



Impact of marketing communication strategy through social media to increase brand awareness and purchase intention beauty products

Deas Olivia Syalsabilla¹, Sidik Budiono²

¹²Master of Management Study Program, Universitas Pelita Harapan, Jakarta, Indonesia

ARTICLE INFO

Article history:

Received Dec 03, 2024

Revise Dec 17, 2024

Accepted Dec 30, 2024

Keywords:

Beauty Product;

Brand Awareness;

Purchase intention;

Retail

Social Media Marketing;

ABSTRACT

The beauty industry in the Indonesian market is quite competitive with many brands emerging in the last decade, where digitalization has also completely changed how marketing is done through social media. This study is to investigate how brand recognition and purchase intention are affected by social media marketing that incorporates entertainment, interaction, trendiness, personalization, and e-wom aspects. The study was conducted quantitatively on 253 respondents who had used beauty products from the Sephora brand. The study's findings demonstrated that all of the hypotheses were supported, indicating that social media marketing that incorporates trendiness, entertainment, interaction, customization, and e-wom dimensions can significantly and favorably affect both brand awareness and purchase intention.

This is an open access article under the [CC BY-NC](https://creativecommons.org/licenses/by-nc/4.0/) license.



Corresponding Author:

Deas Olivia Syalsabilla,

Universitas Pelita Harapan,

Jalan M.H. Thamrin Boulevard No.1100, Klp. Dua, Kec. Klp. Dua, Kabupaten Tangerang, Banten, Jakarta,

15811, Indonesia,

Email: 01619230056@student.uph.edu

INTRODUCTION

The beauty industry has grown rapidly in recent decades, driven primarily by changes in lifestyle and people's preferences that increasingly prioritize appearance and self-care (Coursaris & Van Osch, 2016). The demand for beauty products in Indonesia has also increased significantly, with the beauty product market in Indonesia estimated to grow by 7.2% in 2022 with total sales reaching IDR 70.32 trillion (Euromonitor International, 2022). The use of social media as one of the main marketing strategies is increasingly crucial in the beauty industry. Social media is not only used to reach consumers, but also as a means to build engagement and two-way interaction with them. 54% of social media users use the platform to search for product information, including beauty products, and 31% of them make purchasing decisions based on product reviews on social media (Barysevich, 2023).

One of the effective approaches in digital marketing communication is the application of the AIDA (Attention, Interest, Desire, Action) model (Senalasari et al., 2024). This model provides a

framework for companies to attract consumer attention (Attention) through interesting social media content, generate interest (Interest) by providing relevant product information, create desire (Desire) through testimonials and positive reviews from other users, and encourage consumers to make purchases (Action) (Kotler et al., 2022). A study by Mumtaz (2019) found that the application of AIDA in social media marketing increased purchase intentions by up to 28%, while research by Weng et al. (2021) found that brand awareness increased by 35% when the AIDA strategy was applied consistently.

One of the cosmetic companies that has helped grow the cosmetic industry in Indonesia is Sephora. Sephora is a French cosmetic and skincare retail store that offers more than 50 brands of beauty products covering various categories including make-up, skincare, fragrances, body care, and hair that reflect the diversity and completeness of products in addition to product labels. The development of digitalization has indeed changed the shopping behavior of the Indonesian people, with more people switching to online shopping through e-commerce platforms. A survey conducted by Populix of 500 female respondents found that 66% of respondents preferred to buy cosmetics online through e-commerce (Pahlevi, 2022). This challenge is indeed something that needs to be considered by Sephora, which previously focused on selling through offline stores. Although Sephora already has an online store in Indonesia, namely <https://www.sephora.co.id/>, the decision not to officially sell products through popular e-commerce platforms such as Tokopedia and Shopee could make them lose a large market potential. One of the main reasons behind consumers' preference for shopping through e-commerce is the convenience and practicality it offers (Patrada & Andajani, 2021). People are not used to using non-e-commerce website services for shopping. Generally, consumers prefer to follow celebrity social media accounts rather than official social media accounts of a brand, because users can get various information from celebrity accounts compared to official company accounts. This is a challenge for Sephora when doing social media marketing without using celebrities.

