Factors Affecting the Distribution of Skincare Products through Brand Awareness on TikTok Platform

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Abstract

Purpose: This study examines the distribution of skincare products through digital channels, focusing on the role of brand awareness within the field of distribution science. As social media platforms like TikTok revolutionize distribution strategies, this research aims to identify the key factors influencing brand awareness in the distribution of skincare products on TikTok. Specifically, the study explores how influencer marketing, content marketing, and electronic word-of-mouth (E-WOM) affect the distribution process by enhancing brand awareness.. **Research design, data, and methodology:** Employing an explanatory quantitative method, the study surveyed 400 TikTok users exposed to NPURE skincare promotions. Data was collected via Google Forms using non-probability purposive sampling. The analysis was conducted using SmartPLS and Structural Equation Modeling (SEM) to examine the relationships between distribution factors and brand awareness. **Results:** The findings reveal significant relationships between (1) influencer marketing and brand awareness, (2) content marketing and brand awareness, and (3) electronic word-of-mouth (E-WOM) and brand awareness in the context of skincare product distribution on TikTok. **Conclusion:** This research contributes to the field of distribution science by demonstrating how digital marketing strategies on TikTok influence brand awareness, consequently impacting the distribution of skincare products. The findings offer insights for optimizing distribution strategies in the digital age, highlighting the significance of influencer partnerships, content creation, and promoting positive E-WOM in digital distribution channels.

Keywords: Influencer Marketing, Content Marketing, Electronic Word of Mouth, Brand Awareness, TikTok, Distribution Science.

JEL Classification Code : E44, F31, F37, G15

1. Introduction

The growth of social media in Indonesia continues to accelerate, with 191.4 million active social media users reported in 2022, marking a 12.35% increase from the previous year. (Kemp, 2023). This figure represents 68.9%

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of the country's total population, which stood at 277.7 million as of January 2022. The business world has been transformed by social media, which is now a critical tool for creating brand awareness. (Ansari et al., 2019).

TikTok, a video and music-based social media platform originating from China, has rapidly expanded its user base globally, including in Indonesia. The unique combination of video and music content makes TikTok a more engaging platform, drawing a significant number of users. As of now, TikTok boasts 689 million users globally. (Genoveva, 2022). Post-pandemic, the platform has seen significant growth in user engagement, content variety, and its ability to connect with younger audiences, which presents substantial opportunities for influencer marketing strategies (Barta et al., 2023).

Influencer marketing, which refers to leveraging individuals who engage deeply with their followers on social platforms to influence consumer behavior, is one such strategy. Influencers, with their large and engaged audiences, provide brands with an effective way to reach new consumers. (Agustian et al., 2023). This form of marketing enables companies to save costs through innovative strategies that promote brand messages (Belanche et al., 2021). As influencers engage their followers through interactive content, the potential for influencer marketing has risen considerably (Renchen, 2020).

Additionally, content marketing plays a vital role in boosting brand awareness. This approach involves creating and sharing relevant, valuable content tailored to engage a target audience, fostering conversations around the brand. (Kotler, 2017). With platforms like TikTok, businesses can share various forms of content, including audiovisual and textual, to build their brand presence. Kotler (2017) argues that content marketing is increasingly being seen as the future of advertising in the digital economy.

Furthermore, social media facilitates electronic word of mouth (E-WOM), allowing consumers to share product information and recommendations with their networks. This shift challenges traditional advertising, as today's consumers increasingly trust recommendations from peers over direct brand communications. (Kotler, 2017).

In this study, NPURE, an Indonesian skincare brand, serves as the subject of research. Since its founding in 2017, NPURE has leveraged TikTok to promote its products and engage audiences, aiming to enhance brand awareness through the hashtag #GenerasiKulitSehat (Healthy Skin Generation), which was launched in March 2022. NPURE continues to educate the public on the importance of healthy skin through natural ingredients, positioning its products effectively on social media platforms like TikTok. This research aims to identify the factors that shape brand awareness for NPURE productsparticularly on the TikTok platform.

2. Literature Review

2.1. State of the Arts

The study titled "An Exploratory Factor Analysis of Brand Awareness in Low-Involvement Products on Social Media Channels" by Nutthapon Jittprapai, Tithiphat Limsumlitnipa, and Sidunuch Kittisaerekul explores the factors that shape brand awareness for low-engagement products on social media. The research identifies four key factors: product quality, image appearance, message design, and media characteristics, measured by the brand awareness index scale. The results, with a KMO value of 0.95, a Chi-square of 12,418.36, and a p-value of 0.0, demonstrate a strong relationship between the variables and confirm their consistency with factor analysis (Jitprapai et al., 2021). Cuong Nguyen and Dahn Nguyen, in their study "Factors Affecting Brand Awareness in the Context of Viral Marketing in Vietnam," found that social media elements such as message attractiveness, credibility, entertainment value, and influencer participation are key drivers of brand awareness. This research employs a quantitative approach using Exploratory Factor Analysis (EFA) with a sample size of 552 participants (Nguyen & Nguyen, 2020).

