

The Influence of Perceived Social Media Marketing Elements on Consumer-Brand Engagement and Brand Knowledge: A Conceptual Paper

Aprilia Diahayu Ningtias^{1*}, Arry Widodo², Nurafni Rubiyanti³, Anita Silvianita⁴
Business Administration, Communication and Business, Telkom University,
Bandung

Corresponding Author: Aprilia Diahayu Ningtias aprilidiayu@gmail.com

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ABSTRACT

With the development of information technology, people's lifestyles, especially in Indonesia, have changed. Now the use of social media is not only used for communication tools, even marketing on social media has become a trend today. This trend has triggered local brands to continue expanding and building customers by conducting marketing activities on social media. Aside from Indonesia's changing consumer behavior, there is an increase in young entrepreneurs in Indonesia. The beauty industry is one of the fastest growing industries in many countries. Sales of personal care products and cosmetics have experienced significant growth in recent years. This study aims to determine how much customer response regarding social media marketing, consumer brand engagement and brand knowledge on The Originote brand. Marketing is very diverse, starting from social media content that is designed as attractive as possible to attract consumer buying interest

INTRODUCTION

The evolution of social media and the increasing internet usage over time have significantly impacted people's shopping habits, communication patterns, and business practices. Social media not only functions as a tool for online marketing but also serves as a platform for users to purchase various items including food, clothing, and everyday essentials. Nowadays, the internet has become an essential part of daily life. According to data from databoks, the number of internet users in Indonesia as of early 2024 reached 185 million individuals, accounting for 66.5% of the total national population of 278.7 million people. The surge in e-commerce activities has become a prevalent practice, primarily catalyzed by the Covid-19 pandemic. Alongside this transformation in consumer habits, there has been a noticeable rise in the number of young entrepreneurs in Indonesia. With the advent of the current digital age and the onset of Industry 4.0, the business landscape is expanding rapidly. Indonesian youth have the potential to play a central role in the economy and generate employment opportunities by venturing into entrepreneurship and harnessing the advancements in information technology.

Momentum Works suggests that TikTok Shop could pose a threat to major e-commerce players in the region, including Shopee, Lazada, and Tokopedia. This is attributed to TikTok Shop's unique combination of features, such as video content and live broadcasts, along with its capability to facilitate shopping transactions similar to a marketplace. Between 2018 and 2022, personal care items and cosmetics emerged as one of the top three sales categories in the online marketplace, earning a transaction value of IDR 13,287.4 trillion and a transaction volume of 145.44 million (Source: ekon.go.id, 2024). This surge in sales within the beauty product sector has intensified competition among beauty brands operating in Indonesia. Notably, a local brand, The Originote, has recently gained viral attention on TikTok, capturing the public's interest.

Additionally, The Originote consistently shares social media content for marketing purposes and collaborates with numerous popular influencers in Indonesia. Regularly, The Originote publishes content on TikTok and hosts daily live sessions to offer discount voucher promotions. Leveraging the TikTok platform as its primary social media marketing tool, The Originote's achievements serve as a compelling model for other businesses seeking to effectively promote their brands through social media. Based on this description, the goal of this study is to look at the effect of social media marketing on purchase intent by employing brand knowledge and customer engagement with the brand as mediators. The importance of this study lies in confirming the theoretical and practical use of the concept, especially in the context of emerging skincare companies, with the hope of contributing to theoretical perspective in various other industries. In this study, researchers looked at the impact of social media marketing on purchase intention, brand knowledge, and consumer brand engagement for the cosmetics brand The Originote.

LITERATURE REVIEW

Social Media Marketing

Social media, according to Kaplan and Haenlein (2010), is a collection of web-based tools that let people generate and share content. These tools are based on Web 2.0 principles and technology. Because of its interactive qualities that enable knowledge-sharing, collaboration, and participation, it is regarded as a crucial platform for communicating brand information (Knoll, 2016; Kusumasondjaja, 2018; Valos et al., 2017). Bowen (2015) explains that social media is more effective in reaching the general population than conventional media like radio, television, and print. According to Neti as cited in Ananda and Wisudawati (2022), Social media marketing is an advertising strategy that utilizes blogs, social networks, and other platforms to influence customers to buy company products or services. This is one of the rapidly growing marketing methods used by businesses to interact with their customer networks on the internet (ElAydi, 2018).

