

The influence of marketing content on brand awareness and its impact on citamin product purchase decisions

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Article Info	ABSTRACT
Keywords: Content Markering, Brand Awareness, Purchase Decision	This research has the objective to examine the direct impact of marketing content on brand awareness, the influence of brand awareness on purchasing decisions, the direct impact of marketing content on purchasing decisions, as well as the impact of marketing content on brand awareness and its subsequent effect on purchasing decisions. The research employs a descriptive quantitative research method with a sample size of 88 respondents. The outcomes indicate that marketing content significantly influences brand awareness, brand awareness directly affects purchasing decisions, and marketing content also directly affects purchasing decisions. Moreover, marketing content exerts a direct influence on brand awareness and subsequently affects purchasing decisions. The R-square value for the brand awareness variable demonstrates that content marketing accounts for 33.9% of the variance, suggesting the possibility of additional variables in future research.
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INTRODUCTION

The global COVID-19 pandemic had a profound impact on individuals and various business entities. This impact extended to aspects such as social interaction, individual lifestyles, and the operational processes of businesses. One particularly significant consequence was the acceleration of digital development. This is especially relevant in the context of Indonesia, where there is a strong push towards implementing digital transformation, as discussed during the G20 event held in Indonesia in 2022, focusing on the digital economy. With digital transformation, it will certainly provide a new perspective to every business actor in increasing competitiveness and reaching their target market. The results of the we are social and kepios research survey in Indonesia (Kemp S, 2023), the results of the 2023 digital report: there are 212.9 million internet users and in January 2023 reached 77% of the population in Indonesia. When compared to the 2022 data, internet users in Indonesia were 204.7 million internet users, so there was an increase and digital growth in Indonesia by 5.2%. One form of digital transformation in conventional marketing is digital marketing through social media Instagram . Instagram users in Indonesia based on the 2023 digital report reached 89.15 million users at the beginning of 2023.

Individuals who are becoming increasingly discerning when making product choices are influenced by a variety of factors beyond just the physical attributes of the product itself. According to Kotler and Armstrong (2017), purchasing decisions involve the selection of specific brands by buyers. When making purchasing decisions, the primary factor considered is undoubtedly the product's ability to fulfill a particular need. However, given the multitude of similar products available from various producers, consumers often consider criteria that truly align with their preferences when choosing a product. Through Instagram social media marketing, a product will more easily introduce its products with various content features available. From the results of an interview on 10 April 2023 with the social media specialist of the Citamin brand, Grace Meylisa Saragih explained that Citamin is a brand that sells vitamin C, D, and E products. Citamin itself was only mass produced and published to the public in mid-2021 by PT Kimia Farma Tbk. So that Citamin is categorised as being in the brand building phase to gain brand awareness and attract consumer purchasing interest. The brand building process is certainly an important element in building brand awareness in the minds of consumers, because brands are made to create an identity for the products offered. Brand building itself can be interpreted as an effort to establish an emotional bond between consumers and the company (Foley, 2006).

According to Pulizzi (2013), "Content marketing is a marketing strategy that involves the creation and dissemination of relevant and valuable content to attract, acquire, and engage a well-defined target audience with the objective of encouraging profitable customer actions. This can take various forms, including long-form content such as blogs, articles, e-books, and the like, as well as short-form content like Twitter updates, Facebook posts, images, and similar content, or even conversational content such as sharing material on Twitter or participating in active discussions through blog comments or online forums." Kotler et al (2019), states "Content is the new advertising, content marketing is a marketing approach that includes creating, selecting, sharing, and amplifying content that is interesting, relevant, and useful for clear audience groups creating conversations about the content".

The rise in the number of social media users enables consumers to engage with a brand at a level that could be more profound and extensive than ever before, offering marketers numerous novel avenues for interacting with consumers and customers (Kotler & Keller, 2016). As per Chaffey and Ellis Chadwick (2016), "Brand awareness refers to the capacity of consumers to recognize and recollect brands as well as the brand attributes linked to a specific product or service." He emphasised the importance of brand awareness in digital marketing, as consumers tend to choose brands that are better known or trusted. In the digital era, brand awareness can be increased through various social media platforms such as Instagram, Facebook, Twitter and others. Chaffey also emphasised the importance of brand consistency in building brand awareness, which is conveyed to consumers through content. Laurent, Kapferer and Roussel (1995). Brand awareness can be measured through 3 indicators, namely: a) Brand Recognition; b) Brand Recall; c) Top Of Mind.

