

Conference Paper

Comparison of Effects of Different Social Media Contents on Awareness

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Abstract

Businesses in today's world are starting to use social media to convey marketing messages. There is an ongoing trend among businesses to use casual language and post light, humorous content in social media, in order to reach and connect with their consumers better. This research would examine the influence of different types of a brand's social media content towards awareness. The objects of this research are social media profiles of two different brands. A total of 420 respondents are split into two equal groups. The first group is given a profile that applies a more informal content and the second group is given a more formal content. Data is processed using Structural Equation Modeling method. Results show that there is an important variable that precedes awareness, which is brand credibility. Besides, a significant effect towards awareness is shown in the group that receives formal social media content, but less on the group with informal content. The results of this study shows that shaping brand awareness through social media should be done through shaping the consumers' perception that the brand is credible and trustworthy.

Keywords: social media marketing, digital marketing, emotional brand attachment, awareness

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1. Introduction

Due to the prominent advancement of communication and information technology, consumers of today's world would expect a more personal connection with the businesses and brands they interact with. Traditional advertising media, such as newspapers, television, and magazines, apparently are unable to provide such. Not to mention that 84% of millennials are found to be skeptical towards traditional ads (Long, 2018). This condition highlights the importance of social media marketing in today's business environment. Social media allows brands to be more approachable and human through the interactive nature of the platforms (Baker, 2018). Consumers of today have also lost interest towards brands that post advertisements or campaigns on their social media pages, and prefer brands that create more entertaining and concise social media content (Narang, 2017). SproutSocial's research confirms this statement by showing that 3 out of 4 consumers appreciate humor from brands.

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This research would feature the social media platform Twitter, as it is a suitable platform for brands to interact with consumers as in a conversation. For brands, Twitter is not only useful as a channel to publish product information, it is also a valuable channel that enables a brand to 'listen' to their consumers, hence collecting more information about them—what they like or dislike, or their general perception about the brand or company (Ward, 2018) Corporations such as Chipotle, Starbucks, and Wendy's has garnered the internet's attention for posting tweets that incorporates millennial-style humor. These brands then drove engagement and invite a lot of positive electronic word-of-mouth, which leads to more potential consumers getting curious for more of the brands' content (Smith, 2018).

Kim & Ko (2012) analyzed the effects of social media marketing activities of luxury fashion brands towards purchase intention and consumer equity. Results show that social media marketing activities could entertain customers by offering various free content. Schivinski & Dabrowski (2014) compared firm-generated social media communication with user-generated social media communication and results show that firm-generated communication does not directly influences brand equity, but directly influences consumers' perception of value based on brand attitude. Their research confirms that social media content could influence consumers' attitude towards a brand. However, there is still not many research that discusses the use of humor and casual language (informal content) in a brand's social media and how it affects their consumers' behavior. This research would compare and investigate the effects two different brands with different social media content style, namely informal and formal, especially towards brand awareness and associations.

Academically, this research contributes to the field of integrated marketing communication, and digital marketing specifically social media marketing, and how it affects consumer behavior. Currently, there is still a lack of research that investigates how brands' social media content can influence their consumers, and this research hopes to help explain the relationship between a business entity or a brand with their consumers, especially in social media (digital) environment. Practically, results of this research would be of use to business practitioners be it large or small, in this digital age. Findings from this research are hoped to provide further understanding on how consumers respond to communication in social media, and able to assist companies in crafting social media marketing strategies, especially in creating the desired perception and image from millennial consumers.