In a related study, "Viral Marketing in Increasing Brand Awareness and Predicting Purchase Intention: Exploring the Mediating Role of Brand Loyalty in the FMCG Sector," Mukherjee et al. (2023) investigated the role of brand awareness in driving purchase intention within the Fast-Moving Consumer Goods (FMCG) sector. The research, which surveyed 452 FMCG customers in India, found that viral marketing significantly boosts brand awareness, which, in turn, leads to higher purchase intention. The study also revealed that brand loyalty partially mediates the relationship between viral marketing and brand awareness.

In their 2023 investigation titled "The Influence of Product Packaging Design and Online Customer Reviews on Brand Awareness and Their Impact on Online Purchase Intention," Akbar et al. delve into the interplay between these elements and their effect on consumer purchasing behavior in online environments. Utilizing a sample of 200 participants, the study employed Structural Equation Modeling (SEM) with AMOS 26 to analyze the data. The findings demonstrate that both the aesthetics of packaging and feedback from online customers play pivotal roles in strengthening brand awareness, which subsequently exerts a significant positive influence on the intention to make online purchases.

In their 2020 study, "Mediated-Moderated Effects: High and Low Store Image, Brand Awareness, and Perceived Value in Retail Stores," Graciola et al. investigate the relationship between store image and consumer purchase intention, emphasizing the mediating roles of brand

awareness and perceived value. Drawing on data collected from 298 respondents and analyzed using the Smart-PLS method, the research reveals that store image exerts a considerable influence on purchase intention. However, the strength of this relationship is contingent upon different levels of perceived value and brand awareness, demonstrating that these factors mediate the impact of store image on consumers' purchasing decisions.

2.2. New Media

New media refers to the array of communication technologies that have emerged as a result of digitization and are widely accessible for personal communication purposes (McQuail, 2011). It stands in contrast to traditional media, which is considered less relevant in today's technological landscape. According to Flew (as cited in McQuail, 2011), new media is characterized by the integration of information through various formats, such as text, audio, and images, all of which are digitally distributed via the internet. New media offers multiple perspectives, serving as both a form of entertainment and a means to represent the world through virtual spaces. Additionally, it fosters new relationships between users and media technologies, creating novel experiences in how individuals interact with content and one another.

The rise of new media also brings into focus the connection between media technology and biological experiences, while simultaneously influencing culture, industry, and economics. Access, ownership, control, and regulation of new media are important topics of discussion, as these factors play a significant role in determining who can disseminate and receive messages. McQuail (2011) points out that the defining characteristic of new media is its capacity for interconnectedness, enabling individuals to act as both the senders and receivers of information, thus blurring the traditional lines of media communication.

2.3. Social Marketing

Social marketing is a strategic process that involves designing, implementing, and managing programs to promote the acceptance of pro-social ideas among specific consumer segments. (Dearing, as cited in Perloff, 2003). According to Maibach, Kreps, and Bonaguro (as cited in Perloff, 2003), the core components of successful social marketing campaigns include meticulous planning, theoretical grounding, communication analysis, implementation, and evaluation.

The framework of social marketing utilizes marketing principles and techniques to influence a target audience's behavior, encouraging them to adopt, modify, or abandon behaviors for personal, group, or societal benefit. (Kotler et

al., 2002). A model known as P.O.S.T. (People, Objective, Strategy, Technology) is commonly used to integrate social marketing with social media platforms (Thackeray et al., 2012). The model consists of four essential steps:

1. People: Identifying the target audience to be reached and focused on in social marketing and social media.
2. Objective: Defining clear objectives that explain the rationale for selecting the target audience.
3. Strategy: Developing detailed strategies that engage the audience in achieving the campaign's objectives.
4. Technology: Choosing the most suitable technological platform based on the preferences and behavior of the target audience.

