

THE EFFECT OF CONTENT MARKETING AND BRAND AWARENESS ON PURCHASE DECISIONS ON NAABAKEHOUSE

Nadya Puspita Wardhani ^{a*)}, Zumrotul Fitriyah ^{a)}

^{a)} "Veteran" National Development University of East Java, Surabaya, Indonesia

^{*)}Corresponding Author: 21012010421@student.upnjatim.ac.id

Article history: received 10 October 2025; revised 22 October 2025; accepted 24 November 2025

DOI: <https://doi.org/10.33751/jhss.v9i3.12658>

Abstract This study investigates the impact of content marketing and brand awareness on consumer purchasing decisions at Naabakehouse, a small and medium-sized enterprise (SME) in Surabaya. The rapid advancement of digital technology has transformed marketing strategies, making it essential for businesses to adapt to changing consumer behaviors. In this context, effective content marketing can significantly influence consumer choices, while brand awareness plays a critical role in determining which brands consumers recall and prefer. To explore these dynamics, the researchers employed a quantitative methodology, collecting data through questionnaires distributed to 95 respondents who had previously engaged with Naabakehouse's content and made purchases. The analysis was conducted using Structural Equation Modelling (SEM) based on Partial Least Squares (PLS), allowing for a thorough examination of the relationships between the variables. The findings reveal that both content marketing and brand awareness positively and significantly affect consumer purchasing decisions. Specifically, high-quality content that resonates with consumers enhances their awareness and leads to increased likelihood of purchase. This underscores the necessity for businesses, particularly SMEs, to develop strategic content marketing initiatives and enhance their brand presence to effectively engage consumers. Overall, the research concludes that a robust content marketing strategy and strong brand awareness are vital for influencing consumer behavior, especially in an increasingly competitive digital landscape. This study provides valuable insights for SMEs looking to optimize their marketing efforts and improve sales outcomes.

Keywords: brand awareness; content marketing; consumer decision; purchasing behavior; SMEs

I. INTRODUCTION

The development of digital technology in recent decades has had a major impact on the transformation of various sectors, including the trade and marketing sectors. Digitalization opens up new opportunities for business actors to reach consumers more widely and efficiently, one of which is through the use of social media as a promotional and communication tool. In this context, Micro, Small, and Medium Enterprises (MSMEs) are required to adjust their marketing strategies to be relevant to changes in consumer behavior in the digital era.

Social media such as Instagram and TikTok are now not only used for personal communication, but have developed into strategic marketing tools that allow MSME actors to build closer relationships with customers through creative, informative, and engaging visual content. One of the strategies used is content marketing, which is the delivery of information through content that is designed to influence purchasing decisions subtly but effectively. Content marketing can also strengthen brand awareness,

Although it has been actively producing various promotional content on platforms such as TikTok, sales data shows a downward trend over the past few months.

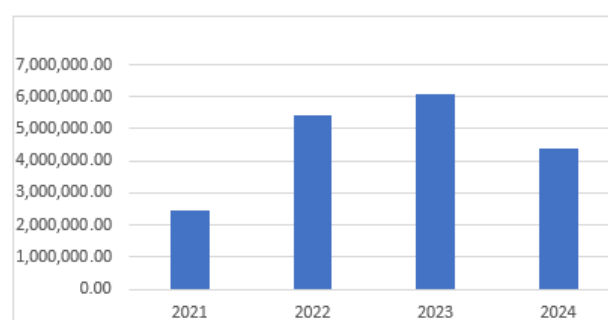


Figure 1. Naabakehouse MSME Sales Data
Source : Data Processed by Researchers , 2025

Based on the graph above which shows an increase in 2023, while a decrease in sales occurs in 2024, even though in terms of digital interactions such as comments, likes, and views, there has been a significant increase. This fact shows

that there is an inequality between digital consumer engagement and the realization of purchase decisions.