According to (Phillips, 2017) in his book entitled "Ultimate Guide to Instagram for Business" explains, to get high exposure in a content post, you can do it by providing ads in

the content, so that our content can be boosted to get high engagement and reach from our targeted audience, so that this provides awareness to the target audience about the content we publish. , (Herman et al., 2018) said that, "Instagram social media has an algorithm if many people post about campaigns in contests that are held that can attract many other users".

Kotler and Armstrong (2018) state that "Consumer purchasing decisions involve choosing the most preferred brand, yet two factors can intervene between purchase intention and the actual purchase decision." On the other hand, Schiffman and Kanuk (2014) contend that "A purchase decision is characterized as the selection from among two or more alternative options." The factors that influence purchasing decisions are: psychological factors, situational factors and social factors, Sangadji and Sopiah (2018). There are dimensions of purchasing decisions according to Tjiptono (2017), namely: a) product selection; b) brand selection; c) supplier selection; d) purchase time; e) purchase amount

METHOD

Type and Data Source

The research design delineates the procedures necessary to acquire the information required for the development and resolution of marketing research problems (Maholtra, 2012). Researchers categorize quantitative research with a descriptive approach. Quantitative research, based on the positivism philosophy, is employed to research specific populations or samples, involving data collection through research instruments, quantitative/statistical data analysis, and the testing of predetermined hypotheses (Sugiyono, 2018). Conversely, the descriptive method can be defined as an approach used to present perspectives or articulate previously examined information in order to derive conclusions (Sugiyono, 2018).

Data collection involved the distribution of questionnaires to 750 individuals. The sample size was determined using the Slovin formula, considering a 10% margin of error, resulting in a total sample size of 88 respondents. Specifically, these respondents were Instagram users aged 18-35 years who had attended the Citamin product launch events in Jakarta and Surabaya.

Analysis Method

Data analysis was conducted by processing the responses from the respondents' questionnaires, followed by utilizing the SmartPLS Version 3.0 software. This analysis involved examining the measurement model (Outer Model) and conducting structural model analysis (Inner Model). Hypothesis testing is carried out using the bootstrapping method, with the following conditions: (1) If the t-statistic value $>$ t-table, the p value $<$ 0.05 then H_a is accepted and H_o is rejected. (2) If the t-statistic value $<$ t-table, p value $>$ 0.05 then H_o is accepted and H_a is rejected. In this research, the significance level used is 10%, so that with the formula $df = n - k$ and 10% significance, the t-table value is 1.680.

RELUST AND DISCUSSION

Requestn Cars in Indonesia as Sample Data

The summary of demographic characteristics of the respondents was presented using descriptive statistics. The majority of respondents were males under the age of 40, holding a diploma-level education, and engaged in student occupations. The results of the descriptive analysis for each construct are displayed in Table 1 below:

Table 1. Descriptive Statistics

	N	Min	Max	Mean	Std. Deviation
Content Marketing	88	9	25	20.19	4.566
Brand Awareness	88	9	20	15.91	2.790
Purchase Decision	88	10	25	20.47	3.447
Valid N (listwise)	88				

Source: Data analysis 2023

From this data, it can be observed that the constructs of content marketing, brand awareness, and purchasing decisions exhibit favorable standard deviation values. Standard deviation or standard deviation is the best measure of spread, because it describes the magnitude of the spread of each observation unit (Ghozali and Latan, 2015). the smaller the standard deviation, the more similar the values on the item or the more accurate the mean.

Outer Model Testing

a. Convergent validity

Convergent Validity is done by looking at item reliability (validity indicators) indicated by the loading factor value (Table 2). Loading factor is a number that shows the correlation between the score of a question item and the construct indicator score that measures the construct. A loading factor value greater than 0.7 is said to be valid. for early stage research from the development of measurement scales, a loadings factor value of 0.5-0.6 is still considered sufficient (Ghozali and Latan, 2015).