2.4. Influencer Marketing

Influencer marketing plays a pivotal role in modern distribution science by influencing consumer purchase decisions. According to Kotler and Keller (2016), influencers can help consumers assess product specifications and information, thereby guiding them in evaluating alternatives. Influencer marketing encompasses several key dimensions that contribute to its effectiveness in distribution strategies (Li & Peng, 2021):

1. Attractiveness
   Attractiveness stems from an influencer's external appearance, which can evoke social pleasure, affection, and even attraction from the audience. When an influencer is perceived as highly attractive, their audience's attention toward advertisements or endorsements increases, driving curiosity and encouraging further engagement with the promoted brand (Li & Peng, 2021).
2. Expertise
   Expertise is another critical dimension. Influencers with significant knowledge and experience are better equipped to inform their audience about the promoted products. These influencers tend to produce detailed, professional content, which enhances the efficiency of communication and reinforces the trust placed in them by their followers (Li & Peng, 2021).
3. Originality
   Influencers also serve as opinion leaders, bringing innovation and fresh perspectives to their content. The internet, characterized by vast amounts of homogeneous information, provides a platform where original content stands out. Influencers who create unique, relevant content can shift opinions and reduce the complexity of decision-making for their audience, helping brands effectively reach their target market (Li & Peng, 2021).
4. Homophily

Homophily refers to the shared characteristics, interests, and lifestyles between influencers and their audience. When an influencer resonates with their followers through shared preferences or life situations, this similarity builds trust and fosters a sense of social presence. As a result, homophilic audiences tend to engage more deeply with the promoted products, enhancing customer trust and increasing the likelihood of product adoption (Li & Peng, 2021).

2.5. Content Marketing

Content marketing plays a critical role in modern distribution science by facilitating brand engagement and customer acquisition. As defined by Karr (2016), content marketing is a strategy focused on the distribution, planning, and creation of compelling content aimed at attracting and converting target audiences into customers. This strategy is comprised of five key dimensions that influence its effectiveness in reaching and engaging consumers:

1. Reader Cognition
This dimension refers to how consumers perceive and process a company's content. Effective content marketing ensures that information is easily understandable and digestible through visual, auditory, and kinesthetic interactions. Such clarity helps businesses communicate their value propositions more effectively to diverse audiences.

2. Sharing Motivation
Sharing motivation highlights the social aspect of content marketing, wherein consumers are encouraged to share content that resonates with them. In today's interconnected digital world, sharing plays a vital role in extending the reach of a company's content and promoting brand visibility.

3. Persuasion
Persuasion involves the ability of content to attract potential customers and motivate them to engage with a brand. High-quality content that resonates emotionally or rationally with the audience can drive conversions and lead consumers down the marketing funnel toward making a purchase.

4. Decision-Making
Decision-making emphasizes the individual's right to make informed choices. Content marketing can influence these decisions by building trust through the presentation of factual information, testimonials, and emotionally compelling narratives. Trust in a company plays a crucial role in the customer's final purchase decision.

5. External Influences Content is not consumed in isolation; external factors such as recommendations from friends, family, or company reputation can significantly impact how the content is perceived. These influences can either reinforce or diminish the effectiveness of content marketing efforts.

2.6. E-WOM

Electronic word of mouth (e-WOM) has become an essential aspect of distribution science, leveraging the internet to facilitate the spread of information in support of business and marketing objectives. As explained by Kotler and Keller (2016), e-WOM encourages customers to share details about products or services in various formats, including written, audio, or video content. Through social media platforms, customers can convey brand-related information, upload user-generated content, and share opinions that influence a wider audience (Cheung et al., 2020).

Goyette et al. (2010) identify three key dimensions of e-WOM that significantly affect its impact within distribution systems:

1. Intensity
Intensity refers to the level of consumer engagement when sharing information and interacting with other users on social media platforms. It encompasses several factors, including the frequency with which information is shared, the volume of interactions between users, and the number of reviews or feedback provided by consumers.

2. Valence
Valence represents the sentiment—positive or negative—expressed by consumers when discussing a product. This dimension plays a crucial role in influencing purchasing decisions, as consumers often rely on the recommendations and opinions of others when deciding whether to make a purchase. Positive and negative reviews both contribute to shaping a brand's online presence and reputation.

3. Content
The content of e-WOM refers to the specific information shared by consumers regarding the products or services they have purchased. This can include detailed descriptions of product features, quality, and pricing, which helps potential customers make informed decisions. Content serves as the core of e-WOM, providing consumers with valuable insights that influence their perception of a brand.
The growing significance of e-WOM in distribution science lies in its ability to expand brand awareness and influence consumer behavior. By understanding the dynamics of e-WOM, businesses can better leverage this form of digital marketing to enhance their distribution strategies and foster stronger relationships with customers.

2.7. Brand Awareness

Brand awareness is a pivotal factor in distribution science, as it directly shapes consumer choices and purchasing behavior. According to Kotler and Keller (2009), brand awareness refers to the extent to which consumers can identify or remember a brand within a specific product category, which plays a crucial role in their purchasing decisions. Aaker (2018) further distinguishes different tiers of brand awareness, representing various levels of consumer familiarity and recognition of a brand, each influencing the probability of purchase to varying degrees.

