

# The Effect of Somethinc's Instagram Social Media Marketing Activities on Brand Awareness and Customer Loyalty

## ABSTRACT

This study aims to analyze the influence of the five components of Social Media Marketing Activity (SMMA) on social media Instagram Something on brand awareness and customer loyalty. This study uses a quantitative approach by means of purposive sampling. Data collection for this research was carried out by distributing questionnaires to 260 respondents via Google form with a minimum age of 21 years who know the Somethinc brand and have bought and know products from the Somethinc brand. The analysis technique used in this study is to use quantitative methods and processed with SPSS and PLS-SEM (smartPLS) applications. The test results show that among the five components of social media marketing activity (SMMA) it is found that entertainment and trends show positive results on brand awareness. Interactivity, customization, and electronic word of mouth do not show positive results on brand awareness. Meanwhile, brand awareness shows positive results in customer loyalty

*Keywords: SMMA; brand awareness; customer loyalty.*

## 1. INTRODUCTION

Along with the current developments, human life cannot be separated from the internet, so it brings significant changes where everything becomes completely digital. This is evidenced by the large number of internet users in the world, which reach 4.8 billion people [59]. The rapidly increasing rate of internet adoption worldwide makes it easier for companies to communicate with their consumers through social media. The rise of social media, and its influence on consumer behaviour and marketing practices, is largely driven by the platforms themselves [4]. Online social media platforms are one of the most culturally significant technological innovations in the 21st century [53].

Research conducted by Alves et al. [3] found that most of the research focuses on analyzing consumers' perspectives on social media marketing to understand how they react to this means or the process companies manage their relationships with clients. This shows a positive correlation between social media marketing and customer loyalty. Social media marketing utilizes social media applications as an extension to fulfil traditional marketing [9]. Consumers who are aware of the existence of the brand will respond positively when companies actively manage social media marketing activities. This is proven by Instagram social media users, which is one of the platforms that is often chosen as a marketing medium today. Companies and business people must understand the importance of Instagram in Indonesian society as an effective tool for marketing products and include activity on Instagram in their marketing strategy [2]. According to data from the Central Statistics Agency (BPS), the chemical, pharmaceutical, and traditional medicine industry, which includes cosmetics, grew by 9.61% in 2021. BPOM also recorded an increase in the number of cosmetic industry companies by 20.6% compared to the previous year, from 819 companies last year to 913 companies until July 2022. This increase was dominated by small and medium enterprises (SMEs) of 83%.

In this study, the object raised is Something. Something is a local beauty brand that has captured the attention of beauty enthusiasts in Indonesia. This brand produces high-quality skin care, makeup, and beauty tools using halal-certified ingredients. Based on research conducted by Cooley & Parks-Yancy [8] found that Instagram is the most widely used source of social media for cosmetics and hair products for millennial students. This is reinforced by the product marketing tool used by the Something brand, namely Instagram which currently has 1.3 million followers. This local beauty and skincare brand from Indonesia that has gone international is said to be a brand that has brilliant visual marketing [31]. Every Something post on Instagram always shows an interesting visual, including when they are about to launch a new product. In addition to paying attention to an attractive visual appearance, the content of the content that is shared is also paid close attention to provide useful information for customers.

Online customers generally choose a product based on sufficient and accurate information available on e-commerce sites or social media in the form of product features, reviews, ratings, and so on [61]. Social media applications have also changed the role of online users from passive consumers of information to active participants in creating and sharing information [58]. The consumer's decision to buy a product cannot be changed if the customer has high brand awareness [1]. So the main purpose of this research is to close the research gap. Thus, the main question of this research is how is the relationship between Social Media Marketing Activities (SMMA) and Customer Loyalty mediated by Brand Awareness.

## **2. LITERATURE REVIEW**

### **2.1 Stimulus Organism Response Theory (S-O-R)**

This study uses the concept (SOR), namely Stimulus, Organism, and Response developed by Mehrabian & Russel [42]. SOR theory has been widely used to examine the relationship between input (stimulus), process (organism), and output (response). Involving S-O-R work is a meta-theory for analyzing user behaviour and has been demonstrated extensively in the fields of information science and information management [62]. Islam & Rahman [56] argue that the stimulus-organism-response (S-O-R) framework introduced by Mehrabian & Russell [42] aims to explain how organisms mediate the relationship between stimulation and response through various mechanisms that trigger individual cognitive and emotional states, which when encouraging responsible behaviour.

