

## The Effectiveness of Branding Campaigns on Social Media

Ira Ningrum Resmawa<sup>1</sup>  
Sekolah Tinggi Ilmu Ekonomi YAPAN Surabaya

Siti Masruroh<sup>2</sup>  
Sekolah Tinggi Ilmu Ekonomi YAPAN Surabaya

Sofia Maulida<sup>3</sup>  
Sekolah Tinggi Ilmu Ekonomi Tri Bhakti

Correspondence : Ira Ningrum Resmawa (iresmawa@stieyapan.ac.id)

Submitted : 05-06-2024, Accepted : 05-07-2024, Published : 05-08-2024

### Abstract

This study aims to evaluate the effectiveness of branding campaigns on social media by identifying the influence of various variables such as content type, content duration, social media platform, interaction, target audience, and budget on Brand Awareness. Using data from 100 respondents involved in branding campaigns on social media, this study applies multiple linear regression methods to analyze the relationship between independent variables and Brand Awareness as the dependent variable. The reliability of the research instrument, as measured by Cronbach's Alpha, reached 0.927, indicating very good internal consistency. The results of the analysis show that content duration and budget have a significant and positive effect on Brand Awareness, with p values of 0.001 and 0.000, respectively. In contrast, the interaction and target audience variables do not show a significant effect, with p values of 0.498 and 0.123, respectively. The regression model used shows an  $R^2$  value of 0.594, indicating that 59.4% of the variation in Brand Awareness can be explained by the variables in the model. The ANOVA test supports the overall significance of the model with F value = 34.680 and  $p = 0.000$ . These findings highlight the importance of duration and budget in social media branding campaigns and provide valuable insights for marketers to design more effective strategies. This study recommends considering increasing the duration and budget allocation in branding campaigns and conducting further research to explore other factors that may affect Brand Awareness.

**Keywords:** Branding, Social Media, Brand Awareness

### Introduction

In today's digital era, social media has emerged as a powerful marketing tool for companies globally, enabling them to effectively reach a broad and segmented audience (Shen Yang, 2023). Platforms such as Facebook, Instagram, Twitter, and YouTube play a vital role in building brands by enhancing brand identity, fostering closer consumer relationships, and increasing brand awareness and loyalty (Yang Zhou, 2023). Social media marketing not only helps in building social proof, targeting ads, and engaging with customers in real time but also influences customer behavior, encouraging them to try new products, make purchases, and become loyal customers (Norleen Rose Servan Aguilar, 2022). By understanding the impact of social media on consumer behavior and preferences, companies can tailor their strategies to

effectively navigate the digital landscape and successfully build long-term trust and credibility with their audiences.

Branding plays a vital role in marketing strategy by creating a distinct and favorable image for a product or service, essential to stand out in a competitive marketplace (Tarannum Jahan, 2024). Social media platforms have become an essential tool for brand promotion, offering interactive features and viral reach that can help companies attract and engage consumers effectively (Samaher Abdullah Barboud, 2024). The integration of online and offline platforms in digital branding increases brand awareness, loyalty, and ultimately drives sales by building meaningful connections with customers (V. Khurdei, 2023). Leveraging social media for branding campaigns not only grabs the attention of consumers but also allows companies to leave a lasting impact, foster brand loyalty and competitive advantage in a dynamic business landscape (Samaher Abdullah Barboud, 2024).

An effective branding campaign on social media is important for companies, but success is not guaranteed, as the campaign may fail to reach the target audience or generate the expected level of engagement. Research highlights the significant impact of advertising campaigns on social media platforms in enhancing brand reputation, driving competition between companies, and influencing consumer attitudes and brand trust (Samaher Abdullah Barboud, 2024). Social media advertising offers advantages such as mass coverage, flexibility, and prestige, but also requires an understanding of customer perceptions, purchasing behavior, and product preferences to ensure effectiveness (S. Shanthi, 2024). Brands can leverage social media for efficient promotion by focusing on creative promotional techniques, effective customer communication, and prioritizing sustainability to engage consumers and improve sales performance (Wenjun Huang, 2023). In addition, social media marketing brings benefits such as increased brand recognition and higher conversion rates, but also poses challenges such as managing accounts and measuring ROI, requiring strategies such as quality content creation and influencer marketing to be successful (Jean-Eric Pelet, 2024). Understanding user reactions to social media ads, including factors such as originality, likability, credibility, and irritation, can guide managers in improving advertising effectiveness and influencing consumer attitudes and purchase intentions (Jingyuan Shi, 2023). Understanding the factors that influence the success of such campaigns is paramount. Research highlights the important role of advertising campaigns on social media platforms in enhancing brand reputation, driving competition, and positively impacting consumer attitudes and brand trust (Samaher Abdullah Barboud, 2024). Social media advertising offers mass coverage, impact, and flexibility, contributing to product prestige and customer perception (S. Shanthi, 2024). Effective advertising is key to shaping

