

The Effect of Trendiness and Entertainment in Social Media Marketing on Purchase Intention through Brand Awareness

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Abstract

The rapid growth of TikTok in Indonesia has created intense competition among local fashion brands, yet high engagement does not always translate into sales. This study aims to analyze the influence of trendiness and entertainment in social media marketing on purchase intention, with brand awareness as a mediating variable. Adopting the Stimulus-Organism-Response (S-O-R) theory, this research employs a quantitative approach using Structural Equation Modeling (SEM) with Amos software and the Sobel test. Data were collected via online questionnaires from 200 Generation Z respondents who are active TikTok users, selected through a purposive sampling technique. The results indicate that trendiness and entertainment have a positive and significant effect on brand awareness. However, trendiness and entertainment have a positive but non-significant effect on purchase intention directly. Brand awareness is proven to have a positive and significant effect on purchase intention and plays a full role in mediating the influence of trendiness and entertainment on purchase intention. The study concludes that trendy and entertaining content on TikTok must build brand awareness first to trigger consumer purchase intention. These findings contribute to S-O-R theory by clarifying the essential role of the 'Organism' in converting social media stimuli into consumer responses in a fast-paced short-video environment.

Keywords: *Trendiness; Entertainment; Brand Awareness; Purchase Intention; Social Media Marketing*

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Abstrak

Pesatnya pertumbuhan TikTok di Indonesia telah menciptakan persaingan ketat di antara merek fashion lokal, namun keterlibatan (engagement) yang tinggi tidak selalu berbanding lurus dengan penjualan. Penelitian ini bertujuan untuk menganalisis pengaruh trendiness dan entertainment dalam pemasaran media sosial terhadap purchase intention, dengan brand awareness sebagai variabel mediasi. Dengan mengadopsi teori Stimulus-Organism-Response (S-O-R), penelitian ini menggunakan pendekatan kuantitatif dengan teknik analisis Structural Equation Modeling (SEM) menggunakan Amos dan uji Sobel. Data dikumpulkan melalui kuesioner daring dari 200 responden Generasi Z yang merupakan pengguna aktif TikTok, yang dipilih melalui teknik purposive sampling. Hasil penelitian menunjukkan bahwa trendiness dan entertainment berpengaruh positif dan signifikan terhadap brand awareness. Namun, trendiness dan entertainment berpengaruh positif tetapi tidak signifikan terhadap purchase intention secara langsung. Brand awareness terbukti berpengaruh positif dan signifikan terhadap purchase intention serta berperan penuh dalam memediasi pengaruh trendiness dan entertainment terhadap purchase intention. Penelitian ini menyimpulkan bahwa konten yang tren dan menghibur di TikTok harus mampu membangun kesadaran merek terlebih dahulu untuk memicu niat beli konsumen. Temuan ini berkontribusi pada teori S-O-R dengan memperjelas peran penting 'Organism' dalam mengubah stimulus media sosial menjadi respons konsumen di ekosistem video pendek yang serba cepat.

Kata kunci: *Trendiness; Entertainment; Brand Awareness; Purchase Intention; Pemasaran Media Sosial*

INTRODUCTION

The rapid development of internet technology over the last 25 years has transformed human lifestyles, becoming an inseparable part of daily life as a source of information, communication, and socialization (Joshi et al., 2022). In Indonesia, the number of internet users reached 212 million in January 2025, with 143 million identified as active social media users (DataReportal, 2025). Indonesia currently holds the top global position for the highest number of TikTok users, reaching 194.37 million (dataloka.id, 2025). This platform is dominated by Generation Z (42.27%), known as digital natives with high levels of digital content consumption and online shopping, particularly within the fashion category (APJII, 2025; YouGov, 2025).

This condition creates intense competition for local fashion brands in Indonesia within the TikTok ecosystem. Brands are required not only to promote products explicitly but also to create effective, visual, and entertaining marketing communications to capture the audience's attention within seconds (Manic, 2024; Ramadhan & Nurhasan, 2025). One such

brand in the local fashion industry is Tenue de Attire, a clothing brand primarily offering shirts, established in 2014 with an effortless styling concept. Tenue de Attire is known for its unique and distinctive marketing strategy compared to its competitors. Through its TikTok account, Tenue de Attire consistently produces content incorporating trendiness and entertainment elements using formats such as impersonations, parodies, and dance challenges with viral topics. This strategy has successfully built high interaction, evidenced by achieving 330.7 thousand followers and 55.6 million total likes. However, an interesting phenomenon exists where this high audience engagement does not correlate directly with sales figures when compared to other competing brands on the same platform.

Table 1. Competition Among Indonesian Local Fashion Brands on TikTok

Brand	Followers	Likes	Sales (TikTok Shop)
			November 2025
Tenue de Attire	330.7K	55.6M	124.8K
Haibro	310.5K	3.5M	342.0K
Ecinos	315.2K	3.2M	214.9K
M321 Official	331.2K	875.6K	537.8K
Manzone	225.4K	522.2K	218.6K
Cozyclub.id	36K	115.2K	360.0K

Source: TikTok (2025)

Based on Table 1, Tenue de Attire has a total number of likes that far surpasses its competitors, yet its sales figures are at the lowest position among the other brands. This indicates a gap between trendy and entertaining content and consumers' intention to make a purchase. Theoretically, there are inconsistencies in the findings (research gap) of previous studies regarding the influence of trendiness and entertainment elements on purchase intention.

