

Social media marketing effects on local cosmetic brands through consumer–brand engagement

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Received: 24 August 2025; **Revised:** 04 December 2025; **Accepted:** 06 December 2025

ABSTRACT

This study focuses on finding the impact of social media marketing activities (SMMA) of the local cosmetic brand on brand knowledge through the mediator of variable consumer-brand engagement in the context that the cosmetics market is growing consistently in Vietnam. However, the local brand is losing its position in front of the imported brand. Conducting an online survey, the study collected data in Ho Chi Minh City from 230 social-media users, who have consumed content of a specific local brand cosmetic lastly. We use partial least squares structural equation modeling (SEM) on the SMART-PLS 3.0 application to test the associations between 5 factors of SMMA: entertainment, interaction, trendiness, customization, e-WOM, consumer-brand engagement, and brand knowledge. The results find three important elements of SMMA are e-WOM, customization, entertainment, and trendiness effects on consumer-brand engagement. These are four elements that also indirectly affect brand awareness and brand image through consumer-brand engagement (CBE). The findings demonstrated a critical role in the relationship between customers and brands, as well as the impact on these customers' brand knowledge.

Keywords: Social media marketing activities (SMMA), Consumer-brand engagement (CBE), Brand knowledge, Cosmetic market, Electronic Word of Mouth (e-WOM)

Introduction

The development of technology has created a new century for the marketing department, not only changing the company communications to customers but also changing the characteristics of marketing strategy. According to Erragcha and Romdhane [1], Web 2.0 has created a new era for customers to interact with enterprises, shifting transactions from an action strategy to an interaction strategy. In this term, the customer becomes active to connect with the brand and affect the brand by

knowledge exchange on social media [2-11]. Besides, technology also gives customers changes in seeking information, so they seem more critical than in the past [12]. Therefore, a new definition of engagement marketing has appeared as a need. Engagement marketing focuses on the process of customer engagement. At each stage of the process, marketers need to treat the customer differently [13]. Through brand experience, customers will learn about the brand, develop brand knowledge, and be closer to the brand's soul. The more familiar with the brand, the more brand embeddedness [12].

The wise company will know how to take advantage of this transaction. More companies use social media as an important channel to communicate with potential customers. A report by reveals that 58% of enterprises also use social media as a social commerce channel. This can be understood by that fact that consumer prefers buying through social commerce because this platform has some benefits such as diverse distribution channels (group, brand's social media...), and easy interactivity with sellers [14]. One of the typical representatives of social

Access this article online

Website: www.japer.in

E-ISSN: 2249-3379

How to cite this article: Nghiem HTN, Van NT, Khanh VH, Tien DTA. Social media marketing effects on local cosmetic brands through consumer–brand engagement. *J Adv Pharm Educ Res.* 2025;15(4):180-9. <https://doi.org/10.51847/mhTgp2ylBy>

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commerce is TikTok, an application that integrates online commerce and short video social networks. Based on the report of TikTok takes the lead in quantity and sales, furthermore, this document also reveals the beauty product is estimated at 15,508 billion dong. Unfortunately, in the cosmetics market, the local brands in Vietnam are losing their standing to foreign brands. More than 90% of Vietnamese cosmetics businesses are distribution agents of foreign brands [15]. The market continues to change day by day, so they are the local brands. Some of local brands, step-by-step, are accepted by the consumer, such as Cocoon, Sao Thai Duong, Thorakao.

A recent study has highlighted the impact of many aspects on online behavioral consumption in the cosmetics sector [16, 17], as well as the impact of SMMA on behavioral consumers [18, 19]. However, just a few documents discuss consumer-brand involvement in the context of SMMA by firms. Although some paperwork has analytics on the impact of SMMA on several industries, for example, the paper of Cheung and Pires [20] on the brand smartphone in Hong Kong, the paper of Tarabieh [21] on the airline industry in Jordan, or the search of Rimadias and Alvionita [22] in the tourism sector in Indonesia. The similarity of these brands' products/services is their high level of involvement; however, there is still a research deficit in Vietnam for cosmetics.

With this knowledge gap, the literature will investigate the impact of social media marketing through 5 aspects, namely entertainment, interaction, trendiness, customization, and e-WOM on brand knowledge with the mediator of consumer-brand engagement. Based on the ABC model in cognitive behavioral therapy and the brand resonance model and other theories of the term “consumer-brand engagement,” we will develop a theoretical model and hypotheses. The analytics will be processed to propose some managerial implications for the local cosmetics brand Viet Nam to develop relationships with customers and brand knowledge.