One of the social media that is currently widely used to search for information is TikTok. In 2023, TikTok Shop officially became one of the biggest rivals that could threaten the existence of the e-commerce competition map due to its enormous growth, according to data obtained from Momentum Works, TikTok shop transactions per year were US\$600 million in 2021, US\$4.4 billion in 2022 and to US\$20 billion in 2023 (Septiani, 2023). Even the e-commerce market share in Southeast Asia led by Shopee, which was 48.1% in 2022, has the potential to decline to 46.5% in 2023, where the cause of the decline was because TikTok, which in 2022 controlled the market by 4.4% to 13.2% in 2023. There are several retail companies that focus on the cosmetics industry besides Sephora, namely Sociolla, which is also Sephora's main competitor. Referring to data published by Similarweb shows that Sociolla.com is ranked 2nd for the beauty and cosmetics category, while Sephora.co.id is only able to get a ranking of 19. Although Sephora focuses on offline sales rather than online, the results of a pre-survey of five Sephora consumers showed that 100% of them had visited the Sephora.co.id website, even though they had not made a direct purchase through the site. This shows that the number of visits to the website can indirectly reflect the number of Sephora consumers. However, the data also shows that Sephora may not have succeeded in achieving the level of performance expected to become a leading cosmetics brand in Indonesia.

Based on the data and phenomena, this study aims to analyze the influence of marketing communication strategies through social media on increasing brand awareness and purchase intentions of beauty products in Indonesia. This study will explore how the use of the AIDA model can be optimized by beauty companies to increase competitiveness in an increasingly competitive market. This study is expected to provide important contributions to the development of more effective marketing strategies in the digital era, as well as provide solutions for local beauty companies to compete with international brands through social media.

RESEARCH METHOD

This study employs a causal study technique, which is a quantitative research design that aims to identify the factors that contribute to the link between the independent and dependent variables. Customers who lived in the Jabodetabek region of Indonesia and had previously used Sephora items made up the study's demographic, the limitation of respondents in Jabodetabek aims to reduce bias from research results. There were 253 respondents in all that participated in this survey. Non-probability sampling, or sampling strategies that provide each member of the population uneven opportunity, was employed in this study (Sahir, 2022). Variabel entertainment, interaction and trendiness measured by 3 indicators adapted from Kumari (2022), customization is measured using 6 indicators adapted from research. Thuy & Cuu (2023), e-wom measured using 5 indicators adapted from Abubakar & Ilkan (2016), brand awareness measured using 3 indicators adapted from research Kumari (2022), purchase intention measured using 4 indicators adapted from research Ling et al. (2023). Purposive sampling, which involves choosing samples according to predetermined standards, is the sampling method used, because in this study the data from the entire research population is not known. The main method used to collect the data for this study was the direct distribution of questionnaires using Google Form. SEM-PLS is used for the data analysis procedure, analysis using SEM-PLS was chosen because it does not require testing the normal distribution of the data obtained.

RESULTS AND DISCUSSION

The purpose of this study is to investigate how brand recognition and purchase intention are affected by social media marketing that incorporates entertainment, interaction, trendiness, personalization, and e-wom aspects. 253 people who have purchased or utilized Sephora items provided the data directly. The information that was successfully gathered is described below. Career women from generation Z and millennials made up the bulk of the study's participants.

Tabel 1. Respondents Profile

Criteria	Number	Frequency
Woman	244	96.4%
Man	9	3.6%
17-25 year	78	30.8%
26-35 year	158	62.5%
36-45 year	17	6.7%
Students	42	16.6%
Private Employee	141	55.7%
Entrepreneur	11	4.3%
State Employee	10	4.0%
Professional	12	4.7%
Housewife	37	14.6%

The smartPLS computer program, version 4.0, was used to do the analysis in this study utilizing the SEM-PLS analytic approach. SEM-PLS analysis using the inner model and the outer model tests. Developing a research model in accordance with the hypothesis to be evaluated in this study is the first step in carrying out this test. The following are the results of the convergent validity test:

Tabel 2. Convergent Validity

Variable	Code	Outer Loading	AVE
----------	------	------------------	-----

Purchase Intention	PI.01	0.926	0.819
	PI.02	0.879	
	PI.03	0.876	
	PI.04	0.938	
Brand Awareness	BA.01	0.846	0.790
	BA.02	0.892	
	BA.03	0.928	
Customization	CS.01	0.724	0.569
	CS.02	0.669	
	CS.03	0.740	
	CS.04	0.765	
	CS.05	0.814	
	CS.06	0.803	
Entertainment	ET.01	0.823	0.690
	ET.02	0.841	
	ET.03	0.828	
Interaction	IT.01	0.913	0.730
	IT.02	0.812	
	IT.03	0.835	
Trendiness	TD.01	0.884	0.699
	TD.02	0.802	
	TD.03	0.820	
E-WOM	WM.01	0.926	0.724
	WM.02	0.899	
	WM.03	0.850	
	WM.04	0.771	
	WM.05	0.799	

