The influence of social media marketing on consumer brand engagement and brand knowledge in fast food products

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Abstract

In the digital era, social media has become a crucial platform for businesses to enhance brand knowledge and consumer-brand engagement, especially in the fast food industry. This study examines the impact of social media marketing on these variables, focusing on factors like interaction, entertainment, customization, electronic word-of-mouth (EWOM), and trendiness. The research method employs a quantitative descriptive approach with a sample size of 116 respondents. Data was collected through online questionnaires distributed to active social media users and analyzed using SmartPLS software. The findings reveal that while interaction, EWOM, and trendiness positively influence consumer-brand engagement and subsequently improve brand awareness and brand image, entertainment and customization do not significantly affect engagement. The study suggests that fast food companies should prioritize active consumer interaction on social media, stay updated with trends, and create engaging content to strengthen brand connections and image. Future research should consider a mixed-method approach and explore strategies to enhance response rates and engagement in surveys.

Keywords: *social media marketing, consumer brand engagement, brand knowledge, fast food*

Introduction

Technological advancements have provided various benefits to users. In this digital era, almost every aspect of human life depends on the internet. The existence of the internet is the basis for social media that connects billions of users around the world. Social media in Indonesia is growing rapidly and has great potential as a marketing platform for businesses that want to promote their products or services (Fahmi et al., 2020). Currently, customers utilize social media to interact, seek information, and share thoughts and experiences about brands and companies (Fahmi et al., 2020).

The fast food business is experiencing rapid growth due to changes in busy lifestyles and urbanization. Consumers are getting to know fast food brands due to aggressive marketing efforts, resulting in higher engagement and loyalty. Creative content and collaborating with local celebrities or influencers help fast food brands maintain a powerful presence in the market. Fast food companies, as well as other businesses, are looking to utilize these social media platforms to increase brand knowledge and consumer-brand engagement. Commonly used social media platforms such as Instagram, Facebook and TikTok allow businesses to reach a wider range of customers in a more interactive and personalized way. Through the use of social media, companies can develop closer relationships with consumers, and generate experiences that are relevant to them.

Consumer Brand Engagement is an understanding, affective, and behavioral activity related to brands with positive traits associated with consumer or brand interactions (Octavia et al., 2023). All brands in the world today consider it important to be present on various social

media platforms, as a form of direct interaction between consumers and companies (Brandão et al., 2019). These interactions can build an emotional connection between consumers and brands, which in turn can increase consumer loyalty.

According to Gao (2019), Brand knowledge is defined as knowledge about The brand stored in the consumer's memory, including all descriptive and evaluative data associated with the brand. Social media marketing can increase brand knowledge through disseminating information about products and brand values widely and quickly. Brand knowledge has two aspects, namely brand awareness and brand image, both of which play an important role in shaping consumer perceptions of brands (Gao, 2019).

Indonesians prefer fast food restaurants to fulfill their food needs because they have a variety of menus and appetizing flavors (Putri et al., 2023). Social media marketing has become an important part of their marketing strategy, which is one of the factors in the highly competitive fast food industry. Fast food restaurants are always trying to find ways to attract consumer attention, and social media as a highly effective tool has changed the way companies interact with consumers.

Despite the great potential offered by social media marketing, there are still challenges to be faced. Fierce competition, changes in social media algorithms, and the need to continuously create engaging content are the main challenges. In addition, health issues often associated with fast food can affect consumer perception and the effectiveness of campaigns on social media. It is important to understand how social media marketing can influence consumer brand engagement and brand knowledge for fast food products. As such, this research is expected to make a meaningful contribution in understanding the dynamics of social media marketing and provide practical recommendations for fast food companies in increasing brand knowledge and consumer engagement through social media.

According to Daud et al. (2022), Marketing is the most important factor in running a business or corporate endeavor to achieve its success. The leveraging of digital marketing, especially through social media and the web, has become a common methodology in honing modern commerce (Daud et al., 2022). But according to Hasan et al. (2023), Social media marketing is explained as an activity carried out by companies to shoot, communicate, and distribute marketing offers online through the use of social media platforms. The main purpose of social media marketing is to build a brand, so that the brand of an industry is not only known but also remembered by consumers. Thus, satisfied consumers will tend to make repeat purchase activities (Radhitama & Hendrawan, 2018).

