



The Impact of Social Media Marketing on Jenius

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ABSTRACT

Objective – The aim of the study is to investigate the influence of social media marketing activities on the development of brand love for the Jenius digital banking brand among its target audience.

Methodology – This study employs a quantitative research approach, likely using surveys or analyzing digital engagement metrics, to examine the relationship between specific social media marketing activities of Jenius and the level of brand love experienced by its consumers. Statistical analysis will be used to determine the strength and direction of this influence.

Findings – The findings of this study would likely demonstrate a statistically significant positive relationship between specific social media marketing activities employed by Jenius (such as engaging content and WOM campaigns) and the level of brand love experienced by its consumers. This suggests that Jenius's social media strategies are effective in fostering emotional attachment and positive feelings towards the brand.

Novelty – The novelty of this study lies in its specific examination of how social media marketing cultivates brand love within the unique context of a digital banking brand (Jenius) and its Indonesian consumer base.

Keywords: *social media marketing, brand love, jenius brand*

JEL Classification: M31, M37, D12, L81

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I. INTRODUCTION

The influence of social media marketing on Jenius brand love is very important to increase consumer trust and loyalty to the brand. Marketing through digital media must consider the character and identity of the Jenius brand itself. One of the best marketing strategies is the Jenius word-of-mouth campaign, which relies on consumers.



In addition, Jenius creates relationships with viewers through posts on its Instagram account that provide inspiration and support to Indonesian women, and actively participates in WOM campaigns through various interesting events. Factors that influence Jenius brand equity that are influenced by social media marketing must also be considered. The additional value given to a product or service to customers is known as brand value, which can influence.

II. LITERATURE REVIEW

Brand Love

Brand love is a term coined by Carroll and Ahuvia (2006) to describe “the degree of passionate emotional attachment a satisfied consumer has” to a brand. As a multifaceted construct, brand love encompasses a range of emotions, behaviors, and cognitions that consumers package into a “mental prototype” (Batra et al., 2012). Rooted in theories from psychology, including the triangular theory of interpersonal love (Sternberg, 1986), Fournier (1998) identified brand love as a type of relationship that develops when consumers have feelings similar to love toward a brand (Gumparathi & Patra, 2020). For consumers, brand love represents an intimate consumer-brand experience in positive affective terms (Gómez-Suárez et al., 2017). Love is understood as a combination of emotions, cognitions, and behaviors that play a role in creating close, romantic relationships. Emotions describe liking, cognitions describe a deep level of recognition, and behaviors show responses in the form of actions, where all three form a romantic bond. The feeling of love for a brand involves three dimensions, namely: dependence on a brand, a tendency to help the brand, and the exclusivity and enjoyment of the relationship.

Social Media Marketing

Social media marketing is a method or technique in marketing activities that aims to educate its target market. In other words, the marketing concept with the social media marketing method aims to motivate its target audience.

Basically, social marketing theory is an integration of various theories with a focus on how to convey or promote various important information comprehensively. According to Farook and Abeysekara’s (2016) research, there are several indicators of social media marketing: (1) Trust in information, (2) Concern for privacy, (3) Perception of reliability, (4) Security in social media, and (5) Use of social media.

Social media marketing is a form of online advertising that uses the cultural context of social communities including social networks, virtual worlds, social news sites, and social opinion sharing sites to meet communication goals (Tuten, 2008). Social media marketing is a form of online advertising that uses the cultural context of social communities including social networks, virtual worlds, social news sites, and social opinion sharing sites to meet communication goals (Tuten, 2008).

Research Paradigm

This paradigm itself is an approach in science that emphasizes objective observation and scientific methods to obtain accurate and empirically tested knowledge. This paradigm is rooted in the philosophy of positivism developed by Auguste Comte in the 19th century. Comte argued that human knowledge should be based on empirical experience and observable facts, not on speculation or subjective beliefs. Comte tried to free metaphysical claims from science. Comte saw facts as different from values, facts can be separated from the values of positivism, he only accepted factual knowledge, positive facts, namely facts that are independent of individual consciousness. The proposed conceptual model can be seen in Figure 1.

