

THE EFFECT OF SOCIAL MEDIA MARKETING ON AWARENESS AND BRAND IMAGE OF LOCAL FASHION THROUGH CONSUMER BRAND ENGAGEMENT

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ABSTRACT

This study aimed to determine whether Social media marketing affects a positive and significant role in awareness and brand image of local fashion through consumer brand engagement. This type of study is descriptive, and data collection is cross-sectional. A survey method was used in this study, and data were collected by questionnaire using a 5-point Likert scale. The data of this study were collected from 208 responses from Indonesians born between 1981 to 2012 who wear or ever have used local fashion brands using a probability sampling technique with convenience sampling method, and the data was then analyzed using smartPLS software version 3.2.8 by testing the outer model analysis and inner model analysis. This research is expected to fill research gaps on brand awareness and brand image through consumer brand engagement for local fashion brands in which local fashion brands face a challenge in creating and implementing social media marketing strategies that attract consumers. According to the findings of this study, social media marketing positively and significantly impacts local fashion brand awareness and brand image through consumer brand engagement. This research is thought to contribute to academics and practitioners about the Effect of Social media marketing through consumer brand engagement and their effects on awareness and brand image.

Keywords: Social Media Marketing, Consumer Brand Engagement, Brand Awareness, Brand Image.

1. INTRODUCTION

In this era of globalization, meeting the need for clothing is more common in people's lives. Changes in consumer lifestyles that can affect the movement of local fashion brands have led to the emergence of several local fashion brands. Local fashion brands compete in the Indonesian clothing market with great deals, discount ideas, and competitive prices. Local fashion brands also use social media as a marketing or advertising tool. Local fashion brands try to introduce their products to a large community, naturally communicating with consumers through social media. Local fashion brands provide information about the products they sell clearly and accurately.

A local fashion brand uses social media to communicate information about the brand, similar as participating information updates, carrying information about consumer preferences, and managing connections with consumers. Social media marketing for local clothing conceptualizes a multidimensional structure consisting of five elements: Entertainment, Interaction, Trendiness, Customization, and e-WOM. All elements of Social media marketing have characteristics that facilitate the creation of solid consumer brand engagement.

Consumers could order anything 24 hours a day, anywhere and anytime, which is shopping through social media is interactive and instant. It means that buyers can interact with the seller's website used to find information through various social media and place an order on the spot. It shows that now some people enjoy playing social media in addition to online shopping because it is easily accessible and not hassle-free.

The target consumers of the local fashion brand are dominated by generations Y and Z. Generation Y consumers are young consumers born between 1981 and 1996. Generation Y consumers know local clothing brands and are willing to improve quality and taste to a higher level. In addition, the target consumer of a local fashion brand is not only Generation Y, But Generation Z. Generation Z consumers are young consumers born between 1997 and 2012. Generation Z consumers are growing and evolving in today's modern fashion industry (Janitra & Tjokrosaputro, 2022). Generations Y and Z deserve special attention because the population of Indonesia is dominated by Generation Z (up to 74.93 million or 27.94%) and Generation Y (69.38 million or 25.87%). The combined share of 53% of the Y and Z generations is an interesting concern for entrepreneurs trying to instill a larger market share in their brand image.

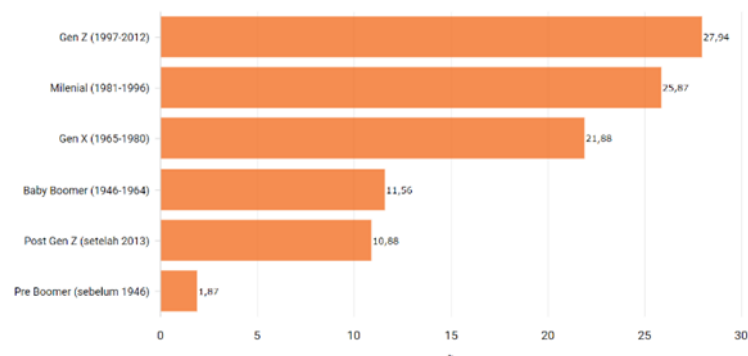


Figure 1. Population Percentage (Jayani, 2021)

Consumer brand engagement with a local fashion brand is one way to get a local fashion brand to connect with consumers on social media. Other factors influence purchase decisions, namely brand recognition and brand image. Social media marketing of Local clothing quickly is used to maintain high awareness among potential consumers, even if consumers already know or want to buy the product (Jayani, 2021). Brand awareness is a mental condition that arises from mutual engagements between consumers and a brand (Junia and Simamora, 2020).

