

# The Influence of Social Media Marketing and Brand Awareness on Purchase Decisions for Make Over Beauty Products

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**Abstract:** The purpose of this research is to determine whether or not Make Over beauty product sales are affected by social media marketing and consumer familiarity with the brand. Using a purposive sample methodology, 59 Gen Z respondents who had bought Make Over items were surveyed using Google Forms. Validity, reliability, multiple linear regression, t-test, F-test, and classical assumption test are some of the statistical tests used in this research, all conducted using SPSS 26. The findings demonstrated that compared to brand awareness, social media marketing significantly affects purchase choices. This finding is derived from the fact that brand awareness has a significant value of 0.112, which is higher than 0.05, and social media marketing has a significant value of 0.045, which is lower than 0.05. The significance of social media marketing tactics in the regional cosmetics sector is further explored in this research. If future studies want to get to the bottom of what factors influence consumers' choices to buy, they should use a bigger and more varied sample, according to this study's recommendations.

**Keywords:** Social media marketing, brand awareness, purchase decision

## Introduction

Today, the beauty industry is progressing rapidly thanks to technological developments. According to the latest survey from the Indonesian Cosmetics Association (PPA Kosmetika Indonesia), by July 2023 there were 1,010 cosmetics companies in Indonesia. This figure shows an increase of 21,9% compared to the number of cosmetics companies that existed at the end of 2022, which amounted to 913 companies ([Sutriyanto, 2023](#)).

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Make Over is a local Indonesian beauty product brand under PT Paragon Technology and Innovation, and has been operating since 2003. With the tagline “Beauty Beyond Rules,” Make Over encourages women to freely express themselves through makeup without limitations. The brand offers a variety of beauty products, including lip, eye, and base makeup. Based on data from [compas.co.id](https://www.compas.co.id), between April and June 2022, Make Over took second place in sales of beauty products on e-commerce Shopee and Tokopedia with a market share of 6.83%. Make Over Powerstay Matte Powder Foundation 12 grams became the leading product, with sales reaching 14,600 units and generating revenue of Rp2.2 billion.

Social media marketing involves both direct and indirect approaches to raise awareness about brands, industries, products, services, individuals, or other entities through the features of social networking sites. Companies also utilize social media marketing to boost their customer base by leveraging various social media platforms ([Halimatu Salamah et al., 2021](#)). The goal of social media marketing is to increase brand awareness, interest, and ultimately, sales by promoting products and services via different social media platforms ([Fatila et al., 2022](#)). Using social media to promote cosmetics has been the subject of fruitful studies in the past. Social media marketing has a significant impact on the purchase choices of Scarlett Whitening cosmetic goods, according to one research. The significance of social media in capturing customers' interest and shaping their purchasing choices is highlighted by this study ([Indriani & Harahap, 2024](#)). Several research have looked at how social media marketing affects people's choices to buy beauty products, and the findings confirm that it does. On the other hand, nobody has looked at how much of an impact social media marketing has on people buying Make Over cosmetics. Consequently, the purpose of this research is to find out whether the marketing of Make Over cosmetic products on social media affects consumers' decisions to buy or not.

Consumers' familiarity with a brand, as measured by their ability to name and recall it among a variety of competing brands, is known as "brand awareness." ([Widi Utomo, 2017](#)). The capacity of consumers to remember and characterize a brand's goods is known as brand awareness ([Fatikhyaid et al., 2019](#)). Consumers' familiarity with the Make Over brand is a major factor in their choice to buy these cosmetics, according to earlier studies. This research shows that high brand awareness of Make Over products is very important, because when a need in that category arises, this brand is expected to be remembered and considered in the decision-making process ([Dewi & Fitriani, 2021](#)).

Social media marketing and brand recognition have been the subject of prior research on their effects on consumer behavior, but these studies have tended to concentrate on multinational corporations rather than local beauty firms like Make Over. Therefore, this study aims to

explore whether similar findings also apply in the local Indonesian market, particularly among Gen Z.

