



Strategy Development to Improve Brand Awareness and Sales Performance

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Abstract: The rapid growth of the beauty and skincare industry in Indonesia is driven by the extensive use of digital platforms for product promotion and marketing. Noera Beauty Care, a local beauty brand, faces challenges in enhancing its brand awareness and sales performance. This study aims to analyze the influence of digital marketing, content marketing, endorsement influence, and brand engagement on brand awareness and its impact on purchase intention. A mixed-method approach was employed, combining qualitative interviews with the CEO and head of marketing and quantitative surveys of 200 active social media users. The data were analyzed using PLS-SEM. The findings indicate that digital marketing, content marketing, and endorsement influence significantly impact brand awareness, while brand engagement does not. Brand awareness positively affects purchase intention. Based on these findings, several marketing strategies are proposed, such as product innovation through collaboration with influencers, creating live shopping or virtual try-on sessions, website updates and development, evaluation, and adjustment of marketing strategies, investing in IT infrastructure, strengthening relationships with consumers through loyalty programs, and creating educational content and quizzes to increase public knowledge about the benefits of Noera products.

Keywords: Brand Awareness; Content Marketing; Digital Marketing; Endorsement Influence; Purchase Intention

INTRODUCTION

The rapid growth of the beauty and skincare industry in Indonesia is driven by the use of digital platforms for product promotion and marketing. According to Kotler and Keller (2020), effective use of digital marketing can increase brand awareness and consumer purchase intent. Noera Beauty Care, a local beauty brand, faces challenges in increasing brand awareness and sales performance. This study aims to analyze the influence of digital marketing, content marketing, endorsement influence, and brand engagement on brand awareness and its impact on purchase intention. Previous research shows the importance of digital marketing in the beauty industry. For example, research by Chaffey and Smith (2021) found that the right digital marketing strategy can significantly increase brand visibility and appeal. In addition, a study by De Vries et al. (2019) showed that engaging and interactive content on social media can increase consumer engagement and brand loyalty. Endorsements by celebrities or influencers have also been shown to be effective in increasing brand awareness and consumer purchase intent (Jin & Muqaddam, 2020). While much research has been conducted on digital marketing, content marketing, and the influence of endorsements in the beauty industry, there is a lack of research that specifically examines the combined impact of these elements on brand awareness and purchase intent in the Indonesian market. This study seeks to fill this void by evaluating how digital marketing, content marketing, endorsement influence, and brand engagement collectively influence brand awareness and purchase intention in the local Indonesian context.

This study proposes several hypotheses to be tested. First, digital marketing is hypothesized to have a positive influence on brand awareness. Second, content marketing is also hypothesized to have a positive influence on brand awareness. Third, endorsements from celebrities and influencers are assumed to have a positive impact

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on brand awareness. Fourth, brand engagement is expected to have a positive influence on brand awareness. Finally, brand awareness is hypothesized to have a positive influence on consumer purchase intentions. This study aims to test and prove these hypotheses in the context of Noera Beauty Care's digital marketing and marketing strategy in the Indonesian market.

The empirical phenomenon underlying this research is the increasing competition in the Indonesian beauty industry. Data from Katadata Insight Center (2022) shows that the revenue of beauty and self-care products in Indonesia reached IDR 111.83 trillion in 2022. In addition, a survey by Populix reported by GoodStats (2022) revealed that local cosmetic brands such as Wardah and Emina dominate the market, while Noera is not among the top 7 most used local cosmetic brands. Despite Noera's marketing efforts, the company's internal data in 2022 shows that sales often fall short of the set targets. This indicates that while there is good brand awareness, there is a gap in the conversion of brand awareness into purchase intention and actual sales.