The main problems faced by Naabakehouse MSMEs include the effectiveness of content marketing that has not been maximized, and the level of brand awareness is still low. and the conversion from digital interaction to real purchases has not been optimal. In addition, the lack of content variety, the lack of product education in promotional materials, and the absence of strategic digital collaborations such as influencer endorsements are also obstacles in increasing consumer buying interest.

This gap between high digital interaction and stagnant sales shows the need to evaluate the marketing strategies used. Therefore, this study was conducted to empirically test the influence of content marketing and brand awareness on consumer purchase decisions, with a case study on Naabakehouse MSMEs. The results of this research are expected to be the basis for formulating a more effective and data-driven digital marketing strategy, not only for Naabakehouse, but also for other MSMEs in the same sector.

a. Content Marketing to Purchase Decisions

Content marketing is defined as a marketing strategy that involves creating engaging and relevant content to capture consumers' attention and drive purchase decisions (Kotler et al., 2017). Content marketing is the process carried out by individuals or groups to create and disseminate relevant content, with the aim of attracting and acquiring a suitable audience as well as encouraging profitable customer actions. This content is disseminated through various social media platforms in the form of writings and videos, which explain about the products offered with a specific marketing concept (Asnawati et al 2022 in Solkha et al 2025).

b. Brand Awareness of Purchase Decisions

Brand awareness is the level of consumer recognition and reminder of a brand (Aaker, 2020). Previous research has shown that these two factors have a positive influence on purchasing decisions (Hanifah, 2024; Hasan & Chang, 2024; Rahayu & Aminah, 2024). The dimensions of content marketing include reader cognition, sharing motivation, persuasion, decision-making, and external factors. Brand Awareness is the awareness of potential customers to know and remember the characteristics of the product such as the shape, color, symbol, logo used by the product. Brand Awareness is the ability of potential customers to recognize or remember that a brand is part of a certain product category according to (Humidiana; Chamid et al., 2015 in (Santika Leny, 2022).

c. Relationships Between Variables

1. The Influence of Content Marketing on Purchase Decisions

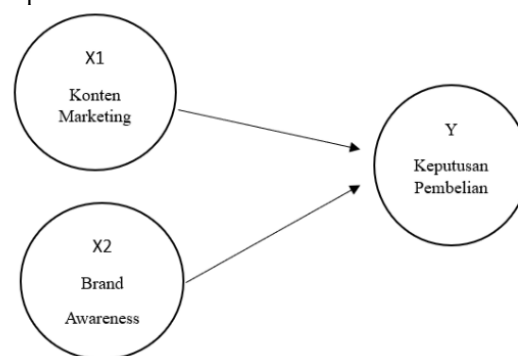
Content marketing influences purchasing decisions because promotions through digital platforms are able to reach a wider audience (Nugraha & Yulianti, 2013 in Gracia Aprina Chita Rahayu & Siti Aminah, 2024). Brand Awareness can be used by companies as a means to convey more in-depth information about product brands to consumers, making it easier for them to choose familiar brands and minimize the risks associated with the use of the product (Sitorus ,Sunday , Ade, et al., 2020 in [2] . Where

in this statement it is stated that brand awareness is related to the level of consumer recognition of the existence of a brand and by evaluating the strength of consumer memory in shopping choices when buying goods or services. Through the content displayed, potential consumers can judge the product before purchasing. Research by Gracia Aprina Chita Rahayu & Siti Aminah (2024) also proves that the better the quality of the marketing content presented, the higher the purchase decisions made by consumers, as seen in Freshchubs perfume products.