Materials and Methods

In this paper, we use model ABC in cognitive-behavioral therapy to explain the cognitive process of consumers and model the brand resonance model and value chain of Kevin Lane Keller to explain some hypotheses. Some consumer-brand engagement theories will also be used to clarify the concept of this definition.

The ABC model

The ABC model is developed in the mental health therapy field by Ph.D. Albert Ellis. This model is divided into three stages: A (Activating event), B (Beliefs), and C (Consequences). In summary, the model helps the therapy to comprehend the process of changing emotions, behavior, and psychologies through events in each human's life [23-32]. When an event occurs, it will stimulate the cognitive process of the patient. Not only the objective information that the patient receives from the event will be clarified, but the process also considers all the biases of the patient [33-36]. On the other hand, according to the

development of [37], there are many factors in a process such as irrational belief, rational belief, and the main core belief that affect the consequences of changes. In this context, SMMA doesn't directly affect the changes in brand knowledge; it must be through the process of cognition of the consumer.

Brand resonance model

The brand resonance model of Keller states that branding strategy needs a different objective at each stage in building customer-based brand equity. Additionally, when a brand does some marketing activities, it will lead to some changes in customer mindsets [38]. In summary, the model of brand resonance explains building brand initiative from the customer being aware of the brand, improving brand knowledge, and then having some judgments and feelings about the brand [38].

Theory of consumer-brand engagement

The theory of Bowden [13] helps other researchers understand the process of customer engagement, for each time the customer interacts with the brand, brand knowledge will be improved. The more customers become familiar with a brand, the more they come closer to the brand's soul, and the more they bring the brand into their lives, making their decision process before buying [12, 13, 39]. From the point of view of the practitioner, consumer-brand engagement is considered a complex experiential and social dimension [12]. This definition also can be described as an effect of enterprise to make a total brand experience for the consumers. Once consumer-brand engagement has been automatically activating, it can lead the consumer to put the brand into action [12]. According to researchers [16], when a customer becomes engaged with the brand, they can contribute their equity to the company, which includes customer network assets, customer persuasion capital, customer knowledge stores, and customer creativity. Not every customer has all that equity, but when customers respond to the marketing effort of the company, that means the company achieves the success of engagement marketing. Customers can influence other potential customers or even help the brand reach out to the other customers [16]. Importantly, brand knowledge is assumed to be a part of the accumulation of customer knowledge stores. In summary, not only Bowden [13], Gambetti, Graffigna [12] also assume customer engagement is a process, but they also especially assume that consumers will continue to interact with the brand, growing brand knowledge.

Research model and hypotheses

The elements of SMMA and consumer-brand engagement

Social media marketing activities (SMMA) can serve as a comprehensive communication tool for promotion and engagement marketing, allowing for two-way conversation between the company and the customer [40]. In each setting, the

researchers will decide how many parts of SMMA should be covered in the publication. Kim and Ko [41] define SMMA as four elements: entertainment, interaction, trendiness, personalization, and word of mouth for the premium fashion brand's goods. Furthermore, Seo and Park [42] consider entertainment, interaction, trendiness, personalization, and perceived risk to be five critical characteristics of SMMA in the airline industry. Cheung and Pires [20] defined SMMA with five characteristics, including entertainment, interactivity, trendiness, customization, and electronic word-of-mouth (e-WOM), given the high level of involvement in smartphones.

Entertainment is assumed for how users feel fun and humor in front of interesting content on social media [17]. Interesting content can stimulate users to interact with the content, making it viral easier [18]. Entertainment is also considered an important characteristic to bring out the special identity of the brand, attracting and retaining customers. Social media is a free communication channel for any company, so it is a competition for chasing the attention of customers. Focusing on aesthetics and entertainment when building content enhances customers' positive mindset about the brand [19]. This emotional transformation strengthens the involvement and stimulates them to react to the content. Additionally, this element has been approved for its effect on consumer-brand engagement lately [20]. This evidence led to the hypothesis below:

H1: Entertainment is related to consumer-brand engagement

Interaction is preferred for information sharing and opinion exchange between brand and customer, customer and customer [17]. According to [14], interactivity will improve the brand awareness of consumers. Enhancing interaction also helps build beliefs to form relationships with customers [17]. When comparing content for promotion and content for gathering interaction, Lim and Rasul [21] have noticed building content with interactivity can help the brand get the attention of the customer. In the preceding paper, interaction has been confirming its effect and even the needed aspect of SMMA that affects consumer-brand engagement [20, 22]. Therefore, the authors give the hypothesis:

H2: Interaction is related to consumer-brand engagement

Trendiness is an attribute of SMMA that proposes the way the brand always updates news and provides the most up-to-date information about products or services [43]. The consumer seeks information about products and experiences using other consumers before making a decision [44]. People tend to believe in information received from social media more than from advertisements in marketing activities or promotions [43]. Customers seem to be positively affected by how the brand updates news, which helps increase brand loyalty. Anxiety and risk of the customer can decrease the buying intention of the customer [45]. However, quality information sources are related to feelings; one of the things enterprises can do to increase the quality is to update information and create comprehensive information for the customer [46].

H3: Trendiness is related to consumer-brand engagement

Customization is when the brand customizes the information and selection of services to adopt for anyone seeking information or

news of different customers on social media [40]. And people would love the news to fit with their interests [43]. In research about the customization of luxury brands, the researchers have implied that providing more options for customized products can enhance the satisfaction of the customers [41]. In the perceptible process of engagement, all the positive brand experiences, and the satisfaction of customers will reinforce the relationship between two parties. When the researcher analyzes effect of advertising in a customization environment, regardless of the customization level, people have a positive attitude toward advertising keywords [42], a paid advertising based on keyword searching. This shows that the right customization information would affect the positive attitude of customers. Therefore, we propose a hypothesis below.

H4: Customization is related to consumer-brand engagement

E-WOM is a specific element to show how the customer can affect brand knowledge of the other customers. Based on Kim and Ko [17] opinion, the intention to pass along information of the users is called "Word-of-mouth". The positive information can effect on attitude of consumers to the brand [47]. The consequence of changing emotions or behavior can be explained by the model ABC [48-51]. In a research [52], this component has been approved for its positive effect on consumer-brand engagement. This leads to hypothesis 5:

H5: E-WOM is related to consumer-brand engagement.

Differing from "satisfaction," "engagement" is focused on the term of consumer's own cognitive, emotional, and behavioral dynamics during every interactive session [53]. Each time connect and communicate with a brand, the brand associations will be generated in the consumer's mind [54]. If customers feel delighted after the brand experience, the commitment will be evoked and the brand knowledge structure will be increased over time [13]. As a consequence of this relationship, customer actively invest their own resource for the brand [16]. The level of this engagement can encourage customers to share and deliver brand information related to the brand among them [16, 22]. Cheung, Pires [22] also imply that the situation will be an interactive session of brand and customer, thereby attracting the customer's attention and reinforcing the ability to recall the brand, one of the attributes of creating brand awareness [54]. This provides evidence for hypothesis 6:

H6: Consumer-brand engagement is related to brand awareness

In each stage of the engagement relationship, customers understand the brand more and more through every interaction, and communication [12]. With each touchpoint, it would be an activation event to stimulate the cognitive processing of the customer. With delight, customers can return and connect with the brand [13]. The customer becomes familiar with the brand, the brand will be a reference in the purchase decision process [39, 55]. The consumer-brand engagement based on emotional brand relationships also solidates brand loyalty [56]. So on, Cheung, Pires [22] state that emotional attachment through the process of engagement can enhance a strong and positive brand attitude then strengthening brand image. This leads to hypothesis 7:

H7: Consumer-brand engagement is related to brand image.

When analyzing the model in Hong Kong with high-involvement product type smartphone, Cheung, Pires [22] have confirmed three elements of SMMA: interaction, EWOM, and trendiness have a significant indirect effect on brand awareness and brand image. Although entertainment and customization don't have a significant effect, the researchers still imply that using all the elements of SMMA properly can enhance cognitive processing, affection, and activation of consumers, so on strengthening brand knowledge more consolidated [22]. On the other hand, entertainment is an important element to encourage customers to actively interact with the brand through content on social media [18]. Building creative, interesting, and entertainment is also recommended to make customers impressive and remember the brand. When conducting research in a high-involvement service sector, researchers [57] find out customization is a significant element of SMMA to effect brand awareness and brand impound out customization is a significant element of SMMA to affect brand awareness and brand image. recommend that providing personalized information on products/services will reinforce brand image and enhance brand loyalty. Brand loyalty can seem to be an activation of consumer-brand engagement, thereby this research will test the effect of separate elements belonging to SMMA through the consumer-brand engagement on brand awareness and brand image.