The S-O-R framework is almost similar to the information processing model, which focuses on how input from environmental decisions is processed through the cognitive system of the end consumer and how this input leads to responses [57]. Stimulus is a factor that affects the external environment that can affect the mental and cognitive state of the organism [36]. In this study, there is a SMMA which consists of entertainment, interactivity, trendiness, customization, and electronic word of mouth (e-WOM) which is a stimulus for customers. The object part includes internal characteristics, including customer judgments, perceptions, emotions, and experiences, which lie between customer stimuli and responses [26]. This is proven in this study which is brand awareness as an organism. Responses that describe the results of customer loyalty.

### **2.2 Entertainment**

Entertainment can be interpreted as the output of joy, hedonic aspects and pleasure arising from the experience of using social media [13]. Therefore, entertainment on social media becomes an important component that is irrational which leads to a good perception of the brand. Entertainment is perhaps the most important social media activity, and leads to increased customer engagement with the brand [28]. With the intensity of customer involvement in the entertainment presented through social media, it will encourage brand

awareness which will lead to customer loyalty. Entertainment is a consequence of customers enjoying social media companies, which creates greater optimism and engagement [52].

### **2.3 Interactivity**

De Jaegher et al. [10] define social interactivity as a complex phenomenon involving different dimensions such as verbal and nonverbal **behaviour**, varied contexts, number of participants, the imposition of mutual and shared activities, and timed self-expression. Interacting with consumers through social media and involving consumers themselves can generate positive attention for the brand [30]. Therefore, brands need to post unique content, reflect the profile of their members, be active and open in discussions, and help with practical matters to increase engagement [20].

If a brand creates interesting content that generates positive impressions about and attitudes toward the brand, it is estimated that consumers will be more likely to continue visiting the brand's social media platforms and continue to interact with the posts generated by the brand [44]. With this, Godey et al. [20] show social media provides customers not only space but also aids in fruitful conversations and sharing of important ideas.

### **2.4 Trendiness**

Trendiness means providing the latest information about goods or services on social media [20]. Trends are defined as customer perceptions of the extent to which e-commerce social media offers trendy content [14]. Companies should try to be the first to post news on social media so that customers can receive brand information as early as possible [30]. The tendency represents the extent to which the information provided via social media is new and up-to-date [13]. Many consumers turn to various types of social media to obtain information, because consumers perceive information sources as more reliable than communication that supports companies through traditional promotions [2]. Information obtained by consumers through social media such as advertising campaigns or promotions can significantly increase sales.

### **2.5 Customization**

Customization is about social media messages that must be in line with customer preferences and orientations and strengthen individual relationships with companies or brands [28]. Customization in social media is based on contact with individual users, which is the main difference from conventional media advertising [52].

Social media must not only provide interesting information, but must also provide a place for users to be able to find the information they need and be able to express their thoughts freely [29]. Social media marketing customization shows the level of brand SMMA that provides individually customized information search options and services [20]. In the context of mobile health applications, in Saudi Arabia, it was found that customization positively and directly affects brand awareness [51]. Customization represents the services offered in the form of information generated by various sources to customers which is used as a strategy to satisfy customers.

### **2.6 Electronic-Word of Mouth**

EWOM is an activity where users directly share their experiences about a product or service, and if they like the product, their attitude online is considered an effective tool for communicating with others [7]. EWOM positive impact on enhancing brand image and brand awareness. This is because customers are highly influenced by reviews from other buyers, which is confirmed by Li et al. [35] who recognize the effectiveness of positive brand actions, such as apologizing openly, adopting a problem-solving approach, and providing flexible support, in minimizing negative EWOM.

Electronic word of mouth (e-wom) is defined as an online sharing campaign that includes a lot of consumer information from experienced **consumers** opinions and recommendations

about vendors or products [12]. In context play, EWOM was found to have a positive and significant influence on brand awareness [48]. EWOM has been considered a very influential marketing tool because customers tend to find out in advance about the opinions of other buyers to make purchasing decisions. This is emphasized by the existence of the Internet and social media, consumers become an active part of the marketing communication process and have positive experiences with certain brands, these consumers will have trust in these brands [47]. This shows that consumers tend to easily share their experiences through eWOM in a positive conversational tone.