brand identity, perception, and recognition, influencing consumer behavior and fostering brand loyalty (Supriya Rai,2024). Leveraging social media technology, especially through video content, is critical to achieving branding goals and measuring success through metrics such as follower count and engagement rate (Tarannum Jahan,2024). Continuous adaptation and innovation in social media branding strategies is critical to maximizing branding success in an ever-evolving business landscape.

The effectiveness of social media branding campaigns, especially in relation to brand awareness and customer loyalty, has been studied extensively in various contexts. Studies have shown that strategic online engagement significantly increases brand awareness, leading to increased customer engagement and positively impacting the consumer decision journey (Febrihana Meganingsih,2024). In addition, the credibility, informativeness, and entertainment value of social media content play a significant role in influencing brand loyalty towards consumer shopping goods (Harat Rai,2024). Furthermore, leveraging digital marketing channels such as social media, search engine optimization, and content marketing effectively increases brand visibility and recognition, contributing to higher levels of brand awareness compared to traditional marketing approaches (Vydeshwari N,2024).

Furthermore, the impact of social media marketing on brand loyalty, with the mediating role of customer experience, has been empirically investigated, highlighting a significant direct effect between social media marketing, customer experience, and brand loyalty (Mohamed Wagih,2024). Creative advertising, engaging product campaigns, and credible brand ambassadors have also been found to significantly influence customer loyalty towards a brand, emphasizing the importance of a comprehensive marketing communications strategy (Andina Tazkiya Nurlibna,2024). Various studies provide insights into effective social media branding strategies and platforms. Research shows that video content is the most effective in achieving branding goals, followed by images and graphics (Ariyono Setiawan,2024). Social listening and social search significantly impact consumer behavior and brand engagement, with positive interactions and user-generated content playing a significant role in purchasing decisions and brand loyalty (Joefrelin C Ines,204).

In addition, social media marketing increases brand equity by enhancing brand awareness, image, loyalty, and overall equity through engaging content and direct consumer interactions (Samaher Abdullah Barboud,2024). Leveraging social media platforms such as social networks for brand marketing strategies is essential, with a focus on a tailored approach, interactive communication, and consistent messaging to maximize campaign impact (David

Miller,2024). By understanding these trends and practices, businesses can optimize their branding campaigns on social media platforms effectively. (A.Sukandi,2019)

Social media branding campaigns play a vital role in increasing brand awareness among consumers. Social media influencers have played a significant role in increasing awareness on various topics, including the Covid-19 pandemic, due to their popularity and influence (Aswathi Kanaveedu,2024). Platforms like Facebook offer specific campaign objectives to increase brand awareness, with metrics such as ad recall rate indicating the effectiveness of the ad in increasing brand recognition (Lasha Tchelidze,2023). A study on social media advertising for solar-powered home systems has shown a significant positive impact on brand recognition and purchase intent, emphasizing the importance of leveraging multiple social media outlets for marketing strategies (Ulrika Candolin,2023). Additionally, a study on a local fashion brand in Indonesia highlighted the positive and significant role of social media marketing in increasing brand awareness and brand image through consumer brand engagement (Charissa Belle Leticia,2024). Overall, leveraging social media for branding campaigns is essential to creating and maintaining brand awareness among target audiences.

Social media branding campaigns significantly impact customer loyalty by driving brand engagement, trust, and emotional connection. Studies have shown that social media marketing activities, such as credibility, informativeness, and interactivity, positively influence brand loyalty (Bharat Rai,2024). In addition, the direct-to-consumer model leverages social media advertising to increase consumer loyalty through perceived functional and emotional value (Weizhe Mu,2024). By leveraging platforms like Instagram for direct messaging and interactive customer engagement, businesses can increase brand loyalty by creating intimate interactions with consumers (Anggriani Tantri Lauwrence,2024). Overall, social media allows brands to build awareness, establish credibility, engage with customers in real time, and create authentic relationships, all of which drive customer behavior toward loyalty (Mohamed Wagih,2024). Different social media platforms have shown effectiveness in branding campaigns based on different factors. Studies show that video content is the most effective type for achieving branding goals, followed by images and graphics (Ariyono Setiawan,2024). Additionally, interactive brand posts on platforms like Facebook, Twitter, and Instagram have been found to receive more responses compared to instructive message content, with each platform having its strengths in terms of message appeal and customer reactions (Sanan Waheed Khan, 2023). Furthermore, a survey-based study highlighted that Instagram is considered a better platform for brand engagement, quality, loyalty, and association, emphasizing its effectiveness in building brand equity for products, especially for emerging startups in India (Suzanne Thomas,

2023). Overall, both Facebook and Twitter have been shown to have a positive impact on brand equity, with effectiveness varying depending on the type of brand and target audience (Shen Yang, 2023).

