

THE ROLES OF SOCIAL MEDIA MARKETING, LIFESTYLE AND CONSUMER ETHNOCENTRISM IN ENHANCING BRAND AWARENESS AND PURCHASE INTENTION

PERAN PEMASARAN MEDIA SOSIAL, GAYA HIDUP, DAN ETNOSENTRISME KONSUMEN DALAM MENINGKATKAN KESADARAN MEREK DAN NIAT MEMBELI

Yanto Marfi¹, Ayu Wukir Permata², Rini Setiowati³
Bina Nusantara University^{1,2,3}
yanto.marfi@binus.ac.id¹

ABSTRACT

This study examines the influence of social media marketing activities (entertainment, informativeness, trendiness, and interactivity), lifestyle, and consumer ethnocentrism on brand awareness, the effect of brand awareness on purchase intention and the mediating role of brand awareness in the relationship between those factors and consumers purchase intention in the Indonesian skincare market. A quantitative research approach was adopted, using primary data collected from 161 respondents. The proposed hypotheses were tested using Structural Equation Modeling (SEM) with SmartPLS version 4.0. The findings reveal that entertainment, informativeness and trendiness significantly enhance brand awareness, whereas interactivity, lifestyle and consumer ethnocentrism do not exhibit significant effects. Additionally, brand awareness demonstrates a significant impact on purchase intention and serves as an effective mediator between entertainment, informativeness and trendiness and purchase intention. Overall, these results emphasize the strategic value of creating engaging, informative and trend-relevant social media content to strengthen brand awareness and stimulate consumer purchasing behavior within the skincare industry.

Keywords: Social Media Marketing, Lifestyle, Customer Ethnocentrism, Consumer Purchase, Brand Awareness, Customer Purchase Intention

ABSTRAK

Penelitian ini mengkaji pengaruh aktivitas pemasaran media sosial (hiburan, informatif, tren, dan interaktif), gaya hidup, dan etnosentrisme konsumen terhadap kesadaran merek, efek kesadaran merek terhadap niat pembelian, serta peran mediasi kesadaran merek dalam hubungan antara faktor-faktor tersebut dan niat pembelian konsumen di pasar perawatan kulit Indonesia. Pendekatan penelitian kuantitatif digunakan, dengan data primer yang dikumpulkan dari 161 responden. Hipotesis yang diajukan diuji menggunakan Structural Equation Modeling (SEM) dengan SmartPLS versi 4.0. Temuan menunjukkan bahwa hiburan, informatif, dan tren secara signifikan meningkatkan kesadaran merek, sedangkan interaktivitas, gaya hidup, dan etnosentrisme konsumen tidak menunjukkan efek yang signifikan. Selain itu, kesadaran merek memiliki dampak signifikan terhadap niat pembelian dan berfungsi sebagai mediator yang efektif antara hiburan, informatif, dan tren dengan niat pembelian. Secara keseluruhan, hasil ini menekankan nilai strategis dalam menciptakan konten media sosial yang menarik, informatif, dan relevan dengan tren untuk memperkuat kesadaran merek dan merangsang perilaku pembelian konsumen dalam industri perawatan kulit.

Kata Kunci: Pemasaran Media Sosial, Gaya Hidup, Etnosentrisme Konsumen, Pembelian Konsumen, Kesadaran Merek, Niat Pembelian Konsumen

INTRODUCTION

Social media has become a vital element of contemporary life, offering individuals a platform to share their thoughts, experiences, product preferences and consumption behaviors. Businesses have many options to market their goods faster, cheaper and to a wider audience thanks to this vast

communication area where customers interact with each other (Salhab et al., 2023). The continual rise in social media users each year enables companies and brands to extend their reach and advertise goods and services at relatively low cost (Dwivedi et al., 2023).

Digital platforms have become central to contemporary marketing

practices, driving significant changes in how companies promote their brands. Businesses today rely on various online channels, such as e-commerce sites, Google Ads and email marketing to attract larger consumer groups (Hasniaty et al., 2023). Through these platforms, individuals can communicate, exchange ideas, share updates, comment, rate services and follow links to online shopping pages (Pelet & Ettis, 2022; Zheng et al., 2022). Many brands also use digital content and advertising to strengthen customer engagement and loyalty (Dhaoui & Webster, 2021), while social media increasingly supports business operations by providing product information and enabling e-wallet transactions (Basuki et al., 2022).

The rapid evolution of digital marketing is reflected in global advertising trends. In 2019, worldwide digital ad spending reached \$325.02 billion, making up 50.3% of total advertising expenditure. Even with the emergence of COVID-19 in 2020, digital advertising continued its upward trajectory, rising to \$332.84 billion. This growth persisted in the following years, with expenditures increasing to \$389.29 billion in 2021 and reaching \$441.12 billion in early 2022 an expansion of 58.7%. The momentum strengthened in 2023 as spending climbed to \$485.26 billion, nearly 60% of global advertising costs, and further grew in 2024 to \$526.17 billion, representing 62.6% of all advertising spending worldwide (Gusmiarti, 2024).

A similar pattern can be observed in Indonesia. Nielsen Ad Intel reported that in 2022, online games and retail dominated national advertising expenditures, contributing a combined total of US\$19.2 billion an increase of 5.02% from 2021. TV, internet and print media remained the leading advertising channels, with Unilever, Mayora and

Valorant identified as the top three advertisers (Nielsen, 2023).

Building brand awareness through social media marketing has become a central objective for many organizations (Li et al., 2021). Yet, in an increasingly digital marketplace, achieving this goal is not without challenges. A key issue is that heightened online visibility does not automatically convert into purchase intention. Many consumers remain reluctant to buy from unfamiliar brands because limited brand recognition elevates their perceived risk when evaluating such products (Wang et al., 2023; Lee et al., 2019). Consequently, a notable gap emerges between brand awareness and purchase intention, creating a strategic dilemma for marketers: how to ensure that brand exposure generated through social media effectively enhances consumer confidence and motivates purchase behavior. This highlights the need to examine the critical factors that shape brand awareness and how these factors subsequently influence consumers' intention to buy.

Social media marketing activities represent one of the major drivers of brand awareness. By leveraging online communities and social networking platforms, companies can extend their reach and stimulate consumer interest in purchasing goods (Jamil et al., 2022). A number of studies have demonstrated the significant effect of social media marketing on brand awareness. Oktiryanto et al. (2021) found that the components of social media marketing contribute to building consumer trust and brand equity, which ultimately shape purchase intention. These conclusions are aligned with Manzoor et al. (2020), who reported a strong positive relationship between social media engagement, customer trust, and intention to purchase. Additionally,

brand awareness is closely related with consumer behavior (Bairrada et al., 2019), as individuals often make brand-related choices that align with their lifestyle preferences.

Lifestyle plays a pivotal role in the consumer decision-making process. Niosi (2021) characterizes lifestyle as a psychological factor that influences how buyers evaluate and select products. Accordingly, lifestyle can determine the extent to which consumers recognize a brand prior to making purchase decisions. García-Salirrosas (2025) noted that lifestyle shapes consumers' willingness to buy specific brands, while Sembada (2021) emphasized that purchasing decisions may be motivated by the desire to maintain or express lifestyle. Beyond lifestyle, awareness of both local and international brands also affects consumer behavior.

Consumer ethnocentrism defined as the tendency to prefer domestic products over foreign alternatives can shape attitudes and behaviors toward the product (Hong et al., 2023). This ethnocentric tendency reflects loyalty to one's country or cultural identity and can significantly influence purchase intention (Ramadania et al., 2023). Supporting this notion, Yunitasari and Parahiyanti (2022) found that consumer ethnocentrism has a strong effect on brand preference among Generation Z consumers in Indonesia.

Purchase intention refers to the series of steps consumers take before making a purchase (Hanaysha, 2022). It shows how ready consumers are to buy a brand or product, based on their perceptions, attitudes and previous experience. In this decision-making process, brand awareness defined as consumers' ability to recognize and recall a brand plays an important role in this process. Aaker (in Handayani, 2010) defines brand awareness as the extent to

which consumers can identify or remember that a brand belongs to a certain product category. It also involves the associations and mental images that consumers form about a brand (Tjiptono & Chandra, 2016). When consumers are familiar with a brand, they tend to trust it more and consider it when making a purchase. When they are not familiar with it, they may hesitate or avoid the product. Thus, higher brand awareness increases the likelihood of consumers choosing and purchasing a brand. Brand awareness not only improves brand visibility but also shapes consumer perceptions and influences their purchase decisions (Theocharis & Tsekouropoulos, 2025).

Social media marketing activities such as entertainment, informativeness, trendiness and interaction help shape brand awareness by influencing how consumers view and remember brands (Sharma et al., 2021). Brand awareness affects purchase intention directly and also serves as a mediating factor between social media marketing and consumers' decisions. Salhab et al. (2023) found that social media marketing increases brand awareness, which then raises purchase intention. When brand awareness acts as a mediator, the effect of social media marketing on buying interest becomes stronger (Saputra & Wardana, 2023). Other studies also show that social media marketing boosts user engagement, adds value to the brand and increases purchase intention (Shofiya & Fachira, 2021; Toor et al., 2017).

Brand awareness also strengthens consumer behavior related to purchase decisions, both now and in the future (Hakami & Mahmoud, 2022). Lifestyle factors, including values, interests and daily habits, influence how consumers interpret brand messages. When a brand fits a consumer's lifestyle, it tends to create a positive connection and increase

purchase intention (Gunawan & Bernarto, 2020).

Consumer ethnocentrism, the preference for domestic over foreign products also affects how consumers evaluate brands. In these cases, brand awareness becomes a filter for interpreting marketing messages and domestic brands with higher awareness benefit from ethnocentric attitudes (Baber, 2024). Therefore, brand awareness acts as an important mediating variable linking social media marketing, lifestyle, and consumer ethnocentrism to purchase intention. The purpose of this study is to analyze how these factors influence consumers' purchase interest, with a focus on the mediating role of brand awareness.

Previous studies have examined various factors that influence purchase intention, but many of them have focused on industries such as food (Hanaysha, 2022), health and wellness (Aguilar-Rodríguez & Arias-Bolzmann, 2021), technology (Sohaib et al., 2022; Malarvizhi et al., 2022) or luxury products (Ma et al., 2020). The cosmetics and personal care industry especially skincare has received less attention in this context. Moreover, recent marketing literature has not focused enough on brand awareness (Bergkvist & Taylor, 2022), making it difficult to fully understand its role in shaping consumer behavior. Therefore, this study aims to fill this gap by examining how social media marketing, lifestyle and consumer ethnocentrism influence brand awareness and purchase intention for skincare products in Indonesia. This research contributes to the literature by exploring understudied factors that drive consumer decision-making in the skincare industry.