H8a: Consumer-brand engagement mediates the relationship between entertainment and brand awareness

H8b: Consumer-brand engagement mediates the relationship between entertainment and brand image

H8c: Consumer-brand engagement mediates the relationship between interaction and brand awareness

H8d: Consumer-brand engagement mediates the relationship between interaction and brand image

H8e: Consumer-brand engagement mediates the relationship between trendiness and brand awareness

H8f: Consumer-brand engagement mediates the relationship between trendiness and brand image

H8g: Consumer-brand engagement mediates the relationship between customization and brand awareness

H8h: Consumer-brand engagement mediates the relationship between customization and brand image

H8i: Consumer-brand engagement mediates the relationship between e-WOM and brand awareness

H8j: Consumer-brand engagement mediates the relationship between e-WOM and brand image

Research method

Sample

Using the Snowball technique, the authors conducted an online survey on Facebook and encouraged responders to pass along the form. After collecting and scrubbing data, the results were obtained with 230 usable responses, out of 313 forms the authors have received. The responders are those who live in Ho Chi Minh City and use social media, having approached the content of one Vietnamese cosmetic brand recently. After the analysis, more

than 77.4% were female, and 85.2% were under the age of 25. Furthermore, 63.5% of participants have seen content on the Cocoon brand's social media, 13% for Lemonade, and 11.3% for Decumar. Although most participants have an income under 5 million (59.6%), the payment for cosmetics between 300,000 and 500,000 VNĐ in a month scores the greatest percentage (36.1%). The summary will be presented in **Table 1** below.

Instruments

In this study, the authors will adopt items that have been repeated in the same context about social media marketing activities from literature conducted in Viet Nam and other nations [22, 43, 58], the authors also modify the sentences for a good comprehensiveness with Vietnamese translation. The aspect of SMMA will be collected mostly in the paper of Cheung, Pires [22], with 4 items of entertainment, 4 items of interaction, 3 items of trendiness, 5 items of customization, and 4 items of e-WOM. The high-order mediator variable CBE, the authors adopt from the scale of researchers [22, 53], which included 3 items for cognitive processing, 4 items for affection, and 3 items for activation. Finally, brand awareness with 5 items, also brand image. All the variables are observed by a five-point Likert scale: (1) Completely disagree, (2) Disagree, (3) Normal, (4) Agree, and (5) Totally agree.

Table 1. Describe demographic characteristics of sample

Indicator	Type	Frequency	Percentage
Gender	Female	52	77.4
	Male	178	22.6
Income	Under 5 million VNĐ	137	59.6
	From 5 to 10 million VNĐ	55	23.9
	From 10 to 20 million VNĐ	33	14.3
	Above 20 million VNĐ	5	2.2
	Under 300.000 VNĐ	52	22.6
Payment for cosmetics in a month	From 300.000 to 500.000 VNĐ	83	36.1
	From 500.000 to 700.000 VNĐ	47	20.4
	From 700.000 to 1.000.000 VNĐ	31	13.5
	Above 1.000.000 VNĐ	17	7.4
	Cocoon	146	63.5
Brand's social media approachment	Sao Thái Dương	13	5.7
	Lemonade	30	13.0
	Decumar	26	11.3
	Co mem	5	2.2
	Thorakao	9	3.9
Total	Other	1	0.4
		230	

Results and Discussion

Validate scale reliability tests

In the first stage, the authors employ a disjointed two-stage strategy to obtain the CBE variable. The study of outer loading reveals that all individual item loadings vary from 0.749 to 0.898, all more than 0.7, suggesting good items [59]. Cronbach's alpha and value CR of items are all larger than 0.7 and less than 0.95, indicating a high level of internal consistency [60]. All AVE items have a score greater than 0.5, indicating that they meet the AVE criterion [59]. Using Rönkkö and Cho's criteria [61], the discriminant validity is passed. Although the HTMT between interaction (TT) and trendiness (XH) is 0.940, which is greater than 0.9, many studies continue to use this scale of those two indicators [18-20]. Furthermore, if item TT4 is removed from the scale, the HTMT decreases, but so do Cronbach's alpha, CR, and AVE of the indicator interaction. As a result, we continue to use the previous scale (Table 2).