## **Literature Review**

### **Branding Theory**

Branding is the process of creating a unique identity for a product or service in the minds of consumers. According to the Brand Equity theory proposed by Aaker (1991), Brand Equity is a set of assets and liabilities related to brands, names, and symbols that add to or subtract from the value provided by a product or service to a company and/or the company's customers. These assets include brand awareness, brand loyalty, perceived quality, and other brand associations. This theory is an important foundation in understanding how branding campaigns can influence consumer perceptions and decisions. Branding is indeed the process of building a distinctive identity for a product or service in the perception of consumers, influencing their purchasing decisions and fostering loyalty (Tarannum Jahan, 2024). It plays an important role in differentiating businesses in competitive markets, increasing consumer trust, and positioning products effectively (Tarannum Jahan, 2024).

Brand identity, which includes visual elements, messages, and overall experiences, is essential for creating emotional connections with target audiences and driving long-term revenue through customer loyalty (Mario Rinaldi, 2023). In addition, branding is essential for sustainable business growth, expansion into new markets, and attracting investors or partners (Mario Rinaldi, 2023 ). The importance of branding is further emphasized in the context of small businesses, where it is crucial to manage brand image and guide consumers from brand creation to product purchase (O. A. Kryzhanovskaya, 2023 ). The AIDA (Attention, Interest, Desire, Action) model is also relevant in the context of branding campaigns on social media. This model describes the stages consumers go through from being first introduced to a brand to finally making a purchase. Social media does have significant potential to captivate consumers through engaging and interactive content, fostering brand loyalty and purchase intentions (Tri Wismiarso, 2023 ). The evolution of social media platforms has revolutionized how individuals interact with content and brands, influencing consumer behavior and attitudes (Harmn Sherko Nasraldden, 2024 ). With the widespread use of platforms such as Facebook, Instagram, Twitter, and LinkedIn, businesses can effectively engage with their target markets and shape consumer preferences and purchasing decisions (Keziah Mathew, 2024 ). The study emphasized the positive impact of content interactivity on increasing purchase intention

through social media engagement, highlighting the importance of an active presence on popular social media platforms to facilitate customer interactions and portray a friendly brand image (Dr. Girish Taneja, 2024). Understanding how social media influences consumer behavior is crucial for businesses aiming to effectively connect with their audiences and drive brand success in the digital age.

### **Social Media in Modern Marketing**

Social media has indeed revolutionized the contemporary marketing landscape by facilitating direct engagement between brands and consumers, leading to profound implications for brand awareness, customer loyalty, and purchasing behavior (N. Deepa, 2024). The utilization of social media platforms for marketing purposes has become increasingly competitive, with companies leveraging these channels to attract a wider customer base and influence consumer decisions (Guoqing Zhang, 2023). Furthermore, the involvement of social media influencers in promoting products has emerged as a powerful strategy to increase brand visibility and reach target audiences, although challenges such as fraudulent practices and consumer skepticism have been noted (Faiqa Kiran, 2023). Overall, social media marketing plays a significant role in shaping consumer behavior, driving purchase intentions, and ultimately influencing brand success in the dynamic digital landscape (Yang Zhou, 2022).

According to Kaplan and Haenlein (2010), social media can be defined as a group of internet-based applications that are built on the ideological and technological foundations of Web 2.0, and enable the creation and exchange of user-generated content. The unique characteristics of social media, such as the ability to share content virally and high user engagement, make it an effective tool for branding. Social media platforms such as Instagram, Facebook, Twitter, and YouTube each have unique characteristics that cater to diverse audiences. Instagram, popular among the younger generation, emphasizes strong visual content (N.B. Bharathi, 2024). Facebook, with its broad user base, offers customizable ad formats to reach a variety of audiences (Gargi Agarwal, 2024). Twitter's character limitations necessitate the creation of concise and direct content, appealing to users looking for quick, easy-to-digest information (Valerie Hase, 2024). YouTube, which is video-centric, allows for in-depth storytelling through video, allowing for more complex messaging to effectively engage viewers (Michael Bossetta, 2022). Understanding the unique characteristics of these platforms is critical for businesses and content creators to effectively tailor their strategies and engage with their target audiences in meaningful ways.