Social media, as an embodiment of digitalization, stands as one of the prevailing megatrends influencing global business. It intersects with firms' internationalization endeavors and the broader landscape of international business by influencing the timing, speed, and patterns of international expansion, as well as choices regarding market entry modes and locations, and the acquisition and recombination of knowledge in foreign markets (Glavas et al., 2019; Hurmelinna-Laukkanen et al., 2020). Social media sites such as Facebook, TikTok, Instagram, YouTube, LinkedIn, and Twitter function as digital centers for individual communication and career advancement (Tang et al., 2012).

Consumer Brand Engagement

According to Brodie et al. (2011) and Hollebeek et al. (2014), brand loyalty is defined as a psychological state characterized by customers' passion for the brand as a result of the consumer-brand relationship's strength. CBE is a newly developed idea in marketing that is being used in both academic and practical contexts (France et al., 2016). The significance of consumer engagement activities is in their ability to enhance the bond between customers and brands (Hanna et al., 2011). This, in turn, improves consumers' cognitive comprehension of the benefits of brands and product qualities (De Vries et al., 2012; Manthiou et al., 2014).

According to a brand engagement perspective, customer engagement rises when a product or service meets a prominent need of the customer and fosters an emotional bond (La Guardia et al., 2000). Although consumers interact with numerous brands daily, they form significant attachments to only a select few (Guèvremont, 2018; Guèvremont et al., 2021). Authenticity of a brand is closely tied to consumers' participatory and co-creative interactions (Morhart et al., 2015), serving as a fundamental element for fostering consumer engagement with the brand (Hollebeek et al., 2014; Kumar and Kaushik, 2022).

Brand Awareness

Brand awareness is a consumer's capacity to recognize or recall a brand when hearing about or contemplating a specific product category, and to easily remember it. In other words, brand awareness refers to how customers link brands with specific things they seek. Brand awareness is seen to be a significant predictor of initial trust building. Consumer brand awareness can be established and increased by approach activities in social media marketing.

Brand recognition in the market refers to consumers' capacity to identify the brand, encompassing connections with particular experiences and associations, or their absence. Brand awareness spans a spectrum, ranging from total unfamiliarity to complete familiarity (Rossiter, 2014). Reputable service providers will improve brand recognition and foster consumer loyalty (Sasmita and Suki, 2015). The greater the exposure consumers have to a brand through various channels, the more effortlessly they will create associations in their minds, thereby enhancing their brand perception (Foroudi, 2019).

Brand Image

Beyond these signals, brand image refers to a brand's standing in consumers' minds (Bilgin, 2018). Haudi et al. (2022) Creating a strong brand image necessitates a marketing strategy that connects solid designs, preferences, and specialties in the minds of consumers. According to Jasin (2022) Every Brand will actively carry out marketing or Social Media Marketing to the public. A brand is made up of all the tangible and intangible characteristics of a business, a good or a serviced (Ningrum & Nilowardono, 2016). Brand image is linked to consumer perceptions and beliefs about a product or service (Foster, 2016). Customers may choose to buy a product with a positive brand image because their views of that product's brand are so powerful (Sanny, et al., 2020). According to Bahri and Komaladewi (2023) A company's marketing strategy must have a strong brand image. The number of brand associations that exist in memory, which also influences the perception of the brand, is called brand image (Kotler & Keller in Bahri & Komaladewi, 2023).

Social Media Marketing and Consumer-Brand Engagement

According to Schulz and Peltier (2013), social media should be a helpful instrument for fostering CBE and strengthening bonds between companies and consumers. Barger et al. (2016) argued for paying attention to social media content in line with Schulz and Peltier's (2013) principles in order to boost CBE by encouraging customers to connect with brand community postings on social media platforms. Tailored social media marketing has the capacity to influence consumers' cognitive experience and attachment, which in turn can generate engagement (Dessart et al., 2015; Merrilees, 2016). As a result, consumers may be more inclined to prioritize the focal brand when making decisions (Harrigan et al., 2018).

These contacts, which allow customers to express their opinions to businesses, may eventually lead to increasing levels of enthusiasm and the formation of attachment (Vivek et al., 2012; Leckie et al., 2016). This is due to the possibility that companies may utilize customer input to raise the caliber of their

goods and services (Ashley and Tuten, 2015). When consumers actively share their ideas and opinions with brands, it helps the brands create new products (Hidayanti et al., 2018; Hoyer et al., 2010).

As social media has developed, more customers are using EWOM to assess brands and products (Ananda et al., 2019; Wu and Wang, 2011). Customers may find that this improves their assessment of products and services and encourages them to read electronic word-of-mouth (EWOM) more carefully (Krishnamurthy and Kumar, 2018). According to Gallagher and Ransbotham (2010), consumers are driven to engage with trendy information about companies on social media platforms in order to be informed about the most recent advancements in the industry and to stay abreast of pertinent trends. Information that is trendy draws customers in, generating favorable emotions and encouraging loyalty intention (Liu et al., 2019).