While many studies have been conducted on digital marketing, content marketing, brand engagement, and the influence of endorsements in the beauty industry, the lack of research that specifically examines the combined impact of these elements on brand awareness and purchase intention in the Indonesian market creates a significant empirical gap. Most previous research has focused on only one of the digital marketing elements, without considering how the combination of these elements can affect marketing outcomes. Thus, this study aims to fill the gap by evaluating how digital marketing, content marketing, endorsement influence, and brand engagement collectively influence brand awareness and purchase intention in the local Indonesian context.

Theoretically, the importance of digital marketing strategies in increasing brand awareness and purchase intention has been well documented (Kotler & Keller, 2020; Chaffey & Smith, 2021). However, there are limitations in the literature that incorporate the different elements of digital marketing and how they interact to influence consumer behavior. The theory underlying most previous research is often insufficient to explain the synergistic effects of digital marketing, content marketing, endorsement influence, and brand engagement. Therefore, this research identifies theoretical gaps in our understanding of the complex interactions between various elements of digital marketing and their influence on brand awareness and purchase intention.

This research proposes several hypotheses to be tested. First, digital marketing is hypothesized to have a positive influence on brand awareness. Second, content marketing is also hypothesized to have a positive influence on brand awareness. Third, endorsements from celebrities and influencers are assumed to have a positive impact on brand awareness. Fourth, brand engagement is expected to have a positive influence on brand awareness. Finally, brand awareness is hypothesized to have a positive influence on consumer purchase intention. This study aims to test and prove these hypotheses in the context of Noera Beauty Care's digital marketing and marketing strategies in the Indonesian market.

The results showed that digital marketing, content marketing, and endorsement have a significant influence on brand awareness, while brand involvement does not. Brand awareness has a positive effect on purchase intention. Based on these findings, several marketing strategies are proposed, including product innovation through influencer collaboration, direct shopping with virtual trial sessions, website updates, investment in IT infrastructure and data analysis technology, and creating varied and informative content on their own social media. This research is expected to provide in-depth insights into market dynamics and consumer behavior, as well as offer relevant and effective strategic solutions in facing challenges in the competitive beauty industry



for Noera Beauty Care products, and develop marketing strategy recommendations that can be implemented by Noera to increase brand awareness and sales performance. This research is expected to provide deep insights into market dynamics and consumer behavior, as well as offer relevant and effective strategic solutions in facing challenges in the competitive beauty industry.

METHODS

This research uses mixed methods that combine qualitative and quantitative approaches to get a comprehensive picture of business conditions and customer attitudes toward Noera Beauty Care. According to Sugiyono (2019), there are two types of data collection based on the source, namely primary sources and secondary sources. Primary research is conducted through in-depth interviews with the company's CEO and department heads to obtain detailed information about the internal conditions of the business, the marketing strategies that have been implemented, as well as the challenges and opportunities faced by the company. On the other hand quantitative method research was conducted by distributing online questionnaires to collect data on customer attitudes. The questionnaire covered various aspects such as customer views on digital marketing, content marketing, endorsement influence, brand engagement, brand awareness, and purchase intention of Noera Beauty Care products. The questionnaire was distributed to 200 customers who are active social media users who use social media to shop for beauty products or simply get information.

The qualitative approach in this research was conducted through in-depth interviews with the CEO of Noera Beauty Care to gain comprehensive insights into the internal conditions of the business, company goals, core values, marketing strategies implemented, innovations, evaluations, and challenges faced. This interview was crucial for understanding the company's vision and mission as well as its ongoing strategies (Yin, 2019). This approach is considered predominant in this research, allowing the researchers to obtain a detailed depiction of the views, experiences, and thoughts of the research subjects, as well as interpretations of the implications of their actions (Merriam & Tisdell, 2020).

Quantitative research aims to measure cause-and-effect relationships between variables using mathematical, computational, and statistical techniques (Creswell & Creswell, 2020). In this study, a quantitative approach was employed to gather information about customer attitudes, focusing on brand awareness, views on content marketing, social media sales promotion, celebrity endorsements, Noera Beauty Care brand involvement, and their purchase intention towards the company's products.

