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The Influence of Social Media Marketing on Brand Equity and Consumer Behavior of ABS Mineral Water in Kendari

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ABSTRACT

This study aims to analyze the effect of social media marketing on brand equity and consumer behavior of ABS mineral water in Kendari. The research uses a quantitative approach with Structural Equation Modeling (SEM) based on Partial Least Squares (PLS). The sample consists of 164 respondents who are ABS mineral water consumers and active social media users in Kendari City. Data collection was conducted through questionnaires using a Likert scale. The results show that social media marketing has a positive and significant effect on consumer behavior (path coefficient 0.626, p-value 0.00 < 0.05) and brand equity (path coefficient 0.721, p-value 0.00 < 0.05). Brand equity has a positive but limited significant effect on consumer behavior (path coefficient 0.152, p-value 0.050). However, brand equity does not significantly mediate the relationship between social media marketing and consumer behavior (path coefficient 0.110, p-value 0.056 > 0.05). The study concludes that social media marketing is more effective in directly influencing consumer behavior rather than through brand equity mediation in the context of ABS mineral water in Kendari.

INTRODUCTION

In the digital era, social media has become an integral part of daily life and an important tool for businesses to introduce their products and services (Infante & Mardikaningsih, 2022; Jane et al., 2018; Kubheka et al., 2020; Latha et al., 2020; Schwemmer & Ziewiecki, 2018). In Kendari City, this phenomenon is beginning to be felt, especially by Small and Medium Enterprises (SMEs) that are increasingly aware of the potential of marketing through social media platforms such as Instagram and TikTok. With the growing number of active users, social media offers great opportunities for SMEs to reach consumers in a faster, more direct, and efficient manner (Apprilisda Ranica Putri et al., 2023; Insani et al., 2022; Prautami, 2022; Setiawan et al., 2019; Srinita & Saputra, 2023).

The advantages of using social media in marketing are undeniable. Besides enabling two-way communication between businesses and consumers, social media also provides space for sharing information and building closer relationships with audiences. According to Kaplan and Haenlein (2010), social media allows users not only to share information but also to collaborate and promote themselves. This provides great opportunities for SMEs in Kendari to introduce their products to a wider audience, even beyond their regional boundaries.

However, to maximize the benefits of social media marketing, a deeper understanding of how consumers interact with content they encounter on these platforms is required. Social media is not just a place to display products but also a tool to build a strong brand image. The challenge faced by businesses in Kendari is how to build strong relationships with consumers through effective social media marketing strategies.

ABS Mineral, a mineral water brand produced by PT. Air Bersih Sejahtera in South Konawe, has utilized social media to increase brand awareness. Founded in 2019, ABS Mineral

offers practical and environmentally friendly packaged water products. With more than 47,000 customers, five product types, and a 98% customer satisfaction level, ABS Mineral proves that effective marketing through social media can provide a real impact on business success.

Previous studies have explored the impact of social media marketing on consumer behavior and brand equity, but with differing emphases and limitations. For instance, Kaplan and Haenlein (2010) highlighted social media's potential for information sharing and collaborative promotion, demonstrating how businesses can extend reach and engagement; however, their study primarily focused on global digital trends without addressing SMEs in specific regional contexts such as Kendari. Similarly, Afifah (2016) and As'ad and Alhadid emphasized the dimensions of social media marketing—online communities, interaction, content sharing, accessibility, and credibility—yet their research did not explicitly link these dimensions to brand equity and measurable consumer behavior outcomes in a real-world SME setting.

This study aims to examine how social media marketing affects brand equity and consumer behavior, specifically in the context of *ABS Mineral* in Kendari City. The research focuses on how social media can help build brand awareness and create strong relationships between brands and consumers. The anticipated benefits include providing actionable insights for SMEs to optimize social media strategies, enhance brand equity, and foster stronger relationships with consumers, ultimately contributing to business growth and competitive advantage in regional markets.

RESEARCH METHOD

This study used quantitative methods with a paradigm focused on understanding social problems based on natural reality holistically, complexly, and deeply. The research was descriptive and verificative, describing the characteristics of the variables studied while testing the truth of the formulated hypotheses.

The population consisted of consumers who were social media users in Kendari City. The sample was selected using the Cochran (1963) formula with a confidence level of 80% and an error rate of 5%, resulting in 164 respondents. The sample was chosen using a simple random sampling method to provide equal opportunities for each population member.