Table 2 shows that all indicators in the research variables have met the convergent validity aspect as well as in variable. The next test is discriminant validity. Discriminant validity testing was carried out using the Heterotrait-Monotrait (HTMT) test. Ideally, the HTMT value is below 0.90, so it can be concluded that the variable is valid (Hair et al., 2022). The results of the discriminant validity test with the HTMT test have the following results:

Tabel 3. Discriminant Validity

Variable	BA	CS	E-WOM	ET	IT	PI	TD
Brand Awareness							
Customization	0.537						
E-WOM	0.401	0.592					
Entertainment	0.507	0.315	0.162				
Interaction	0.540	0.561	0.337	0.413			
Purchase Intention	0.453	0.337	0.098	0.619	0.145		
Trendiness	0.529	0.489	0.424	0.204	0.600	0.367	

It may be concluded that all indicators in this study variable have been able to measure the intended variables and do not measure additional variables because Table 3 demonstrates that all variables have HTMT values of less than 0.900. The reliability test results are shown next, and they are as follows:

Tabel 4. Reliability

Variable	Cronbach's alpha	Composite reliability
Brand Awareness	0.866	0.869
Customization	0.850	0.867
E-WOM	0.905	0.929
Entertainment	0.781	0.798
Interaction	0.817	0.862
Purchase Intention	0.928	0.985
Trendiness	0.785	0.801

With a Cronbach's alpha value of greater than 0.6 and a composite reliability value of greater than 0.7, every variable in this study satisfies the reliability requirement. The following are the findings of the inner model in this study after it has satisfied the validity and reliability requirements:

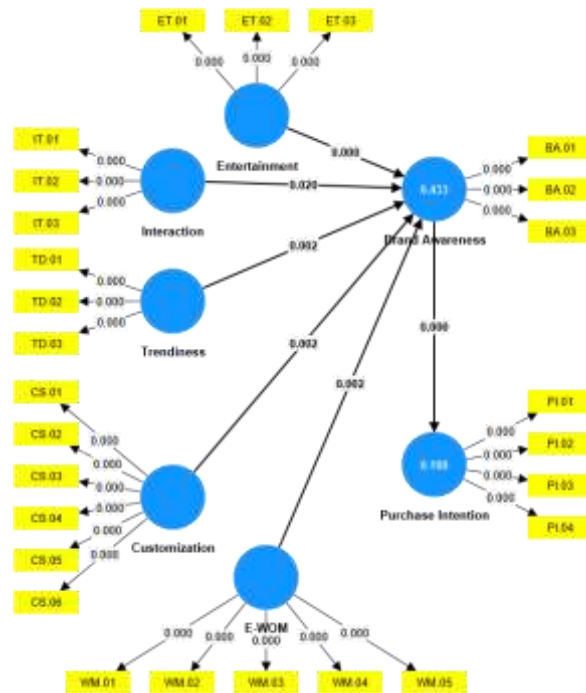


Figure 1. Inner Model Result

The inner model was used to continue the investigation once the outer model's results were observed. The association between the important value constructs and the R-Square of the research model was examined using the inner model or structural model test. R-Square for the dependent construct, the t-test, and the significance of the variable path parameter coefficients were used to assess the structural model. The findings of this study's inner model test are as follows. If the VIF value is more than 5, the indicator is said to have multicollinearity. The findings of this study's multicollinearity test are as follows:

Tabel 5. Multicollinearity Test

Variable	Brand Awareness
Brand Awareness	
Customization	1.740
E-WOM	1.512
Entertainment	1.160
Interaction	1.563
Purchase Intention	
Trendiness	1.413

The test results show that all variables in this study have a VIF value of less than 5.00 so that it can be said to be free from multicollinearity conditions. The next step is to conduct an r square test.