Research conducted by Firdaus & Kusdibyo (2021), Omeish et al. (2024), Auliandri et al. (2025), and Dewi et al. (2022) found that trendiness has a positive and significant effect on purchase intention. However, these findings contrast with the results of studies by Moslehpour et al. (2022), Anas et al. (2023), and Ho et al. (2024), which show that the trendiness element has a positive but non-significant effect on purchase intention. Similar inconsistencies were found in the entertainment variable's impact on purchase intention. Although Luo et al. (2025), Anas et al. (2023), Auliandri et al. (2025), Moslehpour et al. (2022), and Ho et al. (2024) state that entertainment significantly and positively increases purchase intention, studies by Diouani & Meradi (2025), Wijaya et al. (2021) and Bajracharya & Sah (2024) provide positive but non-significant results. Furthermore, Dewi et al. (2022) even found a significant negative influence of the entertainment element on purchase intention.

Based on this phenomenon and the inconsistencies in prior findings, this study aims to analyze the influence of trendiness and entertainment on purchase intention by positioning brand awareness as a mediating variable for *Tenue de Attire* on TikTok. This research is expected to contribute to the development of more effective digital marketing content strategies in converting brand awareness into actual purchase intention.

Stimulus-Organism-Response (S-O-R) Theory

The S-O-R theory explains that environmental stimuli do not directly cause behavior; instead, they are first processed internally within an individual's cognitive or emotional state (organism), which then triggers a reaction (response) (Hewei & Youngsook, 2022). In this study, the S-O-R theory is adopted to explain consumer behavior toward *Tenue de Attire* on TikTok. In this context, the stimuli are the content elements viewed by users, namely trendiness and entertainment. The organism represents the internal process occurring after exposure to the stimuli, which is brand awareness. Meanwhile, the response is the behavioral outcome expected after the internal process, specifically purchase intention.

Trendiness

Trendiness is a social media element that refers to the extent to which a brand communicates the latest, most current, and trendy information ('hot topics') about the brand (Cheung et al., 2020). On TikTok, trendiness involves how a brand updates information regarding its identity or activities to align with ongoing trend cycles (Sheak & Abdulrazak, 2023). Trendier information is more likely to attract consumers to the brand's page (Cheung et al., 2021). The positive and significant influence of trendiness on brand awareness has been demonstrated in several previous literatures (Abbas et al., 2023; Sheak & Abdulrazak, 2023; Masa'deh et al., 2021; Zafira & Hartono, 2023). Furthermore, trendy social media marketing has the potential to go viral and can be utilized to facilitate the delivery of offers that capture consumer attention, thereby leading to increased purchase intention (Zeqiri et al., 2025). The positive and significant influence of trendiness on purchase intention is also supported by various prior studies (Firdaus & Kusdibyo, 2021; Omeish et al., 2024; Auliandri et al., 2025).

Entertainment

Entertainment is a combination of messages that reach customers and offer them a sense of joy (Khan & Bhutto, 2023). Entertaining content on social media can create a pleasant user experience (Anas et al., 2023). When consumers enjoy the entertainment elements presented on a brand's social media page, that joy serves to build a positive experience in the

audience's mind. Consequently, they are more likely to recognize and recall the brand and its characteristics. Research by Syahil et al. (2025), Mulyono et al. (2022), and Syalsabilla & Budiono (2024) found that the entertainment has a positive and significant influence on brand awareness. Additionally, entertainment can build a sense of intimacy with the brand, which can strengthen purchase intention (Cheung et al., 2020). The positive and significant influence of entertainment on purchase intention is also supported by various previous studies (Anas et al., 2023; Luo et al., 2025; Auliandri et al., 2025).

Brand Awareness

Brand awareness is the ability of a buyer to recognize or recall that a brand is part of a specific product category (Wijaya et al., 2021). Once consumers recognize a brand, it becomes more likely to be selected and included in their purchase consideration compared to other brands with lower awareness levels (Foroudi et al., 2018). In this study, brand awareness is operationalized as a measure of an individual's recognition and recall of Tenue de Attire's identity after being exposed to trendiness and entertainment content. Various previous literatures have confirmed the positive and significant influence of brand awareness on purchase intention (Faisal & Ekawanto, 2022; Zeqiri et al., 2025; Sang et al., 2023).

Purchase Intention

Purchase intention is defined as a combination of interest and the likelihood of consumers buying a product (Faisal & Ekawanto, 2022). In the context of social media, Choedon & Lee (2020) associate purchase intention with the probability and willingness of users to buy products recommended to them while using social media platforms. In this study, purchase intention is operationalized as the audience's intention to buy Tenue de Attire products after being exposed to content containing trendiness and entertainment elements and the formation of brand awareness toward the brand.

Based on the theoretical background and the relationships between the variables described above, the conceptual framework for this research is illustrated in Figure 1.

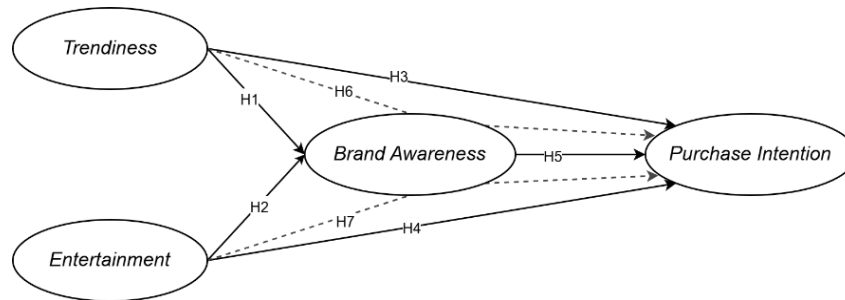


Figure 1. Conceptual Framework

H1: Trendiness has a positive and significant effect on brand awareness for Tenue de Attire on TikTok.

