

*Research Article*

## The Influence of Personal Branding and Social Media Marketing on Brand Image with Brand Awareness as an Intervening Variable

Tiara Arayni Akbar<sup>1\*</sup>, Siti Nurjanah<sup>2</sup>

<sup>1,2</sup> Management, Faculty of Business and Communication, Kalbis Institute of Technology and Business, Jakarta

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### Abstract

Every business actor must decide the correct approach to survive in a competitive market. This study examined Erika Richardo's personal branding and social media marketing on By Painters brand image, using brand awareness as an intervening variable. Quantitative research uses non-probability sampling with purposive sampling in this study. The data collection approach consists of sending surveys to 100 Instagram followers of "By Painters. The hypothesis testing shows that personal branding does not affect brand awareness. Social media marketing affects brand awareness significantly. Personal branding and social media marketing also affect brand image. Brand image is also affected by brand awareness. Managerial implications highlight the need for painters and their managers to proactively invest in personal branding efforts and harness the power of social media for marketing. By doing this, they can not only increase brand awareness but also establish a positive brand image that resonates with the target audience. Continuous monitoring of brand awareness and consistent efforts to engage with the community are essential elements for maintaining and increasing brand presence in the competitive art market. This research uses a quantitative approach with primary resources. The sampling technique used was nonprobability sampling via the purposive sampling method.

Keywords: Branding, Brand Awareness, Brand Image, Marketing, Personal Branding, Social Media Marketing.

JEL Classification: M3, M31, M37

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Corresponding author: Tiara Aryani Akbar ([tiaraakbr@gmail.com](mailto:tiaraakbr@gmail.com))



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## 1. Introduction

Social media is an online communication tool that has made a huge impact on society, encouraging companies to expand their marketing practices in social media. In the previous research, traditional marketing media such as televisions, magazines, and radios were currently unstable and ineffective due to the change in the market brought about by the internet (Opreana & Vinerean, 2015). Moreover, product recommendations from social media influencers received a higher trust rate compared to products recommended by families or friends, resulting in 40% of consumers purchasing the products used by social media influencers (Sekhon et al., 2016).

Social media influencers were individuals who actively used their social media accounts and were often involved in a certain topic, as well as providing new information (Loeper et al., 2014). Social media influencers often use products according to their lifestyle and share the reviews on their social media accounts. As stated by (Munukka et al., 2016), an influencer could evaluate a product that consumers would admire, encouraging them to purchase it. Furthermore, they provided the latest information and were able to influence consumers' attitudes and behaviors (Liu et al., 2015).

Given the growing popularity of social media influencer marketing in Indonesia, a number of analysts predicted that the number of social media influencers will rise over time. Up until 2018, Indonesian businesses had been spending 20–30% more on marketing to social media influencers than the previous year.

In relation to the creative economy, by using social media as a means of promotion, entrepreneurs make it easier for consumers to interact directly from any location (Kristiando, 2023). This opinion is one of the positive impacts that social media can offer to creative economy business users in developing their businesses and improving competitive advantage among their competitors. One of the advantages of using social media is that entrepreneurs may need more space or buildings to sell their products because everything can be done online via social media. By using social media, entrepreneurs can reduce operational costs and make it easier to interact between business actors and consumers from various corners. This phenomenon can be seen from the current competitive conditions that occur in cosmetic products (Ahmad et al., 2019).

The diversity of cosmetic products currently available encourages consumers to identify when making purchasing decisions. It is important to pay attention to purchasing decisions made by someone before purchasing because they influence them. There are many considerations for a product or service, so each company creates products that consumers need. Purchasing decisions usually go through a process such as getting recommendations or evaluating two or more products to buy. Purchasing decisions are important for companies, where a company must be able to attract consumers to decide on purchasing products or services. (Ilmiyah, K., & Krishernawan, I. 2020).