Table 2. Loading Factor Value

Variables	Indicators	Outer Loading
Content Marketing	K1	0,927
	K2	0,969
	K3	0,973
	K4	0,953
	K5	0,954
Brand Awareness	BA1	0,844
	BA2	0,863
	BA3	0,887
	BA4	0,897
Decision Purchase	KP1	0,947
	KP2	0,957

Variables	Indicators	Outer Loading
	KP3	0,933
	KP4	0,960
	KP5	0,956

Source: Data analysis 2023

b. Discriminant Validity

Discriminant Validity is assessed by examining the cross-loading values of construct measurements. A measurement model demonstrates good discriminant validity when the correlation between the construct and its indicators is stronger than the correlation with indicators from other construct groups. Similarly, a measurement model indicates good discriminant validity when the correlation between constructs and their respective indicators is higher than the correlation with indicators from other construct groups. Following data processing using SmartPLS 3.0, the cross-loading results are presented in Table 3 below:

Table 3. Cross Loading Value

Indicators	Brand Awareness	Purchase Decision	Content Marketing
K1	0,529	0,592	0,947
K2	0,510	0,665	0,957
K3	0,599	0,706	0,933
K4	0,518	0,656	0,960
K5	0,602	0,656	0,956
BA1	0,844	0,541	0,678
BA2	0,863	0,500	0,440
BA3	0,887	0,450	0,438
BA4	0,897	0,419	0,402
KP1	0,453	0,927	0,592
KP2	0,580	0,969	0,719
KP3	0,609	0,973	0,744
KP4	0,431	0,953	0,608
KP5	0,557	0,954	0,609

Source: Data analysis 2023.

The cross-loading results presented in Table 3 indicate that the correlation between the construct and its respective indicators is higher than the correlation between the construct and indicators from other constructs. Consequently, all constructs or latent variables demonstrate good discriminant validity, with the indicators within the construct indicator group surpassing those in other groups.

c. Composite Reliability

In addition to assessing convergent validity and discriminant validity, the outer model's reliability of constructs or latent variables can also be evaluated by examining the composite reliability value. The construct is declared reliable if the composite reliability has

a value > 0.7, then the construct is declared reliable. The SmartPLS output results for the composite reliability value can be shown in table 4 below:

Table 4. Composite reliability value

Variables	Composite Reliability
Content Marketing	0,928
Brand Awareness	0,981
Purchase decision	0,979

Source: Data analysis 2023

The SmartPLS output results in Table 4.6 reveal that the composite reliability value for all constructs exceeds the threshold of 0.70. This outcome indicates that all constructs exhibit strong reliability, meeting the required minimum reliability threshold.

d. Average Variance Extracted (AVE)

The next evaluation involves comparing the square root of the Average Variance Extracted (AVE) for each construct with the correlation between constructs. The model exhibits enhanced discriminant validity when the square root of the AVE for each construct surpasses the correlation between the two constructs in the model. It is necessary for a good AVE value to exceed 0.50. In this research, the AVE values and the square root of AVE for each construct are presented in Table 5 below:

Table 5. AVE Value and Square Root of AVE

Variables	AVE	Squared AVE
Content Marketing	0,904	0,951
Brand Awareness	0,762	0,873
Purchase decision	0,913	0,955

Source: Data analysis 2023.

According to Table 5, all constructs demonstrate an AVE value exceeding 0.50. Specifically, the smallest AVE value is 0.7762 for brand awareness (BA), while the largest AVE value is 0.913 for the purchase decision variable (KP). These values meet the stipulated minimum AVE threshold of 0.50 as required. Once the square root values of AVE for each construct are determined, the subsequent step involves comparing these square root AVE values with the correlations between constructs in the model. In this research, the outcomes of the correlations between constructs and the square root AVE values are presented in Table 6 below:

Table 6. Context Correlation Value with AVE Square Root Value

Variables	Brand Awareness	Purchase decision	Content marketing
Brand Awareness	0,873		
Purchase decision	0,557	0,955	
Content marketing	0,582	0,691	0,951

Source: Data analysis 2023.

Structural Model Testing (Inner Model)

After testing the outer model that has been fulfilled, the next test is the inner model (structural model). The inner model can be evaluated by looking at the r-square (indicator reliability) for endogenous constructs and the t-statistic value of the path coefficient test. A higher R-square value indicates a more effective predictive model for the proposed research model. The reveal the significance level in hypothesis testing. Variance Analysis (R^2) or the Determination Test assesses the impact of exogenous constructs on the endogenous construct, and the coefficient of determination values are presented in Table 7 below:

Table 7. R-Square value

Variables	R Square
Brand awareness	0,339
Purchase Decision	0,513

Source: Data analysis 2023.

