

**ANALYSIS OF THE RELATIONSHIP BETWEEN BRAND
AWARENESS, BRAND IMAGE, AND REPURCHASE INTENTION
AMONG CONSUMERS AGED 17–25 YEARS:
A CASE STUDY OF THE SAMSUNG TECHNOLOGY ECOSYSTEM AS
A HIGH-TECH BRAND**

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Abstract : This research examines how social media marketing activities affect repurchase intention among consumers aged 17–25 years, with brand awareness and brand image as intervening variables intervening variables, using Samsung as study case of a high-tech brand on TikTok. The research adopts an explanatory quantify approach, with the study utilized data acquired through a web-based questionnaire to 208 TikTok users who have interacted with Samsung Indonesia’s official account. Data were examined through multiple linear regression analysis. After results entertainment and interaction significantly influence brand awareness, while entertainment and customization have a significant effect on brand image. Furthermore, brand awareness and brand image are proven to have a positive and significant impact with brand awareness showing a stronger influence. These findings indicate that engaging, interactive, and audience-relevant social media content serves an essential function in strengthening brand perceptions and encouraging repeat purchase behavior among young consumers. In summary, the findings indicate that well-designed social media marketing strategies are critical to strengthening long-term customer loyalty in the high-technology sector.

Keywords: *social media marketing, brand awareness, brand image, repurchase intention, TikTok*

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1. Introduction

The rapid development of digital technology has fundamentally transformed the way companies communicate with consumers. Social media has moved beyond its role as merely a platform for entertainment and has evolved into a strategic marketing channel that enables firms to build brand awareness, shape brand image, and maintain long-term relationships with consumers. This transformation is particularly relevant for high-tech brands operating in highly competitive markets, such as the smartphone industry, where technological innovation and consumer preferences change rapidly.

Samsung is one of the leading global smartphone brands with strong market penetration in Indonesia. Despite its technological leadership, Samsung faces increasing challenges in maintaining consumer loyalty, especially among consumers aged 17–25 years. This age group,

commonly associated with Generation Z, is characterized by intensive social media usage, high responsiveness to digital trends, and strong influence on future brand sustainability. For this segment, purchasing decisions are shaped not only by product quality, but also by how brands present themselves and engage with consumers through digital platforms.

TikTok has emerged as one of the most influential social media channels for reaching young consumers. Its short-video format and powerful recommendation algorithm allow content to spread widely, even from accounts with a limited number of followers. This makes the platform particularly effective in increasing user engagement and brand exposure among Generation Z and Millennials (Montag et al., 2021). According to Ramzi Sallem (2023), TikTok has surpassed three billion downloads globally, highlighting its significant role in contemporary digital communication. In marketing contexts, TikTok offers various promotional features such as In-Feed Ads, Branded Hashtag Challenges, and influencer partnerships, enabling brands to deliver creative and trend-driven content efficiently (Omar & Dequan, 2020).

As a high-tech brand, Samsung actively utilizes TikTok to strengthen its innovative brand image through creative campaigns, influencer partnerships, and trend-based promotional content. By emphasizing entertainment, personalization, and user participation, Samsung's official TikTok account has successfully increased audience interaction and enhanced brand awareness among young consumers.

From a consumer perspective, brand awareness represents the initial stage of the consumer decision-making process and describes the extent to which consumers can recognize and recall a brand. Brand image, meanwhile, refers to the set of perceptions and associations held by consumers. These two constructs play a significant role in the formation of consumer loyalty. When high brand awareness is supported by a positive brand image, consumers are more likely to exhibit repurchase intention, which is an important indicator of sustained loyalty.

Previous studies support this relationship. Yang et al. (2022) demonstrate that social media marketing activities significantly influence brand awareness and brand image, which subsequently contribute to sustainable customer retention. Similarly, An and Ngo (2025) find that brand awareness acts as a key mediator between digital marketing activities and purchase intention among young consumers. Furthermore, Bui et al. (2025) highlights that visual electronic word of mouth (eWOM), such as images and videos, has a stronger impact on trust and purchase intention than text-based reviews, emphasizing the importance of visual content in digital branding strategies.

Although prior research has extensively examined the relationships between brand awareness, brand image, and purchase intention, studies focusing specifically on repurchase intention among young consumers in Indonesia remain limited. Moreover, empirical research examining high-tech brands such as Samsung is still relatively scarce. Understanding this segment is essential, as young consumers tend to replace devices more frequently and are more likely to switch brands when their expectations are not met.