H2: Entertainment has a positive and significant effect on brand awareness for Tenue de Attire on TikTok.

H3: Trendiness has a positive and significant effect on purchase intention for Tenue de Attire on TikTok.

H4: Entertainment has a positive and significant effect on purchase intention for Tenue de Attire on TikTok.

H5: Brand Awareness has a positive and significant effect on purchase intention for Tenue de Attire on TikTok.

H6: Trendiness has a positive and significant effect on purchase intention through brand awareness for Tenue de Attire on TikTok.

H7: Entertainment has a positive and significant effect on purchase intention through brand awareness for Tenue de Attire on TikTok.

METHODS

This research adopts a quantitative approach to examine causal relationships between variables, where the researcher aims to demonstrate that independent variables cause or influence changes in dependent variables. Primary data collection was conducted online using questionnaires via the Google Form platform, distributed to respondents across Indonesia from December 2025 to February 2026. The population in this study consists of adult Generation Z individuals who are active TikTok users and have interacted with the Tenue de Attire account. The sample size used in this study is 200, derived from the guidelines by Hair et al. (2014). Sampling was conducted through a non-probability sampling technique using the purposive sampling method, which is a technique for determining samples based on specific criteria. The respondent criteria established for this research include: (1) Generation Z aged at least 17 years; (2) opening the TikTok application at least 3 times a week; and (3) having viewed or interacted with content from Tenue de Attire on TikTok. Variable measurement adopts a five-point Likert scale, consisting of the following levels: (1) Strongly Disagree; (2) Disagree; (3) Neutral; (4) Agree;

and (5) Strongly Agree (Prayogo & Rubiyanti, 2023). The measurement items for each variable are presented in Table 2.

Table 2. Measurement Items

Variable	Item Code	Item
Trendiness (Kim & Ko, 2012; An & Ngo, 2025; Bajracharya & Sah, 2024)	TRD1	The information shared on Tenue de Attire's TikTok is up to date.
	TRD2	Content visible on Tenue de Attire's TikTok is the latest trends.
	TRD3	Using Tenue de Attire's TikTok is very trendy.
	TRD4	I associate Tenue de Attire with popular trends or challenges on TikTok.
	TRD5	I believe Tenue de Attire effectively keeps up with current TikTok trends or challenges.
Entertainment (Kim & Ko, 2012; Tran Thi Thuy & Le Phuoc Cuu, 2023; Bajracharya & Sah, 2024)	ENT1	The content shown on Tenue de Attire's TikTok seems interesting.
	ENT2	It is exciting to use TikTok of Tenue de Attire.
	ENT3	It is easy to kill time using Tenue de Attire's TikTok.
	ENT4	I find the TikTok content provided by Tenue de Attire to be entertaining.
	ENT5	I am more likely to follow Tenue de Attire because of the entertaining content they provide on TikTok.
Brand Awareness (Çelik, 2022)	BA1	I can recognize Tenue de Attire among other competing brands.
	BA2	I am aware of Tenue de Attire.
	BA3	Some characteristics of Tenue de Attire come to my mind quickly.
	BA4	I can quickly recall Tenue de Attire's symbol or logo.
	BA5	I can easily imagine Tenue de Attire in my mind.
Purchase Intention (McClure & Seock, 2020; Aji et al., 2020)	PI1	I am very likely to purchase from Tenue de Attire in the future.
	PI2	I intend to purchase Tenue de Attire products in the future.
	PI3	Interacting with Tenue de Attire's TikTok increases my interest in purchasing their products.
	PI4	Interacting with Tenue de Attire's helps me make better decisions before purchasing their products.
	PI5	I have a high intention to become a customer of Tenue de Attire.

Source: Kim & Ko (2012); An & Ngo (2025); Tran Thi Thuy & Le Phuoc Cuu (2023); Bajracharya & Sah (2024); Çelik (2022); McClure & Seock (2020)

The collected data were then processed and analyzed using the Structural Equation Modeling (SEM) method assisted by Amos software. The data analysis stages began with an evaluation of normality assumptions. Subsequently, Confirmatory Factor Analysis (CFA) was performed separately for exogenous and endogenous variables, including instrument validity and reliability tests through loading factor values,

Average Variance Extracted (AVE), construct reliability, and discriminant validity. Goodness of Fit (GoF) test was conducted to ensure the constructed model aligned with data before proceeding to hypothesis testing in the structural model. Direct effect hypothesis testing was performed by observing the significance level (P-value), while indirect effects were tested using the Sobel test with the help of online calculators.