Brand awareness of local fashion brands is already high, which shows that local fashion brands have a good reputation in the market. The growth potential of consumers lies in recognizing or remembering the characteristics of local fashion brands (Hakim and Keni, 2020). Consumers can remember these local fashion brands in many different situations and associate names, brands, logos, and symbols with specific associations (Simon and Tjokrosaputro, 2018). Another factor that can influence consumer purchase decisions is the brand image. The Main brand image of a local fashion brand is that local clothes are local clothes globally. Thanks to a high brand image, it is easier for a local fashion brand to express the value of local clothing in the minds of consumers.

The main problem is formulated to show whether social media marketing affects local fashion brands' brand awareness and image, given the mediating role of consumer brand engagement. The purpose of this study is to show that social media marketing affects brand awareness and brand image of local fashion brands with consumer brand engagement as a mediating variable, so The results of this study are confirmed.

Research on local fashion brands in Indonesia can be valuable in the future. This research will be utilized as reference material for several local clothing that specifically aims to increase brand awareness and image through social media marketing and consumer brand engagement. It hopes that this research continues previous research on the challenges faced by local fashion brand

marketers in creating and implementing social media marketing that appeals to consumers leading to the development of a theoretical model in Indonesia whereby social media marketing acts as a driver of consumer brand engagement, brand awareness, and brand image (Cheung et al., 2020).

This study relies on the Theory of Reasoned Action (TRA). According to the Theory of Reasoned Action (TRA), an individual's behavior can be best predicted by their intentions, which are influenced by two primary factors: the individual's conviction in the outcomes of the behavior and their perception of the attitudes of those in their immediate social circle towards the behavior (Reyvina and Tunjungsari, 2022). Social media marketing entails a sequence of promotional procedures that commence with boosting consumer knowledge, curiosity, contemplation, purpose, assessment, buying, and allegiance to advocacy by presenting engaging content to consumers, as well as facilitating a bidirectional communication channel to uphold a rapport with them (Shwastika and Keni, 2021). According to Ponarwan and Tjokrosaputro (2020), social media marketing is the use of social technology in the form of media used to communicate, deliver and make offers to consumers about the value of an organization.

Social media marketing has five indicators: entertainment, interaction, trendiness, customization, and E-WOM. Entertainment is a key factor in social media marketing that promotes happy feelings, encourages participation, and creates the goal to use continually (Manthiou et al., 2013). Interaction is an information relationship according to the demands of social media consumerism and enhances the relationship between consumers and brands (Manthiou et al., 2013). According to Liu et al. (2021) trendiness is an activity aimed at attracting consumer attention, increasing positive consumer response, and increasing loyalty intent. According to Cheung et al., (2020) customization through social media marketing improves customer satisfaction and retention by providing customized information and responding instantly to consumers' requests. The last indicator, E-WOM is a positive or negative statement made by a potential customer about a product or company offered through an online channel (H. Liu et al., 2022)

According to Junia and Simamora (2020), consumer brand engagement is a mental condition that results from a communicative encounter between a purchaser and a brand. Consumer brand engagement is the attitude consumers show to the brand through action (Wijardi et al., 2022). Therefore, consumer brand engagement is a psychological circumstance that leads to customer interaction or action with specific brands. Brand Awareness refers to the buyer's ability to recognize or remember the characteristics of a brand (Hakim and Keni, 2020). By Simon and Tjokrosaputro (2018), brand awareness is the customer's ability to remember and recognize the brand reflected in his ability to recognize the brand in different conditions and to associate brands, logos, and symbols with specific associations in his memory. Brand image is the perception of the product, which reflects the customer's memory of the product (Hakim and Keni, 2020). From the definition mentioned, the authors conclude that brand image is the impression of a product or brand based on the results of consumer experiences.

