

THE EFFECTS OF CONTENT MARKETING AND BRAND IMAGE ON PURCHASE DECISION THROUGH SOCIAL MEDIA INSTAGRAM (STUDY ON INDONESIA LOCAL COSMETIC PRODUCT)

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Abstract

The purpose of this research was to discover the effect of content marketing on purchase decisions directly and using a brand image as the mediates variable in social media Instagram of Indonesia's local brand cosmetics product case. The first part of the article deals with the background of this research and reveals the connection between the variables. The second part will be focused on the literature review and the research framework. The next part is research methodology. This research used a quantitative research method which was collected the data through an online survey. The total number of respondents for this research was 140 and the data was analyzed with regression analysis using SPSS application. However, the results indicate that content marketing has a moderately significant impact on brand image and purchase decision, but brand image has a strong significant impact on the purchase decision. The paper concludes with findings and discussion; limitations and future research possibilities are also given.

Keywords: Content Marketing, Brand Image, Purchase Decision, Social Media Marketing, Instagram marketing

1. INTRODUCTION

The growth of technology and the Internet is a new world of virtual where every individual can interact without any restrictions. The Internet is a global communication network connecting every device worldwide (C Ahmadi & D Hermawan, 2013). With this outgrowth, Indonesia's internet users increased by 212.9 million in January 2023, based on research data conducted by We Are Social (Kemp, 2023). The existence of the Internet must be distinct from digital marketing as one of the communication channels to achieve marketing goals through the application of technology and digital media. Digital marketing includes several phases of digital presence, such as social media (Stephan Dahl, 2018). Social media as an internet-based communication marketing application has become a trend in today's society (Mani et al., 2022) with 167 million social media users in Indonesia, amounting to 60.4% of the total population by we are social (Kemp, 2023).

The upsurge of users makes social media an important factor in man's daily life, where everyone can interact boldly and virtually. It makes social media one of the most efficient and influential tools in interactions in man's lives in the social, cultural, business, educational and political fields (Alalwan et al., 2017). Social media has also changed the marketing theory

practiced by marketers previously, which is advanced to a combination of technological advances and modern society's consumption behavior (Stephan Dahl, 2018).

Social media is used as a platform for sharing content. It facilitates users to upload and provide comments in text, video, photos and audio (Jan Zimmerman & Deborah Ng, 2017). In addition, it is also used to share the latest information so that it is easier and more efficient (Akrimi & Khemakhem, 2012). Social media give many benefits for marketers to promote, such as supplying the market's needs, escalating access to target markets, getting through to new target markets, enhancing existing customer experiences, and accelerating sales to purchasing decisions (Jan Zimmerman & Deborah Ng, 2017).

Consumers commonly use social media to search for information and make purchase decisions (Subriadi & Baturohmah, 2021). Social media has the power to influence people, which is a strategy for the marketing of brands (Sugiharti & Aras, 2021). Social media is also a tool to find and choose information needed about the goods or services offered by the brand. This reason is why marketers use social media to discover consumer habits when searching for, selecting and considering product purchases (Chasanah & Saino, 2022).

Brands have started to utilize social media to share product information with consumers. Brands share their photos or videos as content to attract the target market's attention to their products (Ansari et al., 2019). Social media has become an image of the brand itself so that when consumers look for product information that will be considered when purchasing. Content marketing is a must-have part of a brand. Content is formed to become the identity and image of a brand, as good content must be relevant and meet the needs and interests of consumers, not only the brand itself (Lieb, 2012).

Content marketing gains strong connections with consumers and enhances products and brands (Ansari et al., 2019). Several previous studies have examined content marketing, brand image and purchasing decisions. Content marketing has a significant and positive impact on brand image. Attractive and unique information about a product or brand can create a positive brand image that helps consumers remember the brand image (Asnawati et al., 2022). Content marketing has a positive influence on purchasing decisions, especially in the technological era, where catchy and appealing content can convince consumers to make purchases (Ansari et al., 2019). Even though other research says, content marketing does not have a significant influence on purchasing decisions because content marketing only aims to attract consumer interest, and the information in the content received by consumers determines the purchasing decision (Asnawati et al., 2022). Based on these considerations, this research was conducted to learn more about the importance of content marketing on brand image and purchasing decisions in its application to the case of local Indonesian cosmetic products.

