

The Influence Of Content Marketing On Brand Awareness, Brand Image, And Skincare Purchase Intention

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Abstract

This study aims to analyze the influence of content marketing on purchase intention of Somethinc skincare products in the Jabodetabek area by considering the mediating role of brand awareness and brand image. Content marketing strategy is considered an effective approach in building relationships with consumers and forming positive perceptions of the brand. This study uses a quantitative approach with an associative method. Data were collected through a closed-ended questionnaire from 196 respondents and analyzed using Structural Equation Modeling (SEM) techniques with the help of SmartPLS software. The results show that content marketing has a significant effect on purchase intention both directly and indirectly through brand awareness and brand image. In addition, it was found that brand awareness influences brand image, which in turn strengthens the influence on purchase intention. This study concludes that an effective content marketing strategy must be able to create strong brand awareness and image to increase consumer purchase intention. These findings provide theoretical contributions to the development of digital marketing strategies as well as practical implications for local skincare industry players in creating content that can attract attention, build emotional connections, and encourage consumer purchasing decisions.

Keywords: *Brand Awareness, Brand Image, Content Marketing, Purchase Intention, Skincare .*

Abstract

This study aims to analyze the effect of content marketing on the purchase intention of Some skincare products in the Jabodetabek region, by considering the mediating roles of brand awareness and brand image. Content marketing is considered an effective approach to building consumer relationships and shaping a positive brand perception. This research employs a quantitative approach with an associative method. Data were collected using a closed questionnaire involving 196 respondents and analyzed using Structural Equation Modeling (SEM) with SmartPLS software. The results show that content marketing significantly influences purchase intention both directly and indirectly through brand awareness and brand image. Furthermore, brand awareness influences brand image, which in turn strengthens its impact on purchase intention. The study concludes that effective content marketing strategies should be able to create strong brand awareness and image to increase consumer purchasing intention. These findings contribute theoretically to the development of digital marketing strategies and provide practical implications for local skincare industry players in creating content that captures attention, builds emotional connections, and encourages consumer purchasing decisions .

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INTRODUCTION

The development of the beauty industry in Indonesia has experienced significant growth along with increasing public awareness of the importance of self-care and appearance. The increasing number of young people and high digital media penetration have driven the rapid growth of this industry. Data from the Coordinating Ministry for Economic Affairs of the Republic of Indonesia shows that the number of cosmetics industries in Indonesia increased by twenty-one point nine percent from nine hundred and thirteen companies in 2002 to one thousand and ten companies in mid-2003. Furthermore, the cumulative export value for cosmetic products, fragrances, and base oils reached seven hundred and seventy million US dollars from January to November 2003 (Coordinating Ministry for Economic Affairs, 2023). The increasing number of social media users in Indonesia, amounting to one hundred and sixty million out of a total of one hundred and seventy-five point four million internet users, has contributed to the transformation of marketing strategies from conventional to digital (Nawiyah et al., 2023). Therefore, the urgency of this research lies in the need for an in-depth understanding of how digital marketing strategies, particularly content-based marketing, influence consumer purchase intentions in the context of the skincare industry. This aligns with the lifestyle of modern society, which is increasingly concerned with appearance, both for skin health and public image. These lifestyle changes are also influenced by advances in technology and social media, which provide a significant opportunity for individuals to visually present themselves through various digital platforms.

The Somethinc brand was selected as the research object based on its outstanding performance in the local beauty industry. Somethinc was recorded as the highest-selling brand on Indonesian e-commerce platforms in the second quarter of 2022, with sales reaching fifty-three point two billion rupiah (Kompas.co.id, 2022). The brand's success is determined not only by product quality and competitive pricing, but also by an effective digital marketing strategy, particularly through social media platforms like TikTok, which has millions of followers. The key difference between Somethinc and other local brands lies in its ability to integrate content marketing strategies with a strong brand narrative that is relevant to today's consumer needs (Azzuhra & Adlina, 2023). Therefore, Somethinc is seen as an ideal representative for exploring the relationship between content marketing, brand awareness, brand image, and purchase intention. This surge not only indicates increased domestic consumption but also demonstrates the competitiveness of the local beauty industry on the international stage. This is a positive signal for business players that the Indonesian cosmetics market has promising economic prospects and is worthy of strategic development.

Content marketing is defined as a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly targeted audience, with the goal of driving profitable consumer action (Pulizzi, 2009). Content-based marketing is believed to increase brand awareness,

which is the extent to which consumers recognize and remember a brand in a particular product category (Husnawati, 2017), and shape a brand image that reflects consumers' perceptions and beliefs about the brand (Resmawa et al., 2017). Furthermore, brand awareness and image play a crucial role in shaping purchase intention, defined as a consumer's tendency to purchase a particular product in response to exposure to a marketing strategy (Pertwi & Gusfa, 2018; Saidi et al., 2023). The relationship between these four variables is the primary focus of this study. This trend demonstrates a shift in consumer behavior from an offline to an online orientation, characterized by increased information searches, purchases, and customer interactions, all conducted digitally.

