



Social Media Marketing and Consumer Brand Engagement: Elevating Luxury Perfume Brand Equity

Yossie Rossanty*, Endang Sulistya Rini, Beby Karina Fawzee Sembiring, Amlys Syahputra Silalahi

Doctoral Program in Management Science, Faculty of Economics and Business, Universitas Sumatera Utara, Medan, North Sumatera, Indonesia. *Email: yosunpab@gmail.com

Received: 21 July 2024

Accepted: 14 October 2024

DOI: <https://doi.org/10.32479/irmm.17229>

ABSTRACT

The current research explores how consumer brand engagement (CBE) serves as a mediator between social media marketing (SMM) and consumer-based brand equity (CBBE) within the context of luxury perfume brands. Using a quantitative approach, data was collected from 322 participants who possess substantial knowledge of luxury perfume brands and are actively involved on social media platforms. The study employed partial least squares structural equation modeling (PLS-SEM) to analyze the relationships among SMM, CBE, and CBBE constructs. Through thorough analysis, the study establishes significant positive correlations between CBE and CBBE, identifying cognition, emotion, and behavior as pivotal dimensions of CBE that contribute to the formation of CBBE. Furthermore, the research confirms the impact of various SMM dimensions—including entertainment, interaction, personalization, trendiness, and word of mouth—on CBBE components such as brand loyalty, perceived quality, and brand awareness/associations. Additionally, it validates a direct link from SMM to CBE, where compelling content enhances consumer engagement. The study also verifies a sequential relationship from SMM to CBE and subsequently to CBBE. Theoretical and practical implications are discussed, emphasizing the importance of comprehending and leveraging consumer engagement and SMM dynamics to bolster brand equity in the luxury perfume sector. The study identifies limitations and suggests future research directions to guide further investigation into these relationships.

Keywords: Social Media Marketing, Consumer Brand Engagement, Consumer-Based Brand Equity, Perfume Brand

JEL Classifications: M31, L81, D12

1. INTRODUCTION

Luxury brands occupy a distinct position in the market, appealing to consumers not only for their functionality but also for the status and prestige they offer. Customer-Based Brand Equity (CBBE) is a fundamental concept in comprehending the value luxury brands hold for consumers (Keller, 1993). In the realm of luxury products, consumers are primarily motivated by personal satisfaction and the symbolic representation of success (Godey et al., 2016). This intrinsic motivation to possess luxury items forms the foundation of consumer behavior towards luxury brands.

Research on luxury fashion brands has explored Consumer-Based Brand Equity (CBBE) to grasp its influence on consumer intentions

in South African (Appiah-Nimo et al., 2023). By examining consumer perceptions and preferences towards luxury fashion brands, valuable insights are obtained into the factors contributing to brand loyalty and purchase decisions. Understanding consumer perceptions of value towards luxury products is crucial for effectively segmenting the market (Wiedmann et al., 2009). By considering social, individual, functional, and financial aspects, a deeper understanding of luxury consumption behavior is achieved.

The perception of luxury significantly differs from counterfeit products, particularly among young female consumers in the US (Doss and Robinson, 2013). Studies comparing luxury brands with their counterfeit counterparts shed light on consumer attitudes and preferences. Moreover, the impact of rebranding on Customer-

Based Brand Equity (CBBE) has been investigated, highlighting the importance of maintaining brand consistency and integrity in the luxury fashion industry (Blazquez et al., 2019). Rebranding strategies can significantly influence how consumers perceive and engage with luxury brands.

In the realm of luxury consumption, especially in the Chinese market, brand equity plays a pivotal role in shaping consumer behavior and attitudes (Lai et al., 2016). The importance of CBBE in predicting consumer affect and behavioral responses underscores the significance of brand perception in influencing purchasing decisions. Luxury brand desirability and fashion equity also contribute to influencing consumer commitment towards luxury brands (Pham et al., 2018). The appeal of luxury brands extends beyond products; it encompasses a sense of exclusivity and desirability that resonates with consumers.

The impact of social media on luxury brands is substantial, particularly in marketing and brand equity (Arrigo, 2018). Social media platforms have become crucial in shaping consumer perceptions and disseminating brand messages. The emergence of vlogs and online influencers has transformed how luxury brands engage with consumers, blurring the lines between exclusivity and accessibility (He, 2021). By utilizing social media channels, luxury brands can interact with a broader audience while upholding their prestige.

In the competitive landscape of the luxury industry, brand equity acts as a protective shield against risks and a source of symbolic power (Ahn and Park, 2016). Brands with a strong equity position are better positioned to navigate market fluctuations and evolving consumer preferences. Understanding the dynamics of luxury customer value is essential for cultivating strong brand relationships and fostering consumer loyalty (Choo et al., 2012). Luxury brands must continuously strive to deliver value that resonates with their target audience to sustain their competitive advantage.

As luxury brands evolve to cater to a younger demographic, branding strategies become crucial in attracting and retaining youthful consumers. Young consumers often associate luxury brands with social status and success, highlighting the need to align branding strategies with the aspirations and values of this target market to maintain relevance in a rapidly evolving market environment (Hwang and Kandampully, 2012). By leveraging insights from research studies and staying attuned to consumer preferences, luxury brands can continue captivating audiences and maintaining their allure in the ever-evolving world of fashion and luxury.

Luxury brands are increasingly utilizing social media as a vital platform for marketing and engaging with consumers, recognizing its significant impact on brand equity and consumer behavior (Godey et al., 2016). Extensive research has been conducted on the relationship between social media and luxury brands, covering various aspects such as brand strategy, social media communications, consumer attitudes, engagement, and brand performance outcomes (Creevey et al., 2021). These studies

emphasize the importance of understanding how social media interactions can shape consumer perceptions of luxury brands, leading to enhanced brand loyalty and willingness to pay a premium (Zha, 2023).

A critical area of interest in the realm of luxury brands and social media marketing is the transition from traditional media to social media platforms in terms of brand equity creation (Bruhn et al., 2012). This shift has prompted a reevaluation of how firms engage with consumers, particularly in distinguishing between firm-created and user-generated content on social media, which has implications for brand marketing strategies and consumer engagement (Bruhn et al., 2012). Understanding the dynamics of social media interactions and their influence on brand luxuriousness, especially concerning materialistic consumers, is essential for luxury brands looking to effectively showcase their products through these platforms (Colella et al., 2021).

Furthermore, empirical studies have explored the role of social media marketing activities in bolstering brand loyalty for luxury fashion brands, underscoring the significance of brand community engagement on major social networking sites (Fetis et al., 2022). Research has also investigated the impact of brand communication on brand equity through specific social media platforms like Facebook, reinforcing the concept of consumer-based brand equity (CBBE) as a consumer learning process (Schivinski and Dąbrowski, 2015). Luxury firms are advised to develop clear social media strategies to enhance customer experiences and perceptions of their brands on these platforms (Arrigo, 2018).

Research has further delved into the concept of customer engagement on social media and its direct and indirect effects on CBBE, highlighting the importance of perceived social media agility in fostering customer engagement and positively influencing brand equity (Gligor and Bozkurt, 2021). The antecedents and consequences of consumer engagement on social media have been thoroughly reviewed to offer insights for marketing academics and practitioners, providing a framework for future research in this domain (Barger et al., 2016). Additionally, the moderating role of trust in social media engagement and its impact on brand equity have been examined, stressing the significance of building trust to enhance brand engagement and equity on social media platforms (Chahal and Rani, 2017).

In the context of luxury fashion brands, the assessment of consumer-based brand equity has been a central focus, with studies suggesting that traditional models may require adaptation to suit the evaluation of luxury goods in emerging markets (Appiah-Nimo et al., 2023). The mediating role of consumer-brand engagement and brand love on Facebook in influencing consumer-based brand equity has been investigated, shedding light on the interconnectedness of these factors in shaping brand perceptions on social media (Machado et al., 2019). Furthermore, empirical investigations have been conducted to comprehend how social media impacts customer-based brand equity in the retail industry, emphasizing the importance of social media in shaping brand success and customer perceptions (Colicev et al., 2018).

Luxury perfumes in the context of social media marketing have been a subject of increasing attention in academic research. While existing studies have explored social media marketing for luxury brands, there are notable gaps and limitations in the literature. One significant gap is the lack of clearly defined social media strategies from luxury brands (Creevey et al., 2021). This gap highlights the need for more detailed case studies focusing on the specific strategies employed by luxury brands in social media marketing, particularly in emerging markets (Creevey et al., 2021). Additionally, there is a scarcity of research that thoroughly analyzes the effectiveness of social media marketing activities tailored for luxury brands (Cheung et al., 2020). This gap emphasizes the necessity for more empirical studies examining the impact of social media marketing efforts, such as entertainment, customization, interaction, and trendiness, on consumer behaviors and brand-related outcomes for luxury perfumes.

Moreover, the current literature lacks a comprehensive investigation into the implications of luxury brands' social media usage from the perspective of Uses and Gratifications Theory (UGT) (Athwal et al., 2019). While some studies have explored social media through the lens of this theory, there is a notable absence of research specifically examining how luxury brands utilize social media platforms to engage with consumers and fulfill their gratification needs (Athwal et al., 2019). This gap underscores the importance of understanding the motivations behind luxury brands' social media activities and how these activities influence consumer perceptions and behaviors.

Furthermore, research on luxury perfumes in the context of social media marketing lacks a thorough understanding of how consumer emotional attachments drive brand judgments and contribute to social media Customer-Based Brand Equity (CBBE) (Dwivedi et al., 2019). This gap indicates a need for more studies delving into the emotional aspects of consumer-brand relationships in the realm of luxury perfumes and how these emotional connections manifest in social media interactions. Understanding the role of emotional brand attachments in shaping social media CBBE is crucial for developing effective social media marketing strategies that resonate with consumers of luxury perfumes.