2. LITERATURE REVIEW

2.1 Social Media

Social media is a media concept with internet-based consist of web 2.0 technology and user-generated content (Kaplan & Haenlein, 2010). Social media as internet-based channels allow

users to interact and re-present themselves, either in real-time or asynchronously, to broad and narrow audiences. These activities derive value from user-generated content and the perception of interaction with each other (Carr & Hayes, 2015).

Social media creates opportunities for brands to interact with their existing and potential customers through two-way communication. It also enables consumers to share information about brands or products with their peers easily (Hanaysha, 2018). People use social networking sites to have their information profile, share it with their friends and colleagues, and send messages and have conversations with each other (Kaplan & Haenlein, 2010).

Social media increase the effectiveness of marketing promotions by influencing the consumer behaviors, such as their behaviors for purchase decisions (Appel et al., 2020). Instagram social media content marketing is a platform to create engagement between brands and consumers and generates positive effects to support brands (Trong Nhan et al., 2020). Instagram is the largest social networking site in Indonesia with the largest number of users, with 89.15 million users in early 2023, equivalent to 32.3% of the total population of Indonesia (Kemp, 2023). Social media has become an essential marketing tool, which maintains customer relationships and enhances brand performance. It has become a must-have marketing tool, even for successful brands such as Wendy's, Nike, Netflix and National Geographic (Liadeli et al., 2022).

2.2 Content marketing

Content marketing is a marketing process of creating and distributing enticing and informative content to attract and obtain interest to engage to target consumers with clear and easy-to-understand content with the aim of benefiting from consumer activity (Pulizzi, 2014). Content marketing share important information about brands and products aimed at attracting consumer attention and improving relationships with existing or potential customers (Pažeraitė & Repovienė, 2018). Content marketing is an information source for customers to find variety and accurate data or information related to products that followed the decision to purchase (Said et al., 2020).

Content Marketing is a platform for sharing content, which also creates value and returns in finance, which are customer engagement, attraction, acquisition and becoming part of the customer. Content marketing must have three important things: first, it can catch attention and interest and inform and educate consumers. Secondly, expressing all the values of the brand, such as uniqueness, consistency, quality and relevance, and finally, being active and involved with consumers (Elisa & Gordini, 2014). Content marketing is also an information source for customers to find variety and accurate data or information related to products that followed the decision to purchase (Said et al., 2020).

Social media content marketing promotes brands to gain recognition from the target market and enhance customer purchase intention (Chen et al., 2021). There are five dimensions in Content Marketing are required in creating content, namely: first, Reader Cognition: Content displayed in different forms, such as images, sounds or interactions, can be understood by all consumers with different backgrounds. Second, sharing Motivation: Sharing content can

expand the reach of marketing to relevant consumers, as well as content shared by readers that enhances company or brand value, creates online identity, and participates in the reader community. Third, persuasion: How content can convince readers to become consumers. Fourth, Decision Making: Each individual has various components in making decisions, such as beliefs, facts, emotions created and efficiency, which play an important role. Content with all these components in balance is a best practice for generated content. Furthermore, the last factor: In evaluating the content, it is not only done by individuals but also influenced by friends, family or companies (Karr, 2016).

Previous research says that content marketing has a significant effect on brand image. Building a positive brand image can be done by creating a unique, informative marketing program about the advantages of other products. Indicators of content marketing, such as accuracy and ease of understanding, can impact brand image (Asnawati et al., 2022). Brand content marketing was best told as the stories and image of the brand that linked to the brand's persona and tone of voice (Ho et al., 2020).

In addition, content marketing is closely related, which has a positive influence (Said et al., 2020) and significant impact on purchasing decisions, where the more engaging the content, the greater the purchasing decision (Ansari et al., 2019). The influence of content marketing plays a very important role in purchasing decisions, where content is considered able to talk with target consumers about the products being marketed, knowing from research conducted by Saida et al., (Zainurossalamia ZA et al., 2021).

Seeing the results of these previous studies, the following hypotheses can be found:

H1: Content marketing has a significant impact on brand image.

H2: Content marketing has a significant impact on purchase decisions.