Data collection was conducted through questionnaires distributed online using Google Forms to consumers in Kendari City who were social media users. The questionnaire employed a Likert scale with five rating levels: Strongly Agree (5), Agree (4), Neutral (3), Disagree (2), and Strongly Disagree (1).

Data analysis used Structural Equation Modeling (SEM) based on the Partial Least Squares (PLS) approach. Model evaluation in PLS consisted of measurement model evaluation, structural model evaluation, and goodness of fit evaluation.

RESULTS AND DISCUSSION

Respondent Characteristics

During the research implementation, 164 (one hundred sixty-four) respondents who are ABS mineral water consumers have filled out the research questionnaire. Furthermore, the demographic details of the respondents are presented as follows:

Gender of Respondents

Table 1. Respondent Profile by Gender

Gender	Number of Respondents	Percentage
Male	83	50.6%
Female	81	49.4%
Total	164	100%

The distribution of respondents by gender shows that the number of male and female respondents is almost balanced, with a slight dominance of male respondents at 50.6%. This balance of proportion is expected to provide a representative and comprehensive perspective on ABS mineral water consumer behavior in Kendari.

Age of Respondents

Table 2. Respondent Profile by Age Range

Age	Number	Percentage
< 18 years	20	12.2%
18-24 years	30	18.3%
25-34 years	50	30.5%
35-44 years	40	24.4%
> 44 years	24	14.6%
Total	164	100%

Based on the processed data above, it can be seen that this research involves respondents from various age categories, where the age range under 18 years has the smallest number of respondents, while the most respondents are in the 25-34 years age range. This condition shows that the majority of ABS mineral water consumers in Kendari are of productive age who actively use social media.

Education Level of Respondents

Table 3. Respondent Profile by Education Category

Last Education	Frequency	Percentage
Elementary/Equivalent	5	3.0%
Junior High/Equivalent	15	9.1%
Senior High/Equivalent	60	36.6%
D3/S1	70	42.7%
S2 and above	14	8.5%
Total	164	100%

This distribution shows that the majority of respondents have secondary to higher education levels, which reflects consumer characteristics that are generally more adaptive to technology and digital information.

Validity and Reliability Testing

Research instrument testing was conducted on 20 (twenty) ABS mineral water consumers spread across several restaurants as a pretest to get input and suggestions related to understanding questionnaire question sentences. Validity testing of instruments by correlating each item score with the total score. If r count ≥ r table (2-sided test with sig. 0.05) then the instrument or question items are significantly correlated to the total score declared valid. While reliability testing uses Cronbach's coefficient alpha.

Social Media Marketing Instrument

Table 4. Validity and Reliability Test Results for Social Media Marketing Variables

Dimension	Indicator	R Count Value	R Table Value	Cronbach Alpha Value	Remarks
Online Communities (X1)	X1.1	0.955	0.514	0.897	Valid and Reliable
	X1.2	0.867	0.514		Valid and Reliable

Dimension	Indicator	R Count Value	R Table Value	Cronbach Alpha Value	Remarks
	X1.3	0.910	0.514		Valid and Reliable
Interaction (X2)	X2.1	0.885	0.514	0.862	Valid and Reliable
	X2.2	0.914	0.514		Valid and Reliable
	X2.3	0.859	0.514		Valid and Reliable
Sharing of Content (X3)	X3.1	0.944	0.514	0.916	Valid and Reliable
	X3.2	0.930	0.514		Valid and Reliable
	X3.3	0.914	0.514		Valid and Reliable
Accessibility (X4)	X4.1	0.825	0.514	0.750	Valid and Reliable
	X4.2	0.838	0.514		Valid and Reliable
	X4.3	0.788	0.514		Valid and Reliable
Credibility (X5)	X5.1	0.756	0.514	0.772	Valid and Reliable
	X5.2	0.843	0.514		Valid and Reliable
	X5.3	0.888	0.514		Valid and Reliable

