

Table 7. F Square

	Brand Awareness	Brand Image	Customization	Entertainment	Purchase Intention	Trendiness
Brand Awareness		0.213			0.225	
Brand Image						
Customization	0.143	0.042			0.016	
Entertainment	0.004	0.000			0.035	
Purchase Intention						
Trendiness	0.069	0.035			0.009	

Model Fit: The Standardized Root Mean Square Residual (SRMR) value was 0.057, which is below the recommended cutoff of 0.08, indicating a good model fit (see Table 8).

Table 8. Model fit

	Saturated model	Estimated model
SRMR	0.055	0.057
d_ULS	1.416	1.485
d_G	0.933	0.940
Chi-square	1488.756	1495.017
NFI	0.821	0.821

The results of the direct and indirect path analyses using the bootstrapping procedure (5000 subsamples) are presented in tables 9 and 10.

Table 9. Path Coefficient

	Original sample (O)	T statistics (|O/STDEV|)	P values
Entertainment -> Purchase Intention	0.183	2.776	0.006
Customization -> Purchase Intention	0.152	1.730	0.084
Trendiness -> Purchase Intention	0.109	1.470	0.142
Brand Awareness -> Purchase Intention	0.447	6.506	0.000
Entertainment -> Brand Image	-0.005	0.084	0.933
Customization -> Brand Image	0.243	2.900	0.004
Trendiness -> Brand Image	0.210	2.197	0.028
Brand Awareness -> Brand Image	0.430	4.406	0.000
Entertainment -> Brand Awareness	0.062	1.059	0.290

Customization -> Brand Awareness	0.450	5.964	0.000
Trendiness -> Brand Awareness	0.308	3.876	0.000

Direct Effects: H1 was supported (β = 0.183, p = 0.006). H2 (β = 0.152, p = 0.084) and H3 (β = 0.109, p = 0.142) were not supported. H4 was strongly supported (β = 0.447, p = 0.000). H5 (β = -0.005, p = 0.933) were not supported. H6 (β = 0.243, p = 0.004), H7 (β = 0.210, p = 0.028), H8 (β = 0.430, p = 0.000) was supported. H9 (β = 0.062, p = 0.290) were not supported. H10 (β = 0.450, p = 0.000), and H11 (β = 0.308, p = 0.000) were all supported.

Table 10. Indirect Effects

	Original sample (O)	**T statistics (|O/STDEV|)**	**P values**
Entertainment -> Brand Awareness -> Purchase Intention	0.028	1.050	0.294
Customization -> Brand Awareness -> Purchase Intention	0.201	4.292	0.000
Trendiness -> Brand Awareness -> Purchase Intention	0.138	3.407	0.001
Entertainment -> Brand Awareness -> Brand Image	0.026	1.034	0.301
Customization -> Brand Awareness -> Brand Image	0.193	3.519	0.000
Trendiness -> Brand Awareness -> Brand Image	0.132	2.656	0.008

Indirect Effects (Mediation): H12 was not supported (β = 0.028, p = 0.294). H13 (β = 0.201, p = 0.000) and H14 (β = 0.138, p = 0.001) were supported, indicating full mediation of brand awareness for customization and trendiness on purchase intention. H15 was not supported (β = 0.026, p = 0.301). H16 (β = 0.193, p = 0.000) and H17 (β = 0.132, p = 0.008) were supported, indicating that brand awareness also mediates the effect of customization and trendiness on brand image.

This study yields nuanced insights into the mechanics of social media marketing's influence on Indonesian women. The most striking finding is the pivotal, dual-mediating role of brand awareness. While entertainment content can directly spark a desire to buy (supporting H1), it does little to make the brand itself more memorable or shape its image in the consumer's mind (H5 & H9 rejected). This suggests that entertainment works on a superficial, impulsive level but may not contribute to sustainable brand building.

Conversely, customization and trendiness emerge as the true engines for building brand equity in this context. Their significant positive effects on brand awareness (H10 & H11 supported) confirm that personalized communication and a fashionable presence are highly effective at cutting through the digital clutter and securing a place in the consumer's consciousness. This heightened awareness then serves as a crucial platform: it directly strengthens the brand's image (H8 supported) and, most importantly, is the primary driver of purchase intention (H4 supported). The significant indirect paths (H13, H14, H16, H17 supported) underscore that for these dimensions, their entire impact on purchase decisions flows through the cognitive gateway of brand awareness. This finding is profound—it implies that for Indonesian women, the journey from seeing a trendy or personalized ad to intending to buy is not immediate; it requires the intermediate step of the brand becoming a recognizable and familiar entity.