## Literature Review

### Social Media Marketing

In social media marketing, suppliers and buyers engage in an information exchange with the goal of changing the buyer's perspective and behavior from ignorance to knowledge and product recall ([Dindasari & Sukawati, 2022](#)). The four main ways to participate in social media marketing, referred to as the 4C according to ([Halimatu Salamah et al., 2021](#)):

1. Content Creation, which means that the content created is used as the foundation of the strategy to carry out social media marketing. In addition, the content created must also be interesting and show the identity of a company or industry so that users can trust it.
2. Sharing Content, which means that sharing content with a social community audience can help spread a company or industry's network and gain an online audience. Sharing content can increase sales indirectly or directly, depending on the type of content the company will share.
3. Connection, which is a social network allows people to connect with people with similar interests and offers greater business opportunities.
4. Community Building, which means "social website", is a sizable community on the internet where people interact with each other using modern technology.

### Brand Awareness

Brand awareness occurs when a buyer identifies a specific brand within a product category. Consumers are more inclined to purchase familiar brands because they feel more confident about the product ([Ameliawaty & Halilah, 2017](#)). Indicators of brand awareness according to ([Arianty & Andira, 2020](#)) :

1. Brand Recall, namely how far customers can remember a brand when asked what brand they remember, is an indicator of brand awareness. One of the most common marketing techniques is top of mind.
2. Recognition, which is how far customers can distinguish certain brands in certain categories.
3. Purchase, which is how far buyers will include a brand in their alternative choices when buying goods or services. This indicator shows that below-the-line activities become very important if the brand is not included in alternative choices, especially for new brands.
4. Consumption refers to the duration for which customers remember a specific brand when they use products or services from competitors.

## Purchase Decisions

In making a purchase, consumers weigh their selections based on what they know about the products on the market (Dwi et al., 2015). Identifying needs, seeking information, assessing options, making purchasing decisions, and acting after purchase are the five steps that purchases go through (Hermawan Adinugraha et al., 2017).

## Hypothesis

In accordance with the theoretical and empirical studies conducted, the following research hypotheses can be proposed:

Hypothesis 1 (H1): Social media marketing affects purchasing decisions

Hypothesis 2 (H2): Brand awareness affects purchasing decisions

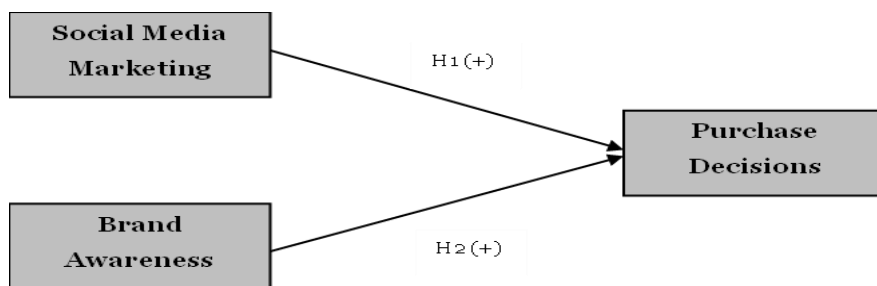


Figure 1 Conceptual Framework

## Research Method

### Research Flowchart

The following are the steps during the research. The flowchart can be seen in Figure 2:

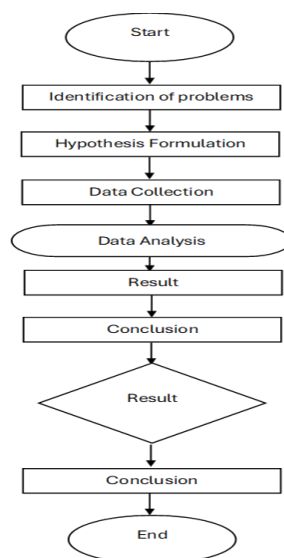


Figure 2 Research Flowchart

The following is an explanation of the stages in the research based on the flowchart that has been prepared:

1. Start: start the research process.
2. Problem Identification: During this stage, the primary concern is pinpointed, namely, the impact of social media marketing and brand recognition on the choice to buy Make Over items. The study has to be directed by identifying this issue.
3. Hypothesis Formulation: once the problem is identified, a hypothesis is formulated. In this study, the hypotheses formulated are:  
Hypothesis 1 (H1): Social media marketing affects purchasing decisions  
Hypothesis 2 (H2): Brand awareness affects purchasing decisions
4. Data collection: information was gathered by means of a Google Forms survey. Generation Z customers who have bought Make Over items were the targets of a purposive sampling strategy. As a whole, 59 participants were chosen for the sample.
5. Data Analysis: Traditional statistical methods including t-tests, F-tests, reliability, validity, and tests for heteroscedasticity, multicollinearity, and normalcy were used to examine the gathered data. Using social media marketing and brand awareness as independent variables, this study will attempt to determine how each influences consumers' final purchase choices. Results: Based on the data, it is clear that social media marketing significantly impacts consumers' choices to buy Make Over items, while brand knowledge has no role.
6. Conclusion: The analysis's findings indicate that social media marketing campaigns successfully influence consumers' choices to buy, but that Make Over goods are unaffected by increased brand recognition. Future studies should investigate patterns that impact Gen Z's purchase choices and employ a bigger sample to increase the reach of these results, according to the researcher.
7. End: the research process was completed with a report of the findings and conclusions generated.

