



Brand Awareness and Social Media Communication in Frozen Food Management

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Abstract

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Instagram and WhatsApp have become popular communication tools for business management in various industries, including the frozen food sector. This study aims to determine the influence of social media marketing and brand awareness on the management of frozen food sales in South Tambun, Bekasi, West Java. This study took a quantitative approach, involving the distribution of questionnaires to 124 respondents. The data were analysed using multiple linear regression analysis. The results indicate that social media marketing has a significant and positive effect on purchasing decisions, as evidenced by the t-test (t-count: 7.928 > t-table: 1.979 and sig.: 0.000 < 0.05). Brand awareness (X^2) was also found to significantly affect frozen food purchasing decisions, with an F-count of 165.832 > F-table of 3.07 and a sig. of 0.000 < 0.05. The coefficient of determination (R^2) of the social media marketing and brand awareness variables on purchasing decisions was found to be 72.6%. The remaining 27.4% is explained by other causes outside the scope of the research variables.

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INTRODUCTION

Lifestyle and consumption patterns have also changed due to the conditions imposed by the Covid-19 pandemic. People now prefer frozen processed food because it is more convenient and safer to consume outdoors. Frozen food has become a popular business in the culinary sector, providing an innovative solution during times of crisis. Originally intended to address food requirements arising from limited outdoor activities, the consumption of frozen food has evolved into a lifestyle choice for millennials and busy professionals who lack the time to cook, as observed in developed countries where people opt for convenient and quick meal solutions (Andriyani et al., 2021). This phenomenon is also spreading in Indonesia, where people are becoming busier, particularly migrants and those living alone. This makes them fond of consuming frozen

food while paying attention to health benefits. Types of frozen processed food in Indonesia include processed meat from chicken, beef, and fish; cooked processed meat; chicken nuggets; sausages; smoked beef; potatoes; meat and fish balls; crispy otak-otak; frozen kebabs; tortillas; and cireng salad (Putri & Tamami, 2021). Another statement revealed that production of frozen food products made from various types of processed fish, poultry and other meats is increasing (Sundari, 2023).

In terms of the media used for marketing products, frozen food shops often use social media platforms such as WhatsApp and Instagram to reach their target market. Following the post-Covid-19 pandemic, life is starting to return to normal. People are no longer restricted to meeting their daily food needs by eating at nearby food stalls, cafés, or restaurants. This presents a significant challenge for those in the frozen food industry, who must intensify their social media marketing efforts.

Social Media Marketing

Marketing communication is a company's effort to build long-term relationships with consumers, one way of doing so being through social media to market products or services sold using the eight elements of the marketing mix: advertisement, sales promotion, events and experiences, public relations, social media marketing, mobile marketing, direct marketing and personal selling. As well as creating experiences, social media can build relationships with consumers and create brand awareness, which is assumed to be the most important factor in determining purchasing decisions.

Marketing communication using social media is known as social media marketing, which combines new media in the digital age with marketing communication. Social media has been defined as a medium not only used for communication by sharing photos, videos, messages and information (Kotler & Armstrong, 2018). It is a forum oriented towards the wider community, enabling people to share various information and experiences on all platforms. Businesspeople are increasingly using social media because it positively influences their ability to reach consumers widely.

Social media marketing involves all forms of direct and indirect strategies to build awareness, memory and behaviour for a product or service brand through existing websites and applications (Simamora, 2022). According to Ardiansyah & Sarwoko (2020) social media marketing is not limited to individual reach; it can also have an overall impact on the company. Thus, it can be concluded from the definitions and opinions of several experts that social media marketing is a strategy to market a brand's products and services online, employed by businesspeople and companies. In social media operations, Marzuki & Thaha (2022) indicate that there are four Cs that define social media marketing: 1) context (how do we create our stories?); 2) communication (sharing stories, listening, responding, and growing together); 3) collaboration (working together to improve efficiency and effectiveness); and 4) connection (the bonds we establish and nurture).

Marketing strategies are implemented using technology and the internet, particularly social media platforms, to communicate and collaborate with consumers. This strategy enables the creation of relevant and interesting content tailored to the business. In this way, consumers are encouraged to interact and recommend to their friends and contacts until they decide to make a purchase. Through social media, businesses can monitor trends and collect reviews on consumer satisfaction with products

or services. WhatsApp and Instagram are now crowded social media platforms that provide an opportunity to promote businesses.

Brand Awareness

Branding is the process by which companies build a brand identity, which can include a logo. It also involves maintaining the brand image in the eyes of consumers. If an experience is consistently created and positive relationships with consumers are built, brands will be easily recognised, remembered and consistently chosen by consumers. This theory illustrates how companies carry out the branding process. According to Hulberg (2006) there are six core elements that companies can use to build and strengthen their brand image: identity, organisational culture, behaviour, values, image and reputation.