LITERATURE REVIEW

1. Purchase Intention

Consumers do not arrive at a purchase decision instantly, rather, they follow a sequence of evaluative steps that guide them toward the final act of buying. Hanaysha (2022) describes this process as involving several considerations, including what product to purchase, where and when to buy it, which brand or model to choose, what payment method to use, and how much money they are willing to spend. These stages reflect the broader concept of purchase intention, which captures a consumer's readiness or willingness to make a purchase. Purchase intention is commonly understood as an indicator of the strength of an individual's intention to engage in a specific behavior, namely, buying a product or service (Moosa & Jagadeesan, 2021). This intention is shaped by a combination of internal consumer factors and external influences. For example, Tripopsakul (2024) demonstrated that elements of the marketing mix can significantly affect consumers' intention to purchase, highlighting the role of environmental and marketing-related forces. In addition, consumer readiness to buy often has an emotional component, as noted by Lin and Shen (2023), who emphasized that emotional preparedness emerges before the actual buying action takes place.

One of the most influential factors shaping purchase intention is brand awareness. When consumers recognize and recall a brand easily, they are more likely to consider it in their evaluations and ultimately proceed with a purchase. Numerous studies support this relationship, showing that higher brand awareness enhances the probability of purchase (Salhab et al., 2023; Deng et al., 2021; Laksamana, 2020).

2. Social Media Marketing and Brand Awareness

Social media marketing represents a strategic approach to managing customer relationships in the digital era. It involves using various tools and applications across social media platforms to promote products and strengthen brand awareness among target audiences (Misirlis & Vlachopoulou, 2018). Through its three-way communication process, company to customer, customer to company and customer to customer. Social media enhances information accessibility and facilitates broader acceptance of products in the marketplace (Rehman et al., 2022).

Within this context, Social Media Marketing Activities (SMMAs) generally include four key components: entertainment, informativeness, trendiness and interaction (Çil et al., 2023). When marketing content aligns with these elements, it enhances customer experience and strengthens the connection between sellers and buyers (Wibowo et al., 2021). Prior studies confirm that these SMMA dimensions contribute to shaping consumer perceptions, building brand awareness and influencing purchase intention (Putri, 2021; Aji et al., 2020).

Among these elements, entertainment is particularly effective in capturing consumer attention. Engaging and enjoyable content can create positive experiences that help consumers recognize and remember a brand (Mas'adeh et al., 2021), which may subsequently influence purchasing decisions (Ao et al., 2023). Empirical research supports this relationship, Yang et al. (2022) found that entertainment positively affects brand awareness in high-tech product marketing, while Nguyen et al. (2024) similarly reported a significant positive impact of

entertainment on brand awareness. Accordingly, the following hypothesis is proposed:

H1a. Entertainment has a positive and significant effect on brand awareness

Informativeness refers to the extent to which customers perceive that social media platforms provide accurate, useful, and reliable information about e-commerce companies. Online consumers often base their evaluations on trustworthy details available on social media or e-commerce sites, including product descriptions, ratings, and reviews (Yadav & Rahman, 2018). Informative advertising plays an important role in building brand awareness by offering knowledge about new products or updated features (Kotler & Keller, 2016). As defined by Ducoffe (1996), informativeness reflects the ability of advertising to deliver valuable information that shapes users' attitudes toward brands (Yang et al., 2022).

Empirical studies highlight the importance of informativeness in social media marketing activities. Sharma et al. (2021) report that informative content strengthens customer relationships and supports purchase intention. In China's e-commerce environment, informativeness significantly increases consumers' likelihood of making repeat online purchases (Chen & Yang, 2021). By offering direct access to detailed product information, social media also helps reduce consumer uncertainty during the decision-making process (Cui et al., 2019). Customers frequently engage in pre-purchase information searches such as reading reviews, which makes social media a valuable resource for obtaining updated information before choosing a product or service.

Social media marketing, therefore, not only facilitates information exchange among users but also enables businesses

to enhance brand visibility, attract new customers and analyze campaign effectiveness through data-driven insights (Hayes, 2024). Supporting this view, Tan (2021) found that informative and persuasive advertising significantly improves consumer brand awareness. Similar findings were reported by Anugerah Setya and Sirait (2024) and Febriyantoro and Hapsara (2023), indicating that more informative content leads to higher levels of brand awareness. Based on these findings, the following hypothesis is proposed:

H1b. Informativeness has a positive and significant effect on brand awareness
Trendiness trendiness is the term used to describe advancements that are frequently shared on social media sites and that people find appealing to routinely watch. (Liu et al., 2018). As social media continues to influence behavior on a global scale, trendiness has become an important marketing practice for strengthening a brand's presence across digital platforms, particularly in the context of expanding marketing channels and growing technological adoption (Awad et al., 2022). Empirical evidence supports this role, Nguyen et al. (2024) showed that trendiness has a direct and significant positive impact on brand awareness, while Yang et al. (2022) similarly found that the trendiness dimension of SMMA contributes to increased brand awareness. Based on these findings, the following hypothesis is proposed:

H1c. Trendiness has a positive impact on brand awareness

Interaction represents users' engagement in expressing opinions or feedback about a service or experience (Kotler et al., 2016). In social media contexts, interaction is central to how users communicate, respond to content, and shape online communities. For

example, Booker et al. (2018) found that levels of social media engagement vary across age and gender, demonstrating its broader psychological relevance. Social platforms such as Instagram provide brands with opportunities to collaborate with customers, share content, and exchange ideas, thereby supporting ongoing brand consumer engagement (Li et al., 2021).

Interactive features such as comments, likes, and peer recommendations allow consumers to express interest and influence one another's brand preferences and purchase decisions (Puspaningrum, 2020; Cui et al., 2019; Ceyhan, 2019). Empirical studies show that interaction positively and significantly enhances brand awareness, with supporting evidence reported by Malarvizhi et al. (2022), Yang et al. (2022), and Nguyen et al. (2024). Therefore, the following hypothesis is proposed:

H1d. Interaction has a positive and significant effect on brand awareness

3. Lifestyle and Brand Awareness

Lifestyle varies across individuals based on social class, subculture, and occupation (Kotler & Armstrong, 2018). It represents the way people allocate their time and money and reflects the attitudes and values underlying these behavioral patterns (Solomon, 2019). From a marketing perspective, lifestyle refers to groups of consumers segmented by their preferences and spending habits (Mowen & Minor, 2017). Lifestyle develops through social interaction and life-cycle stages and shapes overall consumption behavior (Šostar & Ristanović, 2023). People often distinguish themselves based on shared interests, activities and habits, such as work patterns or how they budget their time and expenses (Saputra et al., 2020). For example, Ustanti (2018) highlights

how a shopping-oriented lifestyle reflects an individual's tendency to devote time and money to personal enjoyment.

Lifestyle plays a crucial role in shaping consumers' perceptions of and engagement with brands. Consumer purchase intentions are increasingly influenced by lifestyle-related preferences. Several studies demonstrate that lifestyles, such as prioritizing health drive consumers toward brands associated with freshness, nutritional value and wellness (Choi & Jeong, 2019; Contini et al., 2020). Akkaya (2021) further notes that lifestyle is closely linked to brand perception, which influences purchase intention. Empirical evidence supports this relationship, lifestyle has been shown to affect both brand awareness and purchase intention (Cristianto et al., 2024; Faradila & Silitonga, 2025; Herawati et al., 2019). Thus, this study propose the following hypothesis:

H2. Lifestyle has a positive and significant effect on brand awareness

4. Consumer Ethnocentrism and Brand Awareness

Consumer ethnocentrism is one of the factors that shape consumers' preferences for domestic versus foreign products (Karoui & Khemakhem, 2019). Ethnocentric consumers generally view purchasing domestic goods as the morally appropriate choice and tend to form favorable attitudes toward local products, increasing the likelihood that they will prefer and purchase them. This tendency has been consistently shown to influence consumers' intentions to buy domestic products across various purchasing situations.

Empirical evidence demonstrates the role of ethnocentrism in consumer decision-making. Baber (2024) found that highly ethnocentric consumers favor

domestic products, while those with low ethnocentrism show greater preference for imported goods. Similarly, Charlescian (2020) reported that ethnocentrism shapes purchasing decisions for both local and foreign products, with consumers holding stronger attitudes toward domestic goods when their ethnocentrism is high. In developing countries, this relationship tends to strengthen purchase intention for local products (Yen, 2018). Supporting these findings, Zebal and Jackson (2019) observed that higher levels of consumer ethnocentrism are associated with stronger intentions to purchase domestic brands.

Further evidence shows that consumer ethnocentrism affects broader brand-related outcomes. Ramadania et al. (2023) demonstrated its significant influence on brand credibility, which subsequently affects the selection of domestic brands. Yunitasari and Parahiyanti (2022) also identified a positive and significant link between consumer ethnocentrism and brand preference among Indonesian consumers. Thus, this study propose the following hypothesis:

H3. Consumer ethocentrism has a positive and significant effect on brand awareness

5. Brand Awareness and Purchase Intention

Brand awareness is a key component of brand equity and reflects the extent to which consumers can identify and recall a brand across different situations (Ihzaturrahma & Kusumawati, 2021). Bergkvist and Taylor (2022) describe brand awareness as the likelihood that consumers can retrieve a brand identifier and its associated product category from memory. Similarly, Keller (2013) defines it as the strength of the brand

trace in memory, which enables consumers to recognize or recall the brand under varying conditions.

As an essential factor in consumer–brand relationships, brand awareness enhances consumers' ability to recognize a brand and form positive associations (Karagiannis et al., 2022). Higher levels of brand awareness increase the likelihood that consumers will choose the brand, reinforce purchase intention, and contribute to brand loyalty, ultimately supporting sales growth (Vo Minh, 2022; Ric & Benazić, 2022). Compared with lesser-known brands, those with strong brand awareness are more frequently selected by consumers. Prior studies confirm this relationship: brand awareness significantly influences purchasing decisions (Tewary et al., 2021), and has consistently been shown to have a positive and significant effect on purchase intention (Zeqiri et al., 2025; Febriyantoro, 2020). Thus, the following hypothesis is proposed:

H4. Brand Awareness has a positive impact on purchasing intention

6. Brand Awareness as a Mediating Variable

Brand awareness is a key factor linking social media marketing to consumer purchase intention. Consumers who are highly aware of a brand tend to exhibit stronger purchase intentions (Liu et al., 2021; Hameed et al., 2023). Effective social media marketing can enhance brand recognition and subsequently increase purchase likelihood (Ardiansyah et al., 2020). Guha et al. (2021) further found that SMMA elements significantly contribute to developing brand awareness and brand image, particularly for handmade products. Research on smartphone brands by Krisnawan and Jatra (2021) also indicates that

consumers with strong brand awareness are more inclined to consider purchasing the brand. Visual social media content—such as promotional images and videos—has also been shown to elevate purchase intention (Al-Gasawneh et al., 2023).