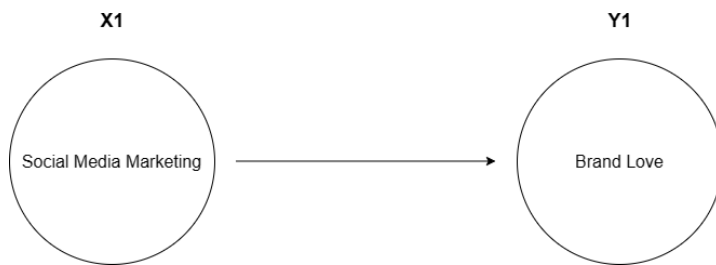


Figure 1 Proposed Conceptual Model

III. METHODOLOGY

The subjects we will use are people who use Jenius or people who have used Jenius in the DKI Jakarta province ranging from 17-35 years old, male and female and the object of our research is Jenius itself. Then we will send questions to people who use Jenius products that are in accordance with our provisions/criteria. The questions we make are related to the influence of promotional strategies and brand image on consumer purchasing decisions to find out how much influence/impact Jenius' promotion and image have on DKI Jakarta residents in an era that is more efficient with digital banks that exist today.

The research method we apply is a quantitative approach. A quantitative approach refers to a research methodology that emphasizes the use of statistical analysis to process data, so that the information produced has a high level of concreteness. This questionnaire itself is made using a list of structured questions designed based on indicators of the variables being studied, which will then produce data in quantitative form.

According to Sugiyono (2018), population is a generalization area consisting of objects or subjects that have certain qualities and characteristics that are determined by researchers to be studied and then conclusions drawn. The population in this study were all individuals aged 17-35 years and living in DKI Jakarta Province. Based on the data obtained, the total number of individuals who met these criteria reached 3,404,452 people.

According to Sugiyono (2018), a sample is part of the number and characteristics of the population. While sample size is a step to determine the size of the sample taken in conducting a study. The minimum sample size needed in our study is 100 people. Therefore, we will distribute the questionnaire that we have created to 100 respondents or research subjects who meet the established criteria.

To measure the psychometric scale of respondents to the questionnaire, we use the Likert scale. The Likert Scale is a research tool used to evaluate attitudes and opinions. In the Likert scale, respondents are asked to rate their level of agreement with a series of statements in the questionnaire. The statements used in this study are generally referred to as research variables. The Likert scale is a method used to collect data to measure both qualitative and quantitative data. This data is obtained to understand a person's opinion, perception, or attitude towards a phenomenon. Sugiyono (2006) explains that the Likert Scale is used to measure the attitudes, opinions, and perceptions of individuals or groups related to the social phenomenon being studied.

Methods of Analysis

We use the inferential quantitative analysis method, focusing on regression analysis. The reason for choosing regression analysis is because this method allows the processing and analysis of quantitative data to evaluate the extent to which certain independent variables affect the dependent variable. Regression



analysis allows us to understand the relationship between different variables and identify the relative contribution of each variable to the dependent variable. Thus, we can evaluate the impact of certain factors, such as Jenius' social media marketing activities, on the level of brand love from users. The method is to determine the dependent variable in the hypothesis is influenced by one or more independent variables. Then collect comprehensive data through a survey to the audience with questions that address all independent variables. To further find out whether there is a relationship between the two variables or not. Understanding how social media marketing affects brand love from the Jenius brand.

Based on the discussion, hypothesis of this study is:

H1: Brand Love has an influence on Social Media Marketing owned by the Jenius brand.

IV. RESULTS AND DISCUSSION

Profile of the Respondents

Based on the data, out of 120 respondents, the most used in this study were 18-23 years old, 116 people or 96.7%. Meanwhile, other respondents aged 24-29 years were 2 people or 1.7%, and respondents aged >35 years were 2 people or 1.7%.

Based on the data, as many as 63 people or 52.5% have heard of Jenius, but have never used it. As many as 23 people or 19.2% have used Jenius several times. Then, as many as 21 people or 17.5% have never used Jenius and are not interested in trying it because it is not needed in everyday life. However, 6 respondents or 5% use Jenius quite often and are satisfied with the features offered, finally as many as 7 people or 5.8% have become loyal users of Jenius and are very satisfied with the features offered.