1.1. Research Framework

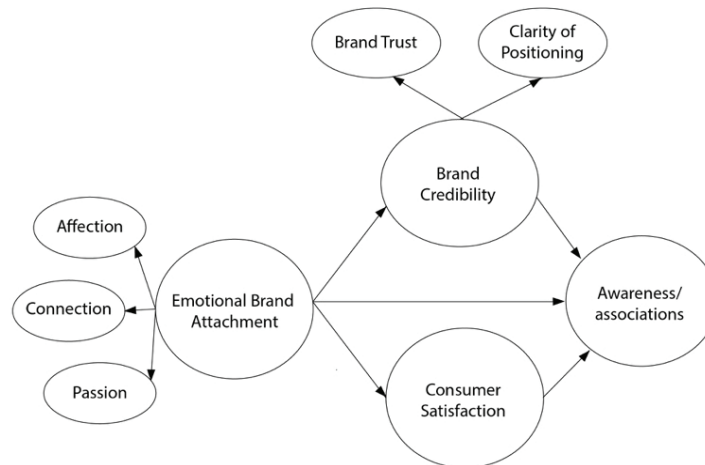


Figure 1: Research Model (Source: Author's own work).

This research incorporates a theoretical model that has been modified from Dwivedi et al. (2018), because both researches analyzes consumers responses and behavior in social media environment. Research on similar context has also been done by Tsai & Men (2013), where they explore different types of consumer engagement with brands' social media profiles, as well as the underlying motivation of engaging. Their research refer to dependency effect on social media and social relationship factors, including perceived source credibility. Perceived brand credibility through social media is also studied. Hutter et al. (2013) examined consumers and brand's interaction through a Facebook fanpage and its effect on consumers' awareness, word-of-mouth, and purchase intention. This research is intended to find the difference of effects of informal and formal social media content towards consumers' awareness.

1.1.1. Emotional Brand Attachment on Brand Credibility

Emotional brand attachment refers to the bond that connects consumers to a certain brand that involves emotions and feelings towards that brand. These feelings include affection, passion, and connection (Thomson et al., 2005). The dimensions of emotional brand attachment are shown in Figure 1. According to Yim et al. (2008), knowledge on interpersonal relationships could help explain the dynamics that underlie how emotional brand attachment can impact brand credibility. Feelings and emotions have the ability to shape consumer trust, hence they can affect consumers' perception on the brands they like or prefer.

Loureiro et al. (2012) observed that the emotional relationship of consumers with a brand has a positive impact on brand trust, which is an important part of brand credibility. Moreover, Park et al. (2006) found that consumers who are positively emotionally bound towards a brand, tend to reject information that is not in accordance with their beliefs about the brand. Hence, it is hypothesized:

H₁: Emotional brand attachment has a direct positive impact towards brand credibility.

1.1.2. Emotional Brand Attachment on Consumer Satisfaction

Consumer satisfaction is traditionally defined as post-consumption evaluation of products / brands or other offerings, that depend on perceived value, quality and expectations (Iglesias et al., 2019). The relationship of consumer satisfaction with emotional brand attachment is that during consumption experience, emotional information formed by consumers could spread into association creation, which ultimately affects the formation of judgments. Overall, consumers can make satisfaction (or dissatisfaction) judgments based on the valence of their feelings (Homburg et al., 2006). Thus, it is hypothesized:

H₂: Emotional brand attachment has a direct positive impact towards consumer satisfaction.

1.1.3. Emotional Brand Attachment on Awareness

According to Ames (2019), awareness refers to the degree to which a brand comes to mind or is noticed when a customer is in a purchasing situation. Emotional brand attachment can affect Awareness because Emotional brand attachment is an emotional reaction of a consumer regarding a brand stored in memory. So, emotional brand attachment can lead to the formation of memories that can increase brand salience, awareness, and associations (Fedorikhin, Park, and Thomson in Dwivedi et al., 2018). Hence, it is hypothesized:

H₃: Emotional brand attachment has a direct positive impact towards awareness.

1.1.4. Brand Credibility on Awareness

It is known that all consumer experience with a brand relating to matters that build trust and credibility can be stored in the minds of consumers as knowledge and good associations regarding the brand (Dwivedi et al., 2018). Thus, we hypothesize:

H₄: Brand credibility has a direct positive impact towards awareness.

1.1.5. Consumer Satisfaction on Awareness

Likewise, every consumer experience with a brand that creates a sense of satisfaction can be stored in consumer memory as the brand's knowledge (Van Osselaer and Janiszewski in Dwivedi et al., 2018). In addition, according to Pappu and Quester (2006), consumers who are more satisfied with a brand will tend to remember more positive associations and knowledge about the brand. This will lead to a higher level of consumer preference.