RESULT AND DISCUSSION

Respondent Characteristics

Table 3. Respondent Characteristics

Respondent Characteristics		Frequency (People)	Percentage (%)
Gender	Male	109	54.50%
	Female	91	45.50%
Total		200	100.00%
Domicile	East Java	80	40.00%
	DKI Jakarta	31	15.50%
	West Java	23	11.50%
	Central Java	20	10.00%
	DI Yogyakarta	10	5.00%
	Banten	7	3.50%
	Riau	5	2.50%
	North Sumatra	5	2.50%
	South Sulawesi	4	2.00%
	Bengkulu	3	1.50%
	Riau Islands	3	1.50%
	West Sumatra	3	1.50%
	West Kalimantan	2	1.00%
	Lampung	2	1.00%
	East Kalimantan	1	0.50%
	South Sumatra	1	0.50%
Total		200	100.00%

Source: Processed by the authors (2026)

Based on Table 3, the majority of respondents in this study are male, totaling 109 individuals (54.5%), while female respondents consist of 91 individuals (45.5%). This relatively balanced composition reflects the success of Tenue de Attire's marketing strategy in reaching a cross-gender audience, aligning with its product diversification that includes men's, women's, and unisex collections. In terms of regional distribution, the respondents' domiciles are highly diverse, with the primary concentration on Java Island, where East Java is the largest contributor (40.00%), followed by DKI Jakarta (15.50%), West Java (11.50%), and Central Java (10.00%). The promotional reach of Tenue de Attire is also proven to extend beyond Java, covering regions such as Riau, Sumatra, Kalimantan, and Sulawesi. This diversity of domiciles indicates that the marketing content distributed through the TikTok platform has broad market penetration and is capable of effectively reaching audiences across various regions in Indonesia.

Data Normality Test

The normality test is used to determine whether the distribution of research data, both individually (univariate) and collectively (multivariate), meets the assumption of a normal distribution (Ghozali, 2017). In SEM analysis using Amos, normality is assessed through the critical ratio (c.r.) values in the skewness and kurtosis columns, with a threshold of ± 2.58 .

Table 4. Assessment of Normality

Variable	min	max	skew	c.r.	kurtosis	c.r.
TRD1	1.000	5.000	-1.084	-6.259	2.636	7.609
TRD2	2.000	5.000	-1.011	-5.840	.686	1.981
TRD3	2.000	5.000	-.560	-3.234	.074	.214
TRD4	2.000	5.000	-.627	-3.618	-.163	-.469
TRD5	2.000	5.000	-.584	-3.369	-.173	-.499
ENT1	3.000	5.000	-.385	-2.221	-.782	-2.257
ENT2	2.000	5.000	-.651	-3.758	.339	.979
ENT3	2.000	5.000	-.515	-2.975	-.320	-.925
ENT4	2.000	5.000	-.736	-4.252	-.068	-.196
ENT5	2.000	5.000	-.717	-4.141	.173	.500
BA1	2.000	5.000	-.685	-3.957	-.086	-.248
BA2	2.000	5.000	-.598	-3.451	-.109	-.315
BA3	2.000	5.000	-.513	-2.962	-.456	-1.316
BA4	2.000	5.000	-.668	-3.857	.069	.199
BA5	2.000	5.000	-.485	-2.800	-.390	-1.125
PI1	3.000	5.000	-.413	-2.385	-.878	-2.534
PI2	2.000	5.000	-.360	-2.077	-.358	-1.033
PI3	3.000	5.000	-.252	-1.457	-1.072	-3.095
PI4	2.000	5.000	-.608	-3.510	.533	1.537
PI5	2.000	5.000	-.237	-1.367	-.324	-.936
Multivariate					6.997	1.668

Source: Processed by the authors (2026)

Based on Table 4, it is known that univariately, the majority of statement items show a normal distribution as they have c.r. kurtosis values within the range of ± 2.58 , such as BA3 (-1.316), PI4 (1.537), and ENT2 (0.979). However, in the skewness column, there are c.r. values that exceed the threshold, such as TRD1 (-6.259), ENT2 (-3.758), and BA1 (-2.957). Multivariately, the test results show a c.r. value of 1.668, which is below the threshold of ± 2.58 . This value indicates that, multivariately, the data used meet the assumption of normality. Although some items have normality values outside the threshold, this is not an absolute barrier to continuing the data analysis process (Santoso, 2018).

Confirmatory Factor Analysis (CFA)

Table 5. Confirmatory Factor Analysis

Variable	Item	Estimate	AVE	CR	Description
<i>Trendiness</i>	TRD1	0.542	0.567	0.867	Valid & Reliable
	TRD2	0.600			
	TRD3	0.639			
	TRD4	0.644			
	TRD5	0.694			
<i>Entertainment</i>	ENT1	0.632	0.574	0.870	Valid & Reliable
	ENT2	0.768			
	ENT3	0.619			
	ENT4	0.643			
	ENT5	0.664			
<i>Brand Awareness</i>	BA1	0.653	0.603	0.883	Valid & Reliable
	BA2	0.565			
	BA3	0.639			
	BA4	0.641			
	BA5	0.683			
<i>Purchase Intention</i>	PI1	0.628	0.618	0.889	Valid & Reliable
	PI2	0.666			
	PI3	0.618			
	PI4	0.694			
	PI5	0.733			

Source: Processed by the authors (2026)

CFA testing was conducted separately for exogenous and endogenous variables to determine the quality of each variable first. The two exogenous variables tested are trendiness and entertainment, while the endogenous variables in this study are brand awareness and purchase intention. CFA analysis is used to test convergent validity through estimate values (loading factors) and Average Variance Extracted (AVE), as well as construct reliability tests through Construct Reliability (CR) values. An indicator is declared to meet convergent validity if it has an estimate value of ≥ 0.50 and an AVE value of ≥ 0.50 . Meanwhile, a variable is declared reliable if it has a CR value of ≥ 0.70 (Ghozali, 2017).