Social media influencers could also act as the third party that recommends and describes the products through social media content, which could influence the consumers' opinions, behaviors, and attitudes toward a product (Uzunoglu & Klip, 2014). Consumers who searched for information about the product were frequently taught by social media influencers as trustworthy sources of information (Wang et al., 2012). Consumers also often receive more messages about the product from social media influencers than from companies (De Veirman et al., 2017). Stated that social media influencers influenced the perceptions of consumers towards the product. It was also in accordance with research by (Ateke, 2013), stating that the higher the perception, the higher the product's brand images used by influencers as well.

Furthermore, (Godey et al., 2016) stated that the marketing practice through social media influencers would result in a positive connection with the brand image, as the information shared through social media was more effective in affecting the behaviors and purchase intention of consumers (Labrecque et al., 2013). Instagram, Facebook, Twitter, and YouTube are social media that are in the dimensions of high user and high accessibility and can be said to be mainstream social media that most people widely use and have a variety of users ranging from teenagers to adults and provides the latest features but is still attractive to all. These four social media are marketing tools that are commonly used because they represent the largest social media platforms currently. Of the four social media in the mainstream social media classification, Instagram is one of the most preferred platforms, which is superior to other social media platforms.

Social media is digital technology in the form of an online communication platform that allows individuals to present themselves and engage in interaction, collaboration, sharing and contacting other users, thereby building virtual social connections. The use of social media as a medium for building branding was carried out by Erika Richardo (@erikarichardo). Erika Richardo created her branding as "Erika the Painter" with her content of paintings in various unusual media. In line with the personal branding she has built, Erika Richardo has a business operating in the field of painting,

namely By Painters. By Painters is a business operating in the art kit category that sells paint-by-number kits and painting tools. The Instagram application was chosen as the platform for carrying out By Painters' social media marketing strategy. The By Painters Instagram account with the username @by\_painters have a total of 78 thousand followers as of April 2023.

## 2. Literature Review and Hypothesis

### Personal Branding

Personal branding is a process when people use it themselves or their career as a brand. Personal branding is how we market ourselves to others systematically (Ganiem in Wasesa, 2011). A self-identity that can elicit emotional responses from other people which are aimed at forming perceptions and expectations regarding the values and qualities of what a person wants to be seen.

### Social Media Marketing

According to Kotler and Keller (2012), social media is a means for consumers to share text, image, audio, and video information and with companies and vice versa. Meanwhile, social media marketing is a form of marketing that is used to create awareness, recognition, memory, and even action towards a brand, product, business, individual, or group either directly or indirectly using tools from the social web such as blogging, microblogging and social networks (Setiawan, 2016).

### Brand Awareness

A brand is a term, name, symbol, characteristic, design, or a combination of these things, which is intended to identify goods or services from individuals or groups of sellers with the aim of being able to differentiate products from other industries or our industry competitors (Tanama, 2017). Brand equity is a positive differential impact, which shows that knowing a brand name will make consumers or customers respond to products or services. A brand with strong brand equity is a very valuable asset (Susilo, 2015).

### Brand Image

Consumers develop brand images based on brand associations stored in their minds. Consumer memory holds brand associations that convey meaning. Understanding brand image: brand image is a representation of all perceptions of a brand and is built from information and past experiences. Meanwhile, according to, brand image means the image of a product in the minds of mass consumers.

Conceptual Framework of Customer Engagement where involved individuals can provide a better attitude towards the brand and will feel more loyal. Quoted in (Evi Rahmawati, 2015) states that customer involvement is a psychological process that can form a model of the mechanisms underlying brand loyalty. If someone is involved with the brand, the consumer will become loyal. Supported by research that shows that customer engagement has a significant influence on brand loyalty (Muchardie, B.G., Hanindya, N., Gunawan, A., 2016)