2.3 Brand Image

Brand image is a perception and belief trusted by consumers as an image or reflection of the brand in the consumer's mind (Keifer & Effenberger, 2007). The brand image is also described as the distinctive characteristics of products and services, including how the brand attempts to meet consumers' social and psychological needs (Kotler & Keller, 2012). Creating a positive view of a brand's image in consumers' minds can be done by providing good quality products and services (Sallam, 2014). Through social media, brand image can be shaped by interactive communication and personal relationships between consumers and brands (Roth & Zawadzki, 2018). It builds emotional and rational sides that bridge consumers to companies, products, or services (Kotler et al., 2006). Five dimensions used to create a unique and strong image in marketing are dynamism, compassion, focus on beneficiaries, idealism, and non-politics (Bennett & Gabriel, 2003).

There are some ways to measure brand image: first, measure the brand's strength by highlighting the advantages of brands that are different from their competitors in physical form. Second, the uniqueness of the brand distinguishes compared to its competitors. This impression is obtained by consumers from the attributes that are owned by a product and are not owned by

the competitors. Third, convenience for a brand to be pronounced easily and remembered by consumers so that it becomes an advantage for a brand to be a consumer's favorite (Kotler & Keller, 2012).

A good brand image will increase consumer confidence and have a positive impact on consumer desire to buy products and is an important factor in consumer purchasing decisions (Asnawati et al., 2022). The existence of a positive brand image about products and services in consumers' minds affects the rating given by consumers, especially in beauty brands. Positive ratings are given by meeting consumer needs and providing satisfaction and security for consumers when using products and services (Isyanto et al., 2020).

Referring on previous research, brand image is the dominant factor influencing the purchasing decision of a beauty product from Korea in Indonesia (Devita & Agustini, 2019). A positive brand image is also a prominent part of the competition in similar products or services (Helmi et al., 2022). The next hypothesis for this study can be described as follows:

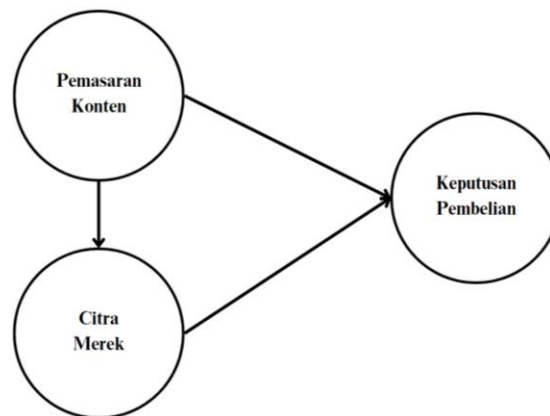
H3: Brand Image has a significant impact on purchase decisions.

2.4 Purchase Decision

Consumer purchasing decisions are influenced by internal and external marketing factors (Hanaysha, 2022), which are influenced by other people's attitudes and unforeseen situational factors (Kotler & Keller, 2012). Purchase decisions are decision-making processes with consumers regarding transactions of goods or services offered in the market (Ansari et al., 2019). The purchase decision is the process of choosing two or more choices as alternatives before deciding to buy the products and services or not. The purchasing decision-making process requires searching for or receiving different information (Asnawati et al., 2022). Purchase decisions are an integration process that combines all knowledge about brands and goods or services that must be evaluated as decision-making factors (Mani et al., 2022).

Purchase decisions begin with recognizing the consumer's feelings. The consumer's purchase decision process consists of five stages: first, need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior (Kotler & Armstrong, 2012). Purchase decision is a process in which consumers use their knowledge of several product alternatives as a consideration factor, especially for beauty products from South Korea (Devita & Agustini, 2019). The purchase decision process begins long before the actual purchase and continues long after. Marketers need to focus on the entire buying process as part of a purchase decision (Philip. KOTLER et al., 2008). In making purchase decisions, consumers have several indicators: a) The stability of buying after knowing product information. b) Decided to buy because of the most preferred brand. c) Buy because according to the wishes and needs. d) Buy because they get recommendations from other people (Kotler & Armstrong, 2012).

Indicate from several types of research conducted previously that content marketing and brand image have a significant influence on purchasing decisions, so the conceptual framework that will be conducted in this study can be figured as follows:



Source: This Research Framework, 2023

H1: Content marketing has a significant impact on brand image. Brands create a strong content marketing program for their products as their marketing strategy (Ho et al., 2020). Content marketing with unique characters can have advantages to be highlighted as their brand image (Asnawati et al., 2022).

H2: Content marketing has a significant impact on purchase decisions. In the modern and technological era, strong content marketing through social media has become significant in persuading consumers to make purchase decisions (Ansari et al., 2019).

H3: Brand Image has a significant impact on purchase decisions. Brand image is one aspect that impacts consumer perceptions and their intentions to buy products launched by a specific brand with a good image (Helmi et al., 2022).

