



# Increase Brand Awareness and Brand Image Using Social Media Marketing Elements

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**Abstract.** Establishing a comprehensive and interactive Social Media Marketing (SMM) will help build a trustworthy Brand Image. That will increase consumer loyalty and willingness to buy the product. This study aimed to examine and analyze the effect of social media marketing elements - Entertainment, Pleasure, electronic Word-of-Mouth (eWOM), and Trendiness, on consumer brand engagement and brand knowledge. Statistical testing was performed using Structural Equation Model (SEM) analysis. The results show that strengthening consumer involvement in a brand will strengthen brand awareness in the minds of consumers. Consumers quickly recognize the brand's characteristics and can remember the symbol or logo of the brand. Furthermore, if consumer involvement increases, the brand image in the minds of consumers will also increase. That is if the minds of consumers are already embedded in their image, then the company has the opportunity to set a premium price and maintain the image.

**Keywords:** Brand Awareness, Brand Image, Consumer Brand Engagement, Entertainment, eWOM, Pleasure, Trendiness.

## 1 Introduction

The role of social media currently greatly affects the emergence of consumer brand awareness. Marketers need to pay attention to the important role of social media in building the quality of products or services that will be produced, as well as growing relationships and brand awareness in the minds of consumers [19]. In improving consumer relationships, companies are also asked to see how important Consumer brand engagement (CBE) is. CBE is an influential antecedent in building brand love, customer satisfaction, and loyalty. Social media marketing was chosen because it plays an important role in influencing consumer perceptions of the brand [13;15] So that the consumers will see or search for information related to the desired product or brand through the social media platform. Therefore, there is another view that marketing through social media is more profitable than marketing products through traditional ways [5]. In social media marketing, you can find information with a broad scope, and it is also easy for consumers to find products to search for or purchase. Based on the literature review found contradictory things, and there are differences in research results. [7; 21] concluded that the elements of entertainment and customization influence Consumer Brand Engagement. However, the research conducted by Cheung et al., 2019 found that the hypothesis, such as the influence of

Entertainment on Consumer Brand Engagement and Customization on Consumer brand engagement do not support several elements. Therefore, this study will re-examine, reconfirm, and identify the impact of social media marketing elements such as (Entertainment, Pleasure, electronic word-of-mouth (EWOM), and Trendiness), on consumer brand engagement and brand knowledge) on products smartphones. Also, look at the influence of consumer brand engagement on brand knowledge, including brand awareness and brand image.

## 2 Literature Review

### **Social Media Marketing (SMM)**

According to [12], social media marketing refers to "a group of Internet-based applications that build on the foundations" of Web 2.0 ideologies and technologies and support the creation and exchange of user-generated content. Social media is one of the technologies that facilitate human conversations online.

#### *Entertainment*

According to [1], entertainment is an experience gained from consumers resulting from social media platforms, making consumers happy and assuming that the content on the platform makes consumers feel satisfied and pleasant.

#### *Pleasure*

According to [16], each consumer can be characterized as divided into three dimensions, namely (pleasure, passion, and dominance). Pleasure clarifies the extent to which a consumer is happy or happy with his environment. Pleasure is an affective response that will occur to consumer stimulation of a platform where the social media platform has made a place where consumers share and get pleasure [11]

#### *eWOM*

According to [26], EWOM is the exchange of service reviews between online users and is a different concept from traditional WOM in many ways. One way to generate consumer responses in EWOM is to increase Brand Knowledge, which consists of brand image and awareness [26].

#### *Trendiness*

According to [18], Trendiness is the extent to which a brand conveys up-to-date and up-to-date trend information about the brand. Therefore, consumers can find out what is currently trending to make sure to get all the information.

#### *Consumer Brand Engagement*

Consumer brand engagement in a brand or brand is an activity that indirectly involves searching and evaluating relevant consumers, then evaluating alternatives and making decisions that involve choosing a brand according to what they are interested in [27]. A high level of consumer interest and attention indicates that it is an antecedent for users.

#### *Brand Awareness*

According to [22], brand awareness states that consumers use social media to exchange information, view videos and photos, and even look for business ideas. Usually, consumers will compare the brand they have felt before with the brand they will use again but with a different brand.

### ***Brand Image***

Brand Image is a consumer's mental state that describes a product as a symbolic meaning or attribute in a product or service [24]. Brand image is defined as a set of beliefs, thoughts, and impressions, defined as a person's image or image of an object whose attitudes and impressions are very limited by the image or image of the object [14].