## **2.7 Brand Awareness**

Brand awareness is the customer's ability to recognize and remember a brand [2]. Brand awareness is the first step for every consumer toward every new product or brand offered through advertising [60]. Brand awareness is defined in terms of the ability of consumers to associate brands with product categories, the tendency of consumers to buy brands or take actions related to purchases, based on the possibility of customers making purchases [25]. Building brand awareness is one of the key steps in promoting a product or service [5]. Marketers agree that brand awareness is important because it acts as a starting point for consumer paths in decision-making [32]. This happens because when customers remember a brand, it will be easier to build a relationship between the brands. Based on research conducted by Dilham et al. [11] found that brand awareness has a significant effect on customer loyalty. Consumers often search for information on social platforms, which can expand their brand awareness and create good relationships with a brand [37]. The research results of Phong et al. [45] prove that brand awareness is very important in customer loyalty, when a brand is more prominent in the minds of customers, they tend to use that brand's product because it creates a feeling of familiarity with the customer on the product.

## **2.8 Customer Loyalty**

The company's strategy for establishing relationships with customers will be able to form a level of customer loyalty that is satisfied with the company's performance [21]. Companies strive to develop close relationships with their customers to build a solid foundation and mutual trust that will enable them to increase customer loyalty [15]. Customer loyalty has a positive effect on customer relationship marketing related to SMMA which will generate significant sales and profits. Ismail et al. [23], revealed in their research that QMS activities can increase customer loyalty to brands and influence brand awareness and value. In recent years, the construct of customer loyalty has become a major topic among researchers and practitioners [43]. Customer loyalty is an important construct for all marketers and defines a means of developing relationships with customers and hence increasing business and customer retention. Furthermore, If customer loyalty is carefully managed and coupled with profitability, it can be the most powerful weapon against the competition in the company's marketing arsenal [33].

# **3. METHODOLOGY**

## **3.1 Measurement**

In this study, a quantitative approach is used as the methodology. The primary data were collected from participants' responses to the research questionnaire, which included questions related to the research variables. Each variable will be evaluated based on the value assigned to each question, categorized on a Likert score scale. The purpose is to obtain an overview of the trends in participants' responses. The Likert scale used in the assessment consists of six points, ranging from strongly disagree (1), disagree (2), somewhat disagree (3), somewhat agree (4), agree (5), to strongly agree (6).

## **3.2 Sampling and Data Collection**

The sampling technique employed in this study utilizes a non-probability sampling method, specifically the purposive sampling method, to select the respondents. The sample subjects of this study are active Instagram social media users who follow the Something Instagram account. A Pilot Test, involving the participation of 40 individuals, was conducted as a smaller version of the study or experiment. The sample for the analysis of the study consisted of 260 respondents.

### **3.3 Data Analysis Techniques**

In this study, the data analysis technique employed was Partial Least Square-Structural Equation Modeling (PLS-SEM) using SmartPLS 3 software. The evaluation of the model in PLS-SEM consists of two stages: the evaluation of the outer model or measurement model, and the evaluation of the inner model or structural model.

The first stage is the measurement model, where outliers are detected by comparing the Mahalanobis distance value with the criterion of a chi-square value of 30 at the degree of freedom (based on the number of indicators) and  $\alpha = 0.001$  [19]. Convergent validity, which measures the positive correlation between measurement items of the same construct, is assessed with a minimum loading factor of 0.5, provided that the Average Variance Extracted (AVE) value of each construct is  $> 0.5$  [17]. Discriminant validity is determined by comparing the square root value of AVE for each construct with the relationships between other constructs in the model. If the correlation with the latent variable yields a higher value compared to other correlations, the Discriminant Validity of these variables is considered good [22]. In this study, an AVE value of  $\geq 0.5$  is used. Composite reliability is recommended as an alternative to Cronbach's alpha for testing convergent validity in reflective models [16]. The criterion is that the AVE value must be greater than the range of 0.5 - 0.7.