Brand awareness contributes to long-term customer loyalty and helps firms retain their customer base (Liu et al., 2020). However, some studies suggest different outcomes. Mahdieh (2024), for instance, found that brand awareness does not always translate into purchase intention, and in some contexts, its direct and mediating effects may be insignificant. This suggests that the influence of brand awareness may vary depending on the product category or consumer characteristics.

Despite this, many studies consistently report that brand awareness mediates the influence of social media marketing on purchase intention. Saputra and Wardana (2023) found a significant mediating effect, a result supported by Patmawati and Miswato (2022), who argue that awareness encourages consumers to seek additional information, thereby increasing their purchase likelihood. Dewi et al. (2022) also emphasized the role of social media in branding strategies. Several studies demonstrate that brand awareness mediates the relationship between informativeness and purchase intention (Majeed et al., 2021; Tan et al., 2021), while Malarvizhi (2022) reached similar conclusions within different contexts. Thus, the following hypotheses are proposed:

H5a. Brand awareness mediates entertainment towards purchase intention

H5b: Brand awareness mediates informativeness towards purchase intention

H5c: Brand awareness mediates

trendiness towards purchase intention

H5d: Brand awareness mediates interaction towards purchase intention

Furthermore, brand awareness has been widely recognized as a key factor mediating the relationship between social media marketing and purchase intention. Lifestyle has also been shown to influence how consumers perceive and interact with brands, ultimately shaping their purchase decisions. Akkaya (2021) explains that lifestyle affects brand perception and purchase intention by influencing how consumers connect with brands. Similarly, Gunawan and Bernarto (2020) found that actual or ideal lifestyle in the fashion context strengthens brand attachment, which then encourages buying behavior. Research in various industries also demonstrates that consumers' lifestyles determine the brands they use and their intention to purchase those brands (Acar et al., 2024; García-Salirrosas, 2024; Khanta & Srinuan, 2019). Therefore, the hypothesis 6 is formulated as follow:

H6. Brand awareness mediates lifestyle towards purchase intention

Consumer ethnocentrism is also an important factor influencing both brand awareness and customers' purchase intention. Kinawy (2024) explains that

ethnocentrism stems from national pride, perceived superiority, and familiarity with domestic products factors that collectively increase consumers' inclination to purchase local goods. In the Indonesian context, Ramadania et al. (2023) found that consumer ethnocentrism, along with customer knowledge of brand credibility, significantly affects purchase intention. Similarly, Baber (2024) reported that ethnocentric consumers tend to prefer domestic brands, which subsequently enhances their purchase or repurchase intentions. Based on these findings, Hypothesis 7 is proposed as follows:

H7. Brand awareness mediates consumer ethnocentrism towards purchase intention

7. Theoretical Framework

This study focuses on analyzing the the impacts of the elements of social media marketing activities, lifestyle and consumer ethnocentrism on brand awareness, brand awareness on consumer purchase intention. In addition, it analyzes how brand awareness mediates the relationship between social media marketing activities, lifestyle and consumer ethnocentrism with purchase intention. The theoretical framework of this study is illustrated in Figure 1.

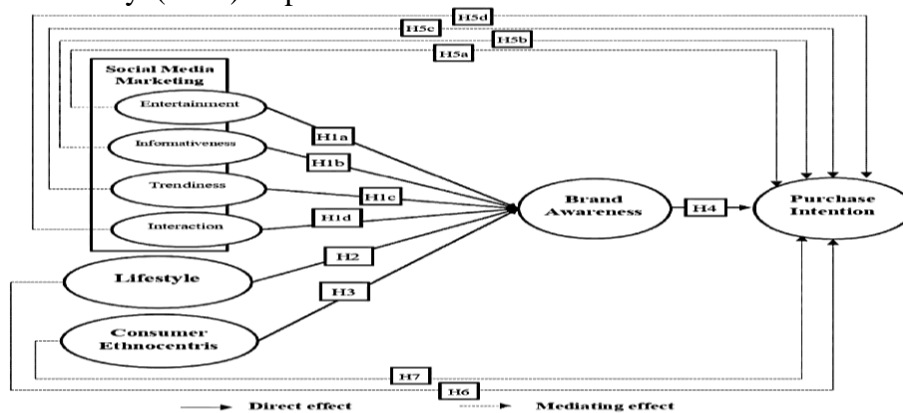


Figure 1. Research Framework

Source: Researchers (2025)

METHODOLOGY

1. Research Design

This research employs a quantitative approach utilizing a survey method, as outlined by Creswell and Creswell (2018), to investigate the relationships between measurable variables through statistical analysis. An explanatory research design is applied to identify and explain the connections among specific attributes, behaviors, or phenomena, as well as the underlying factors that influence them (O'Dwyer & Bernauer, 2020).

2. Sampling Method and Sample Size

The population of this study consists active consumers who have used social media related to local skincare products within the past six months. A purposive sampling technique was employed to select respondents based on some criteria, namely: (1) individuals who have used local skincare products in the last six months, (2) individuals aged 20 to 60 years, and (3) have social media accounts. Because the exact population size is unknown, the minimum required sample size was determined using the inverse square root method suggested by Hair et al. (2021), as shown in the following formula.

$$n_{min} > \left(\frac{\beta^2}{|P_{min}|} \right)$$

Description:

- β : Z score (Z.95 + Z.8)
- n_{min} : Minimum sample
- P_{min} : Path coefficient of minimum sample size of 5% (0,05)

Assuming a prediction power of 80% for a significance level of 5% (0.05) and a minimum path coefficient of 0.4, the calculation for the minimum sample size in this study is as follows:

$$n_{min} > \left(\frac{2,484^2}{|0,2|} \right) = 154,505$$

Thus, the minimum sample size determined in this study is 155 respondents.

3. Data Collection Method and Technique

This study utilized an online questionnaire as the primary data collection instrument. The survey consisted of closed-ended items measured using established scales from previous studies, including a Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree), which is suitable for measuring attitudes, beliefs, and perceptions. A preliminary test involving 50 respondents was conducted to evaluate the clarity, reliability and validity of the questionnaire items, ensuring that the statements were easily understood and accurately reflected the intended constructs. Table 2.1 presents the 32 questionnaire items used in the full-scale survey, which was distributed to a larger sample. The final survey was administered using Google Forms, which provided convenient access for respondents and facilitated efficient data collection from a wide range of participants.

Table 1. Measurement Items

Concepts	Variables	Items	References
Social Media Marketing	Entertainment	It is entertaining for me to engage with content on skincare brands' social media.	Cheung et al. (2020) and Majeed et al. (2021)
		It is fun to collect information on	

Concepts	Variables	Items	References
	Informativeness	services through skincare brands' social media	and
		It is easy to kill time using skincare brands' social media	
		Skincare brand pages offer useful information	Sharma et al. (2021) dan
		Skincare brand pages offer accurate information on products	Majeed et al. (2021)
		The information provided by skincare brand pages are Comprehensive	
	Trendiness	Using skincare brand's social media is very trendy	Sharma et al. (2021),
		Anything trendy is available on social media skincare brand pages	Masa'deh et al. (2021), and Cheung et al. (2020)
	Interaction	Easy delivery of my opinion through skincare brand social media pages	Sharma et al. (2021)
		Skincare brand social media allow me to share my opinion with others about products	and Majeed et al. (2021), Çil et al. (2023)
		It made it easier for me to communicate with the brand.	
Lifestyle		Skincare brand is totally in line with my lifestyle	Acar et al. (2024)
		Using skincare brand supports my lifestyle	
		I like to share my experiences and recommendations about skincare products with others	
Customer Ethnocentrism		Indonesians should always purchase skin care products made in Indonesia instead of imported products.	Ramadania et al. (2023), Oh et al. (2020),
		I prefer Indonesian skincare products rather than foreign ones when purchasing products	Blazquez-Resino (2021)
		I am highly satisfied with Indonesian skincare products	
Brand Awareness		I can easily recognize skin care brand I like amongst other competing brands	Masa'deh et al. (2021), Majeed et al. (2021), and
		I look at product reviews before buying skincare products online	Cheung et al. (2020)
		I intend to purchase online those brands that I recognize and seen	

Concepts	Variables	Items	References
Purchase Intention		I can recognize the detail or characteristics of the skincare product on social media	Majeed et al. (2021), Chaubey et al. (2023), Sharma et al. (2021)
		I often remember the symbol or logo of skincare brands when I see them on social media	
		I will buy products that are advertised on social media in the near future.	
		I desire to buy products that are promoted on social media	
		Purchasing skincare product online has become a compulsion	
		I am likely to purchase some of the products that are advertised on social media when I needed to buy it	
		I will try the brand as marketing on social media sites	

4. Data Analysis

This study used inferential analysis with statistical tests using Partial Least Squares Structural Equation Modeling (PLS-SEM). PLS-SEM was chosen because of its strong predictive capability and its suitability for examining relationships among latent constructs without requiring assumptions of normal data distribution (Henseler & Schuberth, 2023; Hair et al., 2019). Through this approach, the study analyzed the effects of social media marketing activity elements, lifestyle, and consumer ethnocentrism on brand awareness, the influence of brand awareness on purchase intention and the mediating role of brand awareness in these relationships.

Following Hair et al. (2019), PLS-SEM analysis consists of evaluating the measurement model (outer model) and the structural model (inner model). This study used a reflective measurement model, which specifies how latent variables are represented by their indicators (Hair et al., 2021). Reliability and validity in the reflective model were

assessed through indicator reliability, internal consistency reliability, convergent validity, and discriminant validity (Hair et al., 2019; Hair et al., 2021). Indicator reliability was examined using factor loadings. Internal consistency reliability was evaluated using Composite Reliability (> 0.70) and Cronbach's Alpha (> 0.70). Convergent validity was determined through the Average Variance Extracted (AVE > 0.50), while discriminant validity was assessed using the Heterotrait-Monotrait Ratio (HTMT ≤ 0.90). The structural model assessment included examinations of Variance Inflation Factor (VIF < 5), coefficient of determination (R^2), predictive relevance (Q^2) and hypothesis testing.

RESULTS

A total of 161 respondents completed the questionnaire, exceeding the minimum required sample size of 155. Following Hair et al. (2019), the data analysis was conducted in two stages: first, evaluating the measurement model (outer model) and subsequently

assessing the structural model (inner model).