Emanuel et al. (2023) describes brand awareness as the primary objective of marketing, whereby consumers are expected to be highly aware of a brand in the market, remember it when needed, and use it as a reference when making decisions between various alternatives. Brand awareness can refer to consumers simply knowing the brand, or to them being able to remember and recognise it (Aaker, 2020). Brand awareness as the ability of consumers to recognise and recall a brand in the market when thinking about a particular product category (Simamora, 2022). Brand awareness plays a role in creating brand value. The values of brand awareness include: (a) substance or commitment: brand awareness survives as a sign of commitment and the existence of a business or company that consumers can always rely on; (b) a source of other associations: a high-awareness brand helps to expand the brand with different products because the brand is already familiar to consumers; (c) familiarity or taste: consumers are familiar with a brand when brand awareness is high. Familiarity leads to a high level of brand affinity; (d) a brand at the top-of-mind level will be considered and valued by consumers when making purchasing decisions. A product or service will not be considered for purchase if the brand is not commonly consumed and preferred (Firmansyah et al., 2023). Thus, two indicators are used to measure consumers' awareness of a product or service brand: 1) brand familiarity, and 2) brand recognisability (Foroudi, 2019).

Buying Decision

Brand awareness can influence consumers' purchasing decisions. The more aware consumers are of a product or service's brand, built through social media marketing, the more likely they are to buy it. Purchase decisions are a process of consumer behaviour involving the selection of one of several alternatives, based on the consumer's needs, desires and personal interests (Kotler & Armstrong, 2018). Purchase decisions are an integrative process resulting in a choice that can be represented as a behavioural desire. This process involves evaluating two or more products, brands or stores (Fatah & Oktaviani, 2021). Purchase decisions are defined as the process consumers go through. It is said that consumer behaviour starts with identifying a problem, looking for information about a particular brand's products and services, and evaluating how each alternative can solve the problem related to the purchase decision. Consumer behaviour is the study of how individuals, groups, and organisations select, purchase, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants.

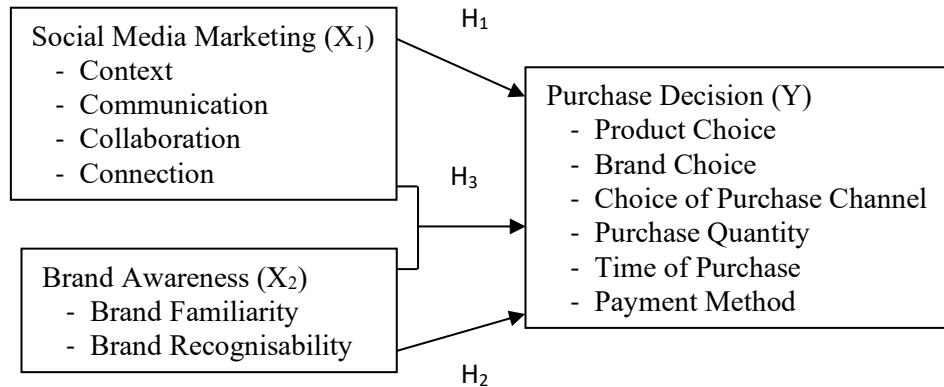
Consumers' purchasing decisions are influenced by four factors: 1) Cultural. This factor encompasses subcultures and social classes, which marketers must understand. The

influence of culture on purchasing behaviour varies from country to country and from person to person; 2) Social. This factor includes reference groups, family, and social roles and status; 3) Personal Factors. Purchasing decisions are influenced by personal factors such as age, employment and economic situation, lifestyle, and personality and self-concept, which are said to be unique, consistent and long-lasting; and 4) Psychological. This factor includes motivation and perception (Kotler & Armstrong, 2018)

There are six factors that influence consumers' decisions to purchase products or services. These include (Kotler & Armstrong, 2018). (1) Product choice. Consumers' decisions to purchase products or services are related to product quality, need, variety, price, benefits and value. Consumers decide to make firm purchases of products that offer value and benefits that align with their needs and desires, as well as their budget; (2) Brand choice: As well as choosing and purchasing a product, consumers must also decide which brand to choose. Brands have their own unique characteristics and differences, so companies must conduct research to understand consumer preferences and the factors that influence consumers' brand choices; (3) Choice of purchase channels. Once the product and brand have been selected, consumers need to decide where to buy from, whether from offline or online stores or from sole distributors; (4) Purchase quantity. This refers to how many products or services the consumer decides to buy; the consumer is free to decide at any time how much to purchase; (5) Time of purchase. As well as being free to decide how much to buy at any time, consumers can also choose when to make their purchase; (6) Payment method. After making the first five decisions, the payment method is the last decision consumers must make. Due to the popularity of online shopping, the payment methods used by consumers are becoming increasingly diverse. In this era, consumers are rarely found with cash.