1. Unaware of the Brand: At this initial level, consumers are unfamiliar with or uncertain about a brand. From a distribution science perspective, marketers aim to minimize this stage as it indicates that the brand has not effectively penetrated the market.
2. Brand Recognition: At this stage, consumers can recognize the brand when they are exposed to visual or auditory cues. Brand recognition is an important early step in establishing a brand's presence in the market, as it demonstrates that the brand is gaining visibility among its target audience.
3. Brand Recall: Brand recall occurs when consumers can remember the brand without external stimuli. This level of awareness is crucial for distribution strategies, as it indicates that the brand is well-established in the consumer's mind, making it more likely to be chosen over its competitors..
4. Top of Mind: At the peak of brand awareness, a brand becomes the immediate association for consumers when they consider a particular product category. Achieving this top-of-mind recognition is a crucial objective in distribution science, as it indicates that the brand not only holds a dominant position in the market but also occupies a priority spot in consumers' preferences, often becoming their first choice within the category.

3. Research Methods and Materials

3.1. Research Model and Hypothesis

The model innovation in this research involves combining the variables of influencer marketing, content marketing, and e-WOM to understand their effects on brand awareness on the TikTok platform. The theoretical framework and hypotheses of this research are illustrated in the following diagram:
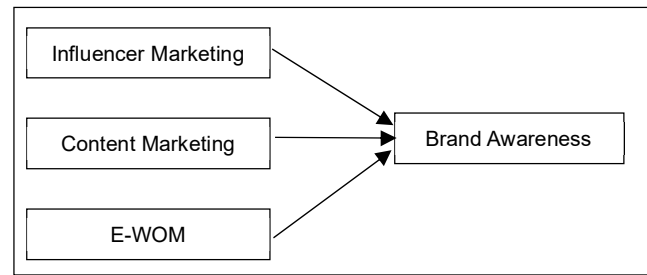

Figure 1: Framework Research

Influencer marketing has proven to be a powerful driver of brand awareness, particularly within the realm of viral marketing. Nguyen and Nguyen (2020) emphasize that influencers are instrumental in boosting brand visibility and fostering greater consumer interaction. Similarly, Ali and Alqudah (2022) underscore the beneficial impact of influencer marketing on elevating brand recognition across multiple digital channels, demonstrating its effectiveness in expanding reach and engagement with target audiences.

H1: There is a significant relationship between influencer marketing and brand awareness.
Content marketing is a crucial factor in enhancing brand awareness. Research has demonstrated its effectiveness in building recognition and trust in the digital landscape. Chusnaini and Rasyid (2022) confirmed the positive impact of content marketing on brand awareness, and Hasanah and Aziz (2022) further supported this finding in their study, illustrating the significant role that well-structured content plays in fostering brand visibility.

H2: A strong correlation exists between content marketing and the enhancement of brand awareness. In recent years, Electronic Word of Mouth (e-WOM) has gained prominence as a highly effective mechanism for shaping consumer perceptions and increasing brand visibility. Foster and Johansyah (2020) discovered that e-WOM plays a crucial role in boosting brand awareness, especially within service-based industries. In parallel, Ngan and Chinh (2020) concluded that favorable e-WOM not only strengthens consumer trust but also enhances brand recall, positioning it as a vital component of modern marketing strategies aimed at building brand recognition.

H3: A strong and meaningful connection exists between electronic word of mouth (e-WOM) and the enhancement of brand awareness.

3.2. Data Collection and Research Method

This study employs an explanatory quantitative research approach designed to test hypotheses and provide an

understanding of why and how particular events occur. (Johnson & Christensen, 2014). The data for this research were collected through an online survey using Google Forms. According to Creswell and Creswell (2018), the survey method is well-suited for providing quantitative insights into attitudes, trends, and opinions within a specific population. Moreover, surveys can effectively test the relationships between variables by analyzing a representative sample from the population.

The focus population for this research is comprised of individuals in Indonesia who are users of NPURE skincare products. To select the sample, a non-probability sampling approach was employed, specifically purposive sampling. This method involves choosing participants based on specific, predefined characteristics that align with the study's objectives (Johnson & Christensen, 2014). In this context, the selected sample consists of TikTok users who not only express an interest in NPURE products but have also been exposed to the brand's promotional efforts on the

platform.

The Slovin formula was used to calculate the sample size, ensuring it was large enough to accurately represent the overall population while minimizing potential sampling errors.

$$n = \frac{N}{1 + Ne^2}$$

Description:
n = sample size
N = population size
e = desired critical value (margin of error), which is 5% to det ermine the error rate.

By applying the Slovin formula with a 5% margin of error, the study calculated a required sample size of 400 respondents. The data analysis procedures include assessments of both validity and reliability to ensure the robustness and accuracy of the findings.