Based on the test results in Table 5, the estimate values for all indicators in the variables of trendiness (TRD1-TRD5), entertainment (ENT1-ENT5), brand awareness (BA1-BA5), and purchase intention (PI1-PI5) are above 0.50. This indicates that all statement items are convergently valid and have a strong contribution to explaining each research variable. Further analysis results show that the Average Variance Extracted (AVE) values for all variables have exceeded the threshold of 0.50, which strengthens the evidence that, on average, all these indicators can represent the developed variables well. Besides validity, the construct reliability aspect also shows good results. The Construct Reliability (CR) values for all variables are above 0.70. This proves that all instruments used have high internal consistency.

Discriminant Validity

Discriminant validity is a test that describes how distinct a construct is from other constructs (Ghozali, 2017). The discriminant validity criteria are

met when the square root of the Average Variance Extracted (AVE) for each variable is higher than the correlation values between that construct and others in the model.

Table 6. Discriminant Validity

	<i>Trendiness</i>	<i>Entertainment</i>	<i>Brand Awareness</i>	<i>Purchase Intention</i>
<i>Trendiness</i>	0.753			
<i>Entertainment</i>	0.482	0.758		
<i>Brand Awareness</i>	0.558	0.490	0.777	
<i>Purchase Intention</i>	0.431	0.434	0.687	0.786

Source: Processed by the authors (2026)

Based on the data presented in Table 6, it is evident that every latent construct in this model has satisfied the requirements for good discriminant validity. This validity is reinforced by the square root of the AVE values, which are consistently higher than the correlations between variables in the corresponding columns or rows. For example, the brand awareness variable yields a square root of AVE value of 0.777. This value is higher than the correlation results between brand awareness and trendiness (0.558), entertainment (0.490), and purchase intention (0.687). The same pattern is observed across the other variables, leading to the conclusion that all variables in this study have met the discriminant validity requirements and can be clearly distinguished from one another.

Goodness of Fit (GoF)

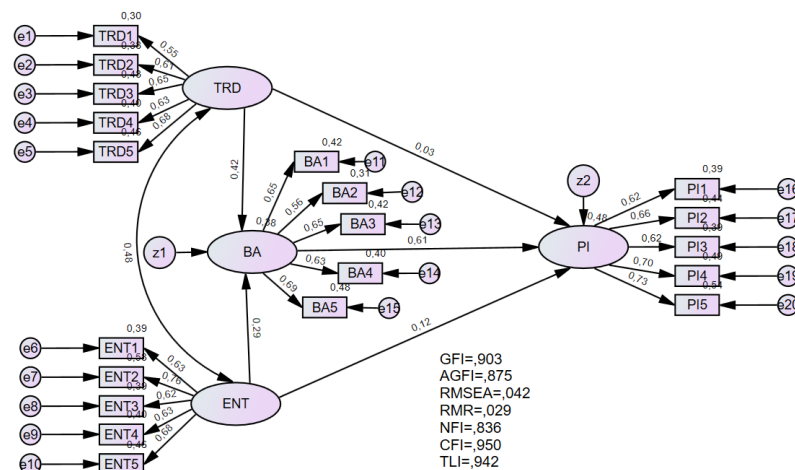


Figure 2. Structural Model

The goodness of fit test is conducted to measure the degree of alignment between the sample data and the developed model (Santoso, 2018). Several goodness of fit indices are employed in this study, namely absolute fit measures (GFI and AGFI with criteria of ≥ 0.90 ; RMSEA and

RMR with criteria < 0.08) and incremental fit measures (NFI, CFI, and TLI with criteria of ≥ 0.90).

Based on the Goodness of Fit test results shown in Figure 4, it is evident that the research model meets the fit requirements. The fulfillment of four to five model fit indices is considered sufficient to assess the feasibility of the model being tested (Aprianto et al., 2022). According to the test results, the research model demonstrates excellent fit quality, as indicated by RMSEA ($0.042 < 0.08$), CFI ($0.950 > 0.90$), and TLI ($0.942 > 0.90$), which are within the specified thresholds. Although there are marginal fit values for the AGFI and NFI indices, this does not diminish the model's feasibility because other absolute fit indices, such as GFI ($0.903 > 0.90$) and RMR ($0.029 < 0.08$), have met the criteria for good fit. Consequently, this structural model is declared feasible and can proceed to the hypothesis testing stage.

Direct Effect Test

Table 7. Regression Weight

Path	Estimate	S.E.	C.R.	P	Description	Hypothesis
TRD → BA	.454	.125	3.630	.000	Positive, significant	H1 Accepted
ENT → BA	.267	.093	2.879	.004	Positive, significant	H2 Accepted
TRD → PI	.031	.097	.315	.752	Positive, non-significant	H3 Rejected
ENT → PI	.093	.075	1.241	.215	Positive, non-significant	H4 Rejected
BA → PI	.512	.116	4.401	.000	Positive, significant	H5 Accepted

Source: Processed by the authors (2026)

1. The Effect of Trendiness (TRD) on Brand Awareness (BA)

The testing of the influence of trendiness on brand awareness yielded an estimate value of 0.454 with a probability of 0.000. Given that $p < 0.05$ and the estimate value is positive, it is proven that trendiness has a positive and significant effect on brand awareness. This positive relationship implies that a higher capability of a brand to deliver up-to-date and trend-aligned content on its TikTok account directly strengthens brand recognition and recall in the minds of the audience. Therefore, Hypothesis 1 (H1) is accepted.

