



## Analyzing the effects of digital marketing on brand awareness among internet users

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**Abstract:** Information technology advancements have influenced how marketing is carried out in the sector with that, a variety of platforms and methods for raising consumer brand awareness. Digital marketing strategies such as advertising, social media marketing, content marketing, email marketing, and website marketing are well-known and used across a variety of industries in our fast-evolving technology. This article provides a thorough analysis of how various digital marketing strategies relate to brand recognition. In light of this, the study design for this work is comparative causal, and the primary data used were those that were gathered from 273 consumers of digital media in the province of Riau Island and evaluated using the SmartPLS program. The theory was put to the test, and the results revealed a significant positive association between internet advertising and brand recognition. The study can be further expanded using data from various age groups, geographic locations, and other digital marketing strategies which wasn't further studied in this study.

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## Introduction

As information technology develops, digital marketing is the most current form of marketing to appear. Technology is evolving at an accelerated rate, and businesses can take advantage of the various forms of digital marketing since they can facilitate marketing on a national or international scale (Makrides et al., 2020). Technological developments and innovations that occur are factors that encourage the formation of digital marketing. Digital marketing is defined as an adaptive process supported by technology that aims to make it easier for companies to collaborate with customers and partners so that the communication created can convey and maintain company value (Kannan & Li, 2017). Therefore, to increase

brand awareness, the use of marketing through digital media can make it easier for consumers to know the brands marketed by the company more effectively (Ahidin *et al.*, 2019).

As information technology develops, digital marketing is the most current form of marketing to appear. Technology is evolving at an accelerated rate, and businesses can take advantage of the various forms of digital marketing since they can facilitate marketing on a national or international scale (Makrides *et al.*, 2020). The emergence of technological advances and developments has aided in the growth of digital marketing. A technology-enabled adaptive process known as "digital marketing" tries to make it simpler for companies to work with clients and partners so that the communication produced may communicate and uphold brand value (Kannan & Li, 2017). As a result, using digital media for marketing can help consumers learn about the brands that are being promoted by the firm more easily and efficiently (Ahidin *et al.*, 2019).

According to meta-analysis that was developed for this research in regards of digital marketing strategy within earlier research towards brand awareness, the digital marketing strategy was found in many types and form. As much as 7 research focused on advertising, 18 research on social media marketing mostly with Instagram, Facebook, Twitter and LinkedIn as their chosen social media, lastly for content marketing, email marketing and website each had 2 research.

According to earlier research, developing countries are frequently the subject of brand awareness studies as opposed to developed ones; 26 studies in the last five years were undertaken in developing countries and 4 in developed ones.

There are 30 researchers on the subject of brand awareness, including 2 on the African continent, according to Elaydi (2018), Mac-ozigbo & Ogohi (2021) and Cheung *et al.*, (2019) who conducted a global collaborative research in China, America, and Australia. The Asian continent, which is dominated by developing nations like India, Turkey, and Indonesia, has 23 researchers. The European continent has 5, and the European continent has 5 researchers.

Bandung, Denpasar, and Samarinda have dominated discussions of brand awareness in Indonesia so far. Only 11 of the 30 prior scholars specifically examined Aceh and Indonesia in detail; however, no recent research on the Riau Islands was discovered and on top of that, one of the many limitations found were the lack of sample that covers other regions in Indonesia (Jermisittiparsert *et al.*, 2019). Some potential moderating variables were omitted including gender, location of consumers and country-of-origin effects. (Cheung *et al.*, 2019) With the involvement of consumer characteristics, and the broad types of platform impact towards brand awareness result within this study can create a new point-of-view.

Advertising and brand awareness

Businesses frequently employ advertising because it makes it simpler for customers in general to get the information contained in an advertisement. This is

especially true in the modern period, when people frequently use electronic devices like computers and cellphones (Putri, 2021). The presence of advertising can boost customer attention, particularly if it is done in accordance with consumers' demands and perspectives (Maria *et al.*, 2020). The influence of advertising variables and brand awareness of 41,47 percent show a favorable association. The findings of this study are consistent with those of other investigations that also had a sizable favorable impact. These outcomes can support the performance of the business (Alamsyah *et al.*, 2021). Brand awareness of the product is impacted by advertising, which results in a more pronounced increase in brand awareness (Mac-ozigbo & Ogohi, 2021).