Another critical gap in the literature is the limited academic research on the effectiveness of social media marketing for luxury brands. Despite the increasing importance of social media platforms as essential marketing channels, there remains a lack of empirical studies evaluating the efficacy of social media marketing strategies specifically designed for luxury brands (Hughes et al., 2016). This gap highlights the necessity for more research assessing the impact of social media interactions on consumer perceptions, attitudes, and behaviors towards luxury perfumes, thereby shedding light on the effectiveness of social media marketing in the luxury sector. By bridging these gaps through empirical studies that explore the emotional, strategic, and consumer-centric aspects of social media marketing for luxury perfumes, researchers can provide valuable insights to the field. Addressing these gaps is crucial not only for enhancing our understanding of the relationship between luxury brands and social media but also for offering practical implications for marketers seeking to optimize their social media

strategies for luxury perfumes. Therefore, the aim of this study is to investigate the mediating role of consumer brand engagement in the relationship between social media marketing and CBBE for luxury perfume brands. The rest of the paper provides a thorough review of existing literature on the topic, outlines the research methodology, presents the study's findings and discussion, and concludes with implications, limitations for future research directions.

2. LITERATURE REVIEW

2.1. Theoretical Framework

Consumer-Based Brand Equity (CBBE) in the luxury sector has evolved significantly over the years, with key theories shaping its foundation. According to Chatzipanagiotou et al. (2016), one prominent theory that has influenced the understanding of CBBE is the complexity and configural theory, as highlighted by Woodside (2014). This theory challenges the notion that CBBE is a static construct, emphasizing its dynamic and evolving nature in the brand equity creation process. Woodside's work sheds light on how CBBE is a multifaceted concept that evolves over time, moving away from a monolithic view.

A fundamental aspect of CBBE is perceptual brand equity, which is central to understanding consumer perceptions of luxury brands. Tasci (2020) underscores the consensus in the literature on five key components of CBBE: brand familiarity/awareness, brand image/associations, perceived quality, consumer value, and brand loyalty. These components collectively define the holistic meaning of a brand from the consumer's perspective, highlighting the importance of perception in building brand equity.

Moreover, transformative luxury research (TLR) has provided a holistic view of luxury consumption and production spheres, shaping interactions between various stakeholders in the luxury industry (Batat, 2022). TLR emphasizes how different consumer profiles and entities in the luxury production sphere influence and are influenced by macro-level luxury stakeholders, offering a comprehensive understanding of luxury dynamics.

Aaker's (1991) CBBE model has been foundational in conceptualizing brand equity, although it is noted to be generic and not specifically tailored to luxury brands (Appiah-Nimo et al., 2023). This highlights the need for further refinement and customization of CBBE models to suit the unique characteristics of luxury brands, indicating a gap in the existing theoretical frameworks.

The theory of planned behavior has also been instrumental in understanding consumer behavior towards luxury goods, as demonstrated in a study focusing on India (Jain et al., 2017). By applying this theory, researchers have gained insights into the factors influencing consumer decisions in the luxury fashion market, contributing to a deeper understanding of consumer behavior in diverse cultural contexts.

In the context of luxury brand equity, the impact of design perception on CBBE has been explored using means-end theory and rationalism (Meng and Bari, 2019). This study delves into

how consumers perceive 3D printed branded accessories and the implications of these perceptions on brand equity, highlighting the role of design in shaping consumer-brand relationships.

Furthermore, the role of sponsorship and its influence on brand equity in the context of emerging local events has been investigated using balance theory and schema theory (Wang et al., 2022). This research underscores the significance of intangible attributes, including CBBE, in shaping consumer responses to sponsor-event associations, emphasizing the importance of strategic sponsor selection for enhancing brand equity.

Rebranding has also been studied in relation to its effects on customer-based brand equity, particularly in the luxury fashion sector (Blazquez et al., 2019). This research contributes to understanding the drivers and outcomes of rebranding initiatives, shedding light on how repositioning strategies impact CBBE in the luxury domain.

In summary, the key theories underpinning CBBE in the luxury sector has been shaped by several concepts such as complexity and configural theory, perceptual brand equity, transformative luxury research, and the theory of planned behavior. These theories have provided a comprehensive framework for understanding brand equity dynamics in the luxury domain.

2.2. Consumer Based Brand Equity

Consumer-Based Brand Equity (CBBE) is a fundamental concept in marketing that focuses on understanding the value that a brand holds in the eyes of consumers. Aaker (1991) identified core dimensions of CBBE, including brand awareness, perceived quality, brand associations, and brand loyalty, which are widely accepted in the academic literature (Su and Chang, 2017). These dimensions serve as the foundation for measuring and evaluating the strength of a brand in the marketplace.

While different scholars have proposed varying dimensions for CBBE, there is a consensus on the fundamental components that define brand equity from a consumer's perspective. Brand awareness, brand associations, perceived quality, consumer value, and brand loyalty are commonly acknowledged as key elements that collectively shape the overall meaning and value of a brand (Tasci, 2020).

Measuring CBBE involves assessing how consumers perceive and respond to a brand based on their knowledge and experiences. Scholars emphasize the importance of brand awareness, brand associations, perceived quality, and brand loyalty as effective dimensions for evaluating CBBE (Qi et al., 2013).

Keller (1998) defined CBBE as the impact that brand knowledge exerts on consumer behavior and decision-making processes, highlighting the significance of understanding how brands influence consumer choices and preferences (Ruzzier, 2010).

In the context of CBBE, brand loyalty emerges as a critical dimension that reflects the extent to which consumers are committed to a brand and exhibit repeat purchase behavior (Thao

and H anh , 2016). Brand loyalty signifies the strength of the bond between consumers and a brand, indicating a high level of trust, satisfaction, and preference for that particular brand.

A prior study has highlighted the importance of brand associations, which encompass the mental connections and attributes linked to a brand in consumers' minds (Christodoulides and Chernatony, 2010). These associations shape how consumers perceive a brand and influence their decision-making processes, emphasizing the role of brand image and identity in building a strong brand equity.

Perceived quality is another critical dimension of CBBE that reflects consumers' judgments about a brand's superiority, reliability, and overall excellence (Thao and H anh , 2016).

In addition to brand awareness, brand associations, perceived quality, and brand loyalty, other dimensions such as brand image, social image, trustworthiness, and commitment have been proposed to capture the multifaceted nature of CBBE (Christodoulides and Chernatony, 2010).

Overall, CBBE represents a dynamic and multifaceted construct that requires a comprehensive understanding of how brands create value for consumers and differentiate themselves in the social media.

2.3. Social Media Marketing

Social media marketing is a comprehensive approach to digital marketing that utilizes various social media platforms to promote products, services, or content to a target audience (Mulunda et al., 2021). It involves leveraging channels like YouTube, social networks, and other online platforms to increase visibility, engage with customers, run advertisements, and build relationships with the target market (James et al., 2021). The primary objective of social media marketing is to create and share content that resonates with users, encouraging them to engage with the brand and share it within their social networks, thereby enhancing brand reputation and expanding consumer reach (Yu and Liu, 2018).

In essence, social media marketing encompasses a variety of activities aimed at utilizing social media networks and platforms such as Twitter, Facebook, Instagram, and YouTube to achieve marketing objectives (Wibowo et al., 2020). These activities include communication, interaction, content sharing, customer service, sales, and relationship building with the target audience (James et al., 2021). The strategy behind social media marketing involves integrating these activities strategically to achieve desired marketing outcomes effectively (Wibowo et al., 2020). It is crucial for marketers to develop campaigns that not only attract new customers but also retain existing ones over the long term (Ding, 2022).

Various dimensions and taxonomies have been proposed to categorize and understand social media marketing strategies better. One taxonomy categorizes social media marketing strategies based on their strategic maturity level into four groups: social commerce strategy, social content strategy, social monitoring strategy, and social customer relationship management (CRM) strategy

(Pour et al., 2021). These categories help in delineating different approaches to social media marketing and provide a framework for organizations to structure their strategies effectively.

Moreover, social media marketing activities can be broken down into dimensions that significantly influence customer behavior and purchase intention. Luxury brands, for instance, have been described as utilizing dimensions such as entertainment, interaction, trendiness, customization, and word of mouth in their social media marketing efforts (Kim and Ko, 2012; Godey et al., 2016). These dimensions are crucial as they contribute to brand equity and influence consumer behavior (Kim and Ko, 2012). Perceived social media marketing activities have been found to influence customer loyalty, emphasizing the importance of building and sustaining strong relationships with customers through effective marketing strategies (Yadav and Rahman, 2018). Additionally, perceived social media marketing activities play a crucial role in fostering brand loyalty, brand consciousness, and value consciousness among consumers (Ismail, 2017).

Despite the opportunities social media marketing presents for businesses, there is a lack of a clear definition and comprehensive framework guiding the integration of social media into marketing strategies (Li et al., 2020). This gap underscores the need for a more structured approach to conceptualizing and implementing social media marketing strategies to gain a deeper understanding of their nature and role in the overall marketing landscape.

2.4. Consumer Brand Engagement

Consumer brand engagement is a multifaceted concept that involves cognitive, emotional, and behavioral aspects experienced by consumers during their interactions with a brand. Holbeek et al. (2014) defines consumer brand engagement as a cognitive activity, emotional connection, and positive behavior exhibited by consumers when they engage with a brand. This engagement goes beyond mere transactions and reflects the embodiment of consumer behavior towards a brand or its products. Furthermore, Altschwager et al. (2017) elaborate on consumer brand engagement as the intensity of an individual's participation and connection with an organization's offerings or activities, initiated by either the consumer or the organization. This highlights the interactive nature of consumer brand engagement, emphasizing the active involvement of both parties in fostering engagement.

Kumarapeli et al. (2016) emphasize that customer brand engagement should encompass four key dimensions: consumer involvement, customer rapport, customer commitment, and customer satisfaction. These dimensions collectively contribute to the depth and quality of the engagement between customers and brands. Additionally, Gong (2017) elaborates on the cognitive, affective, and behavioral components that characterize customer brand engagement, highlighting the motivational state of customers towards a brand during their interactions. This comprehensive view underscores the holistic nature of customer brand engagement, incorporating various psychological and behavioral elements.

