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The Impact of Social Media Marketing on Brand Awareness, Engagement, and Purchase Intention

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Abstract

In the digital era, social media marketing has become an essential strategy for fashion brands to build consumer relationships and influence purchasing decisions. However, in Indonesia, Uniqlo's social media efforts have shown mixed results, with some consumers lacking awareness and engagement despite the brand's active online presence. This study aims to examine how social media marketing influences brand awareness, consumer brand engagement, and purchase intention among Uniqlo consumers in Indonesia. A quantitative approach was employed, targeting individuals who have purchased Uniqlo products and interacted with the brand's social media platforms. Data were collected through an online questionnaire and analyzed to explore the relationships among the variables. The findings indicate that social media marketing positively affects brand awareness and consumer engagement, both of which play important roles in shaping purchase intention. The results highlight that interactive and informative content strengthens brand recognition and fosters emotional connections, which in turn increase consumers' willingness to buy. Based on these findings, it is recommended that Uniqlo and similar fashion retailers enhance their digital strategies by delivering more personalized, engaging, and consistent messaging to boost consumer response and loyalty.

***Keywords**: Social media marketing, brand awareness, consumer brand engagement, purchase intention, fashion retail.*

Abstrak

Di era digital, pemasaran melalui media sosial telah menjadi strategi penting bagi merek fesyen untuk membangun hubungan dengan konsumen dan memengaruhi keputusan pembelian. Namun, di Indonesia, upaya media sosial Uniqlo menunjukkan hasil yang beragam, dengan sebagian konsumen masih kurang menyadari keberadaan merek dan tidak cukup terlibat, meskipun brand tersebut aktif di platform digital. Penelitian ini bertujuan untuk mengkaji bagaimana pemasaran media sosial memengaruhi kesadaran merek, keterlibatan konsumen terhadap merek, dan niat beli pada konsumen Uniqlo di Indonesia. Penelitian ini menggunakan pendekatan kuantitatif dengan menyasar individu yang telah membeli produk Uniqlo dan mengikuti aktivitas media sosialnya. Data dikumpulkan melalui kuesioner online dan dianalisis untuk melihat hubungan antar variabel. Hasil penelitian menunjukkan bahwa pemasaran media sosial berpengaruh positif terhadap kesadaran merek dan keterlibatan konsumen, yang keduanya berperan penting dalam membentuk niat pembelian. Temuan ini menegaskan bahwa konten yang interaktif dan informatif dapat memperkuat pengenalan merek serta menciptakan koneksi emosional, yang pada akhirnya mendorong minat beli konsumen. Berdasarkan hasil ini, disarankan agar Uniqlo dan peritel fesyen lainnya meningkatkan strategi digital mereka dengan menyampaikan pesan yang lebih personal, menarik, dan konsisten untuk memperkuat respons dan loyalitas konsumen.

***Kata kunci:** Pemasaran media sosial, kesadaran merek, keterlibatan merek konsumen, niat pembelian, ritel mode.*

Introduction

In today's digital landscape, social media marketing (SMM) has become a crucial strategy for businesses to enhance brand communication, foster customer relationships, and drive consumer behavior. The fashion industry, particularly global brands such as Uniqlo, increasingly relies on social media platforms to engage with consumers through interactive, personalized, and accessible marketing efforts. However, the effectiveness of such strategies remains contested, especially in markets where consumer engagement and purchase behavior appear inconsistent.

A preliminary survey conducted among Indonesian consumers reveals significant gaps in the impact of Uniqlo's social media marketing efforts. Specifically, 43.3% of respondents disagreed that Uniqlo's social media platforms effectively deliver product information, while 26.7% were uncertain. Although 56.7% of respondents agreed that Uniqlo is a memorable clothing brand, a notable 36.7% expressed disagreement. Furthermore, only 10% of respondents were willing to participate in Uniqlo's brand-related activities, and merely 30% expressed an intention to purchase Uniqlo products. These findings suggest that despite active social media presence, Uniqlo's digital marketing strategies may not be optimally influencing key psychological and behavioral outcomes such as brand awareness, consumer brand engagement, and purchase intention.

