



Social Media's Entertainment, Customization, and Trendiness Shape Brand Image and Purchase Intentions for Indonesian Women

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Abstrak: Latar Belakang: Pertumbuhan pesat media sosial telah mengubah lanskap pemasaran digital, namun penelitian tentang bagaimana dimensi spesifik aktivitas pemasaran media sosial (SMMA) memengaruhi niat beli konsumen perempuan di Indonesia masih terbatas, khususnya melalui mekanisme mediasi berurutan.

Kebaruan: Penelitian ini menawarkan kebaruan dengan mengintegrasikan tiga dimensi SMMA (hiburan, personalisasi, dan tren) ke dalam kerangka *Stimulus-Organism-Response* (S-O-R), serta menguji secara empiris peran mediasi berurutan dari kesadaran merek dan citra merek.

Metode: Penelitian kuantitatif eksplanatori ini mensurvei 280 wanita Indonesia pengguna aktif media sosial dengan pengalaman belanja daring. Data dianalisis menggunakan *Partial Least Squares Structural Equation Modeling* (PLS-SEM) dengan SmartPLS 4.0.

Hasil: Personalisasi dan tren secara signifikan meningkatkan kesadaran merek ($\beta=0.450$, $p<0.001$; $\beta=0.308$, $p<0.001$). Kesadaran merek terbukti memediasi penuh pengaruh personalisasi dan tren terhadap niat beli ($\beta=0.201$, $p<0.001$; $\beta=0.138$, $p=0.001$) maupun terhadap citra merek. Hiburan hanya berpengaruh langsung terhadap niat beli ($\beta=0.183$, $p=0.006$) tanpa membangun kesadaran atau citra merek.

Kesimpulan: Untuk membangun ekuitas merek jangka panjang, pemasar yang menargetkan wanita Indonesia harus memprioritaskan konten yang dipersonalisasi dan relevan dengan tren. Hiburan hanya efektif untuk stimulasi pembelian jangka pendek.

Kata kunci: Aktivitas Pemasaran Media Sosial, Kesadaran Merek, Citra Merek, Niat Beli, Wanita Indonesia.

Abstract: Background: The rapid growth of social media has reshaped the digital marketing landscape, yet research on how specific dimensions of social media marketing activities (SMMAs) influence purchase intentions among Indonesian female consumers remains limited, particularly through sequential mediation mechanisms.

Novelty: This study offers novelty by integrating three SMMA dimensions (entertainment, customization, and trendiness) into the *Stimulus-Organism-Response* (S-O-R) framework, and empirically testing the sequential mediating roles of brand awareness and brand image.

Methods: This quantitative explanatory research surveyed 280 Indonesian women who are active social media users with online shopping experience. Data were analyzed using *Partial Least Squares Structural Equation Modeling* (PLS-SEM) with SmartPLS 4.0.

Results: Customization and trendiness significantly increased brand awareness ($\beta=0.450$, $p<0.001$; $\beta=0.308$, $p<0.001$). Brand awareness fully mediated the effects of customization and trendiness on purchase intention ($\beta=0.201$, $p<0.001$; $\beta=0.138$, $p=0.001$) as well as on brand image. Entertainment only had a direct effect on purchase intention ($\beta=0.183$, $p=0.006$) without building awareness or image.

Conclusion: To build long-term brand equity, marketers targeting Indonesian women must prioritize personalized and trendy content. Entertainment is only effective for short-term purchase stimulation.

Keywords: Social Media Marketing Activities, Brand Awareness, Brand Image, Purchase Intention, Indonesian Women.

INTRODUCTION

The digital era, marked by the deep integration of social media into daily life, has given rise to a new paradigm for marketing and consumer behavior. In Indonesia, one of the world's most dynamic digital economies, social media penetration is exceptionally high, with women being particularly active users and influential consumers ([We Are Social \(2025\)](#); APJII (2025)). Platforms such as Instagram, TikTok, and Facebook are no longer mere channels for social connection; they have evolved into powerful commercial arenas where brand-consumer relationships are formed, nurtured, and transacted. For Indonesian women, social media serves as a primary source of product discovery, peer recommendations, and brand evaluation, making their online journey a critical focal point for contemporary marketing scholarship ([Yunianti Tri Kurnia, 2023](#)).

