



The Impact of Social Media Marketing and Brand Awareness on Purchase Intention Mediated by Brand Trust

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Abstract

In the era of digital transformation, the use of cosmetic products serves not only as a means of personal care and beauty enhancement but also as a form of self-expression and lifestyle. The increasingly dynamic development of the beauty industry has encouraged businesses to optimize digital marketing strategies to enhance consumer appeal and engagement. One widely adopted approach is social media marketing, which facilitates information delivery, product demonstrations, and direct interaction with audiences, thereby providing deeper consumer understanding prior to making purchasing decisions. This study aims to examine the influence of Social Media Marketing and Brand Awareness on Purchase Intention, with Brand Trust serving as a mediating variable, among consumers of product "X" in the DKI Jakarta area. The study involved 210 respondents who have social media accounts, are familiar with product "X", and have never purchased or used the product. Data were collected through an online questionnaire using a non-probability sampling method with a purposive sampling technique. The data were analyzed using Structural Equation Modeling (SEM) with the assistance of SmartPLS version 4.1.1.6. The results indicate that Social Media Marketing and Brand Awareness have positive and significant effects on Purchase Intention, both directly and indirectly through Brand Trust as a mediating variable. Additionally, Brand Trust was found to have a positive and significant influence on Purchase Intention. These findings suggest that enhancing digital marketing strategies and brand awareness can strengthen consumer trust and effectively encourage purchase intention toward cosmetic products.

Keywords: Social Media Marketing; Brand Awareness; Brand Trust; Purchase Intention

Introduction

The beauty industry in Indonesia has experienced significant growth in recent years, in line with the rising public interest in cosmetic and personal care products. This growth is driven by lifestyle changes, increased awareness of physical appearance, and the intensifying influence of digital media in shaping consumption behavior. Competition among local brands has also become increasingly dynamic,

marked by the emergence of new brands offering formula innovations, unique marketing positioning, and competitive pricing strategies. These conditions position the cosmetics industry as one of the largest and most rapidly developing sectors in Indonesia's contemporary business landscape.

Among local cosmetic products, product "X" has demonstrated notable development within the industry. Since its introduction, product "X" has cultivated a professional brand image through digital marketing efforts, premium market segmentation, and communication strategies emphasizing freedom of expression in cosmetic use. Although the brand has established a relatively strong equity position, usage data indicate that product "X" has not yet attained market leadership within the local cosmetics category. Databoks (2022) reports that usage of local cosmetics remains dominated by several other brands, placing product "X" in a mid-tier position. Furthermore, Compas (2023) highlights fluctuations in the market share of several product "X" variants over time, suggesting challenges in maintaining consumer preference amid intensifying competition among local brands. On the other hand, a Katadata (2022) survey showing that 54% of Indonesian consumers prefer local cosmetic products reflects substantial market potential for local brands, including product "X".

Product "X" works to strengthen its market position by using digital marketing on social media platforms like Instagram and TikTok. These platforms are used for education, promotion, engagement, and real-time product demonstrations. This approach is relevant because social media has become one of the key factors influencing cosmetic purchase decisions, especially among younger consumers (Rachmanu et al., 2024). Previous studies show that social media marketing can increase purchase intention through interactive content, testimonials, influencers, and live shopping features (Zeqiri et al., 2024). However, other studies find that the impact is not always significant, especially when the marketing content is irrelevant, unappealing, or not aligned with consumer expectations (Azizah et al., 2020; Lim & Kesumahati, 2022). These mixed findings show that there is a research gap that needs further investigation for local cosmetic brands.

In addition to digital marketing, brand awareness also plays an important role in shaping consumer preferences and purchase decisions. Consumers tend to choose brands that are familiar and associated with positive memories (Anwar & Padmantyo, 2023). Several studies have found that brand awareness significantly influences purchase intention (Ying et al., 2025), particularly among consumers who are active social media users. However, other research argues that high brand awareness does not necessarily increase purchase intention when perceived quality, value, or brand image fails to align with consumer needs (Laurence & Keni, 2024). These divergent findings indicate that brand awareness warrants further examination within the context of local cosmetics.