### **Previous Research on Social Media Branding Campaigns**

Previous research has explored the impact of social media branding campaigns on various aspects of marketing. A study by Godey et al. (2016) found that brand-managed social media content has a positive impact on consumer brand awareness and purchase intention. Another study by De Vries, Gensler, and Leeflang (2012) showed that factors such as the number of “likes,” comments, and shares can increase consumer engagement and strengthen brand image. Research in the field of social media marketing has extensively examined the influence of branding campaigns on various aspects of marketing. Godey et al. (2016) found that brand-managed social media content has a positive impact on consumer brand awareness and purchase intention (Joefrelin C Ines,2024 ).

Similarly, De Vries, Gensler, and Leeflang (2012) highlighted that metrics such as the number of “likes,” comments, and shares play an important role in increasing consumer engagement and strengthening brand image (Kikelomo Fadilat Anjorin,2024 ). These findings underscore the importance of strategic content management and consumer interactions on social media platforms in driving brand visibility, consumer perception, and ultimately, purchase decisions. By leveraging these insights, businesses can tailor their social media strategies to effectively engage with their target audiences and foster a strong brand presence in the digital landscape.

In the context of customer loyalty, a study by Laroche et al. (2013) suggests that meaningful interactions between brands and consumers on social media can enhance brand loyalty. They emphasize the importance of two-way communication and quick response from brands to consumer queries or complaints. Studies by various scholars highlight the significant impact of social media marketing on brand loyalty through various mechanisms. Rai and Dahal (2021) emphasize that credibility, informativeness, and entertainment value of social media content positively influence brand loyalty towards consumer shopping goods in the Nepalese market (Bharat Rai,2021 ).

Similarly, Wagih et al. (2021) found a direct and statistically significant relationship between social media marketing and brand loyalty in Egyptian private hospitals, with customer experience partially mediating this relationship (Mohamed Wagih,2024 ). Additionally, Ahmed et al. (Year) suggested that social media influencers play a significant role in building brand loyalty through social engagement and attraction, with parasocial interactions moderating this relationship (Suhaib Ahmed,2023). Raza (Year) further supported these findings by showing a positive relationship between social media marketing tools such as Facebook, Instagram, and YouTube and customer loyalty in the manufacturing sector (Mohsin Raza,2023). Additionally, Mu and Yi (Year) highlighted that the informativeness, relevance, and interactivity of social

media advertising directly impact consumer loyalty, emphasizing the importance of quality information dissemination and interactive experiences in fostering loyalty (Weizhe Mu,2024). These studies collectively underscore the importance of meaningful interactions, quick responses, and two-way communication between brands and consumers on social media platforms in enhancing brand loyalty.

### **Framework and Analysis Models**

Analytical models play a vital role in assessing the effectiveness of branding campaigns on social media platforms. Various studies have emphasized the importance of digital marketing analytics in evaluating the impact of online campaigns (Bohdan Kolesnyk, 2023). These models encompass various metrics and dimensions to measure the success of social media marketing (SMM) strategies, highlighting the need for a data-driven approach to understanding audience behavior, content performance, and conversion rates (Ahmad Al Adwan, 2023). By leveraging statistical analysis and social media analytics tools, companies can track web assets, social media profiles, and customer interactions to optimize their branding efforts and increase brand visibility among target audiences (Bohdan Kolesnyk, 2023). Furthermore, studies have underlined the importance of a clear strategy to expand a brand's audience on social media platforms, emphasizing the need for cost-effective methods and performance indicators to guide marketing decisions (Bohdan Kolesnyk, 2022).

Several analytical models can be used to measure the effectiveness of branding campaigns on social media. For example, the Social Media ROI (Return on Investment) model by Hoffman and Fodor (2010) proposes that campaign effectiveness should be measured not only based on financial metrics but also through engagement metrics such as “likes,” shares, comments, and engagement rate. Sentiment analysis models, such as those using machine learning algorithms like Logistic Regression, Support Vector Machine, Random Forest, XGBoost, LSTM, ALBERT (Najeeb Abdulazez Alabdulkarim,2022 ), and hybrid approaches like Roberta-BiLSTM (Kuna Srinidhi,2024 ), play a vital role in understanding consumer perceptions of branding campaigns by analyzing comments and reviews on social media platforms like Facebook (Ansu Elsa Regi,2024 ). These models enable businesses to classify customer sentiment as positive, negative, or neutral, providing valuable insights into how individuals perceive products and make purchasing decisions. By leveraging advanced techniques such as BERT and Capsule Networks for Aspect-Based Sentiment Analysis (ABSA) (Tejas Chalke,2024 ), sentiment analysis models can enhance semantic understanding and contextual analysis, leading to deeper understanding of sentiment at the aspect level. In addition, sentiment



analysis models can filter out inappropriate comments, flag users, and contribute to maintaining a healthy social environment on various social forums and websites (Abhishek Gaur,2024 ).