Although the importance of social media marketing (SMM) has been widely acknowledged, a significant gap remains in understanding how specific dimensions of SMM resonate with different demographic segments. Prior research has established a general link between SMM activities and consumer-related outcomes ([Alalwan et al. \(2017\)](#); [Yadav & Rahman \(2018\)](#)), but the differential impact of aspects such as entertainment (fun and enjoyable content), customization (personalized interactions), and trendiness (perception of being modern and up-to-date) on the cognitive and conative stages of the consumer decision process requires deeper investigation. Specifically, the pathway through which these SMM dimensions build brand awareness (brand recall and recognition) and shape brand image (perceptions and associations) to ultimately drive purchase intention among Indonesian women has not yet been fully mapped. This gap is significant given the unique socio-cultural context and digital consumption patterns of this segment.

The novelty of this study lies in three main aspects. First, it explicitly tests a sequential mediation model of brand awareness and brand image, which has rarely been examined simultaneously in the SMM literature for the Indonesian context. Second, unlike previous studies that often treat SMMA as a monolithic construct, this study delineates the differential effects of three specific SMMA dimensions. Third, it offers an alternative theoretical framework by adapting the Stimulus-Organism-

Response (S-O-R) model (Mehrabian & Russell (1974); [Jacoby \(2002\)](#)) to explain the psychological mechanisms of consumers.

Therefore, this study seeks to address this gap. Its primary objectives are threefold: (1) To examine the direct effects of entertainment, customization, and trendiness on brand awareness, brand image, and purchase intention among Indonesian women. (2) To investigate the mediating roles of brand awareness and brand image in the relationship between SMMA dimensions and purchase intention. (3) To provide empirically grounded insights that can guide marketers in optimizing their social media strategies for one of Indonesia's most pivotal consumer groups.

LITERATURE REVIEW

This study adopts the Stimulus-Organism-Response (S-O-R) model as its main theoretical framework. The S-O-R model, originating from environmental psychology (Mehrabian & Russell, 1974), explains that environmental stimuli (S) affect an individual's internal state (Organism), which in turn shapes the response (Response). In the context of digital marketing, this model has been widely used to explain how online marketing stimuli influence consumers' cognitive and affective states, ultimately driving purchase behavior ([Jacoby \(2002\)](#); [Zhu et al. \(2020\)](#)).

The application of the S-O-R model in this study is highly relevant because: (1) The SMMA dimensions (entertainment, customization, trendiness) act as Stimuli (S) from the social media environment. (2) Brand awareness (cognition) and brand image (affection) are internal Organism (O) states formed as a result of those stimuli. (3) Purchase intention is the behavioral Response (R) generated. The S-O-R model naturally accommodates the cognition-affect-conation pathway that is the focus of this study ([Kim & Ko \(2012\)](#); [Godey et al. \(2016\)](#)).

SMMA are defined as a set of coordinated activities by a brand on social media platforms to achieve marketing objectives ([Mangold & Faulds, 2009](#)). Recent scholarship has decomposed SMM into specific, measurable dimensions. For this study, we focus on three pivotal dimensions derived from contemporary literature ([Yang et al. \(2022\)](#); [Bushara et al. \(2023\)](#)):

Entertainment: The extent to which social media content is perceived as fun, enjoyable, and capable of providing pleasure and escapism.

Customization: The degree to which social media communications are perceived as personalized, tailored, and responsive to individual user needs and preferences.

Trendiness: The extent to which a brand's social media presence is perceived as contemporary, fashionable, and up-to-date with the latest trends.