Information technology has changed the way people and businesses interact and interact. Nowadays, consumers use social media platforms to interact with consumers and share information. Tsimonis and Dimitriadis (2014) showed that brand awareness is one of the most important objectives of marketing through social media. The results presented by Azzhara et al, (2021) showed that social media is a crucial tool for build and raising brand awareness.

H₁: Social media marketing has a positive and significant effect on brand awareness of local fashion brand.

Social networks have significant prospects for use as a marketing tool for building relationships between brands and consumers (Vukasovic, 2013). Hajli (2014) discovered that social media influences consumer communication, trust, and buying intent. In this case, social media is an effective way to communicate with potential customers for business and build a positive brand image (Fortezza & Pencarelli, 2015).

H2: Social media marketing has a positive and significant effect on the brand image of local fashion brands.

Barger et al., (2016) suggest paying attention to social media content to engage consumers in social media brand communities and thus strengthen consumer brand engagement. An analysis of customer brand engagement in field marketing emphasizes the significance of participatory customer interactions and customer brand associations in generating customer brand engagement. It urges marketers to develop brand encounters via social media marketing to foster customer brand engagement. (Bento et al., 2018).

H3: Social media marketing has a positive and significant effect on consumer brand engagement of local fashion brands.

Consumers with brand awareness are considered easy to make decisions Hakim and Keni (2020), which refers to the ability of potential consumers to recognize or remember brands, which helps to associate products with brands. Brand awareness comes from consumer repetition and memories of the brand. This visibility stems from brand elements such as brand names, slogans, and packaging, as well as from marketing promotions and interactive experiences gained during the consumer brand engagement processes (Datta et al., 2017). Brand engagement increases brand-related information for consumers, strengthening the relationship between consumers and the brand (Langaro et al., 2018).

H4: Consumer brand engagement has a positive and significant effect on the brand awareness of local fashion brands.

Consumers always think a brand with a solid reputation and favorable brand perception is the best option. It encourages marketers to strengthen consumer brand engagement across multiple channels to create strong brands and positive experiences (De Vries and Carlson, 2014). In a sense, the interaction between consumers and brands occurs in forming consumer brand engagement invested in brand image formation.

H5: Consumer brand engagement has a positive and significant effect on the brand image of local fashion brands.

The Goal of Social media content creation and marketing is to increase consumer engagement with brand communities based on social media and strengthen consumer brand engagement. With high consumer brand engagement, it familiarizes consumers with the product so that brand awareness increases, and higher consumer brand engagement increases brand-related information, which determine relationship between consumers and brands (Langaro et al., 2018).

H6: Social media marketing has a positive and significant effect on the brand awareness of local fashion brands through consumer brand engagement.

Social media marketing aims to create communication between marketers and potential customers to learn about the company and build a positive brand image. Trusted consumer brand engagement can lead consumers to respond to social media content that helps consumers solve problems. Developing an emotional connection to a brand through consumer brand engagement can lead to a robust and favorable brand attitude, ultimately bolstering the brand image. (Barger et al., 2016).

H7: Social media marketing has a positive and significant effect on the brand image of local fashion brand through consumer brand engagement.