H<sub>1</sub>. There is a significant positive effect between advertising and brand awareness

### **Social media marketing and brand awareness**

Social media marketing makes it simpler to connect with customers online and quickly build brand exposure (Ahmed *et al.*, 2017). ). A sort of marketing called social media marketing significantly shapes a company's brand awareness (Ahmed *et al.*, 2017). Ganesha K S (2019) further investigates the beneficial significant association between social media and brand awareness, leading to the conclusion that a company's social media presence can significantly affect brand awareness.

Another example comes from Soedarsono *et al.*, (2020) who used Instagram as their selected social media platform and saw success with it. A similar outcome was also demonstrated by Chierici *et al.*, (2018) who found that using social media can have an effect on brand awareness. Sahai *et al.*, (2018) have demonstrated similar results on both impacts, even in a different sector like Fin-Tech.

H<sub>2</sub>. There is a significant positive effect between social media marketing and brand awareness

### **Content marketing and brand awareness**

Once put into practice, content marketing can increase a company's hit rate by up to 30% by boosting the likelihood that someone who sees their advertisement will become a customer (Putri, 2021). To that end, a company should offer information that is simple to obtain or understand in order to raise brand awareness (Renwarin, 2021). Content in marketing is the 2nd most important thing that consumers consider in general. In general, companies need to take advantage of digital media such as Facebook to increase brand awareness and consumer sensitivity to brands because it can increase interaction between consumers and companies (Makrides *et al.*, 2020).

H<sub>3</sub>. There is a significant positive effect between content marketing and brand awareness

### **E-mail marketing and brand awareness**

According to McKinsey's statement, e-mail can work 40 times more effectively than social media such as Facebook or Twitter in getting new customers and ROI

(Return on Investment). Especially in the current era where you can do tracking so that everything sent via e-mail to consumers can be said to be in accordance with their needs (Makrides et al., 2020).

Based on previous research, it is proven through correlation analysis that there is an influence of digital marketing activities such as e-mail marketing on brand awareness. 95% resulted in a positive significant relationship between the two variables. Through regression analysis, it is also proven that the two variables influence and relate to each other positively and significantly (Krishnaprabha & Tarunika, 2020).

H<sub>4</sub>. There is a significant positive effect between email marketing and brand awareness

### **Website and brand awareness**

Through correlation analysis, it has been established through prior research that digital marketing initiatives like e-mail marketing have an impact on brand awareness. 95 percent of the time there was a strong positive correlation between the two variables. Regression analysis also demonstrates that the two variables have an impact on one another and are strongly and favorably related to one another (Krishnaprabha & Tarunika, 2020). According to research done by Ailesh Green Consulting, a website may have a major beneficial impact on brand recognition and improve sensitivity for the firm, therefore it can be used as one of the standard indicators to evaluate the performance of a company (Putri, 2021).

H<sub>5</sub>. There is a significant positive influence between the website and brand awareness

### **The mediation effect of gender towards social media marketing on brand awareness**

The existence of gender differences can lead to different perceptions and needs between individuals. With the existence of social media marketing, the segmentation can be solved, and more focused marketing can be done according to the gender of each individual. Social media applications are one of the selected application categories from users despite differences in age and gender (Makrides et al., 2020).

Based on previous research, social media is the most effective type of digital marketing, with 28% of respondents agreeing to this, which is followed by 20% posters, 17% articles, 15% google ads and 13% email. According to Elaydi (2018) there is a significant positive influence between variables in social media marketing as a whole with brand awareness while keeping into consideration the moderating effect of demographics, namely; age and gender.