Tabel 6. R Square Test

Variable	R-square	R-square adjusted
Brand Awareness	0.433	0.422

Purchase Intention	0.188	0.185
--------------------	-------	-------

According to the test results, the brand awareness variable's r square value is 0.422, meaning that the entertainment, interaction, trendiness, customization, and e-wom variables account for 42.2% of the variable's explanation, with other variables not included in this study accounting for the remaining 57.8%. In contrast, the purchase intention variable's r square value is 0.188, meaning that the brand awareness variable accounts for 18.8% of the purchase intention variable's explanation, with other factors not included in this study accounting for the remaining 81.2%. In the structural model analysis, the next step to assess the predictive ability of the suggested model is to look at the f^2 (f-squared) value (Hair et al., 2022)

Tabel 7. F Test

Path	f-square	Effect Size
Brand Awareness -> Purchase Intention	0.232	Medium Effect
Customization -> Brand Awareness	0.031	Small Effect
E-WOM -> Brand Awareness	0.032	Small Effect
Entertainment -> Brand Awareness	0.153	Medium Effect
Interaction -> Brand Awareness	0.022	Small Effect
Trendiness -> Brand Awareness	0.047	Small Effect

The test results show that entertainment has an f square value that is in the medium effect category, which is 0.153, which means that if the entertainment variable is removed from the research model, the r square value of the brand awareness variable will experience a moderate change. While other variables have a small effect on changes in the r square value of the brand awareness variable. One statistical method that can be used to determine whether the relationship observed in the data reflects the relationship that actually exists in the population is to conduct a significance test. This test will help in making decisions to accept or reject the hypothesis, which will state whether or not there is a relationship between the variables being tested. The analysis of this research model was carried out using one-tailed bootstrapping with a significance level of 0.05. If the t statistic value from the bootstrapping result is greater than the T-table value, which is 1.645, then the relationship between the variables can be declared significant or accepted.

Tabel 8. Hypothesis Test

Hypothesis	Original sample	T statistics	P values	Result
H1 Entertainment -> Brand Awareness	0.317	6.018	0.000	Supported
H2 Interaction -> Brand Awareness	0.139	2.056	0.020	Supported
H3 Trendiness -> Brand Awareness	0.194	2.838	0.002	Supported
H4 Customization -> Brand Awareness	0.176	2.941	0.002	Supported
H5 E-WOM -> Brand Awareness	0.166	2.954	0.002	Supported
H6 Brand Awareness -> Purchase Intention	0.434	7.423	0.000	Supported

With a t statistical value of 6.018 higher than t table 1.65 and a p value of 0.000 less than alpha 0.05, the test findings demonstrate that entertainment significantly affects brand awareness. Because interaction has a t statistical value of 2.056 higher than t table 1.65 and a p value of 0.020 lower than alpha 0.05, it significantly affects brand awareness. Because trendiness has a t statistic value of 2.838 higher than t table 1.65 and a p value of 0.002 lower than alpha 0.05, it significantly affects brand awareness. Customization has a significant effect on brand awareness because it has a p value of 0.002 less than alpha 0.05 and a t statistical value of 2.941 greater than t table 1.65. E-WOM has a significant effect on brand awareness because it has a p value of 0.002 less than alpha 0.05 and a t statistic value of 2.954 greater than t table 1.65. This shows that hypothesis 1 to hypothesis 5 are accepted. social media marketing as a mediating variable has a direct influence on brand awareness. Marketing activities on social media, such as posting informative content,

attractive visuals, and interactions with consumers, will increase public awareness of a brand. Engaging and repetitive content strengthens the brand's position in the minds of consumers, so that awareness (brand awareness) increases (Putri & Valentina, 2022; Tsarashafa & Qastharin, 2021).

Research conducted by Zeqiri et al. (2024), Malarvizhi et al. (2022), Zhang (2023) and Dölek & Saydan (2019), shows that social media marketing carried out by companies can increase consumer brand awareness significantly and positively. In this study, social media marketing was measured using 5 different dimensions, namely entertainment, interaction, trendiness, customization and e-wom. According to research conducted by Thuy & Cuu (2023) entertainment, interaction, trendiness, customization and e-wom have a significant influence on brand awareness. Similar research was also conducted by Kumari (2022) and Anjaya & Dwita (2023) who said that entertainment, interaction, trendiness, advertisement and e-wom have a significant and positive influence on brand awareness.