Our results partially align with and extend existing literature. The strong direct effect of brand awareness on purchase intention corroborates findings by Du et al. (2022) and Azzari & Pelissari (2020). The significant role of customization and trendiness in building awareness supports the work of Yang et al. (2022) and Cheung et al. (2020). However, the non-significant effect of entertainment on brand-related constructs contrasts with some studies (e.g., Hutter et al. (2013); Bilgin (2018)). This divergence may be culturally specific; Indonesian women, as savvy digital consumers, might distinguish between content that is momentarily amusing and content that signals a brand's genuine relevance to their identity and needs. The full mediation findings add a layer of complexity to models that often posit only direct or partially mediated effects, highlighting the sequenced cognitive-affective-conative process in this demographic.

This research makes several theoretical contributions. First, it successfully integrates specific SMMA dimensions into the TPB framework, showing how they influence the attitude (brand image) and subjective norm (implied through widespread awareness) components that drive intention. Second, it delineates a clear hierarchy-of-effects pathway for SMM in this context: SMM dimensions (Customization, Trendiness) → Brand Awareness

(Cognitive) → Brand Image (Affective) → Purchase Intention (Conative). This provides a more precise model than those treating SMM as a monolithic construct. Third, it highlights the contingent value of different SMM dimensions, suggesting that their effectiveness is not universal but depends on the desired outcome (immediate sales vs. long-term equity building).

For marketers targeting Indonesian women, the implications are clear: prioritize Customization and Trendiness over Pure Entertainment: Invest in data analytics and CRM tools to enable personalized messaging and product recommendations. Simultaneously, maintain a culturally attuned, fashionable social media persona that aligns with current local trends and conversations. Focus on Brand Salience: The ultimate goal of SMM should be to make the brand unmistakably present in the consumer's mind. Every piece of customized or trendy content should reinforce brand identity (logos, colors, taglines). Segment Content Strategy: Entertainment-focused content can be used tactically for short-term engagement and sales promotions. However, for long-term brand building and customer loyalty, resources should be strategically allocated to customization and trendiness initiatives that enhance awareness and image.

CONCLUSSION AND RECOMMENDATION

This study investigated the impact of social media marketing activities on the purchase intentions of Indonesian women. The analysis of data from 280 respondents revealed that: customization and trendiness are critical for building brand awareness. Brand awareness is a powerful direct driver of both brand image and purchase intention. The influence of customization and trendiness on purchase intention and brand image is fully mediated by brand awareness. Entertainment has a direct but isolated effect on purchase intention, failing to contribute to broader brand equity dimensions.

This study has limitations that provide avenues for future research. First, the use of cross-sectional data prevents causal inferences. Longitudinal studies could trace the evolution of brand awareness over time. Second, the sample, while adequate, was collected via non-probability sampling; future studies could employ random sampling for greater generalizability. Third, the study focused on three SMMA dimensions; incorporating others like interaction, informativeness, or word-of-mouth could provide a more comprehensive picture. Fourth, cultural moderators (e.g., individualism-collectivism) or individual differences (e.g., susceptibility to interpersonal influence) could be examined to understand boundary conditions. Finally, future research could replicate this model in other emerging markets or with different demographic segments (e.g., Gen Z men) to test its universality.

REFERENCES

Ajzen, I. (2020). The theory of planned behavior: Frequently asked questions. Human Behavior and Emerging Technologies, 2(4). https://doi.org/10.1002/hbe2.195

Alalwan, A. A., Rana, N. P., Dwivedi, Y. K., & Algharabat, R. (2017). Social media in marketing: A review and analysis of the existing literature. In *Telematics and Informatics* (Vol. 34, Issue 7, pp. 1177–1190). Elsevier Ltd. https://doi.org/10.1016/j.tele.2017.05.008

APJII. (2025). Survey Asosiasi Penyelenggara Jasa Internet Indonesia.

Azzari, V., & Pelissari, A. (2020). Does brand awareness influences purchase intention? The mediation role of brand equity dimensions. *Brazilian Business Review*, *17*(6), 669–685. https://doi.org/10.15728/BBR.2020.17.6.4

Bilgin, Y. (2018). The Effect Of Social Media Marketing Activities On Brand Awareness, Brand Image And Brand Loyalty. *Business & Management Studies: An International Journal*, *6*(1), 128–148. https://doi.org/10.15295/bmij.v6i1.229

Bushara, M. A., Abdou, A. H., Hassan, T. H., Sobaih, A. E. E., Albohnayh, A. S. M., Alshammari, W. G., Aldoreeb, M., Elsaed, A. A., & Elsaied, M. A. (2023). Power of Social Media Marketing: How Perceived Value Mediates the Impact on Restaurant Followers' Purchase Intention, Willingness to Pay a Premium Price, and E-WoM? *Sustainability (Switzerland)*, *15*(6). https://doi.org/10.3390/su15065331

Cheung, M. L., Pires, G., & Rosenberger, P. J. (2020). The influence of perceived social media marketing elements on consumer–brand engagement and brand knowledge. *Asia Pacific Journal of Marketing and Logistics*, *32*(3), 695–720. https://doi.org/10.1108/APJML-04-2019-0262

Chin, W. W. (1998). The partial least squares approach to structural equation modelling. In Marcoulides G. A. (Ed.). In Modern Methods for Business Research (Vol. 295, Issue 2).