Brand Equity Instrument

Table 5. Validity and Reliability Test Results for Brand Equity Variables

Dimension	Indicator	R Count Value	R Table Value	Cronbach Alpha Value	Remarks
Brand Awareness (Z1)	Z1.1	0.791	0.514	0.786	Valid and Reliable
	Z1.2	0.875	0.514		Valid and Reliable
	Z1.3	0.845	0.514		Valid and Reliable
Brand Association (Z2)	Z2.1	0.838	0.514	0.771	Valid and Reliable
	Z2.2	0.814	0.514		Valid and Reliable
	Z2.3	0.833	0.514		Valid and Reliable
Perceived Quality (Z3)	Z3.1	0.796	0.514	0.779	Valid and Reliable
	Z3.2	0.807	0.514		Valid and Reliable
	Z3.3	0.894	0.514		Valid and Reliable
Brand Loyalty (Z4)	Z4.1	0.855	0.514	0.843	Valid and Reliable
	Z4.2	0.822	0.514		Valid and Reliable
	Z4.3	0.940	0.514		Valid and Reliable

Consumer Behavior Instrument

Table 6. Validity and Reliability Test Results for Consumer Behavior Variables

Dimension	Indicator	R Count Value	R Table Value	Cronbach Alpha Value	Remarks
Needs and Desires (Y1)	Y1.1	0.770	0.514	0.683	Valid and Reliable
	Y1.2	0.747	0.514		Valid and Reliable
	Y1.3	0.829	0.514		Valid and Reliable
Decision Making (Y2)	Y2.1	0.876	0.514	0.871	Valid and Reliable
	Y2.2	0.934	0.514		Valid and Reliable
	Y2.3	0.865	0.514		Valid and Reliable
Purchase and Usage (Y3)	Y3.1	0.837	0.514	0.792	Valid and Reliable
	Y3.2	0.886	0.514		Valid and Reliable
	Y3.3	0.800	0.514		Valid and Reliable
Evaluation (Y4)	Y4.1	0.939	0.514	0.913	Valid and Reliable
	Y4.2	0.939	0.514		Valid and Reliable
	Y4.3	0.890	0.514		Valid and Reliable
Loyalty (Y5)	Y5.1	0.924	0.514	0.866	Valid and Reliable
	Y5.2	0.924	0.514		Valid and Reliable
	Y5.3	0.816	0.514		Valid and Reliable

Research Variable Description

Referring to the interval class category the mean value on questionnaire filling can be an indicator to see the tendency of respondents' answers on each indicator, dimension, or variable.

Social Media Marketing Variable Description

Table 7. Respondent Category on Social Media Marketing Variables

Dimension	Indicator	Mean	Interval Category	Dimension Mean	Interval Category	Grand Mean	Interval Category
Online Communities (X1)	X1.1	4.34	Very Good	4.37	Very Good	4.31	Very Good
	X1.2	4.38	Very Good		Very Good		
	X1.3	4.40	Very Good		Very Good		
Interaction (X2)	X2.1	4.18	Good	4.23	Very Good		
	X2.2	4.28	Very Good		Very Good		
	X2.3	4.23	Very Good		Very Good		
Sharing of Content (X3)	X3.1	4.23	Very Good	4.22	Very Good		
	X3.2	4.22	Very Good		Very Good		
	X3.3	4.21	Very Good		Very Good		
Accessibility (X4)	X4.1	4.34	Very Good	4.30	Very Good		

Dimension	Indicator	Mean	Interval Category	Dimension Mean	Interval Category	Grand Mean	Interval Category
	X4.2	4.34	Very Good		Very Good		
	X4.3	4.22	Very Good		Very Good		
Credibility (X5)	X5.1	4.43	Very Good	4.41	Very Good		
	X5.2	4.48	Very Good		Very Good		
	X5.3	4.33	Very Good		Very Good		

Brand Equity Variable Description

Table 8. Respondent Category on Brand Equity Variables

Dimension	Indicator	Mean	Interval Category	Dimension Mean	Interval Category	Grand Mean	Interval Category
Brand Awareness (Z1)	Z1.1	4.30	Very Good	4.30	Very Good	4.30	Very Good
	Z1.2	4.30	Very Good		Very Good		
	Z1.3	4.29	Very Good		Very Good		
Brand Association (Z2)	Z2.1	4.29	Very Good	4.29	Very Good		
	Z2.2	4.34	Very Good		Very Good		
	Z2.3	4.23	Very Good		Very Good		
Perceived Quality (Z3)	Z3.1	4.25	Very Good	4.33	Very Good		
	Z3.2	4.43	Very Good		Very Good		
	Z3.3	4.30	Very Good		Very Good		
Brand Loyalty (Z4)	Z4.1	4.30	Very Good	4.29	Very Good		
	Z4.2	4.27	Very Good		Very Good		
	Z4.3	4.30	Very Good		Very Good		