Social media can influence marketing strategies in several ways, for example by helping to formulate marketing strategies that extend their geographic reach due to their power to increase connections and provide two-way conversations (Li et al., 2021). Various platforms, including Instagram, Facebook, and mobile marketing, are used by entrepreneurs to create engaging content. Thus, competition for consumer attention is increasing (Bilal et al., 2021). As a dominant sales tool, social media has changed the way buyers and sellers communicate (Li et al., 2023). Social media gives sellers with new openings to get client data and make beginning intuitive with clients more productive (Li et al., 2023). Based on Seo & Park (2018), social media marketing characteristics include aspects consisting of entertainment, customization, interaction, promotion through EWOM, and trends.

According to Ducoffe in Riandy & Firdausy (2022), entertainment is an element that gives pleasure to consumers when they see an advertisement, it can generate enthusiasm for the advertised goods or services. Entertainment encourages social media users to interact with virtual communities, build positive emotions towards a brand, and create long-term

relationships with the brand (Nawi et al., 2020). The relationship between entertainment and consumer brand engagement involves that entertaining advertising content tends to attract more attention and can make consumers more interested in interacting with the content. The entertainment appeal of brand page posts enhances the customer experience, which in turn deepens their emotional engagement with the brand (Bilal et al., 2021).

H1: Entertainment has a positive influence on Social Media marketing on Consumer Brand Engagement.

According to Gilmore & Pine in Ulfa & BZ (2020), Customization is a strategy applied to respond to consumer demand by increasing the variety of products or services that are more specific and of high quality. Consumers will pay more attention and be interested when social media advertisements match their interests and lifestyle, so it is very important for marketers to have an understanding of consumer needs, profiles, and consumption patterns (Jundawijaya & Sudjatno, 2017). The relationship between Customization and Consumer Brand Engagement creates a stronger sense of ownership and attachment to the brand, increasing the likelihood that consumers will return to buy and interact with the brand. In addition, customization also creates a brand distinction that differentiates themselves from competitors and attracts shoppers who are trying to find an item that fits their desires (Widodo, 2023). The results found by research show that customization has an influence on Consumer Brand Engagement (Jamilah & Saefuloh, 2022).

H2: Customization has a positive influence on Social Media marketing on Consumer Brand Engagement.

Social media allows for increasingly intense interactions with online communities, using current and meaningful information from customers (Dewi et al., 2021). Using social media as an interactive platform to communicate between businesses and consumers, companies directly collect their requests, needs, opinions, and suggestions about products and brands (Bilgin, 2018). The relationship between interaction with consumers and brand engagement involves increasing consumers' closeness to the brand as well as strengthening their emotional ties to the product. In research, it can be tested whether the degree of brand interactivity fundamentally influences the level of consumer engagement by gathering information on consumer interaction, brand reavtion, consumer recognition of brand interactivity, and the level of consumer brand engagement (Widodo, 2023).

H3: Interaction has a positive influence on Social Media marketing on Consumer Brand Engagement

Electronic Word of Mouth (EWOM) has been defined a more casual form of consumer-oriented communication through internet technology, intended to convey the use or characteristics of certain products and services, or certain sellers (Rani et al., 2022). Thus, the availability and use of EWOM on social media channels has great potential to shape positive perceptions of brands and increase consumer loyalty to these brands (Bilal et al., 2021). According to Ningrum & Roostika (2021), sophisticated social media activities allow consumers to actively seek information to evaluate brands and products through EWOM contained in posts on brand pages, the presence of EWOM on brand social media sites makes it easier for consumers to increase Consumer Brand Engagement and expand Brand Knowledge, ultimately strengthening the relationship between consumers and stronger brands.

H4: EWOM has a positive influence on Social Media marketing on Consumer Brand Engagement.