Table 1: Questionnaire

Variable	Dimension	Indicator	Question Items	Source
X₁: Influencer Marketing	1. Attractiveness	Attractiveness seen from the influencer's appearance	IM1: The influencer's appealing appearance captures my attention and enhances my interest in NPURE product endorsements on TikTok.	Li & Peng (2021)
	2. Expertise	Expertise, experience, and knowledge possessed by the influencer	IM2: The influencer possesses adequate knowledge or experience related to NPURE products, which they share with their followers on TikTok..	Li & Peng (2021)
	3. Originality	Authenticity of the content created by the influencer	IM3: The influencer has the ability to produce unique content when promoting NPURE products on TikTok.	Li & Peng (2021)
	4. Homophily	The influencer has followers with similar characteristics, lifestyle, and interests	IM4: I am drawn to the influencer because we share similar interests, traits, or lifestyles, which makes me feel more connected to them on TikTok.	Li & Peng (2021)
X₂: Content Marketing	1. Reader cognition	Audience's understanding of content marketing	CM1: The promotional content for NPURE products on TikTok is easy to comprehend due to the clarity of the information presented, the audio-visual elements, and the overall quality of the content. CM2: NPURE's TikTok promotional content is accessible and understandable, thanks to the effective delivery of information, engaging audio-visual components, and high content quality.	Karr (2016)
	2. Sharing motivation	The company shares content to enhance company value, create company identity, and expand the company's market network	CM3: The content produced on TikTok helps enhance my understanding of NPURE's company values, brand identity, and its market reach to the audience.	Karr (2016)
	3. Persuasion	Content can attract consumers to come and be encouraged to become customers	CM4: The appealing promotional content on TikTok motivates me to purchase NPURE products.	Karr (2016)

Variable	Dimension	Indicator	Question Items	Source
	4. Decision making	Every individual has the right to make a decision affected by trust in the company through content	CM5: My decision to purchase and use NPURE products is influenced by the trust in the company that is conveyed through its TikTok content.	Karr (2016)
	5. Factors	Other factors also affect the content presented, such as the company, friends, and family	CM6: I think that additional factors, like the company's credibility and recommendations from friends or family regarding NPURE products, also contribute to the content's success..	Karr (2016)
X₃: Electronic Word of Mouth (e-WOM)	1. Intensity	Consumer's feasibility in providing information, interacting, and giving opinions among customers on social media platforms	EWOM1: I share information, engage with other users, and express my opinions about NPURE products by leaving comments or reviews on TikTok..	Goyette et al. (2010)
	2. Valence	Consumer's interest in a product for purchase based on recommendations or opinions about the product conveyed by other consumers	EWOM2: Positive reviews or recommendations from other consumers on TikTok inspire my interest in purchasing NPURE products.	Goyette et al. (2010)
	3. Content	Content that contains information related to products or services purchased by consumers	EWOM3: I gathered comprehensive information about NPURE products from the promotional content shared on TikTok. EWOM4: I share information about NPURE products with family, friends, or acquaintances through the content I post.	Goyette et al. (2010)
Y: Brand Awareness	1. Unaware of brand	Consumers are unsure about the brand	BA1: I continue to feel hesitant or doubtful about NPURE products advertised on TikTok.	Aaker (2018)
	2. Brand recognition	Consumers are able to identify the brand they have heard	BA2: I am able to recognize NPURE products featured in TikTok promotions..	Aaker (2018)
	3. Brand recall	Consumers are able to identify the brand without stimulation.	BA3: I can recall NPURE products advertised on TikTok effortlessly, without any prompts.	Aaker (2018)
	4. Top of mind	The brand comes to mind first for consumers	BA4: When I hear about skincare products on TikTok, NPURE is the first brand that comes to mind.	Aaker (2018)

4. Results and Discussion

4.1. Respondent Attributes

The data for this study were collected using a survey method facilitated by distributing questionnaires through Google Forms. A total of 400 respondents participated, consisting of 104 males and 296 females. The largest demographic group was aged between 23 and 27 years, accounting for 211 individuals. In terms of geographical distribution, 56% of the respondents resided in the Jabodetabek area, while the remaining 44% were from other regions of Indonesia.

The respondents represented a diverse range of occupational backgrounds, with 38% being private employees and 35% students. The remaining respondents were spread across various other professions. Given the focus on skincare products, the study also examined monthly spending patterns on skincare. It was found that 53% of the respondents spent between Rp100,000 to Rp500,000 per month on skincare products, highlighting a wide variation in consumer purchasing behavior.