Furthermore, brand trust is a crucial factor in the cosmetics industry, as products applied to the body require assurances of safety, quality, and brand credibility. Several studies suggest that brand trust can enhance purchase intention and mediate the relationship between digital marketing and purchase decisions (Harvina et al., 2022; Sari & Rodhiah, 2020). Nevertheless, some studies reveal that brand trust does not always serve as a determining factor in purchase intention, particularly among consumers who are more reactive to price promotions, influencer popularity, or emerging cosmetic trends (Falah et al., 2022; Safitri & Albari, 2024). These differences underscore the need for further research to develop a more comprehensive understanding of the variables influencing purchase intention, especially within the local cosmetics sector.

Based on this discussion, the present study aims to analyze the influence of Social Media Marketing and Brand Awareness on Purchase Intention, with Brand Trust as a mediating variable, among users of product "X" in the DKI Jakarta area. This research is expected to contribute theoretically to the

development of digital marketing and consumer behavior literature and to offer practical implications for enhancing marketing strategies among local cosmetic brands to improve competitiveness and encourage consumer purchase intention.

Literature Review

Social Media Marketing and Purchase Intention

A study by Armawan et al. (2023) revealed that intensive social media marketing activities enhance consumers' purchase intention by increasing brand exposure, brand image, and brand trust. Similarly, Carissa and Rodhiah (2025) confirmed the positive and significant effect of social media marketing on purchase intention. Li et al. (2020) further emphasized that social media strategies transform consumer interactions into strategic tools for achieving marketing objectives. Collectively, these findings indicate a strong relationship between social media marketing and purchase intention, suggesting that consistent and effective use of platforms such as Instagram and TikTok can substantially stimulate consumers' purchasing behavior toward product "X. The following hypotheses are proposed:

H_1 : Social Media Marketing has a positive and significant influence on Purchase Intention for product "X" in DKI Jakarta.

Social Media Marketing and Brand Trust

Recent studies highlight that social media marketing activities can enhance brand trust, as interactions and communication through digital platforms such as Instagram foster consumer confidence in a brand (Armawan et al., 2023). Similarly, Faronsyah and Hidayah (2025) emphasize that content on Instagram and TikTok deepens consumers' knowledge of a brand and strengthens their belief that the brand can meet their needs. Supporting these findings, Harvina et al. (2022) demonstrate that social media marketing has a significant impact on brand trust, indicating that the more intensively social media strategies are implemented, the stronger consumers' trust in the brand becomes. Based on this foundation, the following hypothesis is proposed:

H_2 : Social Media Marketing has a positive and significant influence on Brand Trust for product "X" in DKI Jakarta.

Brand Awareness and Purchase Intention

According to Alhamdina and Hartono (2023), higher brand awareness increases consumers' purchase intention by strengthening brand trust. Consumers who are more familiar with a brand tend to exhibit stronger preferences and are more likely to make a purchase compared to those who are less familiar (Dabbous & Barakat, 2020). Brand awareness may also enhance customer loyalty through positive experiences that encourage repeat purchases (Poulis et al., 2023). When consumers possess high brand awareness, they are able to make purchase decisions more easily, ultimately exerting a positive effect on their purchase intention (Hakim & Keni, 2024). Based on this foundation, the following hypothesis is proposed:

H_3 : Brand Awareness has a positive and significant influence on Purchase Intention for product "X" in DKI Jakarta.

Brand Awareness and Brand Trust

Brand trust reflects consumers' willingness to rely on a brand's ability to deliver on its promises (Chaudhuri & Holbrook, 2001). Higher brand awareness enhances this trust, as consumers who are familiar with a brand tend to assess its quality and reliability with greater confidence (Alhamdina &

Hartono, 2023). Putriana and Abdurrahman (2024) further support this notion, demonstrating that as brand awareness increases, brand trust also rises, particularly for local skincare products. Based on this foundation, the following hypothesis is proposed:

H₄: Brand Awareness has a positive and significant influence on Brand Trust for product “X” in DKI Jakarta.