The second stage is the structural model, where an inner model test is conducted to determine the relationships between variables. The significance of the relationships is assessed using path coefficients, followed by R-square and Q2 for predictive relevance, and bootstrapping. R-square scores range from 0 to 1, indicating the ability of independent variables to explain dependent variables. Q2 values ( $> 0$ ) for specific endogenous latent variables indicate the predictive relevance of the model. In the bootstrap resampling method, the significance values used are t-values of 1.65 (significance level = 10%), 1.96 (significance level = 5%), and 2.58 (significance level = 1%) [18]. In testing the mediating effect in PLS analysis, the focus is on the indirect effect coefficient. If the t-statistical value in the indirect effect test exceeds 1.64 or the probability is less than 0.05, the mediating variable is considered significant. Conversely, if the t-statistical value is less than 1.64 or the probability is greater than 0.05, the mediating variable is considered insignificant.

- H1: Entertainment has a positive effect on brand awareness
- H2: Interactivity has a positive effect on brand awareness
- H3: Trendiness has a positive effect on brand awareness
- H4: Customization has a positive effect on brand awareness
- H5: Ewom has a positive effect on brand awareness
- H6: Brand awareness has a positive effect on customer loyalty

## **4. RESULT AND DISCUSSION**

### **4.1 Respondent Characteristics**

The analysis of respondents' profiles in this research was based on the following demographics (Table 1).

Table 1 shows the characteristics of the 260 respondents, from which it can be concluded that the majority of participants in the study were female (52%). Table 1 also shows that a significant proportion of the respondents were in the age group of 21-25 years (65%) and

had an average monthly income of less than IDR 2,000,000 (41%). However, the age group  $\geq 41$  years had the lowest representation with only 8 respondents (3%). Furthermore, no respondents aged 36-40 years participated in the study. The data shows that the predominant marital status among the respondents was single, with a total of 216 individuals (83%). Finally, the majority of participants were students, with a total of 140 individuals (54%).

**Table 1. Characteristic of respondents**

Categories	Frequencies	%
<b>Gender</b>		
Male	126	48%
Female	134	52%
<b>Age Group</b>		
21 – 25 years	169	65%
25 – 30 years	59	23%
31 – 35 years	24	9%
36 – 40 years	0	0%
$\geq 41$ years	8	3%
<b>The Average Income per Month</b>		
< 2.000.000 IDR	106	41%
2.000.000 – 4.000.000 IDR	87	34%
4.000.000 – 6.000.000 IDR	53	20%
6.000.000 – 8.000.000 IDR	11	4%
> 8.000.000 IDR	3	1%
<b>Marriage Status</b>		
Married	44	17%
Single	216	83%
<b>Education</b>		
Student	140	54%
Bachelor Degree	114	44%
Master's Degree	6	2%
Doctoral Degree	0	0%

*Source: Primary data processed (2023)*

#### 4.2 Measurement Model: Validity and Reliability

Table 2 shows that Cronbach's alpha (CA) and composite reliability (CR) in this study are above 0.6, indicating their validity and reliability. Additionally, the table presents an AVE value above 0.5, indicating good construct validity.

**Table 2. Validity and Reliability of Components**

Construct	Item Scale	Loadings	CA	CR	AVE
<b>Entertainment</b>	ENT1	0.804	0.859	0.899	0.640
	ENT2	0.787			
	ENT3	0.813			
	ENT4	0.810			
	ENT5	0.783			
<b>Interactivity</b>	INT1	0.831	0.845	0.890	0.619
	INT2	0.766			
	INT3	0.736			
	INT4	0.770			
	INT5	0.825			

<b>Trendiness</b>	TRE1	0.838	0.864	0.902	0.649
	TRE2	0.777			
	TRE3	0.788			
	TRE4	0.793			
	TRE5	0.828			
<b>Customization</b>	CST1	0.778	0.827	0.879	0.592
	CST2	0.757			
	CST3	0.733			
	CST4	0.759			
	CST5	0.815			
<b>E-WOM</b>	EWM1	0.797	0.827	0.878	0.591
	EWM2	0.743			
	EWM3	0.758			
	EWM4	0.775			
	EWM5	0.769			
<b>Brand Awareness</b>	BA1	0.834	0.866	0.903	0.651
	BA2	0.785			
	BA3	0.830			
	BA4	0.752			
	BA5	0.831			
<b>Customer Loyalty</b>	CLT1	0.881	0.763	0.863	0.679
	CLT2	0.772			
	CLT3	0.815			

Source: Primary data processed (2023)

Furthermore, in Table 3, the cross-loadings test reveals higher values when connected to latent variables compared to other variables, indicating that all these indicators meet the standards and are considered good indicators. Therefore, it can be concluded that the values of each indicator are valid.