H₅: Consumer satisfaction has a direct positive impact towards awareness.

1.2. Mediating Effects

After knowing how emotional brand attachment can form brand credibility, and how brand credibility can influence awareness and associations of a brand, it is formulated that brand credibility can mediate the influence of emotional brand attachments on awareness. It is known that when consumers get a sense of satisfaction with the social media content of a brand that comes from emotional attachments, this can cause the consumer to form or strengthen knowledge, memory, and association with the brand in their minds (Van Osselaer and Janiszewski in Dwivedi et al., 2018). Therefore, two hypothesis of mediating effects are formed:

H₆: Brand Credibility significantly mediates the influence of emotional brand attachment on awareness, and

H₇: Consumer Satisfaction significantly mediates the influence of emotional brand attachment on awareness

1.3. Moderating Effects

The aim of this research is to investigate the impact of a brand's informal social media content as compared to formal content, on consumers' awareness of the brands. With the guidance from a model formulated by Dwivedi et al. (2018), the study could observe how different type of a brand's social media content can have moderating effects on variables such as emotional brand attachment, brand credibility, consumer satisfaction, and awareness.

Informal social media content in this study is interpreted as casual and contains elements of humor. When a brand's account shares personality and humor on social media, it is fun because it rejects the perception of a rigid brand or corporation. Humor is also known to create positive feelings. By using humorous content, consumers would be more likely to associate (form knowledge and associations) positive feelings with the brand, and as a result, they will remember the brand more (Pascale, 2015). Therefore, it is hypothesized:

H₈: Awareness of brand with informal social media content is higher than that with a formal social media content

2. Research Methods

Data for this study would be collected through an online based questionnaire which is equipped with a stimulus in the form of a link to access the social media profile of a brand. There are two types of stimulus (links) that respondents will see: one is social media that uses more informal content, and the other uses more formal content.

After being given a stimulus, respondents would answer Likert scale questions.

2.1. Pilot Test

The idea of this research stems from the author's observation of business accounts, especially on Twitter, which recently began to communicate in a more informal manner towards their followers, by incorporating trending internet culture and humor in their tweets. The pilot test was conducted to confirm the author's assumption that Grab's communication style and content delivery were informal. In the pilot test, respondents were shown 2 Twitter accounts (in the form of links) with different types of content. As a comparison object, the author chose Tokopedia's Twitter account because they are seen to sound more formal as compared to Grab. These brands are chosen because they have similar user base, and also considering the activeness of the Twitter accounts. In the pilot test, respondents were asked to describe their first impressions on Grab and Tokopedia's social media content. Respondents were also given questions in the semantic form, where they were required to give a rating/score on a scale of 1-10 on the 12 labels provided by the author. These labels include: 'Interesting', 'Serious', 'Funny/Humorous', 'Irrelevant', 'Professional', 'Boring', 'Friendly', 'Too forced', 'Difficult to Understand', 'Informative', 'Disrespectful', and 'Honest'.

Before commencing data collection, a pilot test is performed to confirm the author's assumption of about the research objects, namely two brands whose social media profiles will be used as Stimulus A (informal content) and Stimulus B (formal content). The results that will be considered are the overall opinion of the respondents. The statistics seen include mean and mode.

2.2. Data Collection

Population of this study are urban citizens aged 18-35 years of both genders. There are no limitations regarding the social media platform used by respondents, because social media platforms have generally the same function, namely to interact with each other (Guberti, 2013). In addition, a brand's social media pages is usually integrated across platforms, that there is less likely to be a significant difference between each platform. Data for this study were collected by nonprobability sampling technique, namely convenience sampling. The questionnaire is shared online by the author, through social media Twitter, Instagram, and WhatsApp. The parties receiving the questionnaire link are also expected to distribute further.