Social Media Marketing and Purchase Intention through Brand Trust

Research indicates that social media marketing helps build brand trust, which subsequently enhances consumers’ purchase intentions. Sanny et al. (2020) found that social media marketing increases brand trust in men’s skincare products and encourages purchase intention. Faronsyah and Hidayah (2025) also demonstrated the positive effect of social media marketing on brand trust in the service sector. Angelina and Rodhiah (2025) reported that brand trust, together with social media marketing and brand awareness, exerts a strong influence on purchase intention. Armawan et al. (2023) further noted that social media marketing affects brand trust, which mediates its impact on purchase intention in the context of small and medium enterprises. Based on these findings, the following hypothesis is proposed:

H₅: Brand Trust mediates the significant influence between Social Media Marketing and Purchase Intention for product “X” in DKI Jakarta.

Brand Awareness and Purchase Intention through Brand Trust

Brand awareness not only helps consumers recognize a product but also contributes to building brand trust, which reflects their confidence in the brand. Alhamdina and Hartono (2023) found that brand awareness positively and significantly influences brand trust, which subsequently mediates the relationship between awareness and purchase intention. When consumers are familiar with a brand, their level of trust increases, leading to stronger purchase intentions. This finding is consistent with Putriana and Abdurrahman (2024), who reported that brand awareness can influence purchase intention both directly and indirectly through brand trust. Similarly, Alhamdina and Hartono (2023) highlight that brand trust mediates the effect of brand awareness on consumer decision-making, particularly in the context of local skincare and cosmetic brands. Based on this foundation, the following hypotheses are proposed:

H₆: Brand Trust mediates the significant influence between Brand Awareness and Purchase Intention for product “X” in DKI Jakarta.

Brand Trust and Purchase Intention

Furthermore, it is emphasized that brand trust reduces uncertainty in online purchasing, ensuring that consumers feel secure when making purchase decisions (Monfort et al., 2021). According to Ying et al. (2025), brand trust reflects consumers’ confidence in a brand based on experience, honesty, and product safety. Harvina et al. (2022) found that brand trust has a positive and significant effect on purchase intention in the context of Something skincare products in Surabaya. Collectively, these findings indicate that brand trust plays a central role in shaping consumers’ purchase intentions. Based on this foundation, the following hypotheses are proposed:

H₇: Brand Trust has a positive and significant influence on Purchase Intention for product “X” in DKI Jakarta.

Based on the previous explanation, Figure 1 below shows the research model.