1. Measurement Model (Outer Model)

The measurement model evaluation included examinations of both reliability and validity. This assessment focused on verifying the internal consistency reliability and convergent validity of the questionnaire items. A discriminant validity test was also conducted to ensure that the items effectively measured the intended variables. As noted by Hair et

al. (2021), these evaluations are essential before proceeding to the structural model. Convergent validity was assessed through the factor loadings of each indicator in the reflective model. Two indicators (BA2 and PI4) fell below the recommended loading value of 0.708 and were subsequently excluded from the analysis. As shown in Table 4.1, all remaining indicators exceeded the 0.708 threshold, indicating satisfactory convergent validity across the constructs.

Table 2. Results of Factor Loadings, CA, CR, and AVE

Variables	Items	Loadings	CA	CR	AVE	VIF
Entertainment	ENT1	0.819	0.747	0.848	0.651	1.610
	ENT2	0.863				1.384
	ENT3	0.733				1.551
Informativeness	INF1	0.826	0.711	0.837	0.632	1.488
	INF2	0.808				1.355
	INF3	0.750				1.362
Trendiness	TRE1	0.912	0.681	0.861	0.756	1.362
	TRE2	0.822				1.362
Interaction	INT2	0.812	0.744	0.852	0.658	1.655
	INT3	0.759				1.507
	INT4	0.828				1.387
Lifestyle	LIF1	0.846	0.742	0.852	0.659	1.598
	LIF2	0.861				1.688
	LIF3	0.723				1.323
Customer Ethnocentrism	CE1	0.852	0.759	0.849	0.653	2.195
	CE2	0.871				2.319
	CE3	0.742				1.238
Brand Awareness	BA1	0.750	0.783	0.860	0.605	1.431
	BA3	0.790				1.534
	BA4	0.784				1.658
	BA5	0.788				1.747
Purchase Intention	PI1	0.788	0.817	0.878	0.643	1.625
	PI2	0.869				2.140
	PI3	0.778				1.670
	PI5	0.778				1.655

Note: CA, cronbach's alpha; CR, composite reliability; AVE, average variance extracted; VIF, Variance Inflation Factor.

The Cronbach's alpha (CA) value for the Trendiness construct is slightly below the ideal benchmark of 0.70 (CA = 0.681), yet remains above 0.60, indicating marginal but acceptable reliability (Taber, 2018). All other constructs exhibit CA values above 0.70. Furthermore, each construct

demonstrates Composite Reliability (CR) values exceeding the recommended threshold of 0.70, confirming strong internal consistency. The Average Variance Extracted (AVE) values are all greater than 0.50, showing that the indicators account for more than half of the variance of their respective

constructs and therefore meet the criteria for convergent validity. Discriminant validity was assessed using the Heterotrait-Monotrait Ratio (HTMT). As shown in Table 4.2, all HTMT values (< 0.90), indicating satisfactory discriminant validity and confirming that

the constructs examined in this study are conceptually distinct. This supports the validity of the measurement model and suggests that each construct represents a unique concept within the research framework.

Table 3. Heterotrait-Monotrait Ratio (HTMT) for Testing Discriminant Validity

	BA	CE	ENT	INF	INT	LIF	PI	TRE
BA								
CE	0.472							
ENT	0.689	0.660						
INF	0.869	0.425	0.419					
INT	0.559	0.439	0.782	0.396				
LIF	0.770	0.536	0.823	0.589	0.680			
PI	0.778	0.596	0.823	0.467	0.525	0.811		
TRE	0.568	0.179	0.550	0.370	0.447	0.513	0.382	

Source: Primary data processed (2025)

Furthermore, before progressing to assess the structural model, the Variance Inflation Factor (VIF) was evaluated. As shown in Table 4.3, all VIF values across

the constructs are below the threshold of 5.00 (ranging from 1.00 to 2.211), indicating that multicollinearity is not a concern in the model.

Table 4. Inner VIF Values

	Inner VIF
Brand Awareness → Purchase Intention	1.000
Consumer ethnocentrism → Brand Awareness	1.377
Entertainment → Brand Awareness	2.091
Informativeness → Brand Awareness	1.341
Interactivity → Brand Awareness	1.563
Lifestyle → Brand Awareness	1.854
Trendiness → Brand Awareness	1.273

Source: Primary data processed (2025)

2. Structural Model (Inner Model)

The assessment of the structural model included an examination of the coefficient of determination (R^2), predictive relevance (Q^2) and the significance of the path coefficients. The R^2 assesses the explanatory capability of the structural model, and the blindfolding procedure was conducted to estimate Q^2 .

Additionally, bootstrapping technique with a sample size of 5000, at a significance level (α) of 5% used to estimate significance of path coefficients (Hair, 2019). The results of the PLS-SEM bootstrapping analysis for both direct and indirect effects are presented in Figure 2 and summarized in Table 4.

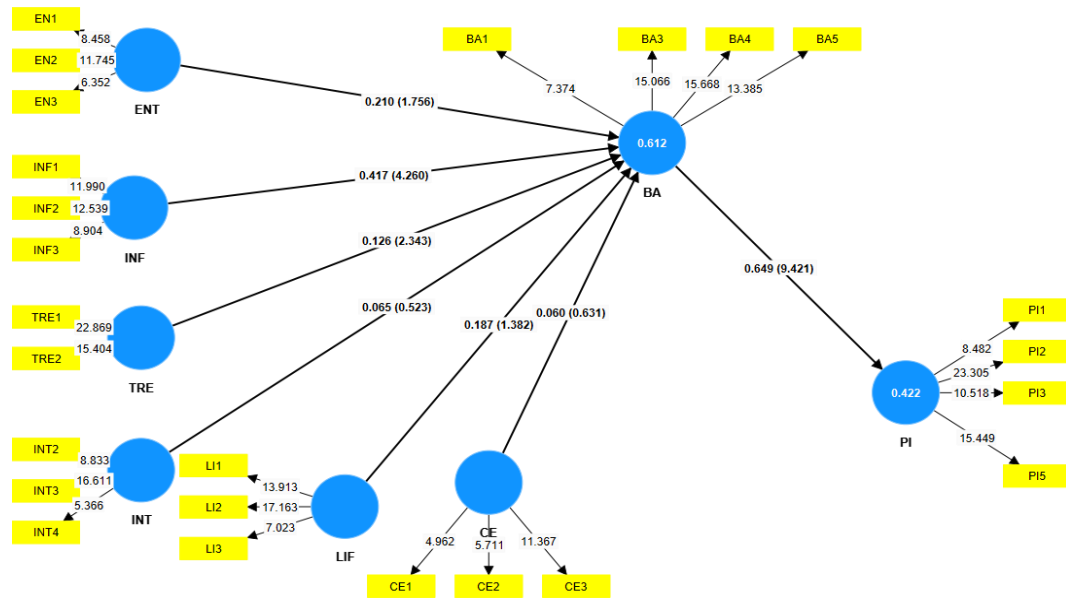


Figure 2 Structural Model
Source: Data Processing (2025)

a. Coefficient of Determination (R^2) and Predictive Relevancy (Q^2)

Table 5 presents the Coefficient of Determination (R^2) and Predictive Relevancy (Q^2) for the endogenous variables (Brand Awareness and Purchase Intention). The adjusted R^2 value for brand awareness is 0.596, indicating that social media marketing elements, lifestyle and consumer ethnocentrism collectively explain 59.6% of the variance in brand

awareness, reflecting a moderate level of explanatory power. The remaining 40.4% is attributed to other factors not included in the model. For purchase intention, the adjusted R^2 value is 0.418, meaning that brand awareness explains 41.8% of the variance in purchase intention, which is considered weak explanatory power. The remaining 58.2% of the variance is influenced by variables outside the scope of this study.

Table 5. Coefficient of Determination (R^2) and Predictive Relevancy (Q^2) values

Variables	R^2 (Adjusted)	Q^2
Brand Awareness	0.596	0.480
Purchase Intention	0.418	0.332

Source: Primary data processed (2025)

Furthermore, the Q^2 values for brand awareness (0.315) and purchase intention (0.195). As both values more than 0 (zero), indicating that each construct demonstrates predictive relevance within the model.

b. Hypothesis Testing

To test the proposed hypotheses, this study analyzed the direct and indirect

effect of independent variables on dependent variables. Based on the structural model results (Table 4.5), entertainment was found to have a positive and significant impact on brand awareness ($\beta = 0.210$, $t = 1.756$, $p < 0.05$), thus supporting H1a. Similarly, Informativeness shows a positive and significant effect on brand awareness ($\beta = 0.324$, $t = 4.260$, $p < 0.05$), leading to

the acceptance of H1b and indicating that higher levels of informativeness enhance consumers' awareness of skincare brands. Trendiness also exerts a positive and significant influence on brand awareness ($\beta = 0.126$, $t = 2.343$, $p < 0.05$), supporting H1c. However,

interaction does not significantly affect brand awareness ($\beta = 0.065$, $t = 0.523$, $p > 0.05$). This result suggest that interaction in social media is not significant in increasing the brand awareness. This result concludes that H1d is rejected.

Table 6. Direct Effects

Structural Path	Path Coefficient B	Standard Deviation (SD)	T-Values	P-Values
Entertainment → Brand Awareness	0.210	0.120	1.756	0.040
Informativeness → Brand Awareness	0.417	0.098	4.260	0.000
Trendiness → Brand Awareness	0.126	0.054	2.343	0.010
Interaction → Brand Awareness	0.065	0.124	0.523	0.301
Lifestyle → Brand Awareness	0.187	0.135	1.382	0.084
Consumer Ethnocentrism → Brand Awareness	0.060	0.094	0.631	0.264
Brand Awareness → Purchase Intention	0.649	0.069	9.421	0.000

Source: Primary data processed (2025)

The results also indicate that lifestyle has a positive but insignificant effect on brand awareness ($\beta = 0.187$, $t = 1.382$, $p > 0.05$), confirming Hypothesis 2 is rejected. Similarly, Hypothesis 3 is rejected, as consumer ethnocentrism also shows a positive yet insignificant influence on brand awareness ($\beta = 0.060$, $t = 0.631$, $p > 0.05$). In contrast, brand awareness demonstrates a positive and significant impact on purchase intention, as reflected by the path coefficient ($\beta = 0.649$, $t = 9.421$, $p < 0.05$).

For the mediation analysis, the

structural model results show that brand awareness does not effectively mediate the relationships between interaction and purchase intention, lifestyle and purchase intention, and consumer ethnocentrism and purchase intention. Consequently, H5d, H6 and H7 are rejected. Conversely, brand awareness plays a significant mediating role in the relationships between entertainment, informativeness, trendiness and purchase intention. Therefore, H5a, H5b and H5c are accepted.