Theoretically, social media marketing plays a pivotal role in shaping brand awareness by distributing consistent and engaging messages that enhance consumer recall (Cheung et al., 2020). Well-executed SMM campaigns can effectively introduce and reinforce brand identity, making it easier for consumers to recognize and remember the brand. This aligns with the broader understanding of brand awareness as a precursor to brand preference and purchase behavior.

Moreover, social media acts as a platform for fostering consumer brand engagement (CBE)—a psychological state reflecting the emotional and cognitive connection between consumers and a brand. Interactive content, such as campaigns inviting consumers to participate in social causes or co-create brand narratives, can deepen engagement (Salsabila & Hati, 2024). In Uniqlo's context, campaigns like clothing donations can trigger meaningful engagement, potentially increasing loyalty and future purchasing behavior.

Beyond awareness and engagement, purchase intention—a consumer's readiness to buy a product—is a critical outcome of social media marketing. SMM strategies that provide detailed information, elicit emotional responses, and encourage dialogue have been shown to positively influence consumers' likelihood to purchase (Abbasi et al., 2024). The strength of CBE also contributes to this intention, as engaged consumers are more inclined to form favorable evaluations and act upon them (Satar et al., 2025).

Additionally, brand awareness has a direct influence on purchase intention, as a recognizable and trusted brand is more likely to be considered in the purchase decision-making process. Visual identity, memorability, and message consistency can all reinforce consumer confidence and preference (Kaur & Kaur, 2021).

Despite substantial research on these variables individually, there is limited empirical evidence examining their interrelationships within an integrated

framework, especially in Indonesia's fashion retail sector. Understanding how SMM influences brand awareness and consumer engagement—and how these, in turn, affect purchase intention—is critical for optimizing marketing strategies.

Grounded in the theoretical framework and supported by empirical evidence from prior studies, this research seeks to investigate the role of social media marketing in influencing consumer behavior toward Uniqlo in the Indonesian market. Specifically, the study aims to examine how social media marketing strategies contribute to building brand awareness, and how that awareness subsequently impacts consumers' purchase intention. Furthermore, the research explores the relationship between social media marketing and consumer brand engagement, recognizing engagement as a potential mediator in the path toward behavioral outcomes. Finally, this study evaluates the extent to which both brand awareness and consumer brand engagement independently influence consumers' intention to purchase Uniqlo products. By addressing these interconnected objectives, the study endeavors to provide a comprehensive understanding of the psychological and behavioral mechanisms through which social media marketing drives consumer decision-making in the fashion retail sector.

Research Methods

Research Approach

This study employs a quantitative research approach, which is suitable for hypothesis testing using numerical data. Quantitative methods enable researchers to objectively measure variables and analyze relationships among them systematically. This approach aligns with the study's objective of examining the influence of Social Media Marketing on Brand Awareness, Consumer Brand Engagement, and Purchase Intention in the context of Uniqlo consumers in Indonesia.

Research Object and Subject

The object of this research consists of the variables under investigation, namely Social Media Marketing (as the exogenous variable) and Brand Awareness, Consumer Brand Engagement, and Purchase Intention (as the endogenous variables). The subject of the study refers to individuals who have purchased Uniqlo products and are exposed to its social media marketing activities. These individuals were chosen due to their direct interactions with the brand and relevance to the research objectives. The research model is as depicted in Figure 1.