Several previous studies have shown mixed and inconsistent results. Gülsoy and Koçer (2023) and Sandunima and Jayasuriya (2024) found that content marketing significantly influences purchase intention. However, Purmono (2023) and Andasari and Anshori (2023) found conflicting results, concluding that content marketing had no significant effect on purchase intention. Inconsistencies were also found in the relationship between brand awareness and purchase intention. Studies by Prasetia and Hidayat (2021), Azzuhra and Adlina (2023), and Machi et al. (2022) showed a significant positive effect, while studies by Yunus et al. (2022) and Azzari and Pelissari (2020) found no significant effect. This inconsistency reflects the dynamic and contextual nature of the relationships between digital marketing variables, depending on brand characteristics, the media used, and the profile of the target consumer. This research gap indicates the need for further studies that consider mediating variables such as brand image in the relationship between content marketing and purchase intention.

Based on the above description, this study is novel in terms of inserting mediating variables of brand image and brand awareness in analyzing the influence of content marketing on purchase intention. By considering mediating elements, it is expected that the relationship between variables can be explained more comprehensively and in-depth. Furthermore, this approach allows the identification of more complex and realistic influence pathways according to the dynamics of consumer behavior in the digital era. This study is expected to contribute to the development of literature in the field of digital marketing, particularly in the context of the local Indonesian skincare industry. Furthermore, the results of this study are expected to be used as a basis for formulating more effective marketing strategies by companies. The main objective of this study is to analyze the influence of content marketing on purchase intention by considering the mediating role of brand awareness and brand image simultaneously in the context of the Somethinc brand in Jabodetabek. This study not only offers a new theoretical approach, but also provides practical implications that can be adopted by local brands in increasing the effectiveness of their digital marketing strategies amidst the increasingly competitive beauty industry.

METHODOLOGY

This study uses a quantitative approach with an associative method, which aims to examine the causal relationship between variables, namely content marketing, brand awareness, brand image, and purchase intention. The quantitative approach was chosen because it focuses on collecting and analyzing numerical data that can be

processed statistically to test previously formulated hypotheses. The associative method was used because it is relevant in explaining the extent of influence of an independent variable on the dependent variable in a complex system. The data used in this study are primary data obtained directly from respondents through the distribution of online questionnaires using Google Forms. The study was conducted in the Jabodetabek (Jakarta, Bogor, Depok, Tangerang, and Bekasi), which was chosen as the research location because this area has a high concentration of active social media users and is also known as a potential market for local skincare products. This research was conducted from September 2024 to January 2025.

The population in this study consisted of all consumers of Somethinc skincare products residing in the Jabodetabek. Because the exact population size was unknown, the sampling technique used a non-probability sampling method, specifically purposive sampling. This technique was chosen to obtain a sample based on predetermined criteria: respondents aged between 18 and 35 years, residing in Jabodetabek, having purchased or used Somethinc products, and having knowledge of the brand. The minimum sample size was determined based on the Lemeshow formula, resulting in a minimum sample size of 196 respondents. Data collection was conducted using a questionnaire instrument with a five-point Likert scale, in which respondents were asked to rate a number of statements from 1 (strongly disagree) to 5 (strongly agree). This questionnaire instrument was designed to measure respondents' perceptions of each studied variable in a systematic and measurable manner. The preparation of indicators in the questionnaire was based on the operational definitions of variables that had been formulated based on previous theories and research.

The operational definition of the variables in this study includes four main variables: content marketing, brand awareness, brand image, and purchase intention. The content marketing variable is measured using five indicators related to interest in the content, attention to the message content, preference for the content, the extent to which the content is read to completion, and the content's suitability to the product. The brand awareness variable is measured using seven indicators, including brand familiarity, positive impression, relevance, adequate information, ease of recognition, brand recall, and differentiation ability. Meanwhile, brand image includes six indicators, such as brand characteristics, community reputation, and industry image. Finally, purchase intention is measured using four indicators that describe consumers' intentions, considerations, expectations, and purchase plans for skincare products.