Based on the r-square value in table 7, it shows that brand awareness is able to explain the variability of the marketing content construct by 33.9% and the remaining 66.1% is explained by other constructs not examined in this research. Meanwhile, purchasing decisions are able to explain the variability of content marketing constructs by 51.3%, and the remaining 48.7% is explained by other constructs outside this research.

Hypothesis Testing

Hypothesis testing is carried out based on the results of testing the Inner Model (structural model) which includes the r-square output, parameter coefficients and t-statistics. To see whether a hypothesis can be accepted or rejected, among others, by paying attention to the significance value between constructs, t-statistics, and p-values. Hypothesis testing in this research was carried out with the help of SmartPLS (Partial Least Square) 3.0 software. The rules of thumb used in this research are t-statistics > 1.3 with a significance level p-value of 0.1 (10%) and a positive beta coefficient. The results of hypothesis testing with the bootstrapping method can be seen in Figure 1 below:

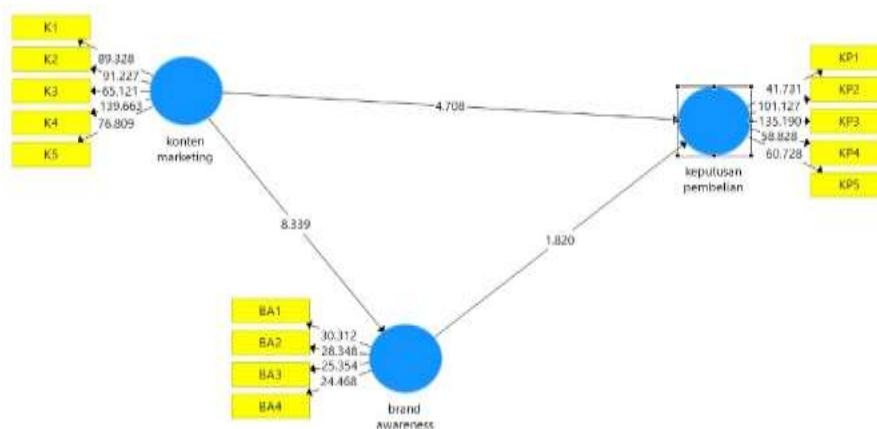


Figure 1. Bootstrapping Research Results
 Source: Data analysis 2023.

The criteria used in accepting or rejecting the hypothesis are: (1) If the t-statistic value > t-table, p value < 0.1 then H_a is accepted and H_o is rejected. (2) If the t-statistic value < t-table, p value > 0.1 then H_o is accepted and H_a is rejected. Table 8 below is the result of direct and indirect hypothesis testing.

Table 8. Path Coefficient Value

Hypothesis	O	M	STDEV	T Stat	P Values
BA -> KP	0,234	0,231	0,129	1,820	0,069
KM-> BA	0,585	0,584	0,070	8,339	0,000
KM -> KP	0,555	0,561	0,118	4,708	0,000

Source: Data analysis 2023.

Table 9. Indirect Effect Value

Hypothesis	O	M	STDEV	T Stat	P Values
KM -> BA -> KP	0,136	0,136	0,078	1,740	0,082

Source: Data analysis 2023.

a. Content marketing has a direct effect on brand awareness

The direct impact of marketing content on Citamin product brand awareness is indicated by a path coefficient value of 0.585, with a t-statistic value of 8.339, which is greater than the critical t-table value of 1.680. Additionally, the p-value is 0.069, which is less than 0.1. In accordance with the criteria outlined in the previous chapter, the hypothesis is accepted. These results indicate that there is a direct effect of content marketing on brand awareness of citamin products. The results of distributing questionnaires to respondents regarding the direct influence of marketing content on social media are also influenced by the accuracy and credibility of citamin content posted on social media. Citamin content on social media also has a high value and benefits many people, besides that citamin consistently creates content on social media and is able to show its quality. Content that is easy to understand, of course, also provides added value for citamin, and content with an attractive appearance can increase citamin brand awareness in the minds of the public. The results of the research also support previous research conducted by Hendi Paramitha, Yohanes Don Bosco Doho (2021), which states that content has a direct effect on increasing brand awareness.

