An Analysis of the Effect of Content Marketing and Online Advertising on the Brand Awareness toward Halal Skincare Products Brands

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ABSTRACT

Objectives: *Nowadays companies make use of information and communication technology development to increase their interaction with their consumers because they now can obtain information quickly through digital media. Therefore, the companies are competing to create marketing content and utilize all digital media to create online advertisements to help their brand be recognized by consumers. Hence, this research aims to analyze the impact of content marketing and online advertising on brand awareness toward halal skincare product brands in Indonesia.*

Methodology*: This descriptive causality research uses three variables: content marketing, online advertising, and brand awareness. The data was collected from questionnaires distributed to 385 respondents and processed using Partial Least Squares (PLS). F-test and coefficient of determination were used for hypothesis testing.*

Finding*: The impact of content marketing and online advertising on brand awareness is positive, both partially and simultaneously, accounting for 91.20% in the overall.*

Conclusion*: Based on the findings, content marketing and online advertising can increase brand awareness both partially and simultaneously.*

Keywords*: Content Marketing; Online Advertising; Brand Awareness; Halal; Skincare*

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INTRODUCTION

In this industry 4.0, the internet plays an essential role in the business world. Internet users in Indonesia are increasing. In 2021, 73.7% of the Indonesian population were internet users; 170 million are active social media users (Kemp, 2021). This signifies the ongoing digital revolution development and the use of the internet in daily activities, becoming a new habit in the state. Information and communication technology development has made ways for easier and faster interaction between customers and advertisers due to faster information procurement thanks to digital media. Marketing activities carried out by companies, especially in advertising, utilize digital media by installing applications in several popular contents (Yunita et al., 2019). The most widely used digital media in Indonesia are YouTube (93.8%), WhatsApp (87.7%), Instagram (86.6%), and Facebook (85.5%) (Kemp, 2021). This is evidence that marketing activities through social media are very potential as people can access their social media anywhere and anytime.

In 2020, 84% of B2C marketers have successfully used content marketing to create brand awareness (Stahl, 2020). Digital marketers realize that relevant content helps companies influence the behavior of their customers through helpful information that will get these consumers on the path towards purchasing action. Content marketing is a marketing activity that involves creating, curating, distributing, strengthening, and engaging relevant and helpful content for specific groups to create conversations about the content (Abiyyuansyah et al., 2019). Content marketing becomes a very effective marketing strategy to build and increase brand awareness. Brand awareness is the ability of a potential buyer to recognize or remember a brand that is part of a product category (Maulani & Sanawiri, 2019). Furthermore, marketing content can be delivered to customers through online advertising. In general, online advertising delivers advertisements to the internet or online users via websites, email, ad-supported software, and internet-enabled smartphones (Rajalakshmi & Purusothaman, 2017). Therefore, to create brand awareness, digital marketers need to create marketing content and communicate it using online advertising.

Currently, various companies in the skincare industry are using digital marketing using social media platforms since women are dominating skincare product users who also like to use social media. One of the skincare products which take advantage from the use of digital marketing is halal skincare product, a product free from porcine or animal ingredients not processed according to Islamic principles *(Rani & Krishnan, 2018)*. Producers of this type of product try to interact with their current and potential buyers. Content marketing on social media for skincare products usually displays product information, promos, lifestyle, educational content, quizzes, and events. In addition, various skincare product brands also use competition on social media to interact with their consumers. Almost all brands of skincare products display similar content on social media. However, consumers can still judge which content is exciting or not, and the producers can measure the said excitement through the number of followers, likes, and comments. Consumers are more engaged in interesting or attractive content, so content marketing from one brand will be more liked, and vice versa. More attractive and interesting marketing contents, particularly those liked by consumers, makes consumers aware of the brand more easily.

According to previous research, content marketing affects one indicator for companies to measure brand awareness among digital audiences, which is called brand health (Ahmad et al., 2016). Content marketing actively encourages consumer participation in media sharing and

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discussion (Kilgour et al., 2015). Furthermore, content marketing also plays an essential role in attracting consumers to visit the page as well as affecting how long they spend their time on the page, how many pages they visit, and ultimately their decision to buy the product or to repurchase (Ahmad et al., 2016). Digital content marketing influences the brand awareness toward the company (Aleksandar & Milovanov, 2016; Aprilia et al., 2019; Gümüş, 2017; Kedra, 2021). Content marketing will also help increase brand awareness among halal cosmetic buyers (Jalil et al., 2021).