**Table 3. Loadings and cross-loading**

Code	BA	CLT	CST	ENT	EWM	INT	TRE
BA1	<b>0.834</b>	0.513	0.723	0.74	0.673	0.752	0.75
BA2	<b>0.785</b>	0.507	0.646	0.639	0.678	0.632	0.66
BA3	<b>0.83</b>	0.517	0.665	0.7	0.687	0.702	0.686
BA4	<b>0.752</b>	0.422	0.587	0.596	0.538	0.539	0.574
BA5	<b>0.831</b>	0.487	0.683	0.687	0.65	0.671	0.686
CLT1	0.583	<b>0.881</b>	0.552	0.597	0.57	0.57	0.57
CLT2	0.454	<b>0.772</b>	0.411	0.454	0.443	0.401	0.46
CLT3	0.45	<b>0.815</b>	0.427	0.499	0.48	0.439	0.499
CST1	0.627	0.447	<b>0.778</b>	0.648	0.648	0.678	0.681
CST2	0.645	0.47	<b>0.757</b>	0.676	0.681	0.667	0.703
CST3	0.599	0.404	<b>0.733</b>	0.596	0.59	0.638	0.628
CST4	0.627	0.395	<b>0.759</b>	0.692	0.675	0.664	0.665
CST5	0.658	0.469	<b>0.815</b>	0.73	0.672	0.712	0.705
ENT1	0.677	0.494	0.727	<b>0.804</b>	0.692	0.739	0.717
ENT2	0.665	0.495	0.661	<b>0.787</b>	0.654	0.685	0.698
ENT3	0.727	0.527	0.722	<b>0.813</b>	0.667	0.696	0.708
ENT4	0.66	0.501	0.707	<b>0.81</b>	0.684	0.686	0.709
ENT5	0.606	0.513	0.659	<b>0.783</b>	0.653	0.667	0.639
EWM1	0.678	0.476	0.695	0.691	<b>0.797</b>	0.709	0.678

<b>EWM2</b>	0.568	0.447	0.636	0.642	<b>0.743</b>	0.639	0.63
<b>EWM3</b>	0.582	0.462	0.645	0.653	<b>0.758</b>	0.64	0.635
<b>EWM4</b>	0.656	0.46	0.654	0.625	<b>0.775</b>	0.683	0.647
<b>EWM5</b>	0.589	0.498	0.636	0.608	<b>0.769</b>	0.637	0.636
<b>INT1</b>	0.707	0.478	0.705	0.708	0.695	<b>0.831</b>	0.725
<b>INT2</b>	0.637	0.496	0.681	0.688	0.696	<b>0.766</b>	0.695
<b>INT3</b>	0.6	0.399	0.642	0.651	0.629	<b>0.736</b>	0.632
<b>INT4</b>	0.611	0.471	0.682	0.664	0.649	<b>0.77</b>	0.693
<b>INT5</b>	0.669	0.43	0.725	0.704	0.718	<b>0.825</b>	0.714
<b>TRE1</b>	0.713	0.53	0.74	0.719	0.711	0.738	<b>0.839</b>
<b>TRE2</b>	0.67	0.496	0.671	0.636	0.609	0.683	<b>0.777</b>
<b>TRE3</b>	0.653	0.498	0.699	0.674	0.674	0.688	<b>0.788</b>
<b>TRE4</b>	0.68	0.499	0.69	0.726	0.691	0.698	<b>0.793</b>
<b>TRE5</b>	0.645	0.478	0.743	0.743	0.695	0.736	<b>0.828</b>

Source: Primary data processed (2023)

### 4.3 Structural Model Analysis

Table 4. **The result of the R-Square**

Variable	R Square	Adjusted Square
Brand Awareness	126	48%
Customer Loyalty	134	52%

Source: Primary data processed (2023)

The R Square value for brand awareness is 0.765, indicating a strong influence ( $> 0.67$ ). This means that approximately 76.5% of the variation in brand awareness can be explained by the independent variables in this study, namely entertainment, interactivity, trends, customization, and **electronic word** of mouth (e-wom), while the remaining 23.5% can be attributed to other factors not considered in the model. On the other hand, the R Square value for customer loyalty is 0.370, indicating a moderate effect (0.33-0.67). This suggests that approximately 37% of the variation in customer loyalty can be explained by the variables included in the study, while the remaining 63% is influenced by other factors.