### Population, Sample, and Sampling Technique

To draw conclusions from the final findings of a study, the term "population" is used to describe all people, objects, and events that are part of a particular context ([Fadilah Amin et al., 2023](#)). Based on this study, the object chosen as the population is consumers who buy beauty products. A small number of people selected from the population are referred to as samples, which are part of the population as a whole ([Fadilah Amin et al., 2023](#)). The sample used in this study was Gen Z who bought Make over beauty products. This type of research uses causal explanations. The research also uses the purposive sampling strategy for its

sampling. Selecting samples according to predetermined criteria or considerations is known as "purposeful sampling." ([Ernayani, 2023](#)).

### Data Collection Technique

In order to collect data, this study used a survey strategy that included sending out questionnaires. One kind of study that uses questionnaires, interviews, and sample sizes to gather data is the survey approach ([Islamy, 2019](#)). To fill out the survey, use a Likert scale from 1 to 5 based on the following explanation:

**Table 1 Likert Scale Explanation**

Description	Value
Strongly Disagree	1
Disagree	2
Neutral	3
Agree	4
Strongly Agree	5

### Data Processing Technique

Several tests are used in this study to examine the data. These include validity, reliability, multiple linear regression, t-test, F-test, and tests for classical assumptions (such as multicollinearity, heteroscedasticity, and normalcy). Assessing the reliability and validity of a measuring instrument is the purpose of a validity test ([Miftahul Janna & Herianto, 2021](#)). Repeatedly checking the accuracy of a measuring device is what a dependability test is all about ([Miftahul Janna & Herianto, 2021](#)). Before using the data in parametric statistics, it must first be checked using the normality test to see whether it follows a normal distribution (Haniah, 2013). The purpose of the heteroscedasticity test is to find out whether the regression model's residuals from different data have an unequal variance ([Zulmi et al., 2024](#)). whether a multiple linear regression model contains independent variables, the multicollinearity test may determine whether those variables are highly correlated ([Rifqi Rabani & Mahroji, 2024](#)). In studies with several independent variables, the researchers use a multiple linear regression test ([R. Lawendatu et al., 2014](#)). When testing hypotheses one at a time, the T test is the tool of choice ([Syaryulis et al., 2024](#)). The F test is used to ascertain the interplay between the dependent variable, the two independent variables, and themselves ([Rifqi Rabani & Mahroji, 2024](#)).

## Result and Discussion

The number of questionnaires obtained was 70 respondents but only 59 respondents could be processed quantitatively using the SPSS 26 program. The majority of respondents were 56 students, 1 civil servant, and 1 private worker.

**Table 2 Validity Test**

Variables	Calculated r Value
X1_1	0.440
X1_2	0.488
X1_3	0.535
X1_4	0.694
X1_5	0.474
X2_1	0.387
X2_2	0.408
X2_3	0.329
Y1_1	0.585
Y1_2	0.608
Y1_3	0.671
Y1_4	0.737

A two-sided test with a significance level of 5% and 59 observations in the dataset produced an r-table value of 0.2521 during the validity test. According to table 2, all of the r-numbers are higher than the r-table, so all of the assertions made in the questionnaire are valid.

**Table 3 Reliability Test**

Cronbach's Alpha
0.766

A Cronbach's Alpha score greater than 0.6 (table 3) confirms that the survey questions are reliable and that the responses are consistent.

**Table 4 Normality Test One-Sample Kolmogorov-Smirnov**

Asymp. Sig. (2-tailed)
0.200

Table 4 shows that the acceptable threshold is 0.05, while the significance level is 0.200, which is greater. Therefore, a normal distribution is assumed for the data.

