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Social Media Marketing and Brand Awareness for Purchasing Decisions

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Abstract

The digital era has transformed social media platforms such as Instagram, TikTok, and Facebook into primary communication and promotional tools in the business world, serving as strategic and interactive marketing channels between businesses and consumers. This study employs a descriptive qualitative method based on literature review as the foundation for data collection and analysis to examine the influence of brand awareness built through social media on purchasing decisions. The findings indicate that brand awareness gained from social media promotional activities has a significant influence on consumers' decisions to purchase products. Brand awareness has proven to be a key element in purchasing behaviour.

Keywords: Social Media Marketing, Brand Awareness, Keputusan Pembelian

INTRODUCTION

Digital business landscape in perspective of Indonesian Nation, social media has taken on a strong position as a promotional tool. Platforms such as Instagram, TikTok, and Facebook are not only places to share information, but also interactive media that businesses can use to introduce products, build brand image, and establish direct relationships with consumers. The changing consumer behaviour, which is increasingly reliant on digital information, demands that companies develop promotional strategies that are not only creative but also capable of creating an emotional connection with their audience.

In Indonesia, social media usage has become a major driver of digital marketing transformation, with more than 160 million active users in 2020 enabling brands to reach consumers in real time, increase engagement, and influence purchasing decisions, especially among Generation Z (Huwaida, et al., 2024), studies on SMEs show that

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63.69% of e-commerce practitioners utilise social platforms for promotion, though only 36% report significant performance improvements (Fitriani, Setiawan, Aryani, & Arifin, 2023) then from the bibliometric analysis from (Sary, Hudayah, Abidin, & Kuleh, 2022) confirms the growth trend in social media marketing literature in Indonesia and highlights visual content strategies and influencers as key factors.

The role of brand awareness for certain products in Indonesian society is crucial because it increases consumer awareness, strengthens product image, and increases purchase intent; for example, product placement by virtual influencers has been proven to increase brand recall and salience among students in Jakarta and Yogyakarta. According to the results of research from (Cokki, Soelaiman, & Tjokrosaputro, 2024). While a study on Indonesian online stores shows that brand awareness directly influences purchasing decisions through viral marketing mechanisms (Amperawati, Rahmawati, Haerofiatna, & Rusmawan, 2024).

Therefore, the role of social media use and literacy regarding brand awareness among Indonesians plays a part in decision-making in the development of business in Indonesia. The goal of business is sales, so social media and brand awareness are related to purchasing decisions among Indonesians today. According to (Evita & Ali, 2023) states that the effectiveness of promotion through social media can be assessed using the 4C framework, namely Context, Communication, Collaboration, and Connection. The concept of context refers to the formulation of promotional messages that consider the structure, language, and content of the message so that it is in line with the marketing targets and objectives. Communication reflects how companies communicate comfortably and effectively with their audience so that messages are received optimally. Collaboration highlights the importance of building partnerships with social media users, either directly or through collaborations with influencers, to expand promotional reach. Meanwhile, Connection emphasises maintaining existing relationships with consumers to ensure consistency and sustainability.

Sum of the purposes of digital marketing strategies through social media is to create brand awareness, which is the consumers can recognise and remember a brand when they are faced with a specific need. According to (Sitorus, 2022) explains that brand awareness plays an important role in attracting consumer interest and shaping brand loyalty. This is supported by research findings (Elisari & Sukaatmadja, 2021) stating that brand awareness significantly impacts consumer decision-making behaviour when selecting products. Thus, social media is not merely a communication platform but also a crucial tool in building brand strength amid intense market competition.

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Based on this explanation, it is important to examine the extent to which the strategies of the social media marketing and the awareness of the brand can influence consumer on the intention to make a decision to purchase. A comprehensive understanding of the relationship between these three elements will contribute significantly to the formulation of more targeted promotional strategies, particularly in terms of improving the effectiveness of digital marketing and creating long-term customer loyalty.

Objectives

This article intends

1. To understand the needs of social media marketing and the relation for purchasing decisions.
2. To understand the importance of brand awareness and in relation to purchasing decisions

Social media marketing is a communication strategy used by companies to meet consumer needs and preferences using various digital platforms. This strategy focuses not only on promotion, but also on building sustainable interactions to influence purchasing decisions (Zhang, 2023). In line with this, (Ramadhani & Zaini, 2023) emphasise that social media has become a key component of modern marketing because it can reach a wider audience and effectively introduce products. As a result, the strategic use of social media can enhance consumer engagement, build loyalty, and strengthen a company's competitive edge in the digital age.

Brand awareness is a measure of the extent to which consumers recognise and associate a brand with a particular product category. This awareness encompasses several levels, ranging from basic recognition to brand dominance in the minds of consumers, and plays a role in influencing purchasing decisions and behaviour. consumers with high brand awareness tend to be able to identify brand elements spontaneously, without requiring deep thought. Therefore, building strong brand awareness is a key strategy in enhancing product appeal and strengthening the brand's position in the market (Indiani, Wayan, Sudiartini, Komang, & Tri, 2022).