2. The Influence of Brand Awareness on Purchase Decisions

Brand awareness helps consumers obtain more complete information about products, so they tend to choose familiar brands to reduce the risk of purchase (Sitorus et al., 2020 in Solekha Amalia et al., 2025). Research by Solekha Amalia et al. (2025). Products that are easy to remember and have an emotional closeness to consumers tend to be preferred over less well-known products. Brand Awareness is the awareness of potential customers to know and remember the characteristics of the product such as the shape, color, symbol, logo used by the product. Brand Awareness is the ability of potential customers to recognize or remember that a brand is part of a certain product category according to (Humidiana; Chamid et al., 2015 in (Santika Leny, 2022). showing that brand awareness has a significant effect on the purchase decision of Focallure products.

b. Conceptual Framework



H1: It is suspected that Content Marketing has a positive effect on Purchase Decisions

H2: It is suspected that Brand Awareness has a positive effect on Purchase Decisions

II. RESEARCH METHOD

This study applies a quantitative approach with a descriptive method to examine the influence of content marketing (X1) and brand awareness (X2) on purchase decisions (Y) in Naabakehouse MSME consumers. The sample used in this study amounted to 95 respondents who were selected using the purposive sampling technique with the main criterion being domiciled in the city of Surabaya and having seen Naabakehouse content on the TikTok platform. The data collection instrument is in the form of a closed questionnaire with statements that are assessed using a five-point Likert scale, to measure consumer perceptions and

attitudes towards each variable studied. The collected data was analyzed using the Structural Equation Modelling (SEM) method based on Partial Least Squares (PLS) with the help of SmartPLS software. The selection of this method is based on its advantages in handling complex research models as well as the non-obligation of normal distributed data. The analysis was carried out to test the validity and reliability of the construct through testing the outer model, as well as measuring the relationship between latent variables through the inner model. With this method, the research is expected to provide a deeper understanding of the influence of digital marketing strategies on consumer purchasing behavior, especially in the context of MSME actors in the era of technology-based competition.

III. RESULT AND DISCUSSION

This section presents the results of the research that have been obtained based on the data collected and analyzed. The results presented include validity tests, reliability tests, and hypothesis tests that describe the relationship between the variables studied.

1 Average Variance Extracted (AVE)

AVE Table

	Average Variance Extracted (AVE)
Brand Awareness (X2)	0,653
Content Marketing (X1)	0,711
Purchase Decision (Y)	0,718

The results of the Average Variance Extracted (AVE) test showed that all variables in this study met the requirements for convergent validity. The AVE score for Content Marketing (X1) is 0.711, Brand Awareness (X2) is 0.653, and Purchase Decision (Y) is 0.718, all of which exceed the minimum standard of 0.5. This proves that all three variables have adequate convergent validity and are worthy of further analysis.

Once all indicators have been validated through a validity test, the next step is to test reliability to ensure that the instrument used produces consistent and reliable data.

2 R-Square Table

R-SQUARE Table

	R Square
Purchase Decision (Y)	0,831

A determination coefficient (R^2) of 0.831 indicates that the model is able to explain 83.1% variation in purchase decisions through Content Marketing (X1) and Brand Awareness (X2). The remaining 16.9% were influenced by other variables outside of this study. After the research instrument is proven to be reliable, the analysis is continued with a hypothesis test to determine the extent of the influence of independent variables on the dependent variables in this study.

3. R-Square Table

Path Coefficients Table

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Brand Awareness (X2) -> Purchase Decision (Y)	0,191	0,198	0,075	2,546	0,006
Content Marketing (X1) -> Purchase Decisions (Y)	0,749	0,742	0,073	10,205	0,000

Based on the results of the analysis that has been carried out, a hypothesis can be formulated that states that:

H1: Content Marketing has a positive effect on Purchase Decisions can be accepted with path coefficients of 0.749, and a T-statistical value of $10.205 > 1.96$ (T-table value of $Z_{\alpha} = 0.05$), or P-Value of $0.000 < 0.05$ with significant and positive results.

H2: Brand Awareness has a positive effect on Purchase Decisions can be accepted with path coefficients of 0.191, and a T-statistic value of $2.546 > 1.96$ (T-table value of $Z_{\alpha} = 0.05$) or P-Value of $0.006 < 0.05$ with significant and positive results.