Frozen food is also very popular in South Tambun, a district of the city of Bekasi. South Tambun is one of the regency's economic centres, supported by trade. Traditional and modern markets, as well as culinary businesses, are developing in the area. Merpati Frozen Food Shop is one of the companies that seized culinary business opportunities during the pandemic by selling frozen, processed food products from various brands. Few companies have survived the pandemic and its aftermath. It seems that their marketing strategy focuses on specific media, such as WhatsApp. Meanwhile, other media are monotonous and not designed to attract consumers. Social media is not only a marketing tool for businesses, but also a means of building brand awareness, creating long-term value and ensuring business continuity. Today's consumers tend to go online more often to find information on social media. Furthermore, social media marketing is believed to be an important factor influencing consumers' purchasing decisions regarding brand awareness of frozen food products. This study therefore focuses on the influence of social media communication and brand awareness on frozen food purchases at outlets such as the Merpati shop in South Tambun, Bekasi, West Java, which is managed by Frozen Food Management. Based on these statements, the following research model is proposed.

Figure 1. Research Model



In the context of this study, the following hypothesis has been formulated:

- H₁: Social media marketing has a significant and positive impact on frozen food purchase decisions
- H₂: Brand awareness has a significant and positive impact on frozen food purchase decisions
- H₃: Social media marketing and brand awareness have a significant and positive impact on frozen food purchase decisions simultaneously

RESEARCH METHODS

This study focuses on people in South Tambun who consume and purchase products from frozen food shops. The study focuses on the Merpati South Tambun shop and an unknown number of its customers. Based on 124 responses obtained from questionnaires distributed both online and offline, this study was conducted. This study employed a quantitative approach using a survey method to investigate the influence of social media marketing activities (X₁) and brand awareness (X₂) on frozen food purchase decisions (Y). The statistical measurement tool SPSS (Statistical Package for the Social Sciences), version 23, was used for the analysis. The calculations in this study used a measurement scale for each statement, which was prepared using a Likert scale. Respondents were asked to indicate whether they strongly agreed (value 5) or strongly disagreed (value 1).

RESULT

In this study, the validity was tested using a questionnaire given to 30 respondents (n) as a pre-test. Then, $df = 30 - 2 = 28$ and the r table obtained is 0.3610. The results of the validity test show that all 34 question items from the three variables of social media marketing, brand awareness and purchase decisions are proven to be valid. This is because all the questions have met the criterion of $r_{\text{count}} > r_{\text{table}}$ (0.3610) at a significance level of 0.5. Therefore, no questions need to be deleted, and they can be used for further testing.

Of the 124 respondents, 100 were female (80.6%), which means they were more dominant than the 24 male respondents (19.4%). This shows that women tend to be more active and selective when choosing and consuming food considered convenient. They not only have a very influential role in the purchasing process, but they are also responsible for the kitchen. Consequently, women tend to be more discerning, particularly regarding ingredient selection, food benefits, ready-to-eat food preparation and consumption

timing. Female respondents are significantly more active than male respondents when it comes to buying frozen food.

As shown in Table 1, most respondents in this study were aged 20–30 (47.6%). This age group is classified as productive adults with diverse food needs. This age group tends to choose quick and convenient foods, such as frozen meals, for both personal consumption and for their families. This differs from the age group with the lowest number of respondents, namely those aged over 50, who are in fact the age group most likely to consume frozen food.

Table 1. Description of respondents by age

Category	Frequency	Percentage
< 20	13	10,5%
20 – 30	59	47,6%
31 – 40	25	20,2%
41 – 50	23	18,5%
> 50	4	3,2%
Total	124	100%

Source: Processed by the researcher

Compared to workers in other occupations, private employees are the most dominant group of respondents. This significant result indicates that private employees of all ages have considerable purchasing power when it comes to frozen food. Their busy, dynamic lifestyles mean they are accustomed to ordering food online and are familiar with products such as frozen food. Students come second. This is because they tend to be active and easily influenced by food trends on social media, which suits their financial situation.

On the other hand, when it comes to social media in the frozen food business, particularly among frozen food takeaway shops, Instagram and e-commerce platforms such as GoFood, Grabfood and ShopeeFood are the most popular options.

Table 2. Frequency of purchase by respondents

Category	Frequency	Percentage
0 times	0	0%
1 times	7	5,6%
2 times	11	8,9%
3 times	13	10,5%
>3 times	93	75,0%
Total	124	100%

Source: Processed by the researcher

In terms of purchase frequency, consumers either make their purchases directly or via an online grocery delivery service. The results of the analysis of online purchase

frequency suggest that consumers of frozen food make quite frequent purchases, i.e. more than three in six months (Table 2).