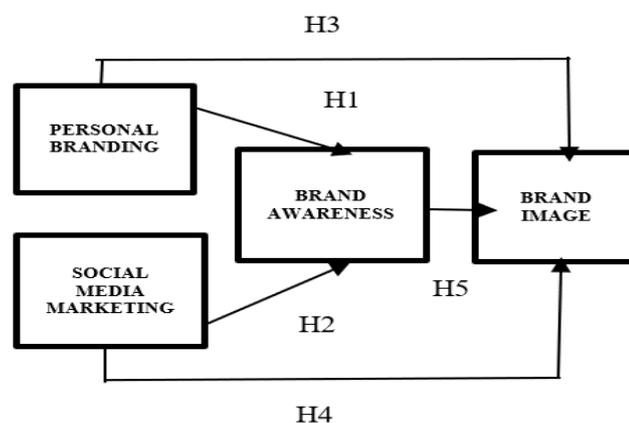


Figure 1. Conceptual Framework

### Hypothesis

- H1: Personal Branding has a significant influence on Brand Awareness  
 H2: Social Media Marketing has a significant influence on Brand Awareness  
 H3: Personal Branding has a significant effect on Brand Image  
 H4: Social Media Marketing has a significant effect on Brand Image  
 H5: Brand Awareness has a significant influence on Brand Image

### 3. Data and Method

This research uses a quantitative approach with primary resources. The sampling technique used was nonprobability sampling via the purposive sampling method. This research uses a quantitative approach with primary resources. The sampling technique used was nonprobability sampling via the purposive sampling method.

The research conceptual model is as follows:

#### Research design

This research design is conclusive research, used when carrying out hypothesis testing and describing relationships in an event. In line with research (Ebrahim, 2019), the research focuses on causal research, which is useful in obtaining evidence regarding causal relationships between variables. Data collection is carried out by a single cross-sectional method by only taking information from one sample of respondents once in one data collection period. The research was carried out in three stages, with an initial stage of pilot testing to get appropriate questions that could be answered by respondents, a pre-test, namely using initial data to see the results of the validity and reliability of the indicators included in the questionnaire and a main test, the main research from the questionnaire that has been tested. The data used in this research uses one type of data, namely primary data. Primary data from the current research was obtained through a survey method by distributing questions compiled into a questionnaire to potential respondents. The questionnaire was distributed online via social media as the main distribution tool, which was distributed directly by the researcher and using Instagram Ads as a supporting tool for distribution and email as an additional distribution tool which was also distributed directly by the researcher. The respondents needed for the current research have several criteria, namely residing in Indonesia, having an age maximum of 35 years old, and having used Instagram social media for at least six months.

### 4. Results

#### Pre-Test Validation Test

Researchers use a significant value of 0.05 or 5% as a general standard metric. The number of respondents used in the pre-test was 30 people. Based on the number of respondents or  $N = 30$ , made  $df = N - 2 = 28$ . So, the value of  $r$  table = 0.361.

**Table 1. Result Pre- Test Validation Test**

Variabel	Pernyataan	Total Pearson Correlation	R Tabel
<i>Personal Branding (X1)</i>	X1_1	0,642	0,361
	X1_2	0,784	0,361
	X1_3	0,513	0,361
	X1_4	0,634	0,361
	X1_5	0,819	0,361
	X1_6	0,826	0,361
<i>Social Media Marketin g (X2)</i>	X2_1	0,724	0,361
	X2_2	0,656	0,361
	X2_3	0,821	0,361
	X2_4	0,781	0,361
	X2_5	0,824	0,361
	X2_6	0,777	0,361

<i>Brand</i>	Z1	0,515	0,361
<i>Awarene</i>	Z2	0,871	0,361
<i>ss (Z)</i>	Z3	0,836	0,361
	Z4	0,781	0,361
	Z5	0,879	0,361
	Z6	0,873	0,361
<i>Brand</i>	Y1	0,817	0,361
<i>Image</i>	Y2	0,865	0,361
<i>(Y)</i>	Y3	0,811	0,361
	Y4	0,873	0,361
	Y5	0,810	0,361
	Y6	0,813	0,361

Source: Researcher processed data, 2023

All statement items are valid and suitable for use in the main test with a Pearson Correlation value > 0.361.