The consumer decision-making process ends with a purchase decision, which is when an individual selects a product after evaluating various options and considering the factors that influence their choice. Purchase decision is the consumer's action in selecting a product after going through a process to meet needs or solve problems, while also determining the next steps. Thus, a purchase decision reflects the outcome of the

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evaluation and consideration conducted by consumers in the decision-making process (Bachri, Putra, Farid, Darman, & Mayapada, 2023).

This study adopts a descriptive method and qualitative approach to comprehensively describe the impact of social media marketing and brand awareness on consumer purchasing behaviour. The design used is a case study, which allows researchers to analyse in depth the relationship between variables in a specific and real context. The descriptive qualitative research method is based on postpositivism philosophy, where research is conducted in natural conditions and the researcher acts as the main instrument. The data analysis technique used is a literature review. A literature review consists of a presentation of relevant previous research findings, with the aim of strengthening and developing existing knowledge. Through this section, researchers can understand theories, identify research gaps, and build a conceptual foundation. Thus, the literature review serves as an important foundation for clarifying the direction and focus of the research (Sugiyono, 2022).

The stages of qualitative research using literature study techniques can be described as follows:

1. Collecting relevant previous research.
2. Selecting research based on variables and research methods.
3. Analyzing the data obtained from previous research.
4. Comparing the research results and interpreting the comparison.

DISCUSSION

As a basis for analysing the results of this study, the first step was to collect articles from previous studies. After several previous studies relevant to this study had been collected, the articles were selected based on the dimensions to be studied. The dimensions to be studied were the dimensions of social media marketing and brand awareness in influencing purchasing decisions. After the articles to be used are selected, the results of the analysis in those studies will be pre-analysed first. The final step is to compare the analysis results from each selected study and draw managerial interpretations from the comparison of those studies.

Five studies have been selected for use, namely the first study is from (Setiawan & Sirait, 2024) stated that at PT Mepro, the subject of this study, marketing strategies through Instagram and brand awareness significantly influence purchasing decisions, both partially and simultaneously. Improving the quality of Instagram marketing and strengthening brand awareness are important factors in encouraging consumers to make

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purchases. Thus, these two aspects can be used as key strategies in improving the effectiveness of purchasing decisions.

From the second literature review the research from (Bonaldy, Tulung, & Gunawan, 2023) social media plays a significant role in shaping brand awareness and driving purchasing decisions, both for local products such as Cap Tikus 1978 and for restaurants and cafes among Generation Z. Brand awareness has also been shown to have a positive influence on purchasing decisions, although in some contexts its influence is not always significant. These findings confirm the importance of using social media as an effective marketing strategy to increase consumer appeal and trust in brands.

Next research is from (Suharto, Yuliansyah, & Suwarto, 2021) said that marketing through social media and online customer reviews has been proven to have a direct positive influence on brand awareness and purchasing decisions. Brand awareness also plays a significant role in driving purchasing decisions. Social media serves as an effective means of disseminating product information, strengthening connections with consumers, and helping them recognise brands more quickly. Meanwhile, positive reviews from online customers are an important reference for consumers when considering and determining their purchasing choices.

(Faisal & Ekawanto, 2021) said that marketing through social media has been proven to have a positive and significant effect on increasing brand awareness. Strong brand awareness has a direct and significant impact on consumer purchasing decisions. In addition, social media also directly influences purchasing decisions, not only through increased brand awareness, but also through digital interactions such as consumer reviews and electronic word of mouth. Therefore, social media plays an important role in shaping brand perception while encouraging consumers to make purchases.

The last research from the literature review is from (Gunawan, Haryano, & Andreani, 2021) said that social media plays a positive role in shaping brand awareness of restaurants and cafes among Generation Z. However, this brand awareness does not significantly contribute to purchasing decisions. The contribution of social media to purchasing behaviour is proven to be significant, depending on the relevance of the content to consumers. Conversely, a wide reach does not guarantee purchases, as Generation Z tends to be critical of superficial popularity, such as fake followers. These findings emphasise the importance of message quality in digital marketing strategies.

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CONCLUSION

Research findings indicate that social media marketing contributes significantly to strengthening brand awareness and influencing purchasing decisions. Social media is not limited to being a promotional tool; it also serves as an effective communication channel between companies and consumers. Consumers who are frequently exposed to marketing content on social media tend to be more familiar with brands, trust product credibility more, and are more motivated to make purchases.

Furthermore, brand awareness has proven to be an important factor in the decision-making process. Buyers who are aware of and remember a brand are more likely to choose that product over other lesser-known brands. In other words, the stronger the brand awareness, the higher the potential for a purchase decision. These three variables are interconnected, both directly and indirectly. Consistent and relevant social media marketing can enhance brand awareness and ultimately influence consumers' purchasing decisions significantly.

Future research should add other variables that can strengthen the relationship between the main variables, such as brand trust, brand image, electronic word of mouth, and consumer perceptions of product value or perceived value. In addition, further studies could expand the scope of social media platforms, age segmentation, or industry types to make the results more varied and comprehensive

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