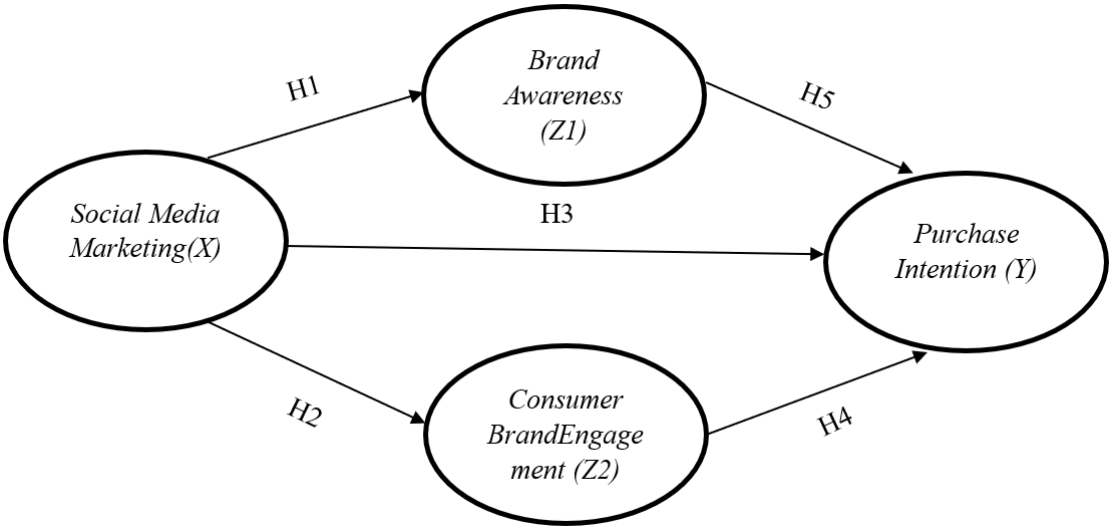

Figure 1. Research model

Operational Definition of Variables

Each variable in this study is operationalized based on definitions and indicators drawn from prior research. Social Media Marketing is defined as the use of digital platforms for sharing content, disseminating information, engaging with trends, enhancing brand appeal, and delivering promotions (Al-Abdallah et al., 2024). Brand Awareness pertains to a consumer's ability to recognize and recall the brand, along with their familiarity and differentiation of the brand from others (Connors & Spangenberg, 2024). Consumer Brand Engagement refers to the extent of cognitive, emotional, and behavioral involvement that consumers exhibit toward a brand (Zahid et al., 2024), including their participation in brand activities, positive perception, and community interaction. Purchase intention is defined as the conscious plan of a consumer to buy a specific product or service, based on their needs, attitudes, or exposure to marketing stimuli (Herjanto et al., 2024). In brief, purchase intention is the likelihood or willingness of a consumer to buy a product or service (Setiawan, et al., 2024).

Unit of Analysis

The unit of analysis in this study is individual consumers. This unit is appropriate because it allows for the investigation of how each individual responds to Uniqlo's social media marketing efforts and how those responses influence their brand awareness, engagement, and purchase decisions.

Population, Sample, and Sampling Technique

The population in this study includes all Uniqlo consumers across Indonesia. Given the vast and undefined nature of this population, a non-probability sampling technique is used. The sampling focuses on individuals who actively use social media and have purchased Uniqlo products. To determine the minimum sample size, Cochran's formula is applied:

$$n = \frac{z^2pq}{e^2} = \frac{(1{,}96)^2(1{,}5)(1{,}5)}{0{,}5^2} = 385$$

Based on this calculation, at least 385 valid responses are needed.

Types and Sources of Data

This study utilizes quantitative data collected through structured, close-ended questionnaires distributed online via Google Forms. The instrument employs a 5-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). The primary data are derived from the respondents' answers to the questionnaire, while secondary data are obtained through the review of relevant literature and reports pertaining to Uniqlo's marketing strategies.

Data Collection Techniques

Data collection is conducted online through the distribution of a Google Form to target respondents. This approach is efficient in terms of time and reach, enabling access to a broad audience across Indonesia. Secondary data are gathered from digital sources such as journal articles, industry reports, and other documentation to support and enrich the analysis.

Data Analysis Method

This study uses Structural Equation Modelling with Partial Least Squares (SEM-PLS) as the data analysis technique. SEM-PLS is particularly suited for complex models involving multiple constructs and is robust even when the sample size is relatively small. The data analysis process involves two main stages: outer model analysis and inner model analysis.