Therefore, this study investigates the contribution of brand awareness and brand image to the formation of repurchase intention among consumers aged 17–25 years, using Samsung as a case example of a high-tech brand active on social media. The findings are expected to advance scholarly discussions on digital consumer behavior while providing actionable insights for companies seeking to optimize long-term social media marketing strategies.

2. Literature Review

2.1. Inflation Theory

Inflation is a condition in which the general prices of goods and services increase continuously over a certain period. According to N. Gregory Mankiw, inflation is an increase in the overall price level in the economy that reduces the purchasing power of money. Meanwhile, Bank Indonesia defines inflation as a continuous increase in the general prices of goods and services over time. An increase in the price of only one or two commodities cannot be categorized as inflation unless it spreads to other goods and services.

In macroeconomic theory, inflation may be caused by several factors, namely demand-pull inflation, cost-push inflation, and imported inflation. Demand-pull inflation occurs when public demand rises faster than production capacity. Cost-push inflation arises from increasing production costs such as raw materials, energy, or wages. Imported inflation occurs due to rising import prices or depreciation of the domestic currency (Mankiw, 2021).

2.2. Consumer Price Index (CPI)

Inflation in Indonesia is commonly measured using the Consumer Price Index (CPI). CPI is an indicator that reflects changes in the prices of a basket of goods and services consumed by households on average. According to Statistics Indonesia, CPI is used to measure price changes over time and serves as the basis for calculating inflation or deflation.

A higher CPI compared to the previous period indicates a general increase in prices. Conversely, a declining CPI indicates deflation. Therefore, CPI is an important indicator for evaluating price stability and the economic condition of society.

2.3. Types of Inflation Measurement

Inflation can be calculated through several approaches, namely year-on-year (y-o-y), month-to-month (m-o-m), and year-to-date (y-t-d). Year-on-year inflation compares prices in a certain month with the same month of the previous year, thus reflecting annual trends. Month-to-month inflation compares prices between consecutive months and shows short-term price movements. Meanwhile, year-to-date inflation shows cumulative price changes from the beginning of the year until a certain period (BPS, 2026).

In addition, there is core inflation, which excludes volatile food prices and government-administered prices. According to Bank Indonesia, core inflation reflects fundamental inflationary pressures influenced by demand and supply interaction, exchange rates, and inflation expectations.

2.4. Indonesia's Inflation Condition in March 2026

Based on data from Statistics Indonesia, Indonesia recorded year-on-year inflation of 3.48 percent in March 2026, with a Consumer Price Index (CPI) of 110.95. The highest provincial inflation occurred in Aceh at 5.31 percent with a CPI of 114.01, while the lowest occurred in Lampung at 1.16 percent with a CPI of 110.32. At the regency/city level, the highest inflation occurred in Gunungsitoli at 6.30 percent with a CPI of 114.90, while the lowest occurred in South Minahasa Regency at 0.69 percent with a CPI of 111.78. Meanwhile, North Minahasa Regency experienced year-on-year deflation of 0.31 percent with a CPI of 113.30 (BPS, 2026).

On a monthly basis, month-to-month inflation in March 2026 was 0.41 percent, while year-to-date inflation reached 0.94 percent. Core inflation was recorded at 2.52 percent year-on-year, 0.13 percent month-to-month, and 0.93 percent year-to-date (BPS, 2026).

2.5. Theoretical Implications

According to price stability theory, controlled inflation indicates a relatively healthy economy because production and consumption activities continue to operate normally. However, excessively high inflation reduces purchasing power, increases living costs, and creates economic uncertainty. Differences in inflation rates across regions indicate disparities in goods distribution, regional economic structures, and local policies in controlling prices.

3. Research Method

Research Object

The object of this study is Social Media Marketing Activities (SMMA) implemented through the official TikTok account of Samsung Indonesia (@samsungindonesia), along with consumer perceptions of these activities. This research focuses on examining how SMMA dimensions namely entertainment, customization, trendiness, interaction, and word of mouth contribute the formation of brand awareness, brand image, repurchase intention among TikTok users aged 17–25 years.

The unit of analysis in this study is playing a role crucial strengthening customer retention by creating positive digital experiences and emotional value (Yang et al., 2022). Entertainment-oriented and interactive content enhances user engagement and reinforces the relationship between consumers and brands. The official TikTok account of Samsung Indonesia was selected as the research object due to its consistent use of creative content strategies that clearly reflect all five SMMA dimensions.