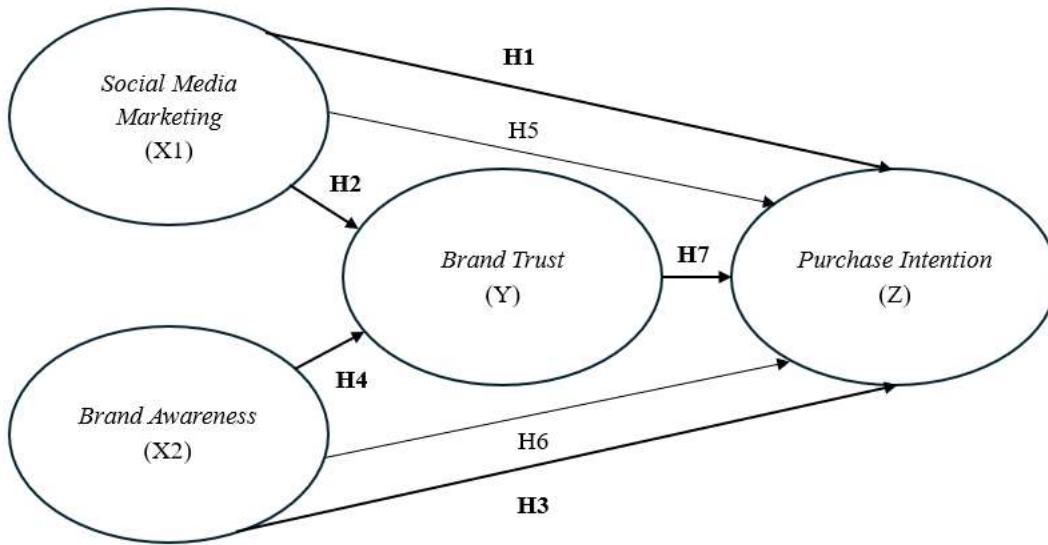


Figure 1. Research Model

Research Methods

The population of this study consists of all active cosmetic users in DKI Jakarta. This research employed a purposive sampling technique, in which sample units were selected based on specific considerations and conditions deemed appropriate and representative of the research problem. A total of 210 respondents were included in the sample. Data collection was conducted using an online questionnaire. The questionnaire was distributed digitally to social media users who were aware of the presence of the local cosmetic brand X and resided in Jakarta. It was disseminated through social media platforms via direct messages on Instagram, Line, and WhatsApp, using Google Forms as the online survey platform. This study examined the following variables: social media marketing, measured using eight statement items; brand awareness, measured using six statement items; brand trust, measured using six statement items; and purchase intention, measured using four statement items. The data were processed using PLS-SEM software, which involved two types of analyses, namely the outer model and the inner model.

Results and Discussion

Outer Model

Outer model testing consists of validity testing in two ways, namely convergent validity (AVE) and discriminant validity (Fornell Larcker) and reliability testing (Composite Reliability).

a. Convergent Validity

Tabel 1. Convergent Validity

	Average Variance Extracted
Social Media Marketing	0.623
Brand Awareness	0.627
Brand Trust	0.655
Purchase Intention	0.712

Based on the Average Variance Extracted (AVE) results, it is known that each variable has an Average Variance Extracted (AVE) value of more than 0.50 (>0.50). So that it meets the convergent validity criteria as seen from the Average Variance Extracted value.

b. Discriminant Validity

Table 2. Discriminant Validity

	Brand Awareness	Brand Trust	Purchase Intention	Social Media Marketing
Brand Awareness	0.792			
Brand Trust	0.611	0.809		
Purchase Intention	0.661	0.655	0.844	
Social Media Marketing	0.588	0.588	0.672	0.789

Based on the Fornell-Larcker test contained in Table 2, the AVE value of each latent construct is greater than the square value of the construct with other latent constructs. Thus, all indicators of each variable are acceptable.

c. Composite Reliability Test

Table 3. Composite Reliability

	Composite Reliability
Social Media Marketing	0.910
Brand Awareness	0.919
Brand Trust	0.908
Purchase Intention	0.930

The composite reliability value of each variable in this study is greater than 0.7, based on the reliability test results presented in Table 3. Reliability test results that are greater than 0.7 indicate that the study meets the reliability test criteria.

Inner Model

a. Coefficient of Determination Test

Table 4. Coefficient of Determination

	R^2
Brand Trust	0.453
Purchase Intention	0.602

Based on the R^2 analysis presented in Table 4, the R-Square value for the Purchase Intention variable is 0.602. This indicates that Social Media Marketing and Brand Awareness collectively explain 60.2% of the variance in Purchase Intention, while the remaining 39.8% is influenced by other variables not examined in this study.

Meanwhile, the R-Square value for the Brand Trust variable is 0.453, indicating that Social Media Marketing and Brand Awareness explain 45.3% of the variance in Brand Trust. The remaining 54.7% is attributed to other factors beyond the scope of this research.