3. RESEARCH METHOD

Based on this study's objectives, this research was conducted with quantitative research methods, which will run a survey to collect data on active users of Instagram social media. This survey was held for seven days and collected 140 people to fill the survey, consisting of men and women with an age range from teenagers to adults, namely 12 years to 42 years. This study will examine the effect of content marketing and brand image on purchasing decisions focusing on numbers and data analysis. The research model is path analysis with intervention variables, in which data processing uses SPSS.

There are three variables conducted in this study with several indicators developed by previous researchers, namely content marketing as the independent variable, brand image as the intervening variable and purchasing decisions as the dependent variable. Content marketing is executed with four indicators developed by reader cognition, sharing motivation, persuasion and decision-making developed by Douglas Karr (Karr, 2016). Brand image will use five indicators exerted by Keller (Keller, 2013), such as Brand identity, Brand personality, Brand association, Brand attitude and behavior and Brand benefits and competence. Lastly, purchase decisions applied 4 indicators, namely Need Recognition, Information Search, Evaluation of Alternatives and Purchase, developed by Charles W. Lamb (Charles W. Lamb et al., 2019)

(Lamb et al., 2011). Furthermore, the answers in the survey will use a Likert scale with a range of 1 – 6, from strongly disagree, disagree, simply disagree, simply agree, agree, strongly agree.

4. RESULT & DISCUSSION

This research compiled data from 140 respondents who were active on social media Instagram with a minimum duration of one month since the research was conducted. Respondents should have purchased a local beauty product at least once. Descriptive statistics from this study include the minimum, maximum, mean and standard deviation values. In addition, the relationship between variables is also analyzed using path analysis with a correlation coefficient test and regression, which analyzes the independent relationship to the dependent variable directly or through the intervention variable.

The characteristics of the respondents described in table 1 consist of 90% women and 10% men. Currently, users of beauty products are still dominated by women, but the number of men who use beauty products is growing. Today's men no longer feel ashamed to shop for beauty products to look younger, refer to research of trends in aging and skin care conducted by Datta et al., (Datta & Paramesh, 2010). Furthermore, the age category of respondents consisted of millennials aged 27-42 years as much as 73% and gen z 19-26 years, as much as 27% gen z, with different income levels, with the highest income range of Rp. 5,000,001 - Rp. 7,500,000.

Table 1: Table of the Characteristic Research Sample

	Description	Score (%)
Gender	Male	10%
	Female	90%
Age	19 – 26 years old	27%
	27 – 35 years old	63%
	35 – 42 years old	10%
Income	≤ Rp. 2.500.000	6%
	Rp. 2.500.001 - Rp. 5.000.000	17%
	Rp. 5.000.001 - Rp. 7.500.000	31%
	Rp. 7.500.001 - Rp. 10.000.000	22%
	≥ Rp. 10.000.000	24%

Source: Processed Data, 2023

The descriptive statistics of this research consist of the minimum, maximum, mean and standard deviation of the three variables. The value of N in the table shows the number of respondents, which is 140 respondents fill the survey. The following table shows that the mean value indicates the average value, and the standard deviation indicates the deviation from the mean value.

Table 2: Table of Descriptive Statistics

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Content Marketing	140	15	88	64.77	11.823
Brand Image	140	23	120	74.50	19.856
Purchase Decision	140	17	84	56.24	14.480
Valid N (listwise)	140				

Source: Processed Data, 2023

The correlation coefficient states the relationship between two or more variables, whether it has a positive or negative relationship, whether the relationship is weak or strong, even if there is no relationship among the variables. The correlation coefficient value ranges from -1 to +1, interpreted as the r value from the table below.

Table 3: Table of Correlations

Variable	Content Marketing	Brand Image	Purchase Decision
Content Marketing	1	.567"	.600"
Brand Image	.567"	1	.798"
Purchase Decision	.600"	.798"	1

** Correlation is significant at the 0.01 level (2-tailed).

Source: Processed Data, 2023

The table above data indicates that the correlation between content marketing and brand image is 0.567, then the correlation between content marketing and purchase decisions is 0.600. A correlation value above 0.500 means content marketing has a moderate positive influence on brand image and purchasing decisions. Meanwhile Brand image has a correlation value of 0.789 which means the brand image has a strong positive influence on purchasing decisions. In addition, through this table, it is also seen that content marketing also has a strong influence on brand image.

