

ABSTRACT

This study examines the influence of Social Media Marketing on consumer Purchase Decisions for the "Insurgent" brand on the Shopee marketplace, with Brand Awareness serving as a mediating variable.

The objective of this research is to assess the extent to which Social Media Marketing, mediated by Brand Awareness, affects consumer Purchase Decisions.

A quantitative research method was employed, using Social Media Marketing as the independent variable, Brand Awareness as the mediating variable, and Purchase Decision as the dependent variable.

The findings of this study indicate that the Social Media Marketing efforts implemented by the "Insurgent" brand have a direct influence on both Brand Awareness and Purchase Decisions. Furthermore, when mediated by Brand Awareness, Social Media Marketing exerts a significant and positive impact on consumer Purchase Decisions for the "Insurgent" brand on Shopee. However, it is acknowledged that Purchase Decisions may also be influenced by other factors such as product quality, price, peer recommendations, and others.

These findings suggest that Social Media Marketing should be regarded as a critical strategic consideration for fashion brands, as it can significantly enhance consumer Brand Awareness, which in turn may strongly influence purchase behavior, particularly within e-commerce environments, where consumers are unable to physically inspect products.

Keywords: Social Media Marketing, Brand Awareness, Purchase Decision, Insurgent, Shopee, E-Commerce