### Pre-Test reliability test

Measures the consistency and stability of respondents in answering the questionnaire. The Cronbach's Alpha value shows a measure of reliability.

**Table 2. Result Pre-Test Reability Test**

Variabel	Cronbach's Alpha	N of Items
<i>Personal Branding (X1)</i>	0,796	6
<i>Social Media Marketing (X2)</i>	0,857	6
<i>Brand Awareness (Z)</i>	0,886	6
<i>Brand Image (Y)</i>	0,907	6

Source: Researcher processed data, 2023

All items related to each variable have been considered reliable, proven by a Cronbach's Alpha value > 0.60.

### The Validity Test of the Main Test

determines the suitability and appropriateness of statements in defining a variable. Data is declared valid if  $r_{table} < r_{count}$ . The main test data validity test was carried out using a significance level of 0.05 or 5%. Based on the number of respondents or  $N = 100$ , made  $df = N - 2 = 98$ . So, the value of  $r_{table} = 0.196$ .

**Table 3 . Result Validity Main Test**

Variabel	Pernyataan	Total Pearson Correlation	R Tabel
<i>Personal Branding (X1)</i>	X1_1	0,600	0,196
	X1_2	0,734	0,196
	X1_3	0,769	0,196
	X1_4	0,680	0,196
	X1_5	0,788	0,196
	X1_6	0,782	0,196

<i>Social</i>	X2_1	0,624	0,196
<i>Media</i>	X2_2	0,619	0,196
<i>Marketing</i> (X2)	X2_3	0,732	0,196
	X2_4	0,693	0,196
	X2_5	0,813	0,196
	X2_6	0,704	0,196
<i>Brand</i>	Z1	0,487	0,196
<i>Awarenes</i> <i>s (Z)</i>	Z2	0,788	0,196
	Z3	0,769	0,196
	Z4	0,750	0,196
	Z5	0,824	0,196
	Z6	0,786	0,196
<i>Brand</i>	Y1	0,762	0,196
<i>Image (Y)</i>	Y2	0,719	0,196
	Y3	0,766	0,196
	Y4	0,822	0,196
	Y5	0,830	0,196
	Y6	0,767	0,196

Source: Researcher processed data, 2023

All statement items are valid and suitable for use in the main test with a Pearson Correlation value  $> 0.196$ .

#### The Main Test Reliability Test

Measures the consistency and stability of respondents in answering the questionnaire. The Cronbach's Alpha value shows a measure of reliability.

**Table 4 . Result Reliability Main Test**

<b>Variabel</b>	<b>Cronbach's Alpha</b>	<b>N of Items</b>
<i>Personal Branding (X1)</i>	0,820	6
<i>Social Media Marketing</i> (X2)	0,788	6
<i>Brand Awareness (Z)</i>	0,835	6
<i>Brand Image (Y)</i>	0,860	6

Source: Researcher processed data, 2023

All items related to each variable have been considered reliable, proven by a Cronbach's Alpha value  $> 0.60$ .

#### The Normality Tests

Determines the distribution of data in research variables. This research uses the Kolmogorov-Smirnov test via a Monte Carlo approach. The significant probability value is  $> 0.05$ , indicating that the data is normally distributed.

**Table 5. Result from the Normality Test**

<b>N</b>	<b>Monte Carlo Sig. (2-tailed)</b>
100	0,380

Source: Researcher processed data, 2023

Data variabel X1 dan X2 terhadap variabel Z berdistribusi normal berdasarkan nilai *Kolmogorov-Smirnov* yang diperoleh menghasilkan tingkat signifikansi  $0,380 > 0,05$ .

### Heteroscedasticity Test

A model shows symptoms of heteroscedasticity if there are unequal variances between variables. The Spearman's rho test method was used in this study to assess heteroscedasticity. A significance value  $> 0.05$  indicates that heteroscedasticity does not occur.