Brand Awareness refers to the strength of a brand's presence in the consumer's mind, encompassing both brand recognition and recall (Keller, 1993). Brand Image is defined as the set of perceptions, beliefs, and associations held about a brand in consumer memory (Keller & Brexendorf, 2019). Purchase Intention is the conscious plan or likelihood of an individual to purchase a product or service in the future (Spears & Singh, 2004).

Entertaining content can directly enhance purchase intention by creating positive affective states, making brand interactions rewarding (Hutter et al., 2013). Customization fosters a sense of individual attention and relevance, which can increase perceived value and purchase intention (Cheung et al., 2020). Trendiness appeals to consumers' desire for social conformity and modernity, thereby boosting purchase intention (Ladhari et al., 2019). Furthermore, established brand awareness directly facilitates purchase decisions by making the brand a salient and familiar choice (Du et al., 2022). Based on the S-O-R framework, stimuli from SMMA dimensions can directly trigger the response of purchase intention.

- H1:** Entertainment has a positive effect on purchase intention.
- H2:** Customization has a positive effect on purchase intention.
- H3:** Trendiness has a positive effect on purchase intention.
- H4:** Brand awareness has a positive effect on purchase intention.

In the S-O-R model, stimuli (SMMA) influence the organism's states (brand awareness and brand image). Entertaining and trendy content can make a brand seem more likable and contemporary, enhancing its image (Kim & Ko (2012); Godey et al. (2016)). Customization can

build an image of customer-centricity and care (Zollo et al., 2020). These activities increase brand visibility and mental accessibility, thus building awareness (Bilgin, 2018).

- H5:** Entertainment has a positive effect on brand image.
- H6:** Customization has a positive effect on brand image.
- H7:** Trendiness has a positive effect on brand image.
- H8:** Brand awareness has a positive effect on brand image.
- H9:** Entertainment has a positive effect on brand awareness.
- H10:** Customization has a positive effect on brand awareness.
- H11:** Trendiness has a positive effect on brand awareness.

The core of this study's conceptual model lies in the sequential mediation pathway. We propose that the influence of SMMA dimensions on purchase intention is not only direct but also significantly channeled through the sequential building of brand awareness and brand image. This aligns with the hierarchy-of-effects models in marketing (Barry & Howard, 1990). Within the S-O-R framework, this pathway illustrates how a stimulus (S) affects a cognitive state (brand awareness), which then influences an affective state (brand image), and finally leads to a response (purchase intention).

- H12:** Entertainment positively affects purchase intention through the mediation of brand awareness.
- H13:** Customization positively affects purchase intention through the mediation of brand awareness.
- H14:** Trendiness positively affects purchase intention through the mediation of brand awareness.
- H15:** Entertainment positively affects brand image through the mediation of brand awareness.
- H16:** Customization positively affects brand image through the mediation of brand awareness.
- H17:** Trendiness positively affects brand image through the mediation of brand awareness.

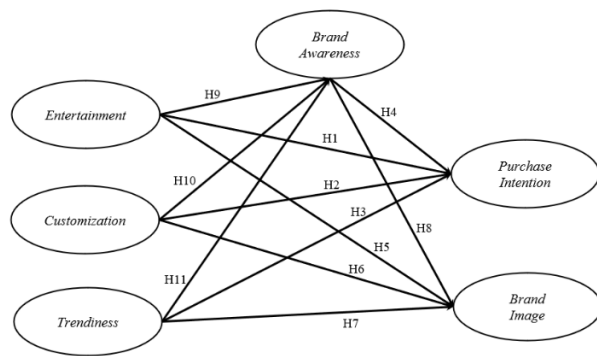


Figure 1. Hypothesized Model

METHODS

This study employs a quantitative, explanatory research design using a cross-sectional survey method. This design is appropriate for testing the hypothesized relationships between constructs in the proposed model (Hair et al., 2019).

The target population was Indonesian women aged 18 years and above who are active social media users and have made at least one online purchase in the past six months. A non-probability purposive sampling technique was used. Data collection yielded 280 valid responses, which exceeds the recommended minimum sample size of 10 times the largest number of structural paths directed at a particular construct in the inner model, ensuring robustness for PLS-SEM analysis (Hair et al., 2019).