Tenue de Attire's strategy of actively adopting viral topics, trending audios, and popular video formats, such as impersonations and dance challenges effectively leverages the mechanics of TikTok's For You Page (FYP) algorithm. Unlike traditional networks, TikTok's algorithm prioritizes content velocity, audio affinity, and real-time watch loops over subscriber counts. For instance, the brand's K-Pop idol impersonation content released during a high-momentum musical comeback immediately capitalized on algorithmic weight, pushing the video to mass look-alike audiences.

A qualitative look at user interactions highlights a critical cognitive phenomenon, several users commented that they initially

mistook "Tenue de Attire" for an individual content creator's name before realizing it was a commercial apparel brand. This demonstrates that trendiness acts as a highly potent, instantaneous external stimulus that disrupts the passive scrolling behavior of Generation Z (digital natives), whose attention spans are famously fleeting. By wrapping commercial presence inside cultural trends, the brand successfully triggers a cognitive mapping process (Organism) that anchors its corporate identity into the audience's long-term memory.

The structural success of this pathway relies on the brand's agility to continuously update its identity within rapid trend cycles, converting temporary algorithmic exposure (views and likes) into sustainable mental schemas. This finding strongly aligns with prior literature confirming that trendiness has a positive and significant effect on brand awareness (Abbas et al., 2023); Masa'deh et al., 2021; Sheak & Abdulrazak, 2023; Syahil et al., 2025; Zafira & Hartono, 2023).

2. The Effect of Entertainment (ENT) on Brand Awareness (BA)

The analysis results of the influence of entertainment on brand awareness show an estimate value of 0.267 with a probability of 0.004. Since the p-value of $0.004 < 0.05$ and the estimate coefficient is positive, this confirms that entertainment has a positive and significant influence on brand awareness. This directional movement confirms that richer entertainment value embedded within social media marketing material directly increases the audience's capability to recognize and identify the brand. Consequently, Hypothesis 2 (H2) is accepted.

Distinct from simple trend-following, entertainment elements focus heavily on generating intrinsic pleasure, humor, and emotional joy. For instance, in Tenue de Attire's humorous "Spongebob dance" video, the witty execution drove users to comment that they only realized it was a commercial selling account after being thoroughly entertained. Similarly, the brand's practice of replying to user comments via video, such as a parody showing a creator imitating a K-Pop star while wearing three layers of pants, established a highly unique visual signature.

This execution targets Generation Z's preference for authenticity and unpolished humor over rigid corporate aesthetics. By utilizing self-deprecating humor and organic parodies, the brand

deconstructs the psychological defense mechanisms Gen Z typically holds against traditional commercial hard-selling. This high level of emotional gratification drives organic user engagement (comments, shares, and saves), which feeds TikTok's high-affinity interaction loops.

The mechanism fits perfectly into the S-O-R framework, the entertaining stimulus triggers an affective internal emotional release (*Organism*) within the user. This pleasant experience removes commercial friction, prompting users to actively explore the profile page and cementing Tenue de Attire as a distinctive, highly memorable entity within a fashion ecosystem. These empirical insights are heavily backed by previous studies validating the robust impact of entertainment on brand awareness across various digital landscapes (Mulyono et al., 2022; Prasetyo & Praswati, 2024; Setya & Sirait, 2024; Syahil et al., 2025; Syalsabilla & Budiono, 2024).

3. The Effect of Trendiness (TRD) on Purchase Intention (PI)

Based on the data from the test results regarding the effect of trendiness on purchase intention, an estimate coefficient of 0.031 was found with a probability of 0.752. Since the p-value of 0.752 > 0.05, although the coefficient is positive, it can be concluded that trendiness has a positive but non-significant effect on purchase intention. This indicates that changes in trend elements do not have a tangible impact on direct consumer purchase intention. Consequently, Hypothesis 3 (H3) is rejected.

Theoretically, this non-significant effect can be explained through the Stimulus-Organism-Response (S-O-R) theory, where the stimulus of information trendiness from Tenue de Attire's content is not strong enough to directly trigger a behavioral response in the form of purchase intention. Even though the content successfully follows trends and reaches a wide audience, it does not directly form consumption considerations. In the internal process of the audience (*Organism*), the trend information received does not give a strong enough reason to convert attention into a product need. Following trends alone without strengthening the product value only creates temporary interaction.

This is evident in Tenue de Attire's TikTok content, where video creation is often oriented only toward using viral formats, audios, or topics without clear product information. In their trend-following content, products only appear as background elements or outfits worn by the talent, with minimal explanation regarding product details, advantages, or specifications. Analysis of user comments

supports this indication; some users only realized it was a clothing brand account later, or mistook the brand name for an individual's name. This indicates that the audience enjoys the trends presented more than the products offered. The lack of product information in trend-based content means the utility and value of the product are not effectively communicated to build a direct purchase intention.

This finding contrasts with previous literature by Firdaus & Kusdiby (2021), Omeish et al. (2024), Auliandri et al. (2025), and Dewi et al. (2022), which stated that trendiness has a positive and significant effect on purchase intention. However, it strongly aligns with and confirms empirical evidence by Moslehpour et al. (2022), Anas et al. (2023), and Ho et al. (2024) which also confirmed a positive but non-significant effect between trendiness and purchase intention.