The term "trendiness" refers to consumers' views on the extent to which the ecommerce site's social media platform presents trending information (Putra et al., 2024). Agreeing to

Muntinga in (Sohaib et al., 2022), trending data on social media incorporates four sub-motivations: observation, knowledge, pre-purchase information, and motivation. Therefore, trends help companies strengthen the relationship between brands and consumers by increasing consumers' confidence, satisfaction and commitment to the company (Sohaib et al., 2022). Trendiness can captivate consumers' attention through current information or current topics featured on brand pages, which can positively increase brand engagement with consumers on social media (Ningrum & Roostika, 2021). Consumer openness to the latest information about the brand can also be significant in motivating increased brand interaction with consumers (Sumardi & Ganawati, 2021).

H5: Trendiness has a positive influence on Social Media marketing on Consumer Brand Engagement.

According to Zulfikar (2022), defines Brand awareness as the level of consumer recognition or understanding of a brand, which shows the extent to which consumers know and remember the brand, and how familiar they are with the products or services provided by the brand. Engagement that evokes positive values can make consumers more likely to remember the brand. Therefore, Consumer Brand Engagement causes consumers to be captivated and recall the brand in the minds of customers, which contributes to increasing brand awareness (Revaliana & Susilawaty, 2023). Studies by Jamilah & Saefuloh (2022), indicates that Customer Brand engagement includes a critical influence on Brand Awareness.

H6: Consumer Brand Engagement has a positive influence on Brand Awareness

Image is the impression, feeling, or perception that people have of a particular company, object, individual, or institution, the impression that a person achieves as a result of knowledge and understanding of something (Irpan & Ruswanti, 2020). Brand image is exceptionally imperative since it can have an affect on shopper preferences, purchasing choices, and brand loyalty (Widodo, 2023). Consumer Brand Engagement can affect brand image in the eyes of consumers, through the emotional connection that is established with the brand in the Consumer Brand Engagement process, which then encourages the formation of brand image (Revaliana & Susilawaty, 2023). In research of Sumardi & Ganawati (2021), Consumer Brand Engagement has an effect on brand image.

H7: Consumer Brand Engagement has a positive influence on Brand Image
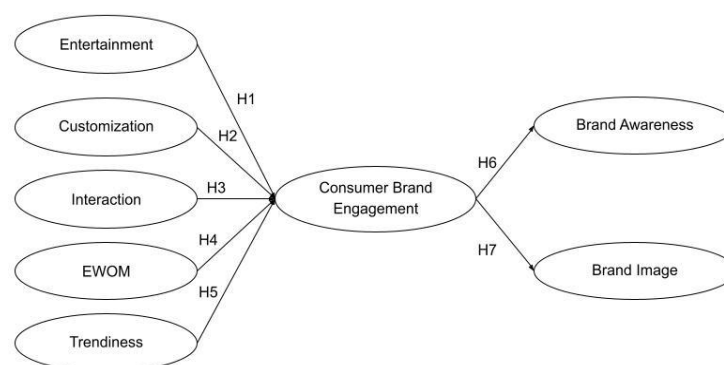
Below is the research framework used in this study:

Figure 1: Research Framework

Source: (Cheung et al., 2020)

Methods

The research applies a quantitative method with a descriptive approach to test how social

media marketing affects consumer-brand engagement and brand knowledge on fast food products. The type of data used is primary data obtained directly from respondents through questionnaires. The main data source comes from fast food consumers who actively use social media. Data was collected by dispersing questionnaires online utilizing Google Form to gather information from respondents. The data analysis technique of this research was carried out using SmartPLS software version 3.2.9 with Structural Equation Modelling Partial Least Squares (SEM - PLS) analysis to test the hypothesized relationship between social media marketing, Consumer Brand Engagement, and Brand Knowledge. Measurement of variables in this study was carried out using a 4-point Likert scale with the following guide points: 1 = strongly disagree, 2 = disagree, 3 = agree, 4 = strongly agree, where respondents were inquired to show their level of assention with explanations related to social media marketing, consumer brand engagement, and brand knowledge.