The outer model analysis assesses the measurement model by testing convergent validity, discriminant validity, and reliability. Convergent validity is evaluated using factor loadings, which must exceed 0.70, and the Average Variance Extracted (AVE), which must be above 0.50. Discriminant validity is tested through cross-loadings to ensure that each indicator loads more strongly on its associated construct than on others. Reliability is measured using Cronbach's Alpha and Composite Reliability, both of which must exceed 0.70 (Sarstedt et al., 2021).

The inner model analysis examines the structural model by evaluating the significance and strength of the relationships between constructs. The coefficient of determination (R^2) is used to assess how much variance in the endogenous variables is explained by the exogenous variables, with thresholds of 0.75, 0.50, and 0.25 indicating substantial, moderate, and weak explanatory power (Sarstedt et al., 2021). Hypothesis testing is conducted by examining the T-statistics, where a value greater than 1.96 at a 5% significance level (p-value < 0.05) indicates a statistically significant relationship.

Results and Discussion

Respondents profile

The respondents in this study consist of individuals who have purchased Uniqlo products and actively follow Uniqlo's content on social media platforms. A total of 385 valid responses were collected, which meets the minimum sample size requirement calculated using Cochran's formula. All respondents qualify as research subjects as they meet the criteria of having interacted with Uniqlo's social media and made at least one purchase from the brand.

In terms of gender distribution, 56% of the respondents were female (215 individuals), while 44% were male (170 individuals). This indicates a slight predominance of female participants in the sample. Regarding age groups, the majority of respondents (64.7%) were aged between 21 and 30 years, amounting to 251 individuals. This was followed by those aged over 50 (14.9%), respondents aged 31 to 50 years (12.4%), and the smallest age group was 18 to 20 years (8%).

With respect to educational background, most respondents held a high school diploma (49.5%), followed by those with a bachelor's degree (36.8%). Smaller proportions were observed among respondents with a diploma (7.3%), a master's degree (5.4%), and a doctoral degree (1%). This distribution suggests that the sample predominantly consists of young adults with either secondary or undergraduate educational attainment.

Analyzing occupational status, students or university attendees formed the largest group, representing 38.5% of the sample. Private-sector employees followed at 32.8%, while unemployed respondents accounted for 12.9%. Other occupations included entrepreneurs (8.3%) and civil servants (7.5%).

Regarding monthly income, the largest group reported earnings below IDR 3,000,000 (38%). Respondents earning above IDR 10,000,000 constituted 22.9%, those earning between IDR 5,000,000 and IDR 10,000,000 represented 20.7%, and the smallest group earned between IDR 3,000,000 and IDR 5,000,000 (18.4%).

Finally, based on geographical distribution, the majority of respondents (74%) resided in West Java (285 individuals). Other regions included DKI Jakarta (31), East Java (9), Central Kalimantan (22), and smaller representations from other provinces such as Bali, Yogyakarta, Riau, and Sulawesi Utara. This geographic spread reflects a concentration of Uniqlo consumers in urban and semi-urban areas of Java, where digital connectivity and brand accessibility are high.

Table 1. Respondents Profile

No	Category	n	Percentage
1	Gender		
	Male	170	44
	Female	215	56
2	Age		
	18-20 years old	32	8
	21-30 years old	251	64.7
	31-50 years old	48	12.4
	>50 years old	58	14.9
3	Formal education		
	High school	190	49.5
	Diploma	28	7.3
	Bachelor	142	36.8
	Master	21	5.4
	Doctorate	4	1
4	Occupation		
	Student	147	38.5

No	Category	n	Percentage
	Private Sector Employee	127	32.8
	Civil Servant	29	7.5
	Entrepreneur	32	8.3
	Unemployed	50	12.9
5	Monthly income (IDR)		
	< Rp 3,000,000	145	38
	3,000,000 – 5,000,000	73	18.4
	5,000,000 – 10,000,000	80	20.7
	10,000,000	87	22.9
6	Domicile		
	West Java	285	28.5
	Jakarta	31	0.31
	Central Kalimantan	22	0.22
	East Java	9	0.9
	Banten	8	0.8
	Yogyakarta	5	0.5
	Central Java	4	0.2
	Lampung	4	0.4
	North Sulawesi	4	0.4
	South Sumatera	2	0.2
	Bali	1	0.1
	West Kalimantan	1	0.1
	Riau	1	0.1
	Bengkulu	1	0.1
	Bangka Belitung	1	0.1