### **Practical Implications of Previous Studies**

Previous studies offer valuable insights for marketing managers. First, it emphasizes the importance of creating engaging and relevant content tailored to target audiences, with studies highlighting the impact of strategic content such as personalization, humanization, experiential, and emotional content on Customer Brand Engagement (CBE) (Aqsa Siddiqui Muhammad Akib Warraich,2021). Second, driving meaningful and responsive interactions with consumers is critical to enhancing brand loyalty, as social media marketing activities have been shown to positively influence brand awareness, consumer brand engagement, and brand image, ultimately leading to loyalty intentions (Dorit Zimand-Sheiner,2024). Finally, measuring campaign effectiveness should include social engagement metrics alongside traditional financial metrics, as social media engagement remains a complex and multifaceted concept that requires a nuanced approach to performance evaluation and content strategy development (Saeed M.Z A. Tarabieh,2022). These findings collectively underscore the importance of tailored content, consumer interactions, and comprehensive metrics in driving a successful marketing strategy.

In the realm of digital marketing, especially on social media platforms, the effectiveness of branding campaigns in increasing brand awareness and customer loyalty is influenced by various factors. Studies have shown that advertising campaigns on social media significantly contribute to brand reputation and consumer attitudes (Samaher Abdullah Barboud,2021 ), while digital marketing tactics such as social media marketing, content marketing, and SEO play a vital role in increasing brand visibility and engaging customers (Shakin Raj,2024 ). In addition, the credibility, informativeness, and entertainment value of social media content have been found to have a positive impact on brand loyalty (Vyadeshwari N,2024 ). Furthermore, the direct effect of social media marketing on brand loyalty, mediated by customer experience, has been empirically established (Bharat Rai,2021 ). By understanding these factors and leveraging them effectively, companies can design more successful branding strategies on social media platforms to navigate the complexities of the digital era and foster long-term customer relationships.

### **Methods**

This study uses a quantitative approach with a survey design to measure the effectiveness of social media branding campaigns on brand awareness and customer loyalty. The quantitative

approach was chosen because it allows the collection of data that can be measured and analyzed statistically, thus providing a deeper understanding of the relationship between the variables studied. The population & sample in this study are social media users who follow the official accounts of several well-known brands on social media platforms such as Facebook, Instagram, and Twitter. The sample using a purposive sampling technique will be used to select samples that are relevant to certain criteria, namely active social media users who have interacted with branding campaign content in the last 6 months. The target sample is 100 respondents to ensure sufficient data for statistical analysis .

## Results and Discussion

### Reliability and Validity Test

#### Validity Test

**Table Validity Test**

Variable		Brand Awerness
Content Type	Sig. (2-tailed)	0,000
Content Duration	Sig. (2-tailed)	0,000
Social Media Platform	Sig. (2-tailed)	0,000
Interaction	Sig. (2-tailed)	0,000
Target Audience	Sig. (2-tailed)	0,000
Budget	Sig. (2-tailed)	0,000
Brand Awareness	Sig. (2-tailed)	0,000

Data Processing Results 2024

#### Interpretation :

All listed variables have a p-value (significance) of 0.000. This means that the p-value for all variables is very small and less than the commonly used significance level of 0.05. A p-value of 0.000 indicates that each variable (Content Type, Content Duration, Social Media

Platform, Interaction, Target Audience, Budget) has a statistically significant effect on Brand Awareness. In other words, these variables significantly affect Brand Awareness in the tested model. This very small p-value confirms that the results of this test are very significant and not the result of chance. This shows that these variables do contribute to Brand Awareness.

### Reliability test

Reliability test table

Reliability Statistics	
Cronbach's Alpha	N of Items
0,927	7

#### Interpretation

The Cronbach's Alpha value of 0.927 indicates that the research instrument has a very high level of internal consistency. This means that the items in the instrument consistently measure the same construct.