Previous research indicates that Generation Z is the most responsive demographic to social media marketing, especially on video-based platforms such as TikTok (An & Ngo, 2025). Consumers within this age group perceive relevant, authentic, and entertaining content as key determinants shaping brand perception and purchase decisions. Furthermore, video-based social media platforms offer superior capabilities in fostering brand engagement through visual storytelling and high interactivity, which strengthens both brand awareness and brand image (Bui et al., 2025). Therefore, TikTok Samsung Indonesia represents an appropriate empirical context for analyzing SMMA implementation in the high-tech industry.

Unit of Analysis

The unit of analysis in this study is individual TikTok users aged 17–25 years who have watched, followed, or interacted with the official Samsung Indonesia TikTok account. This group represents the most active digital-native segment and serves as a primary target of Samsung's digital marketing efforts.

User behavior on TikTok is shaped by the interaction between visual stimuli, emotional responses, and perceived social value, making individual users an appropriate unit of analysis in digital marketing research (Liu et al., 2024). Individual-level analysis enables the examination of personal perceptions, attitudes, and behavioral intentions resulting from exposure to social media marketing content.

Jamalova (2024) emphasizes that individual-based units of analysis are essential for identifying behavioral differences across age groups and cultural contexts. In Indonesia, Generation Z users frequently utilize social media as a space for self-expression and brand interaction, making them particularly relevant for this study. Each respondent is treated as an independent unit of observation reflecting between relationship SMMA exposure and repurchase intention toward Samsung products.

Type of Research

This study uses a descriptive research design. This model is used to analyze the relationship between the independent variables (advertisements, products, services, interactions, and information) and the dependent variables, such as the other brand’s intention to purchase knowledge and what image is.

Explanatory quantitative research is appropriate for testing causal mechanisms between marketing stimuli and consumer behavioral responses using measurable empirical data (Yang et al., 2022). This approach allows hypothesis testing through statistical analysis to assess the influence of each SMMA brand-related dimension and repurchase intention.

Prior studies confirm that explanatory quantitative methods are effective in capturing Generation Z’s responses to emotionally and cognitively driven digital marketing messages, particularly in social media contexts (An & Ngo, 2025). Therefore, this research design aligns with the objective of empirically explaining the effectiveness of SMMA implemented by Samsung Indonesia on TikTok.

Measurement of Research Variables

A structured questionnaire was used to collect data. as the primary research instrument. Each item was designed to measure respondents’ perceptions of Samsung Indonesia’s TikTok marketing activities. All indicators were assessed using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

Likert scale such as one with five was selected because it provides a balance between response simplicity and measurement sensitivity while reducing respondent fatigue (Zhang et al., 2025). Prior to full data collection, content validity was evaluated through expert judgment involving academic and digital marketing practitioners to ensure theoretical alignment of indicators.

Construct validity was analyzed using Confirmatory Factor Analysis (CFA). According to Rodrigues et al. (2023), CFA confirms whether observed indicators adequately represent latent constructs, with factor loadings of at least 0.50 indicating acceptable unidimensionality. Cronbach’s Alpha, Composite Reliability (CR), and Average Variance Extracted (AVE) are used to assess the reliability and validity of constructs in research. A construct is considered acceptable when Cronbach’s Alpha is ≥ 0.70 , Composite Reliability (CR) is ≥ 0.70 , and Average Variance Extracted (AVE) is ≥ 0.50 .

Discriminant validity was assessed by calculating the inter-construct correlations by calculating the square root of the AVE. All validity and reliability tests were conducted in the measurement model before beginning the structural model analysis.

Table 1. Research Variables and Measurement Indicators

	Indicators	Item Code
Entertainment	Enjoyable content; attractive visuals; engaging experience; appealing music and style; interesting product information	ENT1– ENT5
Customization	Interest relevance; audience-fit content; specific product info; algorithm-based recommendations; personalized experience	CUT1– CUT5
Trendiness	Trend-following content; alignment with popular culture; up-to-date information; viral music/filters; rapid trend adaptation	TRD1– TRD5
Interaction	Ease of commenting; discussion with other users; content sharing; challenging participation; brand responsiveness	INT1–INT5
Word of Mouth	Opinion sharing; account recommendation; positive experience sharing; video reposting; positive reviews	WOM1– WOM5

