Volume 17, Issue 1, 05 Februari 2026, Pages. 55-70

Jurnal Manajemen (Edisi Elektronik)

Sekolah Pascasarjana Universitas Ibn Khaldun Bogor

http://dx.doi.org/10.32832/jm-uika.v17i1.20787

The Influence of Social Media Content Experience on Purchase Intention of Electric Vehicle Through Brand Engagement, Brand Awareness, Brand Image, and Brand Attitude

***Fransisco Keny Leo*[a*], *Margaretha Pink Berlianto*[b]**

[ab]*Universitas Pelita Harapan, Indonesia*

** Corresponding author e-mail: kenyleo93@gmail.com*

ARTICLE INFO

DOI: 10.32832/jmuika.v17i1.20787

Article history:
Received:
24 Juni 2025
Accepted:
12 Agustus 2025
Available online:
05 Februari 2026

Keywords:
social media content experience, brand engagement, brand awareness, brand image, brand attitude, purchase intention, electric vehicle, BYD Indonesia

ABSTRACT

This study examines the influence of social media content experience on purchase intention, mediated by brand engagement, brand awareness, brand image, and brand attitude. The five dimensions of content experience investigated include entertainment, customization, interaction, electronic word of mouth (eWOM), and trendiness. A quantitative approach was applied using a structured online survey. A total of 205 respondents were selected through purposive sampling. All respondents were active Instagram users who followed BYD Indonesia's official account. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results show that all five content dimensions significantly influence brand engagement, affecting brand awareness and image. These then shape brand attitude and ultimately impact purchase intention. This study contributes theoretically to digital marketing literature and offers practical implications for electric vehicle brands in optimizing social media content to build stronger consumer-brand relationships.

INTRODUCTION

The acceleration of electric vehicle (EV) adoption in Indonesia is closely tied to increasing environmental awareness, supportive government policies, and technological advancements. These developments are in line with Indonesia's sustainability goals, particularly through the implementation of fiscal incentives, EV infrastructure expansion, and the promotion of local manufacturing initiatives (Gunawan, 2023).

However, despite policy efforts, several challenges persist such as the limited availability of public charging infrastructure, relatively high EV prices, and consumer unfamiliarity with the technology. In this context, digital marketing has become a crucial channel for bridging the gap between technological innovation and market readiness, particularly via social media platforms.

Social media content has enabled brands to engage consumers through entertaining, customized, and interactive experiences, while simultaneously leveraging mechanisms like electronic word of mouth (eWOM) and trendiness to create relevance and trust. The case of BYD Indonesia represents a compelling example, given the company's aggressive digital presence and consumer engagement strategies on Instagram.

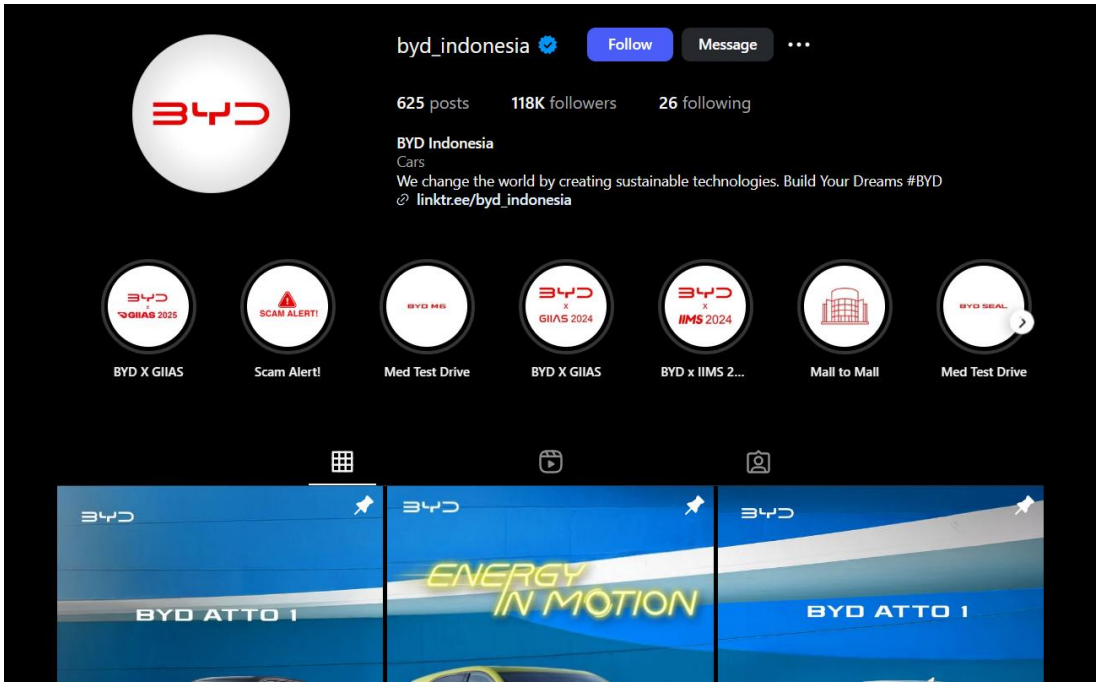

Figure 1. IG of BYD Indonesia

Source: BYD Instagram (2025)

Social media marketing dimensions such as entertainment, personalization, interaction, electronic word of mouth (eWOM), and trendiness significantly influence consumer perceptions, strengthen brand image, and increase purchase intention, especially among younger consumers (Ridiarsih et al., 2024). These effects are further supported by findings that visually engaging

content, influencer endorsements, and interactive campaigns on platforms like Instagram help brands maintain visibility and foster deeper consumer relationships (Kemora & Pasaribu, 2023; Ridiarsih et al., 2024).