Consumer Behavior Variable Description

Table 9. Respondent Category on Consumer Behavior Variables

Dimension	Indicator	Mean	Interval Category	Dimension Mean	Interval Category	Grand Mean	Interval Category
Needs and Desires (Y1)	Y1.1	4.34	Very Good	4.38	Very Good	4.33	Very Good
	Y1.2	4.51	Very Good		Very Good		
	Y1.3	4.29	Very Good		Very Good		
Decision Making (Y2)	Y2.1	4.21	Very Good	4.23	Very Good		
	Y2.2	4.13	Good		Very Good		
	Y2.3	4.34	Very Good		Very Good		
Purchase and Usage (Y3)	Y3.1	4.37	Very Good	4.31	Very Good		
	Y3.2	4.45	Very Good		Very Good		
	Y3.3	4.10	Good		Very Good		
Evaluation (Y4)	Y4.1	4.48	Very Good	4.41	Very Good		
	Y4.2	4.37	Very Good		Very Good		
	Y4.3	4.39	Very Good		Very Good		
Loyalty (Y5)	Y5.1	4.38	Very Good	4.35	Very Good		
	Y5.2	4.33	Very Good		Very Good		
	Y5.3	4.34	Very Good		Very Good		

Hypothesis Testing Results and Discussion

The research is analyzed with a quantitative method approach where the analysis used is descriptive statistics with hypothesis testing using partial least squares (PLS). This analysis is a multivariate statistical analysis that installs the influence between variables simultaneously with the purpose of prediction studies, exploration or structural model development.

Measurement Model Evaluation

Variables in this study include Social Media Marketing, Brand Equity, and Consumer Behavior. All three variables are measured using reflective measurement models. According to Hair et al. (2021), reflective model evaluation includes loading factor ≥ 0.70, composite reliability ≥ 0.70, and Average Variance Extracted (AVE) ≥ 0.50.

Stage One: Latent Construct to Indicator Analysis

Table 10. Outer Loading/Factor Loading

Indicator	Outer loadings	Remarks
X1.1	0.826	Valid
X1.2	0.759	Valid
X1.3	0.832	Valid
X2.1	0.741	Valid
X2.2	0.856	Valid
X2.3	0.695	Not Valid
X3.1	0.826	Valid
X3.2	0.844	Valid
X3.3	0.78	Valid
X4.1	0.726	Valid
X4.2	0.836	Valid
X4.3	0.798	Valid
X5.1	0.701	Valid
X5.2	0.879	Valid
X5.3	0.822	Valid
Y1.1	0.784	Valid
Y1.2	0.776	Valid
Y1.3	0.726	Valid
Y2.1	0.754	Valid
Y2.2	0.755	Valid
Y2.3	0.797	Valid
Y3.1	0.837	Valid
Y3.2	0.804	Valid
Y3.3	0.59	Not Valid
Y4.1	0.829	Valid
Y4.2	0.831	Valid
Y4.3	0.784	Valid
Y5.1	0.886	Valid
Y5.2	0.854	Valid
Y5.3	0.805	Valid
Z1.1	0.696	Not Valid
Z1.2	0.838	Valid
Z1.3	0.801	Valid
Z2.1	0.726	Valid
Z2.2	0.795	Valid
Z2.3	0.801	Valid
Z3.1	0.766	Valid
Z3.2	0.816	Valid
Z3.3	0.857	Valid
Z4.1	0.725	Valid
Z4.2	0.806	Valid

Indicator	Outer loadings	Remarks
Z4.3	0.868	Valid

After retesting by removing items with loading factors below 0.70, the following results were obtained:

Table 11. Outer Loading, Composite Reliability and Average Variance Extracted

Dimension	Indicator	Outer loadings	Cronbach's alpha	(rho_a)	Composite reliability	AVE	Remarks
Online Communities	X1.1	0.826	0.73	0.739	0.847	0.65	Valid and Reliable
	X1.2	0.755					Valid and Reliable
	X1.3	0.835					Valid and Reliable
Interaction	X2.1	0.834	0.66	0.677	0.854	0.745	Valid and Reliable
	X2.2	0.891					Valid and Reliable
Sharing of Content	X3.1	0.826	0.752	0.758	0.858	0.668	Valid and Reliable
	X3.2	0.846					Valid and Reliable
	X3.3	0.778					Valid and Reliable
Accessibility	X4.1	0.732	0.693	0.7	0.83	0.621	Valid and Reliable
	X4.2	0.835					Valid and Reliable
	X4.3	0.793					Valid and Reliable
Credibility	X5.1	0.703	0.721	0.729	0.845	0.646	Valid and Reliable
	X5.2	0.879					Valid and Reliable
	X5.3	0.821					Valid and Reliable