Hypothesis Testing

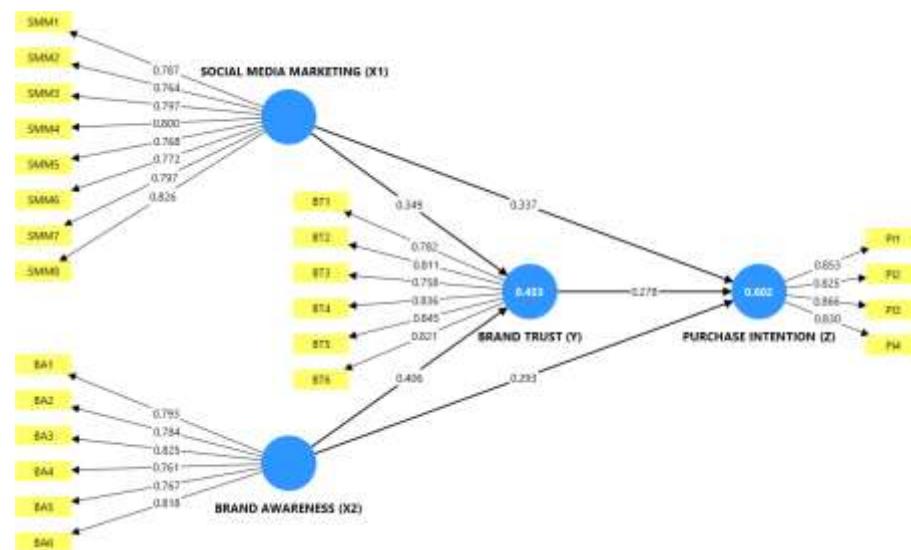


Figure 2. Bootstrapping Results

The following are the results of the bootstrapping that has been carried out by the author.

Table 5. Hypothesis Testing

Hypothesis	Hypothesis Statement	Path Coefficient Value	P Value
H_1	Social Media Marketing \rightarrow Purchase Intention	0.337	0.000
H_2	Social Media Marketing \rightarrow Brand Trust	0.349	0.000
H_3	Brand Awareness \rightarrow Purchase Intention	0.293	0.000
H_4	Brand Awareness \rightarrow Brand Trust	0.406	0.000
H_5	Brand Trust \rightarrow Purchase Intention	0.278	0.000

Based on the test results above, it is clear that all hypotheses are accepted because the p value is smaller than 0.05 (0.05) and the path coefficient value is above 0.

b. Mediation Hypothesis Testing

Table 6. Hypothesis Testing

Hypothesis	Hypothesis Statement	Path Coefficient Value	P Value	Mediation Analysis
H ₆	Social Media Marketing → Brand Trust → Purchase Intention	0.337	0.000	Partial mediation
H ₇	Brand Awareness → Brand Trust → Purchase Intention	0.293	0.000	Partial mediation

Based on the test results above, it is clear that all hypotheses are accepted because the p value is smaller than 0.05 (0.05) and the path coefficient value is above 0.

Discussion

The results of the first hypothesis test (H1) indicate that social media marketing has a positive and significant effect on purchase intention, as evidenced by a p-value of 0.000. This finding confirms that effective digital marketing activities play an essential role in stimulating consumers' willingness to purchase products from cosmetic brand M. Through social media platforms, product "X" is able to deliver product demonstrations, educational content, and trend-based promotional videos that reduce consumer uncertainty and enhance perceived product value. For example, short tutorial videos demonstrating how to apply foundation or lip cream help potential buyers visualize product performance, thereby increasing their confidence in considering a purchase.

Although several previous studies (e.g., Azizah et al., 2020; Lim & Kesumahati, 2022) report that social media marketing does not significantly influence purchase intention, such inconsistencies may arise from differences in platform utilization, content quality, or levels of consumer engagement. In contrast, this study is consistent with Zeqiri et al. (2024), who emphasize that modern social media formats such as Reels, TikTok videos, and influencer collaborations have enhanced the speed and effectiveness of influencing consumer interest.

The second hypothesis (H2) is also supported, showing that social media marketing significantly increases brand trust, with a p-value of 0.000. Digital engagement—such as responding to consumer inquiries, sharing honest before-after reviews, and providing information about product ingredients—helps reduce consumer skepticism. For instance, when product "X" social media posts include dermatologist-approved claims or step-by-step usage tutorials, consumers perceive the brand as trustworthy and professional. These results align with Harvina et al. (2022) and Armawan et al. (2023), who assert that authentic online interactions foster trust by strengthening brand credibility and reducing the psychological distance between brands and consumers.