Table 2. Results of validate scale reliability stage 1

Indicator	Cronbach's Alpha	CR	AVE
GT	0.860	0.905	0.706
TT	0.840	0.893	0.677
XH	0.781	0.873	0.695
TC	0.857	0.897	0.636
TM	0.822	0.882	0.653
PC	0.800	0.882	0.714
AF	0.835	0.890	0.669
AC	0.814	0.890	0.729
NT	0.847	0.891	0.620
HA	0.847	0.891	0.621

In the final construct, the outer loading of CBE is all good with a value above 0.7. Others value such as Cronbach's alpha (0,819), composite reliability (0,892 and AVE (0,734) are all good, passing the validation. All the other variability are in the accepted range also; the results are in Table 3.

Table 3. Results of validate scale reliability stage 1

Indicator	Cronbach's Alpha	CR	AVE
GT	0.860	0.905	0.706
TT	0.840	0.893	0.677
XH	0.781	0.873	0.695
TC	0.857	0.897	0.636
TM	0.822	0.882	0.653
CBE	0.847	0.908	0.766
NT	0.847	0.891	0.620

The inner model construct

After validating the outer measurement model, the analysis proceeded with the assessment of the inner structural model.

Collinearity was first examined using variance inflation factor (VIF) values. The results indicate that all predictor–mediator pairs—entertainment (GT), customization (TC), e-WOM (TM), interaction (TT), and trendiness (XH) with consumer–brand engagement (CBE)—reported VIF values of 2.412, 3.088, 2.462, 3.117, and 2.846, respectively. In addition, the VIF values for the relationships between CBE and the dependent variables, brand awareness (NT) and brand image (HA), were equal to 1. All VIF values were below the recommended threshold of 5, confirming the absence of multicollinearity issues. Subsequently, the direct effects of the independent variables on the mediating variable were examined using a bootstrapping procedure with 5,000 resamples. As presented in Table 4, only four SMMA dimensions had a significant impact on consumer–brand engagement. Among them, e-WOM exerted the strongest effect ($\beta = 0.421, p = 0.000$), followed by customization ($\beta = 0.160, p = 0.041$), entertainment ($\beta = 0.152, p = 0.037$), and trendiness ($\beta = 0.134, p = 0.042$), thus supporting hypotheses H5, H4, H1, and H3. In contrast, interaction did not demonstrate a statistically significant effect on CBE ($\beta = 0.092, p = 0.178$), leading to the rejection of H2. Furthermore, consumer–brand engagement showed a strong and significant influence on both brand awareness ($\beta = 0.769, p = 0.000$) and brand image ($\beta = 0.794, p = 0.000$).

The explanatory power of the structural model was assessed using the coefficient of determination (R^2). The R^2 value for consumer–brand engagement was 0.710, which indicates a moderate level of explanatory power. Similarly, the R^2 values for brand awareness (0.591) and brand image (0.631) suggest acceptable predictive accuracy of the model (Figure 1).

The mediation analysis further revealed that e-WOM, customization, entertainment, and trendiness exerted significant indirect effects on brand awareness through consumer–brand engagement, with path coefficients of $\beta = 0.324 (p = 0.000)$, $\beta = 0.123 (p = 0.048)$, $\beta = 0.117 (p = 0.042)$, and $\beta = 0.103 (p = 0.048)$, respectively. These SMMA dimensions also demonstrated significant indirect effects on brand image, with e-WOM exhibiting the strongest influence ($\beta = 0.335, p = 0.000$), followed by customization ($\beta = 0.127, p = 0.047$), entertainment ($\beta = 0.121, p = 0.043$), and trendiness ($\beta = 0.106, p = 0.048$).

To evaluate the magnitude of the mediating effects, the v^2 effect size index was applied [62]. The results indicate that the indirect effects of e-WOM on brand awareness ($v^2 = 0.101$) and brand image ($v^2 = 0.107$) represent medium effect sizes, whereas the remaining SMMA dimensions exhibited weak effects, with v^2 values below 0.075 [63]. Moreover, the indirect effects of entertainment and customization were found to be weak and statistically non-significant.