The significance value of T-Statistic can be obtained through the output generated by the SmartPLS software by applying the bootstrapping method. This process provides an estimate that can be used to test the strength of relationships between variables in a structural model,

1. The Influence of Content Marketing on Purchase Decisions

The results of the analysis show that content marketing has a positive and significant influence on consumer purchase decisions in Naabakehouse MSMEs. These results indicate that the better the quality of the content presented through social media, the higher the likelihood of consumers to make a purchase. In particular, the dimension of content that is visually appealing, consistently presented, and relevant to consumer needs has proven to be effective in increasing interest and interest in products. Where this has a strong influence on various aspects, including in the consumer decision-making process. Like in content marketing carried out by Naabakehouse MSMEs where in addition to sharing content with relatives or family, but also creating content with the aim of sharing tutorials or making tips and tricks. where this can foster consumer trust so that it can improve purchasing decisions for consumers. Naabakehouse MSMEs in deciding on Purchase Decisions.

2. The Influence of Brand Awareness on Purchase Decisions

Brand awareness also has a positive influence on purchasing decisions. Consumers tend to prefer products from brands they already know and trust. In this case, one of the important aspects of brand awareness is brand recall, which is

the ability of consumers to recall the name of a brand without any help or external clues. Brand recall is a significant indicator because it shows that the brand is firmly embedded in consumers' memories and tends to be the top choice when they want to buy products in a certain category. Consumers' ability to recall a brand is heavily influenced by various visual elements and a consistent brand experience, with visual content such as distinctive logos, consistent colors, attractive product packaging, and unique communication styles on social media, playing an important role in shaping consumers' long-term memories. This is supported by the content created in Naabakehouse MSMEs made consistently, with distinctive visuals, where the typical product photos with colors according to the tone of this Naabakehouse MSMEs which are pink make it more attractive and stick to the memory of consumers. With funny and interesting captions that create interaction between consumers. Making touching storytelling can also make content more easily attached to consumers' memories. in the context of online marketing strategy. With increased brand awareness, consumers tend to prefer products they already know and trust, which reduces risk in purchasing decision-making. In today's digital era, if Naabakehouse MSMEs have strong brand awareness, it allows Naabakehouse MSMEs to compete effectively with other brands in the market. When consumers are able to recall a brand spontaneously in a particular product category, it shows that the brand has occupied a strong position in their minds.

IV. CONCLUSIONS

This study has limitations that need to be considered in the interpretation of the results. The focus of the research only includes Naabakehouse MSME consumers who are domiciled in Surabaya, so the findings obtained cannot be widely generalized to MSME consumers in other regions or different industrial sectors. This limited geographical condition certainly affects the generalization scope of the research results. In addition, this study only analyzed two independent variables, namely content marketing and brand awareness, without considering other variables that may also have an influence on purchasing decisions, such as price, product quality, customer loyalty, or consumer reviews on social media. These limitations leave room for further research to include additional variables to gain a more comprehensive understanding. The data collection method using a closed questionnaire also has the potential for subjectivity bias from respondents, especially related to personal perceptions and preferences of each individual which can affect the validity of the answers. The findings of this study show that content marketing and brand awareness contribute positively and significantly to consumer purchasing decisions in Naabakehouse MSMEs. The marketing content presented is considered to be able to attract attention and influence consumer purchase decisions, especially when the content is informative, interesting, and in accordance with the needs of the audience. On the other hand, high brand awareness makes consumers more likely to choose products from brands they already know and trust. This shows that brand perception and

the appeal of digital content play an important role in driving purchasing behavior. The practical implications of these results are the importance of a structured and consistent content planning strategy, as well as the strengthening of brand identity through various digital marketing channels. By implementing this strategy, MSMEs can increase competitiveness and expand market reach, especially in the midst of increasingly competitive business competition in today's digital era.

REFERENCES.