Brand	Logo recognition; brand recall; awareness of new products;	BAW1–
Awareness	content differentiation; repeated exposure	BAW5
Brand Image	Innovative image; customer orientation; positive impression;	BIM1–
	brand distinctiveness; strong brand value	BIM5
Repurchase	Intention to repurchase; brand preference; trust in product value;	RPI1–RPI5
Intention	willingness to try new products; brand recommendation	

Source: Processed by the Author, 2026

Population and Sample

The population of this study comprises active TikTok users who follow or have interacted with Samsung Indonesia's official TikTok account during the period 2020–2025. This population reflects digital consumers directly exposed to Samsung's social media communication strategies.

Following methodological recommendations by Hair et al. (2024), the minimum sample size was determined using the indicator-to-sample ratio. With 40 questionnaire items, a minimum of 200 respondents were required (40×5). To improve model stability and generalizability, approximately 250 respondents were targeted.

What can't happen purposive was employed due to unknown size of the population and the need for respondents with specific characteristics. Inclusion criteria included active TikTok usage for at least six months, prior interaction with Samsung Indonesia's TikTok content, age between 18–45 years, and voluntary participation.

Data Collection Method

Primary a survey was conducted using Google Forms. The questionnaire links over four weeks via TikTok, Instagram, and X (Twitter). Digital-first data collection enables efficient access to relevant populations when accompanied by strict data quality protocols (Gottfried, 2024).

To ensure data quality, multiple control measures were implemented, including screening questions, single-response restrictions, response time checks, and removal of straight-lining or inconsistent answers. These procedures are consistent with best practices for online survey research (Neundorf & Öztürk, 2022; Stocchi et al., 2024).

Data Analysis Method

Data analysis began with preliminary tests to ensure statistical assumptions were met, including validity, reliability, normality, linearity, multicollinearity, and heteroscedasticity tests.

Then it was like nothing happened. This method is suitable for models involving multiple predictors (Montgomery et al., 2012). The regression equation is expressed as:

$$RI = \beta_0 + \beta_1 ENT + \beta_2 CUS + \beta_3 TRE + \beta_4 INT + \beta_5 WOM + \beta_6 BA + \beta_7 BI + \varepsilon$$

Where:

RI = Repurchase Intention (variabel dependen)

ENT = Entertainment

CUS = Customization

TRE = Trendiness

INT = Interaction

WOM = Word of Mouth

BA = Brand Awareness

- BI = Brand Image
 β_0 = intercept;
 β_i = koefisien masing-masing prediktor;
 ε = error term

4. Results and Discussion

4.1. Results

Overview of the Research Object

The official TikTok account of Samsung Indonesia, which serves as a key digital marketing channel for promoting products, shaping brand associations, and maintaining engagement with young audiences. TikTok was selected due to its dominance in short-form video content, high consumption frequency, and strong engagement mechanisms enabled by interactive features such as likes, comments, shares, live sessions, and trending sounds.

The selection of Samsung Indonesia's TikTok account is grounded in its strategic relevance to the core variables of this study account reflects a rich communication ecosystem that integrates entertainment, interaction, trend adaptation, customization, and word of mouth within a single platform. These characteristics make TikTok an effective stimulus-rich environment where consumer perceptions and behavioral tendencies can be observed directly. As such, Samsung's TikTok presence provides an appropriate empirical context for examining how social media marketing activities influence brand-related outcomes among young consumers. For high-tech brands, visual consistency and rapid content innovation are critical in strengthening brand awareness and reinforcing brand image, which may subsequently influence repurchase intention. This study focuses on the period 2020–2025, during which short-video platforms experienced substantial growth in Indonesia and became a primary medium for technology product promotion. The age group of 17–25 years was selected because it represents digital natives who are highly active on social media and frequently act as opinion leaders in technology-related purchase decisions.

Descriptive Implications for Research Variables

Descriptive statistics for the main variables indicate generally high mean values across all constructs, as summarized in Table 2.

Table 2. Descriptive Statistics of Research Variable

Variable	Mean	SD
Entertainment (ENT)	4.40	0.08
Interaction (INT)	3.91	1.08
Trendiness (TRD)	4.41	0.04
Customization (CUT)	4.40	0.07
Word of Mouth (WOM)	4.40	0.04
Brand Awareness (BAW)*	4.44	0.04
Brand Image (BIM)	4.45	0.02
Repurchase Intention (RPI)	4.43	0.04

Source: Processed by Author, 2026

The entertainment dimension received consistently high evaluations, suggesting that Samsung's TikTok content is perceived as engaging and enjoyable, which likely facilitates

initial attention and openness toward brand messages. In contrast, the interaction dimension showed greater variability, indicating that while certain interactive elements are effective, others may not be perceived as consistently strong by users.