Furthermore, consumers can easily obtain information they are interested in through online advertising (Sari et al., 2020). Online advertising focuses more on engagement or mere exposure effects, claiming consumer-focused attention, and directing consumers to websites and mobile apps (Liu-Thompkins, 2019). Online advertising also can create awareness toward the image of the brand in consumer's perspective (Anggun et al., 2019). Through that engagement and exposure, online advertising has a significant and positive effect on brand awareness (Andrea, 2021; Arafaina & Amri, 2018; Domazet et al., 2017; Maria et al., 2019; Okolo et al., 2018; Sodikin, 2020). In practice, the online advertising of halal skincare products does not fully meet sharia characteristics, even though the product is shown as halal-labeled which influences the brand's image in consumer's perspective (Aziz et al., 2019).

Therefore, the purpose of this research is to examine the effects of content marketing (reader cognition, sharing motivation, persuasion, decision-making factors) and online advertising (mission, money, message, media, measurement) on the brand awareness (top-of-mind, brand recall, brand recognition, and brand unawareness) toward halal skincare product brands in Indonesia. The data of this quantitative were collected through online questionnaires distributed to 385 respondents, who are consumers of halal skincare products in Indonesia, and was analyzed using multiple linear analysis.

LITERATURE REVIEW

Content Marketing

Content marketing involves gathering relevant information, distributing, and strengthening exciting and helpful content to a clearly defined audience group to create conversations about the content (Hollensen et al., 2017). A company can spend much time compiling and promoting content for customers and often underestimates the cost of the content it produces (Kaar, 2016). The five dimensions of content marketing (Kaar, 2016) are as follows.

1. **Reader Cognition**, i.e. digesting information in a variety of ways. Content must be diverse and include visual, audio, and kinesthetic interactions to reach all readers. Changing the purpose of the content to reach an audience that is interested in the same message is an effective marketing strategy.
2. **Sharing motivation**. Readers share content to increase their value to others, build an online identity, get involved in their communities, expand their networks, and raise awareness for a cause. Valuable content can help a company establish authority to share with a network of relevant potential customers.
3. **Persuasion**. There are six persuasion principles that address how businesses can persuade customers to move from one point in their journey to the next, namely likes, reciprocity, consensus, scarcity, consistency, and authority

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4. **Decision-Making**. When making a decision, various supporting criteria affect each individual differently. Trust, fact, emotion, and efficiency all play their own roles. It is best to have balanced content supporting criteria for any produced content.
5. **Factors**. When creating content, it is common for other factors that will have an impact on a person go unnoticed, in addition to the content created. Every decision made is evaluated in person and needs to consider the influence of friends, family, and company.

Online Advertising

Advertising is a self-paid medium by advertisers that can help achieve almost any communication goal and is a powerful means of building consumer awareness *(Kotler & Keller, 2016)*. In general, online advertising is the process of delivering advertisements to online users through the internet via websites, emails, software, and smartphones (Rajalakshmi & Purusothaman, 2017). Online advertising is much less expensive and reaches a much larger audience and desires, which can provide many benefits over traditional advertising (Estrada-Jiménez et al., 2019). Marketing managers should always begin by identifying target markets and purchasing motivations using the "Five M's" when developing advertising programs, described as follows.

1. **Mission**. Before creating an ad, the company will set its mission first whether the ad has a specific purpose and how to achieve that mission by informing, persuading, and encouraging the decision to buy a product.
2. **Money**. Advertising budgets are determined by decisions on the price in each function, marketing reach, frequency, and desired impact. The best ads are not those at a high cost, but those that can represent the company to introduce the product to potential buyers.
3. **Message**. Messages conveyed by the ad must communicate the increased value of a product through words and images.
4. **Media**. The best way to channel advertising is through media, chosen based on its ability to reach an effective target market while keeping costs in mind. The company can carry out advertising through electronic media.
5. **Measurement**. A product's advertising campaign requires both initial and post-campaign measurement to calculate the ad campaign's impact on communication and sales terms. The ad increases or even decreases product sales, as evidenced by the success of product sales and people's reactions to the products and ads that have been served.

Brand Awareness

A brand is a product or service whose dimensions are distinguished in some ways from other products or services designed to meet the exact needs (Kotler & Keller, 2016). Furthermore, a brand is a name, term, sign, symbol, design, or combination of these elements intended to identify and distinguish the goods and services of a seller or group of sellers from a competitor's product or service (American Marketing Association, 2017). Brand awareness denotes a consumer's awareness of the existence of a brand (Firmansyah, 2019). The level of brand awareness (Aaker, 1991) varies from:

1. unaware of brands: consumers are illiterate about a brand,
2. brand recognition: a consumer's ability to recognize a product when they see it,

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3. brand recall: the ability of consumers to recall a brand name based on the product category, to
4. top of mind: a specific brand or product comes first when consumers think about a specific industry or category.