Based on the data, 71 people or 59.2% of respondents used in this study were domiciled in Jakarta. Seventeen people or 14.2% of respondents were domiciled in Tangerang. Thirteen people or 10.8% of respondents were domiciled in Bogor. Twelve people or 10% of respondents were domiciled in Depok, and finally 7 people or 5.8% of respondents were domiciled in Bekasi.

Based on the data, 89 respondents are still students or 74.2%. 3 people work as employees or 2.5%, 2 people work as entrepreneurs or 1.7%, and 26 others work elsewhere or 21.7%.

Based on the data, 47.5% chose to answer neutrally regarding the content shared by Jenius via social media. Furthermore, 44 respondents answered Agree that the content shared by Jenius via social media is very interesting or around 36.7%. Fifteen respondents said they strongly agree that the content shared by Jenius is interesting to follow. However, 3 respondents said they strongly disagreed or 2.5%, and 1 person said they disagreed or 0.8% that the content shared by Jenius via social media is interesting, so it needs improvement and revision.

Based on the data, 51 people or 42.5% chose to answer Agree that the content shared by Jenius provides many benefits to the community. Forty-nine people or 40.8% chose to answer neutral, the content shared by Jenius on social media provides benefits to the community. Seventeen respondents or 14.2% answered strongly agree, the content shared by Jenius on social media provides benefits to the community.

Based on the data, 54 people or 45% chose to answer neutrally, that the content shared on Jenius is relevant to the needs of the community. Forty-five people or 37.5% chose to answer agree that the content shared by Jenius is relevant to the needs of the community. Sixteen respondents or 13.3% answered strongly agree that the content shared by Jenius is relevant to the needs of the community. However, there were 3 people or 2.5% who answered disagree and 2 people or 1.7% answered strongly disagree that the content shared by Brand Love Jenius is relevant to the needs of the community.

Based on the data, 52 people or 43.3% answered neutrally that the content of Jenius on social media provides pleasure for the public. Fifty-one respondents or 42.5% answered agree that the content of Jenius on social media provides pleasure for the public. Thirteen respondents or 10.8% answered strongly agree



that the content of Jenius on social media provides pleasure for the public. However, 2 other people answered strongly disagree (1.7%) and 2 others answered disagree (1.7%), that the content of Jenius on social media provides pleasure for the public.

Based on the data, 52 respondents chose to answer neutrally (43.3%) that the Jenius actively interacts with social media users. Forty-seven respondents answered agree (39.2%) that the Jenius actively interacts with social media users. Seventeen respondents answered strongly agree (14.2%) that the Love Jenius Brand is active in interacting with social media users. However, there were 3 respondents who answered strongly disagree (2.5%) and 1 person answered disagree (0.8%) that the Jenius is not active in interacting with social media users.

Based on the data, 57 people (47.5%) answered neutrally that comments and messages sent by users on Jenius social media are often responded to quickly. Forty-two people (35%) answered agree, comments and messages sent by users on Jenius social media are often responded to quickly. Ten people (8.3%) answered strongly agree, comments and messages sent by users on Jenius social media are often responded to quickly so as to provide convenience for the community. However, there were 7 respondents (5.8%) who disagreed and 4 respondents (3.3%) who strongly disagreed that comments and messages sent by users on Jenius social media were often responded to quickly.

Based on the data, 48 people answered agree (40%) that the relationship between Jenius and users on social media is significant. Forty-five people (37.5%) answered neutral and did not side with anyone if Jenius and users are closely related. Fourteen respondents (11.7%) answered strongly agree that Jenius is closely related to users on social media. However, 9 people (7.5%) disagreed and 4 people (3.3%) strongly disagreed that Jenius and users do not have a relationship and reciprocity.