Brand engagement functions as a mediating mechanism that translates content experience into meaningful brand relationships (Amankona et al., 2024). Previous studies also indicate that entertaining and trendy content is particularly effective in capturing attention and promoting loyalty, while eWOM builds credibility and informs purchase-related decisions (Banerji & Singh, 2024; Castro-González et al., 2024).

Nevertheless, there remains a research gap in understanding how these content experience dimensions interact holistically in shaping consumer behavior, especially in the context of EVs in emerging markets like Indonesia. Few studies have explored the entire pathway from social media content experience to purchase intention via branding constructs in a unified framework (Ningrum & Roostika, 2021).

This study seeks to fill that gap by examining how entertainment, customization, interaction, eWOM, and trendiness affect purchase intention through the mediating effects of brand engagement, brand awareness, brand image, and brand attitude. The integrative model developed here contributes to digital marketing theory and provides practical guidance for EV marketers aiming to build deeper consumer-brand relationships in a digitally connected market.

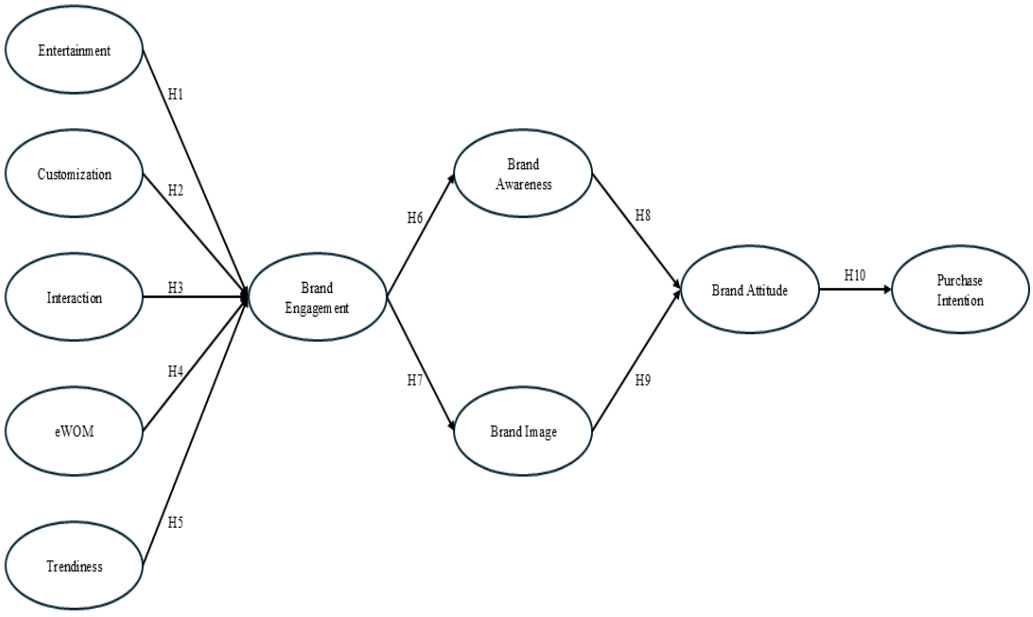

Figure 2. Research Model

Source: Developed for this research (2025)

RESEARCH METHODS

This study employed a quantitative approach to examine the influence of social media content experience on consumer purchase intention in the context of electric vehicles. The research object was BYD Indonesia, a prominent electric vehicle brand actively engaging with consumers through social platforms, especially Instagram. The research subjects were individual Instagram users who followed the official account of BYD Indonesia and had interacted with its content, reflecting authentic digital engagement behavior.

Five independent variables were investigated as key dimensions of social media content experience: entertainment, customization, interaction, electronic word of mouth (eWOM), and trendiness. These constructs were adapted from validated scales established by Cheung et al., (2020) and further reinforced by Banerji & Singh, (2024), Ningrum & Roostika, (2021), and Castro-González et al., (2024). Brand engagement was introduced as the primary mediating variable, while brand awareness, brand image, and brand attitude served as sequential mediators between content experience and purchase intention (Blanco-Encomienda et al., 2024; Foroudi et al., 2020; Zeqiri et al., 2024). The dependent variable was consumer purchase intention, which reflects the behavioral outcome of brand-related psychological processing.

All variables were measured using multi-item indicators derived from prior research and assessed on a five-point Likert scale ranging from "strongly disagree" to "strongly agree." The measurement model was designed to capture both cognitive and affective dimensions of user responses toward content and branding (Arachchi & Samarasinghe, 2023; Cheung et al., 2020).