Result and Discussions

Respondents are the main source of information for research. A total of 116 respondents have answered the research questionnaire. Below is a table of respondent profiles as follows:

Table 1. Respondent Profile

Criteria	Category	Number of Respondents	%
Gender	Male	52	45%
	Female	64	55%
Age	18-25 years	73	63%
	26-35 years	32	28%
	36-45 years	6	5%
	46-55 years	5	4%
Occupation	Student	63	54%
	Employee	53	46%
Duration of Social Media Use	Less than 6 years	10	9%
	More than 6 years	106	91%
Most Frequently Used Social Media Platforms	Instagram	103	88.8%
	TikTok	60	51.7%
	Facebook	47	40.5%
Time Spent on Social Media per Day	Less than 1 hour	3	3%
	1-2 hours	16	14%
	2-4 hours	45	39%
	More than 4 hours	52	45%
Social Media Access Frequency per Day	1-2 times	7	6%
	3-5 times	55	47%
	6-10 times	54	47%
Frequency of Purchasing Fast Food	Every day	2	2%
	Several times a week	62	53%
	Rarely	49	42%
	Never	3	3%
Most Recognized Fast Food Brands	Richeese Factory	69	59.5%
	Hokben	67	57.8%
	Solaria	42	36.2%
Following Fast Food Social Media Accounts	Every day	2	2%
	Several times a week	32	28
	Rarely	69	59%
	Never	13	11%

Table 1 explains that this research collected 116 respondents from social media users. Based on gender, there were 52 males (45%) and 64 females (55%). The larger part of respondents were within the age extend of 18-25 a long time old totaling 73 people (63%), followed by 26-35 years old totaling 32 people (28%), 36-45 years old totaling 6 people (5%), and while 46-55 years old consisted of 5 people (4%). Regarding occupation, most of the respondents were students 63 people (54%) and workers 53 people (46%). In terms of the duration of social media use, 9% of respondents have had social media accounts for less than 6 years, while 91% have had them for more than 6 years. The most frequently used social media platform is Instagram (88.8%), followed by TikTok (51.7%) and Facebook (40.5%). Regarding the time spent on social media each day, 3% of respondents spend less than 1 hour, 14% spend 1-2 hours, 39% spend 2-4 hours, and 45% spend more than 4 hours. The frequency of social media access in a day shows that 6% of respondents access 1-2 times, 47% access 3-5 times, and 47% access 6-10 times. In terms of the frequency of purchasing food from fast food restaurants, 2% of respondents do so every day, 53% several times a week, 42% rarely, and 3% never. The fast food brands most recognized by respondents are Richeese Factory (59.5%), Hokben (57.8%), and Solaria (36.2%). Finally, when it comes to following fast food restaurants' social media accounts, 2% of respondents do so every day, 28% several times a week, 59% rarely, and 11% never. This data provides the research information base to answer the hypothesis about the effect of social media marketing on consumer brand engagement and brand knowledge in the fast food industry. To remain competitive, fast food brands need to continuously innovate their marketing strategies to effectively respond to consumer needs. The next process is to check the feasibility of indicators.Table 2, shows that all indicators meet the eligibility aspects of the research variables. Each indicator has an outer loading value of more than 0.7, so it can be used as the basis for research information.

Based on table 3, it can be seen that the Average Variance Extracted (AVE) of all variables has a construct value >0.7. Variables such as Entertainment, Customization, Interaction, EWOM, Trendiness, Consumer Brand Engagement, Brand Awareness, Brand Image meet the Construct Reliability and Validity criteria. This study shows that all variables meet adequate Cronbach's Alpha, Rhoa, and Composite Reliability values. This research data has high reliability feasibility.

Based on table 4, it shows that the Forller-Larcker Criterion value is greater than the AVE value. Where all variables reach an AVE value> 0.7, it can be concluded that Brand Awareness, Brand Image, Consumer Brand Engagement (CBE), Customization, EWOM, Entertainment, Interaction, Trendiness, meet the Discriminant Validity aspect. The table above shows that all stages can be fulfilled well from the aspects of validity, reliability, and data differentiation.