Moreover, Nysveen and Pedersen (2014) emphasize the importance of behavioral investment in specific brand interactions as a crucial

dimension of customer-brand engagement. This behavioral aspect reflects the active participation and involvement of customers in engaging with a brand beyond passive consumption. Gong (2017) further expands on this by defining customer brand engagement as the physical, cognitive, and emotional presence of customers during direct interactions with the brand. This definition underscores the dynamic and interactive nature of customer brand engagement, encompassing both tangible and intangible aspects of customer-brand interactions.

In the context of social media, customer-brand engagement takes on new dimensions and challenges. Eigenraam et al. (2018) define different consumer groups based on their engagement with brands on social media, highlighting variations in motivations and relationships with brands. Understanding these diverse consumer groups is essential for brands to tailor their social media engagement strategies effectively. Aljuhmani et al. (2022) emphasize the link between social media marketing efforts and customer brand engagement in driving brand loyalty, suggesting that interactive and engaging social media content can enhance customer-brand relationships and loyalty. Similarly, Leckie et al. (2017) focus on customer brand engagement behaviors (CBEs) as individual-level brand-related activities that reflect customers' engagement with a brand. This perspective sheds light on the diverse behaviors and actions exhibited by customers as part of their engagement with brands, influencing their loyalty and brand perceptions. Overall, customer brand engagement is a complex phenomenon that involves cognitive, emotional, and behavioral dimensions, reflecting the depth of interactions between customers and brands.

2.5. Hypotheses Development

Consumer brand engagement is pivotal in forming Consumer-Based Brand Equity (CBBE) through multiple facets. Pappu et al. (2005) identified four essential CBBE dimensions: brand awareness, brand associations, perceived quality, and brand loyalty. These dimensions collectively enhance a brand's perceived strength among consumers. Complementing this, Schivinski and Dąbrowski (2015) emphasized the role of brand communication in building brand equity. They noted that effective communication strategies can place brands in consumers' consideration sets, speed up decision-making, and foster brand loyalty, highlighting the importance of engaging consumers through communication channels, like social media, to strengthen brand equity.

Furthermore, consumer emotional attachment to brands, particularly on social media, influences CBBE. Dwivedi et al. (2019) explored emotional brand attachment on social media platforms and its relationship with social media-based brand equity, underscoring the importance of emotional connections in enhancing brand equity in the digital era. The effect of brand equity on consumer responses further strengthens the link between consumer brand perceptions and their subsequent behaviors. Buil et al. (2013) found that strong brand equity positively affects consumer responses, leading to favorable actions and attitudes towards a brand.

In today's digital age, social media is crucial for consumer-brand interactions. Studies have shown that consumer-based brand

equity drives engagement on social media (Schivinski et al., 2019) and that trust moderates this relationship (Chahal and Rani, 2017). These findings highlight the interconnectedness of brand engagement, brand equity, and trust in shaping consumer perceptions and behaviors.

Additionally, the distinction between consumer-based brand equity and sales-based brand equity has garnered interest. Datta et al. (2017) differentiated these two forms of brand equity, with CBBE focusing on consumer perceptions and SBBE reflecting brand performance in choice models. Understanding this distinction is vital for a comprehensive assessment of a brand's strength and market performance.

The mediating role of consumer-brand engagement and brand love in influencing brand equity on social media platforms was also examined (Machado et al., 2019). This study emphasized that consumer engagement on social media can lead to stronger relationships, trust, and value creation for both consumers and marketers, showcasing the transformative power of consumer engagement in digital spaces. Moreover, the impact of consumer personality traits on social media equity through brand engagement and advocacy was investigated (Mathur et al., 2022). This study highlighted how individual characteristics influence brand perceptions and interactions, ultimately affecting brand equity. In essence, consumer brand engagement serves as a linchpin in shaping Consumer-Based Brand Equity (CBBE). Therefore, we hypothesize:

H1: Consumer brand engagement positively affects Consumer-Based Brand Equity (CBBE).

Research consistently demonstrates a strong correlation between social media marketing and CBBE, highlighting the profound influence that social media interactions can have on consumers' internal perceptions, ultimately influencing CBBE (Koay et al., 2020). Furthermore, studies have explored how consumer-brand engagement and brand affinity on platforms like Facebook mediate brand gender and CBBE, underscoring that both content generated by firms and users on Facebook contribute positively to strengthening brand equity. This indicates that engaging consumers through social media platforms enhances brand perceptions and increases CBBE (Machado et al., 2019).

In the retail sector, research has empirically linked social media activities to customer-based brand equity, demonstrating their significant impact on retailers' CBBE, which is crucial for brand success (Colicev et al., 2018). Additionally, research consistently shows a positive impact of social media-based brand communication on CBBE (Mishra, 2019). The importance of both consumer-generated and firm-generated content on social media platforms in driving brand equity underscores the effectiveness of strategic social media marketing in enhancing CBBE.

Moreover, studies explore the role of traditional and social media in developing CBBE, emphasizing the significant contribution of social media marketing communication in shaping brand perceptions and fostering brand loyalty among consumers (Zubair et al., 2020). This reinforces the transformative potential of social

media marketing in establishing resilient and influential brands. Therefore, we propose the hypothesis:

H2: Social media marketing positively affects Consumer-Based Brand Equity (CBBE).

Social media marketing has become essential for brands to engage consumers effectively and build lasting loyalty. Researchers have extensively studied its impact on various aspects of consumer-brand relationships. For example, Fetais et al. (2022) investigated how social media platforms enhance loyalty in luxury fashion by increasing interaction between consumers and brands, thereby boosting engagement. Mishra (2019) explored factors influencing consumer engagement with brand content on social media, emphasizing effective marketing strategies and online interactions in shaping these connections. Kumar et al. (2022) reinforced the critical role of social media in shaping consumer perceptions and interactions, particularly in the luxury sector, showing how strategic approaches can enhance engagement and foster positive brand perceptions. Schivinski et al. (2019) focused on how brand equity influences consumer engagement on social media, illustrating the link between brand strength and online interactions. Shen (2023) highlighted the strategic importance of social media platforms in facilitating effective customer and brand engagement through platform selection and engagement strategies. Zha (2023) examined social media strategies for luxury brands, demonstrating how they empower consumers and foster brand loyalty and premium perceptions. In summary, these scholarly investigations collectively underscore the substantial impact of social media marketing on consumer-brand engagement. Based on these findings, we propose the hypothesis:

H3: Social media marketing positively influences consumer brand engagement.

Several studies have illuminated how social media activities influence brand equity through various mechanisms. Dessart et al. (2015) emphasize the role of consumer engagement in shaping brand perceptions within online communities, underscoring its importance in social media marketing strategies. Abbasi et al. (2022) demonstrate that social media-led marketing efforts enhance brand awareness, a crucial metric for Consumer-Based Brand Equity (CBBE), highlighting social media's role in boosting brand visibility among consumers.

Cheung et al. (2020) further contribute by identifying brand interactivity within social media as a critical driver of consumer-brand relationships, essential for fostering positive brand perceptions and loyalty. Leckie et al. (2021) and Perera (2020) delve into Social Media Brand Engagement (SMBE) and Social Brand Engagement (SBE), respectively, emphasizing their impact on CBBE through enhanced consumer perceptions and preferences.

Yazdanparast et al. (2016) explore how brand-based social media marketing shapes consumer attitudes and perceptions, affirming social media's effectiveness in enhancing brand equity and fostering positive consumer-brand relationships. Kumar et al. (2022) highlight the strategic importance of social media marketing in influencing consumer engagement and perceptions, particularly in the luxury sector.

Gligor and Bozkurt (2021) provide empirical evidence that customer engagement mediates the relationship between brand attributes and CBBE in social media contexts, illustrating how engagement enhances brand equity through interactive social media strategies.

Together, these studies underscore the multifaceted impact of social media activities on brand equity, emphasizing the strategic importance of leveraging social media platforms to cultivate strong consumer-brand relationships and enhance brand perceptions. Therefore, building on this foundation, we propose the hypothesis: H4: Social media marketing positively affects CBBE with consumer brand engagement as a mediator

3. RESEARCH METHODOLOGY

The study employs a quantitative research design to investigate the mediating effect of consumer brand engagement on the relationship between social media marketing and consumer-based brand equity (CBBE) in the context of luxury perfume brand.

3.1. Population and Sample

The target population consists of consumers who are familiar with luxury perfume brands and actively engage with them on social media platforms. A non-probability sampling technique, specifically convenience sampling, is used to select a sample of 322 respondents. These respondents are recruited through social media platforms and online forums where luxury perfume brands are popular.

3.2. Research Constructs and Measurement Items

Social media marketing (SMM) involves dimensions such as entertainment, interaction, personalization, trendiness, and word of mouth, encompassing 16 measurement items derived from studies by Kim and Ko (2010), Yadav and Rahman (2017), and Zollo et al. (2020), ensuring a comprehensive assessment of SMM within the luxury perfume brands (see Appendix for the detailed items). For Consumer Brand Engagement (CBE), the study includes 11 measurement items across three dimensions: Cognition, Emotion, and Behavior, sourced from research by Cheng et al. (2019), Lourenço et al. (2022), and de Oliveira Santini et al. (2020) (see Appendix for the detailed items). Similarly, Consumer-Based Brand Equity (CBBE) employs a comprehensive approach with 10 measurement items across dimensions like Brand Loyalty, Perceived Quality, and Brand Awareness/Associations, gathered from Koay et al. (2020), Yoo and Donthu (2001), and Dwivedi et al. (2019), providing valuable insights into consumer loyalty, perceived quality, and brand awareness (see Appendix for the detailed items). The items of these constructs are measured using a 5-point Likert scale

3.3. Data Analysis

The data analysis is performed using PLS-SEM algorithm. This method is suitable for small sample sizes and is particularly useful for exploratory research. The PLS algorithm is used to estimate the structural model, which includes the relationships between the constructs of social media marketing, consumer brand engagement, and consumer-based brand equity. The results are evaluated based on the goodness-of-fit indices, such as the

coefficient of determination (R-squared) and the root mean square error of approximation (RMSEA) Bentler and Bonett, 1980. Additionally, the study uses the bootstrapping technique to test the mediating effect of consumer brand engagement on the relationship between social media marketing and consumer-based brand equity.