Hypothesis Development

Content Marketing on Brand Awareness

Content marketing plays a role in improving the evaluation of brands and products by digital audiences, called brand health, and measuring brand awareness among the digital audience (Ahmad et al., 2016). Content marketing is used to raise awareness by developing appealing products or services to attract, reach, and build relationships with audiences (Gümüş, 2017). As a result, companies must allocate marketing communications budgets for advertising, sales promotion, public relations and publicity, events and experiences, direct marketing, interactive marketing, word-of-mouth marketing, and salespeople (Kotler & Keller, 2016) to increase brand awareness and make consumers familiar and recognize the availability and accessibility of products or services offered by the company (Aprilia et al., 2019; Wicaksono & Seminari, 2016). Other studies show that content marketing influences brand awareness (Chan, 2017; Müller & Christandl, 2019). Therefore, the first hypothesis (H1) is formulated as follows.

H1: Content marketing has a positive impact on brand awareness

Online Advertising on Brand Awareness

The latest channel for direct marketing is internet media, one of which is online advertising. An essential component in an ad is that the message that the ad will convey is one that creates brand awareness in the minds of prospective consumers. Consumers have the first impression when visiting a website and seeing online ads in the form of pop-ups or banner ads (Filiopoulou et al., 2019). Furthermore, online advertising significantly affects brand awareness (BİLGİN, 2018; Domazet et al., 2017; Muda et al., 2018; Tritama & Tarigan, 2016). Therefore, the second hypothesis (H2) is formulated as follows.

H2: Online advertising has a positive impact on brand awareness

Content Marketing and Online Advertising on Brand Awareness

Previous researches have not discussed how content marketing and online advertising affect brand awareness simultaneously. Therefore, the third hypothesis (H3) is formulated as follows.

H3: Content marketing and online advertising positively simultaneously impact brand awareness.

Based on the theoretical review, a conceptual framework (Figure 1) was created to describe the independent and dependent variables; they are Content Marketing (X1) with dimensions of reader cognition, sharing motivation, persuasion, decision-making, and factors (Kaar, 2016); Online Advertising (X2) with the dimensions of missions, money, message, media, and measurement (Kotler & Keller, 2016), and Brand Awareness (Y) with the dimensions of top-of mind, brand recall, brand recognition, and unaware of brand (Aaker, 1991). The research's goal is to examine the impact of content marketing and online advertising on the brand awareness toward halal skincare products in Indonesia.
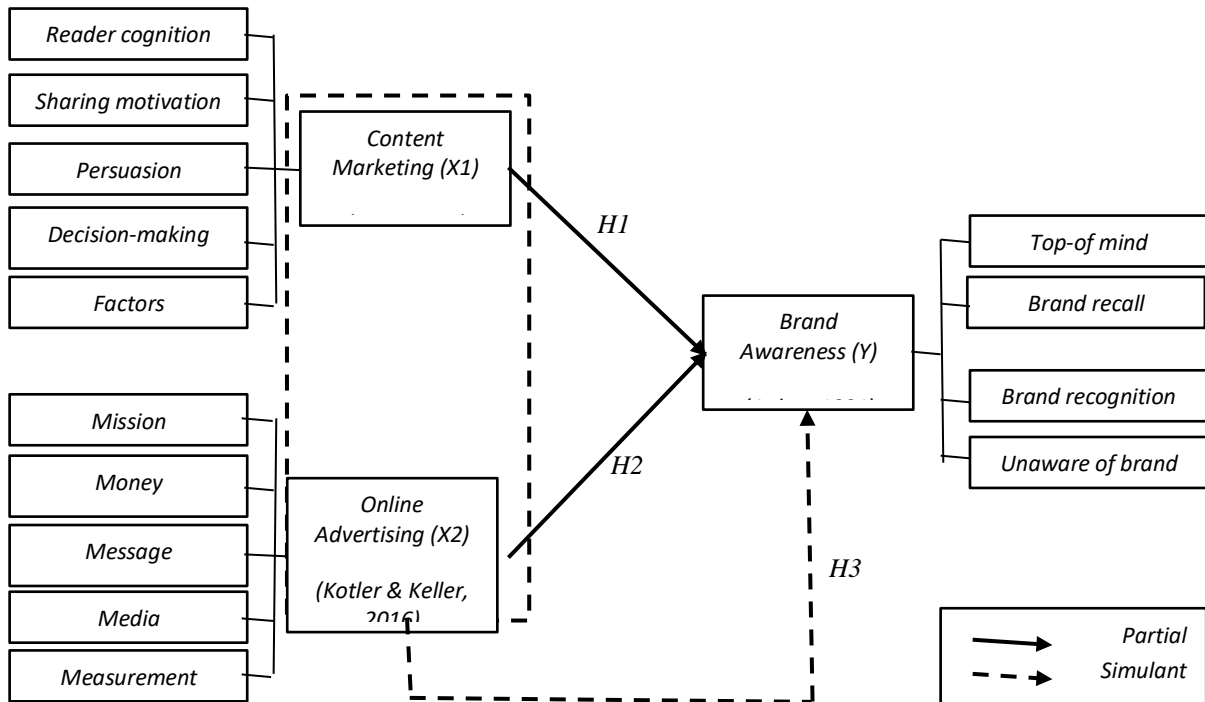
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Figure 1. Conceptual Framework