4. The Effect of Entertainment (ENT) on Purchase Intention (PI)

The statistical processing for the effect of entertainment on purchase intention yielded an estimate coefficient of 0.093 with a p-value of 0.215. Given that $p = 0.215 > 0.05$ and the coefficient is positive, it is confirmed that entertainment has a positive but non-significant direct effect on purchase intention. This means that any reinforcement of entertainment elements in content does not necessarily increase purchase intention significantly. Thus, Hypothesis 4 (H4) is rejected.

Based on the logic of the Stimulus-Organism-Response (S-O-R) theory, this non-significant direct relationship shows that the entertainment stimulus does not directly cause a behavioral response in the form of purchase intention. On Tenue de Attire's TikTok, there is a clear separation between content that is purely entertaining and content that provides product information. Videos with strong entertainment elements, such as parodies, are created separately and rarely include detailed product specifications. As a result, the audience enjoys these videos purely as independent creative works. This is reflected in user comments stating they forgot the account belongs to a selling brand or a clothing store. The high emotional pleasure from the content diverts the audience's attention from the commercial goals of the brand, as product details are usually found in different, more informative video posts.

This separation between entertainment and product information breaks the conversion path from pleasure into purchase

intention. Audiences who are entertained by parody content or humorous interactions do not get instant access to product information within the same video, leaving them with no urgency to make a transaction. Although the entertainment content is highly successful in creating a pleasant atmosphere, the lack of clear message integration makes the audience view Tenue de Attire merely as an entertainment provider on TikTok. Consequently, the entertainment content only creates a positive impression without successfully building real consumption desires.

This finding aligns with several previous studies that identified a non-significant effect of entertainment content on purchase intention. Research by Wijaya et al. (2021), Bajracharya & Sah (2024) and Diouani & Meradi (2025), showed that entertainment has a positive but non-significant influence on purchase intention. Conversely, this poses a divergent perspective to the significant findings of Luo et al. (2025), Anas et al. (2023), and Auliandri et al. (2025), which stated that entertainment has a positive and significant effect on purchase intention. This difference shows that the effectiveness of entertainment value as a driver of purchase intention depends on the brand's ability to integrate product information within the content.

5. The Effect of Brand Awareness (BA) on Purchase Intention (PI)

The test results for the effect of brand awareness on purchase intention show an estimate value of 0.512 with a probability of 0.000. Since the $p < 0.05$ and the coefficient value is positive, it can be confirmed that brand awareness positively and significantly increases purchase intention. This positive relationship indicates that a stronger ability of the TikTok audience to recognize and remember Tenue de Attire's brand identity leads to a higher intention to purchase its products in the future. Therefore, Hypothesis 5 (H5) is accepted.

When the audience develops a deep recognition of Tenue de Attire's unique characteristics, such as its logo, visual style, and distinctive content formats, the brand easily becomes top of mind when they need clothing products. Analysis of Tenue de Attire's TikTok content shows that established brand awareness helps transition the audience toward the purchase intention stage when they encounter more informative content. For example, in video responses to user comments inquiring about shirt products, audiences who were already familiar with the brand began asking for specific product details. Positive comments from users stating that

they checked Tenue de Attire's collection, found it appealing, and planned to buy later, prove that strong brand recognition serves as the main foundation driving the audience to consider the brand.

Within the Stimulus-Organism-Response (S-O-R) framework, brand awareness acts as the Organism (O) and purchase intention serves as the Response (R). Brand awareness represents the internal cognitive state of the audience after processing previous content stimuli. A high level of brand recognition reduces consumer hesitation during transactions because it builds familiarity and trust. This mechanism is highly relevant to Generation Z audiences of Tenue de Attire, who often utilize TikTok to perform visual research before making a purchase decision. Through content that provides product details, audiences who are already aware of the brand can easily convert their memory into actual intentions, such as adding items to the shopping cart or proceeding to checkout. Empirically, this finding is supported by previous studies which consistently demonstrate that brand awareness has a positive and significant effect on purchase intention, including Faisal & Ekawanto (2022), Sang et al. (2023), and Zeqiri et al. (2025).

Indirect Effect Test (Sobel Test)

Table 8. Sobel Test

Path	Sobel test		Description	Hypothesis
	t-stat	P-Value		
TRD → BA → PI	2.80	0.005	Positive, Significant	H6 Accepted
ENT → BA → PI	2.40	0.01	Positive, Significant	H7 Accepted

Source: Processed by the authors (2026)

6. The Effect of Trendiness (TRD) on Purchase Intention (PI) through Brand Awareness (BA)

Based on the Sobel test calculation for the path of trendiness on purchase intention through brand awareness, a P-value of 0.005 and a t-statistic of 2.80 were obtained. Given that $p < 0.05$ and $t\text{-statistic} \geq 1.96$, these results confirm that brand awareness significantly has the ability to mediate the effect of trendiness on purchase intention. The positive direction of this indirect effect indicates that an increase in information trendiness enhances brand awareness first, which subsequently increases consumer purchase intention. This confirms that brand awareness plays a crucial role in bridging trend-aligned content to generate actual purchasing intent. Therefore, Hypothesis 6 (H6) is accepted.

Tenue de Attire's content strategy of utilizing viral topics serves as an effective tool to embed brand identity in consumers' minds before triggering purchase intentions. Analysis of their content indicates that information trendiness functions as an initial hook to build brand recognition, but actual purchase intent only emerges when this awareness is combined with clear product information. For instance, in content responding to user comments about products after they were exposed to trend videos, audiences left comments stating they would "checkout" or had already added products to their shopping carts for future purchases. This proves that without a strong brand awareness stage, trend-based content remains merely a viral video without generating a commercial impact for the company.