**Table 5 Heteroscedasticity Test**

Variables	Significance
X1	0.133
X2	0.220

There is no evidence of heteroscedasticity in variable  $X_1$  (social media marketing) as its significant value of 0.133 is greater than the 0.05 cutoff, as shown in Table 5. Similarly, there is no evidence of heteroscedasticity in variable  $X_2$  (brand awareness), as its significance value is 0.220, which is likewise more than 0.05.

**Table 6 Multicollinearity Test**

Variable	Tolerance	VIF
$X_1$	0.994	1.006
$X_2$	0.994	1.006

For both  $X_1$  (brand awareness) and  $X_2$  (social media marketing), the tolerance value is 0.994, which is higher than the threshold of 0.10. On top of that, neither variable has a VIF value more than 10, coming in at 1.006. Both variables do not show signs of multicollinearity, hence the conclusion may be drawn.

**Table 7 Multiple Linear Regression Test and t Test**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.014	3.451		2.032	0.047
	$X_1$	0.246	0.120	0.259	2.055	0.045
	$X_2$	0.338	0.209	0.203	1.614	0.112

According to Table 7, the constant value is 7.014, and the regression coefficients for  $X_1$  and  $X_2$  are 0.246 and 0.338, respectively. So, the equation for multiple linear regression that comes out of it is:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2$$

$$Y = 7.014 + 0.246X_1 + 0.338X_2$$

In simpler terms, this is the multiple linear regression equation:

1. The constant value ( $\alpha$ ) of 7.014 indicates that if the independent variables,  $X_1$  (social media marketing) and  $X_2$  (brand awareness), are both zero, then the purchase decision ( $Y$ ) would be 7.014, which is positive.
2. The coefficient value  $\beta_1 = 0.246$  for  $X_1$  indicates that a 1-unit increase in the social media marketing variable will result in a 0.246 increase in the purchasing decision.
3. The coefficient value  $\beta_2 = 0.338$  for  $X_2$  indicates that a 1 unit increase in the brand awareness variable will lead to a 0.338 increase in the purchasing decision.



With a computed t-value of 2.055 and a significance value of 0.045 (less than 0.05), the unstandardized beta value for variable X1 (social media marketing) is 0.246. Hence, the acceptability of H1 is due to the fact that social media marketing significantly impacts purchase choices. On the other hand, X2 (brand awareness) has an unstandardized beta of 0.338, a t-value of 1.614, and a significance level of 0.112 (higher than 0.05). As a consequence, we may rule out H2 since brand knowledge does not significantly influence purchase choices.

**Table 8 F Test**

F	Significance
3.692	0.031

While the F-table value is 3.16 and the calculated F-value is 3.692, both are more than the significance level of 0.031, which is lower than the 0.05 cutoff, as seen in table 8. Therefore, the likelihood that a customer will make a purchase is affected by a mix of social media marketing and their familiarity with the brand.

The results of this study did not agree with those of studies done by Dewi & Fitriani (2021). The results of this research demonstrate that among members of Generation Z, brand knowledge has no role in influencing their purchase choices about Make Over cosmetic products. Meanwhile, Dewi & Fitriani (2021) According to studies, consumers' familiarity with the brand greatly impacts their propensity to buy these items. Brand knowledge did not play a large role in this research because, among other things, youthful respondents favoured novel items over more established brands.

## Conclusions

The purpose of this research is to determine how Gen Z consumers' perceptions of the Make Over brand and its social media presence affect their propensity to buy the company's cosmetics. A significance score of 0.045 (less than 0.05) indicates that social media marketing significantly affects consumers' purchase choices. However, with a significance level of 0.112 (higher than 0.05), brand knowledge does not seem to have a substantial impact on purchase choices. This result confirms the hypothesis that social media marketing is more effective than brand knowledge in influencing consumers to make a purchase.

These results imply that companies, especially in the beauty industry, need to focus more on social media marketing strategies to increase purchase decisions. Active and creative marketing on social media platforms can help the Make Over brand in reaching and influencing Gen Z consumers. However, brand awareness while important is not enough to drive purchases, especially among younger consumers who are more influenced by social

media trends. This study has several limitations, including a relatively small sample size, which may not fully represent the Gen Z population as a whole. In addition, this study only focuses on one beauty product brand, namely Make Over, so the results may not be generalizable to other beauty products.

Future research is recommended to increase the sample size so that the results are more representative. In addition, similar studies can be applied to other brands or other industry sectors to see if the same findings apply. Further research can also consider other variables, such as consumption trends and lifestyle preferences, which may play a role in purchasing decisions among Gen Z.

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