4. RESULTS AND DISCUSSION

4.1. Participant Characteristics

Table 1 presents the characteristics of consumers in the survey, shedding light on various aspects such as demographics, education level, occupational distribution, and income. The gender distribution among perfume consumers indicates a fairly balanced division with a slight majority of females, constituting 55% of respondents, while males make up 45%. This suggests that perfume usage is popular among both genders, with a slightly higher preference among females.

Regarding age distribution, the majority of perfume consumers fall into the young adult category, with 46.37% aged between 25 and 34 years, followed by 26.70% below 25 years. This trend

Table 1: Participant characteristics

Characteristics	Frequency	Percentage
Gender		
Male	145	45
Female	177	55
Total	322	100
Age (years)		
Below 25	86	26.70
25–34	149	46.37
35–44	57	17.56
45–54	25	7.73
Above 55	5	1.64
Total	322	100
Level of education		
High school education	86	26.70
Diploma	57	17.56
Bachelor	149	46.37
Master	25	7.73
PhD	5	1.64
Total	322	100
Occupation		
Student	39	12
Homemaker	32	10
Government employee	48	15
Entrepreneur	58	18
Private employee	64	20
Professional	64	20
Others	17	5
Total	322	100
Perfume price		
IDR 1 million to IDR 2.99 million	145	45
IDR 3 million to IDR 4.99 million	113	35
More than IDR 5 million	64	20
Total	322	100
Income		
IDR 5 million to IDR 9.99 million	64	20
IDR 10 million to IDR 14.99 million	81	25
IDR 15 million to IDR 19.99 million	64	20
IDR 20 million to IDR 24.99 million	48	15
More than IDR 25 million	65	20
Total	322	100

suggests a strong affinity for perfumes among younger individuals, potentially reflecting their lifestyle and social engagement.

In terms of education, a significant proportion of perfume consumers hold higher educational qualifications, with 46.37% having a Bachelor’s degree, 26.70% high school graduates, and 17.56% diploma holders. This indicates a correlation between higher education levels and perfume usage, possibly driven by higher disposable incomes and greater exposure to lifestyle trends among educated individuals.

Occupationally, perfume consumers represent a diverse spectrum, with private employees and professionals each constituting 20% of respondents, entrepreneurs 18%, government employees 15%, students 12%, and homemakers 10%. The ‘Others’ category, encompassing various other occupations, makes up 5%, suggesting widespread usage across different occupational sectors.

Regarding perfume price preferences, 45% of consumers prefer perfumes priced between IDR 1 million to IDR 2.99 million, while 35% opt for those in the range of IDR 3 million to IDR 4.99 million, indicating a willingness to invest significantly in perfumes.

The income distribution reveals varying levels of disposable income among participants, with 25% having an income between IDR 10 million to IDR 14.99 million. Those with an income exceeding IDR 25 million constitute 20%, indicating a substantial portion of consumers with substantial disposable incomes.

In summary, the analysis of consumer characteristics highlights the popularity of perfumes among young, educated individuals from diverse occupational backgrounds. The preference for higher-priced perfumes and substantial disposable incomes underscores the significance of perfumes as a lifestyle choice among consumers.

Table 2 outlines the assessment of non-response bias across various variables, comparing the means, standard deviations (SD), and standard errors (SE) between two groups: G1 (early participant response) and G2 (late participant response). The p-values signify the significance level of the observed differences.

For the variable SMM (Social Media Marketing), the mean for G1 is 4.1128, whereas for G2, it is 3.9806. The standard deviations for G1 and G2 are 0.69671 and 0.79618, respectively, with corresponding standard errors of 0.07074 and 0.05308. The p-value of 0.157 suggests that the difference between G1 and G2 is not statistically significant.

Similarly, for the variable CBE (Consumer Brand Engagement), the means for G1 and G2 are 4.0150 and 4.0004, respectively. The standard deviations for G1 and G2 are 0.70034 and 0.76242, while the standard errors are 0.07111 and 0.05083. With a p-value of 0.872, there is no statistically significant difference between G1 and G2.

For the variable CBBE (Consumer-Based Brand Equity), the means for G1 and G2 are 4.1691 and 3.9884, respectively. The standard deviations for G1 and G2 are 0.73391 and 0.84460, with standard errors of 0.07452 and 0.05631, respectively. Although the p-value is 0.068, suggesting a marginal level of significance, the difference between G1 and G2 is not statistically significant. In summary, based on the p-values, there is no significant distinction between early and late participant responses across the variables SMM, CBE, and CBBE. Hence, there is no indication of non-response bias influencing the outcomes for these variables.

Table 3 evaluates common method bias by examining Variance Inflation Factors (VIFs) for different paths in the model. VIF values indicate multicollinearity between predictor variables, with a threshold of 3.3 indicating potential common method bias in PLS-SEM. The VIF value of 1.470 for the path from Consumer Brand Engagement (CBE) to Consumer-Based Brand Equity (CBBE) suggests no significant multicollinearity issue. Similarly, the VIF value of 1.470 for the path from Social Media Marketing (SMM) to CBBE indicates no substantial common method bias. A VIF value of 1.000 for the path from SMM to CBE further supports the absence of significant multicollinearity. In summary, with VIF values below the threshold, there is no substantial evidence of common method bias affecting the relationships between CBE, SMM, and CBBE in the model.

4.2. Statistics Analysis

According to the validity assessment of outer loadings in Table 4 and Figure 1, all outer loading values exceed 0.7, thereby meeting the validity criteria based on outer loadings. The recommended AVE value is above 0.5, and all AVE values surpass this threshold, confirming the validity criteria based on AVE have been satisfied. Reliability testing was subsequently performed using composite reliability (CR) values. With all CR values exceeding the recommended threshold of 0.7, the reliability criteria based on CR are met. Further reliability assessment was conducted using Cronbach’s alpha (CA) values. Given that all CA values are above the recommended threshold of 0.7, the reliability criteria based on Cronbach’s alpha are also fulfilled.

The Fornell-Larcker criterion assesses discriminant validity by comparing the square root of the average variance extracted (AVE)

Table 2: Non response Bias

Variables	Mean (G1=97)	Mean (G2=225)	SD (G1)	SD (G2)	SE (G1)	SE (G2)	P	Remarks
SMM	4.1128	3.9806	0.69671	0.79618	0.07074	0.05308	0.157	Not significant
CBE	4.0150	4.0004	0.70034	0.76242	0.07111	0.05083	0.872	Not significant
CBBE	4.1691	3.9884	0.73391	0.84460	0.07452	0.05631	0.068	Not significant

SD: Standard deviation, SE: Standard error, G1: Early participant response, G2: Late participant response, SMM: Social media marketing, CBE: Consumer brand engagement, CBBE: Consumer-based brand equity

Table 3: Common method bias

Path	VIF
CBE -> CBBE	1.470
SMM -> CBBE	1.470
SMM -> CBE	1.000

SMM: Social media marketing, CBE: Consumer brand engagement, CBBE: Consumer-based brand equity, VIF: Variance inflation factors

Table 4: Factor loading, Cronbach’s alpha, composite reliability and average variance extracted

Construct	Item	Loading	CA	CR	AVE
CBBE	CBBE1	0.841	0.932	0.943	0.623
	CBBE10	0.898			
	CBBE2	0.849			
	CBBE3	0.848			
	CBBE4	0.904			
	CBBE5	0.907			
	CBBE6	0.824			
	CBBE7	0.839			
	CBBE8	0.886			
CBE	CBBE9	0.858	0.903	0.920	0.511
	CBE1	0.838			
	CBE10	0.842			
	CBE11	0.798			
	CBE2	0.794			
	CBE3	0.746			
	CBE4	0.774			
	CBE5	0.825			
	CBE6	0.804			
SMM	CBE7	0.806	0.945	0.952	0.556
	CBE8	0.795			
	CBE9	0.804			
	SMM1	0.800			
	SMM10	0.898			
	SMM11	0.907			
	SMM12	0.779			
	SMM13	0.810			
	SMM14	0.840			
SMM15	0.899				
SMM16	0.818				
SMM2	0.846				
SMM3	0.855				
SMM4	0.868				
SMM5	0.918				
SMM6	0.812				
SMM7	0.925				
SMM8	0.818				
SMM9	0.779				

CBBE: Consumer based brand equity, CBE: Consumer brand engagement, SMM: Social media marketing, AVE: Average variance extracted, CA: Cronbach’s alpha, CR: Composite reliability

for each construct with the correlations between the constructs. The diagonal elements (bold values) in the Fornell-Larcker matrix represent the square root of the AVE for each construct. These values should be higher than the off-diagonal elements in the corresponding rows and columns, which represent the correlations between the constructs.

As observed in the Table 5, the square root of the AVE for each construct (CBBE = 0.789, CBE = 0.715, SMM = 0.746) is greater than the inter-construct correlations (CBBE-CBE = 0.534, CBBE-SMM = 0.576, CBE-SMM = 0.566). This indicates that each construct shares more variance with its indicators than with

other constructs, thereby satisfying the Fornell-Larcker criterion for discriminant validity.

The HTMT ratio is another measure of discriminant validity, recommended to be below 0.85 (some suggest a stricter threshold of 0.90) to indicate adequate discriminant validity. The HTMT values between the constructs are as follows: CBBE-CBE = 0.579, CBBE-SMM = 0.607, and CBE-SMM = 0.608. All HTMT values are well below the threshold of 0.85, further confirming that discriminant validity is established.

Table 6 presents the results of path coefficient testing and the significance of effects for the specified links between constructs.

For hypothesis H1, which posits a relationship from Consumer Brand Engagement (CBE) to Consumer Based Brand Equity (CBBE), the path coefficient (β) is 0.306. The t-value is 2.409, and the associated p-value is 0.016, indicating a significant positive effect. Therefore, hypothesis H1 is supported.