Based on the data, 55 people (45.8%) chose to answer neutrally that the existence of Jenius social media helps users understand Jenius products and services: 36 people (36.7%) respondents answered yes, the existence of Jenius social media helps users understand Jenius products and services, and 17 respondents strongly agreed (14.2%) that Jenius social media helps users understand Jenius products and services. However, 2 people (1.7%) respondents disagreed and 2 people (1.7%) respondents strongly disagreed that Jenius social media helps users understand the products and services provided by Jenius, the reason being that Brand Loveini is complicated to use every day.

Based on the data, 52 respondents chose to answer neutrally (43.3%) and chose not to be too active in sharing Jenius content on Social Media: 36 respondents answered agree (30%) and were active in using social media to share Jenius content, and 12 respondents answered strongly agree (10%) actively using social media to share Jenius application content to their closest friends. However, 10 people (8.3%) answered disagree and 10 respondents (8.3%) answered strongly disagree, and were never active in using social media to share Jenius content.

Based on the data, 51 people agreed (42.5%) that the Jenius has a very positive image on social media: 45 people chose to answer neutral (37.5%) that the Jenius does not have a very positive image on social media, and 21 people strongly agreed (17.5%) that the Jenius has a very positive image on social media, and meets the needs of everyday society. However, there were 2 people (1.7%) who answered strongly disagree and 1 respondent (0.8%) answered disagree that the Jenius has a good image on social media.

Based on the data, 57 people chose to answer neutrally (47.5%) and did not really believe that Jenius social media content can help users in making decisions to use the service: 41 people answered agree (34.2%) that Jenius social media content makes it easier for the users to make the right decisions, and 16 people answered strongly agree (13.3%) that Jenius social media content really helps users. However, there were 3 people who answered disagree (2.5%) and 3 more people answered strongly disagree (2.5%) that the content shared on Jenius social media makes it easier for users.



Based on the data, 54 people chose to answer neutrally (45%) and were not too interested in the existence of the latest information from Jenius social media regarding new products or services: 43 respondents answered agree (35.8%) interested in the existence of the latest information from Jenius social media regarding new products or services, and 19 respondents answered strongly agree (15.8%) very interested in the existence of the latest information from Jenius social media regarding new products or services. However, there were 2 people who said they disagreed (1.7%) and 2 others said they strongly disagreed (1.7%) that Jenius social media can provide informative information on new products or services.

Based on the data, 54 respondents (45%) chose to answer neutrally and did not feel or were not too inspired by the content shared by Jenius on social media: 41 people answered agree (34.2%) and were inspired by the content shared by Jenius on social media, so they were interested in joining and using it, and 17 people answered strongly agree (14.2%) and were very inspired by the content shared by Jenius on social media. However, 6 respondents said they disagreed (5%) and 2 others strongly disagreed (1.7%) Jenius provides a lot of inspiration for others to use it.

Based on the data, 57 people chose a neutral answer (47.5%) and did not really respond if the use of Jenius social media can increase user trust: 40 respondents (33.3%) agreed that using Jenius can help increase user trust in meeting daily needs, and 17 respondents (14.2%) answered strongly agree that the presence of Jenius can increase user trust in providing many benefits. However, 4 respondents (3.3%) disagreed and 2 others strongly disagreed (1.7%) that the existence of Jenius can provide benefits and did not believe it could increase user trust.

Based on the data, 51 people (42.5%) answered neutrally and did not side with anyone that the presence of the Jenius can provide satisfactory responses to various questions and problems faced by users. There are 39 respondents (32.5%) who agree that the Jenius is very good at providing satisfactory responses to user questions or problems, and 18 respondents (15%) strongly agree that the Jenius is very good at providing satisfactory responses to questions or problems. However, 9 respondents (7.5%) said they disagreed and 3 respondents (2.5%) said they strongly disagreed that the Jenius provides satisfactory responses to users in answering questions and problems.

Based on the data, 56 people were neutral (46.7%) and did not seriously care about the presence of Jenius content on customer activity: 47 respondents said they agreed (37.5%) that Jenius content had a positive influence on customer activity on social media, and 10 respondents said they strongly agreed (10%) that Jenius had a great influence on customer activity on social media and became loyal customers. However, 7 people (5.8%) disagreed and 4 others strongly disagreed (3.3%) that Jenius had no influence on customer activity on social media.