METHOD

This quantitative research uses descriptive and causality investigation. The variables are Content Marketing (X1), Online Advertising (X2), and Brand Awareness (Y). The samples were selected using non-probability method and purposive sampling technique with the criteria of people who know the brands, have seen online the advertisements and content marketing of the halal skincare products. The data was collected from questionnaires distributed through social media, WhatsApp, and online survey websites. The population of this research is the consumers of halal skincare products in Indonesia. Since the size of the population is unknown, the number of samples was determined using Cochran equation, resulting in 385 respondents.

$$n = \frac{Z^2(pq)}{e^2} \tag{1}$$

$$n = \frac{1.96^2(0.5 \ x \ 0.5)}{0.05^2} \tag{2}$$

$$n = 384{,}16 \tag{3}$$

Notes:
n. : *sample size*
Z^2 : *significance level*
p : *variability/standard deviation*
q : $1 - p$

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e : *acceptable sample error*

The validity and reliability of the instruments were tested in SmartPLS. This research uses fourteen dimensions and 28 indicators (Table 1) to measure the three variables included in the questionnaires. Content marketing (X1) has five dimensions, adapted from (Kaar, 2016), while Online Advertising (X2) has five dimensions, adapted from (Kotler & Keller, 2016), and Brand Awareness (Y) has four dimensions, adapted from (Aaker, 1991). A 5-point Likert scale was used to assess respondents' approval rate of statements in the questionnaire (Sekaran & Bougie, 2017). The responses range from 1 to 5, from strongly disagree to strongly agree.

Table 1. Instrument/Measurements Items

Variable	Indicator	Description
Content Marketing (X1) (Kaar, 2016)	CM1	The content delivered is interactive.
	CM2	The content presented is easy to understand.
	CM3	The content delivered is easy to remember.
	CM4	The content delivered is valuable and educational.
	CM5	The content delivered can represent the brand.
	CM6	The content delivered can build and maintain communication.
	CM7	The content delivered meets the needs.
	CM8	The content delivered is informative.
	CM9	The content delivered is liked.
	CM10	The content delivered has a reciprocal influence.
	CM11	The content delivered is trustworthy.
	CM12	The content delivered may not necessarily be obtained elsewhere.
	CM13	The content delivered is consistent.
	CM14	The content delivered is relevant.
	CM15	The content delivered is motivating.
	CM16	Delivered content drives decision-making.
	CM17	The content delivered contains the values of life.
	CM18	The content delivered is helpful for life.
Online Advertising (X2)	OA1	Halal skincare product advertisements provide information.
	OA2	Halal skincare product advertisements can encourage purchase decisions.

(Kotler & Keller, 2016)	OA3	Halal skincare product advertisements involve influencers.
	OA4	Halal skincare product advertisements can communicate the value of the product.
	OA5	Halal skincare products have the means to channel their advertisements.
	OA6	Halal skincare products have feedback about the product.
Brand Awareness (Y) (Firmansyah, 2019)	BA1	I remember the brand as a skincare product with a halal label.
	BA2	I remember the brand as a skincare product from a particular country through social media.
	BA3	I realized the brand's existence through various advertisements that I had seen.
	BA4	I realized that the brand is a brand for skincare products.
	BA5	I know the products offered by the brand.