### T-test

T-Test Table

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,125	1,207		4,247	,000
	Duration	,427	,122	,348	3,509	,001
	Budgeting	,503	,127	,338	3,965	,000
	Engagement	,115	,169	,075	,680	,498
	Audience	,214	,138	,147	1,554	,123

a. Dependent Variable: Brand Awerness

#### Interpretation :

##### Constant (Konstanta):

B value: 5.125, This is the intercept value of the regression model, which is the Brand Awareness value when all independent variables (Duration, Budgeting, Engagement,

Audience) are zero. Std. Error: 1.207, Standard error of the constant coefficient: 4.247, The t statistic for a constant indicates how significantly the constant value differs from zero.

### F Test Analysis

Table F Test

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	464,996	4	116,249	34,680	,000 <sup>b</sup>
	Residual	318,444	95	3,352		
	Total	783,440	99			
a. Dependent Variable: Brand Awerness						
b. Predictors: (Constant), Audience, Budgeting, Duration, Engagement						

Interpretation :

F (F Statistic): 34.680, The F statistic is the ratio between the mean square of the regression and the mean square of the residuals (116.249 / 3.352). This statistic measures how well the regression model fits overall. A high F value indicates that the regression model explains the variation in the dependent variable better than using the mean alone.

### Coefficien Determinance

Table Coefficien determinan

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,770 <sup>a</sup>	0,594	0,576	1,831
a. Predictors: (Constant), Audience, Budgeting, Duration, Engagement				

### Interpretation:

The  $R^2$  value of 0.594 indicates that 59.4% of the variation in the dependent variable can be explained by the independent variables in the model. This means that almost 60% of the variation in the dependent variable can be predicted using the Audience, Budgeting, Duration, and Engagement variables.

The Adjusted  $R^2$  value of 0.576 indicates the coefficient of determination adjusted for the number of independent variables in the model. This value is slightly lower than  $R^2$ , indicating that adjustments were made for the number of variables in the model. A high Adjusted  $R^2$  indicates that the model is still good at explaining variation in the dependent variable, even though adjustments have been made for the independent variables.

### Conclusion

The results of the study indicate that content duration and budget are factors that greatly influence Brand Awareness. Therefore, companies or marketers should consider increasing campaign duration and budget allocation to achieve more effective branding results. Given that the Engagement and Audience variables did not show a significant influence in this study, it is important to conduct further research to understand the context and other factors that may contribute to Brand Awareness. The instruments used in this study proved to be highly reliable, providing confidence that the results obtained are accurate and reliable. This study provides valuable insights into how various elements of a branding campaign influence Brand Awareness and can help marketers in designing more effective branding strategies on social media.

### References

- Aaker, D. A. (1991). *Managing Brand Equity: Capitalizing on the Value of a Brand Name*. New York: Free Press.
- Ab Rahman, M. F., Abdullah Thaidi, H. A., Mohamad Suhaimi, F., & Ab Rahim, S. F. (2024). Proposed temporary waqf model for family waqf implementation in Malaysia. *Journal of Islamic Accounting and Business Research*, 15(1), 56-78.
- Aguilar, N. R. S., Ongon, C. M. M., Samulde, H. G., Cleofe, B. M. S., Gerpacio, A. E., & Melo, M. C. F. (2022). Influence of social media marketing on the brand performance of the students' small online businesses. *World Journal of Advanced Research and Reviews*, 16(2), 876-886.
- Athanasopoulos, T. (2016). GENETIC THERAPY OF MUSCLE DISEASES: DUCHENNE MUSCULAR DYSTROPHY. *BMC Genomics*.
- Athanasopoulos, T. (2016). GENETIC THERAPY OF MUSCLE DISEASES: DUCHENNE MUSCULAR DYSTROPHY. *BMC Genomics*.