The population for this study included Indonesian Instagram users who were aware of BYD's social media activities. A purposive sampling technique was employed to ensure that all respondents met inclusion criteria namely, being followers of BYD Indonesia's Instagram account and having interacted with its content. The final sample size consisted of 205 respondents, which met the minimum threshold for Partial Least Squares Structural Equation Modeling (PLS-SEM) analysis. According to the "10-times rule" commonly used in PLS-SEM, the minimum sample size should be 10 times the maximum number of structural paths directed at a single construct in the model (Hair et al., 2021), which in this study was satisfied.

Data were collected through an online survey distributed via Google Forms. All responses were screened for completeness and consistency prior to analysis. The SmartPLS software was used for data analysis through the PLS-SEM approach, which is suitable for predictive research involving complex models and moderate sample sizes.

Measurement reliability was assessed using Cronbach's alpha and composite reliability values, with thresholds based on recommendations from (Cheung et al., 2020; Hair et al., 2021). Convergent validity was evaluated through Average Variance Extracted (AVE), while discriminant validity was confirmed using the Heterotrait-Monotrait (HTMT) ratio. Hypotheses were tested

through bootstrapping procedures, with emphasis on path coefficients, t-statistics, and p-values to determine the significance of relationships among variables.

In addition, Importance-Performance Map Analysis (IPMA) was conducted to identify which content dimensions had the strongest influence on purchase intention and should therefore be prioritized by marketers, as recommended in PLS-SEM applications (Hair et al., 2021).

Throughout the research process, ethical considerations were maintained. Respondents participated voluntarily with informed consent, and anonymity was preserved. This methodological design was selected to offer comprehensive and reliable insights into how social media content strategies influence brand engagement and purchasing decisions in Indonesia's emerging electric vehicle market.

RESULTS & DISCUSSION

There are 250 online questionnaires were distributed via Instagram and WhatsApp to active followers of BYD Indonesia's official account. Of these, 205 were completed and returned by participants, resulting in a usable response rate of 82 percent. Data collection was carried out over four weeks between February and March 2025. The study specifically targeted individuals who had interacted with BYD Indonesia's content on social media and met predetermined screening criteria related to age, social media activity, and interest in electric vehicles.

Table 1 presents the demographic profile of the 205 respondents who participated in this study.

Table 1. Respondent Demographics

Descriptive Data	Description	Number	Percentage
Gender	Male	106	52%
	Female	99	48%
Age	18–27 Years	66	32%
	28–43 Years	96	47%
	44–59 Years	35	17%
	>59 Years	8	4%
Domicile	Jakarta	41	20%
	Bogor	41	20%
	Depok	41	20%
	Tangerang	39	19%
	Bekasi	43	21%
Occupation	Unemployed	0	0%
	Student	38	19%
	Private employee	62	30%
	Government employee	50	24%
	Entrepreneur	55	27%

Last Education	Below Bachelor's degree	92	45%
	Bachelor's degree	113	55%
	Master's degree	0	0%
	Doctoral degree (Ph.D.)	0	0%
Frequency of Instagram Use	Never	0	0%
	Rarely	0	0%
	Sometimes	11	5%
	Often	81	40%
	Always	113	55%
Duration of Knowing BYD	< 6 months	13	6%
	6–12 months	47	23%
	1–3 years	93	45%
	> 3 years	52	25%

Source: Research Result (Processed), 2024

Table 2 presents the results of the convergent validity test, which was conducted to assess the measurement model's quality and ensure that each indicator accurately reflects its corresponding latent construct. This assessment includes Average Variance Extracted (AVE) values and standardized loading factors for all constructs in the study: Social Media Content Experience (SMCE), Brand Engagement (BE), Brand Awareness (BAW), Brand Image (BI), Brand Attitude (BAT), and Purchase Intention (PI).

Table 2. Convergent Validity Test Results

Variable	Loading Factor
Entertaiment (ENT) (CR= 0.854, AVE= 0.542)	
The content found on BYD's Instagram is interesting.	0.789
It's great to use BYD's Instagram	0.799
It's fun to gather information about automobiles through BYD's social media	0.610
It's easy to kill time using BYD's Instagram	0.664
It's fun to browse through BYD's Instagram platform page	0.799
Customization (CTOM) (CR= 0.850, AVE = 0.533)	
BYD Instagram provides information services that can be tailored to my needs	0.715
BYD's Instagram provides interesting information	0.773
BYD Instagram is easy to use	0.690
I can access BYD Instagram anytime	0.783
I can access BYD Instagram anywhere	0.683
Interaction (INT) (CR= 0.890, AVE= 0.620)	