Stage Two: Latent Construct to Dimension Construct Analysis

Table 12. Outer Loading, Composite Reliability and Average Variance Extracted

Variable	Dimension	Outer Loadings	Cronbach's alpha	(rho_a)	Composite Reliability	AVE	Remarks
Social Media Marketing	Accessibility	0.824	0.807	0.816	0.867	0.568	Valid and Reliable
	Credibility	0.827					Valid and Reliable
	Interaction	0.733					Valid and Reliable
	Online Communities	0.698					Not Valid
	Sharing of Content	0.671					Not Valid
Brand Equity	Brand Association	0.85	0.865	0.868	0.908	0.713	Valid and Reliable
	Brand Awareness	0.825					Valid and Reliable
	Brand Loyalty	0.819					Valid and Reliable

Variable	Dimension	Outer Loadings	Cronbach's alpha	(rho_a)	Composite Reliability	AVE	Remarks
	Perceived Quality	0.881					Valid and Reliable
Consumer Behavior	Needs and Desires	0.7	0.775	0.78	0.848	0.528	Valid and Reliable
	Loyalty	0.667					Not Valid
	Purchase and Usage	0.744					Valid and Reliable
	Decision Making	0.803					Valid and Reliable
	Evaluation	0.711					Valid and Reliable

After removing dimensions with correlation tendencies that are too strong, the following results were obtained:

Table 13. Final Outer Loading, Composite Reliability and Average Variance Extracted

Variable	Dimension	Outer loadings	Composite reliability	AVE
Brand Equity	Brand Association	0.851	0.908	0.713
	Brand Awareness	0.822		
	Brand Loyalty	0.820		
	Perceived Quality	0.882		
Social Media Marketing	Accessibility	0.866	0.869	0.689
	Credibility	0.863		
	Interaction	0.756		
Consumer Behavior	Needs and Desires	0.711	0.827	0.616
	Decision Making	0.848		
	Evaluation	0.788		

Discriminant Validity Test (Fornell-Larcker)

Table 14. Discriminant Validity Test (Fornell-Larcker)

	Brand Equity	Social Media Marketing	Consumer Behavior
Brand Equity	**0.844**		
Social Media Marketing	0.721	**0.830**	
Consumer Behavior	0.603	0.735	**0.785**

After retesting by removing dimensions that have strong correlation tendencies, the results show that the square root of AVE variables is greater than the correlation between variables, so the discriminant validity test of the Fornell and Larcker criteria is met.

Structural Model Evaluation

Structural model evaluation relates to hypothesis testing between research variables. Structural model evaluation examination is conducted in three stages:

1. Multicollinearity Testing Between Variables

Table 15. Inner VIF

	Consumer Behavior	Brand Equity
Brand Equity	2.083	
Social Media Marketing	2.083	1.000

The estimation results show inner VIF values < 5, indicating low multicollinearity levels between variables.

2. Hypothesis Testing

Table 16. Hypothesis Testing Results

Hypothesis	Path coefficient	P values	95% Confidence Interval		f square
			Lower Bound		Upper Bound
Social Media Marketing → Consumer Behavior	+0.626	0.00 < 0.05	0.493		0.755
Social Media Marketing → Brand Equity	+0.721	0.00 < 0.05	0.627		0.810
Brand Equity → Consumer Behavior	+0.152	0.05	-0.004		0.301

3. Mediation Testing

The mediation effect measurement formula used is:

$v = (\text{Path Coefficient a})^2 \times (\text{Path Coefficient b})^2$

Where:

a = Social Media Marketing → Brand Equity

b = Brand Equity → Consumer Behavior

Table 17. Mediation Testing Results

Mediation Hypothesis	Path coefficient	P values	95% Confidence Interval		Upsilon Statistics	Remarks
			Lower Bound	Upper Bound		
Social Media Marketing → Brand Equity → Consumer Behavior	0.110	0.056	-0.003	0.226	$(0.721)^2 \times (0.152)^2$	= 0.0119

Based on the calculation above, the role of Brand Equity in mediating the indirect effect of Social Media Marketing on Consumer Behavior, although having a positive effect, does not mediate and is included in the structural level classified as low.