The third hypothesis (H3) is accepted, confirming that brand awareness has a positive and significant effect on purchase intention, with a p-value of 0.000. This indicates that consumers who are familiar with product "X", its product category, brand image, and marketplace presence are more likely to consider purchasing its cosmetic products. Brand awareness enables consumers to recall the brand

more easily when searching for specific product types. For example, when someone is looking for a long-lasting matte lip cream, familiarity with product “X” lineup may influence preferences over less recognizable alternatives. This finding is supported by Anwar & Padmantyo (2023) and Ying et al. (2025), who note that strong brand awareness reduces consumer hesitation and enhances perceived product reliability. In the beauty industry, where product safety, shade suitability, and ingredient quality are crucial, brand awareness provides assurance that supports consumer decision-making.

The fourth hypothesis (H4) shows that brand awareness significantly affects brand trust, as indicated by a p-value of 0.000. This suggests that consumers’ familiarity with cosmetic brand X—including its marketing consistency, product history, and reputation—directly contributes to trust formation. Widely recognized brands are often perceived as more credible and dependable. For brand X, its strong presence in retail outlets and online platforms enhances perceived legitimacy. This result is consistent with Putriana & Abdurrahman (2024), who state that the more familiar consumers are with a brand, the more likely they are to trust its claims and product quality. For example, repeated exposure to campaigns, influencer reviews, and positive customer testimonials reinforces the belief that product “X” meets industry standards and delivers consistent value.

The fifth hypothesis (H5) is supported, indicating that brand trust partially mediates the relationship between social media marketing and purchase intention. The p-value of 0.000 and substantial path coefficients suggest that social media content influences consumer interest both directly and indirectly through enhanced trust. In practice, consumers may initially be attracted to appealing posts, but it is trust—built through transparency, consistent messaging, and credible demonstrations—that ultimately drives purchase decisions. For instance, when product “X” uploads videos showcasing the longevity of its foundation in real-life conditions (such as sweating, exposure to water, or long wear), consumers are more likely to trust the demonstration, thereby increasing their purchase intention. This finding supports Harvina et al. (2022), who argue that trust functions as a psychological mechanism that transforms marketing exposure into behavioral intention.

The sixth hypothesis (H6) shows that brand trust partially mediates the relationship between brand awareness and purchase intention, with a p-value of 0.000. This indicates that brand awareness alone does not fully drive purchase intention; rather, awareness must be accompanied by trust to convince consumers to choose product “X”. Even if consumers recognize the logo, product line, or visual identity of product “X”, purchase intention increases significantly when they trust its reputation, product consistency, and safety standards. For example, awareness that product “X” is widely available in reputable cosmetic stores can enhance consumer trust, making them more likely to purchase its products. This finding is consistent with Ling et al. (2023), who emphasize that trust transforms brand familiarity into concrete purchasing decisions.

The final hypothesis (H7) confirms that brand trust has a positive and significant effect on purchase intention, with a p-value of 0.000. This indicates that trust is a central factor in consumer behavior in the cosmetic market, where perceptions of product safety and credibility are highly important. Consumers who trust product “X” feel more assured that the product delivers its promised benefits, such as longevity, pigmentation, or skin safety. This finding aligns with Sanny et al. (2020) and Armawan et al. (2023), who highlight trust as a primary determinant of purchase intention. For example, consumers satisfied with the quality and performance of product “X” foundation are more likely to repurchase or explore other product categories offered by the brand.

Conclusion

The results of this study indicate that social media marketing and brand awareness play essential roles in shaping consumer behavior toward local cosmetic product “X” in DKI Jakarta. Social media

marketing has a significant direct effect on both purchase intention and brand trust, demonstrating that effective digital communication not only captures consumer interest but also enhances their confidence in product “X”. Similarly, brand awareness significantly influences purchase intention and brand trust, suggesting that consumers who are familiar with the presence, image, and product lines of product “X” are more likely to trust the brand and consider purchasing its products. The study further confirms that brand trust partially mediates the relationships between social media marketing and purchase intention, as well as between brand awareness and purchase intention. This demonstrates that while marketing exposure and familiarity can generate interest, trust acts as the key psychological mechanism that transforms these influences into actual purchase intention. Additionally, brand trust shows a strong direct effect on purchase intention, underscoring its central importance in consumer decision-making within the cosmetic market.

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