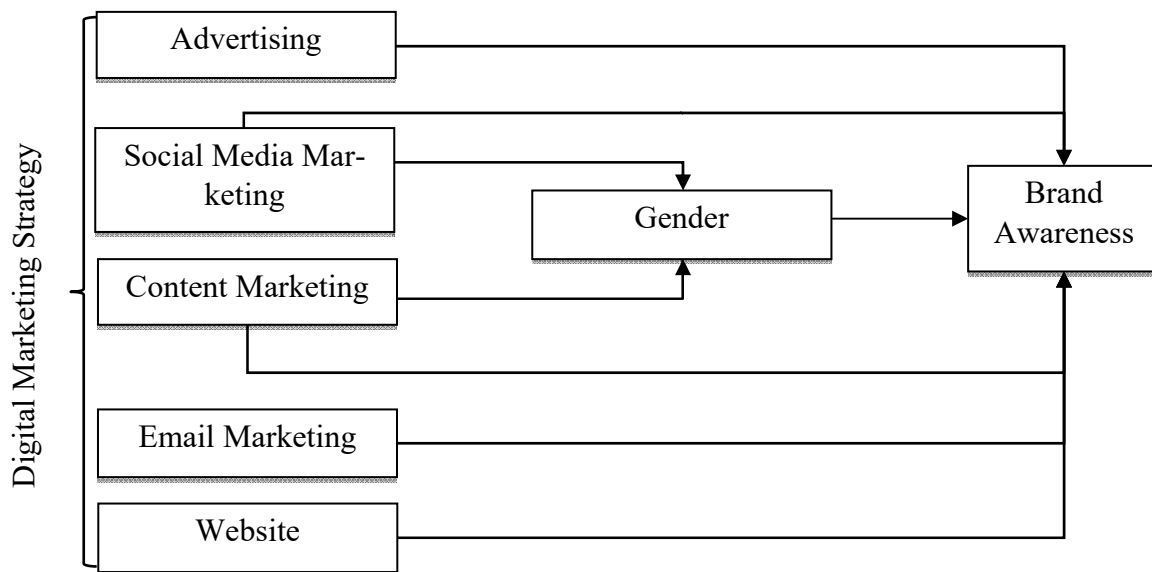
Market segmentation can differentiate the needs of each individual resulting in the importance of content marketing to increase brand awareness so that the interacted content is in accordance with the needs of each individual. However, there

are studies that state negative results between the two variables if mediated by age and gender (Krishnaprabha & Tarunika, 2020).

H<sub>6</sub>. There is a significant positive effect with the presence of gender mediation between social media marketing towards brand awareness

H<sub>7</sub>. There is a significant positive effect with the presence of gender mediation between content marketing and brand awareness

Therefore, the following formulation of the hypothesis, which is a short-term solution to the issues in the research to be tested, is possible:



Picture 1. Conceptual Framework

## Methods

This study falls under the category of comparative causal studies. Comparative causal research identifies the variables that are regarded to be capable of producing a cause-and-effect relationship with the variables under study. Observational findings or comparisons of gathered or researched data are used to demonstrate the presence of a causal relationship. Researchers can make observations on the results that emerge and evaluate the details of the causative elements by performing comparative causal research (Radjab & Jam'an, 2017).

The purpose of this study is to ascertain how independent variables relate to brand awareness on Riau Island. Since Riau Island is a province that is rapidly modernizing in terms of technology and where there is a market for a range of items from domestic and foreign companies, the respondents gathered for this study were primarily residents of Riau Island. The respondents gathered utilize social media often on websites including Facebook, Instagram, Twitter, and Youtube.

Using Hair *et al.*, (2017) methodology, 's the number of samples was determined, the required population size can be determined by knowing the number of study samples. Ten times the variable or indicator of the study's question and 15 indications of the sample's number can be explained as follows:  $10 \times 15 = 150$ , hence 150 is the study's intended sample.

**Table 1. Variable measurement**

No	Research Variable Name	Research Variabel Type	Indicators
1	Brand Awareness (BA)	Dependent Variable	1) I agree the importance of having trust/familiarity with the services offered by the brand 2) I agree on the importance of the bond between consumers and brands in subscribing
2	Advertising (A)	Independent Variable	1) I agree that brand sensitivity in recognizing consumers makes it easier for me to recognize brands 2) I agree that the compatibility of advertising with the services offered is important 3) I agree that advertising generated according to certain services is important
3	Content Marketing (CM)	Independent Variable	1) I agree that two-way communication in digital media makes it easier for me to get to know the brand 2) I agree that the ease of sharing information makes it easier for me to get to know the brand
4	Email Marketing (EM)	Independent Variable	1) I agree E-mail marketing has had an impact on my brand awareness 2) I agree that receiving information via E-mail makes it easier to identify brands
5	Social Media Marketing (SMM)	Independent Variable	1) I agree that the technical aspect (design) of the media makes it easier for me to get to know the brand 2) I agree that the introduction of service products on social media is important in recognizing brands 3) I agree that creativity plays an important role in increasing brand awareness
6	Website (W)	Independent Variable	1) I agree the website provides the required information on the brand 2) I agree the website can make it easier for me to get to know the brand

Source: Author, 2022

Data used for this research is primary data, primary data is defined as data collected directly through the distribution of questionnaires to respondents. It was obtained through a questionnaire via a google form which was then disseminated with a link to make it easier to achieve and easy distribution. The copied link via google form is shared via social media to respondents who are actively using the respondent's preferred social media (Whatsapp, Line, LinkedIn, Instagram, and Facebook).