Similarly, hypothesis H2, proposing a relationship from Social Media Marketing (SMM) to CBBE, demonstrates a path coefficient (β) of 0.403. The t-value is 3.167, with a p-value of 0.002, indicating a significant positive effect. Thus, hypothesis H2 is also supported. Hypothesis H3 suggests a relationship from SMM to CBE, with a path coefficient (β) of 0.566. The t-value is 6.684, and the p-value is 0.000, indicating a highly significant positive effect. Therefore, hypothesis H3 is supported. Lastly, hypothesis H4 proposes a sequential relationship from SMM to CBE and subsequently to CBBE. The path coefficient (β) for this sequence is 0.173. The associated t-value is 2.264, and the p-value is 0.024, indicating a significant positive effect. Hence, hypothesis H4 is supported. Overall, the results demonstrate significant positive effects for all specified relationships, indicating support for the hypothesized pathways between the constructs Consumer Based Brand Equity (CBBE), Consumer Brand Engagement (CBE), and Social Media Marketing (SMM).

Table 7 provides the results of the mediation analysis conducted using the Variance Accounted For (VAF) approach. Regarding SMM to CBE and subsequently to CBBE, the confidence interval for this path ranges from 0.031 to 0.319. Additionally, the VAF estimate is 30.033%, indicating partial mediation.

Table 8 presents the predictive and fit models for the constructs. The coefficient of determination (R^2) for CBBE is 0.395, indicating that SMM and CBE collectively explain 39.5% of CBBE. The predictive relevance (Q^2) for CBBE is 0.244, exceeding 0, signifying that both SMM and CBE have predictive relevance to CBBE. Regarding the construct CBE, the R-square is 0.320, suggesting that SMM explains 32.0% of CBE. The predictive relevance (Q^2) for CBE is 0.162, surpassing 0, indicating that SMM has predictive relevance to CBE. The Standardized Root Mean Square Residual (SRMR) for CBBE is 0.079, below the threshold of 0.1, indicating a good fit for the model.

In the discussion section, this study reveals a significant positive correlation between consumer engagement with the brand (CBE)

Figure 1: Outer loading

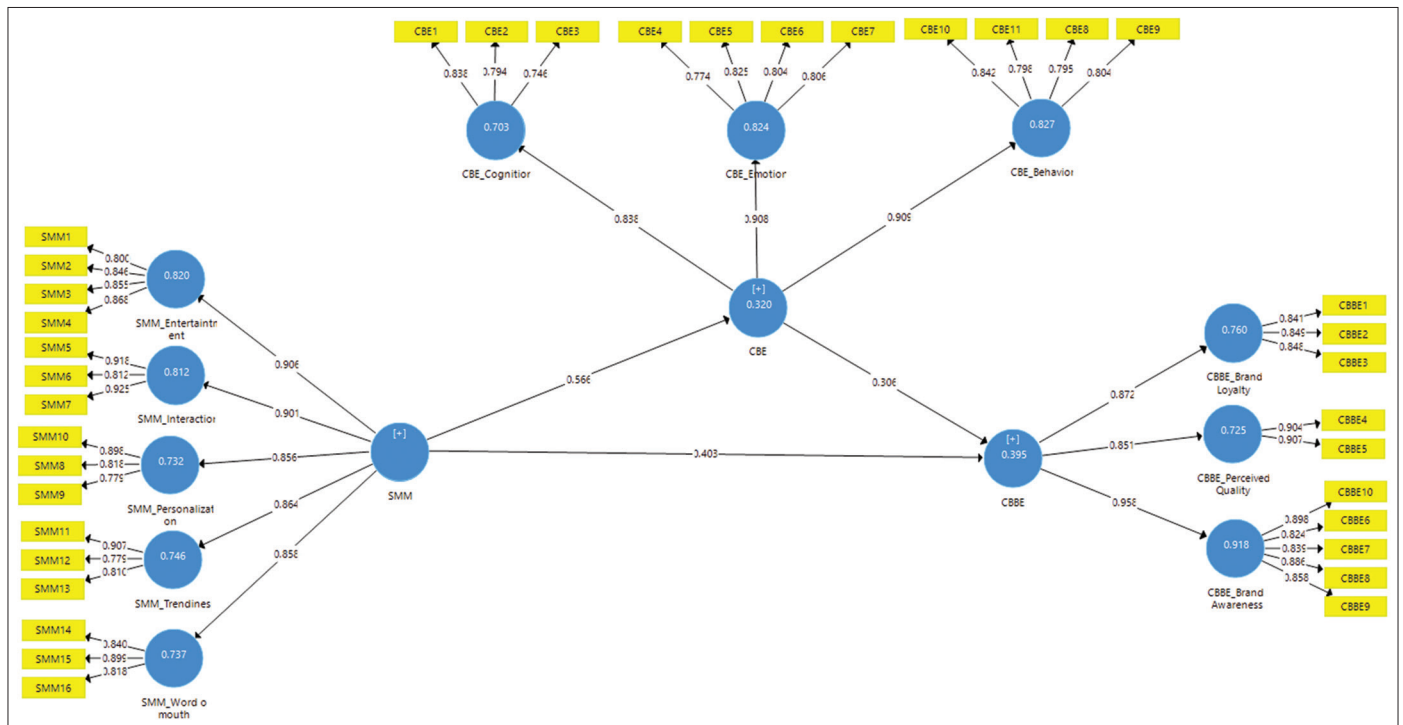


Table 5: Discriminant validity

Construct	Fornell and Larcker			HTMT	
	CBBE	CBE	SMM	CBBE	CBE
CBBE	0.789				
CBE	0.534	0.715		0.579	
SMM	0.576	0.566	0.746	0.607	0.608

CBBE: Consumer based brand equity, CBE: Consumer brand engagement, SMM: Social media marketing

and the strength of consumer-based brand equity (CBBE). The results suggest that CBE consists of three main dimensions—cognition, emotion, and behavior—all of which contribute to the formation of CBBE. The cognitive dimension of CBE encompasses the mental processes wherein consumers actively think about and remember the brand. This continuous cognitive engagement can enhance brand awareness and associations, making it easier for consumers to recognize the perfume brand and recall its distinctive characteristics or symbols. Additionally, the emotional dimension of CBE measures the positive feelings experienced by consumers when using the brand. Feeling happy and proud to associate with a brand enhances consumer loyalty and preference for that brand. Furthermore, the behavioral dimension of CBE is demonstrated through tangible actions such as frequent usage and interaction with the brand. This active engagement reinforces perceptions of brand quality and increases awareness of its attributes.

These findings are consistent with Pappu et al. (2005), who underscore the pivotal role of consumer engagement in shaping dimensions of consumer-based brand equity such as brand awareness, associations, perceived quality, and loyalty. Specifically, regular use of perfume brands acts as a memory cue, fostering positive associations and strengthening brand awareness. Moreover, this study resonates with Dwivedi et al.

(2019), emphasizing emotional consumer-brand engagement, particularly via social media, in shaping CBBE. The study highlights the significant impact of emotional connections between consumers and brands, especially through platforms like social media. Lastly, the findings align with Buil et al. (2013), confirming that active consumer engagement influences consumer behavior and fosters heightened brand loyalty. Engaging with the brand consistently, both through product usage and participation in brand-related activities on social media, reinforces consumer loyalty and strengthens CBBE. In summary, this study underscores how consumer engagement across cognitive, emotional, and behavioral dimensions contributes significantly to the development of consumer-based brand equity.

Second, this study reveals a positive correlation between Social Media Marketing (SMM) and Consumer-Based Brand Equity (CBBE). The study results indicate that SMM can shape CBBE by leveraging various dimensions such as entertainment, interaction, personalization, trendiness, and word of mouth. Each of these dimensions significantly contributes to various aspects of CBBE, including brand loyalty, perceived quality, and brand awareness/associations. The entertainment dimension of SMM involves creating engaging and enjoyable content. When consumers find a brand’s social media content interesting and enjoyable, they are more likely to spend time on the brand’s social media pages, gathering information about the brand. This sustained engagement helps to strengthen brand awareness and the associations consumers have with the brand. Entertaining content can make the brand more memorable and recognizable, thereby enhancing brand awareness. The interaction dimension of SMM focuses on facilitating communication and engagement between the brand and its followers. When a brand actively interacts with its audience on social media, it fosters a sense of community and

Table 6: Path coefficient testing and significance of effects

Hypotheses	Link	β	Mean	SD	t	P	Support
H1	CBE -> CBBE	0.306	0.308	0.127	2.409	0.016	Yes
H2	SMM -> CBBE	0.403	0.410	0.127	3.167	0.002	Yes
H3	SMM -> CBE	0.566	0.567	0.085	6.684	0.000	Yes
H4	SMM -> CBE -> CBBE	0.173	0.173	0.076	2.264	0.024	Yes

P-value calculated on one-tail. *P<0.1, **P<0.05, ***P<0.01. CBBE: Consumer based brand equity, CBE: Consumer brand engagement, SMM: Social media marketing, SD: Standard deviation

Table 7: VAF estimates

Path	β	LB	UB	t	P	VAF	Type of mediation
CBE -> CBBE	0.306	0.044	0.519	2.409	0.016		
SMM -> CBBE	0.403	0.136	0.639	3.167	0.002		
SMM -> CBE	0.566	0.412	0.728	6.684	0.000		
SMM -> CBE -> CBBE	0.173	0.031	0.319	2.264	0.024	30.033	Partial

LB: Lower bound of confidence interval, UB: Upper bound of confidence interval, CBBE: Consumer based brand equity, CBE: Consumer brand engagement, SMM: Social media marketing, VAF: Variance accounted for

