

The Impact of Social Media Marketing and Brand Awareness on Purchasing Decisions on Cosmetic Products

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Abstract

Competition between whitening cosmetic products is increasing with the emergence of new products endorsed by artists. The first aim of this research is to find out and analyze the impact of social media marketing on purchasing decisions, the second aim is to find out and analyze the impact of brand awareness on purchasing decisions. All Scarlet cosmetics users at the Scarlet Fitriajaya Banyuwangi Outlet are the population in this study. A total of 180 respondents were sampled in this research. Validity tests and reliability tests were used in this research to test the research questionnaire. The research hypothesis developed needs to be tested using hypothesis testing. The research results show that social media marketing and brand awareness have a positive impact on purchasing decisions for scarlet cosmetic products.

Keywords:

Social media marketing; Brand awareness; Buying decision.

1. INTRODUCTION

Marketing strategies must continue to be developed by product and service providers in line with increasingly diverse consumer needs. The need for cosmetic products related to a bright face is increasingly becoming a necessity for society, especially women, although it does not rule out the possibility that men are also interested in a bright face. Facing the phenomenon related to the need for beauty products with the ultimate goal of a bright face, the providers of these products or services must increase their marketing strategies so that consumers decide on certain products as goods or services that can fulfill the need for a bright face.

One marketing strategy that needs to be considered is related to consumer purchasing decisions. This purchasing decision is crucial for the company. This purchasing behavior is important for the survival of a company. The existence of a company is determined by the purchases made by consumers. The size of purchases made by consumers will have an impact on the company's survival. This purchasing decision is consumer behavior in deciding what product to buy in order to fulfill their life needs (Armstrong, 2019). Purchasing decisions made by consumers can be caused by several factors, both internal and external factors. Several external factors are thought to be able to provide changes to purchasing behavior, namely social media marketing and brand awareness.

Social media marketing is an effort to introduce a product via social media. Currently, a deep understanding of the aspects that influence consumer purchase decisions, via social media platforms, is crucial for developing effective marketing strategies. Social media marketing is a form of marketing that utilizes social media platforms such as TikTok, Instagram, Facebook, and Twitter to increase awareness, perception and action towards a brand, product, or company (Kotler and Keller, 2021). The increasing development of information technology means that all organizations that offer products and services are obliged to utilize information technology by using social media marketing as a product marketing strategy. With social media marketing, people can get to know the products and services needed to meet people's needs. Many people are familiar with products and services through social media marketing to fulfill their daily needs. States that the variables of social media marketing, electronic word of mouth and brand trust have a positive and significant effect on consumer purchasing decisions for MSI products in Yogyakarta. Other research that also discusses the relationship between social media marketing and purchasing decisions was conducted by Aguspriyani et al (2023); Maulani and Sanawiri (2019); Bagaskara, et al (2021).

The next factor that also needs attention in relation to purchasing decisions is brand awareness. According to Tjiptono and Candra (2012), a brand can be said to be a name, term, sign, symbol, or design, or a combination thereof, which is intended to identify the goods or services of a seller or group of sellers and to differentiate them. A brand can be said to be the identity of a company's goods or services. A brand that is well known and has the trust of customers will become an invaluable asset for a company. According to Armstrong (2019), what is meant by brand awareness can be interpreted as describing the level of consumer recognition of a product by its name. Consumers who are aware that the brand can provide benefits in meeting their needs will choose that brand and may also make a purchase right away. Brand awareness and brand image cannot be separated when it comes to someone deciding to buy a particular product. Thus, brand awareness plays an important role and makes a positive contribution in consumer decision making. Several studies have been conducted regarding brand image and purchasing decisions (Qomariah and Zaman, 2020; Sari and Santika, 2017; Maulani and Sanawiri, 2019; Krisnawati, 2016; Dewi and Warmika, 2017; Kurnyawati, 2014; Cahyani, 2016; Heridiansyah, 2012; Setiawan and Rabuani, 2019; Eliasari and Sukaatmadja, 2017; Dwiyantri, et al. 2018).

This research started with problems that occurred with the Scarlett Whitening product at the Fitriajaya Banyuwangi Outlet. During the last 3 years, 2020-2022, sales of Scarlett whitening products have decreased. The next problem is the existence of a research gap regarding the relationship between social media marketing and purchasing decisions where the results are still inconsistent. Therefore, the aim of this research is firstly to find out and analyze the impact of social media marketing on purchasing decisions, while the second aim is to find out and analyze the impact of brand awareness on purchasing decisions at the Fitriajaya Banyuwangi Outlet.