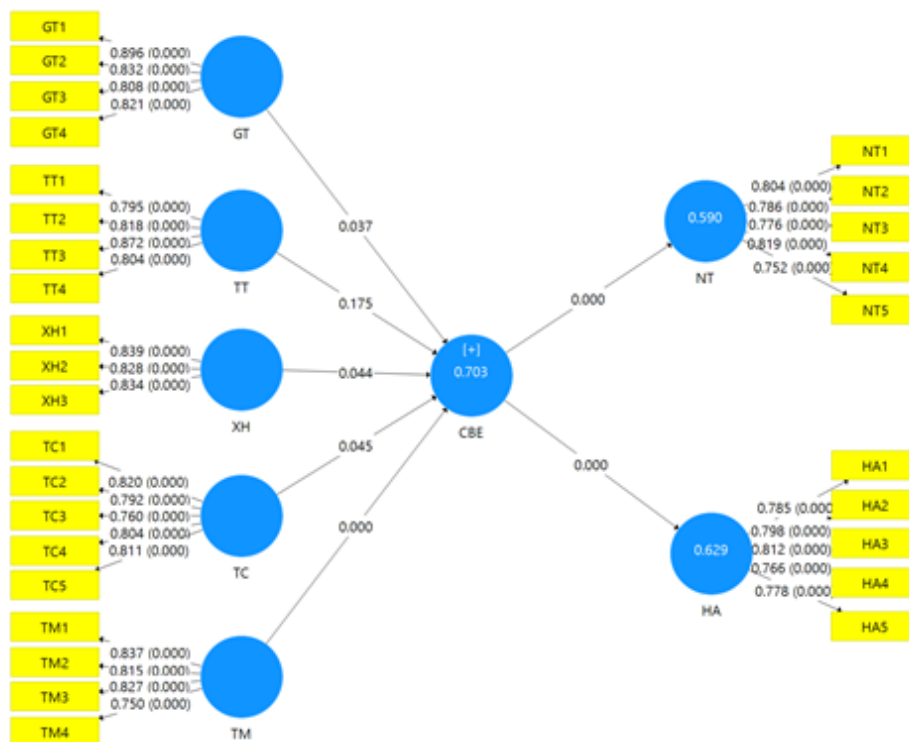


Figure 1. Model research

Table 4. Summary of hypothesis testing results

Relationship	Path coefficients	P-Value	t-value	Results
SMMA aspects				
GT -> CBE	0.152	0.037	2.091	Supporting H1
TT -> CBE	0.092	0.178	1.349	Not supporting H2
XH -> CBE	0.134	0.042	2.034	Supporting H3
TC -> CBE	0.160	0.041	2.041	Supporting H4
TM -> CBE	0.421	0.000	5.878	Supporting H5
CBE -> Brand knowledge				
CBE -> NT	0.769	0.000	23.909	Supporting H6
CBE -> HA	0.794	0.000	24.11	Supporting H7
The indirect effect				
GT -> CBE -> NT	0.117	0.042	2.031	Supporting H8a
GT -> CBE -> HA	0.121	0.043	2.026	Supporting H8b
TT -> CBE -> NT	0.070	0.181	1.338	Not Supporting H8c
TT -> CBE -> HA	0.073	0.179	1.345	Not Supporting H8d
XH -> CBE -> NT	0.103	0.048	1.978	Supporting H8e
XH -> CBE -> HA	0.106	0.048	1.976	Supporting H8f
TC -> CBE -> NT	0.123	0.048	1.981	Supporting H8g
TC -> CBE -> HA	0.127	0.047	1.984	Supporting H8h
TM -> CBE -> NT	0.324	0.000	5.850	Supporting H8i
TM -> CBE -> HA	0.335	0.000	5.915	Supporting H8j