Table 2. Construct Validity Measurement

Indicator	ENT	CUS	INT	EWOM	TRN	CBE	BRAW	BRIM
Ent1	0.909							
Ent2	0.915							
Ent3	0.913							
Ent4	0.927							
Cus1		0.886						
Cus2		0.777						
Cus3		0.883						
Cus4		0.919						
Cus5		0.787						

Int1	0.843					
Int2	0.900					
Int3	0.880					
Int4	0.858					
Ewo1		0.848				
Ewo2		0.822				
Ewo3		0.900				
Trn1			0.926			
Trn2			0.871			
Trn3			0.935			
Cac1				0.847		
Cac2				0.852		
Cac3				0.820		
Caf1				0.874		
Caf2				0.884		
Caf3				0.873		
Caf4				0.835		
Ccp1				0.869		
Ccp2				0.826		
Ccp3				0.829		
Braw1					0.889	
Braw2					0.873	
Braw3					0.864	
Braw4					0.903	
Braw5					0.880	
Brim1						0.883
Brim2						0.869
Brim3						0.859
Brim4						0.891
Brim5						0.908
Brim6						0.903
Brim7						0.840

Table 3. Construct Reliability and Validity

Variabel	Cronbach's Alpha	rho_A	CR	AVE
Entertainment (ENT)	0.936	0.939	0.954	0.840
Customization (CUS)	0.905	0.912	0.930	0.726
Interaction (INT)	0.893	0.893	0.926	0.758
EWOM	0.819	0.822	0.893	0.735
Trendiness (TRN)	0.897	0.901	0.936	0.830
Consumer Brand Engagement (CBE)	0.958	0.958	0.963	0.724
Brand Awareness (BRAW)	0.929	0.931	0.946	0.778
Brand Image (BRIM)	0.951	0.952	0.960	0.773

Table 5 states that the R-Square value for Brand Awareness is 65.1%, and the remaining 34.9% is influenced by other variables. Brand Image variable is 67.5% and the rest is impacted by other factors by 32.5%. The Consumer Brand Engagement variable is 70.3%, which means it is in the moderate influence category, while the remaining 29.7% is explained by other

variables. The R-Square value of the Brand Awareness, Brand Image, Consumer Brand Engagement variables is included in the high influence category.

Tabel 4. Discriminant Validity

Variabel	BRAW	BRIM	CBE	CUS	EWOM	ENT	INT	TRN
Brand Awareness	0.882							
Brand Image	0.881	0.879						
Consumer Brand Engagement	0.807	0.822	0.851					
Customization	0.771	0.722	0.725	0.852				
EWOM	0.471	0.456	0.605	0.466	0.857			
Entertainment	0.726	0.710	0.708	0.798	0.472	0.916		
Interaction	0.657	0.677	0.722	0.681	0.544	0.653	0.870	
Trendiness	0.647	0.609	0.744	0.772	0.582	0.658	0.647	0.911