- Athanasopoulos, T. (2016). GENETIC THERAPY OF MUSCLE DISEASES: DUCHENNE MUSCULAR DYSTROPHY. *BMC Genomics*.
- Bhattarai, G., Budhathoki, P. B., Rai, B., & Karki, D. (2024). Detrimental impact of employees' job demand on their workplace incivility behaviour: Restorative role of self-efficacy. *International Journal of Management and Sustainability*, 13(1), 26-39.
- Candolin, U., & Rahman, T. (2023). Behavioural responses of fishes to anthropogenic disturbances: Adaptive value and ecological consequences. *Journal of Fish Biology*, 103(4), 773-783.
- COMMENCEMENT, G. (2024). THE FIFTY-EIGHTH GRADUATE COMMENCEMENT MAY 7 & 8, 2024.
- De Vries, L., Gensler, S., & Leeflang, P. S. H. (2012). Popularity of Brand Posts on Brand Fan Pages: An Investigation of the Effects of Social Media Marketing. *Journal of Interactive Marketing*, 26(2), 83-91.
- Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R., & Singh, R. (2016). Social Media Marketing Efforts of Luxury Brands: Influence on Brand Equity and Consumer Behavior. *Journal of Business Research*, 69(12), 5833-5841.
- Hafizurrahman, M., Suhaedi, W., Wali, K., Darwish, B. K., Velasco, R., Carolina, Y., ... & Patria, N. (2024). *International Journal of Academe and Industry Research: Volume 5 Issue 1 March 2024*. Institute of Industry and Academic Research Incorporated.
- Hoffman, D. L., & Fodor, M. (2010). Can You Measure the ROI of Your Social Media Marketing? *MIT Sloan Management Review*, 52(1), 41-49.
- Hou, X., Zhao, Y., Liu, Y., Yang, Z., Wang, K., Li, L., ... & Wang, H. (2023). Large language models for software engineering: A systematic literature review. *arXiv preprint arXiv:2308.10620*.
- Huang, W., & Ichikohji, T. (2023). A review and analysis of the business model innovation literature. *Heliyon*.
- Jahan, T., Jahan, A., Manjula, L., Ruheen, L., Sravanthi, M., & Maryam, M. F. (2024). A Study on Agricultural Loans offered by NABARD to Farmers. *International Research Journal on Advanced Engineering and Management (IRJAEM)*, 2(04), 860-865.
- Jahan, T., Jahan, A., Pallavi, M., Alekhya, M., & Lakshmi, M. S. (2024). A Study on Importance of Branding and Its Effects on Products in Business. *International Research Journal on Advanced Engineering and Management (IRJAEM)*, 2(04), 656-661.
- Jahan, T., Jahan, A., Pallavi, M., Alekhya, M., & Lakshmi, M. S. (2024). A Study on Importance of Branding and Its Effects on Products in Business. *International Research Journal on Advanced Engineering and Management (IRJAEM)*, 2(04), 656-661.

- Kanaveedu, A., & Kalapurackal, J. J. (2024). A Conceptual Study on the Impact of COVID-19 Awareness Campaigns by Social Media Influencers on Brand Awareness. In *Leadership Action and Intervention in Health, Business, Education, and Technology* (pp. 142-154). IGI Global.
- Kaplan, A. M., & Haenlein, M. (2010). Users of the World, Unite! The Challenges and Opportunities of Social Media. *Business Horizons*, 53(1), 59-68.
- Khan, S. W., & Adnan, M. (2022). The Effect of Social Media Usage and Advertising on Consumers' Purchase Intention in Pakistan. *NUST Business Review*, 4(1), 50-67.
- Khurdei, V., Pushkar, T., Kuzmenko, H., Bessarab, A., & Tregub, A. (2023). Use of social media platforms as a key element of brand marketing strategies.
- Kryzhanovskaya, N., Zhukov, A., Moiseev, E., & Maximov, M. (2021). III–V microdisk/microring resonators and injection microlasers. *Journal of Physics D: Applied Physics*, 54(45), 453001.
- Laroche, M., Habibi, M. R., Richard, M. O., & Sankaranarayanan, R. (2013). The Effects of Social Media Based Brand Communities on Brand Community Markers, Value Creation Practices, Brand Trust and Brand Loyalty. *\*Computers in Human Behavior\**, 28(5), 1755-1767.
- Lauwrence, A. T., Ramadanty, S., & Widyakusumastuti, M. A. (2024, January). Interaction through Online Customer Engagement in Social Media Marketing on Increasing Brand Loyalty. In *2024 18th International Conference on Ubiquitous Information Management and Communication (IMCOM)* (pp. 1-5). IEEE.
- Meganingsih, F., Wisesa, A., & Fachira, I. Enhancing Nogi Livin's Brand Awareness: A Customer Decision Journey Perspective through Social Media.
- Mu, W., & Yi, Y. (2024). The impact of characteristic factors of the direct-to-consumer marketing model on consumer loyalty in the digital intermediary era. *Frontiers in Psychology*, 15, 1347588.
- Nurlibna, A. T., Izdiharjati, C., Arnanda, M. G., Aras, M., & Mani, L. (2024). Analysis of the Influence of Advertising Creativity, Product Campaigns, and Brand Ambassador Credibility on Customer Loyalty for The Wearing Klamby Brand. *Journal of Economics and Business UBS*, 13(2), 438-450.
- Pelet, J. É., Taieb, B., Lecat, B., Terblanche, N. S., & Alkhudary, R. (2024). Exploring how consumer cooperatives might strategically incorporate social media to distribute wine. *Journal of Consumer Behaviour*, 23(2), 915-928.
- Rai, S., Chettri, S., Bhujel, R., Mondal, M. K., Kabi, S., Swain, B. P., & Biswas, J. (2024). Fabrication of graphene oxide/silicon nanowires heterojunction and investigation of its optical and electrical properties. *Journal of Materials Science: Materials in Electronics*, 35(17), 1122.