2.3. Measures and Measurements

Measurement scales of this study has been adopted and modified from Dwivedi et al (2018). Emotional Brand Attachment, the independent variable of this study, is a higher-order construct containing three dimensions—affection, connection, and passion, as according to Thomas et al. (2005). Affection in this context is defined as a consumer's liking and familiarity with a brand, and comprises of two items/indicators. Connection is defined as a feeling of closeness and a bond between a consumer and a brand, also comprises of two items/indicators. Passion is defined as a consumer's feeling of enthusiasm and delight towards a brand. This dimension is represented through three indicators. All indicators of emotional brand attachment are adopted from Thomas et al. (2005) and Malär et al. (2011).

Mediating variables of this study includes brand credibility and consumer satisfaction. Brand credibility is then descended into two dimensions, brand trust and clarity of positioning, according to Chaudhuri and Holbrook, 2001), and Pappu and Cornwell (2014). Brand trust is defined by Chaudhuri and Holbrook (2001) as the willingness of consumers to rely on the ability of a brand to deliver their promised functions. This construct is represented with four indicators. Clarity of positioning is defined as the

extent to which consumers know what is expected of an entity, by Simmons and Becker-Olsen (2006), and would be exhibited with three indicators.

The dependent variable, awareness, is defined by Severi & Ling (2013) as how well consumers know a brand, along with their impressions of the brand. This variable is expressed in five indicators adopted from Yoo and Donthu (2001). A total of 22 items were measured on a five-point Likert scale where 1: Strongly Disagree and 5: Strongly Agree.

3. Analysis

3.1. Pilot Test Results

Pilot Test of this study gathered 40 respondents. Table 1. shows the three highest-scoring labels of each brand, on a scale of 1-10.

TABLE 1: Pilot Test Results

| Grab | | |
|------------------|------|------|
| Field | Mean | Mode |
| Interesting | 7.32 | 8 |
| Funny/Humorous | 7.48 | 8 |
| Friendly | 6.8 | 7 |
| Tokopedia | | |
| Field | Mean | Mode |
| Professional | 7.32 | 8 |
| Informative | 7.48 | 8 |
| Honest | 6.8 | 7 |

Source: Author's own work

This finding confirms the original assumption that Grab has a informal social media content, while Tokopedia has a more formal content. Therefore, Grab and Tokopedia's social media pages will continue to be used in this study.

3.2. Validity and Reliability

Validity and Reliability of the constructs are tested in the pre-test stage, on 43 respondents. The purpose of the validity test is to see the Factor Loading. The factor loading must be greater than 0.5 to achieve validity. For reliability, it is done by looking at the number of Cronbach's Alpha (Malhotra, 2010). If the Cronbach's Alpha is below 0.6, it

means that the indicator has inaccurate internal consistency reliability. Results show that all indicators have passed the cut off values of validity and reliability test, hence no modification is required.

3.3. Main Test

This study has gathered a total of 975 respondents, although only 420 are eligible. Apparently, 73% of the respondents are female, and as large as 87% of them aged 18-25 years. Geographically, respondents are quite adequately spread, as 40% of them are stationed in Jabodetabek (Jakarta, Bogor, Depok, Tangerang, and Bekasi area), and 34% claims to stay in "Other" areas that are not included in the options. 65% of the respondents are students, and 48% of them claim to be high school graduates. In terms of expenditure, the largest percentage of respondents (77%) spend around IDR 1.000.000 to IDR 3.000.000 per month.

These 420 respondents are a combination of two respondents group, one that received the informal social media profile, and one that receives formal social media profile. When observed per group, the ratios of the demography is not significantly different. There is still considerably higher portion of females than males in both groups, and likewise for the other categories such as age, location, and latest education.

3.3.1. Confirmatory Factor Analysis

Confirmatory Factor Analysis (CFA) is a method that allows researchers to test how well measured variables represent their constructs (Hair, 2014). This method is required because this study has 7 latent variables represented by 22 measured variables. The values tested in CFA include the standardized loading factor (λ_i) which has a cut off value of ≥ 0.5 , construct reliability (CR) with a cut off value of ≥ 0.7 and the value of Average Variance Extracted (AVE) with a value cut off ≥ 0.5 (Malhotra, 2010). If the value meets these conditions, it can be concluded that the construct measured is a valid construct.