According to [2], entertainment is an important factor affecting the emergence of pleasure, satisfaction, and loyalty. In addition to the research conducted by Richard et al. (2010), entertainment is usually contained in mobile phones in the form of videos, images, or music. If it is entertainment content that can increase the most important value of the platform, it will show a positive impact on the level of consumer engagement and consumer attitudes.

H1: *Pleasure mediates the influence of Entertainment on Consumer Brand*

Previous research conducted by [4] mentions that the availability and use of eWOM on social media platforms can deepen consumer engagement through positive brand knowledge, thereby strengthening brand-consumer relationships.

H2: There is an effect of eWOM on *Consumer Brand Engagement*.

Consumers are motivated to consume trending information about brands on social media platforms, keeping companies updated on the latest trends in brands and related trends [9].

H3: There is an influence of *Trendiness* on *Consumer Brand Engagement*.

Strengthen the interaction between consumers and brands [4]. By attracting attention and strengthening consumers' ability to remember the brand, it will also increase brand awareness [14; 15]

H4: There is an influence of *Consumer Brand Engagement* on Brand Awareness.

*Brand Image* is an important factor because it affects the creation of consumer brand preferences. If the *brand image* has been built in the minds of consumers, the company can set a premium price for its products (Persson, 2010). The emotional bond with the brand built through the CBE process promotes a strong and positive brand attitude [3; 17]

H5: There is an influence of *Consumer Brand Engagement* on *Brand Image*.

### 3 Research Methodology

There are seven variables in the study, consisting of entertainment, measured in 4 statement items, referring to [6]. Three statement items measure pleasure refers to [8]. eWOM is measured by 3 statement items referred to [6]. Three statement items measure Trendiness refers to [6]. Consumer Brand Engagement is measured by 13 statement items referring to [6]. Brand awareness is measured by 5 statement items, referred to [6]. Brand image, measured by 7 statement items, refers to [6].

This research was conducted by collecting data using a questionnaire. Respondents targeted people who use gadgets or cell phones to share on social media or seek information about cellphone brands. Therefore, the analysis units in this research are consumers who have used certain brands of cellphone products for a year or so. Hence, they have felt the brand that these consumers have felt. The number of respondents was as many as 267 respondents. The sampling technique used purposive sampling [25]. The test instrument was carried out on all indicators, and the results were valid and reliable.

### 4 Result and Discussion

#### Discussion Analysis of Research Results

Suppose the value shown is  $p\text{-value} \leq 0.05$ . In that case, it means that  $H_0$  is rejected, which means that there is a positive influence from the  $x$  (independent) variable to the  $y$  (dependent) variable.

The value indicated by  $p\text{-value} \geq 0.05$  means that  $H_0$  failed to be rejected, then  $H_0$  was accepted, and  $H_a$  was rejected, which means that there is no positive influence from variable  $x$  (independent) to variable  $y$  (dependent).

**Table 1.** Hypothesis testing results.

<b>Hypothesis</b>	<b>Estimate</b>	<b>P-Value</b>	<b>Decision</b>
H1: Pleasure mediates the influence of Entertainment on Consumer Brand Engagement.	4.824	0.000	Supported
H2: There is an effect of eWOM on Consumer Brand Engagement.	0.081	0.050	Supported
H3: There is an influence of Trendiness on Consumer Brand Engagement.	0.480	0.000	Supported
H4: There is an effect of Consumer Brand Engagement on Brand Awareness.	1.078	0.000	Supported
H5: There is an influence of Consumer Brand Engagement on Brand Image.	1.014	0.000	Supported

## 5 Conclusion

Based on the research results obtained and the analysis described previously, it can be concluded that pleasure is proven to mediate the influence of Entertainment and Consumer Brand Engagement. There is an effect of eWOM on Consumer Brand Engagement. There is an influence of Trendiness on Consumer Brand Engagement. There is an influence of Consumer Brand Engagement on Brand Awareness. There is an influence of Consumer Brand Engagement on Brand Image. This study is also expected to see suggestions from researchers. Namely, Further research is also expected to examine other electronic media. Future research is expected to research and use other social media platforms. It is hoped that further researchers will examine other social media marketing element variables, such as the research conducted by [6]

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28. Brand Image, Brand Awareness, This study aimed- the purpose of this study was on - Brand Awareness Brand Image.

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