Table 5. R Square

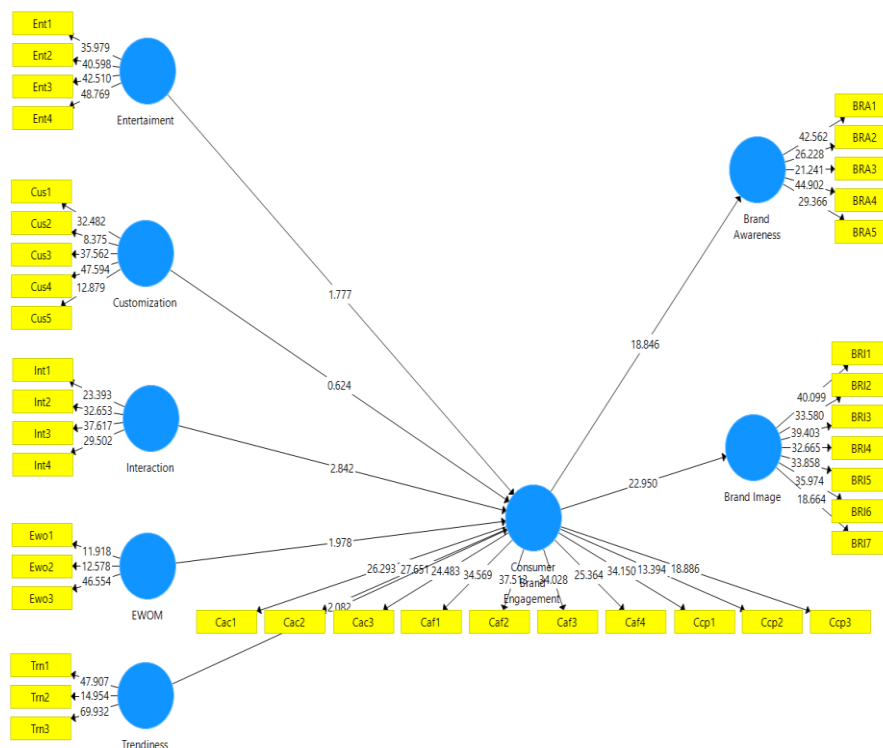| Variable	R Square
Brand Awareness	0.651
Brand Image	0.675
Consumer Brand Engagement	0.703

Figure 2. Outer Model Research Result

Hypothesis 1 is rejected because the results show no effect with a T-statistic (1.758) less than 1.98 (T-Test) and a p-value of 0.079 greater than 0.05. If you want positive implications, then Entertainment can increase Consumer Brand Engagement by 20.4%. Hypothesis 2 is rejected because the results show no effect, with a T-statistic of 0.614 less than the T-test (1.98) and a p-value of 0.539 greater than 0.05. However, if we want to obtain positive implications,

then Customization increases Consumer Brand Engagement by 10.5%. Hypothesis 3 is accepted because the results show there is an effect, with a T-statistic value of 2.985 more than 1.98 (T-Test) and a p-value of 0.003 less than 0.05. Interaction can increase Consumer Brand Engagement by 25.4%. Hypothesis 4 is accepted because the results show there is an effect, with a T-statistic value of 2.104 greater than the T-test (1.98) and a p-value of 0.036 less than 0.05. EWOM can increase Consumer Brand Engagement by 16.7%. Hypothesis 5 is accepted because the results show there is an effect, with a T-statistic of 2.058 greater than 1.98 (T-Test) and a p-value of 0.040 less than 0.05. Trendiness can increase Consumer Brand Engagement by 26.8%. Hypothesis 6 is accepted because the results show there is an effect, with a T-statistic of 18.468 greater than the T-test (1.98) and a p-value of 0.000 less than 0.05. Consumer Brand Engagement can increase Brand Awareness by 80.7%. Hypothesis 7 is accepted because the results show no effect, with a T-statistic of 22.525 greater than 1.98 (T-Test) and a p-value of 0.000 less than 0.05. Consumer Brand Engagement can increase Brand Image by 82.2%.

Discussion

In the results of this study, entertainment in social media marketing activities did not show an influence on consumer Brand Engagement on fast food products. This happens because entertainment content may be less relevant to the needs and desires of consumers who are looking for specific information about fast food. consumers who are more interested in product quality, price, or promotions offered. these observations are in line with past investigate conducted by research conducted by Ningrum & Roostika (2021), showing that most shoppers appreciate amusement accessible on social media, such as quiz diversions and videos fair to refresh their minds.

Customization does not affect consumer brand engagement, as observed by research Sumardi & Ganawati (2021), which shows that customization variables as part of social media marketing have no effect on increasing Consumer Brand Engagement, where customised content is proven to be ineffective in building consumer engagement with brands. This is because fast food consumers on social media are often flooded with a variety of content. Personalized messages may be drowned out among the abundance of other information, thus not being able to attract enough attention to increase engagement.