The demographic insights provide a comprehensive understanding of the sample population and serve as a foundation for investigating the connections between influencer marketing, content marketing, electronic word of mouth (e-WOM), and brand awareness. The findings reveal notable diversity in skincare consumption patterns, which is essential for evaluating the impact of marketing strategies on platforms such as TikTok. By examining these demographic variables, the study sheds light on the key factors driving brand awareness within the framework of digital marketing and distribution science.

Table 2: Demographic Characteristics of Respondents

Category	Classification	Number of Samples	Percentage
Sex	Male	104	26%
	Female	296	74%
Age	18 - 22 years old	122	31%
	23 - 27 years old	211	53%
	28 - 32 years old	58	15%
	33 - 37 years old	5	1%
	38 - 42 years old	4	1%
Domicile	Jabodetabek Area	225	56%
	Outside Jabodetabek	175	44%
Job Status	Student	140	35%
	Private Employee	150	38%
	Government Employee	52	13%
	Entrepreneur	39	10%
	Housewife	15	4%
	Others	4	1%
Monthly expenses for buying skincare products	< IDR 100.000	35	9%
	IDR 100.000 - IDR 500.000	211	53%
	IDR 500.000 < IDR 1.000.000	133	33%
	IDR 1.000.000 - IDR 2.000.000	18	5%
	> IDR 2.000.000	3	1%

4.2. Validity and Reliability Analysis

The data analysis methods utilized in this study incorporate both validity and reliability assessments. Validity pertains to the degree to which the collected data are correctly interpreted through the chosen analytical tools. (Sürücü & Maslakçı, 2020). In this research, the validity of the data is confirmed by the Average Variance Extracted (AVE) values, which meet or exceed the threshold of 0.50, indicating that the data is valid and accurately reflects the constructs being measured.

Reliability testing evaluates the consistency and stability of the research instrument in yielding dependable results over time (Johnson & Christensen, 2014). In this study, Cronbach's Alpha was employed to assess the reliability of each dimension under investigation. A Cronbach's Alpha coefficient greater than 0.7 signifies that the data demonstrates strong internal consistency across different measurements (Sürücü & Maslakçı, 2020). The findings indicate that all variables in the study have Cronbach's Alpha values exceeding this threshold, thereby validating the data's reliability in accordance with recognized standards.

The results indicate that the data are both valid and reliable, enabling confident interpretation of the findings. The thorough validity and reliability evaluations reinforce the study's methodological rigor, ensuring that the research

is well-grounded. This solid analytical foundation supports a reliable exploration of the interconnections between influencer marketing, content marketing, electronic word of mouth (e-WOM), and brand awareness, enhancing the credibility of the conclusions drawn from the analysis.

Table 3: Construct Reliability and Validity

	Cronbach's alpha	Composite reliability	Composite reliability	Average variance extracted
Brand Awareness	0.827	0.836	0.885	0.660
Content Marketing	0.864	0.865	0.898	0.595
E-WOM	0.832	0.834	0.888	0.664
Influencer Marketing	0.767	0.767	0.851	0.588

In research, validity pertains to the ability to derive accurate conclusions from a study's results (Johnson & Christensen, 2014). To assess validity in this study, an outer loading threshold of ≥ 0.70 was used for each indicator, measured using SmartPLS. (Hair et al., 2017). The outcomes for convergent validity are determined by examining the association between the test focus values and the dimensions of the independent constructs (Johnson & Christensen, 2014). In this study, all outer loading values met or exceeded 0.70, confirming the validity of the data. The table below presents these findings.

Table 4: The Result of Convergent Validity Measurement

	Brand Awareness	Content Marketing	E-WOM	Influencer Marketing
IM1	0.785			
IM2	0.772			
IM3	0.754			
IM4	0.757			
CM1		0.814		
CM2		0.750		
CM3		0.743		
CM4		0.755		
CM5		0.784		
CM6		0.780		
EWOM1			0.804	
EWOM2			0.823	
EWOM3			0.799	
EWOM4			0.835	
BA1				0.731
BA2				0.846
BA3				0.840
BA4				0.826

In this study, discriminant validity is evaluated by ensuring that the scores of the targeted variables do not exhibit a strong correlation with the scores from other tests

designed to measure different theoretical constructs (Johnson & Christensen, 2014). The findings indicate that the heterotrait-heteromethod correlation (HTMT) values are below 0.9, confirming the validity of all constructs. The detailed results are displayed in the table below.