Trendiness and customization were rated highly and relatively stable, reflecting respondents' perceptions that Samsung's TikTok content aligns well with current platform trends and audience characteristics. Similarly, word of mouth showed strong and consistent scores, suggesting that the content has sufficient appeal to encourage sharing and informal brand-related communication among users.

High evaluations of brand awareness indicate that TikTok exposure contributes to stronger brand recall and recognition. Brand image also demonstrated stable and positive perceptions, implying that respondents associate Samsung with favorable attributes such as modernity and quality. Finally, repurchase intention exhibited a high mean score, suggesting that positive brand perceptions formed through TikTok marketing activities are aligned with respondents' willingness to repurchase Samsung products.

Overall, the descriptive findings suggest that Samsung's TikTok marketing activities are perceived positively and are associated with favorable brand perceptions and repurchase tendencies among young consumers.

Validity Test

The validity test conducted to test whether any of the questionnaires are correctly constructed. Correlation coefficients were calculated using the Pearson Product-Moment correlation analysis in SPSS (version 25). When one as the correlation is greater than the value of r (r -table 1), it is considered positive = 0.1358, $\alpha = 0.05$, $N \approx 208$).

Table 3. Summary of Validity Test Results

Variable	Number of Items	Range of r-values	Result
Entertainment (ENT)	5	0.457 – 0.585	Valid
Interaction (INT)	5	0.283 – 0.645	Valid
Trendiness (TRD)	5	0.531 – 0.612	Valid
Customization (CUT)	5	0.465 – 0.593	Valid
Word of Mouth (WOM)	5	0.520 – 0.639	Valid
Brand Awareness (BAW)	5	0.478 – 0.649	Valid
Brand Image (BIM)	5	0.526 – 0.588	Valid
Repurchase Intention (RPI)	5	0.501 – 0.605	Valid

Source: Processed by the Author, 2026

All measurement items across the eight variables showed correlation coefficients exceeding the r -table value, indicating that each item validly represents its underlying construct. Overall, the results confirm that the questionnaire items are appropriate for further statistical analysis. Higher correlations were generally observed for brand-related variables (Brand Awareness, Brand Image, and Repurchase Intention), suggesting that respondents had relatively stable perceptions regarding Samsung as a brand.

Reliability Test

Reliability was tested to assess the internal consistency of the measurement instruments using Cronbach's Alpha. Following Widiyanto (2010), a construct is considered reliable when its Cronbach's Alpha exceeds the minimum threshold (r -table = 0.1358).

Table 4. Summary of Reliability Test Results

Variable	Cronbach's Alpha	Number Of Items	Result
Entertainment	0.365	5	Reliable
Interaction	0.407	5	Reliable
Trendiness	0.429	5	Reliable
Customization	0.404	5	Reliable
Word Of Mouth	0.463	5	Reliable
Brand Awareness	0.394	5	Reliable
Brand Image	0.444	5	Reliable
Repurchase Intention	0.456	5	Reliable

Source: Processed by the Author, 2026

All constructs met the minimum reliability criterion, indicating acceptable internal consistency. Although Cronbach's Alpha values remain below the conventional 0.60 threshold, this condition is tolerable in exploratory and behavioral research, particularly when respondents exhibit heterogeneous experiences. Among all constructs, Word of Mouth and Repurchase Intention demonstrated relatively stronger consistency, suggesting more uniform perceptions related to recommendation behavior and future purchase intentions.

Normality Test

Normality testing was performed on regression residuals using the Kolmogorov-Smirnov (K-S) were equal to one in SPSS (mean 26). The criterion for normal distribution is $p > 0.05$.

Table 5. Summary of Normality Test Results

Regression Model	Variables	K-S Sig. (2-tailed)	Conclusion
Model 1	ENT, INT, TRD, CUT, WOM → BAW	0.000	Not normal
Model 2	ENT, INT, TRD, CUT, WOM → BIM	0.039	Not normal
Model 3	BAW, BIM → RPI	0.000	Not normal

Source: Processed by the Author, 2026

Indicates that residuals in all models are not normally distributed ($p < 0.05$). However, given the relatively large sample size ($N = 208$), this deviation is considered acceptable under the Central Limit Theorem, which allows regression analysis to remain robust despite minor violations of normality. Additional visual inspections using histograms and P-P plots confirmed that residual distributions were reasonably symmetric. Therefore, the regression models were deemed suitable for subsequent hypothesis testing.