- [1] Afif Muhammad, & Aswati Nadilatul. (2022). Analysis of the Influence of Product Quality, Harg, and Promotion on Purchase Decisions for MS Glow Facial Care Products. *Journal of Business Management and Innovation Applications*, 4(2).
- [2] Agustini, M. P., Komariah, K., Mulia, F., & Sukabumi, U. M. (2022). Analysis Of Social Interaction Content Marketing And Influencer Marketing On Interest To Buy Cosmetic Products (Survey Of Dear Me Beauty Consumers In Sukabumi City) Analysis Of Social Interaction Content Marketing And Influencer Marketing On Interest To Buy Cosmetic Products (Survey Of Dear Me Beauty Consumers In Sukabumi City). *Management Studies and Entrepreneurship Journal*, 3(3), 1601–1610. <http://journal.yrpioku.com/index.php/msej>
- [3] Giovani, R. R., Purwanto, S., Economics, F., Business, D., Development, U., Veteran, N. ", & East, J. (n.d.). The Influence of Social Media Marketing and Brand Awareness on Purchase Decisions at Cafe Pitstop Gresik. *Journal of Management Science*, 11.
- [4] Gracia Aprina Chita Rahayu, & Siti Aminah. (2024). The Influence of Content Marketing and Brand Awareness on Freshchubs Perfume Product Purchase Decisions in the City of Surabaya. *Al-Kharaj: Journal of Sharia Economics, Finance & Business*, 6(10). <https://doi.org/10.47467/alkharaj.v6i10.2841>
- [5] Gunawan, A. A. P. D., Novel, N. J. A., & Budiyaniti, S. A. (2023). Influencer Marketing Strategy at Rahsa Nusantara in Increasing Brand Awareness. *Journal of Business Lanterns*, 12(3), 725. <https://doi.org/10.34127/jrlab.v12i3.869>
- [6] Kotler and Gary Armstrong. (2016). The Basics of Marketing. Volume 1, Ninth Edition. Jakarta: Erlangga. Page 33
- [7] Laksono Tri Novi, Purwanto Hari, & Apriyanti. (2024). 6635-16441-1-SM. *Business Management and Accounting Innovation Seminar*, 6.
- [8] Mela Ardelia, D., & Maolana Hidayat, A. (2023). Mirai Management Journal The Influence of Price and Brand Awareness on Smartphone Customer Loyalty in Indonesia. *Journal of Mirai Management*, 8(1), 252–263.
- [9] Pandrianto, N., & Sukendro, G. G. (2018). Analyze content marketing messaging strategies to maintain

- brand engagement. *Journal of Communication*, 10(2), 167. <https://doi.org/10.24912/jk.v10i2.2619>
- [10] Pawestri, S., Ananda Nurhaliza, B., Seftiyani, D., Ami Osalan, L., Ayuliani, N., Nasyuro, R., Lorian Rubay, S., Aminah, S., Making Soap from Used Cooking Oil in PKK Cadres in Bengkaung Village *Journal of Service, P., Author, C., & Science and Technology Studies, P.* (2024). *under a Creative Commons Attribution (CC-BY) 4.0 license. Content Marketing Strategy Training to Increase the Competitiveness of MSMEs in Montong Gamang Village, West Lombok.* 7(4). <https://doi.org/10.29303/jpmpi.v7i4.9923>
- [11] Solekha Amalia, Sari Komala Dewi, & Pebrianggara Alshaf. (2025). The Influence of Content Marketing, Celebrity Endorser, and Brand Awareness on Focallure Product Licensing Decisions in Sidoarjo. *Ecliptic Journal of Dewantara, 1.*
- [12] Sonata, Inspiration. 2019. The Effect of Price Discount & In-Store Display on Impulse Buying Decisions on Miniso Products. Faculty of Economics, Islamic University of North Sumatra
- [13] Ul Huda, I., Karsudjono, A. J., Darmawan, R., Tinggi, S., Ekonomi, I., & Banjarmasin, P. (2024). The Influence of Content Marketing and Lifestyle on Purchase Decisions in Small and Medium Businesses on Social Media. *Journal of Business Communication and Management, 11*(1).