The factors under study can be characterized in terms of each indication using a scale of 1 to 5, which is then utilized as the primary starting point for the creation of items. The Likert scale is a gradation assessment that classifies a scale from very negative to very positive, according to Jermsittiparsert *et al.*, (2019)

### Results

The test involved gathering the data from 333 respondents, of which 273 were chosen to examine the theoretical structural link. Because the 273 respondents who were residents of the Riau Islands and matched the criteria for the research object were employed in the test, see Table 2 below. Respondents from Batam, Karimun, and Tanjung Pinang made up the majority of those from the Riau Islands.

**Table 2. Respondent's Domicile Data**

Question	Category	Amount	Percentage
Residence City	Kepulauan Riau	273	81,982%
	Di luar Kepulauan Riau	57	18,018%
<b>Total</b>		333	100,000%

Source: Data analysis, 2022

From a total of 273 respondents in the Riau Islands who were gathered for research testing, 66,3% of respondents who completed the questionnaires were female, and 33,7% were male. The results are shown in Table 3 below.

**Table 3. Respondent Gender Data**

Question	Category	Amount	Percentage
Gender	Male	92	33,700%
	Female	181	66,300%
<b>Total</b>		273	100,000%

Source: Data analysis, 2022

According to Table 4, which details the respondents' identities, more than 90% of the data obtained came from those between the ages of 18 and 25, less than 5% from people between the ages of 26 and 30, and less than 1% from people between the ages of 31 and 40 or 41 and 50.

**Table 4. Respondent Age Data**

Question	Category	Amount	Percentage
Age	18 - 25	258	94,505%
	26 - 30	13	4,762%
	31 - 40	2	0,733%
	41 - 50	0	0,000%
<b>Total</b>		273	100,000%

Source: Data analysis, 2022

The low percentage of respondents who only access digital media a few times a day or few times a week is 3 percent and 1.4 percent, respectively, of the total respondents gathered. In general, 95 percent of users use digital media every day. Nearly 50% of users pick more than one device to access digital media, but only 47% do so via a smartphone, making the difference in accessing digital media not all that substantial. Of the 273 respondents who have been gathered, there are only 2 users who access digital media via a computer. Instagram users currently account for 74 percent of all social media users, followed by users of YouTube with 21 percent, Facebook with 4 percent, and Twitter with the fewest users—less than 1 percent of all respondents to the survey.

**Table 5. Data on Respondents' Habits in Accessing Digital Media**

Question	Category	Amount	Percentage
Do you use social media frequently?	Several times a day	9	3,297%
	Several times a week	4	1,465%
	Everyday	260	95,238%
How do you access social media?	> 1 device	130	47,619%
	Mobile phones	141	51,648%
	Computer	2	0,733%
Which social media do you use the most?	Facebook	12	4,396%
	Instagram	202	73,993%
	Twitter	1	0,366%
	Youtube	58	21,245%

Source: Data analysis, 2022

According to the tests performed on the first indicator, the lowest Cronbach's alpha result is 0,698 and the highest is 0,917, allowing it to be evaluated in accordance with the information listed in Table 6. This information can demonstrate that each Cronbach's alpha shows results of more than 0,6 and all stated the variable has passed the Cronbach's Alpha condition, which is valid.