1.1. Social Media Marketing

According to Kotler and Armstrong (2016), social media marketing is a form of marketing that utilizes social media platforms such as TikTok, Instagram, Facebook, and Twitter to increase awareness, perception and action towards a brand, product, or company. Social media marketing includes direct marketing and indirect marketing activities through various social media tools such as blogging, social networking, social tagging, and content sharing. Social media marketing allows interaction with a larger online community, expanding marketing potential (Tjiptono, 2014)

1.2. Brand Awareness

A brand that is well known and has the trust of customers will become an invaluable asset for a company. The definition of brand awareness can be interpreted as the first step in building a product brand (Tjiptono, 2019). The form of information in memory is in the first place the most important aspect in brand awareness. Thus, a point of brand awareness is important before a brand association can be formed.

1.3. Buying Decision

According to Kotler and Armstrong (2016), the definition of a purchasing decision is the process of consumers identifying problems, exploring information about a product, evaluating alternatives, and finally making a purchasing decision. This process is complex and often involves considering multiple factors, including trust in a particular brand or outlet. This purchasing decision is very important for companies that provide products and services to meet consumer needs. The survival of a company is determined by the purchasing decisions of consumers.

1.4. Conceptual Framework

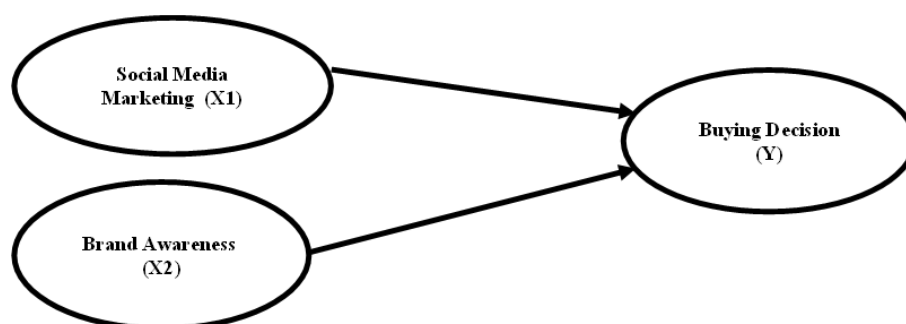


Figure 1. Conceptual Framework

Research Hypothesis

H1: Social media marketing has an influence on purchasing decisions.

H2: Brand awareness has an influence on purchasing decisions.

2. RESEARCH METHOD

The type of this research is quantitative descriptive. This research is research that aims to determine the impact of the dependent variable on the dependent variable. The independent variables in this research are social media marketing and brand awareness, while the dependent variable is purchasing decisions. All Fitriajaya's tenacious customers, totaling 1,050 people, are the population in this research. The sample was determined as 180 respondents using the Slovin formula. Descriptive analysis for respondent descriptions. Analysis of validity tests and reliability tests to test the validity and reliability of data. Hypothesis testing to test direct effects.

3. RESULTS AND DISCUSSION

3.1. Descriptive Analysis Results

Based on the gender of the respondents, it is known that of the 180 respondents, 11.1% or 20 were men and 88.9% or 160 were women, which means that the number of male respondents was less than female respondents. Based on the elements of respondents, it is known that the age of Oulet Scarlet Whitening Fitriajaya customers, respondents aged < 20 years amounted to 24.4% or as many as 44 people, aged between 21-30 years amounted to 48.9% or as many as 86 people then aged > 30 years amounted to 26.7% or as many as 50 people. Based on the type of work of the respondents, it is known that the occupation of Oulet Scarlet Whitening Fitriajaya customers, respondents who work as students are 24.4% or as many as 44 people, work as employees, amount to 58.9% or as many as 106 people, work as entrepreneurs amount to 16.7% or as many as 30 people.

3.2. Validity Test Results

Test the validity of the data using the loading factor indicator for each research indicator. In Table 1, the results of the validity test of this research data are presented.