Brand awareness has a significant effect on purchase intention because it has a p value of 0.000 less than alpha 0.05 and a t statistical value of 7.423 greater than t table 1.65. This indicates that hypothesis 6 in this study is accepted. When consumers already have high awareness of a brand, they are more likely to buy products from that brand. High brand awareness increases consumer trust, which ultimately drives purchase intention. In other words, consumers are more likely to buy products from brands they know and trust. The results of this study are in line with studies conducted by Balakrishnan & Jindger (2021), Ling et al. (2023) and Sivaram et al. (2019) showing that brand awareness has a significant effect on purchase intention. However, research conducted by Kyguolienė & Zikienė (2021) and Chakraborty (2019) shows that brand awareness is not significantly able to influence consumer purchase intention.

CONCLUSION

All of the study's hypotheses have been found to be true based on the research's findings, which indicates that social media marketing that incorporates trendiness, entertainment, interaction, customization, and e-wom dimensions can significantly and favorably affect both brand awareness and purchase intention. This shows that Sephora's management needs to focus on social media marketing by paying attention to the five elements, namely entertainment, interaction, trendiness, customization and e-wom on Tiktok social media. The limitation of respondents in the Jabodetabek area aims to reduce bias in research results because the behavior of respondents in different cities is likely to occur, thus further research is expected to be able to conduct research with a similar model in different areas. In addition, this study was also conducted limited to Tiktok social media because it is the most widely used social media, thus the results of this study cannot be generalized to all social media. Therefore, it is hoped that further research can also be conducted on other social media to obtain more comprehensive research results. This study has limitations where this study does not specifically analyze certain consumer targets such as one generation age group, so it is hoped that further research can specifically conduct research on only one generation such as generation z in order to obtain more accurate research results.

References

- Abubakar, A. M., & Ilkan, M. (2016). Impact of online WOM on destination trust and intention to travel: A medical tourism perspective. *Journal of Destination Marketing and Management*, 5(3), 192-201. <https://doi.org/10.1016/j.jdmm.2015.12.005>
- Anjaya, A., & Dwita, V. (2023). The impact of online customer review on purchase intention with trust as a mediating variable. *Marketing Management Studies*, 3(4), 407-417. <https://doi.org/10.24036/mms.v3i4.457>