All collected data were analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) technique, with the help of SmartPLS software version 4.0. This technique was chosen because it is able to accommodate complex structural models with many indicators, and can still be used even though the sample size is relatively small. The analysis process was carried out in several stages, starting with descriptive analysis to describe the tendency of respondents' answers to each variable. Next, outer model testing was carried out to measure the validity and reliability of the construct through outer loading values, Average Variance Extracted (AVE), and Cronbach's Alpha. After that, inner model analysis was carried out to test the causal relationship between latent variables, using path coefficient values and t-statistic values. Hypothesis testing was carried out at a significance level of 5%, with the hypothesis testing criteria being accepted if the t value > 1.96 . The selection of quantitative methods, PLS-SEM analysis techniques, and the use of a purposive sampling approach in the context of skincare consumers in urban areas such as

Jabodetabek provide strong justification for this research to produce valid, relevant, and applicable findings in designing more effective marketing strategies in the digital era.”

RESULTS AND DISCUSSION

Respondent Characteristics

This study involved 196 respondents who were Somethinc product consumers in the Jabodetabek. Respondent characteristics were assessed based on age, domicile, and the time of their last Somethinc product purchase.

Table 1. Respondent Characteristics Based on Age

No	Age	Amount	Percentage (%)
1	< 18 Years	10	5.1%
2	18–22 Years	90	45.9%
3	23–29 Years	70	35.7%
4	30–35 Years	26	13.3%
Total		196	100%

The majority of respondents were in the 18–22 year age range (45.9%), which reflects that the main market segment of Somethinc products is the young age group.

Table 2. Respondent Characteristics Based on Domicile

No	Domicile	Amount	Percentage (%)
1	Jakarta	38	19.4%
2	Bogor	43	21.9%
3	Depok	53	27%
4	Tangerang	38	19.4%
5	Bekasi	24	12.2%
Total		196	100%

Depok is the dominant domicile of respondents with a percentage of 27%, which indicates the high market penetration of Somethinc products in this region.

Table 3. Respondent Characteristics Based on Last Purchase Time

No	Last Purchase Time	Amount	Percentage (%)
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1	Yesterday	18	9.18%
2	One week ago	42	21.43%
3	One month ago	55	28.06%
4	Two-three months ago	47	23.98%
5	Six months ago	34	17.35%
	Total	196	100%

Most respondents (28.06%) purchased Somethinc products in the past month, indicating that consumers tend to make repeat purchases within a relatively short timeframe.

Data Analysis Results

1. Outer Model Test (Validity and Reliability)

Table 4. Summary of Outer Loading and its Value Range

Variable Indicator	Outer Loading
Content Marketing (X1)	0.752 - 0.829
Brand Awareness (Z1)	0.797 - 0.826
Brand Image (Z2)	0.770 - 0.830
Purchase Intention (Y)	0.705 - 0.807

All outer loading values are above 0.7, which indicates that the indicators have very good convergent validity (Hair et al., 2017).

Table 5. Reliability Test Results

Variables	Cronbach's Alpha	Composite Reliability	AVE
Content Marketing	0.980	0.985	0.951
Brand Awareness	0.980	0.984	0.943
Brand Image	0.981	0.984	0.945
Purchase	0.949	0.963	0.889

Intention

All constructs have Cronbach's Alpha and Composite Reliability values >0.7 and AVE values >0.5, indicating that the instruments used are reliable and valid (Ghozali & Latan, 2025).

2. Inner Model Test

a. R-Square Value

Table 6. R-Square Results

Endogenous Variables	R-Square	R-Square Adjusted
Brand Awareness	0.371	0.368
Brand Image	0.406	0.400
Purchase Intention	0.637	0.631

The R² value of 0.637 on purchase intention indicates that the model has strong power (Hair et al., 2017), meaning that 63.7% of the variation in purchase intention is explained by the constructs in the model.

b. F-Square Value

Table 7. F-Square Results

Influence	F ² value	P-Value	Conclusion
Brand Awareness → Brand Image	0.144	0.001	Significant
Brand Awareness → Purchase Intention	0.100	0.329	Significant
Content Marketing → Brand Awareness	0.591	0.000	Not Significant
Content Marketing → Brand Image	0.124	0.002	Significant
Content Marketing → Purchase Intention	0.208	0.007	Significant
Brand Image → Purchase Intention	0.161	0.025	Significant

The biggest influence comes from Content Marketing on Brand Awareness (0.591).

c. Predictive Relevance (Q²)

Table 8. Q² Predictive Relevance Results

Variables	Q ²
Brand Awareness	0.208
Brand Image	0.207
Content Marketing	0.000
Purchase Intention	0.287

A Q² value > 0 indicates that the model has good predictive value (Ghozali & Latan, 2025).

3. Hypothesis Testing

Table 9. Hypothesis Test Results

Variable Relationship	T-Statistic	P-Value	Information
Content Marketing → Purchase Intention	5,016	0.000	Significant
Content Marketing → Brand Awareness → Purchase Intention	3.101	0.003	Significant (Mediation)
Content Marketing → Brand Image → Purchase Intention	2,862	0.005	Significant (Mediation)
Brand Awareness → Brand Image → Purchase Intention	2,713	0.007	Significant (Mediation)

All four hypotheses in the model are accepted, indicating that all influence paths in this study are statistically significant.

