

ABSTRACT

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Unlocking Digital Consumer Behavior: An Empirical Study of Social Media Marketing on Brand Awareness, Consumer Brand Engagement and Purchase Intention in Indonesian Market: Case Study of Adidas

This study is designed to deepen insights into how marketing by social media influences intention to purchase, focusing on the roles of brand awareness and consumer brand engagement as mediators. The study gathers data from respondents residing in the Jabodetabek area of Indonesia, utilizing Google Forms as the primary tool for electronic surveys. For data analysis, Smart-PLS 4.0 will be employed to process the results. 285 individuals joined as respondents in this study. Quantitative analysis will involve assessing the measurement model for reliability and validity, along with assessing the structural model for common method bias, P-values, R-squared, and overall model fit. Additionally, the structural equation model is constructed based on the theoretical framework established for this investigation. The findings are expected to demonstrate that elements of marketing by social media like entertainment, trendiness and social interaction, are connected positively to both brand awareness and consumer brand engagement. Furthermore, results should indicate that both awareness of brands and consumer brand engagement have crucial impact on intention to purchase. In this way, the study not just clarifies the connection between marketing by social media and intention to purchase but expands the understanding of how these variables affect brand awareness and brand engagement by consumers as well. For future research, it is suggested to include a more diverse group of respondents, rather than concentrating on a single demographic. Given that companies like Adidas serve a global clientele, future studies are encouraged to sample from broader populations within cities or countries to strengthen the generalizability of the results.

Keywords: Entertainment, Trendiness, Social Interaction, Marketing by Social Media, Awareness of Brands, Consumer Brand Engagement, Intention to Purchase

References: 118 numbers of references (2006~2025)