Table 7. Indirect Effects

Structural Path	Path Coefficient β	Standard Deviation (SD)	T-Values	P-Values
Entertainment → Brand Awareness → Purchase Intention	0.136	0.079	1.728	0.042
Informativeness → Brand Awareness → Purchase Intention	0.271	0.068	3.967	0.000
Trendiness → Brand Awareness → Purchase Intention	0.082	0.037	2.230	0.013
Interaction → Brand Awareness → Purchase Intention	0.042	0.081	0.523	0.300
Lifestyle → Brand Awareness → Purchase Intention	0.121	0.093	1.308	0.095
Consumer ethnocentrism → Brand Awareness → Purchase Intention	0.039	0.062	0.624	0.266

Source: Primary data processed (2025)

DISCUSSION

This study provides evidence regarding the impacts of elements social media marketing activities, lifestyle and consumer ethnocentrism on brand awareness and customer purchase intention. The structural model analysis offered insights that helped confirm or reject the proposed hypotheses. First, the findings indicate that entertainment positively influences brand awareness, as shown by the significant path coefficient ($\beta = 0.210$, $p = 0.042$). This supports Hypothesis 1a and suggests that entertaining content on social media effectively enhances consumer awareness of skincare products. This result aligns with previous research (Prasetyo & Praswati, 2025), which highlights that entertaining content tends to be engaging and memorable, making it an effective strategy for strengthening brand visibility.

Informativeness also showed a stronger and significant positive impact on brand awareness ($\beta = 0.417$, $p = 0.000$), confirming Hypothesis 1b. The importance of informativeness suggests that delivering valuable and informative content about skincare products can substantially improve consumer awareness. This result is consistent with past studies affirming that informative content builds trust, reduces uncertainty and supports better purchasing decisions (e.g., Hsu et al., 2020). Similarly, trendiness demonstrated a positive and significant effect on brand awareness, supporting Hypothesis 1c ($\beta = 0.126$, $p = 0.010$). Trendiness has become a key attribute in shaping consumer perception, especially in the skincare sector. Brands perceived as trendy tend to attract more attention, increase engagement, and encourage sharing on social networks, behaviors that naturally

enhance visibility and brand awareness. This is in line with previous findings showing that trend-driven appeal contributes significantly to brand awareness (Masa'deh et al., 2021).

In contrast, interaction did not show a significant effect on brand awareness ($\beta = 0.145$, $p = 0.068$), leading to the rejection of Hypothesis 1d. Although interaction may offer certain value, it is not as influential in strengthening brand awareness compared to entertainment, informativeness or trendiness. Several studies have similarly found that interactivity in social media does not always enhance brand awareness. For example, Halim & Sugianto (2024) investigated the effects of social media marketing activities (entertainment, trendiness, interaction, and customization) on brand awareness among Lazada consumers. Their results showed that none of these variables significantly influenced brand awareness.

Furthermore, lifestyle was found to have a positive yet insignificant effect on brand awareness ($\beta = 0.187$, $p = 0.084$), leading to the rejection of Hypothesis 2. This indicates that although a consumer's lifestyle may relate to how they perceive a brand, it does not serve as a key determinant in strengthening brand awareness within this study's context. Similarly, consumer ethnocentrism demonstrated a positive but statistically insignificant influence on brand awareness ($\beta = 0.060$, $p = 0.264$). This suggests that national preference alone does not substantially enhance consumers' recognition of skincare brands. While some consumers may favor domestic products, such attitudes do not automatically translate into higher awareness of local skincare

brands. This aligns with Erlangga (2020), who reported that consumer ethnocentrism did not significantly affect brand preference. In today's globalized digital marketplace, factors such as visual appeal and a brand's social media presence may exert greater influence than patriotic sentiment in shaping brand visibility. Therefore, ethnocentrism may play a stronger role in later stages of the decision-making process, such as purchase intention rather than in the initial formation of brand awareness.

The relationship between brand awareness and purchase intention was particularly strong ($\beta = 0.649$, $p = 0.000$), thus supporting Hypothesis 4. This confirms that higher brand awareness directly contributes to increased purchase intention, emphasizing its essential role in guiding consumer decisions. When consumers are more familiar with a brand, particularly in a competitive industry like skincare, they are significantly more inclined to consider purchasing its products. This finding is consistent with previous research showing that higher brand awareness leads to greater consumer interest and likelihood of purchase (Dabbous & Barakat, 2020; Cristianto et al., 2024; Habib & Hamadne, 2022). Consequently, brand awareness functions as a foundational driver of consumer behavior, attracting attention, fostering repeat purchases and ultimately enhancing overall sales performance (Zhao et al., 2022).

Regarding the mediation analysis, the results showed that brand awareness effectively mediated the relationships between entertainment, informativeness and trendiness with purchase intention. This confirms the importance of these social media marketing elements in shaping brand awareness among skincare consumers, which subsequently

encourages purchase intention, findings consistent with previous research (Salhab et al., 2023; Ali & Naushad, 2023). However, brand awareness was found not to mediate the relationship between interactivity and purchase intention ($\beta = 0.042$, $p = 0.300$). This indicates that interactive content on its own may be insufficient to drive consumers' purchasing decisions without the presence of strong brand familiarity. A similar pattern emerged for lifestyle and consumer ethnocentrism, which also did not significantly influence purchase intention through brand awareness. Consequently, Hypotheses 6 and 7 are rejected.

These findings suggest that although brands may resonate with consumers lifestyles or national preferences, such alignment is not enough to enhance purchase intention, particularly when brand awareness acts as the mediating mechanism. This indicates that lifestyle relevance and ethnocentric tendencies must be supported by greater brand visibility or familiarity to meaningfully shape consumer purchasing behavior. As highlighted by Kinawy et al. (2024), consumers in more developed markets, who encounter a diverse range of global brands, tend to show stronger acceptance of foreign products, influenced by psychological drivers such as self-expression and the symbolic value associated with international brand identities.

CONCLUSION

This study investigates the effects of social media marketing elements (entertainment, informativeness, trendiness and interactivity) along with lifestyle and consumer ethnocentrism on brand awareness and purchase intention within the skincare industry. The results

show that entertainment, informativeness and trendiness significantly strengthen brand awareness, which subsequently has a positive effect on purchase intention. However, interactivity does not exhibit a meaningful impact on brand awareness nor does it indirectly influence purchase intention through brand awareness. Likewise, lifestyle and consumer ethnocentrism do not significantly affect brand awareness or purchase intention via brand awareness.

Based on these findings, skincare brands are encouraged to focus on producing entertaining, informative and trend-relevant social media content to cultivate strong brand awareness capable of driving purchase intention. While lifestyle alignment and ethnocentric tendencies remain relevant considerations, these factors may need to be supported by enhanced brand familiarity and visibility to effectively influence consumer purchasing decisions.

For future research, it is recommended to incorporate additional mediating or moderating variables, such as trust, brand engagement or perceived value that may better explain the relationship between social media marketing activities and purchase intention. Expanding the research context to other industries or demographic groups would also help expand the applicability of the findings and provide deeper insights into consumer and brand interactions in digital environments.

REFERENCES

- Acar, A., Büyükdağ, N., Türten, B., Diker, E., & Çalışır, G. (2024). The role of brand identity, brand lifestyle congruence, and brand satisfaction on repurchase intention: A multi- group structural equation model. *Humanities and Social Sciences Communications*, 11, 1102. <https://doi.org/10.1057/s41599-024-03618-w>
- Ahmed, R., Soomro, H., Ali, K., & Ali, W. (2015). Influence of Lifestyle and Cultural Values on Impulse Buying Behavior. *Journal of Culture, Society and Development*, 10(1963), 30–38. <https://doi.org/10.2139/ssrn.2656033>
- Aji, P., Nadhila, V & Sanny, L. (2020). Effect of social media marketing on Instagram towards purchase intention: Evidence from Indonesia's ready-to-drink tea industry. *International Journal of Data and Network Science*, 4(2), 91-104. <http://dx.doi.org/10.5267/j.ijdns.2020.3.002>
- Akkaya, M. (2021). Understanding the impacts of lifestyle segmentation & perceived value on brand purchase intention: An empirical study in different product categories. *European Research on Management and Business Economics*, 27(3), 100155. <https://doi.org/10.1016/j.iiedeen.2021.100155>
- Al-Gasawneh, J. A., AlZubi, K. N., Hasan, M., Ngah, A. H., & Ahmad, A. M. K. (2023). Multidimensionality of visual social media marketing and its impact on customer purchase intention on the real estate market. *Innovative Marketing*, 19(1), 101–112. [http://dx.doi.org/10.21511/im.19\(1\).2023.09](http://dx.doi.org/10.21511/im.19(1).2023.09)
- Ali, I., & Naushad, M. (2023). Examining the influence of social media marketing on purchase intention: The mediating role of

- brand image. *Innovative Marketing*, 19(4), 145–157. [https://doi.org/10.21511/im.19\(4\).2023.12](https://doi.org/10.21511/im.19(4).2023.12)
- Alnaser, F., Alghizzawi, M., Abualfalayeh, G., Omeish, F., Alharthi, S., & Al Koni, S. R. (2024). The impact of social media marketing activities on purchase intention. *International Review of Management and Marketing*, 14(6), 288–300. <https://doi.org/10.32479/irmm.1684>
- Anas, A. M., Abdou, A. H., Hassan, T. H., Alrefae, W. M. M., Daradkeh, F. M., El-Amin, M. A.-M. M., Kegour, A. B. A., & Alboray, H. M. M. (2023). Satisfaction on the Driving Seat: Exploring the Influence of Social Media Marketing Activities on Followers' Purchase Intention in the Restaurant Industry Context. *Sustainability*, 15(9), 7207. <https://doi.org/10.3390/su15097207>
- Ao, L., Bansal, R., Pruthi, N., & Khaskheli, M. B. (2023). Impact of social media influencers on customer engagement and purchase intention: A meta-analysis. *Sustainability*, 15(3), 2744. <https://doi.org/10.3390/su15032744>
- Anugrah Setya, M. D., & Sirait, T. . (2024). The Impact of Instagram Social Media Marketing on MSME Product Brand Awareness Call for Coffee. *Journal of World Science*, 3(8), 1005–1020. <https://doi.org/10.58344/jws.v3i8.699>
- Ardiansyah, F., & Sarwoko, E. (2020). How social media marketing influences consumers purchase decision? A mediation analysis of brand awareness. *JEMA: Jurnal Ilmiah Bidang Akuntansi dan Manajemen*, 17(2), 156–168. <https://doi.org/10.31106/jema.v17i2.6916>
- Astuti, Y., & Asih, D. (2021). Country of Origin, Religiosity and Halal Awareness: A Case Study of Purchase Intention of Korean Food. *The Journal of Asian Finance, Economics and Business*, 8(4), 413–421. <https://doi.org/10.13106/JAFEB.2021.VOL8.NO4.0413>
- Awad, A. S., Ertugan, A., & Hyusein, A. (2022). Mode of Collaboration between the Pharmaceutical Firms and Pharmacists: An Empirical Investigation of Social Media Marketing Activities. *Sustainability*, 14(20), 13624. <https://doi.org/10.3390/su142013624>
- Baber, R., Sankpal, S., Baber, P., & Gulati, C. (2024). Consumer ethnocentrism: What we learned and what we need to know? – A systematic literature review. *Cogent Business & Management*, 11(1), 2321800. <https://doi.org/10.1080/23311975.2024.2321800>
- Bairrada, C. M., Coelho, A., & Lizanets, V. (2019). The impact of brand personality on consumer behavior: The role of brand love. *Journal of Fashion Marketing and Management*, 23(1), 30–47. <https://doi.org/10.1108/JFMM-07-2018-0091>
- Basuki, R., Tarigan, Z., Siagian, H., Limanta, L., Setiawan, D., & Mochtar, J. (2022). The effects of perceived ease of use, usefulness, enjoyment and intention to use online platforms on behavioral intention in online movie watching during the pandemic era. *International Journal of Data*