I find it easy to express my opinion through BYD Instagram	0.811
I can easily communicate with other users through BYD Instagram	0.732
BYD's Instagram allows me to have a two-way interaction	0.780
BYD Instagram allows me to share information with other users	0.775
I give my opinion easily through BYD Instagram	0.833
Electronic Word of Mouth (EWOM) (CR= 0.855, AVE= 0.501)	
I want to convey information about BYD products to my friends through Instagram	0.834
I want to pass on information about BYD services to my friends via Instagram	0.582
I want to repost content from BYD Instagram on my Instagram	0.702
I want to share my opinion about products from BYD Instagram to my friends	0.846
I talk about BYD on social networks	0.664
I shared my experience with BYD on social networks	0.569
Trendiness (TRN) (CR= 0.764, AVE= 0.520)	
Following BYD's Instagram is trendy	0.683
BYD's Instagram allows me to share the latest information with others	0.754
Anything regarding the latest trendy information is available on BYD Instagram	0.724

Source: SmartPLS output (2025)

Variable	**Loading Factor**
Brand Engagement (BE) (CR= 0.850, AVE= 0.531)	
I want to talk about BYD with others	0.676
I am interested in learning more about BYD	0.720
I would be interested in other products offered by BYD	0.731
I would be proud if others knew that I use BYD	0.739
I like to visit BYD Instagram	0.774
Brand Awareness (BA) (CR= 0.894, AVE= 0.584)	
I can quickly recognize the BYD symbol or logo	0.784
When I think of automotive technology, BYD comes to mind	0.796
I know how the BYD symbol or logo looks like	0.789
I have no difficulty in picturing BYD in my mind	0.723
I can quickly recall the BYD symbol or logo	0.789
I have knowledge about BYD	0.701
Brand Image (BI) (CR= 0.843, AVE= 0.518)	
Compared with other brands, BYD products are of high quality	0.740
BYD has a good history in the automotive industry	0.786
BYD is a leading company	0.720
BYD is a good representative of the automotive industry	0.676
BYD has a good image	0.671
Brand Attitude (BATT) (CR= 0.846, AVE= 0.525)	

I see that BYD is an experienced brand in the automotive market	0.725
I can easily picture the BYD brand in my mind	0.805
BYD has an attractive design	0.675
I find the BYD brand attractive	0.741
I have a good impression of the BYD brand	0.669
Purchase Intention (PI) (CR= 0.910, AVE= 0.531)	
I consider BYD as my first choice to buy an electric car	0.718
I am willing to buy products from BYD if the quality is the same as other electric cars	0.802
I am willing to buy products from BYD if the price is the same as other electric cars	0.677
My likelihood of buying an electric car from BYD is high	0.683
My willingness to buy an electric car from BYD is high	0.708
In the near future, I will consider buying an electric car from BYD	0.756
I will buy an electric car from BYD the next time I need an electric car	0.753
It is very likely that I will buy an electric car from BYD	0.728
I will definitely buy an electric car from BYD	0.724

Source: SmartPLS Output (2025)

Based on the results presented in the table above, all indicators in this research model exhibit outer loading values above the minimum threshold of 0.5, which is considered acceptable for exploratory research in PLS-SEM (Hair et al., 2021). This indicates that each indicator has a sufficiently strong correlation with its respective latent construct. For instance, the indicators under the Interaction variable show loading values ranging from 0.732 to 0.833, demonstrating their consistency and strength in representing the construct. The consistently high outer loading values across all constructs confirm that the indicators used in this study meet the requirements of convergent validity and are suitable for further analysis. These results suggest that the developed instrument successfully captures the intended research variables accurately and consistently, as recommended by Gunawan (2023).

Furthermore, all constructs in this study achieved Average Variance Extracted (AVE) values exceeding 0.5, such as Entertainment (0.542), Customization (0.533), and Brand Awareness (0.584), among others. This demonstrates that each construct fulfills the criteria for convergent validity, where more than 50 percent of the variance in its indicators can be explained by the construct itself. Therefore, it can be concluded that all indicators in the model are valid and appropriate for use as measurement tools for each variable in this research. These findings affirm the robustness of the measurement model and support the reliability of subsequent structural analysis.

Discriminant Validity Test Results. Discriminant validity testing was conducted to confirm that each construct in the research model is empirically distinct from the others. This assessment involved several methods, based on (Fornell & Larcker, 1981), which compares the square root of the Average Variance Extracted (AVE) for each construct with its correlations with other

constructs. Discriminant validity is established when the square root of a construct's AVE is greater than any of its correlations with other constructs, indicating that the construct explains more of the variance in its indicators than it shares with other constructs. Additionally, cross-loading values were examined, following the recommendation by Hair et al. (2019), to ensure that each indicator loads higher on its associated construct than on others, which confirms the accuracy and exclusivity of the measurement items.

To strengthen the assessment, the Heterotrait-Monotrait (HTMT) ratio was also calculated as an additional measure of discriminant validity. This method evaluates the extent to which constructs are distinct by comparing the average correlations between constructs that should differ. Table 3 presents the HTMT results for the latent constructs in the study, including Social Media Content Experience, Brand Engagement, Brand Awareness, Brand Image, Brand Attitude, and Purchase Intention. The findings show that all HTMT values are below the conservative threshold of 0.90, indicating that no multicollinearity or construct redundancy is present. These results collectively confirm that the constructs in the model are conceptually and statistically distinct, fulfilling the criteria for discriminant validity.