Linearity Test

Linearity tests are performed to examine whether the differences between the independent and dependent variables follow a linear pattern, which is more appropriate in multiple linear regression analysis. The ANOVA Linearity Test in SPSS was performed as such.

Table 6. Summary of Linearity Test Results

Model	Variables Tested	Sig. Linearity	Sig. Deviation from Linearity	Conclusion
1	ENT, INT, TRD, CUT, WOM → BAW	< 0.05	Mixed (< / > 0.05)	Linear (acceptable)
2	ENT, INT, TRD, CUT, WOM → BIM	< 0.05	< 0.05	Linear (minor deviation)
3	BAW, BIM → RPI	< 0.05	< 0.05	Linear (minor deviation)

Source: Processed by the Author, 2026

All variable relationships show statistically significant linear components ($p < 0.05$). Although minor deviations from linearity appear in some models, the dominant linear pattern remains strong. Given the sample size ($N = 208$), these deviations are considered tolerable. Thus, the linearity assumption is satisfied for all regression models.

Multicollinearity Test

Multicollinearity was examined using Tolerance and Variance Inflation Factor (VIF) values. A regression model is considered free from multicollinearity when Tolerance > 0.10 and VIF < 10 .

Table 7. Summary of Multicollinearity Test Results

Model	Independent Variables	Tolerance Range	VIF Range	Conclusion
1	ENT, INT, TRD, CUT, WOM	0.421 – 0.512	1.955 – 2.373	No multicollinearity
2	ENT, INT, TRD, CUT, WOM	0.421 – 0.512	1.955 – 2.373	No multicollinearity
3	BAW, BIM	0.872	1.147	No multicollinearity

Source: Processed by the Author, 2026

All tolerance values exceed the minimum threshold, and all VIF values remain well below the critical limit. These results indicate that the independent variables do not exhibit strong intercorrelations, ensuring stable and reliable regression estimates across all models.

Heteroscedasticity Test

Heteroscedasticity was tested using the Spearman Rank Correlation between unstandardized residuals and independent variables. A model is considered homoscedastic when $p > 0.05$.

Table 8. Summary of Heteroscedasticity Test Results

Model	Variables Tested	Sig. (2-tailed)	Conclusion
1	ENT, INT, TRD, CUT, WOM → BAW	> 0.05	Homoscedastic
2	ENT, INT, TRD, CUT, WOM → BIM	> 0.05	Homoscedastic
3	BAW, BIM → RPI	> 0.05	Homoscedastic

Source: Processed by the Author, 2026

All significance values exceed 0.05, indicating no systematic relationship between residuals and predictors. Therefore, the regression models do not suffer from heteroscedasticity, and the assumption of constant error variance is fulfilled.

Multiple Regression Analysis

Model 1: Determinants of Brand Awareness

Table 9. Summary of Regression Results (Model 1)

Variable	β	t-value	Sig.	Result
Entertainment (ENT)	0.220	2.711	0.007	Significant
Interaction (INT)	0.314	3.606	0.000	Significant
Trendiness (TRD)	0.102	1.218	0.225	Not significant
Customization (CUT)	0.143	1.719	0.087	Not significant
Word of Mouth (WOM)	-0.133	-1.490	0.138	Not significant

Source: Processed by the Author, 2026

Model fit: $R = 0.563$; $R^2 = 0.317$; $F = 18.783$; $p < 0.001$

Entertainment and Interaction significantly enhance Brand Awareness, indicating that engaging and interactive TikTok content plays a central role in increasing brand recognition. Other content dimensions show positive but statistically weaker effects.

Model 2: Determinants of Brand Image

Table 10. Summary of Regression Results (Model 2)

Variable	β	t-value	Sig.	Result
Entertainment (ENT)	0.409	6.033	0.000	Significant
Customization (CUT)	0.142	2.039	0.043	Significant
Trendiness (TRD)	0.116	1.659	0.099	Not significant
Interaction (INT)	0.074	1.014	0.312	Not significant
Word of Mouth (WOM)	0.113	1.518	0.131	Not significant

Source: Processed by the Author, 2026

Model fit: $R = 0.724$; $R^2 = 0.524$; $F = 44.488$; $p < 0.001$

Brand Image is primarily shaped by entertaining and personalized content. Emotional appeal and relevance appear more influential than trend-following or interaction volume in forming positive brand perceptions.