Table 5: The Result of Discriminant Validity

	Brand Awareness	Content Marketing	E-WOM	Influencer Marketing
Brand Awareness				
Content Marketing	0,825			
E-WOM	0,813	0,702		
Influencer Marketing	0,814	0,820	0,769	

4.3. Hypothesis Analysis

The results of the hypothesis testing are outlined in the Path Coefficient table presented below. Path coefficients provide quantitative measures of the direct relationships between variables within the dataset (Johnson & Christensen, 2014). A positive path coefficient indicates a direct positive relationship between the variables, while a negative coefficient signifies a negative correlation. As demonstrated in the table, there are significant and meaningful relationships identified between influencer marketing and brand awareness, content marketing and brand awareness, as well as between e-WOM and brand awareness. These findings highlight the substantial impact of each factor on brand recognition.
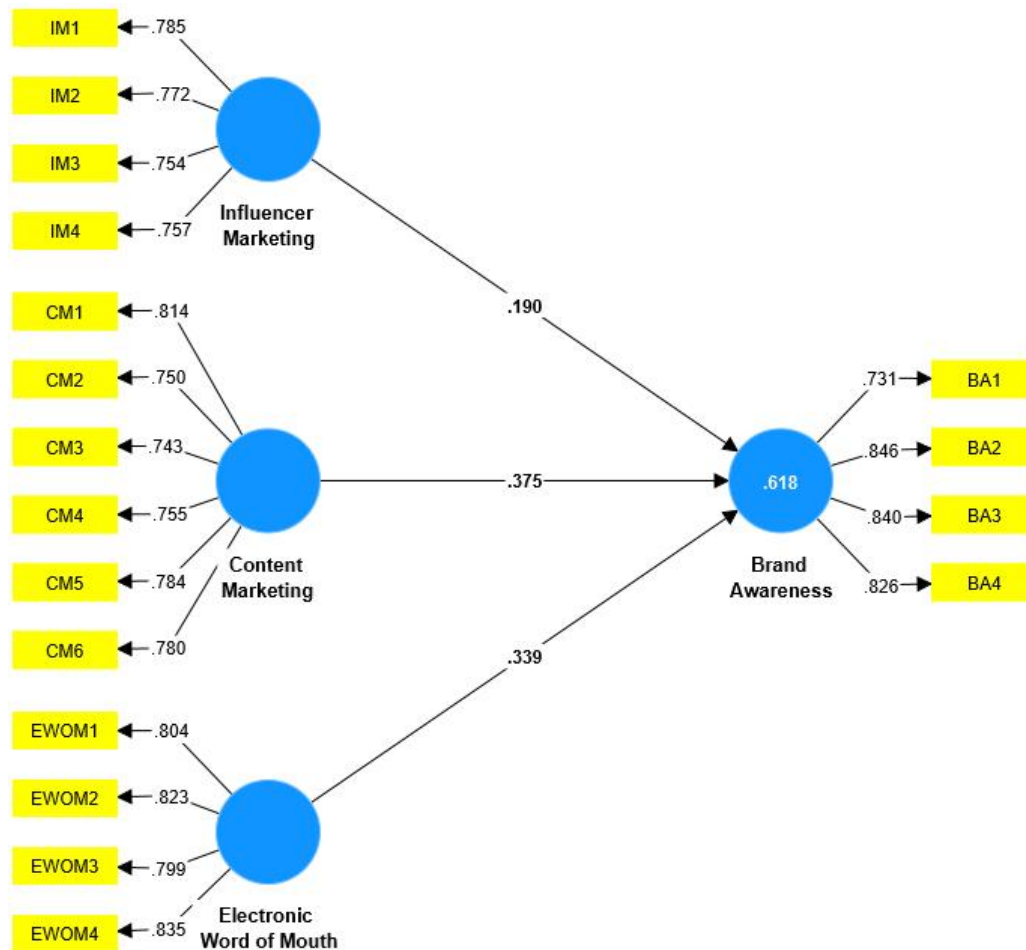
Table 6: Path Coefficient

	Original sample	Sample mean	Standard deviation	T statistics	P values
Influencer Marketing → Brand Awareness	0.190	0.193	0.069	2,761	0.006
Content Marketing → Brand Awareness	0.375	0.372	0.090	4,142	0.000
E-WOM → Brand Awareness	0.339	0.339	0.069	4,911	0.000

Figure 2: Path Model

4.4. Discussion

4.4.1. Influencer Marketing on Brand Awareness

Influencer marketing, content marketing, and electronic word-of-mouth (e-WOM) have proven to be highly effective in generating brand awareness on platforms such as TikTok, as demonstrated by the success of the NPURE skincare brand. Within Indonesia's fiercely competitive skincare industry, where both domestic and global brands vie for consumer attention, NPURE has strategically employed these marketing approaches to significantly enhance its brand visibility and strengthen its market presence. By utilizing influencer marketing, content marketing, and e-WOM, NPURE has been able to engage its audience and increase awareness of its products.