- Balakrishnan, L., & Jindger, G. S. (2021). Impact of Social Media Bonding and Brand Awareness on Brand Image, Brand trust and Purchase Intention of Gen Z Women Consumers. *Utkal Historical Research Journal*, 34(Xiii), 114–122.
- Barysevich, A. (2023). *How social media influence 71% consumer buying decisions*. <https://www.searchenginewatch.com/>. <https://www.searchenginewatch.com/2020/11/20/how-social-media-influence-71-consumer-buying-decisions/>
- Chakraborty, U. (2019). The impact of source credible online reviews on purchase intention: The mediating roles of brand equity dimensions. *Journal of Research in Interactive Marketing*, 13(2), 142–161. <https://doi.org/10.1108/JRIM-06-2018-0080>
- Coursaris, C. K., & Van Osch, W. (2016). Beauty brands versus vloggers: Exploring the effects of source credibility on information adoption on youtube. *24th European Conference on Information Systems, ECIS 2016*, 16–25. <https://doi.org/10.1007/978-3-319-39396-4>
- Dülek, B., & Saydan, R. (2019). the Impact of Social Media Advertisement Awareness on Brand Awareness, Brand Image, Brand Attitude and Brand Loyalty: a Research on University Students. *International Journal of Contemporary Economics and Administrative Sciences*, 9(2), 470–494. <https://doi.org/10.5281/zenodo.Companies>
- Hair, J. F., M. Hult, G. T., M. Ringle, C., Sarstedt, & Marko. (2022). A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) [3 ed]. In *Angewandte Chemie International Edition*, 6(11), 951–952. (Vol. 3, Issue 1). <https://medium.com/@arifwicaksanaa/pengertian-use-case-a7e576e1b6bf>
- Kotler, P., Keller, K. L., & Chernev, A. (2022). *Marketing management* (ke-16). Harlow : Pearson Education.
- Kumari, K. W. S. N. (2022). How Social Media Marketing Activities Influence Brand Loyalty through Brand Identity and Brand Awareness during COVID-19. *Studies of Applied Economics*, 40(3). <https://doi.org/10.25115/eea.v40i3.6661>
- Kyguolienė, A., & Zikienė, K. (2021). Impact of Brand Equity on Purchase Intentions Buying Food Products in Lithuania. *Management Theory and Studies for Rural Business and Infrastructure Development*, 43(3), 373–382. <https://doi.org/10.15544/mts.2021.34>
- Ling, S., Zheng, C., & Cho, D. (2023). How Brand Knowledge Affects Purchase Intentions in Fresh Food E-Commerce Platforms: The Serial Mediation Effect of Perceived Value and Brand Trust. *Behavioral Sciences*, 13(8). <https://doi.org/10.3390/bs13080672>
- Malarvizhi, C. A., Al Mamun, A., Jayashree, S., Naznen, F., & Abir, T. (2022). Modelling the significance of social media marketing activities, brand equity and loyalty to predict consumers' willingness to pay premium price for portable tech gadgets. *Heliyon*, 8(8), e10145. <https://doi.org/10.1016/j.heliyon.2022.e10145>
- Mumtaz, R. (2019). Awareness and perspectives social media as new strategic marketing approach in minor industries; notion grounded on AIDA model. *Journal of Content, Community and Communication*, 10(5), 213–224. <https://doi.org/10.31620/JCCC.12.19/22>
- Pahlevi, R. (2022). *Survei: 54% Konsumen Kosmetik Lebih Pilih Brand Lokal*. <https://databoks.katadata.co.id/>. <https://databoks.katadata.co.id/datapublish/2022/09/04/survei-54-konsumen-kosmetik-lebih-pilih-brand-lokal>
- Patrada, R., & Andajani, E. (2021). Effect and Consequence e-Customer Satisfaction for e-Commerce Users. *IPTEK Journal of Proceedings Series*, 0(1), 219. <https://doi.org/10.12962/j23546026.y2020i1.8491>
- Putri, V. N., & Valentina, R. A. (2022). Perlindungan Hukum Terhadap Notaris/Ppat Terkait Dokumen Palsu Melalui Card Reader. *Palar | Pakuan Law Review*, 8(1), 500–514. <https://doi.org/10.33751/palar.v8i1.5251>
- Sahir, S. H. (2022). *Metodologi Penelitian*. KBM Indonesia.
- Senalajari, W., Setiaji, M., & Khrisnamurti, N. (2024). Optimizing Brand Awareness and Purchase Intent in Travel Agents: Communication Strategy through Social Media Marketing. *Journal of Marketing Innovation (JMI)*, 4(1), 42–55. <https://doi.org/10.35313/jmi.v4i1.98>
- Septiani, L. (2023). *TikTok Dinilai Jadi Ancaman Shopee, Lazada, Amazon hingga Alibaba - E-commerce Katadata.co.id*. Katadata. <https://katadata.co.id/desyetyowati/digital/64e482ffe6bf6/tiktok-dinilai-jadi-ancaman-shopee-lazada-amazon-hingga-alibaba>
- Sivaram, M., Hudaya, A., & Hapzi, A. (2019). Building a Purchase and Prchase Decision: Analysis of Brand Awareness and Brand Loyalty (Case Study of Private Label Products at Alfamidi Stores In Tangerang City). *Dijemss*, 1(2), 235–248. <https://doi.org/10.31933/DIJEMSS>
- Thuy, rinh T. T., & Cuu, L. L. P. (2023). A Study of the Impact of Social Media Marketing Efforts on Brand

- Awareness in the Real Estate Industry in Vietnam. *International Journal of Business and Economics Research*, 12(1), 18–26. <https://doi.org/10.11648/j.ijber.20231201.13>
- Tsarashafa, T. A., & Qastharin, A. R. (2021). How Fashion Influencer Contributes To Consumers' Purchase Intention of University Student. *Advanced International Journal of Business, Entrepreneurship and SMEs*, 3(9), 209–227. <https://doi.org/10.35631/aijbes.39015>
- Weng, L., Huang, Z., & Bao, J. (2021). A model of tourism advertising effects. *Tourism Management*, 85(October 2020), 104278. <https://doi.org/10.1016/j.tourman.2020.104278>
- Zeqiri, J., Koku, P. S., Dobre, C., Milovan, A. M., Hasani, V. V., & Paientko, T. (2024). The impact of social media marketing on brand awareness, brand engagement and purchase intention in emerging economies. *Marketing Intelligence and Planning*, July. <https://doi.org/10.1108/MIP-06-2023-0248>
- Zhang, G. (2023). The Influence of Social Media Marketing on Consumers' Behavior. *Advances in Economics, Management and Political Sciences*, 20(1), 119–124. <https://doi.org/10.54254/2754-1169/20/20230181>