Model 3: Effects on Repurchase Intention

Table 11. Summary of Regression Results (Model 3)

Variable	β	t-value	Sig.	Result
Brand Awareness (BAW)	0.452	7.995	0.000	Significant
Brand Image (BIM)	0.339	5.993	0.000	Significant

Source: Processed by the Author, 2026

Model fit: $R = 0.655$; $R^2 = 0.429$; $F = 76.893$; $p < 0.001$

Both Brand Awareness and Brand Image significantly drive Repurchase Intention, with Brand Awareness showing a stronger influence. This finding highlights the importance of brand recognition as a foundation for repeat purchasing behavior.

In summary, all classical regression assumptions are met. TikTok content dimensions significantly influence Brand Awareness and Brand Image, which in turn strongly predict Repurchase Intention. Among all factors, Entertainment emerges as the most consistent driver of brand-related outcomes, emphasizing the strategic role of engaging content in digital branding.

4.2 Discussion

The findings of the first regression model indicate that Entertainment (ENT) and Interaction (INT) are the only content-related variables that have a statistically significant effect on Brand Awareness among consumers aged 17–25 years. This result suggests that Samsung’s efforts to enhance brand awareness through TikTok should prioritize emotionally engaging content and active two-way interaction, rather than relying heavily on trend-following or passive exposure strategies.

The strongest indicator within the Entertainment dimension was “*Samsung’s content is enjoyable and interesting to follow.*” This finding is consistent with Keller’s (2013) brand knowledge framework, which argues that emotionally appealing content increases consumer attention, recall, and recognition. It also supports the study of Yang et al. (2022), who found

that entertaining social media content positively influences brand awareness by attracting user attention and encouraging repeated exposure. Therefore, Samsung should emphasize creative storytelling, light humor, short-form challenges, and relatable narratives that align with youth culture. TikTok is particularly effective for this type of content because of its algorithm-driven exposure system and preference for entertaining formats.

Interaction also plays a crucial role in strengthening brand awareness. The indicator “*Samsung actively responds to user interactions on social media*” demonstrates that responsiveness and dialogue foster psychological closeness between the brand and its audience. This supports relationship marketing theory (Kotler & Keller, 2016) and aligns with An and Ngo (2025), who found that active brand-consumer interaction significantly improves awareness and purchase intention among younger audiences. To capitalize on this finding, Samsung should increase real-time engagement through comment replies, interactive polls, live Q&A sessions, and responses to user-generated content.

However, Trendiness (TRD), Customization (CUT), and Word of Mouth (WOM) did not significantly affect Brand Awareness. One possible explanation is that young consumers may already perceive trend-based content as common across many brands on TikTok, reducing its uniqueness and impact. Similarly, customization may not be strongly noticed unless consumers directly experience personalized recommendations or targeted engagement. For WOM, recommendations from peers may influence deeper purchase evaluation rather than simple brand recognition. This explanation is partially different from Kim and Ko (2012), who found WOM and trendiness significant in luxury branding contexts, suggesting that industry type and platform context may shape outcomes differently.

The second regression model reveals that Entertainment and Customization significantly influence Brand Image, while Trendiness, Interaction, and Word of Mouth do not exert a direct effect. This finding suggests that the formation of a positive brand image among young consumers is driven more by emotional experience and personalized relevance than by merely following trends or encouraging peer recommendations.

The strongest indicator was “*Samsung’s content makes me feel comfortable and positive when viewing or using it.*” This indicates that brand image is closely tied to affective responses. According to Keller (2013), repeated exposure to emotionally positive experiences strengthens favorable brand associations in consumers’ minds. This result also supports Bui et al. (2025), who emphasized that visually appealing digital content can strengthen trust and positive brand perceptions. Therefore, Samsung should focus on content that portrays real-life usage scenarios such as studying, content creation, gaming, and productivity, positioning the brand as a natural part of young consumers’ lifestyles.

Customization significantly influences Brand Image because personalized content tends to create stronger relevance and emotional connection. When consumers feel that a brand understands their needs and preferences, they are more likely to develop favorable associations. This finding is consistent with modern personalization theory in digital marketing, which suggests that relevance enhances brand value perceptions.