Descriptive analysis results

The descriptive analysis of research variables was conducted to determine the distribution of responses across all indicators for each construct, including both the independent (exogenous) and dependent (endogenous) variables. The classification of mean scores was based on five categorical intervals—very low, low, moderate, high, and very high—calculated using the formula: (Maximum Score – Minimum Score) / Number of Categories, resulting in an interval width of 0.8. Thus, scores ranging from 4.24 to 5.00 are categorized as very high; 3.43 to 4.23 as high; 2.62 to 3.42 as moderate; 1.81 to 2.61 as low; and 1.00 to 1.80 as very low.

The exogenous variable in this study is Social Media Marketing, which consists of seven indicators. The average mean score for this variable is 4.038, falling into the "high" category. Among the indicators, the highest score (4.286) was recorded for the statement: “I believe social media is a great platform for sharing information about brands we like,” which is categorized as very high. Conversely, the lowest score (3.696) was found in the statement: “I feel interested in sharing information about Uniqlo on my social media,” though it still falls under the high category. These results indicate that participants generally perceive social media as an effective channel for brand-related communication and engagement.

For the endogenous variables, the first is Brand Awareness, which comprises five indicators. The overall mean score of this variable is 3.993, also in the high category. The highest score (4.116) was associated with the statement: “I can easily recognize the Uniqlo brand when I see it on social media,” reflecting strong brand recall. The lowest score (3.902) came from the item: “Social media makes me more aware of the existence of the Uniqlo brand,” yet still remains within the high range. These findings suggest that social media plays a significant role in shaping consumers’ awareness and recognition of the Uniqlo brand.

The second endogenous variable is Consumer Brand Engagement, which includes four indicators and has an average mean score of 3.779—also categorized as high. The highest score (3.930) was found in the indicator: “I feel that social media helps me view Uniqlo positively.” The lowest score (3.595) came from the statement: “I feel involved in various activities conducted by my favorite brand on social media.” Although this score is comparatively lower, all indicators of brand engagement remain consistently within the high range, indicating a strong emotional and behavioral connection between consumers and the brand through social media platforms.

The final endogenous variable is Purchase Intention, consisting of four indicators. The average mean score is 3.843, which falls under the high category. The highest mean (3.899) was recorded for the item: “I recommend brands I like through social media,” suggesting that social media plays a vital role in influencing brand advocacy. The lowest score (3.794) was associated with the statement: “I feel like continuing to buy products from brands I frequently see on social media.” Despite the variation in mean scores, the consistency across indicators further supports the notion that social media exposure positively contributes to consumers' purchase intentions for the Uniqlo brand.

In conclusion, the descriptive analysis reveals that all four research variables—Social Media Marketing, Brand Awareness, Consumer Brand Engagement, and Purchase Intention—are rated highly by respondents. This indicates that social media marketing efforts by Uniqlo are positively received and contribute significantly to raising brand awareness, fostering engagement, and enhancing consumers’ intention to purchase.

Measurement Model Testing (Outer Model)

The measurement model was assessed to ensure the validity and reliability of the constructs used in this study. Convergent validity was evaluated through outer loadings, where each indicator was required to have a loading value of at least 0.70. The results showed that all indicators for the constructs—Social Media Marketing, Brand Awareness, Consumer Brand Engagement, and Purchase Intention—exceeded this threshold. This confirms that the indicators adequately represent their respective latent variables.