Within the Stimulus-Organism-Response (S-O-R) framework, information trendiness acts as an external stimulus (S) that prompts the audience to actively process brand information within their memory (Organism). Beyond simply knowing the brand, consistent exposure to trends creates a validation in the audience's mind that Tenue de Attire is a relevant and up-to-date brand. This internal process reduces consumer hesitation toward the brand. Consequently, when they encounter product catalog information, the established cognitive memory triggers the confidence to make a transaction (Response). Thus, brand awareness acts as a bridge that transforms the audience's interest in trends into an intention to buy Tenue de Attire products.

7. The Effect of Entertainment (ENT) on Purchase Intention (PI) through Brand Awareness (BA)

Through the Sobel test results for the path of entertainment on purchase intention through brand awareness, a P-value of 0.01 and a t-statistic of 2.40 were obtained. Since the $p < 0.05$ and t-statistic ≥ 1.96 , it indicates that brand awareness significantly plays a role in mediating the effect of entertainment on purchase intention. The direction of the indirect effect on this path is also positive, meaning that effectively presented entertainment content can trigger purchase intention if it is capable of creating strong brand awareness in the consumer. Therefore, Hypothesis 7 (H7) is accepted.

Creating content that prioritizes humor and aesthetic pleasure successfully builds an emotional connection that leads to transactional intent. In practice, Tenue de Attire frequently responds to user comments through parody videos or witty interactions that indirectly include product information. For example, in content responding to user questions about clothing collections using an

entertaining delivery, the audience showed an openness to make a purchase, leaving comments such as "already checked out" or expressing plans to buy in the future. This phenomenon shows that the pleasure experienced by the audience while watching the videos helps blur the line between entertainment and promotion, making brand information easier to accept and remember as a basis for shopping decisions.

Viewed through the S-O-R framework, entertainment content serves as an emotional stimulus that touches the affective side of the audience before being processed into brand awareness. The stimulus from humorous or parody content not only establishes the brand's identity but also builds an emotional bond that makes the audience feel close to Tenue de Attire's personality. This closeness creates a deep familiarity, so the audience does not feel forced to buy, but instead voluntarily places a high preference on the brand. As a result, the purchase intention response emerges out of trust and pleasure managed by brand awareness, rather than a short-term impulsive drive.

CONCLUSION

Based on the results of the analysis and discussion, this study concludes that social media marketing activities focusing on trendiness and entertainment significantly increase brand awareness for Tenue de Attire on the TikTok platform. However, both elements were found to have no significant direct effect on purchase intention. The role of brand awareness is proven to be crucial as a full mediating variable that connects trendiness and entertainment content with consumer purchase intention. This indicates that trend-aligned and entertaining content on TikTok primarily functions as an initial attention-grabber and brand awareness builder, which subsequently triggers purchase intention only after the audience has developed strong recognition and memory of the brand. Theoretically, the original contribution of this study offers a perspective that distinguishes it from previous social media marketing research. While many prior studies suggest that trendiness and entertainment can directly generate purchase intentions, this research proves a full mediation mechanism within the short-video commerce ecosystem. This finding emphasizes that trend and entertainment stimuli cannot stand alone to drive direct transactional conversion without first passing through the internal cognitive process of brand awareness.

As a practical recommendation, Tenue de Attire is advised to maintain and enhance its creativity in producing trend-based content, such as impersonation videos and dance challenges, to sustain high levels of brand awareness. Since this strategy primarily impacts brand awareness rather than direct conversion, marketers must implement a more organic product integration strategy within trend-based content. Product details, advantages, or clothing specifications should not merely appear as background elements or passive outfits worn by the talent, but should be embedded as a core part of the trend information itself. To prevent marketing messages becoming ineffective, marketers should structure the video anatomy strictly. The trend element should serve as an initial hook in the first few seconds, followed by a smooth transition into clear product messaging. By optimizing conversion features such as the "yellow basket" (TikTok Shop) or direct purchase links on viral For You Page (FYP) videos, Tenue de Attire can bridge the audience's established brand awareness into immediate transactional actions without losing the momentum of the ongoing trend.

Regarding the entertainment content, Tenue de Attire needs to address the conversion gap by combining emotional pleasure and product information within the same video post. The brand should maintain its creativity in entertainment content, such as parodies and witty interactions, but ensure that product details are smoothly included. To optimize message delivery and prevent overlap, marketers should ensure that product information is not delivered at the exact same time as the comedic climax (punchline) of the video, preventing the audience from focusing only on the humor and forgetting the product being offered. Furthermore, the brand should deploy character-based Calls-to-Action (CTA), where the talent maintains their unique humorous persona while directing the audience to product specifications, creating an immediate urgency to purchase while the audience is still entertained. This strategy should be supported by consistently responding to user comments through interactive, informative, yet entertaining video replies. By managing this emotional closeness and maintaining distinctive visual characteristics, Tenue de Attire can convert brand familiarity into a strong motivation to purchase and strengthen its position as top of mind.

This study has limitations regarding the focused variables and the platform used. Therefore, future research is suggested to expand the scope of the study to other platforms, such as Instagram Reels or YouTube Shorts, and to explore additional variables such as price perception, brand trust, or product quality. The addition of these variables is expected to provide a more comprehensive analysis of the predictors capable of directly

influencing consumer purchase intention beyond trend and entertainment factors.

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