DISCUSSION

The Influence of Content Marketing on Purchase Intention

The results of this study indicate that Content Marketing has a positive and

significant effect on purchase intention. This finding is proven through the results of the hypothesis test with a t-statistic value of 5.008 and a p-value of 0.000. This means that the better the Content Marketing strategy carried out by the Somethinc brand, the higher the consumer purchase intention. This finding is in line with the results of research by Gülsoy and Koçer (2023) which stated that digital content marketing has a significant impact on increasing consumer purchase intention, especially through informative and high-value content. In this context, a content marketing strategy that includes TikTok videos, product education, and testimonial content plays a role as a tool to establish an emotional connection between brands and consumers. Theoretically, this is supported by the opinion of Pulizzi (2012), who stated that content marketing is not only about direct sales, but how brands can provide relevant educational value and build long-term trust. Therefore, the success of content marketing lies in its ability to consistently communicate brand values.

Brand Awareness Mediation in the Relationship Between Content Marketing and Purchase Intention

Content marketing has also been shown to indirectly influence purchase intention through brand awareness as a mediator. This is indicated by a t-statistic of 3.101 and a p-value of 0.003. These results indicate that the success of content marketing in increasing purchase intention also depends on its ability to first increase brand awareness. Brand awareness is a cognitive aspect of brand equity that allows consumers to easily recognize and remember a brand. The consistency of content created by Somethinc allows consumers to be frequently exposed to brand information, thereby strengthening their memory and positive associations with the brand. Studies by Kurniawan et al. (2024) and Greece & Kamilla (2023) support these results, stating that regular content exposure increases brand awareness, which ultimately triggers purchase interest. However, these results contradict studies by Yunus et al. (2022) and Azzari & Pelissari (2020), which state that awareness alone is not enough to encourage consumers to make a purchase if it is not accompanied by a perception of product value or quality. Thus, awareness serves as an initial foundation that needs to be followed up by forming a good brand image.

Brand Image Mediation in the Relationship Between Content Marketing and Purchase Intention

In addition to brand awareness, content marketing also indirectly influences purchase intention through brand image as a mediator. With a t-statistic of 2.862 and a p-value of 0.005, it can be concluded that effective content marketing contributes to forming a positive perception of a brand, which ultimately increases consumers' tendency to purchase a product. In the context of digital marketing, a positive image is formed from the impressions consumers receive based on the quality of the content, delivery style, and values represented by the brand. Research by Sora Nabillaprililia et al. (2023) confirms that a consistent content marketing strategy will build a strong brand image, especially in terms of credibility, innovation, and trust. Brand image has high persuasive power. Consumers tend to feel more comfortable purchasing from brands they perceive as professional, safe, and aligned with their personal values. This is reinforced by research by Benhardy et al. (2020) which states that brand image plays a key mediator between various marketing strategies and purchasing decisions.

Brand Image Mediation in the Relationship between Brand Awareness and Purchase Intention

Furthermore, this study found that Brand Image also mediated the effect of Brand Awareness on Purchase Intention, with a t-statistic value of 2.713 and a p-value of 0.007. This finding explains that consumers who are aware of a brand do not necessarily have the intention to purchase the product if it is not accompanied by a positive image of the brand. Brand awareness tends to be cognitive and only answers the question "do I know this brand?", while Brand Image answers "how do I feel about this brand?". Therefore, the success of an awareness strategy must be converted into emotional and evaluative perceptions to truly impact purchasing behavior (Świtłała et al., 2018; Fauzi Ikhsan Fazrin et al., 2024). A strong brand image bridges the gap between brand recognition and decision-making. Consumers tend to use cognitive shortcuts in the form of brand image to make quick decisions amidst complex information. A study by Narayana & Rahanatha (2020) also found that Brand Image is a psychological element that can strengthen the relationship between exposure to brand content and purchase intention.

CONCLUSION

This study concludes that content marketing strategy has a significant influence on consumer purchase intention for Somethinc skincare products in the Jabodetabek. This influence is not only direct, but also indirect through two mediating variables, namely brand awareness and brand image. The results of the study indicate that informative and relevant content marketing can increase consumer awareness of the brand and form a positive brand image, which ultimately drives purchase intention. In addition, brand awareness also plays a role in influencing brand image, which then contributes to increased purchase intention. Thus, it can be concluded that the success of a digital marketing strategy through content is largely determined by its ability to build awareness and positive perceptions of the brand.

THANK-YOU NOTE

The author would like to express his gratitude to all respondents who participated in filling out the questionnaire, as well as to those who provided support in carrying out this research, especially to the supervising lecturer and academic colleagues for their valuable input.

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