b. Brand awareness has a direct effect on purchasing decisions

The direct impact of brand awareness on purchasing decisions for Citamin products is represented by a path coefficient value of 0.234, along with a t-statistic value of 1.820, which exceeds the critical t-table value of 1.680. Furthermore, the p-value is 0.000, which is less than 0.1. In line with the criteria outlined in the previous chapter, the hypothesis is accepted. These outcomes suggest that the brand awareness cultivated by Citamin products, as newcomers in the multivitamin market, has a positive influence on consumer purchasing decisions.. The outcomes obtained from distributing questionnaires to respondents regarding the direct impact of brand awareness on purchasing decisions,

based on several brand recognition indicators, reveal that respondents were able to discern the benefits of Citamin products through the presented content. Additionally, respondents were able to recall Citamin as a newcomer in the multivitamin product category. The marketing content of Citamin products played a role in enhancing respondents' recall of the Citamin brand, especially through social media channels, ensuring that the Citamin brand remains prominently in their minds. These research results align with previous research conducted by Wova Oktavia, Nova Riana, and Erie Hidayat (2023), which also concluded that brand awareness significantly influences purchasing decisions.

c. Content marketing has a direct effect on purchasing decisions

The direct impact of marketing content on purchasing decisions for Citamin products is represented by a path coefficient value of 0.555, along with a t-statistic value of 4.708, which exceeds the critical t-table value of 1.680. Furthermore, the p-value is 0.000, which is less than 0.1. In accordance with the criteria outlined in the previous chapter, the hypothesis is accepted. The results obtained from distributing questionnaires to respondents regarding the direct influence of marketing content on purchasing decisions indicate that respondents' decisions to purchase and consume Citamin products are influenced by the exposure to accurate product marketing content on social media. Respondents decided to consume citamin products also because they saw citamin marketing content that was interesting, easy to understand and consistently showed its quality on social media. The results of the research are also supported by previous research conducted by Kadek Riyan Putra Richadinata, Ni Luh Putu Surya Astitiani (2021), which states that social media has an impact on purchasing decisions.

d. Content marketing has a direct effect on brand awareness and has an impact on purchasing decisions.

The direct impact of content marketing on brand awareness and its subsequent influence on purchasing decisions is indicated by a t-statistic value of 1.740, which is less than the critical t-table value of 1.680, and a p-value of 0.086, which is also less than 0.1. In accordance with the decision-making criteria outlined in the previous chapter, the hypothesis is accepted. This implies that content marketing directly affects brand awareness and consequently impacts the purchasing decisions for Citamin products. The distribution of questionnaires yielded results showing that marketing content on social media indeed directly influences brand awareness, aligning with the description provided in the initial hypothesis. In the fourth hypothesis, it has also been proven that content marketing directly affects brand awareness and impacts purchasing decisions. The results of the research are also supported by previous research conducted by Mazhur Razak, Muhammad Hidayat and MH Rahman (2021), which states that video advertising and social media marketing through brand awareness affect consumer buying interest.

CONCLUSION

Based on the research outcomes, it can be concluded that content marketing exerts a direct influence on brand awareness. This effect is evident through various indicators such as content accuracy, content value, consistency, and visual content, all of which contribute to

establishing brand awareness in the minds of respondents. Brand awareness, in turn, directly affects purchasing decisions, as respondents exhibit varying levels of ability to recall the Citamin brand, primarily driven by impressions from marketing content on social media. The direct impact of marketing content on purchasing decisions is attributed to the attractiveness and precision of the marketing content, which plays a pivotal role in consumer purchasing choices. This direct relationship was confirmed through the testing of marketing content on brand awareness and its subsequent impact on consumer purchasing decisions. The quality of impressions and marketing content on social media needs to be improved, this will grow a positive impression of the product in the minds of the public and build brand awareness and consumer buying interest. The company also needs to improve more interesting content impressions with the right information and in accordance with the needs of the community, this will help people remember Citamin products better. In addition, the accuracy of marketing content on social media also needs to be improved, because the accuracy of impressions about products will help consumers make purchasing decisions. For further research, other variables that can increase brand awareness can be added.

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