Table 5. **Path Analysis**

Variable	Hypothesis	Original Samples	T Statistics	P Values	Conclusion
ENT → BA	H1	0.282	2.835	0.005	Supported
INT → BA	H2	0.119	1.212	0.226	Rejected
TRE → BA	H3	0.256	2.418	0.016	Supported
CST → BA	H4	0.126	1.143	0.254	Rejected
EWM → BA	H5	0.142	1.894	0.059	Rejected
BA → CLT	H6	0.608	11.688	0.000	Supported

Note: ENT : Entertainment; INT : Interactivity; TRE : Trendiness; CST: Customization; EWM : Electronic-word of mouth; BA ; Brand Awareness CLT : Customer Loyalty

Table 5 displays all significant and positive variables, as indicated by the path coefficients being greater than 0 or close to 1. This is also supported by the statistical significance shown by ( $P < 0.05$ ) and ( $T > 1.96$ ). However, there are some findings in this study that **reveals** rejected relationships, specifically the interaction with brand awareness, customization with

brand awareness, and **electronic word** of mouth with brand awareness. This suggests that these variables do not play a significant role in the Something brand.

#### **4.3.1 Effect of Entertainment on Brand Awareness**

According to the results of this study, the entertainment variable has a significant impact on brand awareness, with a significance value of less than 0.05. This indicates that entertainment on Something's social media plays an important role in increasing the level of brand awareness for the Something brand. In other words, the better the sustainability of Something's social media, coupled with the presence of entertainment, the greater the increase in brand awareness. These findings are consistent with the research conducted by Malarvizhi et al. [38], which also found a significant effect of entertainment on brand awareness. Their research suggests that customers are attracted to promotional and entertainment offers from brands as part of their social media marketing activities (SMMA). Additionally, consistently providing fun and creative brand content that promotes entertainment leads to higher brand value [41]. Continuously developing interesting and fresh brand content that offers entertainment, fun, and social improvement is crucial for building positive outcomes and brand sustainability. However, the results of the research conducted by Masa'deh et al. [40] contradict the previous findings. Their study found no significant effect of entertainment on brand awareness.

#### **4.3.2 Effect of Interactivity on Brand Awareness**

According to the results of this study, the interactivity variable does not have a significant impact on brand awareness, as indicated by a significance value greater than 0.05. Consequently, it can be concluded that the presence of interactivity on Something's social media does not significantly influence the level of brand awareness for the Something brand. This finding is supported by research conducted by Malarvizhi et al. [38], which suggests that the effect of interactivity on brand awareness is not significant. One possible explanation for these findings lies in the lack of consumer interest in direct engagement with brands, and vice versa. Customers may find more value in discussing and evaluating product aspects through social media interactions with like-minded consumers. Marketers should, therefore, use social media more carefully to gather market feedback, enhance consumer brand interaction, improve product quality, and encourage consumers to engage in two-way communication. The results of this study align with the findings of Tritama & Tarigan [54], who stated that companies aiming to launch new products should utilize social media as it significantly influences public product awareness. However, these findings differ from other research conducted by Yadav & Rahman; Aji et al; Zollo et al. [61, 2, 63] which indicate that interactivity has a positive effect on brand awareness. Despite these previous studies demonstrating a positive impact of interactivity on brand awareness, this particular study did not find such a positive relationship.

#### **4.3.3 Effect of Trendiness on Brand Awareness**

According to the results of this study, the trendy variable has a significant impact on brand awareness, with a significance value of less than 0.05. Hence, it can be concluded that the presence of trendiness on Something's social media significantly influences the level of brand awareness for the Something brand. This finding contradicts the research conducted by Rimadias et al. [50], which found no significant effect of trendiness on brand awareness. Trendiness is often associated with temporary trends or fads that may not last long. This implies that the influence of trendiness on brand awareness can be temporary and short-lived. However, brand awareness itself is a long-term recognition of a brand that is built through consistent and ongoing marketing efforts. Additionally, trendiness does not always indicate product quality. If a trendy product turns out to be of poor quality or fails to meet consumer expectations, it can have a negative impact on brand awareness. These findings are supported by research conducted by Bilgin [6], which suggests that consumers attach

less importance to trendiness because it is considered a requirement for social media communication. This indicates that businesses aiming to build and maintain successful brand communications on social media should focus more on individualized customer interactions and sharing interesting and entertaining brand content, rather than solely relying on contemporary, advertising, and promotional content. Nevertheless, the results of this study align with the research conducted by Malarvizhi et al. [38], which found a significant effect of trendiness on brand awareness. Consumers heavily rely on brand trends to obtain up-to-date information about products and services through social media platforms. Furthermore, the research by Udayani & Suryani [55] also supports the significant influence of trendiness on brand awareness. The widespread discussions surrounding trendy things nowadays can facilitate consumer recognition and contribute to strong brand awareness.