This data means that these three variables are continuous, where the independent variable contributes moderately and significantly to the dependent variable. This research result shows that the relationship between variables can also be applied and contributes to various research fields.

Table 4: Table of Coefficients 1

	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
(Constant)	12.771	7.750			1.648	0.102
Content Marketing	0.953	0.118	0.567		8.096	0.000

a. Dependent Variable: Brand Image

Source: Processed Data, 2023

Based on the table above, the finding results of the standardized beta of content marketing on the brand image is 0.567. The t value is 8.096 which is more than t-table 1,960 with the significant value is 0.000, less than 0.05. This result proves that the first hypothesis stated that content marketing has a significant effect on brand image is acceptable and has the same results as previous research conducted by Asnawati et al., (2021) state that content marketing positively and significantly impacts the brand image. The more often information in content marketing is given to customers, that will be remembered as brand image (Asnawati et al., 2022).

Table 5: Table of Coefficients 2

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.348	4.001		0.587	0.558
Content Marketing	0.266	0.073	0.217	3.635	0.000
Brand Image	0.492	0.044	0.675	11.314	0.000

a. Dependent Variable: Purchase decision

Source: Processed Data, 2023

Based on the table above, the results of the second coefficient test stated that the value of the standardized beta of content marketing on purchase decisions is 0.217, the t value is 3.635 which is more than t-table 1,960 with the significant value of 0.000 is less than 0.05. This result proves that the second hypothesis states that content marketing has a significant effect on the purchase decision can be accepted and has the same results as previous research by Ansari et al., states that content marketing positively and significantly impacts purchase decisions. Content can be a bridge between brand and customers, meaning that high-quality content can attract customers toward the brand (Ansari et al., 2019).

Meanwhile, the finding results of the second coefficient test also stated that the value of the standardized beta of brand image on the purchase decision is 0.675, the t value is 11.314 which is more than t-table 1,960 with a significant value of 0.000, which is also less than 0.05. This result proves that the third hypothesis that brand image also has a significant effect on the purchase decision is acceptable and has the same results as previous research by Helmi et al., states that building, maintaining and strengthening the brand image is a must. Brand image influences consumer interest and the decision to purchase products launched by the brand (Helmi et al., 2022)

5. KESIMPULAN

Following the previous discussion, this result has concluded that content marketing has a moderate positive influence on purchasing decisions while brand image has a strong positive influence on purchasing decisions. This study states that brand image is very influential in providing input to consumers in making purchase decisions.

The first objective of this research was to determine the relationship between 2 variables: content marketing and brand image. The result found that content marketing has a moderately significant effect on brand image. This result means consumers know about the content Instagram created by the brand so that it can become an image of the brand that is remembered and understood by consumers. By following their social media Instagram means that consumers are familiar with their content. This in finding strengthens several previous research results that content marketing has a significant effect on brand image by previous researchers (Ho et al., 2020), (Asnawati et al., 2022).

The second objective of this research is to determine the relationship between the two variables, content marketing and purchasing decisions. This research found that content marketing is moderately significant in purchase decisions. This result stated that consumers see and understand the intent and purpose of the brand's content to encourage and convince consumers to make purchases. This finding supports several previous research results, that content marketing has a significant effect on purchase decision by previous researchers (Ansari et al., 2019), (Said et al., 2020), (Zainurossalamia ZA et al., 2021).

The third objective of this research is to determine the relationship between the two variables, brand image and purchasing decisions, where it is found that brand image has a significantly strong role in purchase decisions. This result says that consumers know the brand image, thereby increasing their trust in the brand, which impacts consumers making purchase decisions. This finding supports several previous research results, that brand image has a significant effect on purchase decision by previous researchers (Helmi et al., 2022), (Devita & Agustini, 2019).

This research is expected to be useful for brands, which can help them to create their marketing strategy in content, especially in social media Instagram, which has a positive impact on the brand image that has been built or will be built and can increase brand sales. In addition, content marketing and brand image are also expected to help consumers know and know more about a brand and the goods and services offered before making their purchase decisions.

Purchase decisions have many variables that can be supporting factors, but this research only focuses on two factors, namely, content marketing and brand image. This research also only focuses on Instagram social media. Further research can be carried out using other supporting variables, such as brand health, brand awareness, EWOM or advertising. Other research can also focus on other social media, such as Facebook and TikTok.

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