**Table 6. Data on Respondents' Habits in Accessing Digital Media**

	<b>Cronbach's Alpha</b>	<b>Composite Reliability</b>	<b>Average Variance Extracted (AVE)</b>	<b>Description</b>
Advertising	0,720	0,841	0,639	Valid
Brand Awareness	0,658	0,684	0,743	Valid
Content Marketing	0,736	0,884	0,791	Valid
Email Marketing	0,915	0,959	0,921	Valid
Social Media Marketing	0,764	0,864	0,680	Valid
Website	0,805	0,911	0,836	Valid

Source: SmartPLS, 2022

According to past experts Fornell and Larcker, the composite reliability index is recognized to be accurate; the number that indicates that it has passed the composite reliability is the acceptance value = 0,7. The results are shown in Table 6 above, and the composite dependability index is deemed valid for all variable indicators. With an acceptance value equal to or greater than the value of 0,5, the AVE evaluation is deemed acceptable (Ahidin et al., 2019).

From Table 7 in data discrimination validity its lowest value being 0,799 and the highest being 0,914, the data from Table 6 demonstrate that the AVE number, which was highlighted in bold above, indicates a value > 0,7 for each variable. With the value of each variable passing a value of higher than 0,7, the final conclusion is therefore confirmed and has passed the discriminant validity test.

**Table 7. Data Discriminant Validity**

	<b>Advertising</b>	<b>Brand Awareness</b>	<b>Content Marketing</b>	<b>Email Marketing</b>	<b>Social Media Marketing</b>	<b>Website</b>
Advertising	<b>0,799</b>					
Brand Awareness	0,608	<b>0,862</b>				
Content Marketing	0,565	0,481	<b>0,890</b>			
Email Marketing	0,240	0,211	0,207	<b>0,960</b>		
Social Media Marketing	0,625	0,479	0,625	0,155	<b>0,824</b>	
Website	0,402	0,413	0,376	0,461	0,429	<b>0,914</b>

Source: SmartPLS, 2022

As shown in table 8 below, the letters A, BA, CM, EM, SMM, and W stand for advertising variables, brand awareness, content marketing, email marketing, social media marketing, and websites, respectively. When assessing the study's indicators,

it was discovered that some brand awareness indicators did not fulfill the evaluation criterion, specifically  $> 0,6$ . As a result, the third BA3 brand awareness indicator was eliminated and was not kept in the hypothesis testing stage.

**Table 8. Outer Loadings Test Results**

	Advertising	Brand Awareness	Content Marketing	Email Marketing	Social Media Marketing	Website
A1	0,811					
A2	0,755					
A3	0,830					
BA1		0,828				
BA2		0,895				
CM1			0,887			
CM2			0,892			
EM1				0,958		
EM2				0,962		
SMM1					0,868	
SMM2					0,812	
SMM3					0,791	
W1						0,925
W2						0,903

Source: SmartPLS, 2022

According to the results of the acceptance coefficient test results listed in Table 9, the adjusted R square value explains the brand awareness variable in a weak manner because the results of the adjusted R square values of 0,75, 0,50, and 0,25 indicate a strong, moderate, and weak model, respectively.

**Table 9. Coefficient of Determination Test Results**

	Adjusted R Square	Description
Brand Awareness	0,411	Weak

Source: SmartPLS, 2022

Additionally, using the SmartPLS application, the results of the creation of previously established hypotheses can be analyzed using the inner model test to determine the significant outcomes of the prior hypothesis testing. According to the information presented for each variable in Table 10 and as further described and clarified below:

**Table 10. Inner Model Test Results**

	Sample Mean (M)	P Values	Description
Advertising -> Brand Awareness	0,434	0,000	Significantly positive
Content Marketing -> Brand Awareness	0,133	0,064	Not significant
Email Marketing -> Brand Awareness	-0,000	0,937	Not significant
Social Media Marketing -> Brand Awareness	0,059	0,477	Not significant
Website -> Brand Awareness	0,160	0,030	Significantly positive

Source: SmartPLS, 2022

## Discussion

According to the results  $H_1$  there is a significant positive influence between the two advertising and brand awareness variables and the results are proven positive, it is explained that it has a positive significant influence between the two variables, advertising which thinks and understands the customer's needs will at the end of the day attracts imaginative, interest and awareness. The results of this significant influence have succeeded in proving and strengthening previous research, such as according to Maria *et al.*, (2020) there is a significant positive influence between advertising and brand awareness which is then also followed by research from Alamsyah *et al.*, (2021) which result a significant correlation on the same two variables, so that with the existence of proof of a significant relationship it can show the influence between the two variables is increasingly significant (Mac-ozigbo & Ogohi, 2021). Test results are different from previous studies which showed no significant results, according to Vasudevan & Senthilkumar (2017) in previous research.