#### **4.3.4 Effect of Customization on Brand Awareness**

According to the results of this study, the customization variable does not have a significant impact on brand awareness, as indicated by a significance value greater than 0.05. Therefore, it can be concluded that customization on Something's social media does not play an important role in increasing the level of brand awareness for the Something brand. This finding contradicts the research results of Udayani & Suryani [55], which demonstrated a significant effect of customization on brand awareness, highlighting that customization can create customer satisfaction. Bilgin [6] also found customization to be the most significant social media marketing activity, enabling businesses to convey the uniqueness of their products and brands to customers. By addressing customer concerns and making personalized touches, businesses can influence product and brand preferences, making customers feel important. However, the results of this study align with the findings of Rimadias et al. [50], which indicated no relationship between customization and brand awareness. Although customization can add value to products, it may not be attractive enough for consumers to become familiar with the brand. Consumers tend to prefer products from well-known brands compared to products that offer customization features but whose brands are not widely recognized.

#### **4.3.5 Effect of Electronic-word of Mouth on Brand Awareness**

According to the results of this study, the electronic word of mouth (eWOM) variable does not have a significant impact on brand awareness, as indicated by a significance value greater than 0.05. Hence, it can be concluded that the presence of eWOM on Something's social media does not significantly influence the level of brand awareness for the Something brand. This finding is supported by the research results of Maria et al. [39], which stated that eWOM has no significant effect on brand awareness. This may be due to the dynamics of eWOM through brand awareness being perceived as formal by customers, resulting in less significant outcomes despite having a strong positive relationship. Some reviews or comments may be unhelpful or produced for promotional, spam, or fraudulent purposes. As a result, consumers tend to trust brands they are already familiar with rather than relying solely on brands known through eWOM. Additionally, eWOM sometimes originates from unreliable sources, such as anonymous or fake accounts on social media, which can further diminish its influence on brand awareness since consumers tend to trust reviews or comments from credible and accountable sources. However, the findings of a study conducted by Godey et al. [20] support the significant effect of eWOM on brand awareness, highlighting the inclusion of eWOM in social media marketing activities as a means to increase brand awareness and reach new customers. This study emphasizes that consumers with high levels of opinion-giving **behaviour**, also known as opinion leaders, have a significant influence on consumer attitudes and **behaviour**.

#### **4.3.6 Effect of Brand Awareness on Brand Awareness**

According to the results of this study, the brand awareness variable has a significant impact on customer loyalty, as indicated by a significance value of less than 0.05. This implies that brand awareness on Something's social media plays a crucial role in increasing the level of customer loyalty towards the Something brand. In simpler terms, as customer brand awareness improves, their loyalty to the brand also increases. These findings are supported by previous studies that have demonstrated a significant impact of brand awareness on customer loyalty by Khan; Jamil et al; Ramadhani et al. [27, 24, 49]. The analysis suggests that when customers purchase a brand that requires brand awareness and knowledge about quality, loyalty ensures repeat purchases. Brand awareness helps customers become acquainted with the products within a brand's product line, influencing their purchasing decisions. It affects how easily customers recall and consider a brand as their primary choice when making a purchase. Additionally, brand recognition influences customers' confidence in the quality of the offered products or services, subsequently influencing their loyalty to the brand. Loyal customers continue to make purchases from the brand and may even recommend it to others, leading to organic growth in brand recognition. The link between brand awareness and customer loyalty becomes particularly crucial in competitive industries, where retaining customers becomes challenging due to the multitude of available brands. However, these findings contradict previous research conducted by Putri; Lesmana et al. [46, 34] which found no significant effect of brand awareness on customer loyalty.