RESULTS AND DISCUSSION

Results

Respondent's Profile

Table 2 shows that 332 of the respondents are women and 53 are men. It demonstrates that women are the primary consumers of halal skincare products. Furthermore, halal skincare product consumers are teenagers (18–20 years old); most of them are students.

Table 2. Respondent's Profile

Profile	Criteria	Percentage
Gender	Male	14%
	Female	86%
Age	18-20 years old	65%
	21-23 years old	17%
	24-25 years old	11%
	>26 years old	7%
Occupation	Students	56%
	Employee	28%
	Entrepreneur	12%
	Others	4%

Measurement Model (Outer Model) Assessment

The next step is processing the data to determine the relationship between variables and obtain the research results. Before that, all data must first meet the criteria of validity and reliability. Concerning the evaluation of outer models, if the Cronbach's Alpha and Composite Reliability values are greater than 0.7, the data will be considered valid and reliable (Hair et al., 2011; Henseler et al., 2009). Furthermore, each item's loading factor value should be greater than 0.7. Each variable's Average Extracted Variance (AVE) is greater than 0.5. Based on Table 3, the data are valid and reliable.

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Table 3. Measurement Model Analysis

Variables	Items/ Indicator	Factor Loadings	Mean	Cronbach's Alpha	Composite Reliability	AVE
Content Marketing (X1)	CM1	0,945	0,952			
	CM2	0,936	0,883			
	CM3	0,930	0,884			
	CM4	0,932	0,881			
	CM5	0,931	0,874			
	CM6	0,924	0,877			
	CM7	0,947	0,875			
	CM8	0,954	0,873			
	CM9	0,939	0,875	0,991	0,991	0,864
	CM10	0,934	0,876			
	CM11	0,942	0,870			
	CM12	0,944	0,864			
	CM13	0,933	0,868			
	CM14	0,920	0,863			
	CM15	0,912	0,870			
	CM16	0,895	0,902			
	CM17	0,920	0,860			
	CM18	0,897	0,845			
Online Advertising (X2)	OA1	0,945	0,874			
	OA2	0,943	0,864			
	OA3	0,921	0,864	0,972	0,977	0,877
	OA4	0,940	0,862			
	OA5	0,949	0,873			
	OA6	0,919	0,866			
	BA1	0,957	0,882	0,977	0,982	0,916
	BA2	0,960	0,877			

Brand Awareness (Y)	BA3	0,959	0,864
	BA4	0,956	0,869
	BA5	0,955	0,875

Structural Model (Inner Model) Assessment

The structural model (inner model) is used to see the relationship between variables following the previously proposed hypothesis. A cut-off value of 1.96 with a 5% significance level ($\alpha = 5\%$) is used in this research to determine whether a hypothesis is supported or rejected. If the t-value is greater than 1.96, the relationship between the variables is positive and significant, and otherwise is insignificant. Here p-value and t-value criteria are used. If the p-value is less than 0.05, the relationship between variables will be considered significant, and vice versa, while if the t-value is greater than 1.96, the hypothesis is supported, and vice versa.

Table 4. Path Coefficient Results

Relationship	Sample Mean	t-value	p-value	Results
Content Marketing ☐ Brand Awareness	0,667	7,610	0,000	Significant
Online Advertising ☐ Brand Awareness	0,314	3,456	0,001	Significant

Table 5. R-squared (R^2)

Variable	R^2 Value
Brand Awareness	0,955

Based on Table 4, content marketing and online advertising positively and significantly impact brand awareness because the t-value is greater than 1.96. Furthermore, based on Table 5 regarding the R-squared (R^2) value, content marketing and online advertising can explain brand awareness for 95.5 percent, indicating high accuracy.

Hypothesis Testing

Hypothesis testing is used to determine the influence of independent variables on dependent variables, whether the hypotheses were supported or rejected. The hypotheses will be supported if the t-value is greater than 1.96, and vice versa. Based on Table 5, the t-values of H1 and H2 are 7.610 and 3.456, which means that both hypotheses are supported. The F-test with a confidence level of 0.05 determines whether hypothesis 3 (H3) is supported or rejected. If the F-table < F-calculation, the hypothesis is supported; if the F-table > F-calculation, the hypothesis is rejected. Before using the formula to perform the F-test, look up the F-table using the following equation:

$$df1 = k - 1 = 3 - 1 = 2 \qquad (4)$$
$$df2 = n - k - 1 = 385 - 3 - 1 = 381 \qquad (5)$$