Existing research reinforces these conclusions. For instance, Nguyen and Nguyen (2020) highlighted a strong positive correlation between influencer marketing and brand awareness, particularly within viral marketing frameworks. Similarly, Ali and Alqudah (2022) confirmed the significant impact of influencer marketing on increasing brand visibility. The present study corroborates these findings, showing a notable connection between influencer marketing and brand awareness, supported by a path coefficient of 0.190, a t-statistic of 2.761, and p-values of 0.006, confirming the statistical significance of the relationship.

These results underscore the importance of influencer marketing in driving brand recognition and recall, especially on platforms like TikTok, where consumer engagement is high and the potential for viral marketing is considerable. Through the strategic use of influencer partnerships, compelling content, and active consumer participation via e-WOM, brands like NPURE can create substantial brand awareness in a crowded marketplace.

4.4.2. Content Marketing on Brand Awareness

Content marketing is essential for boosting brand awareness, particularly in the digital realm. This study supports the existence of a strong positive link between content marketing and brand awareness, consistent with previous research. When implemented effectively, content marketing strategies can significantly enhance brand visibility and foster consumer engagement.

For instance, this research found a significant relationship between content marketing and brand awareness, with a path coefficient of 0.375, a t-statistic of 4.142, and p-values of 0.000. These results align with findings from earlier studies. Chusnaini and Rasyid (2022) demonstrated that content marketing significantly boosts brand awareness, reinforcing the argument that consistent, engaging content helps brands build stronger connections with their audience. Moreover, Hasanah and Aziz (2022) also reported a significant correlation between content

marketing and brand recognition, emphasizing the effectiveness of this approach in today's competitive marketplace.

The findings of this study highlight the power of content marketing as a tool for distribution science, demonstrating its ability to influence consumer perceptions and increase brand awareness. These results emphasize that content marketing is not just a tactical approach but a strategic necessity for brands aiming to achieve long-term success in building brand recognition.

4.4.3. E-WOM on Brand Awareness

Electronic Word of Mouth (e-WOM) has been identified as a powerful driver of brand awareness in digital marketing, especially on social media platforms. This study demonstrates a significant relationship between e-WOM and brand awareness, with a path coefficient of 0.339, a t-statistic of 4.911, and p-values of 0.000. These findings highlight the critical role that consumer-generated content and interactions play in shaping perceptions of a brand.

This result aligns with broader research on the subject. For instance, previous studies have shown that electronic word-of-mouth (e-WOM) significantly enhances brand visibility and trust. Ngan and Chinh (2020) found that positive e-WOM plays a crucial role in building brand awareness by influencing consumer opinions and behaviors. The findings of this study reinforce this understanding, emphasizing that as consumers share their experiences and opinions about products or services, they help increase a brand's reach and credibility.

The data clearly support the view that e-WOM can be a highly effective tool within the context of distribution science, as it enables brands to amplify their message organically through consumer networks. These insights underscore the importance of leveraging e-WOM in digital marketing strategies to foster stronger connections with consumers and enhance brand awareness.

In conclusion, the findings of this study demonstrate that (1) influencer marketing has a significant impact on brand awareness, (2) content marketing is significantly related to brand awareness, and (3) there is a significant association between E-WOM and brand awareness.

5. Conclusions

The rise of social media has significantly increased its role in modern marketing strategies, allowing businesses to leverage platforms like TikTok for brand promotion. This study demonstrates the positive impact of influencer marketing, content marketing, and electronic word of mouth (e-WOM) on enhancing brand awareness, as evidenced by NPURE's promotional activities on TikTok. These

marketing tools have proven effective in creating brand visibility, a strategy now widely adopted by other brands on the TikTok platform.

Theoretically, this research contributes to the field of communication science, particularly in understanding the factors influencing brand awareness for skincare products on social media platforms. It offers valuable insights for companies aiming to assess how influencer marketing, content marketing, and e-WOM shape brand awareness on platforms like TikTok. Furthermore, this study provides an opportunity to test and evaluate the relevance of new media communication theories in the context of brand awareness driven by social media.

From a practical perspective, this research offers a deeper understanding of how influencer marketing, content marketing, and e-WOM collectively enhance brand awareness, specifically for skincare products on TikTok. It can serve as a reference for businesses to optimize their digital marketing campaigns and help consumers better understand how brands cultivate awareness on social media.

One limitation of this study is its focus on TikTok, meaning that the results may differ when applied to other social media platforms, each with distinct characteristics that could impact brand awareness in varying ways. Future research should explore the integration of influencer marketing, content marketing, and e-WOM on other platforms such as Instagram, Twitter, and YouTube. Additionally, subsequent studies could investigate other social media features that influence brand awareness, thereby expanding the scope of digital marketing research.

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