Table 1. Validity Test Results

Indicator of Variable	Cross Loading Value	P- value
Indicator X1.1	0.8400	Less than 0.001
Indicator X1.2	0.8140	Less than 0.001
Indicator X1.3	0.8250	Less than 0.001
Indicator X1.4	0.8160	Less than 0.001
Indicator X2.1	0.8940	Less than 0.001
Indicator X2.2	0.9210	Less than 0.001
Indicator X2.3	0.8760	Less than 0.001
Indicator Y1.1	0.8780	Less than 0.001
Indicator Y1.2	0.8630	Less than 0.001
Indicator Y1.3	0.8600	Less than 0.001
Indicator Y1.4	0.9080	Less than 0.001

Based on the calculated validity test results, the loading factor value for the variables social media marketing, brand awareness and purchasing decisions has a value above 0.6. Thus, the conclusion is that all variables meet the research validity criteria.

3.3. Reliability Test Results

In Table 2, the results of the composite reliability values for all variables in this study are presented. The reliability test results state that all variables meet the composite reliability criteria because the value is above 0.6.

Table 2. Reliability Test

Variable of Research	Composite Reliability	Results
Social media marketing	0.894	Meet Reliability
Brand Awareness	0.925	Meet Reliability
Buying Decision	0.919	Meet Reliability

3.4. Hypothesis Test Results

In accordance with the hypotheses in this research, there are two. The hypothesis test for this research is presented in Table 3 below. The results of the research hypothesis test show that the coefficient value for all variables in this study is 0.128 for social media marketing, and for the brand awareness variable the coefficient value is 0.251.

Table 3. Hypothesis Test Results

No.	Independent Variable	Dependent Variable	Path coefficient (β)	p-value	Results
1.	Social media marketing	Buying Decision	0,128	0,001	H1 Accepted
2.	Brand Awareness	Buying Decision	0,251	0,001	H2 Accepted

3.5. Discussion

3.5.1. The Influence of Social Media Marketing on Purchasing Decisions

Based on the results of the analysis, the social media marketing variable has a coefficient value of 0.128 with a p value of 0.001. The first hypothesis (H1) in this research states that social media marketing has an influence on purchasing decisions. The first hypothesis (H1) was accepted, so H0 was automatically rejected. From these results it can be concluded that social media marketing has a positive impact on purchasing decisions. Everyone knows that currently is the era of social media in marketing products or services. Every company tries to introduce its products through social media. Social media is a powerful tool for marketers. Today's consumers will search for the products or services they need via social media. Thus, social media marketing has become a strategy for marketing products today. The results of this research have significant similarities to previous research conducted by Aguspriyani et al. 2023; Qomariah and Zaman, 2020; Qomariah, et al. 2021; Rahmawati et al. 2021; Bagaskara, et al. 2021, with research results stating that there is a significant influence between social media marketing variables on purchasing decisions.

3.5.2. The Influence of Brand Awareness on Purchasing Decisions

Based on the results of testing the brand awareness variable on purchasing decisions, a coefficient value of 0.251 was obtained with a p-value of 0.001. Because the p-value is smaller than α ($0.001 < 0.05$), H0 is rejected, thus there is a significant influence of brand awareness on purchasing decisions. This means that brand awareness has a significant influence on purchasing decisions at the Scarlet Whitening Fitriajaya outlet and is proven to be true or H2 is accepted. According to (Kotler and Keller 2021), brand awareness is the ease with which consumers recognize and remember a brand in sufficient detail which leads to purchasing decisions. At the Scarlet Whitening outlet, brand awareness plays an important role in creating purchasing decisions for customers. Brands that are easily recognized and remembered by consumers can attract trust which will later lead to purchasing decisions. This is supported by research conducted by Sari and Santika, 2017; Maulani and Sanawiri, 2019; Krisnawati, 2016; Dewi and Warmika, 2017; Kurnyawati, 2014; Cahyani, 2016; Heridiansyah, 2012, with results research which states that there is a significant influence between brand awareness variables on purchasing decisions.

4. CONCLUSION

Based on the research findings that have been described, the following conclusions can be drawn: 1) Social media marketing variables have a positive and significant effect on purchasing decisions made by customers. 2) The brand awareness variable has a positive and significant effect on customer purchasing decisions.

This research shows that social media marketing and brand awareness have an impact on purchasing decisions. Brand awareness has a bigger impact than social media marketing. Thus, interested parties should continue to improve brands that can be recognized by the public by endorsing artists so that products are more famous. Future research could use influencer variables to further improve purchasing decisions for brightening cosmetic products.

The results of this research have an impact on the development of marketing management science, especially purchasing decisions that are linked to social media marketing and brand awareness of brightening cosmetic products from certain brands.

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