Table 3. Discriminant Validity

Variable	ENT	CTOM	INT	EWOM	TRN	BE	BA	BI	BATT	PI
Entertaiment										
Customization	0.737									
Interaction	0.706	0.62								
EWOM	0.339	0.356	0.328							
Trendiness	0.277	0.382	0.088	0.575						
BE	0.433	0.292	0.19	0.265	0.462					
BA	0.117	0.186	0.179	0.155	0.174	0.122				
Brand Image	0.181	0.15	0.149	0.171	0.304	0.132	0.885			
Brand Attitude	0.171	0.177	0.148	0.154	0.193	0.151	0.717	0.791		
PI	0.696	0.471	0.382	0.186	0.175	0.265	0.121	0.141	0.121	

Source: SmartPLS Output (2025)

The table presents the results of the discriminant validity test using the Heterotrait-Monotrait (HTMT) ratio. All values are below the recommended threshold of 0.85, indicating adequate discriminant validity ((Hair et al., 2021), indicating that each construct is distinct from the others. The highest HTMT value is 0.737 between Customization and Entertainment, but it still falls within acceptable limits. These findings confirm that the measurement model meets the criteria for discriminant validity.

Inner Model Test Results. The inner model test evaluates the relationships between latent variables and determines the model's predictive accuracy using the coefficient of determination (R Square). In Partial Least Squares Structural Equation Modeling (PLS SEM), R Square measures how well independent constructs explain the variance of dependent constructs, with values closer to 1 indicating stronger explanatory power. Lower R Square values suggest the influence of additional external factors beyond the model. In this study, the R Square results presented in Table 4 provide an overview of the model's ability to explain variations in brand engagement, brand awareness, brand image, brand attitude, and purchase intention.

Table 4. Coefficient of Determination Results (R-Square)

Variable	*R-square*
Brand Engagement	0.214
Brand Awareness	0.003
Brand Image	0.005
Brand Attitude	0.434
Purchase Intention	0.069

Source: SmartPLS Output (2025)

Table 4 presents the R Square values for each endogenous variable in the structural model. The highest R Square value is observed in the Brand Attitude variable at 0.434, indicating that 43.4 percent of the variation in brand attitude can be explained by the independent constructs in the model. This value falls into the moderate category, suggesting that the model has a reasonably good ability to explain the factors influencing brand attitude. In contrast, Brand Engagement has an R Square of 0.214, which is categorized as weak but remains relevant in consumer behavior research. Meanwhile, the remaining three variables, Brand Awareness at 0.003, Brand Image at 0.005, and Purchase Intention at 0.069, show very low R Square values. These results indicate that only a small portion of their variation is explained by the model, suggesting the presence of other external factors beyond the scope of this study that may have a more significant influence on these variables.

The multicollinearity test is conducted to ensure that there is no high correlation among predictor variables that could distort the estimation of path coefficients in the structural model. This is assessed using the Variance Inflation Factor (VIF), where values below the recommended threshold of 3 indicate the absence of multicollinearity problems. As shown in Table 5, all variables in this study have VIF values ranging from 1.000 to 2.107, well below the critical limit. These results confirm that the model is free from multicollinearity issues, allowing the subsequent structural analysis to be conducted with reliable and unbiased parameter estimates.

Table 5. Multicollinear Testing (VIF)

Variable	Inner VIF
Entertaiment -> Brand Engagment	1.859
Customization -> Brand Engagment	1.710
Interaction -> Brand Engagment	1.718
eWOM-> Brand Engagment	1.296
Trendiness -> Brand Engagment	1.242
Brand Engagement -> Brand Awareness	1.000
Brand Engagement -> Brand Image	1.000
Brand Awareness -> Brand Attitude	2.107
Brand Image -> Brand Attitude	2.107
Brand Attitude -> Purchase Intention	1.000

Source: Processed (2025)

Based on the results presented in Table 5, all variables in this research model have Variance Inflation Factor (VIF) values below the threshold of 3, indicating the absence of multicollinearity issues (Hair et al., 2021). This indicates that there is no evidence of multicollinearity among the constructs in the model. Therefore, it can be concluded that all variables in this study are free from multicollinearity issues and are suitable for use in the subsequent structural analysis.

Analysis and Discussion. Hypothesis testing evaluates the significance of relationships between constructs using standardized coefficients, t-statistics, and p-values ($p < 0.05$). As shown in Table 6, five hypotheses (H1, H5, H8, H9, H10) are supported, indicating that entertainment and trendiness enhance brand engagement, brand awareness and brand image influence brand attitude, and brand attitude drives purchase intention. The remaining hypotheses are not supported, suggesting that customization, interaction, eWOM, and brand engagement's effects on brand awareness and brand image are insignificant in this study.