Consumer Brand Engagement and Brand Knowledge

Brand awareness is a crucial part of brand knowledge since it refers to the capacity of potential consumers to identify or recall a brand (Keller, 2016). This helps consumers associate products with brands (Aaker, 1991). Brand image is an important part of the brand development process because it influences customers' brand selections (Cobb-Walgren et al., 1995) and is positively related to the brand's capacity to fetch a premium price (Persson, 2010). As a result, brand image can influence both current brand loyalty and future income (Chen and Chang, 2008; Hart and Rosenberger, 2004; Villarejo-Ramos and Sanchez-Franco, 2005).

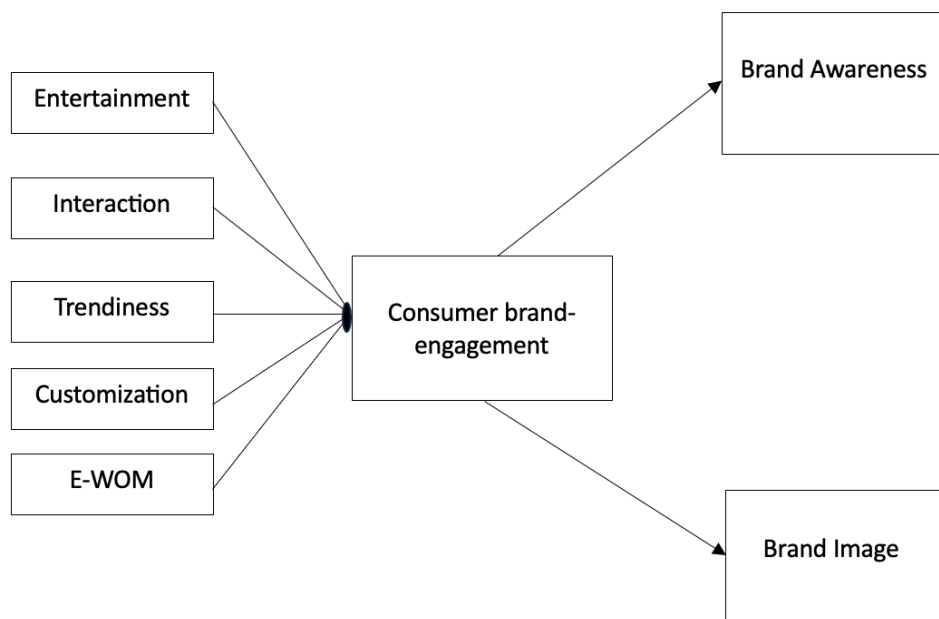


Figure 1. Conceptual Framework

METHODOLOGY

Using an online survey, this study collected data in Bandung City. The criteria required are skincare users who have a Tiktok social media account and often watch and receive recommendations from their content videos, and are included in the Generation Z age group. According to BPS, Generation Z are people born in 1997-2012, meaning in 2024 will be in the age range of 12 to 27 years, as demonstrated by their consumption of viral The Originote skincare products. The study investigates the relationship between social media marketing aspects, consumer-brand interaction, and brand understanding using PLS-SEM.

RESULTS AND DISCUSSION

Social media platforms encompass various applications and online mediums designed to facilitate interaction, collaboration, and the sharing of content. Indonesian consumers are increasingly embracing digital devices and dedicating more of their time to online platforms, consequently shifting their consumer behaviors towards online shopping due to its convenience and time-saving benefits. Previous studies have found that social media marketing has a direct and positive impact on consumer purchase intentions (Moslehpour et al., 2022). The emergence of social media has revolutionized marketing strategies and tools, liberating consumers from reliance on traditional media for product information prior to purchase. Nowadays, social media serves as an efficient and accessible channel for disseminating product information to consumers. Social media platforms encompass various mediums including consumer review sites, online consumer communities, internet forums, and social networks.

CONCLUSIONS AND RECOMMENDATIONS

This study contributes to the branding literature by describing the role of social media marketing features in the brand-building process. Social media is a popular marketing approach because of its ability to disseminate brand-related information and its function in increasing brand engagement and customer understanding. However, it is uncertain how effective these aspects are in these contexts. This study, which empirically tests a theoretical model, shows that vital social media marketing components are important drivers in The Originote's brand-building processes. Although this is only a conceptual paper, it is hoped that this effort can help add to the literature for reference for future researchers who can provide additional variables and expand research objects in the beauty industry and social media marketing.

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