- and *Network Science*, 6(1), 253-262.
<http://dx.doi.org/10.5267/j.ijdns.2021.9.003>
- Bergkvist, L., & Taylor, C. R. (2022). Reviving and Improving Brand Awareness As a Construct in Advertising Research. *Journal of Advertising*, 51(3), 294–307.
<https://doi.org/10.1080/00913367.2022.2039886>
- Blazquez-Resino, J. J., Gutierrez-Broncano, S., Jimenez-Estevez, P., & Perez-Jimenez, I. R. (2021). The Effect of Ethnocentrism on Product Evaluation and Purchase Intention: The Case of Extra Virgin Olive Oil (EVOO). *Sustainability*, 13(9), 4744.
<https://doi.org/10.3390/su13094744>
- Booker, C. L., Kelly, Y. J., & Sacker, A. (2018). Gender differences in the associations between age trends of social media interaction and well-being among 10-15 year olds in the UK. *BMC public health*, 18(1), 321.
<https://doi.org/10.1186/s12889-018-5220-4>
- Bushara, M. A., Abdou, A. H., Hassan, T. H., Sobaih, A. E. E., Albohnayh, A. S. M., Alshammari, W. G., Aldoreeb, M., Elsaed, A. A., & Elsaied, M. A. (2023). Power of Social Media Marketing: How Perceived Value Mediates the Impact on Restaurant Followers' Purchase Intention, Willingness to Pay a Premium Price, and E-WoM? *Sustainability*, 15(6), 5331.
<https://doi.org/10.3390/su15065331>
- Bu, Y., Parkinson, J., & Thaichon, P. (2022). Influencer marketing: Homophily, customer value co-creation behaviour and purchase intention. *Journal of Retailing and Consumer Services*, 66, 102904.
<https://doi.org/10.1016/j.jretconser.2021.102904>
- Ceyhan, A. (2019). The Impact of Perception Related Social Media Marketing Applications on Consumers' Brand Loyalty and Purchase Intention. *EMAJ: Emerging Markets Journal*, 9(1), pp.88–100.
<http://doi.org/doi:10.5195/emaj.2019>
- Chaubey, D. S., Sharma, L. S., & Subramanian, K. R. (2023). Social network marketing and its influence on online purchase of grocery products during COVID-19 pandemic: Mediating role of brand awareness. *International Journal of Electronic Commerce Studies*, 13(4), 39–60.
<https://doi.org/10.7903/ijecs.2056>
- Chen, N., & Yang, Y. (2021). The impact of customer experience on consumer purchase intention in cross-border E-commerce——Taking network structural embeddedness as mediator variable. *Journal of Retailing and Consumer Services*, 59, 102344.
<http://dx.doi.org/10.1016/j.jretconser.2020.102344>
- Cheung, M. L., Pires, G., & Rosenberger, P. J. (2020). The influence of perceived social media marketing elements on consumer–brand engagement and brand knowledge. *Asia Pacific Journal of Marketing and Logistics*, 32(3), 695–720.
<https://doi.org/10.1108/APJML-04-2019-0262>
- Çil, E., Erkan, İ., & Mogaji, E. (2023). Social media marketing and consumer behaviour in the new normal: The relationship between content and interaction. *International Journal of Internet Marketing and Advertising*, 19(3–4), 328–349.

- <https://doi.org/10.1504/IJIMA.2023.133315>
- Contini, C., Di Nuzzo, M., Barp, N., Bonazza, A., De Giorgio, R., Tognon, M., & Rubino, S. (2020). The novel zoonotic COVID-19 pandemic: An expected global health concern. *Journal of infection in developing countries*, 14(3), 254–264. <https://doi.org/10.3855/jidc.12671>
- Cristianto, D. A. J., Listiana, E., Afifah, N., Juniwati, J., & Mayasari, E. (2024). Social media, lifestyle influence, brand awareness mediate Fore Coffee purchase decisions. *Journal of Management Science (JMAS)*, 7(1), 175-187. <https://doi.org/10.35335/jmas.v7i1.395>
- Cui, L., Jiang, H., Deng, H., & Zhang, T. (2019). The influence of the diffusion of food safety information through social media on consumers' purchase intentions. *Data Technologies and Applications*, 53(2), 230–248. <http://doi.org/doi:10.1108/dta-05-2018-0046>
- Dabbous, A., & Barakat, K. A. (2020). Bridging the online–offline gap: Assessing the impact of brands' social network content quality on brand awareness and purchase intention. *Journal of Retailing and Consumer Services*, 53, 101966. <https://doi.org/10.1016/j.jretconser.2019.101966>
- DAM, T. C. (2020). Influence of Brand Trust, Perceived Value on Brand Preference and Purchase Intention. *The Journal of Asian Finance, Economics and Business*, 7(10), 939–947. <https://doi.org/10.13106/JAFEB.2020.VOL7.NO10.939>
- Dash, G., Kiefer, K., & Paul, J. (2021). Marketing-to-Millennials: Marketing 4.0, customer satisfaction and purchase intention. *Journal of business research*, 122, 608-620.
- Deng, W., Su, T., Zhang, Y., & Tan, C. (2021). Factors Affecting Consumers' Online Choice Intention: A Study Based on Bayesian Network. *Frontiers in psychology*, 12, 731850. <https://doi.org/10.3389/fpsyg.2021.731850>
- Dhaoui, C., & Webster, C. M. (2021). Brand and consumer engagement behaviors on Facebook brand pages: Let's have a (positive) conversation. *International Journal of Research in Marketing*, 38(1), 155–175. <https://doi.org/10.1016/j.ijresmar.2020.06.005>
- Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., Jain, V., Karjaluoto, H., Kefi, H., Krishen, A. S., Kumar, V., Rahman, M. M., Raman, R.,
- Rauschnabel, P. A., Rowley, J., Salo, J., Tran, G. A., & Wang, Y. (2021). Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management*, 59, 102168. <https://doi.org/10.1016/j.ijinfomgt.2020.102168>
- Erlangga, I. N. (2020). The effect of consumer ethnocentrism and materialism on product brand perception and brand preferences in Surabaya. *Arthavidya Jurnal Ilmiah Ekonomi*, 22(1), 30–41. <https://doi.org/10.37303/a.v22i1.150>
- Faradila, F., & Silitonga, P. (2025). Product Quality, Lifestyle, and Social Media Marketing Increase

- Purchase Decision through Brand Trust. *Journal of Management : Small and Medium Enterprises (SMEs)*, 18(1), 677-696. <https://doi.org/10.35508/jom.v18i1.2060>
- Febriyantoro, M. T. (2020). Exploring YouTube Marketing Communication: Brand awareness, brand image and purchase intention in the millennial generation. *Cogent Business & Management*, 7(1), 1787733. <https://doi.org/10.1080/23311975.2020.1787733>
- Febriyantoro, M. T., & Hapsara, O. (2023). The Power of Influence: Examining the Impact of YouTube Ads on Purchase Intention through Brand Awareness among Indonesian Audiences. *International Journal of Economics, Business and Innovation Research*, 2(02), 303-316. <https://doi.org/10.63922/ijebir.v2i02.204>
- Fernández-Ferrín, P., Bande-Vilela, B., Klein, J. G., & Luisa Del Río-Araújo, M. (2015). Consumer ethnocentrism and consumer animosity: Antecedents and consequences. *International Journal of Emerging Markets*, 10(1), 73-88. <https://doi.org/10.1108/IJOEM-11-2011-0102>
- García-Salirrosas, E. E., Esponda-Perez, J. A., Millones-Liza, D. Y., Haro-Zea, K. L., Moreno-Barrera, L. A., Ezcurra-Zavaleta, G. A., Rivera-Echegaray, L. A., & Escobar-Farfan, M. (2025). The Influence of Healthy Lifestyle on Willingness to Consume Healthy Food Brands: A Perceived Value Perspective. *Foods*, 14(2), 213. <https://doi.org/10.3390/foods14020213>
- Guha, S., Mandal, A., & Kujur, F. (2021). The social media marketing strategies and its implementation in promoting handicrafts products: A study with special reference to Eastern India. *Journal of Research in Marketing and Entrepreneurship*, 23(2), 339-364. <https://doi.org/10.1108/JRME-07-2020-0097>
- Gusmiarti, I. (2024, Agustus 27). *Pengeluaran Biaya Iklan Digital Terus Meningkat Secara Global*. Retrieved from GoodStats: <https://data.goodstats.id/statistic/pengeluaran-biaya-iklan-digital-terus-meningkat-secara-global-Qa4BJ>.
- Khanta, F., & Srinuan, C. (2019). The relationships between marketing mix, brand equity, lifestyle and attitude on a consumer's private product brand purchasing decision. *African Journal of Hospitality, Tourism and Leisure*, 8(5), 1-14.
- Habib, S., Hamadneh, N. N., & Hassan, A. (2022). The relationship between digital marketing, customer engagement, and purchase intention via OTT platforms. *Journal of Mathematics*, 2022(1), 5327626. <https://doi.org/10.1155/2022/5327626>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R*. Springer
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2-24. <https://doi.org/10.1108/EBR-11-2018-0203>
- Hakami, A. N., & Mahmoud, H. A. H.