The findings highlight the importance of SMMA features in improving brand understanding and strengthening consumer-brand engagement. These three factors, e-WOM, trendiness, and entertainment, all contribute to consumer-brand engagement and have been shown to have an influence in previous studies [20, 22]. This study also confirmed the positive effect of SMMA on brand knowledge in Vietnam, stating that what brands do on social media will influence Vietnamese

consumers to improve brand awareness and create a positive brand image in their thoughts [19, 64]. However, contrary to some decades of literature [20, 22], personalization has been determined to be the second most significant part of SMMA to develop a relationship between customers and the brand, resulting in a different outcome when applying Cheung and Pires' recommendation model [20] in various countries. In some countries, interaction appears to play a significant role in

increasing brand awareness with a high-involvement product [57]. However, in the context of cosmetics in Vietnam, interaction has not yet been permitted for this study. Nguyen and Nayak [65] found that perceived anonymity can influence social media disengagement in a sample of predominantly young people. This was explained as follows: when a person appears to be concerned about the authenticity of a social media platform, they will hesitate to interact with the page. Social media experiences also influence how customers view the credibility of social media and so indirectly influence consumer behavior.

The findings also reveal that CBE has a strong and significant positive effect on brand awareness and brand image, confirming the crucial role of CBE in building brand knowledge [12, 13, 38]. Moreover, four aspects of SMMA: e-WOM, customization, entertainment, and trendiness have been accepted as their indirect effect on brand knowledge through CBE, which is a full mediator effect. Hence, the study justified the use of social media marketing in encouraging consumers to change positively not only in behavior and emotional but also to enhance the branding process [43].

Implication

The results showing consumer-brand engagement play an important role in driving brand knowledge through social media marketing activities.

All these four elements of SMMA have a positive effect on brand knowledge, but these are the 3 strongest elements: e-WOM, customization, and entertainment. So, the enterprise should consider controlling the information about the brand passed along to the customers on social media. A positive e-WOM can encourage customers to share their brand experience and introduce the brand to other customers; consequent consumers spreading e-WOM voluntarily will automatically help strengthen their brand knowledge [22]. Moreover, the marketer should assist customers in getting what they are seeking, such as detailed information [22] for the pleasure of the customer. The marketer needs to determine the stage of the engagement process of customers to produce relevant information for them [13]. Enterprises need to allocate suitable resources for creating funny and trendy information to catch the attention. Entertainment content will also encourage the customer to interact and make it go viral on social media more easily [18]. Even though the weakest element is trendiness and the interaction has not been approved of its affection, the success of SMMA is made by the balance of for those components [43].

The importance of consumer-brand engagement is not only because of its impact on brand knowledge; it is also because of the partial mediator effect. Thereby, when progressing a social media marketing strategy, the marketer needs to ascertain the stage of engagement of the customer to clarify the detailed objectives and content direction... of the program strategy. Identifying a target audience will help the marketer provide the right information for the needs of customers and also develop their brand knowledge [13, 38]. The way the company approaches plays a crucial role in enhancing two-way

communication between the brand and customers; the closer this relationship, the more customers embed the brand into their lives [12]. Companies should consider learning about engagement marketing and apply it as an important strategy to encourage customers to contribute their own resources to the company [16]. The achievement is not just about receiving new customers that the loyalty customer brings; it is also about an efficient and less costly way to develop new products or improve the old product [16].

Conclusion

In the context of the cosmetics market in Vietnam, the findings of this study have shown which aspects of SMMA that local brands should be considered to invest in. Consequently, e-WOM is the strongest element affecting brand knowledge, followed by customization, entertainment, and trendiness. Especially, the meaning of CBE in building relationships with customers has been approved of its effect on brand knowledge. Thereby, the local cosmetics brand in Vietnam will have a clearer vision for the future marketing strategy on social media.

With the focus on citizens, this study has its limitations if using the results to apply to other countrysides in Vietnam. Additionally, the sample is mostly female and under 25 years old, so the outcome of this study will not be suitable for analysis of other customer segmentation. Moreover, this study only focuses on cosmetics, a high-involvement product with complex chemical ingredients. Therefore, future research can use this model to analyze in the context of low-involvement products/services.

Acknowledgments: The authors would like to thank all respondents who participated in the survey and kindly shared their time and insights. We also appreciate the constructive comments from anonymous reviewers, which helped improve the quality and clarity of this manuscript.

Conflict of interest: None

Financial support: None

Ethics statement: This study involved a questionnaire survey with human participants. Participation was completely voluntary, and all respondents were informed about the research purpose prior to data collection. No personal identifying information was collected, and all responses were kept anonymous and used solely for academic research purposes. Therefore, ethical approval was not required.

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