The population consists of all items or individuals relevant to the research, while a sample is a subset of the population selected for analysis (Sekaran & Bougie, 2020). The research was conducted in Indonesia, focusing on consumers in major cities such as Jakarta, Bandung, and Surabaya, where internet penetration and social media usage are very high. The research took place over a three-month period, from January to March 2024. The population in this study included all Noera Beauty Care consumers who actively use social media. This study employed a purposive sampling method, selecting a sample of 200 respondents who are active social media users and the target market for the company's products. This sample size is deemed sufficient to provide valuable insights for increasing company sales in the beauty industry (Malhotra, Nunan, & Birks, 2020). The questionnaire comprised 35 items designed to measure the extent of digital marketing usage, content marketing, endorsement influence, and brand engagement as independent variables, along with brand awareness and purchase intention of Noera Beauty Care products as dependent variables. The questionnaire was distributed online through social media, with Instagram being the primary distribution platform. The data

was collected using a questionnaire with four sections: introduction, respondent screening, respondent profile, and research statements. The questionnaire utilized a Likert scale ranging from 1 to 5, where 5 indicated "strongly agree" and 1 indicated "strongly disagree" (Siregar, 2021). Among the 200 respondents who met the criteria and completed the questionnaire, 80% were female and 20% were male. Regarding the age category, 88% of respondents were aged 18-35 years, 10.2% were aged over 35 years, and 1.7% were aged under 18 years.

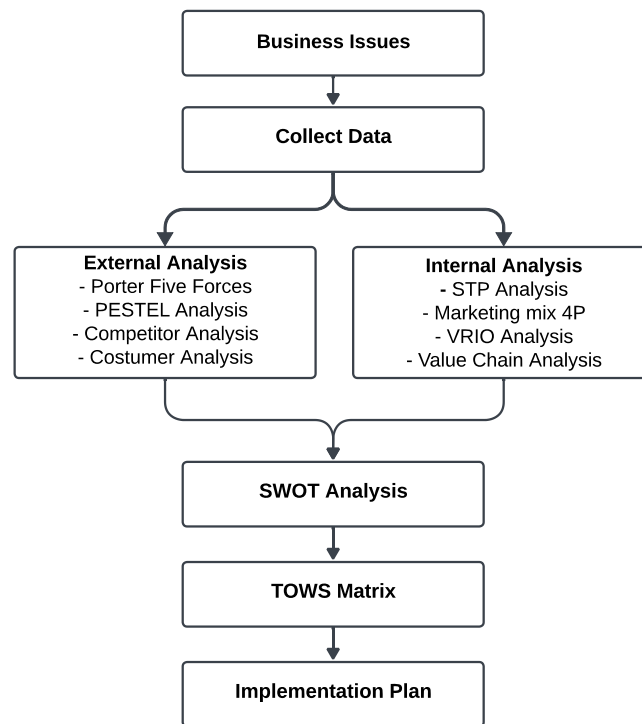


Figure 1. Research Design
Source: Data by the author (2024)

The research design began with the identification of business issues facing Noera Beauty Care and the collection of primary data through interviews with the CEO online questionnaires to 200 active social media users, and secondary data from annual reports and online sources (Sari, 2023). External analysis used the Porter Five Forces model, PESTEL analysis, competitor analysis, and customer analysis to understand the business environment (Hitt et al., 2020). Internal analysis involves STP analysis, 4P marketing mix, VRIO analysis, and value chain analysis to identify internal strengths and weaknesses (David & David, 2020). The results of the analysis are used to conduct a SWOT analysis and compile a TOWS matrix to formulate strategies that Noera can implement (Rothaermel, 2021). Finally, an implementation plan was drawn up to implement the proposed marketing strategies, aimed at increasing the brand awareness and sales performance of the company (Dess et al., 2020).