Interaction in marketing activities through social media marketing has a significant influence on consumer brand engagement for fast food products due to When fast food brands actively interact with consumers and respond quickly to questions or complaints, it will build a closer relationship between brands and consumers and consumers feel more valued and cared for, which can increase loyalty. The results of this study are supported by Prasetyo&Ridanasti (2024), that there are followers who always comment on posts on social media, so that consumer interaction with the brand occurs.

EWOM has an effect in marketing activities through social media on Consumer Brand Engagement for fast food products this occurs when consumers share their opinions or experiences on social media about fast food products in the form of comments, likes or shares. This activity creates deeper consumer engagements and increases high trust in the brand. The results of this study are in line with previous research conducted by (Widodo, 2023), which shows that EWOM also affects consumer and direcly influences their recognition of the brand.

Trendiness affects the increase in consumer brand engagement of fast food products, this is because trendy content often has the potential to go viral, which means that it can be seen by a wider audience, which can help fast food brands expand their brand reach. This research provides similar results to the opinion of Ningrum & Roostika (2021), which statesthat

culinary businesses must always expand their services and facilities on social media to always display the latest content that follows the latest trends in the majority of consumers. Thus, the business can strengthen consumer trust in brand engagement.

Consumer brand engagement affects Brand Awareness because engagement through social media increases the frequency of consumer exposure to fast food brands Consumers who often see fast food brand symbols or logos in social media posts, advertisements, promotions will remember and recognize them more quickly, and create strong brand awareness. The results are in line with the research of Jamilah & Saefuloh (2022), revealing that having a strong engagement with the brand makes consumers drive their interest in buying the product and make it a preference when they want it.

Consumer brand engagement has an influence on brand image in fast food because when consumers often interact with fast food brands and get satisfying responses, they will believe more that this brand is customer-oriented. Consumers who feel involved and cared for will remain loyal to the brand, which ultimately improves the brand image in the eyes of the public. In line with research of Sumardi & Ganawati (2021), it states that consumers' involvement with the brand encourages them to get information about the brand, thereby increasing consumers' ability to remember the brand and increasing brand awareness in their minds.

Conclusion

Based on the results of the research data, it is revealed that social media marketing is positively influenced by consumer brand engagement and brand knowledge on fast food products. Factors such as interaction, EWOM trendness are proven to be supported on consumer brand engagement, further increasing brand awareness, and brand image where high consumer engagement encourages them to remember and perceive the brand in a positive way. However, other factors Entertainment, and customization are not supported due to the lack of relevance of the content.

Based on the the results of this research, there are some important managerial Implications for fast food companies in optimizing marketing on social media. First, companies should prioritize active interaction on social media by training employees to be actively involved and build positive communication with consumers so that they feel valued. Quick responses to questions and complaints can strengthen relationships and increase consumer loyalty (Prasetyo & Ridanasti, 2024). Second, reduce irrelevant entertainment content because it is not effective in increasing brand engagement on fast food products. Focus on important information such as product quality, price, and promotions (Ningrum & Roostika, 2021). Three, re-evaluate the content customization strategy, as it is often ineffective amid the abundance of information on social media. Make sure that personalized content has added value that clearly attracts attention amid the abundance of information available (Sumardi & Ganawati, 2021). In addition, the company monitors the latest trends in social media, for example creating funny content about situations that customers often experience in fast food restaurants and creating poster designs related to independence day that announce "by two get one or spend 200.000 and get 30% discount" promos on independence day. Companies create interactive content such as creating quizzes or polls that engage consumers for example about their favourite fast food product menu. This strategy will help strengthen brand engagement and a positive image in the eyes of consumers.

This study has limitations as the data was collected through an online survey, which may lead to partiality by only involving respondents who have access and ease in using digital technology, which may ignore the perspectives of consumers who are not active on social

media. In addition, the quantitative approach and structured surveys used may not fully explore an in-depth understanding of consumer perceptions of social media marketing. Qualitative approaches, such as in-depth interviews can provide richer insights. Future research can expand product categories beyond fast food, such as fashion, skincare, and technology products, to test whether the same results apply in different contexts, and explore the role of moderator variables, such as consumer experience, on the effectiveness of Social Media Marketing and consumer brand engagement.

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