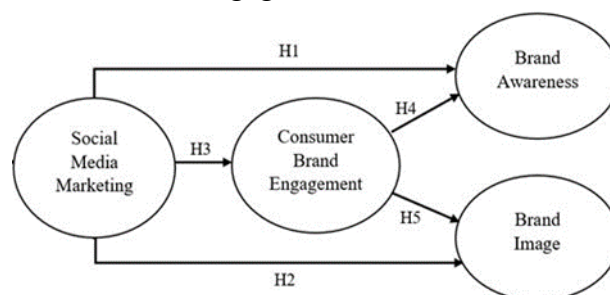


Figure 2. Research Model

2. RESEARCH METHOD

To study the proposed model uses a descriptive cross-sectional method. The target population in this study was Generation Y and Z, which use or have used local fashion brands. The sample was selected through a non-probability method, specifically the convenience sampling technique. This study employed the survey method, with data collected via an online questionnaire. A total is 267 responses obtained; 59 responses didn't pass the screening questions leaving 208 responses that can be used to conduct the statistical analysis. The questionnaire consists of 31 indicators to measure each variable are presented in Table 1. A 5-point Likert Scale was used to measure both independent and dependent variables, with the criterion of 1 as "strongly disagree" and 5 as "strongly agree". This study uses Partial Least Squares-Structural Equation Modelling (PLS-SEM) to find independent variables' direct and indirect effect the dependent variables with mediation variable (Reyvina & Tunjungsari, 2022). PLS-SEM was conducted with the software SmartPLS 3.2.8.

Table 1. Research Variables
 Source: SmartPLS 3.2.8 processing results

Variable	Code	Items	Reference
Sosial Media Marketing	E1	Interesting social media content.	Cheung <i>et al</i> (2019), Goden <i>et al</i> (2016), Kim and Ko (2012)
	E2	Information through social media.	
	E3	It's easy to spend time on social media.	
	I1	Easy to express opinion.	
	I2	Two-way communication is possible.	
	I3	Sharing information.	
	T1	Up to date social media.	
	T2	Using social media is very trendy.	
	T3	Most popular information.	
	C1	Can find specific information.	
	C2	Good service.	
	C3	Interesting feed social media content.	
	C4	Simple to use.	
C5	Social media is accessible 24/7.		
Consumer Brand Engagement	W1	Share product details to my friends	Cheung <i>et al</i> (2019), Emini and Zeqiri (2021)
	W2	Republish content on my social media.	
	W3	Via social media, discuss product opinions with my friends.	
	CBE1	When I use, I consider it frequently.	
	CBE2	I become more curious when I use.	

	CBE3	Using local fashion brand makes me happy.	
	CBE4	Using a local fashion brand makes me proud.	
	CBE5	Local fashion brand that I use most frequently.	
	CBE6	Compared to other brands, I use local fashion brands a lot.	
Brand Awareness	BA1	Local fashion brand piques my curiosity.	Cheung <i>et al</i> (2019), Emini and Zeqiri (2021)
	BA2	Easily remember the characteristics.	
	BA3	Easily remember the logo.	
	BA4	I often remember local fashion brand.	
Brand Image	BI1	High quality.	Cheung <i>et al</i> (2019), Majeed <i>et al</i> (2021)
	BI2	Local fashion brand is leading business.	
	BI3	Experienced local fashion brand.	
	BI4	Good industry illustration.	

3. RESULTS AND DISCUSSIONS

The results on the loading factor value show that the indicator of W2 and W3 were less than 0,7, and BA1 is one of the lowest value indicators, so the HTMT value is above 0,9. As a result, these indicators were not used in the subsequent data processing.

Table 2. Outer Loading
 Source: SmartPLS 3.2.8 processing results

Variable	Indicator	Loading	CA	CR	AVE	HTMT			
						BA	BI	CBE	SMM
Brand Awareness	BA1	-	0,844	0,906	0,762	0,833	0,803	0,799	0,799
	BA2	0,874							
	BA3	0,867							
	BA4	0,878							
Brand Image	BI1	0,834	0,886	0,921	0,745	0,896	0,833	0,803	0,799
	BI2	0,890							
	BI3	0,869							
	BI4	0,857							
Consumer Brand Engagement	CBE1	0,864	0,907	0,928	0,682	0,833	0,803	0,799	0,799
	CBE2	0,806							
	CBE3	0,828							
	CBE4	0,871							
	CBE5	0,814							
	CBE6	0,770							
Social Media Marketing	C1	0,774	0,950	0,956	0,589	0,793	0,733	0,799	0,799
	C2	0,796							
	C3	0,728							
	C4	0,804							
	C5	0,771							
	E1	0,788							
	E2	0,760							
	E3	0,712							
	I1	0,788							
	I2	0,761							
	I3	0,803							
	T1	0,765							
T2	0,782								