Data were collected through an online questionnaire distributed via social media platforms and messaging applications over a four-week period. The questionnaire consisted of two sections: (1) demographic and social media usage profile, and (2) measurement items for all constructs using a 6-point Likert scale (1 = Strongly Disagree, 6 = Strongly Agree).

All constructs were measured using reflective indicators adapted from established scales in prior literature to ensure content validity:

Entertainment (5 items), Customization (5 items), and Trendiness (5 items): Adapted from Yang et al. (2022) and Bushara et al. (2023).

Brand Awareness (5 items): Adapted from Yang et al. (2022).

Brand Image (5 items): Adapted from Yang et al. (2022).

Purchase Intention (5 items): Adapted from Lima et al. (2024) and Majeed et al. (2021).

Scale Validation Procedure: A pilot test was conducted on 30 respondents with characteristics similar to the research sample to

test the clarity and comprehensibility of the items. The pilot test results showed a Cronbach's alpha of 0.959 (SPSS 27.0.1.0), well above 0.80 for all constructs, indicating good reliability.

Data analysis was performed using Structural Equation Modeling with the Partial Least Squares (PLS-SEM) approach, operationalized with SmartPLS software version 4.0.0.9. PLS-SEM is suitable for predictive research models and is robust with non-normally distributed data and smaller sample sizes (Hair et al., 2019). The analysis followed a two-stage approach: (1) assessment of the measurement (outer) model for reliability and validity, and (2) assessment of the structural (inner) model for hypothesis testing.

Common Method Bias (CMB) Testing: Given the use of self-reported, single-source, cross-sectional data, CMB testing was conducted using Harman's single-factor test. The results of the unrotated factor analysis showed that a single factor explained 56.947% of the total variance, which is below the 65% threshold (Podsakoff et al. (2003); Kock (2015)). This indicates that common method bias is not a significant issue in this study. Furthermore, the full collinearity test (VIF) also showed that all VIF values were below 3.3 (Kock, 2015), providing additional confirmation that CMB does not interfere with the interpretation of results.

RESULTS AND DISCUSSION

Respondent Characteristics

The profile of the 280 respondents is summarized in Table 1. The majority are aged 21-28 years (36.1%), work as employees of state-owned or regional-owned enterprises (48.2%), have a monthly income between Rp 5-7.5 million (34.3%), scroll social media 5-10 times a day (44.6%), and spend Rp 100,000 - Rp 249,999 on online shopping per month (40.7%).

Table 1. Descriptive statistics

Variable	Category	Freq	(%)
Age	< 20 years	16	5.71%
	21 – 28 years	101	36.07%
	29 – 34 years	49	17.50%
	35 – 44 years	75	26.79%
	> 44 years	39	13.93%
Occupation	Civil Servant (ASN)	14	5.00%
	BUMN/BUMD Employee	135	48.21%

	Private Sector Employee	53	18.93%
	Entrepreneur	16	5.71%
	Homemaker	17	6.07%
	Student / University Student	41	14.64%
	Other	4	1.43%
Monthly Income (IDR)	< 2,500,000	58	20.71%
	2,500,000 – 4,999,999	56	20.00%
	5,000,000 – 7,499,999	96	34.29%
	7,500,000 – 10,000,000	38	13.57%
	> 10,000,000	32	11.43%
Social Media Usage (per day)	< 5 times	46	16.43%
	5 – 10 times	125	44.64%
	10 – 20 times	50	17.86%
	> 20 times	46	16.43%
	Not daily (very rare)	13	4.64%
Online Shopping (per month)	< 100,000	50	17.86%
	100,000 – 249,999	114	40.71%
	250,000 – 499,999	81	28.93%
	500,000 – 999,999	26	9.29%
	> 1,000,000	9	3.21%

Statistical Test

The assessment of the reflective measurement model includes tests for internal consistency reliability, convergent validity, and discriminant validity.