Model Goodness and Fit Evaluation

1. Coefficient of Determination Testing

Table 18. R-square

	R-square	Q-square
Brand Equity	0.520	0.517
Consumer Behavior	0.552	0.546

Based on the above processing results, it can be said that the influence of Brand Equity on the model is 52.0% (moderate influence). The influence of Consumer Behavior on the model is 55.2% (moderate influence).

2. Model Fit Testing

Table 19. Standardized Root Mean Residual

	Model Estimation
SRMR	0.080

The model estimation results based on the table above are 0.80, which means that the model has acceptable fit. Empirical data can explain the influence between variables in the model.

3. Goodness of Fit Testing

Table 20. GoF Index

Average Communality	Average R-square	GoF Index
0.676	0.536	0.602

Based on the above processing results, it shows that the model's GoF value is 0.602, which is categorized as high GoF. Empirical data can explain variables with high goodness of fit measurement models.

H1: Social Media Marketing Effect on Consumer Behavior

The research results show that the relationship between social media marketing and consumer behavior of ABS Mineral Water has a positive and statistically significant effect. This not only supports the first hypothesis in the research but also becomes empirical evidence that marketing activities through social media play an important role in encouraging changes in consumer behavior in Kendari.

This finding is very much in line with Albi's (2020) theory which emphasizes that the main strength of social media marketing lies in its flexibility, namely not being limited by time, space, or cost. In this context, ABS Mineral Water utilizes the advantages of social media to reach consumers anytime and anywhere, creating continuous and responsive interactions.

Furthermore, according to Ulmaghfiroh (2021), social media marketing is the utilization of technology and digital platforms to create, communicate, and deliver value to stakeholders. In this research, it can be seen that ABS Mineral Water consumers respond positively to promotions and reviews delivered through social media.

H2: Social Media Marketing Effect on Brand Equity

The research results show that the relationship between social media marketing and brand equity of ABS Mineral Water has a positive and statistically significant effect. This finding strengthens the second hypothesis in the research, which states that increased social media marketing activities can increase the brand equity of ABS Mineral Water in Kendari City.

This finding is very relevant to Aliyah's (2017) view which emphasizes that social media has now become a crucial means of promoting products and company brands, making it an integral part of modern business communication strategies. In this context, social media is not only a passive promotional tool but also an interactive medium capable of building and maintaining emotional relationships between consumers and brands.

H3: Brand Equity Effect on Consumer Behavior

Based on the hypothesis testing results, it is known that brand equity has a positive but not significant effect on consumer behavior of ABS Mineral Water in Kendari. This means that every increase in brand equity tends to increase consumer behavior, although its effect is not dominant.

This finding is in line with Keller's (2019) theory which states that brand equity is added value given by brands to products, thus shaping consumer perceptions and influencing purchasing decisions. However, in the context of this research, the effect of brand equity on consumer behavior is relatively low, indicating that consumer decision-making is not only determined by brand perception.

H4: Brand Equity Mediation Effect

Based on the hypothesis testing results, it is known that brand equity does not significantly mediate the relationship between social media marketing and consumer behavior of ABS

mineral water in Kendari. Although the direction of the effect is positive, it is statistically not significant.

This result shows that the direct effect of social media marketing on consumer behavior is more dominant compared to indirect effects through brand equity. This finding is strengthened by the upsilon (v) value of 0.0119, which is categorized as low and shows the weakness of the mediation effect.

CONCLUSION

This study found that social media marketing positively and significantly influences both consumer behavior and brand equity of ABS Mineral Water in Kendari, although brand equity has only a limited effect on consumer behavior and does not effectively mediate the relationship between social media marketing and consumer behavior. This suggests that social media marketing impacts consumer behavior more directly. Companies are advised to optimize digital marketing strategies by delivering consistent messaging and fostering personal interactions on social media, while also enhancing brand equity through comprehensive, integrated marketing efforts. To sustain the impact of social media marketing on consumer behavior, regular evaluations and strategy adjustments are necessary to keep marketing messages aligned with changing consumer preferences in the digital era. Future research could explore additional factors that might mediate or moderate the relationship between social media marketing and consumer behavior to provide a deeper understanding of these dynamics.

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