T3	0,769
W1	0,709
W2	-
W3	-

Calculations are also carried out using measurement models and structural models. Tests will be carried out, and divided by Convergent Validity and Discriminant Validity (Jonathan & Tjokrosaputro, 2022). The assessment of convergent validity can be evaluated by examining the Average Variance Extracted (AVE) score, which if a correlation coefficient significance test is carried out, will be accepted at a significance level of 0,5 (Cheung et al., 2020). The discriminant validity test will be assessed based on the Heterotrait-Monotrait Ratio (HTMT), which is valid if each variable has a value. <0,9 (Jonathan & Tjokrosaputro, 2022).

In this study, testing on reliability used the Cronbach's Alpha (CA) and Composite Reliability (CR) presented in Table 2. An instrument can be said to be reliable if the value of Cronbach's Alpha (CA) and Composite Reliability (CR) has a minimum result of 0,7.

Table 3. Inner Model
 Source: SmartPLS 3.2.8 processing results

	Variable Relationship	Original Sample	P-Values	Explanation
H ₁	Social Media Marketing → Brand Awareness	0,379	0,000	Accepted
H ₂	Social Media Marketing → Brand Image	0,309	0,008	Accepted
H ₃	Social Media Marketing → Consumer Brand Engagement	0,748	0,000	Accepted
H ₄	Consumer Brand Engagement → Brand Awareness	0,445	0,000	Accepted
H ₅	Consumer Brand Engagement → Brand Image	0,490	0,000	Accepted

Hypothesis testing using the path analysis method to see if the resulting p-value is smaller than the significance of 0,05 and the original sample is positive, then the hypothesis is positive and significant to accept the research hypothesis (Jonathan & Tjokrosaputro, 2022). See in table 3, all hypotheses are positive original samples, and the p-value is less than 0,05. So it can be concluded that all hypotheses are accepted.

Table 4. Mediation-Test Result
 Source: SmartPLS 3.2.8 processing results

	Variable Relationship	Original Sample	P-values	Explanation
H ₆	Social Media Marketing → Consumer Brand Engagement → Brand Awareness	0,333	0,000	Accepted
H ₇	Social Media Marketing → Consumer Brand Engagement → Brand Image	0,366	0,000	Accepted

Hypothesis testing using the specific indirect effects method to see if the resulting p-value is smaller than the significance of 0.05 and the original sample is positive then the hypothesis is positive and significant so that the research hypothesis is accepted (Jonathan & Tjokrosaputro, 2022). See in Table 4, both the hypotheses are positive original sample and the p-value is less than 0,05. So it can be concluded that both hypotheses are accepted.

The R-square test (R²) was employed to ascertain the extent to which the independent variables (X) impact the dependent variables (Y) (Jonathan & Tjokrosaputro, 2022). The Adjusted R Square value for brand awareness is 0,591, indicating that the variables from social media marketing can

explain 59,1% while other variables can explain the rest. The Adjusted R Square value for brand image and consumer brand engagement is 0,557, indicating that the variable from social media marketing can explain 55,7% while other variables can explain the rest.

Table 5. R-square Test Result
 Source: SmartPLS 3.2.8 processing results

Variabel	R ²	R Square Adjusted
Brand Awareness	0,595	0,591
Brand Image	0,562	0,557
Consumer Brand Engagement	0,559	0,557

The Cross-Validated Redundancy Test aims to measure whether the variables in this study can predict the research model well (Jonathan & Tjokrosaputro, 2022). Where brand awareness has a value of 0,445, brand image has a value of 0,408, and consumer involvement has a value of 0,375. So, it can be inferred that every factor holds considerable significance in predictive relevance because they are determined by the Q² value which is above zero (0) (Reyvina & Tunjung Sari, 2022).