RESULTS AND DISCUSSION

In SEM-PLS data analysis, there are several steps taken to evaluate the measurement model and structural model. These steps include testing indicator validity, Average Variance Extracted (AVE) value, Composite Reliability (CR), and discriminatory validity.

Indicator validity measures the extent to which an indicator is able to measure the construct it is supposed to measure. In SEM-PLS (Structural Equation Modeling - Partial Least Squares) analysis, indicator validity is tested through the outer loading value. Outer loading measures the correlation between indicators and their constructs. Indicators are considered valid if they have an outer loading value of more than 0.70, which indicates that the indicator has a strong correlation with the construct being measured (Hair et al., 2020).

Table 1. Indicator Validity

Indicator	Outer Loading
Digital Marketing 1	0.75
Digital Marketing 2	0.78
Digital Marketing 3	0.81
Content Marketing 1	0.83
Content Marketing 2	0.86
Content Marketing 3	0.82
Endorsement Influence 1	0.88
Endorsement Influence 2	0.90
Endorsement Influence 3	0.87
Brand Engagement 1	0.72
Brand Engagement 2	0.74
Brand Engagement 3	0.77
Brand Awareness 1	0.80
Brand Awareness 2	0.84
Brand Awareness 3	0.83
Purchase Intention 1	0.89
Purchase Intention 2	0.91
Purchase Intention 3	0.88

Source: Data by the author (2024)

Table 1 above shows the outer loading results for each indicator. All indicators have an outer loading value of more than 0.70, which indicates that all indicators are valid and can be used for further analysis.

Table 2. Average Variance Extracted (AVE) and Composite Reliability (CR)

Construct	AVE	CR
Digital Marketing	0.690	0.855
Content Marketing	0.711	0.942
Endorsement Influence	0.806	0.940
Brand Engagement	0.686	0.916
Brand Awareness	0.667	0.902
Purchase Intention	0.794	0.948

Source: Data by the author (2024)



AVE and CR values are used to measure convergent validity and construct reliability. AVE of more than 0.50 and CR of more than 0.70 are considered qualified (Hair et al., 2020). Table 2 shows the results of AVE and CR. All constructs meet the convergent validity and reliability requirements, indicating that they are reliable for measurement.

Table 3. Discriminant Validity

Construct	Digital Marketing	Content Marketing	Endorsemen t Influence	Brand Engagement	Brand Awareness	Purchase Intention
Digital Marketing	0.83					
Content Marketing	0.649	0.843				
Endorsement Influence	0.397	0.265	0.898			
Brand Engagement	0.518	0.451	0.244	0.828		
Brand Awareness	0.671	0.619	0.551	0.472	0.816	
Purchase Intention	0.575	0.556	0.655	0.552	0.777	0.891

Source: Data by the author (2024)

Discriminative validity is tested using the Fornell-Larcker and HTMT (Heterotrait-Monotrait Ratio) criteria. According to the Fornell-Larcker criterion, the square root of the AVE of each construct must be greater than the correlation with other constructs. As for HTMT, the value must be less than 0.85 (Hair et al., 2020). The following table shows the results of discriminatory validity using the Fornell-Larcker method. The results show that all constructs meet the discriminative validity requirements, with the values in the table indicating that the constructs are different from each other.

In addition to the T statistic, the P value can also be used to assess the significance level of the relationship. The null hypothesis with the same standard error is assumed to be accepted if the P value is greater than 0.05. One of the correlations between brand engagement and brand awareness shows a P value that exceeds 0.05, according to the results of the P value calculation. Based on the T statistic calculation and the P values listed in Table 1, hypotheses H1, H2, H3, and H5 are accepted, while hypothesis H4 is rejected. Table 2 presents a summary of the results for these hypotheses.