Overall, none of the 22 constructs used in this study were omitted, because all of them met the standardized loading factor value requirements. All latent variables also have sufficient CR and AVE values, which means that all latent variables can be analyzed further in this study.

3.3.2. Goodness of Fit Test

The next step of the study is to test the compatibility between the data and the proposed model. This step is called the Goodness of Fit test. A model that has good fit is a model that is quite consistent with existing data, that it does not require re-specification.

TABLE 2: Goodness of Fit Test

| GoF Scale | Output | Category | Cut Off Value |
|-----------|--------|---------------------|---------------|
| CMIN/DF | 2,163 | <i>Good Fit</i> | < 3 |
| GFI | 0,920 | <i>Good Fit</i> | ≥ 0.9 |
| RMSEA | 0,053 | <i>Good Fit</i> | ≤ 0.08 |
| RMR | 0,021 | <i>Good Fit</i> | ≤ 0.05 |
| AGFI | 0,893 | <i>Marginal Fit</i> | ≥ 0.9 |
| NFI | 0,916 | <i>Good Fit</i> | ≥ 0.9 |
| CFI | 0,953 | <i>Good Fit</i> | ≥ 0.9 |
| RFI | 0,897 | <i>Marginal Fit</i> | ≥ 0.9 |
| IFI | 0,953 | <i>Good Fit</i> | ≥ 0.9 |
| TLI | 0,942 | <i>Good Fit</i> | ≥ 0.9 |
| PGFI | 0,684 | <i>Good Fit</i> | > 0.5 |

Source: AMOS Output Results

Based on the various scale measurements of the suitability of the model above, as a whole, the measurement model in this study has met the Good Fit criteria. There are only two GoF criteria where the research measurement model has Marginal Fit, namely AGFI and RFI. All figures from the GoF test are sufficient because none of it is less than Marginal Fit. Because all values are good enough, there is no need for re-specification in the measurement model.

3.3.3. Analysis Procedure

In this study, hypothesis testing is done through several steps, first, the t-test (mean difference test), especially to compare the results of two groups, and SEM (Structural Equation Modeling). SEM will be facilitated by the IBM-SPSS AMOS 21.0 program. SEM favors confirmatory modelling instead of exploratory modeling; thus, this method is more suitable for testing than developing a theory. SEM is often used to assess latent constructs that cannot be observed. SEM can also be used to check a series of dependency relationships simultaneously. This method is very useful in testing theories that involve various dependency relationships between variables (Hair, 2014).

Relationship analysis between latent variables is done by looking at the value of CR (which shows t-value), and the value of p (probability). The standard CR value for one tailed test is > 1.645. For the p value, in most studies, the value used for the significant limit is 0.05. If the p value is greater than 0.05, it means there is no significant influence between the two variables

3.4. Results

3.4.1. Main Effects

TABLE 3: Hypothesis Testing Results

| Relationships | CR (t-value) | p value |
|-------------------------------|--------------|---------|
| EBA → Brand Credibility | 11,137 | *** |
| EBA → C. Satisfaction | 10,448 | *** |
| EBA → Awareness | -0,417 | 0,677 |
| Brand Credibility → Awareness | 3,009 | 0,003 |
| C.Satisfaction → Awareness | -1,909 | -0,056 |

Source: AMOS Output Result

The relationship between emotional brand attachment and brand credibility has a CR value of 11.137, which is far above the cut off value of 1.645. The p value is also below 0.001, which means it is very significant. So it can be said that the data supports H_1 . The CR value of the relationship between emotional brand attachment and the consumer satisfaction is 10.448, which is quite far above the minimum value. The p value also reaches below 0.001 which indicates that there is a significant influence between the two variables. So, the data supports H_2 .