Table 2. Confirmatory Factor Analysis

Measurement	Outer Loading	Average Variance Extracted (AVE)	√AVE
Social Media Marketing (SMM)		0.552	0.743
SMM 1	0.740		

Measurement	Outer Loading	Average Variance Extracted (AVE)	√AVE
SMM 2	0.732		
SMM 3	0.711		
SMM 4	0.745		
SMM 5	0.783		
SMM 6	0.759		
SMM 7	0.729		
Brand Awareness (BA)		0.703	0.808
BA1	0.837		
BA2	0.875		
BA3	0.848		
BA4	0.821		
BA5	0.809		
Consumer Brand Engagement (CBE)		0.687	0.838
CBE1	0.808		
CBE2	0.846		
CBE3	0.804		
CBE4	0.856		
Purchase Intention (PI)		0.653	0.829
PI1	0.824		
PI2	0.832		
PI3	0.817		
PI4	0.756		

Discriminant validity was examined using both cross-loading analysis and the Fornell-Larcker criterion. In the cross-loading analysis, each indicator loaded more highly on its corresponding construct than on any other construct, demonstrating that the indicators were distinct. The Fornell-Larcker criterion further supported this by showing that the square root of the Average Variance Extracted (AVE) for each construct was greater than its correlations with other constructs. These results collectively confirm strong discriminant validity across the model.

Reliability was tested through Composite Reliability (CR) and Cronbach's Alpha, where values above 0.70 were considered acceptable. All constructs in the model met this criterion, indicating consistent internal reliability. Additionally, the AVE values for all constructs were greater than 0.50, confirming that the constructs captured more than half of the variance in their indicators, thereby meeting the standards for convergent validity.

Structural Model Testing (Inner Model)

Following the confirmation of measurement validity and reliability, the structural model was evaluated to test the hypothesized relationships between variables. The R-square (R^2) values were used to determine the explanatory power of the model. The analysis revealed that Social Media Marketing explained 50.9% of the variance in Brand Awareness, 45.3% of the variance in Consumer Brand Engagement, and 65.0% of the variance in Purchase Intention. These values indicate a moderate to strong level of explanatory power for the model.

The Goodness of Fit (GoF) index was also calculated to assess the overall quality of the model. The GoF value was 1.140, suggesting that the model exhibits a very good overall fit and that it is appropriate for explaining the observed data.

To test the significance of the structural paths, a bootstrapping procedure with 5,000 resamples was conducted. The results showed that all path coefficients were statistically significant, with t-values exceeding 1.96 and p-values less than 0.05 (Table 3 and Figure 2). Specifically, Social Media Marketing had a significant positive effect on Purchase Intention (β = 0.160, p = 0.012), Brand Awareness (β = 0.714, p = 0.000), and Consumer Brand Engagement (β = 0.673, p = 0.000). Furthermore, both Brand Awareness (β = 0.109, p = 0.044) and Consumer Brand Engagement (β = 0.606, p = 0.000) were found to significantly influence Purchase Intention. These findings indicate that Social Media Marketing not only directly affects Purchase Intention but also exerts indirect influence through Brand Awareness and Consumer Brand Engagement.

Based on the structural model analysis, all five hypotheses proposed in this study were supported. Social Media Marketing was found to have a significant positive impact on Brand Awareness and Consumer Brand Engagement, both of which in turn significantly influence Purchase Intention. Additionally, Social Media Marketing was also shown to directly influence Purchase Intention. These findings highlight the critical role of social media marketing in shaping consumer perceptions and behaviors toward Uniqlo products in Indonesia, particularly in enhancing brand-related engagement and ultimately driving purchase decisions.

