

TURNING EXPOSURE INTO STREAMS: THE ROLE OF COLDPLAY'S BRAND AWARENESS MEDIATING THE IMPACT OF SOCIAL MEDIA ON LISTENING INTENTIONS

Alan Iksan Ilyasa^{1*}, Muhammad Fajar¹, Wahyudi Rahman¹

¹ Universitas Negeri Surabaya

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ABSTRACT

This study examines the role of brand awareness in mediating the effect of social media music exposure on listening intention by positioning the band Coldplay as a human brand based on the Stimulus-Organism-Response (SOR) model. Employing a quantitative approach, data from 215 active social media users who are university students in Surabaya were analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method. The research results confirmed all hypotheses: (1) social media music exposure has a positive and significant effect on listening intention; (2) social media music exposure has a positive and significant effect on brand awareness; (3) brand awareness has a positive and significant effect on listening intention; and (4) brand awareness successfully mediates the effect of social media music exposure on listening intention. These findings assert that background audio exposure in social media content serves as a crucial cognitive bridge, indicating that music marketing strategies need to optimize these platforms to transform passive users into active listeners.

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Corresponding Author:

Alan Iksan Ilyasa | Universitas Negeri Surabaya

Email: alan.22112@mhs.unesa.ac.id