- (2022). The prediction of consumer behavior from social media activities. *Behavioral Sciences*, 12(8), 284. <https://doi.org/10.3390/bs12080284>
- Halim, F. & Sugianto. (2024). Analisis Pengaruh Pemasaran Media Sosial Terhadap Kesadaran Merek Konsumen Pada Marketplace Lazada. *Jurnal Ekonomi dan Bisnis*, 7.
- Hameed, F., Malik, I. A., Hadi. N. U., & Raza, M. A. (2023). Brand awareness and purchase intention in the age of digital communication: A moderated mediation model of celebrity endorsement and consumer attitude. *Online Journal of Communication and Media Technologies*, 13(2), e202309. <https://doi.org/10.30935/ojcm/12876>
- Hanaysha, J. R. (2022). Impact of social media marketing features on consumer's purchase decision in the fast-food industry: Brand trust as a mediator. *International Journal of Information Management Data Insights*, 2(2), Article 100102. <https://doi.org/10.1016/j.jjime.2022.100102>
- Hasniaty, H., Harto, B., Istiono, W., Munawar, Z., Waworuntu, A., Hapsari, M. T., Pasaribu, J. S., Ma'sum, H., Gustini, L. K., Rengganawati, H., Anggoro, D., Rukmana, A. Y., & Permana, A. A. (2023). *Social Media Marketing*. PT Global Eksekutif Teknologi.
- Hayes, A. (2024, July 31). *Investopedia*. Retrieved from Social Media Marketing (SMM): What It Is, How It Works, Pros and Cons: <https://www.investopedia.com/terms/s/social-media-marketing-smm.asp#toc-what-is-social-media-marketing-smm>
- Huo, C., Hameed, J., Zhang, M., Bin Mohd Ali, A. F., & Amri Nik Hashim, N. A. (2022). Modeling the impact of corporate social responsibility on sustainable purchase intentions: insights into brand trust and brand loyalty. *Economic Research-Ekonomika Istraživanja*, 35(1), 4710–4739. <https://doi.org/10.1080/1331677X.2021.2016465>.
- Ihzaturrahma, N., & Kusumawati, N. (2021). Influence of Integrated Marketing Communication To Brand Awareness and Brand Image Toward Purchase Intention of Local Fashion Product. *International Journal of Entrepreneurship and Management Practices*, 4(15), 23-41.
- Jamil, K., Dunnann, L., Gul, R. F., Shehzad, M. U., Gillani, S. H. M., & Awan, F. H. (2022). Role of Social Media Marketing Activities in Influencing Customer Intentions: A Perspective of a New Emerging Era. *Frontiers in psychology*, 12, 808525. <https://doi.org/10.3389/fpsyg.2021.808525>
- Krisnawan, I. G. N. D., & Jatra, I. M. (2021). The Effect of Brand Image, Brand Awareness, and Brand Association on Smartphone Purchase Intention (Case Study in Denpasar). *American Journal of Humanities and Social Sciences Research (AJHSSR)*, 5(6), 117-122.
- Karoui, S., & Khemakhem, R. (2019). Consumer ethnocentrism in developing countries. *European Research on Management and Business Economics*, 25(2), 63–71.

- <https://doi.org/10.1016/j.iemeen.2019.04.002>
- Keller, K. L. (2013). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity* (4th ed.). Pearson.
- Khan, Z., Yang, Y., Shafi, M., & Yang, R. (2019). Role of Social Media Marketing Activities (SMMAs) in Apparel Brands Customer Response: A Moderated Mediation Analysis. *Sustainability*, 11(19), 5167. <https://doi.org/10.3390/su11195167>
- Khatoun, S., Zhengliang, X., & Hussain, H. (2020). The Mediating Effect of customer satisfaction on the relationship between Electronic banking service quality and customer Purchase intention: Evidence from the Qatar banking sector. *Sage Open*, 10(2), 2158244020935887.
- Kinawy, R. N. (2025). Unraveling consumer behavior: Exploring the influence of consumer ethnocentrism, domestic country bias, brand trust, and purchasing intentions. *Strategic Change*, 34(2), 137–150. <https://doi.org/10.1002/jsc.2607>
- Kotler, P., & Armstrong, G. (2018). *Principles of Marketing* (17th ed.). Pearson Education. Kotler, P., Armstrong, G., Groebner, D., Shannon, P. & Fry, P. (2016). *International Business Management–Academic Year*. [online] Available at: https://www.hesge.ch/heg/sites/default/files/formation-base/IBM/welcomeday/2016/ibm_welcomeday_2016_textbooks.pdf
- Laksamana, P. (2020). I will Always Follow You: Exploring the Role of Customer Relationship in Social Media Marketing. *International Review of Management and Marketing*, 10(3), 22–28. Retrieved from <https://econjournals.com/index.php/irmm/article/view/9662>
- Lee, J. E., Goh, M. L., & Mohd Noor, M. N. B. (2019). Understanding purchase intention of university students towards skin care products. *PSU Research Review*, 3(3), 161–178. <https://doi.org/10.1108/PRR-11-2018-0031>
- Li, F., Larimo, J., & Leonidou, L. C. (2021). Social media marketing strategy: Definition, conceptualization, taxonomy, validation, and future agenda. *Journal of the Academy of Marketing Science*, 49(1), 51–70. <https://doi.org/10.1007/s11747-020-00733-3>
- Lin, B., & Shen, B. (2023). Study of Consumers' Purchase Intentions on Community E-commerce Platform with the SOR Model: A Case Study of China's "Xiaohongshu" App. *Behavioral Sciences*, 13(2), 103. <https://doi.org/10.3390/bs13020103>
- Liu, P., Li, M., Dai, D., & Guo, L. (2021). The effects of social commerce environmental characteristics on customers' purchase intentions: The chain mediating effect of customer-to-customer interaction and customer-perceived value. *Electronic Commerce Research and Applications*, 48, 101073. <https://doi.org/10.1016/j.elerap.2021.101073>
- Liu, C., Zhang, Y., & Zhang, J. (2020). The impact of self-congruity and virtual interactivity on online celebrity brand equity and fans' purchase intention. *Journal of*

- Product & Brand Management*, 29(6), 783–801. <https://doi.org/10.1108/JPBM-11-2018-2106>
- Liu, H., Wu, L. and Li, X. (Robert) (2018). Social Media Envy: How Experience Sharing on Social Networking Sites Drives Millennials' Aspirational Tourism Consumption. *Journal of Travel Research*, 58(3), 355–369. <https://doi.org/10.1177/0047287518761615>.
- Ma, J., Zhao, Y., & Mo, Z. (2021). Dynamic Luxury Advertising: Using Lifestyle versus Functional Advertisements in Different Purchase Stages. *Journal of Advertising*, 52(1), 39–56. <https://doi.org/10.1080/00913367.2021.1951402>
- Mahdieh, O. S. M. (2024). The effect of social media marketing on purchase intention with the mediating role of brand awareness and consumer motivation. *Interdisciplinary Journal of Management Studies*, 17(4), 1043–1062. <https://doi.org/10.22059/ijms.2024.364512.676155>
- Majeed, M., Owusu-Ansah, M., & Ashmond, A.-A. (2021). The influence of social media on purchase intention: The mediating role of brand equity. *Cogent Business & Management*, 8(1), 1944008. <https://doi.org/10.1080/23311975.2021.1944008>
- Malarvizhi, C. A., Al Mamun, A., Jayashree, S., Naznen, F., & Abir, T. (2022). Modelling the significance of social media marketing activities, brand equity and loyalty to predict consumers' willingness to pay premium price for portable tech gadgets. *Heliyon*, 8(8), e10145. <https://doi.org/10.1016/j.heliyon.2022.e10145>
- Manzoor, U., Baig, S., Hashim, M., & Sami, A. (2020). Impact of social media marketing on consumer's purchase intentions: The mediating role of customer trust. *International Journal of Entrepreneurial Research*, 3(2), 41–48. <https://doi.org/10.31580/ijer.v3i2.1386>
- Masa'deh, R., AL-Haddad, S., Al Abed, D., Khalil, H., AlMomani, L., & Khirfan, T. (2021). The impact of social media activities on brand equity. *Information*, 12(11), 477. <https://doi.org/10.3390/info12110477>
- Misirlis, N., & Vlachopoulou, M. (2018). Social media metrics and analytics in marketing – S3M: A mapping literature review. *International Journal of Information Management*, 38(1), 270–276. <https://doi.org/10.1016/j.ijinfomgt.2017.10.005>
- Moosa, S. M., & Jagadeesan, P. (2021). Gender influence on purchase intention and customer commitment in social media marketing. *Turkish Journal of Computer and Mathematics Education*, 12(11), 594–600. <https://doi.org/10.17762/turcomat.v12i11.5933>
- Moslehpour, M., Ismail, T., Purba, B., & Wong, W.-K. (2022). What Makes GO-JEK Go in Indonesia? The Influences of Social Media Marketing Activities on Purchase Intention. *Journal of Theoretical and Applied Electronic Commerce Research*, 17(1), 89–103.