Table 8: Predictive and fit models

Construct	R ²	Q ²	SRMR
CBBE	0.395	0.244	0.079
CBE	0.320	0.162	
SMM			

CBBE: Consumer based brand equity, CBE: Consumer brand engagement, SMM: Social media marketing, SRMR: Standardized root mean square residual

connection. This interaction can lead to higher levels of brand loyalty, as consumers feel more valued and connected to the brand. Regular interaction also helps to enhance the perceived quality of the brand, as consumers receive timely responses and support, which increases their trust in the brand. The personalization dimension involves tailoring content and recommendations to meet individual consumer needs. Personalized experiences on social media make consumers feel understood and valued, leading to stronger emotional connections with the brand. This connection not only boosts brand loyalty but also strengthens perceived quality, as consumers associate personalized service with high-quality brand experiences. The trendiness dimension involves keeping the brand’s social media content up-to-date and in line with the latest trends. When a brand’s social media content reflects current trends, it positions the brand as modern and relevant. This can enhance brand awareness and associations, as consumers perceive the brand to be at the forefront of current trends. Trendy content also attracts more attention and engagement, further strengthening brand awareness. Finally, the word-of-mouth dimension emphasizes the importance of consumer recommendations and shared experiences on social media. When consumers recommend a brand to their friends and share positive experiences, it significantly boosts the brand’s credibility and reach. Word-of-mouth can attract new customers to the brand and reinforce the loyalty of existing customers. Positive recommendations also contribute to perceived quality, as prospective customers are more likely to trust a brand that is highly recommended by others. This aligns with Koay et al. (2020), who underscored the significance of strategic engagement on social media platforms, which effectively impacts brand equity by shaping consumer-brand interactions. Furthermore, our study corroborates the findings of Machado et al. (2019), revealing a positive impact of social media brand communication on brand equity. This underscores the idea that active engagement with

consumers through social media channels can enhance brand perceptions and elevate CBBE. Additionally, our results align with Colicev et al. (2018), highlighting how social media activities influence customer perceptions and contribute to the overall equity of retail brands. This further emphasizes the crucial role of social media in establishing and maintaining strong brand equity. Our findings also resonate with Mishra (2019), which identified a positive correlation between social media marketing efforts and brand equity. This emphasizes the importance of adopting a strategic approach to social media marketing, which can yield tangible benefits in enhancing CBBE. Moreover, our findings support Zubair et al. (2020), who emphasized the transformative power of social media in shaping brand perceptions and fostering brand loyalty among consumers. This underscores the critical role that social media platforms play in enhancing brand equity. Therefore, the collective body of research on social media marketing consistently demonstrates the significant impact of social media activities on Consumer-Based Brand Equity (CBBE).

Third, the results of this study indicate a positive correlation between Social Media Marketing (SMM) and Consumer Brand Engagement (CBE). The findings suggest that dimensions of Social Media Marketing (SMM), such as entertainment, interaction, personalization, trendiness, and word of mouth, directly impact consumer brand engagement. For instance, the entertainment dimension of SMM suggests that captivating and enjoyable content related to perfume brands on social media platforms can capture consumers’ interest and prompt them to actively engage with the content. Regular interaction with brand content on social media platforms can reinforce consumers’ perceptions and understanding of the brand, which is a crucial aspect of brand engagement. The interaction dimension of SMM facilitates two-way communication between brands and consumers, enabling the exchange of information, feedback, and experiences. These interactive engagements deepen the emotional connection between consumers and the brand, leading to increased levels of consumer engagement. The personalization dimension of SMM allows brands to deliver tailored content that aligns with individual consumer preferences and needs. This results in more relevant and meaningful experiences for consumers, ultimately enhancing their engagement with the brand. The trendiness dimension of

SMM reflects a brand's ability to stay current with trends and adjust its content accordingly. Brands that successfully capture and integrate the latest trends into their social media content are more likely to attract attention from consumers and boost brand engagement. Lastly, the word-of-mouth dimension of SMM highlights the impact of consumer recommendations and positive experiences shared on social media. When consumers feel compelled to endorse a brand to others or share their positive encounters, it indicates a deep level of engagement with the brand. These findings align with Fetais et al. (2022), who emphasized the pivotal role of social media platforms in enhancing consumer brand engagement, particularly in the luxury fashion industry. Similarly, this finding further corroborates Mishra (2019), who emphasized the importance of strategic social media marketing in driving consumer engagement and strengthening the connection between consumers and brands. Furthermore, consistent with Kumar et al. (2022), who highlighted the critical role of social media marketing in influencing consumer-brand engagement, especially in the context of luxury brands. Finally, our findings align with Shen (2023), who argued that social media platforms serve as determinants of customer and brand engagement.

Forth, this study suggests a sequential relationship from Social Media Marketing (SMM) to Consumer Brand Engagement (CBE), and subsequently to Consumer-Based Brand Equity (CBBE). This implies that the entertainment dimension of SMM, characterized by captivating and enjoyable content related to perfume brands on social media platforms, drives an increase in consumer engagement. This heightened engagement is evidenced by consumers actively interacting with brand content and enjoying the brand's presence on social media. As consumers spend more time engaging with the brand's entertaining content, their level of brand engagement, including cognition, emotion, and behavior, is amplified. Similarly, consumers who find the brand's content interesting and enjoyable are more inclined to form a deeper connection with the brand, leading to heightened cognitive, emotional, and behavioral engagement. This translates into consumers frequently contemplating the brand, experiencing positive emotions when using the brand's products, and demonstrating behaviors such as choosing the brand over competitors and actively interacting with the brand on social media. The increased Consumer Brand Engagement (CBE) driven by entertaining SMM content positively influences Consumer-Based Brand Equity (CBBE). This indicates that enhanced brand engagement fosters dimensions of CBBE such as brand loyalty, perceived quality, and brand awareness/associations among consumers. As consumers develop a stronger emotional bond with the brand and actively engage with it, they are more likely to demonstrate loyalty towards the brand, perceive its products as high quality, and have heightened awareness of the brand and its associations. This finding aligns well with Dessart et al. (2015), who emphasized the pivotal role of consumer engagement in online brand communities, a fundamental aspect of effective social media marketing strategies.

Additionally, our findings are consistent with Abbasi et al. (2022), who illustrated how social media platforms contribute to enhancing brand visibility and recognition among consumers, thereby fostering robust brand equity. Furthermore, our study's

findings resonate with Cheung et al. (2020), who identified specific components of brand interactivity within social media as crucial drivers in bolstering consumer-brand relationships. This perspective is reinforced by Leckie et al. (2021), who highlighted the importance of understanding brand-related relational dynamics in digital environments, offering deeper insights into the nuanced connections between consumers and brands through social media interactions. Our study maintains consistency with Perera (2020), who emphasized the pivotal role of social brand engagement in shaping consumer perceptions and preferences, thereby influencing CBBE within specific industry contexts. Moreover, it aligns with Yazdanparast et al. (2016), who emphasized the influential role of social media platforms in shaping consumer attitudes and perceptions towards brands, highlighting the potential for leveraging social media to enhance brand equity. Additionally, our study remains consistent with Kumar et al. (2022), who underscored the significance of social media marketing in influencing consumer-brand engagement and eliciting favorable consumer responses, particularly within the realm of luxury brands. Furthermore, our findings are corroborated by Gligor and Bozkurt (2021), who demonstrated how engagement acts as a catalyst in strengthening brand equity, elucidating the mediating effect of customer engagement in translating brand attributes into enhanced brand equity through social media interactions. Finally, this study aligns with the insights provided by Schivinski et al. (2019), shedding light on the intricate mechanisms through which social media activities influence brand equity, thereby enriching the empirical evidence on the relationship between CBBE and consumer engagement.

5. CONCLUSION

The aim of this study is to investigate the mediating role of consumer brand engagement in the relationship between social media marketing and CBBE for luxury perfume brands. This study establishes a significant positive correlation between consumer engagement with the brand (CBE) and the strength of consumer-based brand equity (CBBE). It identifies three main dimensions of CBE - cognition, emotion, and behavior - each contributing to the formation of CBBE. The cognitive dimension involves active thinking and remembering the brand, enhancing brand awareness and associations. The emotional dimension reflects positive emotional experiences, fostering brand loyalty. The behavioral dimension comprises tangible actions such as product usage and interaction, enhancing perceived quality and brand awareness. Additionally, the study validates the influence of social media marketing (SMM) on CBBE, highlighting dimensions like entertainment, interaction, personalization, trendiness, and word of mouth. These dimensions significantly contribute to the dimensions of brand equity such as brand loyalty, perceived quality, and brand awareness/associations. The study reveals a direct relationship between SMM and CBE, where various dimensions of SMM, including entertainment, interaction, personalization, trendiness, and word of mouth, influence consumer engagement with the brand. The study validates a sequential relationship from SMM to CBE and subsequently to CBBE. Captivating and enjoyable SMM content drives increased consumer engagement, leading

to heightened cognitive, emotional, and behavioral engagement with the brand. This enhanced CBE positively influences CBBE dimensions such as brand loyalty, perceived quality, and brand awareness/associations.

5.1. Implications

This research contributes to the theoretical understanding of consumer-based brand equity (CBBE) by highlighting the significant role of consumer engagement in shaping brand perceptions and loyalty. By delineating the dimensions of consumer engagement - cognition, emotion, and behavior - the study provides a framework for examining the mechanisms through which consumer interactions with the brand influence brand equity. This theoretical foundation offers valuable insights into the complex dynamics of consumer-brand relationships and contributes to the advancement of brand management theory.

The study also extends the theoretical understanding of social media marketing (SMM) by identifying its influence on CBBE through various dimensions such as entertainment, interaction, personalization, trendiness, and word of mouth. By elucidating how each dimension of SMM contributes to brand equity, the research enhances our understanding of the role of social media in brand management. This theoretical framework provides marketers with a deeper understanding of how to leverage social media platforms effectively to enhance brand equity.

For practitioners, the findings of this study offer actionable insights for developing effective brand management and social media marketing strategies. Marketers can leverage the dimensions of consumer engagement identified in the study - cognition, emotion, and behavior - to strengthen brand equity. By focusing on enhancing brand awareness, associations, perceived quality, and loyalty through targeted consumer engagement initiatives, brands can differentiate themselves in the marketplace and build long-term relationships with consumers.

Moreover, the study highlights the importance of leveraging social media platforms to shape brand equity. By creating engaging and entertaining content, fostering interaction and community engagement, personalizing content to meet individual consumer needs, staying up-to-date with trends, and encouraging word-of-mouth recommendations, brands can enhance their visibility, credibility, and reach on social media. This, in turn, can translate into improved brand perceptions, increased customer loyalty, and ultimately, enhanced brand equity.