Table 6. Q² Test Result
 Source: SmartPLS 3.2.8 processing results

Variabel	Q ²
Brand Awareness	0,445
Brand Image	0,408
Consumer Brand Engagement	0,375

Testing the first hypothesis of social media marketing on brand awareness has a p-value of 0.000 and an original sample of 0,379. So that it can be said, "Social media marketing has a positive and significant effect on brand awareness of local fashion brands." Second test hypothesis, social media marketing on the brand image has a p-value of 0,008 and an original sample of 0,309. So, "social media marketing has a positive and significant effect on the brand image of local fashion brands." The third hypothesis, social media marketing on consumer brand engagement, has a p-value of 0.000 and an original sample of 0,748. So, it can be said that social media marketing has a positive and significant effect on consumer brand engagement of local fashion brands.

With an original sample of 0,445 and a p-value of 0.000, the fourth hypothesis testing revealed that consumer brand engagement had a positive and significant effect on brand awareness of local fashion brands. The fourth hypothesis is accepted as a result of this result. Next, with an original sample of 0,490 and a p-value of 0.000, the fifth hypothesis testing revealed that consumer brand engagement had a positive and significant effect on the brand image of local fashion brands. The fifth hypothesis is accepted as a result of this result.

Social media marketing at the sixth path was mediated by consumer brand engagement on brand awareness with an original sample of 0,333 and a p-value of 0.000. So, the sixth hypothesis was accepted. Therefore, social media marketing significantly influences brand awareness of local fashion brands, which is consumer brand engagement as a mediating variable. And for the last hypothesis, Social media marketing was mediated by consumer brand engagement in the brand image with an original sample of 0,366 and a p-value of 0.000. So, the seventh hypothesis was accepted. Therefore, social media marketing significantly influences the brand image of a local fashion brand, which is consumer brand engagement as a mediating variable.

The p-value to test the first hypothesis about social media marketing on brand awareness is 0.000, and the original sample is 0,379. So it can be said, "Social media marketing has had a positive and significant impact on the brand awareness of local fashion brands." The findings of this study were supported by several other researchers such as Maria et al., (2019), Ardiansyah and Sarwoko, (2020), and Emini and Zeqiri, (2021), who also stated that marketing through social media is a factor that has a very high impact positive and significant impact on consumer brand awareness. While apparel marketing through social media has a positive value, consumer brand awareness for apparel is also high (Barreda et al., 2015). It also stated that marketing through social media has proven to be important in increasing brand awareness.

To test the second hypothesis, the p-value of social media marketing on brand image is 0,008, and the original sample is 0,309. Thus, it can be said, "Social media marketing has a positive and significant effect on the brand image of local fashion brands". The results of this study are supported by the previous studies of several other researchers, such as Tauran et al., (2022) and Rimadiaz et al., (2021), who also argued that marketing through social media is a very influential factor in product brand image for consumers product. Kim and Ko (2010) found that social media marketing in providing information, services, and information on trends related to current news positively affects customer purchasing behavior.

The third hypothesis, social media marketing on consumer brand engagement has a p-value of 0.000 and an original sample of 0,748. Thus, it can be said that social media marketing positively and significantly impacts consumer brand engagement in local fashion brands. The results of this study are supported by previous studies by several other researchers as Barhemmati and Ahmad (2015) and Farook and Abeysekara (2016), who also state that marketing through social media is a very influential factor in increasing consumer brand engagement with products brands. The growing interest in customer brand engagement goes hand in hand with the continuous development of the Internet and the emergence of new technologies and social media digital tools.