- Rinaldi, M., Pertiwi, A. B., & Satyadharma, I. G. N. W. (2023). Perancangan Brand Identity Bandung Communication and Community (Bdgcom\_Unity). *Jurnal Informatika Ekonomi Bisnis*, 1193-1198.
- Sahai, R. S. N., Jadhav, P. N., Raut, A. S., & Surve, S. S. (2024). Study on performance of multiwall carbon nanotubes and functionalized multiwall carbon nanotubes/poly aryl ether ketone polymer composite gears.
- Setiawan, A., Mubarak, A., Efendi, E., Globalisasi, S. E., & Marini, N. M. I. (2024). The Trend of Using Social Media Technology for Business Actors for the Branding Process.
- Setiawan, A., Noor, M. A. S., Trisanto, A., Yohanes, G. F., Rumani, D. D., Wibawa, B. M., ... & Turnip, A. (2024, February). Pilot Anxiety Detection through Brain Signal Using Naïve Bayes Method. In *2024 IEEE International Conference on Artificial Intelligence and Mechatronics Systems (AIMS)* (pp. 1-6). IEEE.
- SeyedinNavadeh, S., Milanizadeh, M., Zanetto, F., Ferrari, G., Sampietro, M., Sorel, M., ... & Morichetti, F. (2024). Determining the optimal communication channels of arbitrary optical systems using integrated photonic processors. *Nature Photonics*, 18(2), 149-155.
- Shanthi, S. A., & Keerthana, N. (2024, January). Evaluating suitable alloy for thermocouple using ELECTRE 1 method. In *2024 Fourth International Conference on Advances in Electrical, Computing, Communication and Sustainable Technologies (ICAECT)* (pp. 1-4). IEEE.
- Shanthi, S. A., & Keerthana, N. (2024, January). Evaluating suitable alloy for thermocouple using ELECTRE 1 method. In *2024 Fourth International Conference on Advances in Electrical, Computing, Communication and Sustainable Technologies (ICAECT)* (pp. 1-4). IEEE.
- Shen, Y., Qin, M., & Zhang, G. M. (2023). Effective bi-layer model Hamiltonian and density-matrix renormalization group study for the high-T<sub>c</sub> superconductivity in La<sub>3</sub>Ni<sub>2</sub>O<sub>7</sub> under high pressure. *Chinese Physics Letters*, 40(12), 127401.
- Shen, Y., Qin, M., & Zhang, G. M. (2023). Effective bi-layer model Hamiltonian and density-matrix renormalization group study for the high-T<sub>c</sub> superconductivity in La<sub>3</sub>Ni<sub>2</sub>O<sub>7</sub> under high pressure. *Chinese Physics Letters*, 40(12), 127401.
- Shi, J., Zhao, C., & Liu, Y. (2023). CFD Analysis of Building Cross-Ventilation with Different Angled Gable Roofs and Opening Locations. *Buildings*, 13(11), 2716.
- Sukandi, A., Efi, N. A. S., & Sudaryo, Y. (2019). Implementasi digital marketing untuk meningkatkan kepuasan nasabah dan berdampak pada citra lembaga perbankan. *Sosiohumaniora*, 21(3), 355-364.
- Tchelidze, L. (2023). Influence of Brand Activities through Social Media on Consumer Awareness. *Journal of International Business Research and Marketing*, 8(1), 7-14.



- Thomas, H. L., Alzouma, S., Oumarou, S., Moreau, C., & Bell, S. O. (2023). Postabortion care availability, readiness, and accessibility in Niger in 2022: results from linked facility-female cross-sectional data. *BMC health services research*, 23(1), 1171.
- Wagih, M., Hassan, M. A., El-Hofy, H., Yan, J., & Maher, I. (2024). Effects of process parameters on cutting forces, material removal rate, and specific energy in trochoidal milling. *Proceedings of the Institution of Mechanical Engineers, Part C: Journal of Mechanical Engineering Science*, 238(7), 2745-2757.
- Wagih, M., Hassan, M. A., El-Hofy, H., Yan, J., & Maher, I. (2024). Effects of process parameters on cutting forces, material removal rate, and specific energy in trochoidal milling. *Proceedings of the Institution of Mechanical Engineers, Part C: Journal of Mechanical Engineering Science*, 238(7), 2745-2757.