#### 4. CONCLUSION

The relationship between social media marketing activities (SMMA) and brand awareness and customer loyalty show different results for the interrelationships between these variables. In this study, three variables demonstrate a significant and positive relationship, namely entertainment and trendiness with brand awareness, and brand awareness with customer loyalty. On the other hand, variables such as interactivity, customization, and E-WOM with brand awareness yield rejected results. These findings indicate whether there is influence or an important role in the continuity of the brand's business in terms of social media marketing activities. Brands can harness this potential to create strong brand awareness and increase customer engagement and loyalty by leveraging social media activities with the right strategy. From the results found, companies can utilise social media to attract customer attention through the entertainment provided and always follow the latest trends. That way, customers will be more interested in social media activities for a brand, which indirectly correlates positively with building consumer loyalty.

#### CONSENT

As per international standards or university standards, respondents' written consent has been collected and preserved by the author(s).

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## APPENDIX

The research instrument for the measurement of the construct of this study was adapted from Malarvizhi et al [38] and Yadav and Rahman [61]. The following is a description of the research instrument used to measure this study:

**Table 6. Research Instrument**

Construct	Research Instrument	Source
Entertainment [ENT]	[ENT1] Instagram SOMETHINC is fun. [ENT2] Using Instagram SOMETHINC is enjoyable. [ENT3] The content on Instagram SOMETHINC seems interesting. [ENT4] It's very enjoyable to use Instagram SOMETHINC. [ENT5] It's very easy to spend time using Instagram SOMETHINC.	Malarvizhi et al [38]
Interactivity [INT]	[INT1] Sharing information is possible on Instagram SOMETHINC. [INT2] Discussions and exchange of opinions are possible on Instagram SOMETHINC. [INT3] Expressing opinions is easy on Instagram SOMETHINC. [INT4] Instagram SOMETHINC regularly interacts with its followers and fans. [INT5] It's very easy for me to express my opinions through Instagram SOMETHINC.	Malarvizhi et al [38]
Trendiness [TRE]	[TRE1] The information shared on Instagram SOMETHINC is the latest. [TRE2] The use of Instagram by SOMETHINC is currently trending. [TRE3] The content seen on Instagram	Malarvizhi et al [38]

	<p>SOMETHINC is the latest trend.</p> <p>[TRE4] Using Instagram SOMETHINC is truly trendy.</p> <p>[TRE5] Anything trendy is available on Instagram SOMETHINC.</p>	
<p>Customization [CST]</p>	<p>[CST1] The information I need can be found on Instagram SOMETHINC.</p> <p>[CST2] Instagram SOMETHINC provides the information I need.</p> <p>[CST3] Instagram SOMETHINC makes recommendations for purchases based on my needs.</p> <p>[CST4] I feel my needs are fulfilled by using Instagram SOMETHINC.</p> <p>[CST5] Instagram SOMETHINC facilitates personalized information search.</p>	<p>Malarvizhi et al [38]</p>
<p>Electronic-word of Mouth [EWM]</p>	<p>[EWM1] I will recommend my friend to visit Instagram SOMETHINC.</p> <p>[EWM2] I will encourage my friends and acquaintances to use Instagram SOMETHINC.</p> <p>[EWM3] I want to share my purchasing experience with friends and acquaintances on Instagram SOMETHINC.</p> <p>[EWM4] I want to convey information about brands, products, or services from Instagram SOMETHINC to my friends.</p> <p>[EWM5] I want to upload content from Instagram SOMETHINC to my social media.</p>	<p>Malarvizhi et al [38]</p>
<p>Brand Awareness [BA]</p>	<p>[BA1] I am always aware of the SOMETHINC brand.</p> <p>[BA2] I am familiar with the characteristics of the SOMETHINC brand.</p> <p>[BA3] I always remember the logo of the SOMETHINC brand.</p> <p>[BA4] The characteristics of the SOMETHINC brand quickly come to mind.</p> <p>[BA5] I can quickly recall the symbol of the SOMETHINC brand.</p>	<p>Malarvizhi et al [38]</p> <p>Malarvizhi et al [38]</p>
<p>Customer Loyalty [CLT]</p>	<p>[CLT1] The probability of my purchasing from SOMETHINC in the future is very high</p> <p>[CLT2] I might recommend this SOMETHINC product to my friends</p> <p>[CLT3] The probability of returning to SOMETHINC products is very high</p>	<p>Yadav &amp; Rahman [61]</p>