Table 2. Construct Reliability and Validity

	Cronbach's α	rho_a	rho_c	AVE
Brand Awareness	0.900	0.903	0.926	0.715
Brand Image	0.919	0.919	0.939	0.755
Customization	0.936	0.936	0.951	0.796
Entertainment	0.903	0.914	0.928	0.721
Purchase Intention	0.929	0.932	0.947	0.780
Trendiness	0.889	0.893	0.919	0.696

Source: Primary data processed with SmartPLS (2025)

Internal Consistency Reliability: As shown in Table 2, all constructs demonstrated excellent reliability, with Composite Reliability (rho_c) values ranging from 0.919 to 0.951, all exceeding the 0.70 threshold (Hair et al., 2019).

Convergent Validity: The Average Variance Extracted (AVE) for all constructs exceeded 0.50, ranging from 0.696 to 0.796, confirming convergent validity.

Discriminant validity was established using the Heterotrait-Monotrait (HTMT) ratio. As presented in Table 3, all HTMT values were below the conservative threshold of 0.85 (Hair et al., 2019), indicating that the constructs are distinct from one another.

Table 3. Discriminant Validity - heterotrait-monotrait ratio (HTMT)

	Brand Awareness	Brand Image	Customization	Entertainment	Purchase Intention	Trendiness
Brand Awareness						
Brand Image	0.834					
Customization	0.815	0.789				
Entertainment	0.699	0.659	0.819			
Purchase Intention	0.823	0.769	0.764	0.716		
Trendiness	0.805	0.791	0.895	0.831	0.760	

Source: Primary data processed (2025)

Table 4. Discriminant Validity - Fornell Larcker Criterion

	Brand Awareness	Brand Image	Customization	Entertainment	Purchase Intention	Trendiness
Brand Awareness	0.846					
Brand Image	0.760	0.869				
Customization	0.748	0.733	0.892			
Entertainment	0.635	0.610	0.760	0.849		
Purchase Intention	0.756	0.711	0.714	0.664	0.883	
Trendiness	0.722	0.715	0.817	0.750	0.693	0.834

Note: Bold diagonal numbers are the square roots of AVE. Source: Primary data processed (2025)

Further confirmation was provided by the Fornell-Larcker criterion (Table 4), where each construct's AVE square root was greater than its correlations with other constructs.

Multicollinearity: The Variance Inflation Factor (VIF) values for all indicators were well below the common threshold of 5 (ranging from 1.794 to 4.817), indicating no critical multicollinearity issues.

Table 5. R-square

	R-square	R-square adjusted
Brand Awareness	0.598	0.594
Brand Image	0.652	0.647
Purchase Intention	0.643	0.638

Source: Primary data processed (2025)

The R^2 values for the endogenous constructs were 0.598 for Brand Awareness, 0.652 for Brand Image, and 0.643 for Purchase Intention (**Table 5**). These values indicate moderate to substantial predictive accuracy according to Chin (1998) guidelines.

As an additional analysis, Stone-Geisser's Q^2 values were calculated using the PLS predict procedure. The results showed Q^2 of 0.586 for Brand Awareness, 0.565 for Brand Image, and 0.550 for Purchase Intention. All Q^2 values were above 0, indicating that the model has good predictive relevance ([Hair et al., 2019](#)).

Table 6. Q^2

	Q^2 predict
Brand Awareness	0.586
Brand Image	0.565
Purchase Intention	0.550

Source: Primary data processed (2025)

The f^2 values show that Brand Awareness has a large effect on Purchase Intention ($f^2=0.225$) and a medium effect on Brand Image ($f^2=0.213$). Customization has a medium effect on Brand Awareness ($f^2=0.143$). Other effects are small.

Table 7. F-square

	Brand Awareness	Brand Image	Purchase Intention
Brand Awareness		0.213	0.225
Brand Image			
Customization	0.143	0.042	0.016
Entertainment	0.004	0.000	0.035
Purchase Intention			
Trendiness	0.069	0.035	0.009

Source: Primary data processed (2025)

Model Fit: The Standardized Root Mean Square Residual (SRMR) value for the estimated model was 0.057, which is below the recommended cutoff of 0.08, indicating good model fit ([Hu & Bentler, 1999](#)).