Table 6. Hypothesis Test Results

Hypothesis		Std. Coefficient	T statistics	P-values	Results
H1	Entertaiment -> Brand Engagment	0.090	4.004	0.000	Hypothesis Supported
H2	Customization -> Brand Engagment	0.087	0.394	0.347	Hypothesis Not Supported
H3	Interaction -> Brand Engagment	0.073	0.545	0.293	Hypothesis Not Supported
H4	eWOM-> Brand Engagment	0.113	0.643	0.260	Hypothesis Not Supported
H5	Trendiness -> Brand Engagment	0.091	2.573	0.005	Hypothesis Supported
H6	Brand Engagement -> Brand Awareness	0.062	0.895	0.185	Hypothesis Not Supported
H7	Brand Engagement -> Brand Image	0.068	1.014	0.155	Hypothesis Not Supported
H8	Brand Awareness -> Brand Attitude	0.067	4.423	0.000	Hypothesis Supported
H9	Brand Image -> Brand Attitude	0.066	6.294	0.000	Hypothesis Supported
H10	Brand Attitude -> Purchase Intention	0.066	3.961	0.000	Hypothesis Supported

Source: SmartPLS Output (2025)

Analysis of Hypothesis Testing. The table presents the results of hypothesis testing within the structural model, displaying the standardized coefficients, t-statistics, p-values, and the outcome for each hypothesis. Among the ten proposed hypotheses, five are supported based on the significance level (p-value less than 0.05), indicating a statistically significant relationship. Specifically, Entertainment and Trendiness are found to significantly influence Brand Engagement, while Brand Awareness and Brand Image significantly affect Brand Attitude. Furthermore, Brand Attitude has a strong and significant impact on Purchase Intention.

On the other hand, five hypotheses are not supported due to their p-values exceeding the threshold of 0.05. These include the relationships from Customization, Interaction, and Electronic

Word of Mouth to Brand Engagement, as well as the influence of Brand Engagement on both Brand Awareness and Brand Image. The unsupported hypotheses suggest that these constructs do not significantly affect the respective outcomes in the current model. Overall, the results highlight the key role of entertainment and trendiness in engaging consumers with the brand, and the importance of brand attitude in driving purchase intention.

The results of the analysis reveal several key relationships between the studied variables. Entertainment has a positive and significant effect on brand engagement, with a standardized coefficient of 0.090, a p-value of 0.000, and a t-statistic above 1.645. This suggests that the more entertaining consumers perceive BYD Indonesia's social media content to be, the more likely they are to engage with the brand. This finding supports Banerji and Singh (2024) who emphasized that entertaining content plays a crucial role in fostering emotional attachment and stimulating interactive behavior on digital platforms.

In contrast, customization does not significantly influence brand engagement, as indicated by a coefficient of 0.087, a p-value of 0.347, and a t-statistic below 1.645. This implies that BYD Indonesia's personalization efforts may not be perceived as sufficiently relevant or impactful to drive engagement. While Cheung et al. (2020) argue that customized content can strengthen emotional bonds with consumers, this study finds no such effect in the current context. Similarly, interaction shows no significant impact on brand engagement, with a coefficient of 0.073, a p-value of 0.293, and a t-statistic below 1.645. This suggests that the level or quality of BYD Indonesia's two-way communication may not be perceived as meaningful enough to enhance consumer involvement, despite theoretical support from Cheung et al. (2020).

The findings also indicate that electronic word of mouth (eWOM) does not significantly affect brand engagement, with a coefficient of 0.113, a p-value of 0.260, and a t-statistic below 1.645. Although eWOM may occur around the brand, it has not translated into greater consumer participation in BYD Indonesia's digital ecosystem. This contrasts with Cheung et al. (2020) and Dwivedi et al. (2021) who found that credible and frequent eWOM can enhance emotional connection and engagement. Conversely, trendiness is found to have a positive and significant effect on brand engagement, supported by a coefficient of 0.091, a p-value of 0.005, and a t-statistic above 1.645. This indicates that consumers are more likely to engage with brands that reflect current trends and digital culture, aligning with Maulina et al. (2024), who noted that trend-oriented content on platforms like TikTok and Instagram strengthens relatability and cultural relevance for digital-native audiences.

Regarding downstream effects, brand engagement is found not to significantly influence either brand awareness (coefficient = 0.062, p-value = 0.185) or brand image (coefficient = 0.068, p-value = 0.220), with both t-statistics below 1.645. This suggests that consumers who engage with BYD Indonesia's content are not necessarily more aware of the brand nor do they develop a more favorable perception of it. These results contrast with Amankona et al. (2024), who link

engagement to stronger brand recall, and Paruthi et al. (2023), who highlight engagement as a driver of positive brand associations.

On the other hand, brand awareness exerts a positive and significant effect on brand attitude, with a coefficient of 0.067, a p-value of 0.000, and a t-statistic above 1.645, indicating that greater familiarity with BYD Indonesia is associated with more favorable consumer attitudes. This supports Razak et al. (2020) and Banerji and Singh (2024), who identify awareness as a precursor to emotional and evaluative responses. Brand image also has a positive and significant effect on brand attitude (coefficient = 0.143, p-value = 0.003), showing that a favorable perception of the brand's identity leads to stronger emotional alignment, consistent with Castro-González et al. (2024) and Banerji and Singh (2024), who view brand image as a determinant of trust and preference. Finally, brand attitude has a significant and positive impact on purchase intention (coefficient = 0.066, p-value = 0.000, t-statistic above 1.645), indicating that favorable attitudes toward BYD Indonesia increase the likelihood of purchase intention. This finding aligns with Minton and Cabano (2024), Amankona et al. (2024), and Zeqiri et al. (2024), who confirm that positive brand attitudes are critical drivers of consumer purchase behavior in digital environments.