- <https://doi.org/10.3390/jtaer17010005>
- Mowen, J. C., & Minor, M. (2017). *Consumer Behavior* (5th ed.). Prentice Hall.
- Nielsen. (2023, Maret). *Belanja iklan digital di Asia melonjak 64% pada tahun 2022, karena investasi iklan secara keseluruhan meningkat sebesar 12%**. Retrieved from Nielsen: <https://www.nielsen.com/id/news-center/2023/digital-ad-spend-in-asia-jumped-64-in-2022-as-overall-ad-investment-increased-by-12/>
- Nguyen, C., Tran, T., & Nguyen, T. (2024). Factors affecting users' brand awareness through social media marketing on TikTok. *Innovative Marketing*, 20(1), 122–131. [http://dx.doi.org/10.21511/im.20\(1\).2024.11](http://dx.doi.org/10.21511/im.20(1).2024.11)
- Oh, E., Lee, J., & Shin, M. M. (2020). An investigation of Korean consumers' service quality perception of imported retail services: Implications of consumer ethnocentrism. *Global Business & Finance Review*, 25(1), 33–47. <https://doi.org/10.17549/gbfr.2020.25.1.33>
- Oktriyanto, B., Budiarto, G. L., Siahaan, S. O., & Sanny, L. (2021). Effects of Social Media Marketing Activities Toward Purchase Intention Healthy Food in Indonesia. *Turkish Journal of Computer and Mathematics Education (TURCOMAT)*, 12(10), 6815–6822. <https://doi.org/10.17762/turcomat.v12i10.5548>
- Oscarius Yudhi Ari Wijaya, A. P., Sulistiyani, S., Pudjowati, J., Kartikawati, T. S., Kurniasih, N., & Purwanto, A. (2021). The role of social media marketing, entertainment, customization, trendiness, interaction and word-of-mouth on purchase intention: An empirical study from Indonesian smartphone consumer. *International Journal of Data and Network Science*, 5(3), 231-238.
- Pavlou, P.A., 2003. Integrating trust and risk with the consumer acceptance of electronic commerce: technology Acceptance Model. *Int. J. Electron. Commer.* 7 (3), 69–103.
- Pelet, J. & Ettis, S. A. (2022). Social Media Advertising Effectiveness: The Role of Perceived Originality, Liking, Credibility, Irritation, Intrusiveness, and Ad Destination. *International Journal of Technology and Human Interaction (IJTHI)*, 18(1), 1-20. <https://doi.org/10.4018/IJTHI.2022.010106>
- Prasetyo, A., & Praswati, A. N. (2024). The role of brand awareness as a mediator in the relationship between entertainment and eWOM on brand loyalty: An analysis of social media marketing content. *Ilomata International Journal of Management*, 6(2), 555–570. <https://doi.org/10.61194/ijjm.v6i2.1450>
- Putri, D. R. (2021). Digital marketing strategy to increase brand awareness and customer purchase intention (Case study: Ailesh Green Consulting). *European Journal of Business and Management Research (EJBMR)*, 6(5), 87–93. <https://doi.org/10.24018/ejbmr.2021.6.5.1063>
- Ramadania, R., Suh, J., Rosyadi, R., Purmono, B. B., & Rahmawati, R. (2023). Consumer ethnocentrism,

- cultural sensitivity, brand credibility on purchase intentions of domestic cosmetics. *Cogent Business & Management*, 10(2), 2229551.
<https://doi.org/10.1080/23311975.2023.2229551>
- Rehman, S. ul, Gulzar, R., & Aslam, W. (2022). Developing the Integrated Marketing Communication (IMC) through Social Media (SM): The Modern Marketing Communication Approach. *SAGE Open*, 12(2).
<https://doi.org/10.1177/21582440221099936>
- Ric, T., & Benazić, D. (2022). From social interactivity to buying: an instagram user behaviour based on the S-O-R paradigm. *Economic Research-Ekonomska Istraživanja*, 35(1), 5202–5220.
<https://doi.org/10.1080/1331677X.2021.2025124>
- Salhab, H. A., Al-Amarneh, A., Aljabaly, S., & Al Zoubi, M. M. (2023). The impact of social media marketing on purchase intention: The mediating role of brand trust and image. *International Journal of Data and Network Science*, 7(2), 591–600.
<https://doi.org/10.5267/j.ijdns.2023.3.012>
- Saputra, I. G. K., & Wardana, I. M. (2023). The role of brand awareness mediating the influence of social media marketing on purchase intention. *International Journal of Asian Business and Management*, 2(4), 559–576.
<https://doi.org/10.55927/ijabm.v2i4.5752>
- Saputra, A. M., Lubis, P. H., & Nizam, A. (2020). Factors Impacting Millennial Online Purchase Intention With Web Experience Intensity As Moderation. *International Journal of Business Management and Economic Review*, 03(03), 01–16.
<https://doi.org/10.35409/ijbmer.2020.3174>
- Sembada, A. Y., & Koay, K. Y. (2021). How perceived behavioral control affects trust to purchase in social media stores. *Journal of Business Research*, 130, 574–582.
<https://doi.org/10.1016/j.jbusres.2019.09.028>
- Shakeel ul Rehman1, R. G. (2022). Developing the Integrated Marketing Communication (IMC) through Social Media (SM): The Modern Marketing Communication Approach. 23.
- Sharma, S., Singh, S., Kujur, F., & Das, G. (2021). Social Media Activities and Its Influence on Customer-Brand Relationship: An Empirical Study of Apparel Retailers' Activity in India. *Journal of Theoretical and Applied Electronic Commerce Research*, 16(4), 602–617.
<https://doi.org/10.3390/jtaer16040036>
- Shofiya, N. A., & Fachira, I. (2021). Effects of social media marketing towards probiotic chicken customers' purchase intention: Customer engagement as a mediator. *Malaysian Journal of Social Sciences and Humanities*, 6(8), 518–531.
<https://doi.org/10.47405/mjssh.v6i8.943>
- Puspaningrum, A. (2020). Social media marketing and brand loyalty: The role of brand trust. *Journal of Asian Finance, Economics and Business*, 7(12), 951–958.
<https://doi.org/10.13106/jafeb.2020.vol7.no12.951>
- Sohaib, M., Safeer, A. A., & Majeed, A. (2022). Role of social media marketing activities in China's e-

- commerce industry: A stimulus-organism-response theory context. *Frontiers in Psychology*, 13, 941058.
<https://doi.org/10.3389/fpsyg.2022.941058>
- Solomon, M. R. (2019). *Consumer behavior: Buying, having, and being* (13th ed.). Pearson.
- Šostar, M., & Ristanović, V. (2023). Assessment of Influencing Factors on Consumer Behavior Using the AHP Model. *Sustainability*, 15(13), 10341.
<https://doi.org/10.3390/su151310341>
- Tan, Y., Geng, S., Katsumata, S., & Xiong, X. (2021). The effects of ad heuristic and systematic cues on consumer brand awareness and purchase intention: Investigating the bias effect of heuristic information processing. *Journal of Retailing and Consumer Services*, 63, 102696.
<https://doi.org/10.1016/j.jretconser.2021.102696>
- Tewary, T., Gupta, A., Mishra, V., & Kumar, J. (2021). Young working women's purchase intention towards organic cosmetic products. *International Journal of Economics and Business Research*, 22(1), 256–277.
<http://dx.doi.org/10.1504/IJEBR.2021.10038849>
- Theocharis, D., & Tsekouropoulos, G. (2025). Sustainable Consumption and Branding for Gen Z: How Brand Dimensions Influence Consumer Behavior and Adoption of Newly Launched Technological Products. *Sustainability*, 17(9), 4124.
<https://doi.org/10.3390/su17094124>
- Toor, A., Husnain, M., & Hussain, T. (2017). The Impact of Social Network Marketing on Consumer Purchase Intention in Pakistan: Consumer Engagement as a Mediator. *Asian Journal of Business and Accounting*, 10(1), 167-199
- Tripopsakul, S. (2024). The Moderating Roles of Environmental Awareness and Product Knowledge on the Impact of Marketing Mix Elements on Purchase Intention. *International Review of Management and Marketing*, 14(6), 61–69.
<https://doi.org/10.32479/irmm.17149>
- Ustanti, M. (2018). Effect of Shopping Lifestyle, Hedonic Shopping On Impulse Buying Behaviour Community Middle Class on Online Shopping. *IOSR Journal of Business and Management (IOSR-JBM)*, 20(8), 8–11.
<https://doi.org/10.9790/487X2008020811>
- Vo Minh, S., Nguyen Huong, G., & Dang Nguyen Ha, G. (2022). The role of social brand engagement on brand equity and purchase intention for fashion brands. *Cogent Business & Management*, 9(1), 2143308.
<https://doi.org/10.1080/23311975.2022.2143308>
- Wang, B., Xie, F., Kandampully, J., & Wang, J. (2022). Increase hedonic products purchase intention through livestreaming: The mediating effects of mental imagery quality and customer trust. *Journal of Retailing and Consumer Services*, 69, 103109.
<https://doi.org/10.1016/j.jretconser.2022.103109>
- Wang, C., Liu, T., Zhu, Y., Wang, H., Wang, X., & Zhao, S. (2023). The influence of consumer perception on purchase intention: Evidence from cross-border e-commerce platforms. *Heliyon*, 9(11), e21617.

- <https://doi.org/10.1016/j.heliyon.2023.e21617>
- Wibowo, A., Chen, S.-C., Wiangin, U., Ma, Y., & Ruangkanjanases, A. (2021). Customer Behavior as an Outcome of Social Media Marketing: The Role of Social Media Marketing Activity and Customer Experience. *Sustainability*, 13(1), 189. <https://doi.org/10.3390/su13010189>
- Yadav, M., & Rahman, Z. (2018). The influence of social media marketing activities on customer loyalty: A study of e-commerce industry. *Benchmarking: An International Journal*, 25(9), 3882–3905. <https://doi.org/10.1108/BIJ-05-2017-0092>
- Yang, Q., Hayat, N., Al Mamun, A., Makhbul, Z. K. M., & Zainol, N. R. (2022). Sustainable customer retention through social media marketing activities using hybrid SEM-neural network approach. *PloS one*, 17(3), e0264899. <https://doi.org/10.1371/journal.pone.0264899>
- Yen, Y.-S. (2018). Extending consumer ethnocentrism theory: The moderating effect test. *Asia Pacific Journal of Marketing and Logistics*, 30(4), 907–926. <https://doi.org/10.1108/APJML-09-2017-0226>
- Yunitasari, E., & Parahiyanti, C. R. (2022). Investigating the Effect of Consumer Ethnocentrism, Cosmopolitanism, and Relative Product Quality to Brand Preferences: An Insight from Generation Z in Indonesia. *Binus Business Review*, 13(3), 259–272. <https://doi.org/10.21512/bbr.v13i3.8341>
- Zebal, M. A., & Jackson, F. H. (2019). Cues for shaping purchase of local retail apparel clothing brands in an emerging economy. *International Journal of Retail and Distribution Management*, 47(10), 1013–1028. <https://doi.org/10.1108/IJRDM-11-2018-0241>
- Zeqiri, J., Koku, P. S., Dobre, C., Milovan, A.-M., Hasani, V. V., & Paientko, T. (2025). The impact of social media marketing on brand awareness, brand engagement and purchase intention in emerging economies. *Marketing Intelligence & Planning*, 43(1), 28–49. <https://doi.org/10.1108/MIP-06-2023-0248>
- Zhao, J., Butt, R. S., Murad, M., Mirza, F., & Al-Faryan, M. A. S. (2022). Untying the influence of advertisements on consumers' buying behavior and brand loyalty through brand awareness: The moderating role of perceived quality. *Frontiers in Psychology*, 12, 803348. <https://doi.org/10.3389/fpsyg.2021.803348>
- Zheng, R., Li, Z., & Na, S. (2022). How customer engagement in the live-streaming affects purchase intention and customer acquisition, E-tailer's perspective. *Journal of Retailing and Consumer Services*, 68, 103015. <https://doi.org/10.1016/j.jretconser.2022.103015>