Table 8. Model Fit

	Saturated model	Estimated model
SRMR	0.055	0.057
d_ULS	1.416	1.485
d_G	0.933	0.940

Chi-square	1488.756	1495.017
NFI	0.821	0.821

Source: Primary data processed (2025)

The results of the direct and indirect path analyses using the bootstrapping procedure (5000 subsamples) are presented in **Tables 9 and 10**.

Table 9. Path Coefficient

	β	T-Statistics	P values
Entertainment → Purchase Intention	0.183	2.776	0.006
Customization → Purchase Intention	0.152	1.730	0.084
Trendiness → Purchase Intention	0.109	1.470	0.142
Brand Awareness → Purchase Intention	0.447	6.506	0.000
Entertainment → Brand Image	-0.005	0.084	0.933
Customization → Brand Image	0.243	2.900	0.004
Trendiness → Brand Image	0.210	2.197	0.028
Brand Awareness → Brand Image	0.430	4.406	0.000
Entertainment → Brand Awareness	0.062	1.059	0.290
Customization → Brand Awareness	0.450	5.964	0.000
Trendiness → Brand Awareness	0.308	3.876	0.000

Source: Primary data processed (2025)

Direct Effects: H1 was supported ($\beta=0.183$, $p=0.006$). H2 ($\beta=0.152$, $p=0.084$) and H3 ($\beta=0.109$, $p=0.142$) were not supported. H4 was strongly supported ($\beta=0.447$, $p=0.000$). H5 ($\beta=-0.005$, $p=0.933$) was not supported. H6 ($\beta=0.243$, $p=0.004$), H7 ($\beta=0.210$, $p=0.028$), and H8 ($\beta=0.430$, $p=0.000$) were supported. H9 ($\beta=0.062$, $p=0.290$) was not supported. H10 ($\beta=0.450$, $p=0.000$) and H11 ($\beta=0.308$, $p=0.000$) were supported.

Table 10. Indirect effect

	β	T statistics	P values
Entertainment → Brand Awareness → Purchase Intention	0.028	1.050	0.294
Customization → Brand Awareness → Purchase Intention	0.201	4.292	0.000
Trendiness → Brand Awareness → Purchase Intention	0.138	3.407	0.001

Entertainment → Brand Awareness → Brand Image	0.026	1.034	0.301
Customization → Brand Awareness → Brand Image	0.193	3.519	0.000
Trendiness → Brand Awareness → Brand Image	0.132	2.656	0.008

Source: Primary data processed (2025)

Indirect Effects (Mediation): H12 was not supported ($\beta=0.028$, $p=0.294$). H13 ($\beta=0.201$, $p=0.000$) and H14 ($\beta=0.138$, $p=0.001$) were supported, indicating full mediation by brand awareness for customization and trendiness on purchase intention. H15 was not supported ($\beta=0.026$, $p=0.301$). H16 ($\beta=0.193$, $p=0.000$) and H17 ($\beta=0.132$, $p=0.008$) were supported, indicating that brand awareness also mediates the effects of customization and trendiness on brand image.

This study yields nuanced insights into the mechanisms of social media marketing's influence on Indonesian women. The most striking finding is the pivotal, dual mediating role of brand awareness. While entertainment content can directly spark a desire to buy (**supporting H1**), it does little to make the brand itself more memorable or shape its image in the consumer's mind (**H5 & H9 rejected**). This suggests that entertainment works on a superficial, impulsive level but may not contribute to sustainable brand building. This finding strongly supports the S-O-R framework, where not all stimuli produce the same response through the same organismic pathway.