CONCLUSION & SUGGESTION

Conclusion. This study demonstrates the significant role of social media content experience in influencing purchase intention through a series of brand-related mediators. The findings reveal that among the five digital content dimensions, entertainment and trendiness are the most impactful in driving brand engagement on BYD Indonesia's social media. Furthermore, brand awareness and brand image significantly shape brand attitude, which in turn plays a critical role in driving purchase intention. The mediating role of brand attitude is particularly important, as it serves as a psychological bridge between consumers' perceptions and their behavioral responses. When consumers perceive the brand as familiar and positive, they are more likely to develop favorable attitudes that ultimately influence their intention to purchase. The results affirm that effective social media strategies must focus not only on creative content but also on building consistent brand perceptions that lead to meaningful engagement and decision making.

Theoretical Implications. This research contributes to the development of academic literature in digital marketing by offering an integrated model that links dimensions of social media content experience with key branding variables and consumer behavior outcomes. By incorporating five major dimensions entertainment, customization, interaction, electronic word of mouth, and trendiness, this study offers a more comprehensive explanation of how content experience shapes consumer psychology. The findings reinforce the theoretical framework proposed by Cheung and colleagues who emphasized that digital content which is entertaining and aligned with current trends has greater potential to foster consumer engagement. Interestingly, only entertainment and trendiness were found to be significant, suggesting that digital audiences in the automotive sector respond more positively to engaging, visually driven, and culturally relevant content rather than purely functional or informational material.

In addition, this study supports the conceptual models presented by Razak et al., (2020) who argue that brand awareness and brand image are foundational in forming brand attitude. The findings show that consumers construct attitudes not only through direct product experience but also through perceptions influenced by content exposure and online brand presence. By applying a multi-path mediation approach, this research demonstrates that the impact of social media content on purchase intention is not direct but occurs through a chain of psychological processes involving brand engagement and brand evaluation. This affirms the relevance of cognitive and emotional mechanisms in understanding consumer behavior in digital environments, as emphasized in recent studies by Ali and colleagues. Overall, this study enriches digital marketing theory by linking brand perception and behavior within a unified framework that is especially relevant for technology-based automotive products in emerging markets.

Managerial Implications. The findings from this study provide practical insights for marketing practitioners, especially for emerging electric vehicle brands such as BYD Indonesia. First, brand attitude and brand image were identified as the most influential variables in driving purchase intention. Therefore, companies should consistently shape positive brand perceptions through clear communication strategies and engaging digital experiences. Based on the importance-performance map analysis, brand attitude holds the highest priority, suggesting that communication efforts should highlight brand credibility, sustainability values, and technological leadership. This can be achieved by promoting stories and messages that reflect the company's long-term vision and innovative edge.

Second, brand image must be supported through strong and consistent visual identity across all social media platforms. BYD Indonesia should ensure that the brand is portrayed as modern, reliable, and aligned with global innovation trends. Third, since entertainment and trendiness have been shown to significantly influence brand engagement, BYD should focus on producing content that is engaging, creative, and relevant to the interests of its target market. Participating in viral content formats, collaborating with digital creators, and using humor or emotion-based narratives can help increase engagement with younger, digitally savvy consumers.

Although customization, interaction, and electronic word of mouth did not yield significant effects in this model, these elements still offer strategic value if implemented with greater personalization and depth. Efforts should be made to enhance two-way communication through interactive features and encourage consumer participation in content creation and online sharing. Lastly, brand engagement, while not directly influencing brand awareness or image in this model, remains essential for building long-term relationships. Companies should continue to nurture engagement through interactive campaigns, digital storytelling, and loyalty-building activities. In conclusion, brands like BYD Indonesia must balance emotional and informational content to strengthen brand attitude and influence consumer decisions in a competitive digital environment.

Limitations and Directions for Future Research. This study presents several limitations that offer opportunities for future research in digital marketing, particularly within the automotive industry. First, although the sample size of 205 respondents was sufficient for PLS-SEM analysis, it may not fully represent the broader Indonesian automotive consumer market. Future studies should consider a larger and more geographically diverse sample. Second, the dominance of young, active social media users mainly on Instagram limits the applicability of findings to older demographics or passive users; thus, incorporating platforms like YouTube, Twitter, or Facebook and broader age segments is recommended. Third, the study relied solely on quantitative, perception-based data, which, while statistically robust, may not capture the emotional or psychological depth of consumer decision-making. Mixed methods incorporating interviews or focus groups could provide richer insights. Lastly, the current model focuses on brand communication variables and does not include other potentially influential factors such as brand trust, perceived value, or emotional attachment. Future research should explore these elements, including possible mediating or moderating roles of psychographic variables, to enhance the comprehensiveness and practical relevance of the findings.