With an original sample of 0,445 and a p-value of 0.000, testing the fourth hypothesis shows that consumer brand engagement has a positive and significant effect on the brand awareness of local fashion brands. As a result, the fourth hypothesis is accepted based on these results. The results of this study are supported by the previous studies of several other researchers, such as Abou-Shouk & Soliman, (2021) and Rimadiaz et al., (2021), who also found that consumer engagement in brands is a very influential factor in increasing brand awareness. Brand awareness refers to a consumer's ability to remember a brand in relation to a specific product category or purpose. According to Langaro et al., (2018) and (Brodie et al., 2013) increases the engagement between consumers and brands, while increasing brand awareness.

Further, testing the fifth hypothesis shows that with an original sample of 0,490 and a p-value of 0.000, consumer brand engagement has a positive and significant effect on the brand image of local fashion. As A result of these results, the fifth hypothesis is accepted. The findings of this research are upheld by earlier investigations carried out by several other researchers such as Panjaitan (2022) and Rimadiaz et al., (2021), who also found that consumer participation in brands is one of the most influential factors in strengthening brands. Consumers typically favor brands with a robust and favorable reputation when making decisions. It encourages local fashion brand marketers to consumer brand engagement with brands by using multiple channels to produce strong and positive brand gests (De Vries & Carlson, 2014). In addition, the interaction of the consumer with the brands, which occurs in The process of the associations of the consumers with the brands, contributes to the formation of the brand image.

Social media marketing in the sixth path is mediated by consumer brand engagement in brand awareness with an original sample of 0.333 and a p-value of 0.000. So, the sixth hypothesis is accepted. Therefore, social media marketing significantly affects local fashion brands' brand awareness, with consumer brand engagement as a mediating variable. The results of this study are supported by previous studies conducted by several other researchers as Panca (2021), Sumardi and Ganawati (2021), and Cheung et al., (2020), who also stated that marketing through social media mediation of consumer brand engagement is one of the most influential factors in increasing brand awareness of these products. According to Kim and Ko (2010), this study found that entertainment, interaction, trendiness, customization, and E-Wom are the driving factors that increase consumer brand engagement with brands and brand awareness.

According to the last hypothesis, social media marketing is mediated by consumer brand engagement in the brand image with an original sample of 0,366 and a p-value of 0.000. Thus, the seventh hypothesis is accepted. Therefore, social media marketing significantly affects the brand image of local fashion brands, mediated by consumer brand engagement. The results of this study are supported by the previous studies of several other researchers, such as Panca (2021), Sumardi and Ganawati (2021), and Cheung et al., (2020), who also discovered that marketing in social media, mediating consumer engagement with the brand, is one of the most influential factors in improving product brand image. According to Chahal and Rani (2017), emotional attachment to brands resulting from consumers' brand engagement can increase strong and positive brand attitudes and thus improve brand image.

4. CONCLUSIONS AND SUGGESTIONS

This study aimed to determine if social media marketing had a positive and significant impact on awareness and brand image of local fashion through consumer brand engagement. This study was conducted by distributing online surveys with screening questions in particular, generation Y or Z who wear or have worn local fashion brands; 208 respondents who met the requirements of the screening questions participated in the study, most of whom were men aged 22 to 28 To obtain the results of this study, data analysis performed using outer model analysis and inn model analysis of the smartPLS program. This study has limited topics which are Social media marketing, consumer brand engagement, brand awareness, and brand image. After testing, It could be seen that all hypotheses are accepted if all original sample values are positive and the p-value score are lower than 0,05. Thus, it can be concluded that social media marketing has a positive and significant impact on awareness and brand image of local fashion through the consumer brand engagement.

Based on the results of this study, suggestions for marketers, especially those operating in the modern age, should continue to create and increase marketing efforts through social media because it affects consumer engagement, brand awareness, and brand image. Continue to build good brand awareness in the minds of consumers because brand awareness is one of the most crucial factors on which consumers judge the quality of a product. Consumers quickly remember products with a logo which also increases consumer brand engagement. Offering great deals, great discount ideas, and rewards to consumers. Researchers hope that this study will increase the number of respondents so that they can deepen and increase their knowledge and academic knowledge of social media marketing. As this study still has many limitations, future research is recommended to improve it.

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