H1: Social media marketing significantly and positively impacts frozen food purchase decisions

Based on the calculation results (Table 3), a positive t-value of $7.928 > 1.979$ (t-table) is obtained for the social media marketing variable, with a Sig value of $0.000 < 0.05$. Therefore, the H1 hypothesis test can be partially accepted. Consequently, the social media marketing variable significantly and positively influences the purchase decision of frozen food in South Tambun.

Table 3. ANOVA – Hypothesis 1 and 2 t-test

Model	Unstandardized Coefficients		t	Sig.
	B	Std. Error		
(Constant)	,830	,197	4,212	,000
Social Media Marketing	,490	,062	7,928	,000
Brand Awareness	,313	,049	6,338	,000

The more effective social media marketing is used, the more purchase decisions will be made as a result. Looking at the way shopping transactions are developing, consumers now tend to buy products online more often. Business operators, including those in the frozen food industry, therefore need to embrace new strategies and approaches to online media. This study is supported by research showing that social media marketing has a positive and significant impact on purchasing decisions. Social media helps companies to build a brand and to monitor changes in consumer attitudes.

Based on Cao et al. (2021) consumer behaviour is formed through social media involvement (e.g. following and commenting on posts to find out about products sold), consumption (i.e. passively engaging with product content), and contribution (i.e. actively recommending products to relatives). Ultimately, consumers develop a desire to purchase products in the frozen food shop.

H2: Brand awareness significantly and positively impacts frozen food purchase decisions

Based on the positive t-value of $6.338 > 1.979$ (t-table) with a Sig. value of $0.000 < \alpha (0.05)$, it can be concluded that the H2 hypothesis test is partially accepted (Table 3). Therefore, the brand awareness variable has a significant and positive influence on the decision to purchase frozen food.

Table 4. Hypothesis 3 F-test

Category	Frequency	Percentage
0 times	0	0%
1 times	7	5,6%
2 times	11	8,9%
3 times	13	10,5%
>3 times	93	75,0%
Total	124	100%

In this case, consumers in the area successfully formed and recognised the brand awareness of the South Tambun frozen food shop, Merpati. These results are consistent with another findings that brand awareness significantly impacts purchase decisions. Consumer behaviour is shaped by product attributes. One such attribute is the brand. Consumers will choose well-known and trusted products. Frozen food has established positive branding and maintained business continuity by achieving a top rating on an online food delivery service. Frozen food creates brand awareness values through a) commitment (they have survived the pandemic and continue to provide high-quality products), b) familiarity (they have created a connection with consumers through the products they provide) and c) brand consideration (they have a high level of brand awareness and are stored in consumers' memories).

H3: Social media marketing and brand awareness simultaneously have a significant and positive impact on decisions to purchase frozen food

Based on an F-count value of $165.832 > F\text{-table } 3.07$, with a Sig-value of $0.000 < \alpha 0.05$ (Table 4). Thus, the results of the hypothesis test show that social media marketing variables and brand awareness have a significant and positive influence on frozen food purchase decisions.

Table 4. Hypothesis 3 F-test

Model	Sum of Squares	df	Mean Square	F	Sig
Regression	0	0%	2441,322	165,832	,000 ^b
Residual	7	5,6%	14,722		
Total	11	8,9%			

These results are consistent with Abdullah et al. (2023) research, which found that social media marketing (X1) and brand awareness (X2) positively influence purchase decisions at the e-commerce platform Shopee in Bandung City (Y). Social media marketing and brand awareness are effective long-term marketing strategies that can adapt to change, given the increased competition from similar businesses in the digital age. Social media interaction and communication between companies and consumers helps to promote brand and product value. Meanwhile, brand awareness significantly and positively impacts frozen food purchase decisions in South Tambun.

In this case, the stages of the AIDA model Kotler & Amstrong (2018) can be said to be successful in both variables. Looking at consumer responses at this stage shows purchase action: a) attention (starting with uploaded product content to attract attention to the brand); b) interest (consumers begin to search for more information about the brand); c) desire (consumers become more interested and recognise the product's value); and d) action (consumers are driven to purchase the product). Furthermore, purchasing decisions related to these two variables occur due to the interaction of several factors, including personal factors (e.g. busy activities outside the home) and cultural factors (e.g. the demand for frozen food has increased due to the popularity of South Korean culture, as evidenced by the popularity of frozen odeng and tteokbokki). Korean food products have therefore become a culinary trend among Indonesian teenagers due to the popularity of South Korean culture.

CONCLUSION

Social media marketing significantly and positively impacts frozen food purchase decisions in South Tambun. The more effective the use of social media marketing, the greater the increase in purchase decisions. Looking at the development of purchase transactions, it is clear that consumers now tend to purchase products online more often. In the digital age, where there are more and more competitors with similar businesses, social media marketing and brand awareness are effective long-term marketing strategies that require consistency and adaptability.

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