Overall, the findings of this research underscore the critical role of consumer engagement and social media marketing in driving brand equity. By understanding and leveraging these dynamics, marketers can develop more effective brand management strategies that resonate with consumers, foster brand loyalty, and contribute to sustainable brand growth.

5.2. Limitations and Future Research Agenda

The research presented in this study contributes valuable insights into the relationships between consumer engagement with the brand, social media marketing (SMM), and consumer-based brand

equity (CBBE). However, several limitations should be considered when interpreting the findings and implications of this research.

Firstly, the reliance on self-reported data and the use of convenience sampling may introduce biases into the study. Self-reported data may be influenced by factors such as social desirability bias or recall bias, potentially affecting the accuracy of the results. Additionally, convenience sampling may not accurately represent the entire population of consumers familiar with luxury perfume brands and engaging with them on social media platforms. Future research could address these limitations by employing more diverse sampling methods and incorporating objective measures of consumer engagement and brand equity.

Secondly, the study's focus on luxury perfume brands may limit the generalizability of the findings to other product categories or industries. Luxury perfume brands may have unique characteristics and consumer behaviors that differ from those of other product types. Future research could explore the relationships between consumer engagement, SMM, and CBBE across a broader range of product categories to provide a more comprehensive understanding of these dynamics.

Additionally, the cross-sectional nature of the study design limits the ability to establish causal relationships between variables. While the study examines the relationships between consumer engagement, SMM, and CBBE, longitudinal or experimental designs would provide stronger evidence of causality. Future research could employ longitudinal or experimental designs to investigate the causal mechanisms underlying these relationships and identify potential moderators or mediators.

Furthermore, the study focuses primarily on the positive effects of consumer engagement and SMM on CBBE. Future research could explore potential negative effects or unintended consequences of consumer engagement and SMM on brand equity, such as consumer backlash or brand dilution.

REFERENCES

- Abbasi, A., Rather, R., Ting, D., Shamim, A., Nisar, S., Hussain, K., Khwaja, M., Shamim, A. (2022), Exploring tourism-generated social media communication, brand equity, satisfaction, and loyalty: A PLS-SEM-based multi-sequential approach. *Journal of Vacation Marketing*, 30(1), 93-109.
- Ahn, J., Park, J. (2016), Product-to-service extension: The impact of brand equity on upscaled service. *Human Factors and Ergonomics in Manufacturing and Service Industries*, 26(6), 728-739.
- Aljuhmani, H.Y., Elrehail, H., Bayram, P., Samarah, T. (2022), Linking social media marketing efforts with customer brand engagement in driving brand loyalty. *Asia Pacific Journal of Marketing and Logistics*, 35(7), 1719-1738.
- Altschwager, T., Conduit, J., Bouzdine-Chameeva, T., Goodman, S. (2017), Branded marketing events: Engaging Australian and French wine consumers. *Journal of Service Theory and Practice*, 27(2), 336-357.
- Appiah-Nimo, K., Muthambi, A., Devey, R. (2023), Consumer-based brand equity of South African luxury fashion brands. *Journal of Fashion Marketing and Management*, Vol. ahead-of-print No. ahead-

- of-print. doi.org/10.1108/JFMM-10-2021-0277
- Arrigo, E. (2018), Social media marketing in luxury brands: A systematic literature review and implications for management research. *Management Research Review*, 41(6), 657-679.
- Athwal, N., Istanbuluoğlu, D., McCormack, S. (2019), The allure of luxury brands' social media activities: A uses and gratifications perspective. *Information Technology and People*, 32(3), 603-626.
- Barger, V., Peltier, J.W., Schultz, D.E. (2016), Social media and consumer engagement: A review and research agenda. *Journal of Research in Interactive Marketing*, 10(4), 268-287.
- Batat, W. (2022), Transformative luxury research (TLR): An agenda to advance luxury for well-being. *Journal of Macromarketing*, 42(4), 609-623.
- Bentler, P.M., Bonett, D.G. (1980), Significance tests and goodness of fit in the analysis of covariance structures. *Psychological Bulletin*, 88(3), 588.
- Blazquez, M., Mattich, K., Henninger, C., Helberger, E. (2019), The effects of rebranding on customer-based brand equity. *International Journal of Business and Globalisation*, 22(1), 1-20.
- Bruhn, M., Schoenmueller, V., Schäfer, D. (2012), Are social media replacing traditional media in terms of brand equity creation? *Management Research Review*, 35(9), 770-790.
- Buil, I., Martínez, E., De Chernatony, L. (2013), The influence of brand equity on consumer responses. *Journal of Consumer Marketing*, 30(1), 62-74.
- Chahal, H., Rani, A. (2017), How trust moderates social media engagement and brand equity. *Journal of Research in Interactive Marketing*, 11(3), 312-335.
- Chatzipanagiotou, K., Veloutsou, C., Christodoulides, G. (2016), Decoding the complexity of the consumer-based brand equity process. *Journal of Business Research*, 69(11), 5479-5486.
- Cheng, Y.Y., Tung, W.F., Yang, M.H., Chiang, C.T. (2019), Linking relationship equity to brand resonance in a social networking brand community. *Electronic Commerce Research and Applications*, 35, 100849.
- Cheung, M., Pires, G., Rosenberger, P., Oliveira, M. (2020), Driving consumer-brand engagement and co-creation by brand interactivity. *Marketing Intelligence and Planning*, 38(4), 523-541.
- Choo, H., Moon, H., Kim, H., Yoon, N. (2012), Luxury customer value. *Journal of Fashion Marketing and Management*, 16(1), 81-101.
- Christodoulides, G., De Chernatony, L. (2010), Consumer-based brand equity conceptualisation and measurement. A literature review. *International Journal of Market Research*, 52(1), 43-66.
- Colella, G., Amatulli, C., Martínez-Ruiz, M. (2021), Social media interactions and brand luxuriousness: The role of materialism. *Journal of Consumer Marketing*, 38(4), 434-454.
- Colicev, A., Malshe, A., Pauwels, K. (2018), Social media and customer-based brand equity: An empirical investigation in retail industry. *Administrative Sciences*, 8(3), 55.
- Creevey, D., Coughlan, J., O'Connor, C. (2021), Social media and luxury: A systematic literature review. *International Journal of Management Reviews*, 24(1), 99-129.
- Datta, H., Ailawadi, K., Van Heerde, H. (2017), How well does consumer-based brand equity align with sales-based brand equity and marketing-mix response? *Journal of Marketing*, 81(3), 1-20.
- de Oliveira Santini, F., Ladeira, W.J., Pinto, D.C., Herter, M.M., Sampaio, C.H., Babin, B.J. (2020), Customer engagement in social media: A framework and meta-analysis. *Journal of the Academy of Marketing Science*, 48, 1211-1228.
- Dessart, L., Veloutsou, C., Morgan-Thomas, A. (2015), Consumer engagement in online brand communities: A social media perspective. *Journal of Product and Brand Management*, 24(1), 28-42.
- Ding, Y. (2022), The impact of social media marketing on customer satisfaction at Hermes in China. *BCP Business and Management*, 20, 797-802.
- Doss, F., Robinson, T. (2013), Luxury perceptions: Luxury brand vs counterfeit for young US female consumers. *Journal of Fashion Marketing and Management*, 17(4), 424-439.
- Dwivedi, A., Johnson, L.W., Wilkie, D.C., De Araujo-Gil, L. (2019), Consumer emotional brand attachment with social media brands and social media brand equity. *European Journal of Marketing*, 53(6), 1176-1204.
- Eigenraam, A., Eelen, J., Lin, A., Verlegh, P. (2018), A consumer-based taxonomy of digital customer engagement practices. *Journal of Interactive Marketing*, 44, 102-121.
- Fetais, A., Algharabat, R., Aljafari, A., Rana, N. (2022), Do social media marketing activities improve brand loyalty? An empirical study on luxury fashion brands. *Information Systems Frontiers*, 25, 795-817.
- Gligor, D., Bozkurt, S. (2021), The role of perceived social media agility in customer engagement. *Journal of Research in Interactive Marketing*, 15(1), 125-146.
- 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.
- Gong, T. (2017), Customer brand engagement behavior in online brand communities. *Journal of Services Marketing*, 32(3), 286-299.
- He, D. (2021), The influence of vlog on consumers' luxury purchasing behavior in the Chinese market-based on the theory of planned behavior. *Journal of Innovation and Social Science Research*, 8(8), 40-48.
- Holbeck, L.D., Glynn, M.S., Brodie, R.J. (2014), Consumer brand engagement in social media: Conceptualization, scale development and validation. *Journal of Interactive Marketing*, 28(2), 149-165.
- Hughes, M., Bendoni, W., Pehlivan, E. (2016), Storygiving as a co-creation tool for luxury brands in the age of the internet: A love story by Tiffany and thousands of lovers. *Journal of Product and Brand Management*, 25(4), 357-364.
- Hwang, J., Kandampully, J. (2012), The role of emotional aspects in younger consumer-brand relationships. *Journal of Product and Brand Management*, 21(2), 98-108.
- Ismail, A.R. (2017), The influence of perceived social media marketing activities on brand loyalty. *Asia Pacific Journal of Marketing and Logistics*, 29(1), 129-144.
- Jain, S., Khan, M., Mishra, S. (2017), Understanding consumer behavior regarding luxury fashion goods in India based on the theory of planned behavior. *Journal of Asia Business Studies*, 11(1), 4-21.
- James, E., Etim, G., Nnana, A., Okeowo, V. (2021), E-marketing strategies and performance of small and medium-sized enterprises: A new-normal agenda. *Journal of Business and Management Studies*, 3(2), 162-172.
- Keller, K.L. (1993), Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, 57(1), 1.
- Kim, A.J., Ko, E. (2010), Impacts of luxury fashion brand's social media marketing on customer relationship and purchase intention. *Journal of Global Fashion Marketing*, 1(3), 164-171.
- Kim, A.J., Ko, E. (2012), Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business Research*, 65(10), 1480-1486.
- Koay, K., Ong, D., Khoo, K., Yeoh, H. (2020), Perceived social media marketing activities and consumer-based brand equity. *Asia Pacific Journal of Marketing and Logistics*, 33(1), 53-72.
- Kumar, V., Khan, I., Fatma, M., Singh, A. (2022), Engaging luxury brand consumers on social media. *Journal of Consumer Marketing*, 39(1), 121-132.
- Kumarapeli, K., Samarasinghe, D., Kuruppu, G. (2016), Customer