In the relationship between emotional brand attachment and awareness, it is shown that the CR value generated from the data processing is -0.417, which is below the cut off number which is 1.645. The value of p between these two variables also reaches the number 0.677, which is quite far above the minimum limit of 0.05. So, data does not support H_3 . Affection, connection, and passion, variables that represent emotional brand attachment, apparently do not have a direct positive impact on awareness. Results show that the data supports H_4 . The CR value is 3.009, which is still above the minimum limit (1,645) and the p value is 0.003. Although not as good as H_1 and H_2 which has a p value below 0.001, the relationship between brand credibility and awareness can be said to have a significant influence. The CR value on the relationship between consumer satisfaction and awareness is -1,909. This figure reaches the minimum limit of 1,645 but

is negative, so that it can be said that consumer satisfaction has a negative effect on awareness. The p value in this relationship is also significant but also negative at -0.056. From these values it can be concluded that the data do not support H₅.

3.4.2. Mediating Effects

Testing the mediating effect involves comparing the regression weight and the p value of the two variables without the mediating variable versus with the mediating variable.

TABLE 4: Mediating Effect Testing Results

| Relationships | Direct | With Mediating Variable |
|---|---------------|-------------------------|
| H ₆ : B. Attachment → B. Credibility → Awareness | 0,657 (0.001) | -0,023(0,870) |
| H ₇ : B. Attachment → C. Satisfaction Awareness | 0,657 (0.001) | 0,538(0.001) |

Source: AMOS Output Result

In H₆, it can be seen that the regression weight value (value outside of bracket) and p value (values in bracket) change significantly after the mediator variable is added. The value of p changes from very low (0.001) to 0.870, which is above the minimum significance. Therefore, the data supports H₆. In H₇, the regression weight value after the mediator variable is added slightly changes, even though it is still in the safe range (above 0.5). The value of p is still the same, which is 0.001. So that it can be said that the mediator variable (consumer satisfaction) has very little influence on the relationship between emotional brand attachment and awareness, hence rejecting H₇.

3.4.3. Moderating Effects

Comparing the moderating effect of the two groups is done by t test, then SEM. SEM in this context is done with the Multigroup Analysis method on IBM SPSS AMOS. T test results show that the indicators Affection, Connection, Passion overall show a significant difference of mean between two groups. Awareness also have a significant difference overall. However, clarity of positioning, trust, and satisfaction do not have significant mean differences between the two groups. From the results of the t test it can be said that respondents agree that social media content can trigger emotional brand attachment and awareness, but respondents seem unable to make decisions about brand credibility (clarity of positioning, trust) and consumer satisfaction just by looking at social media content.

AMOS' Multigroup Analysis feature facilitates separate analysis of data groups within one structural model.

TABLE 5: Moderating Effect Testing Results

| | Grab | | Tokopedia | |
|--------------------------|--------|-------|-----------|-------|
| | CR | P | CR | p |
| EBA → B.Credibility | 5,93 | *** | 9,772 | *** |
| B.Cred → Awareness | -0,199 | 0,842 | 3,791 | *** |
| EBA → CSatisfaction | 4,993 | *** | 9,148 | *** |
| Satisfaction → Awareness | 0,911 | 0,362 | -3,475 | *** |
| EBA → Awareness | 0,211 | 0,833 | 0,631 | 0,528 |

Source: AMOS Output Result

From Table 4, it can be seen that there is no significant difference between the two groups on the effect of emotional brand attachment on brand credibility. Both groups had p values that were equally significant (<0.001), as well as CR values that met the minimum limit (1,645). For the influence of emotional brand attachment on consumer satisfaction, the two groups also have a significant p and CR value. This means that different types of social media content do not really influence respondents' opinions regarding these two variables. On the contrary, both groups did not produce significant numbers on the relationship between emotional brand attachment to awareness. This result reflects H₃ which is also not supported by the data.