Du, H. S., Xu, J., Tang, H., & Jiang, R. (2022). Repurchase Intention in Online Knowledge Service: The Brand Awareness Perspective. *Journal of Computer Information Systems*, *62*(1), 174–185. https://doi.org/10.1080/08874417.2020.1759159

Fisip Unisri. (2024). Karakteristik & Tantangan Generasi Z Di Indonesia. https://an.fisip.unisri.ac.id/karakteristik-tantangan-generasi-z-di-indonesia/

Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R., & Singh, R. (2016). Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior. *Journal of Business Research*, *69*(12), 5833–5841. https://doi.org/10.1016/j.jbusres.2016.04.181

Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). Multivariate Data Analysis Eighth Edition. www.cengage.com/highered

Hutter, K., Hautz, J., Dennhardt, S., & Füller, J. (2013). The impact of user interactions in social media on brand awareness and purchase intention: The case of MINI on Facebook. *Journal of Product and Brand Management*, *22*(5), 342–351. https://doi.org/10.1108/JPBM-05-2013-0299

Keller, K. L. (1993). Conceptualizing, Measuring, and Managing Customer-Based Brand Equity.

Keller, K. L., & Brexendorf, T. O. (2019). Measuring Brand Equity (pp. 1409–1439). https://doi.org/10.1007/978-3-658-13342-9_72

Kim, A. J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business Research*, *65*(10), 1480–1486. https://doi.org/10.1016/j.jbusres.2011.10.014

Ladhari, R., Gonthier, J., & Lajante, M. (2019). Generation Y and online fashion shopping: Orientations and profiles. *Journal of Retailing and Consumer Services*, *48*, 113–121. https://doi.org/10.1016/j.jretconser.2019.02.003

Lima, A., Cruz, M., & Pacheco, J. (2024). The impact of social media marketing efforts on buying intentions within the brewing sector. *Management and Marketing*, *19*(4), 618–643. https://doi.org/10.2478/mmcks-2024-0028

Majeed, M., Owusu-Ansah, M., & Ashmond, A. A. (2021). The influence of social media on purchase intention: The mediating role of brand equity. *Cogent Business and Management*, *8*(1). https://doi.org/10.1080/23311975.2021.1944008

Mangold, W. G., & Faulds, D. J. (2009). Social media: The new hybrid element of the promotion mix. *Business Horizons*, *52*(4), 357–365. https://doi.org/10.1016/j.bushor.2009.03.002

Sasmita, J., & Mohd Suki, N. (2015). Young consumers' insights on brand equity: Effects of brand association, brand loyalty, brand awareness, and brand image. *International Journal of Retail and Distribution Management*, *43*(3), 276–292. https://doi.org/10.1108/IJRDM-02-2014-0024

Spears, N., & Singh, S. N. (2004). Measuring attitude toward the brand and purchase intentions. *Journal of Current Issues and Research in Advertising*, *26*(2). https://doi.org/10.1080/10641734.2004.10505164

Yadav, M., & Rahman, Z. (2018). The influence of social media marketing activities on customer loyalty: A study of e-commerce industry. *Benchmarking*, *25*(9), 3882–3905. https://doi.org/10.1108/BIJ-05-2017-0092

Yang, Q., Hayat, N., Mamun, A. Al, Makhbul, Z. K. M., & Zainol, N. R. (2022). Sustainable customer retention through social media marketing activities using hybrid SEM-neural network approach. *PLoS ONE*, *17*(3 March). https://doi.org/10.1371/journal.pone.0264899

Yunianti Tri Kurnia. (2023). Survei Populix: 88% Gen Z Gunakan Jasa Pengiriman saat Belanja Online. https://www.marketeers.com/survei-populix-88-gen-z-gunakan-jasa-pengiriman-saat-belanja-online/

Zollo, L., Filieri, R., Rialti, R., & Yoon, S. (2020). Unpacking the relationship between social media marketing and brand equity: The mediating role of consumers' benefits and experience. *Journal of Business Research*, *117*, 256–267. https://doi.org/10.1016/j.jbusres.2020.05.001

https://wearesocial.com/id/blog/2025/02/digital-2025-the-essential-guide-to-the-global-state-of-digital/