Conversely, customization and trendiness emerge as the true engines for building brand equity in this context. Their significant positive effects on brand awareness (**H10 & H11 supported**) confirm that personalized communication and a fashionable presence are highly effective at cutting through the digital clutter and securing a place in the consumer's consciousness. This heightened awareness then serves as a crucial platform: it directly strengthens brand image (**H8 supported**) and, most importantly, is the primary driver of purchase intention (**H4 supported**). The significant indirect paths (**H13, H14, H16, H17 supported**) underscore that for these dimensions, their entire impact on purchase decisions flows through the cognitive gateway of brand awareness. This finding is profound—it implies that for

Indonesian women, the journey from seeing a trendy or personalized ad to intending to buy is not immediate; it requires the intermediate step of the brand becoming a recognizable and familiar entity.

Our results partially align with and extend existing literature. The strong direct effect of brand awareness on purchase intention corroborates findings by [Du et al. \(2022\)](#) and [Azzari & Pelissari \(2020\)](#). The significant role of customization and trendiness in building awareness supports the work of [Yang et al. \(2022\)](#) and [Cheung et al. \(2020\)](#). However, the non-significant effect of entertainment on brand-related constructs contrasts with some studies (e.g., [Hutter et al. \(2013\)](#); [Bilgin \(2018\)](#)). This divergence may be culturally specific; Indonesian women, as savvy digital consumers, might distinguish between content that is momentarily amusing and content that signals a brand's genuine relevance to their identity and needs. The full mediation findings add a layer of complexity to models that often posit only direct or partially mediated effects, highlighting the sequential cognitive-affective-conative process in this demographic.

This research makes several theoretical contributions. First, it successfully integrates specific SMMA dimensions into the S-O-R framework. Second, it delineates a clear hierarchy-of-effects pathway for SMM in this context: SMMA dimensions (Customization, Trendiness) → Brand Awareness (Cognitive) → Brand Image (Affective) → Purchase Intention (Conative). This provides a more precise model than those treating SMM as a monolithic construct. Third, it highlights the contingent value of different SMMA dimensions, suggesting that their effectiveness is not universal but depends on the desired outcome (immediate sales vs. long-term equity building).

CONCLUSION

This study investigated the impact of social media marketing activities on the purchase intentions of Indonesian women. Analysis of data from 280 respondents revealed that:

- Customization and trendiness are critical for building brand awareness.
- Brand awareness is a powerful direct driver of both brand image and purchase intention.

- The influence of customization and trendiness on purchase intention and brand image is fully mediated by brand awareness.
- Entertainment has a direct but isolated effect on purchase intention, failing to contribute to broader brand equity dimensions.

Managerial Implications

For marketers targeting Indonesian women, the implications are clear:

- Prioritize Customization and Trendiness over Pure Entertainment: Invest in data analytics and CRM tools to enable personalized messaging and product recommendations. Simultaneously, maintain a culturally attuned, fashionable social media persona that aligns with current local trends and conversations.
- Focus on Brand Salience: The ultimate goal of SMM should be to make the brand unmistakably present in the consumer's mind. Every piece of customized or trendy content should reinforce brand identity (logos, colors, taglines).
- Segment Content Strategy: Entertainment-focused content can be used tactically for short-term engagement and sales promotions. However, for long-term brand building and customer loyalty, resources should be strategically allocated to customization and trendiness initiatives that enhance awareness and image.

This study has limitations that provide avenues for future research.

- Cross-Sectional Design: The use of cross-sectional data prevents causal inferences. Longitudinal studies could trace the evolution of brand awareness over time.
- Purposive Sampling Method: The sample, while adequate, was collected via non-probability sampling; future studies could employ random sampling for greater generalizability.
- Scope of SMMA Dimensions: This study focused on only three SMMA dimensions; incorporating others such as interaction, informativeness, or word-of-mouth could provide a more comprehensive picture.
- Focus on a Single Segment: This study focused exclusively on Indonesian women. Future research could replicate this model in other emerging markets or with different

demographic segments (e.g., Gen Z men) to test its universality.

- Potential Moderators: Future research could examine cultural moderators (e.g., individualism-collectivism) or individual differences (e.g., susceptibility to interpersonal influence) to understand the boundary conditions of these findings.

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