$H_2$  is rejected and not accepted because there is a positive significant association between social media marketing and brand awareness. With that the result of which between the two variables of social media marketing and brand awareness has no significant impact is mainly caused by the insignificant help a real picture like a short video (message and impression) does in practice. Previous research from Maria *et al* (2020) and Makrides et al (2020) has also created results that counter to several prior studies that claimed there were significant positive results.

$H_3$  content marketing with brand awareness is rejected which means that there is no substantial interaction between the two latent variables as a result of the two variables. With that, the two-way communication or ease of sharing information through content marketing within platform(s) aren't the main thing people pay attention to or is aware of. The findings of these tests run counter to several earlier studies that have been established, including research from Putri (2021) and

Renwarin (2021), both of which agree that content marketing that is simple to understand makes it easier to increase brand awareness and produces a significant positive effect between the two variables. Both of these studies claim that content marketing plays a role in increasing consumer engagement through digital media.

H<sub>4</sub> is a rejected hypothesis, demonstrating that there is no statistically significant relationship between brand awareness and email marketing. Many has agreed the information given through E-mail marketing are read through or used to identify brands. Thus, prior research by Krishnaprabha & Tarunika (2020) which claimed that the correlation between the two variables through regression analysis was inconsistent with the findings of this study's testing, as well as research by (Makrides *et al.*, 2020) which strengthens the positive significant effect between the two prior variables, which are in conflict with the research findings.

H<sub>5</sub> supports a substantial positive relationship between the website and brand awareness. The information provided within websites are basic information required to know the identity of brands, which brings ease in understanding the brand. With that website brings a significant positive relationship towards brand awareness but these findings contradict those of Vasudevan & Senthilkumar (2017), who claimed that the website had no impact on brand awareness. However, the findings of this study were able to support earlier research that claimed a considerable beneficial effect (Putri, 2021)

H<sub>6</sub> is disproved since there is no significant relationship between gender-mediated social media marketing factors and brand awareness and H<sub>7</sub> was rejected as no significant relationship between gender-mediated content marketing factors and brand awareness. The role of gender doesn't impact on brand awareness either due to social media marketing or content marketing, which means preference differentiation was not detected with the involvement of gender as a mediation factor.

A larger connection can be shown in the direct relationship between social media marketing factors and brand awareness than in the indirect relationship. Makrides *et al.*, (2020) asserted that there was a mediating effect of age and sex differences, which is in conflict with these findings.

Gender had no discernible impact on the relationship between brand awareness and content marketing variables. This is consistent with earlier research conducted during the last five years that included gender as a research media variable. The mediating role of gender had no discernible impact, according to Krishnaprabha & Tarunika (2020), who tested this.

## Conclusion

Brand awareness and advertising are significantly positively correlated, according to the research. The results of this significant influence have succeeded in proving and strengthening prior research. Some findings go counter to several other

research that claimed there were notable favorable findings. Based on the results of the study, it was concluded that there was no significant benefit from the relationship between brand awareness and various forms of content marketing. Based on the study's test results, the relationship between the website variable and brand awareness is further strengthened as being positively significant.

The indirect association between social media marketing and content marketing and brand awareness among digital media users was not successfully mediated by gender, and it did not have a statistically significant effect on the variables.

Recommendation For businesses to be able to utilize advertising and websites to their fullest potential in order to raise brand recognition within the context of Riau Island. Advertising may be used as a tool to monitor consumer behavior, thus it is clear that advertising has close support in marketing performance when it comes to increasing brand awareness. This is one of the reasons why advertising influences brand awareness

As there aren't many studies on this topic in Indonesia, particularly the Riau Islands, there is room for more research into brand awareness with additional variables in the Riau Islands context. The research's reach can be widened to include additional Indonesian provinces, going beyond the purview of the Riau Island region's researchers. Given the low number of studies in the previous five years employing gender or other demographic factors, the gender mediation variable, which is a demographic, is highly fascinating to examine further. The majority of respondents in this study were between the ages of 18 and 25, it is possible to target respondents over the age of 25 when choosing a sample, particularly those between the ages of 41 and 50 who have received the least amount of research. This will enable more accurate results to be seen from an age perspective.

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