Table 4. PLS-SEM Calculation

Relationship	T statistic	P Value
Digital Marketing → Brand Awareness	4.195	0.000
Content Marketing → Brand Awareness	4.704	0.000
Endorsement Influence → Brand Awareness	7.220	0.000
Brand Engagement → Brand Awareness	1.783	0.075
Brand Awareness → Purchase Intention	24.436	0.000

Source: Data that has been processed by the author (2024)

Table 4 shows the results of the PLS-SEM calculation. The T statistic value indicates the strength of the relationship between the independent and dependent variables, while the P value indicates the significance of the relationship. A P value of less than 0.05 indicates a statistically significant relationship. In this study, the relationships between digital marketing, content marketing, endorsement influence, and



brand awareness all have a P value of 0.000, which indicates a strong and significant relationship. However, the relationship between brand engagement and brand awareness has a P value of 0.075, which is greater than 0.05, indicating that this relationship is not statistically significant.

Table 5. Hypothesis Result

Hypothesis	P Value	Conclusion
H1: Digital Marketing has a positive effect on Brand Awareness	Accepted	Digital Marketing has a significant effect on Brand Awareness
H2: Content Marketing has a positive effect on Brand Awareness	Accepted	Content Marketing has a significant effect on Brand Awareness
H3: Endorsement Influence has a positive effect on Brand Awareness	Accepted	Endorsement Influence has a significant effect on Brand Awareness
H4: Brand Engagement has a positive effect on Brand Awareness	Rejected	Brand Engagement does not have a significant effect on Brand Awareness
H5: Brand Awareness has a positive effect on Purchase Intention	Accepted	Brand Awareness has a significant effect on Purchase Intention

Source: Data by the author (2024)

Table 5 summarizes the results of hypothesis testing. Hypotheses H1, H2, H3, and H5 are accepted, indicating that digital marketing, content marketing, and endorsement influence all have a positive and significant influence on brand awareness, and brand awareness has a positive and significant influence on purchase intention. However, hypothesis H4 is rejected, indicating that brand involvement has no significant influence on brand awareness.

The results of this study are in accordance with the theoretical framework discussed in the literature. The significant positive effect of digital marketing on brand awareness (H1) is consistent with previous research findings that highlight the importance of digital marketing in increasing brand visibility and recognition (Chaffey & Smith, 2021). Similarly, the positive impact of content marketing on brand awareness (H2) supports the idea that engaging and informative content can capture consumer interest and increase brand recall (Hollebeek & Macky, 2019). The effect of endorsement on brand awareness (H3) is also supported by the literature showing that endorsement by credible and popular influencers can increase brand credibility and appeal (Jati, 2022; Putri, 2020). Graham and Wilder (2020) found that social media influencers significantly boost brand credibility, which aligns with the findings of this study. However, the rejection of hypothesis H4, which states that brand engagement has a positive influence on brand awareness, suggests that although engagement is important, it may not directly contribute to increased brand awareness. This finding could be due to various factors such as the nature of engagement activities or the way consumers interact with brands (Malek Mohammadi & Javadian Sabet, 2023). Acceptance of hypothesis H5 confirms that higher brand awareness leads to greater purchase intentions, reinforcing the idea that consumers are more likely to buy products from brands they know and trust (Tafesse, 2019). This confirms the importance of strategies aimed at increasing brand awareness to drive sales. In conclusion, this study provides valuable insights into the factors that influence brand awareness and purchase intention for Noera Beauty Care. The findings highlight the effectiveness of digital marketing, content marketing, and endorsements in increasing brand awareness, which in turn positively impacts purchase intention. However, further research is needed to explore the role of brand engagement and its potential indirect effects on brand awareness.



SWOT

After analyzing the internal and external factors, the author proceeded to conduct a SWOT analysis to evaluate the strengths, weaknesses, opportunities, and threats of the business.

Strength: (1) High-quality products; (2) Natural and safe ingredients; (3) Influencer collaborations.

Weakness: (1) Uninformative content and outdated website; (2) Low firm infrastructure.