Contrasting numbers can also be found on the relationship between brand credibility and awareness. The table shows that the Grab group does not have a significant CR and p value, while the number in the Tokopedia group looks significant. The relationship between consumer satisfaction and awareness also results in obvious difference across groups. The CR value in the Tokopedia group is significant but negative, which indicates that the impact given is contrary to the hypothesis. This is related to H₅ which is also not supported by data, because consumer satisfaction is a post-consumption behavior, while awareness generally happens pre-consumption.

Overall, these results indicate that both types of social media content (informal and formal) can generate consumer perception of brand credibility and consumer satisfaction through emotional brand attachments (affection, connection, and passion), but only Tokopedia group (formal content) is shown to be able to achieve awareness and association through brand credibility.

Research related to the type of social media content (human voice vs. corporate voice) conducted by Barcelos, Dantas & Sénécal (2017), verifies that the use of human

voice (informal) is more effective in increasing purchase intention if the product offered is a low-involvement product, whereas corporate voice (formal) is more effective if the product is a high involvement product. This can be attributed to the results of this study because Grab sells daily services (motorcycle taxis, delivery orders), while Tokopedia sells a variety of products whether low-involvement (eg fast-moving consumer goods) to high-involvement such as electronic devices, that it contributes to the result where Tokopedia group shows higher credibility value.

4. Discussions and Implications

4.1. Discussions

Based on the results of hypothesis testing, it can be concluded that the feeling of emotional attachment on social media content of a brand can evoke perceptions of credibility and increase customer satisfaction. Credibility is proven to be an important variable in this study because it has been proven that credibility can bridge emotional brand attachment and awareness. Overall, emotional brand attachments have no direct effect on awareness.

Various literature reviews show that informal social media content is preferred by consumers because it makes it easier for consumers to interact with the brand. But just liking social media content turned out to be less impactful on awareness as shown by the results of this study. Awareness will be more achievable if a brand's social media content can create credible perceptions.

4.2. Implications

Apparently, research respondents agreed that formal social media content could increase awareness better than their more informal counterparts. It turns out credibility is an important variable since it is the pathway to awareness. Neat content also appears more credible and trustworthy.

In addition, with the increasing number of consumers who use social media to obtain information and assistance from brands and companies, social media managers are recommended to have a customer service mindset. Uploading attractive content alone would not improve consumers' good perception of the brand, if the brand does not provide quality services to customers.

Since credibility is key, increasing credibility through social media can be achieved by providing what consumers want. One way is to ask for feedback from consumers, so that it appears that the brand / business cares about its customers

4.3. Limitations and Suggestions

This research certainly cannot be separated from the following limitations:

1. The stimulus given to respondents is a link to Grab and Tokopedia's Twitter profiles. The initial purpose of providing a stimulus in the form of a link is to avoid bias, because if the stimulus is a screenshot, it will be much easier to be manipulate, hence the results would not reflect reality. But, because the stimulus is a link, content can change, depending on what the respondent saw at the time of survey, because not all respondents filled out the questionnaire on the same day or hour.
2. The demographic profile of the respondents in this study was dominated by women, aged 18-25 years, and were students. It would be better and more accurate if the respondents' demographics were spread more evenly
3. Respondents might not have actually seen the link on the questionnaire and observe the Twitter profiles
4. The results of this study could have been influenced by variables that could not be controlled by the researcher, such as the respondents' prior experience with Grab or Tokopedia.
5. Respondents might not have been serious while answering the questionnaire, which could influence the results of the study.

Research in the realm of social media branding / marketing will be increasingly performed because social media has become a part of daily life today. Research will continue to grow and more issues would be developed, and if there are studies related to the topic of this research, it would be better if they:

1. Explore other variables besides awareness. For example: purchase intention, impulse purchase, or other behavior that is closely related to social media namely e-wom, entertainment value, etc.
2. The research object will be better if it is more concrete than a link whose content is not constant. Future research may use dummy social media account.

3. If a comparison of two different social media profiles is necessary, we recommend that both brands come from the exact same industry.
4. If further research should examine more social media communication techniques, a more concrete subject of communication would be recommended. For instance, being more specific than 'informal and formal content', but try to be more specific, for example: the use of pop culture references, the use of memes, sarcasm, and more.

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