Table 3. Path Coefficient

Path	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T-statistics (|O/STDEV|)	p-values
Social media marketing -> purchase intention	0.160	0.162	0.063	2,523	0.012
Social media marketing -> consumer brand engagement	0.673	0.675	0.031	21,660	0.000
Social media marketing -> brand awareness	0.714	0.715	0.029	24,606	0.000
Brand awareness -> purchase intention	0.109	0.110	0.054	2,015	0.044
Consumer brand engagement -> purchase intention	0.606	0.604	0.052	11,697	0.000

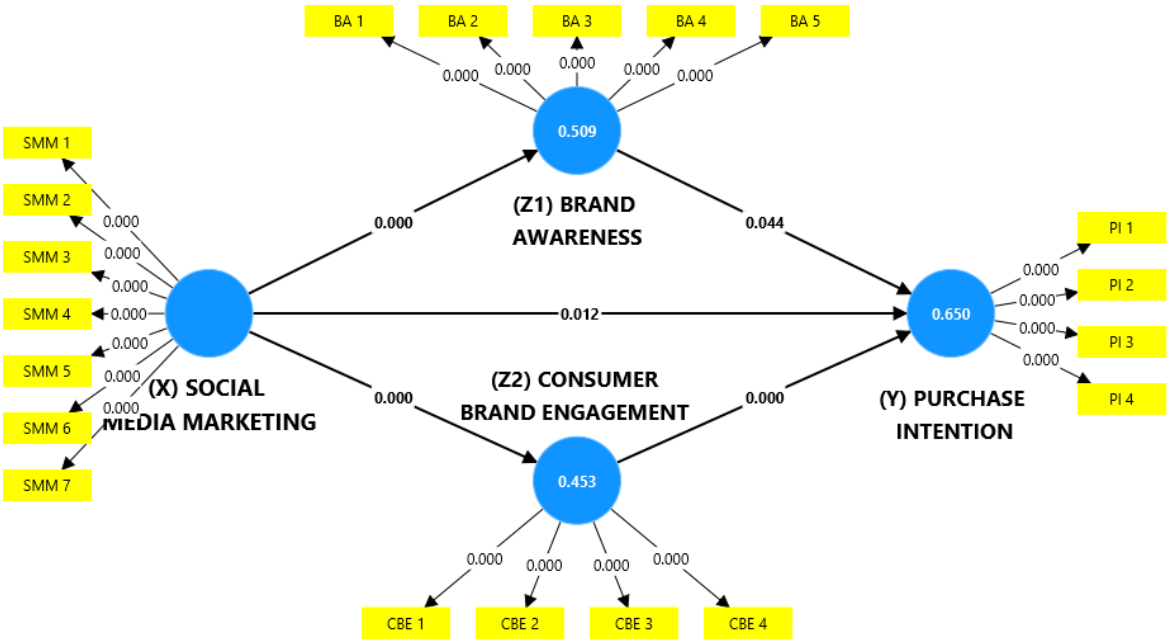

Figure 2. Bootstrapping results

Conclusion

This study investigates the influence of Social Media Marketing on Brand Awareness, Consumer Brand Engagement, and Purchase Intention with a focus on Uniqlo. The findings confirm that Social Media Marketing significantly affects Purchase Intention (p-value = 0.012), suggesting that Uniqlo's strategic presence on social media platforms effectively cultivates consumer interest and intention to purchase. Social media content, promotional activities, and brand storytelling were found to contribute meaningfully to shaping consumer perceptions and driving purchasing behavior.

Moreover, the results indicate a highly significant relationship between Social Media Marketing and both Brand Awareness and Consumer Brand Engagement (p-values = 0.000). These findings demonstrate that Uniqlo's social media efforts not only succeed in increasing the visibility of the brand but also in fostering deeper consumer interaction and emotional connection with the brand. Engagement through likes, comments, shares, and participation in both online and offline brand-related activities plays a vital role in reinforcing Uniqlo's brand position as top-of-mind among consumers.

Lastly, the study highlights the mediating roles of Brand Awareness and Consumer Brand Engagement in influencing Purchase Intention. Brand Awareness significantly impacts consumers' likelihood to purchase (p-value = 0.044), underlining the importance of consistent and recognizable brand messaging. In parallel, Consumer Brand Engagement shows a very strong and significant effect on Purchase Intention (p-value = 0.000), indicating that active consumer interaction with the brand significantly enhances their likelihood to buy.

Overall, this research emphasizes the strategic value of Social Media Marketing in building brand equity and guiding consumer decision-making in a competitive retail environment.

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