Opportunity: (1) indonesia's economic growth; (2) Increased demand for natural and eco-friendly products; (3) Technological advancements in AI and AR; (4) Variety of products.

Threat: (1) Changes in government regulations; (2) High threat of substitute products and high rivalry among existing competitors.

Business Solution on TOWS Matrix

Product innovation with natural ingredients through collaboration with influencers Noera can utilize collaboration with influencers to develop quality products with natural ingredients and expand the existing product line. This collaboration will not only strengthen the brand image as a provider of high-quality and innovative products but also help in attracting new audiences and expanding the market reach. Influencers have a large and loyal fan base that can help increase brand awareness and boost sales of new products.

Create live shopping with virtual try-on sessions by utilizing AI and AR

By utilizing advanced technologies such as AI and AR, Noera can create an interactive and personalized shopping experience for consumers. Noera can host live shopping or virtual try-on sessions on social media platforms to provide an interactive and engaging shopping experience for consumers. This will capitalize on increased social media usage and a positive economy to increase sales. Exclusive promotions during these sessions can also encourage impulse purchases and increase customer loyalty.

Website updates and development

Updating and developing Noera's website to ensure the information available is always up-to-date and complete. A better website will provide a better user experience, which can increase consumer confidence and make it easier for them to find product information. With the improving economy and increasing number of internet users, this is a great opportunity to strengthen Noera's online presence.

Investing in IT infrastructure and data analytics technology

By upgrading its IT infrastructure and data analytics, Noera can streamline operations and make data-driven decisions. Implementing an ERP system will manage inventory, production, distribution, and sales. Using big data and machine learning will help Noera understand trends, predict demand, and refine marketing strategies. A dedicated IT and analytics team will enhance technology management and data analysis, improving efficiency, customer experience, and competitive advantage in the beauty industry.



Improving the effectiveness of social media content to address the threat of substitute products

By improving the quality of social media content, Noera can build strong brand awareness and reduce the risk of consumers switching. Noera can create educational content and interactive quizzes to increase consumer knowledge and engagement. Content such as video tutorials, product reviews, and live Q&A sessions will increase brand visibility and consumer trust.

CONCLUSION

Based on the internal analysis, Noera Beauty Care has several advantages, such as high-quality products that use natural and safe ingredients, and collaboration with influencers that can increase brand visibility. However, Noera Beauty Care also has weaknesses, such as less informative content and an outdated website as well as low corporate infrastructure. From the external analysis, there are several opportunities that can be utilized, such as Indonesia's economic growth, increased demand for natural and environmentally friendly products, advances in AI and AR technology, and product variations that can meet diverse consumer needs. However, there are also external threats, such as changes in government regulations, the high threat of substitute products, and high competition among existing competitors. Customer analysis using PLS-SEM shows that factors such as digital marketing, content marketing, and endorsement influence have a significant positive influence on brand awareness and consumer purchase intentions for beauty products. After analyzing internal and external factors and identifying business strengths, weaknesses, opportunities, and threats, the author designed several solutions to overcome the business problems faced by Noera Beauty Care. The solutions include product innovation with natural ingredients through collaboration with influencers to expand market reach and increase consumer confidence. In addition, creating live shopping with virtual try-on sessions can provide an interactive and personalized shopping experience for consumers, as well as encourage impulse purchases and increase consumer loyalty. Regular updating and development of the website is necessary to ensure that the information presented is always up-to-date and complete, thus increasing consumer confidence and making it easier for them to find the products they want. Investment in IT infrastructure and data analytics technology is also important to improve operational efficiency and data-driven decision-making. Finally, improving the effectiveness of social media content through the creation of educational and interactive content, such as video tutorials, product reviews, and live Q&A sessions, can increase brand visibility and consumer trust. By implementing these strategies, Noera Beauty Care is expected to overcome the existing challenges and improve its business performance in an increasingly competitive market.

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