Based on the data, the results showed that 52 people chose to be neutral (43.3%) and did not think too much about the effectiveness of Jenius social media in making customers feel closer: 47 respondents answered that they agreed (39.2%) that Jenius social media is very efficient and can make customers feel closer to the brand, and 10 respondents (8.3%) answered that they strongly agreed that Jenius social media is very efficient and can make customers feel closer to this brand and will continue to use it every day. However, 7 respondents said they did not agree (5.8%) and 4 people strongly disagreed (3.3%) that Jenius social media can make customers feel closer.

Based on the data, the results showed that 56 respondents were neutral (46.7%) and did not really care about the Jenius promotional advertisement on social media: 40 respondents (33.3%) answered that they agreed and were interested in using the Jenius after seeing the brand's promotional advertisement on social media, and 13 respondents (10.8%) strongly agreed and were very interested in using the Jenius after seeing the brand's promotional advertisement on social media. However, there were 8 respondents (6.7%) who disagreed and 3 people strongly disagreed (2.5%) that the Jenius advertising promotion on social media did not have much influence on customers or users.



Based on the data, 51 respondents were neutral (42.5%) and were not very active in recommending the Jenius to others, this was because they had only used the Jenius a few times, and then did not use it again: 45 respondents answered yes (37.5%) and recommended the Jenius to others based on their experience, and 19 people strongly agreed (15.8%) that the Jenius had interesting features, so they were increasingly interested in using it and always recommended it to others. However, 3 respondents (2.5%) disagreed and 2 others (1.7%) strongly disagreed saying that the Jenius was useful and very worthy of being recommended.

Pearson correlation analysis was conducted to evaluate the relationship between several independent variables (Z1-Z4 and X1-X10) and dependent variables (Y1-Y9 and JLH). Pearson correlation measures the strength and direction of the linear relationship between two variables. The results of this analysis provide insight into how strong and significant the relationship between these variables is in the context of this study.

Significant Positive Correlation

Independent Variables X1-X10

1. Most of the independent variables X1 to X10 show significant positive correlations with many dependent variables at the 0.01 level of significance.
2. This means that an increase in the value of variables X1 to X10 tends to be associated with an increase in the value of dependent variables such as Y1 to Y9 and JLH.
3. This positive correlation indicates that variables X1 to X10 may play an important role in positively influencing the dependent variable. For example, an increase in X1 (possibly a performance indicator) can be associated with an increase in Y1 (possibly a performance output), indicating that an improvement in variable X1 directly improves variable Y1.

Significant Negative Correlation

Independent Variables Z1-Z3:

1. Several variables Z1 to Z3 show significant positive correlations with several dependent variables.
2. Positive correlation means that an increase in the value of variables Z1 to Z3 tends to be associated with a decrease in the value of the dependent variable.

Statistical Significance

High Significance:

1. A significant correlation at the 0.01 level indicates a very strong relationship between the variables, providing high confidence in the validity of the results.
2. This level of significance indicates that the possibility of this relationship occurring by chance is very small, so it can be relied on in decision making.

Specific Interpretation

Relationships between Variables:

1. A significant positive correlation between X1 to X10 with Y1 to Y9 and JLH can be interpreted as an indication that the factors represented by X1 to X10 (may be strategies, policies, or certain actions) have a positive impact on the output measured by the dependent variable.
2. Significant negative correlation between Z1 to Z3 with some dependent variables suggests that the factors represented by Z1 to Z3 may hinder or reduce the output measured by the dependent variables.

This finding has important implications for policy makers and managers in organizations. By understanding which variables have significant positive or negative impacts, they can design more effective



strategies to improve performance. Thus, it can be concluded that overall, Pearson correlation analysis shows that independent variables X1 to X10 have significant and positive relationships with the dependent variables, while some variables Z1 to Z3 have significant and negative relationships. This finding provides valuable insights to improve performance through the management of relevant factors. Through a deeper understanding of these relationships, policy makers can formulate more effective and efficient strategies to achieve organizational goals.