**Table 6. Result in Heteroscedasticity Test**

Variabel	Asymp. Sig. (2-tailed)
Personal	0,783
Branding	
Social Media	0,891
Marketing	

Source: Researcher processed data, 2023

There are no symptoms of heteroscedasticity, indicated by a value of  $0.783 > 5$  and  $0.891 > 0.05$ .

### Multicollinearity Test

Tolerance values  $> 0.10$  and Variance Inflation Factor (VIF)  $< 10$  are used to analyze the similarity between independent variables with VIF values of  $2.627 < 10$  and  $0.381 > 0.10$ . Thus, there is no evidence of multicollinearity in the regression model with VIF values  $< 10$  and tolerance  $> 0.10$ . Thus, there is no evidence of multicollinearity in the regression model.

**Table 7. Result Multicollinearity Test**

Variabel	Collinearity Statistics	
	Tolerance	VIF
Personal	0,381	2,627
Branding		
Social Media	0,381	2,627
Marketing		

Source: Researcher processed data, 2023

Shows a VIF value of  $2.627 < 10$  and  $0.381 > 0.10$ . Thus, there is no evidence of multicollinearity in the regression model.

### The determination test (R<sup>2</sup>)

The determination coefficient measures the percentage of the independent variables of the regression model that can be explained by the dependent variable. When the R square value approaches 1, this indicates that the independent variable accounts for most of the variance in the dependent variable.

**Table 8. Result Determination Test**

<b>Model</b>	<b>Adjusted R Square</b>
1	0,460

Source: Researcher processed data, 2023

Revealing that the coefficient of determination is 0.460. Personal Branding and Social Media Marketing variables contributed an influence of 46%. Other factors that influence the Brand Awareness variable by 54% were not analyzed in this study.

## 5. Discussion

Stating that there were no significant relationships between the influencers towards the purchase intention, but there would be an indirect influence through the attitudes toward behavioral variables. Influencers with firm opinions about their product reviews, along with equal negative and positive reviews, could obtain positive results on consumers' attitudes towards influencers. Based on the indirect effect test, the influencers' social media accounts could influence the purchase decision indirectly through the brand image variable, as analyzed by (Hassan and Jamil, 2014). Their research suggested that influencers could not attract consumers directly to commence purchases, but after watching good reviews from influencers, consumers would relate their perceptions with their brand image, encouraging consumers to purchase the products.

Meanwhile, according to Hariyanti and Wirapraja (2018), social media influencers could increase sales significantly and display a good brand image for consumers. In other words, they acted as intermediaries between companies and consumers to convey the product information to the consumers well. A search conducted by Barreda et al. (2015) showed that word of mouth on social media could improve the company's brand image. In addition, the presence of influencer social media created a two-way communication that encouraged consumers to be indirectly connected with the company (Howard et al., 2014).

In accordance with Octaviani and Kartasasmita (2017), the self-concept did not significantly influence consumption behavior. Another research by Gumulya and Widiastuti (2013) stated that the self-concept only represented 0.6% of the consumers' behaviors. Stated that consumers not only match products with the self-concept in determining a purchase but also match products with the perception of the brand image before having the purchase intention.

## 6. Conclusion

Different inferences could be drawn from the research's findings. Among them was the fact that social media influencers significantly improved both the perception of customers and the brand image of regional cosmetic items. An additional finding indicated that, in contrast to the impact of self-concept, brand image had a noteworthy positive influence on customers' purchase intentions. Furthermore, the findings of the subsequent study indicated that influencers had a considerable positive indirect effect on the brand image variable rather than a significant impact on customers' purchase intentions. The majority of the women in the local cosmetics market were in the 20–30 age range, had higher levels of education, and made less than IDR 2.000000 per month overall.

### Limitations and avenue for future research

Limitations in this research include: This research only uses personal branding and social media marketing variables to measure the influence of brand awareness and brand image. So, there may be other variables that influence the relationship between these variables. Limited research literature and previous research. The research period was carried out in January - May 2023. The researcher proposes further research to explore other variables related to personal branding that have the possibility of influencing brand awareness.

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No potential competing interest was reported by the authors.