Notes:
$df1$: *degree of freedom 1*
$df2$: *degree of freedom 2*
k : *number of variable (dependent+independent)*

These calculations yield df1 and df2 values, which were then used to find the F−table values using Microsoft Excel, and the F−table values is 3,019. The equation below was used to find the F−calculation value, and the F−calculation value is 4,560.

$$F = \frac{\dfrac{R^2}{(k-1)}}{\dfrac{(1-R^2)}{(n-k)}} = \frac{\dfrac{0{,}955^2}{(2-1)}}{\dfrac{(1-0{,}955^2)}{(365-2)}} = 4{,}560 \tag{6}$$

Notes:
F: F-calculation
R^2 : *coefficients of determination*
k : *number of an independent variables*
n : *number of samples*

Based on equations (1), (2), and (3), hypothesis 3 (H3) is supported. The F-calculation of 4,560 is greater than the F-table of 3,019, so content marketing and online advertising have a positive impact on brand awareness at the same time. Then, to determine the magnitude of influence of content marketing and online advertising on brand awareness, the R^2 value of 0.955 was entered into the coefficient of determination equation.

$$KD = R^2 \ x \ 100\% = 0{,}955^2 \ x \ 100\% = 91{,}20\% \tag{7}$$

Equation 4 produces 91.20 percent, demonstrating that content marketing and online advertising influence 91.20 percent of brand awareness. The remaining percentage is the influence of other variables such as customer engagement, brand exposure, e-WOM (Seo et al., 2020), social media, entertainment, and influencers (Nguyen & Nguyen, 2021).

Discussion

This research examines the impact of content marketing and online advertising on the brand awareness toward halal skincare product brands in Indonesia. Based on the findings of this research, all hypotheses proposed in this research are supported. The first proposed hypothesis is that content marketing has a positive impact on brand awareness, demonstrating that when content marketing is increasingly informative, interactive, engaging, and describing a brand, the audience is more easily understood, known, and remembered. This finding is consistent with that of previous researches which stated that creating content that contains exciting product or service information to attract audiences, reach them, and build relationships with them will increase brand awareness (Gümüş, 2017). Furthermore, the second hypothesis is that online advertising has a positive impact on brand awareness. By demonstrating the information about the product's value and involving influencers and media that support online advertising, the audience's recall and knowledge about the brand can be increased. This finding is consistent with that of previous researches, which stated that companies that can provide product

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information using the appropriate media and strategies based on the target audience benefit from higher brand awareness (BİLGİN, 2018; Domazet et al., 2017; Muda et al., 2018; Tritama & Tarigan, 2016). The third hypothesis is that content marketing and online advertising positively impact brand awareness simultaneously. Companies that are successful in creating great content marketing and disseminating it to audiences using online advertising to reach the right audience and influence them with content and advertising strategies can increase people's awareness toward their brand. Companies in the skincare industry must pay close attention to the marketing content delivered to the target consumer. In this case, businesses must ensure that the content delivered to the target audience is interactive to encourage the target consumer to be actively engaged rather than passively accept the content. It will almost certainly cause the target consumer to interact with the product brand more frequently. Consumers will remember the brand more often, increasing the likelihood of becoming buyers in the future.

Furthermore, the company needs to consider online advertising because interactive and engaging content must be delivered correctly. In this case, the company must provide the appropriate information to its target customers. The information should not only be interesting for the target consumer but also contains information about the value of the brand's product, so the target consumer is more familiar with the company's brand. If the company is successful, the target consumer will recognize, like, and remember the benefits and characteristics.

CONCLUSION

This research examines the impact of content marketing and online advertising on brand awareness. According to the research results, marketing content on halal skincare products can be explained by an informative content indicator of 87.3%. Furthermore, online advertising on halal skincare products can be explained by the indicator that halal skincare products have the means to distribute their advertisements by 87.3%. Brand awareness toward halal skincare products can be explained by the indicator that the consumer can remember that the brand is a halal skincare product from a particular country through social media. According to the research findings, all of the hypotheses are supported, in which content marketing increases brand awareness, online advertising increases brand awareness, and content marketing and online advertising positively impact brand awareness. Marketers can use this as evidence. They need to focus on content marketing and online advertising to increase brand awareness, which impacts their company's revenue. This research is limited in that it was conducted only in the Indonesian skincare industry, specifically the halal one, and only used content marketing, online advertising, and brand awareness. Further research can take other industries, countries, and variables that may influence brand awareness to increase the generalizability.

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