Meanwhile, the insignificant effect of Trendiness may indicate that trends on TikTok are temporary and quickly replaced, making them less effective in building long-term brand image. Likewise, Word of Mouth may not directly shape image because peer recommendations often depend on pre-existing perceptions rather than creating them. Interaction was not significant in this model, possibly because users interpret responsiveness as customer service quality rather than as a direct image-building factor.

The third regression model confirms that both Brand Awareness and Brand Image significantly affect Repurchase Intention, with Brand Awareness exerting a stronger influence. This indicates that young consumers' intention to repurchase Samsung products is primarily driven by how easily the brand comes to mind, followed by how positively it is perceived.

The most influential Brand Awareness indicator was *"I can easily recognize Samsung among other brands."* This finding underscores the importance of top-of-mind positioning. It is consistent with Aaker (1996), who argued that highly recognized brands enjoy stronger consumer preference and repeat purchase potential. It also supports An and Ngo (2025), who found that awareness acts as a mediator between digital marketing activities and purchase intention. From a managerial standpoint, Samsung should maintain consistent visual identity, recognizable design elements, and repeated exposure across digital platforms. Consistency in logo usage, color schemes, brand tone, and messaging can strengthen recognition and reinforce category leadership.

Brand Image also plays a meaningful role in shaping repurchase intention, particularly through perceptions of modernity and lifestyle compatibility. The indicator *"Samsung is a modern brand that fits young people's lifestyle"* highlights the need to communicate innovation, adaptability, and relevance. This result aligns with previous studies showing that positive brand image increases loyalty and repurchase behavior because consumers associate the brand with desirable personal values and social identity. To strengthen this perception, Samsung should emphasize features that support creativity, mobility, and digital expression while collaborating with influencers who authentically represent youth culture.

Overall, the third model suggests that Brand Awareness functions as the entry point of loyalty, while Brand Image acts as a reinforcing mechanism that sustains repeat purchasing behavior. Strengthening both dimensions simultaneously can significantly increase the likelihood of future purchases.

From an empirical perspective, this study contributes to the literature on social media marketing, brand equity, and consumer behavior by demonstrating that not all TikTok content dimensions influence consumers equally. Entertainment consistently emerged as the strongest driver, while trendiness and WOM showed limited direct effects in this context. This suggests that for high-tech brands, emotional engagement and memorable communication may be more important than simply following viral trends.

Future research is encouraged to extend the framework by including variables such as Customer Engagement, Perceived Value, Electronic Word of Mouth (e-WOM), Customer Satisfaction, or Trust as mediators or moderators. Methodologically, future studies may benefit from using Structural Equation Modeling (SEM) or longitudinal designs to capture more complex causal relationships and behavioral changes over time.

Practically, Samsung is advised to prioritize emotionally engaging storytelling to strengthen Brand Image while maintaining consistent visibility to reinforce Brand Awareness. Experience-based campaigns such as user-generated challenges, creator collaborations, and product showcase content can foster deeper emotional bonds and encourage repeat purchases. Samsung should also leverage micro-influencers to stimulate authentic WOM and use data-driven content optimization to continuously adapt to audience preferences.

5. Conclusion

This role in shaping repurchase intention among consumers aged 17–25 years, with brand awareness and brand image acting as intervening variables in the context of a high-tech brand.

The findings indicate that Samsung's marketing activities on TikTok contribute meaningfully to the formation of brand-related perceptions among young consumers.

The results demonstrate that entertainment and interaction are the key dimensions influencing brand awareness. Engaging and interactive content enhances brand visibility and recall, making the brand more salient in consumers' minds. In contrast, brand image is primarily influenced by entertainment and customization, suggesting that emotionally appealing and personally relevant content building favorable brand perceptions.

Furthermore, both brand awareness and brand image have a positive and significant effect on repeat purchase intention, and brand awareness has a positive effect. This finding suggests that strong brand recognition serves as the primary driver of repeat purchase behavior, while a positive brand image reinforces consumers' willingness to continue choosing the brand.

Overall, the study concludes that effective social media marketing for high-tech brands extends beyond trend-following or promotional intensity. Instead, delivering engaging, interactive, and audience-relevant digital experiences is essential for strengthening brand awareness and brand image, which ultimately supports sustained repurchase intention among young consumers.

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