Cronbach's Alpha of 0.753 indicates a fairly good level of reliability. In general, Cronbach's Alpha values above 0.7 are considered adequate for social, psychological, and educational research instruments. This value indicates that the items in the instrument are fairly consistent in measuring the desired concept. Thus, it can be concluded that the data test value is Reliable, and shows adequate consistency, there is room for further improvement. Overall, this instrument is suitable for use in research and evaluation, giving researchers confidence that the data collected will be consistent and reliable.

Table 1 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.158 ^a	.025	.008	1.933	1.983

Model Summary

Based on the results of the regression analysis in Table 1, it is known that the model using the independent variables Social Marketing and Digital Marketing has an *R* value of 0.158, which indicates a very strong correlation between the predictor variables and the dependent variable, namely Jenius users. The Adjusted R Square of 0.008 confirms that the addition of predictor variables does not significantly increase the predictive ability of the model. The standard error of the estimate of 1.933 shows how much the observation data deviates from the predicted regression value, and the Durbin-Watson value of 1.983 indicates that there are no serious problems related to residual autocorrelation in the model. Overall, this model has very limited ability to explain the dependent variables studied.

T-Test

The results of the regression analysis show that the constant (intercept) has a *B* value of 7.696 with a significant value (Sig.) Of 0.000, which means it is very significant at a 95% confidence level. The Digital Marketing variable has a *B* coefficient of 0.104 with a *t* value of 1.568 and a significant value (Sig.) Of 0.119, indicating that its effect on JENIUS USERS is not statistically significant at a 95% confidence level. The Social Marketing variable has a beta coefficient of -0.115 with a *t* value of -1.732 and a significant value (Sig.) Of 0.086, also indicating that its effect on Jenius users is not statistically significant at a 95% confidence level, although it is close to the significant limit. Therefore, it can be concluded that there is no strong enough evidence to state that the Digital Marketing and Social Marketing variables significantly influence the use of the Jenius in this model.

Table 2 Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	<i>t</i>	Sig.
		<i>B</i>	Std. Error	Beta		
1	(Constant)	7.696	1.006		7.651	.000
	DIGITALMARKETING	.104	.066	.343	1.568	.119
	SOCIALMARKETING	-.115	.067	-.379	-1.732	.086

a. Dependent Variable: PENGGUNAAPLIKASIJENIUS



Discussion

Brand love is an important concept in modern marketing, especially in long-term consumer-brand relationships. (Algesheimer et al., 2019). Brand love represents a deep level of emotional connection and attachment to a brand and can influence customer loyalty, positive word-of-mouth, and increased purchases. (Balakrishnan et al., 2019).

In the digital era, social media marketing has become one of the most effective tools for building and managing brand love. (Batra et al., 2019). As a digital banking platform, Jenius utilizes social media marketing extensively to reach and retain customers. The following are strategies needed to increase the role of social media in influencing Jenius brand love,

Duffett (2017) explains that brand equity refers to the value brought by a brand to a company, which is obtained from consumer perceptions of the brand. Strong brand equity can generate competitive advantage, customer loyalty, and price premiums. (Gummerus & Liljander, 2022). In the digital era, social media marketing has become one of the key factors in building and maintaining brand equity. Jenius, as a digital banking platform, uses social media marketing to significantly increase brand equity (Kaplan & Haenlein, 2020).

V. CONCLUSION

Brand love has five characteristics, namely: 1. Passion for the brand, or the consumer's passionate feeling to have a product from a particular brand. 2. Attachment for the brand, namely consumers have a feeling of being attached to a brand. 3. Positive evaluation of the brand, namely testimonials or feedback given by consumers after using a product. 4. Positive emotions in response to the brand, namely positive emotions felt when using products from the brand. 5. Declaration of love for the brand or declaration of love expressed by consumers towards a brand as evidence of an indication of the good feelings of consumers towards the brand itself. 2. Social Media Marketing is a method or technique in marketing activities that aims to educate its target market. In other words, the marketing concept with the social media marketing method aims to motivate its target audience.

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