REFERENCES

Amankona, D., Yi, K., & Kampamba, C. (2024). Understanding digital social responsibility's impact on purchase intention: insights from consumer engagement, brand loyalty and Generation Y consumers. *Management Matters*. https://doi.org/10.1108/manm-03-2024-0015

Arachchi, H. A. D. M., & Samarasinghe, G. D. (2023). Influence of corporate social responsibility and brand attitude on purchase intention. *Spanish Journal of Marketing - ESIC*, *27*(3), 389–406. https://doi.org/10.1108/SJME-12-2021-0224

Banerji, R., & Singh, A. (2024). Do social media marketing activities promote customer loyalty? A study on the e-commerce industry. *LBS Journal of Management & Research*, *22*(1), 93–109. https://doi.org/10.1108/lbsjmr-04-2023-0016

Blanco-Encomienda, F. J., Chen, S., & Molina-Muñoz, D. (2024). The influence of country-of-origin on consumers' purchase intention: a study of the Chinese smartphone market. *Asia Pacific Journal of Marketing and Logistics*, *36*(7), 1616–1633. https://doi.org/10.1108/APJML-05-2023-0462

Castro-González, S., Bande, B., & Fernández-Ferrín, P. (2024). "I love your brand! I engage with you, and I do online brand-related activities (COBRAs)": the role of brand value. *European Journal of Management and Business Economics*. https://doi.org/10.1108/EJMBE-10-2023-0331

Cheung, M. L., Pires, G., & Rosenberger, P. J. (2020). The influence of perceived social media marketing elements on consumer–brand engagement and brand knowledge. *Asia Pacific Journal of Marketing and Logistics*, *32*(3), 695–720. https://doi.org/10.1108/APJML-04-2019-0262

Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., Jain, V., Karjaluoto, H., Kefi, H., Krishen, A. S., Kumar, V., Rahman, M. M., Raman, R., Rauschnabel, P. A., Rowley, J., Salo, J., Tran, G. A., & Wang, Y. (2021). Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management*, *59*. https://doi.org/10.1016/j.ijinfomgt.2020.102168

Foroudi, P., Marvi, R., Foroudi, M. M., Ziyadin, S., & Munkhbat, S. (2020). Against the Odds: Consequences of Social Media in B2B and B2C. *Beyond Multi-Channel Marketing: Critical Issues in Dual Marketing*, 163–189. https://doi.org/10.1108/978-1-83867-685-820201013

Gunawan, K. S. (2023). G-Tech : Jurnal Teknologi Terapan Mining Company. *Pengukuran Quality Of*

Service And Facilities Terhadap Customer Satisfaction, *7*(3), 1026–1036.

Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). *Overview of R and RStudio*. 31–47. https://doi.org/10.1007/978-3-030-80519-7_2

Kemora, H., & Pasaribu, P. N. (2023). Social media marketing during and after the Covid 19 Pandemic: McDonald on Instagram case. *Proceeding of International E-Conference on Management & Small Medium Enterprise*, *1*(May 2020), 114–129.

Maulina, D., Pasaribu, P. N., & Indupurnahayu, I. (2024). K- Popfication in Viral Marketing: Increasing Brand Awareness and Purchasing Decisions of MSMEs. *Moneter: Jurnal Keuangan Dan Perbankan*, *12*(3), 568–581. https://doi.org/10.32832/moneter.v12i3.1083

Minton, E. A., & Cabano, F. G. (2024). Awareness marketing: cause-related marketing without direct contribution. *European Journal of Marketing*, *58*(6), 1493–1519. https://doi.org/10.1108/EJM-09-2022-0649

Ningrum, K. K., & Roostika, R. (2021). The influence of social media marketing activities on consumer engagement and brand knowledge in the culinary business in Indonesia. *International Journal of Research in Business and Social Science (2147- 4478)*, *10*(5), 34–45. https://doi.org/10.20525/ijrbs.v10i5.1314

Paruthi, M., Kaur, H., Islam, J. U., Rasool, A., & Thomas, G. (2023). Engaging consumers via online brand communities to achieve brand love and positive recommendations. *Spanish Journal of Marketing - ESIC*, *27*(2), 138–157. https://doi.org/10.1108/SJME-07-2022-0160

Razak, M., Hidayat, M., Launtu, A., Kusuma Putra, A. H. P. A., & Bahasoan, S. (2020). Antecedents and consequence of brand management: empirical study of Apple's brand product. *Journal of Asia Business Studies*, *14*(3), 307–322. https://doi.org/10.1108/JABS-01-2019-0030

Ridiarsih, R., Susanti, L. T., & Pasaribu, P. N. (2024). The Impact of Social Media Marketing on Purchasing Decision of Local Cosmetics. *Proceeding of International E-Conference On Management & Small Medium Enterprise*, *2*(December), 119–134.

Zeqiri, J., Koku, P. S., Dobre, C., Milovan, A. M., Hasani, V. V., & Paientko, T. (2024). The impact of social media marketing on brand awareness, brand engagement and purchase intention in emerging economies. *Marketing Intelligence and Planning*. https://doi.org/10.1108/MIP-06-2023-0248