- relationship management (CRM) practices towards customer brand engagement: Evidence from the hotel industry in Sri Lanka. *Colombo Business Journal International Journal of Theory and Practice*, 7(2), 22-34.
- Lai, G., Kwan, H., Zeng, C. (2016), The role of brand equity and face saving in Chinese luxury consumption. *Journal of Consumer Marketing*, 33(4), 245-256.
- Leckie, C., Dwivedi, A., Johnson, L. (2021), Examining drivers and outcomes of social media brand engagement. *Asia Pacific Journal of Marketing and Logistics*, 34(2), 350-367.
- Leckie, C., Nyadzayo, M., Johnson, L. (2017), Promoting brand engagement behaviors and loyalty through perceived service value and innovativeness. *Journal of Services Marketing*, 32(1), 70-82.
- Li, F., Larimo, J., Leonidou, L. (2020), Social media marketing strategy: Definition, conceptualization, taxonomy, validation, and future agenda. *Journal of the Academy of Marketing Science*, 49(1), 51-70.
- Lourenco, C.E., Hair, J.F. Jr., Zambaldi, F., Ponchio, M.C. (2022), Consumer brand engagement concept and measurement: Toward a refined approach. *Journal of Retailing and Consumer Services*, 68, 103053.
- Machado, J., Carvalho, L., Azar, S., André, A., Santos, B. (2019), Brand gender and consumer-based brand equity on facebook: The mediating role of consumer-brand engagement and brand love. *Journal of Business Research*, 96, 376-385.
- Mathur, M., Lawrence, D., Chakravarty, A. (2022), Leveraging consumer personality and social media marketing to improve a brand's social media equity. *International Journal of Consumer Studies*, 47(3), 1076-1094.
- Meng, Y., Bari, M. (2019), Design perceptions for 3D printed accessories of digital devices and consumer-based brand equity. *Frontiers in Psychology*, 10, 02800.
- Mishra, A.S. (2019), Antecedents of consumers' engagement with brand-related content on social media. *Marketing Intelligence and Planning*, 37(4), 386-400.
- Mulunda, A., Mukabi, M., Macharia, R. (2021), The effect of social media marketing on sales growth of small and medium enterprises in the fashion industry in Nairobi County, Kenya. *International Journal of Business Management Entrepreneurship and Innovation*, 3(2), 62-71.
- Nysveen, H., Pedersen, P. (2014), Influences of co-creation on brand experience. *International Journal of Market Research*, 56(6), 807-832.
- Pappu, R., Quester, P., Cooksey, R. (2005), Consumer-based brand equity: Improving the measurement-empirical evidence. *Journal of Product and Brand Management*, 14(3), 143-154.
- Perera, C. (2020), The Impact of Social Brand Engagement on Customer-based Brand Equity in Higher Education: An Empirical Study in Sri Lanka. In: 3rd International Conference on Research in Business, Management and Economics.
- Pham, M., Valette-Florence, P., Vigneron, F. (2018), Luxury brand desirability and fashion equity: The joint moderating effect on consumers' commitment toward luxury brands. *Psychology and Marketing*, 35(12), 902-912.
- Pour, M., Hosseinzadeh, M., Mahdiraji, H. (2021), Exploring and evaluating success factors of social media marketing strategy: A multi-dimensional-multi-criteria framework. *Foresight*, 23(6), 655-678.
- Qi, M., Zhao, G., Zong, S. (2013), An empirical study of brand defection influenced consumer-based brand equity. *Journal of Economics Business and Management*, 1(4), 380-384.
- Ruzzier, M. (2010), Extending the tourism destination image concept into customer-based brand equity for a tourism destination. *Economic Research-Ekonomska Istrazivanja*, 23(3), 24-42.
- Schivinski, B., Dąbrowski, D. (2015), The impact of brand communication on brand equity through Facebook. *Journal of Research in Interactive Marketing*, 9(1), 31-53.
- Schivinski, B., Muntinga, D., Pontes, H., Łukasik, P. (2019), Influencing COBRAs: The effects of brand equity on the consumer's propensity to engage with brand-related content on social media. *Journal of Strategic Marketing*, 29(1), 1-23.
- Shen, Z. (2023), Platform or content strategy? Exploring engagement with brand posts on different social media platforms. *SAGE Open*, 13(4). doi.org/10.1177/21582440231219096
- Su, J., Chang, A. (2017), Factors affecting college students' brand loyalty toward fast fashion. *International Journal of Retail and Distribution Management*, 46(1), 90-107.
- Tasci, A. (2020), A critical review and reconstruction of perceptual brand equity. *International Journal of Contemporary Hospitality Management*, 33(1), 166-198.
- Thao, N., Hạnh, D. (2016), Measuring customer-based brand equity: A study of apple and samsung in the Vietnamese tablet market. *Hue University Journal of Science: Economics and Development*, 113(14), 169-178.
- Wang, J., Qian, T., Li, B., Mastromartino, B. (2022), Reversing equity transfer in sponsorship for competitive advantage of emerging local events: Quantitative evidence from an experimental study. *International Journal of Sports Marketing and Sponsorship*, 23(4), 748-766.
- Wibowo, A., Chen, S., Wiangin, U., Yin, M., Ruangkanjanases, A. (2020), Customer behavior as an outcome of social media marketing: The role of social media marketing activity and customer experience. *Sustainability*, 13(1), 189.
- Wiedmann, K., Hennigs, N., Siebels, A. (2009), Value-based segmentation of luxury consumption behavior. *Psychology and Marketing*, 26(7), 625-651.
- Yadav, M., Rahman, Z. (2017), Measuring consumer perception of social media marketing activities in e-commerce industry: Scale development and validation. *Telematics and Informatics*, 34(7), 1294-1307.
- Yadav, M., Rahman, Z. (2018), The influence of social media marketing activities on customer loyalty. *Benchmarking: An International Journal*, 25(9), 3882-3905.
- Yazdanparast, A., Joseph, M., Muniz, F. (2016), Consumer-based brand equity in the 21st century: An examination of the role of social media marketing. *Young Consumers Insight and Ideas for Responsible Marketers*, 17(3), 243-255.
- Yoo, B., Donthu, N. (2001), Developing a scale to measure the perceived quality of an Internet shopping site (SITEQUAL). *Quarterly Journal of Electronic Commerce*, 2(1), 31-45.
- Yu, Y., Liu, S. (2018), A Study on Social Media Marketing of High-end Hotels in Sanya. In: 2018 4th International Conference on Education and Training, Management and Humanities Science (ETMHS 2018).
- Zha, T. (2023), Social media marketing for luxury brands: Parasocial interactions and empowerment for enhanced loyalty and willingness to pay a premium. *Marketing Intelligence and Planning*, 41(8), 1138-1161.
- Zollo, L., Filieri, R., Rialti, R., Yoon, S. (2020), Unpacking the relationship between social media marketing and brand equity: The mediating role of consumers' benefits and experience. *Journal of Business Research*, 117, 256-267.
- Zubair, A., Baharun, R., Kiran, F. (2020), Role of traditional and social media in developing consumer-based brand equity. *Journal of Public Affairs*, 22, e2469.

APPENDIX

Measurement Instruments for Constructs		
Constructs	Dimensions	Instruments
CBBE	Brand Loyalty (Koay et al., 2020)	I feel loyal to this perfume brand
		My first choice is this perfume brand
	Perceived Quality (Yoo and Donthu, 2001) Brand Awareness/Associations (Dwivedi et al., 2019)	I would not choose another perfume brand if this brand is available in the store
		I am confident that the quality of this perfume brand is very high
		I am confident that this perfume brand will function well
		I am able to identify this perfume brand among other brands
		I am aware of the existence of this perfume brand
		Some characteristics of this perfume brand are easily remembered in my mind
		I can easily remember the symbol or logo of this perfume brand
		I find it difficult to imagine this perfume brand in detail in my mind
SMM	Entertainment (Kim and Ko, 2010)	I find the content of perfume brands on social media very appealing
		I really enjoy using social media
	Interaction (Yadav and Rahman, 2017)	Gathering information about perfume brand items through social media is very enjoyable for me
		It is very easy for me to spend time on social media
		I can share and update content of perfume brands through social media
		This perfume brand regularly interacts with its followers and fans on social media
	Personalization (Zollo et al., 2020)	Social media facilitates interaction among perfume brand followers
		I receive purchase recommendations tailored to my needs on social media
	Trendiness (Yadav and Rahman, 2017)	By using social media, I feel my needs are being met.
		Through social media, I can easily find information tailored to my preferences
Word of mouth (Yadav and Rahman, 2017)	The content of perfume brands seen on social media is currently the most-trendy.	
	Perfume brands sold on social media are highly sought after	
	Trendy perfume brands can be found on social media	
	I would recommend my friends view perfume brand content on social media	
CBE	Cognition (Cheng et al., 2019)	I would encourage my friends to discover perfume brands through social media
		I would like to share my perfume brand purchase experiences with friends on social media
		Using this perfume brand constantly reminds me of the brand
	Emotion (Lourenço et al., 2022)	I often think about this perfume brand when I use it
		Using this perfume brand helps me understand more about the brand
		Using this perfume brand makes me feel happy
	Behavior (de Oliveira Santini et al., 2020)	I feel good when using this perfume brand
		I am proud to use this perfume brand because of my participation on its social media
		I have positive associations with this perfume brand due to my participation on its social media
		I use this perfume brand more often than other brands
		When I think of similar brands, this perfume brand is one of my top choices
		I interact more actively with this perfume brand on social media than with other brands
		I am interested in purchasing this perfume brand because of my participation on its social media