

Effects of Content Marketing, Influencer Marketing, and e-WOM on Brand Awareness for Local Fashion Brand Rucas Among TikTok Users Yogyakarta

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Abstract

This research aims to examine and analyze the extent to which content marketing, influencer marketing, and electronic word of mouth (e WOM) contribute to brand awareness for RUCAS, a regional fashion brand that has gained recognition on the TikTok platform. To achieve this objective, the study applies a quantitative approach, using questionnaires as the main instrument for collecting data. The population of this research consists of TikTok users who have encountered RUCAS content and are already familiar with the brand, while the sample was determined through a purposive sampling technique involving 130 respondents. The collected data were then processed using multiple linear regression analysis to test the proposed relationships between variables. The results reveal a consistent pattern, showing that both simultaneously and partially, the three variables of content marketing, influencer marketing, and e WOM have a positive and significant influence on brand awareness. These findings confirm that for a local fashion brand such as RUCAS, strengthening consumer awareness on TikTok depends heavily on the combined and individual contribution of all three marketing strategies, none of which can be overlooked in efforts to build brand visibility within an increasingly competitive digital market.

Keywords: Brand Awareness, Content Marketing, Electronic Word of Mouth (e-WOM), Influencer Marketing.

Introduction

The rapid development of the digital era has driven significant changes in the implementation of marketing strategies. Social media has now become one of the primary tools companies use to reach consumers more effectively and efficiently. Data from We Are Social & Meltwater (2025) shows that there are 143 million active social media users in Indonesia, or about 50.2% of the total population. One platform with a high level of user engagement is TikTok. According to Indonesia TikTok Statistics (2025), TikTok is the app with the highest number of downloads and longest monthly usage duration in Indonesia. The high intensity of TikTok usage makes it a promising platform for companies to build brand exposure and engage with consumers through various digital marketing activities (Khasanah, 2024).

In an increasingly competitive business environment, brand awareness is a critical factor determining a brand's success. A brand is said to have achieved awareness when consumers can successfully identify it and retrieve it from memory in

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connection with a specific product category (Keller & Swaminathan, 2020). Brands with high brand awareness are more likely to be considered and chosen by consumers during the purchase decision-making process (Rosyadi, 2021). This factor is particularly important in the fashion industry, which is heavily influenced by trends, brand image, and consumer engagement.

One local fashion brand that has successfully leveraged digital marketing is RUCAS. The brand has a strong social media presence, with approximately 1.9 million followers on Instagram and 1.9 million followers on TikTok. Interestingly, despite not having any physical stores, RUCAS has managed to generate high sales through digital channels.

Although RUCAS has successfully gained significant exposure through social media and recorded high sales through digital channels, this success does not necessarily reflect a uniform level of brand awareness across all regions in Indonesia. Differences in consumer characteristics, the intensity of social media exposure, and the high level of competition among local fashion brands mean that RUCAS's brand recognition may vary by region, including in the city of Yogyakarta. Based on a preliminary survey conducted by the researcher among 40 respondents in Yogyakarta, 28 respondents (70%) stated they were not familiar with the RUCAS brand, while only 12 respondents (30%) stated they were familiar with it. These findings indicate that RUCAS's brand awareness in Yogyakarta City is still suboptimal, necessitating further research to identify the factors that influence the development of brand awareness for this brand.

In an effort to build brand awareness, companies can leverage various digital marketing strategies, including CM, IM, and EWOM. Content marketing enables companies to convey relevant, engaging, and valuable information to their audience, thereby strengthening their brand image (Muzakki & Andarini, 2024). In addition, IM helps increase brand exposure and credibility through figures who have influence over their audiences (Maharani, 2025). Content shared by influencers can help consumers recognize and remember a brand more easily (Rohmawati & Ahmadi, 2024). On the other hand, e-WOM which emerges through reviews, comments, and consumer experiences on social media also plays a crucial role in shaping consumer perceptions because it is considered more credible than traditional advertising (Jannah & Izaak, 2025). These three strategies are considered to have significant potential for building and strengthening brand awareness in the digital age.

Literature Review

Brand awareness refers to consumers' capacity to identify and remember a particular brand, making it a fundamental element in the development of brand equity (Keller & Swaminathan, 2020). Keller & Swaminathan (2020) further explain that this concept is built upon two core dimensions, namely brand recognition and brand recall. To measure brand awareness in this research, the framework proposed by Mutiarasari & Nurhadi (2025) is adopted, encompassing four indicators: brand recognition, purchase decision, brand recall and consumption.

Content marketing represents a strategic method in marketing that centers on producing and distributing content that is meaningful, relevant, and consistently delivered in order to capture and maintain the interest of a specific audience, ultimately encouraging favorable consumer behavior (Keller & Swaminathan, 2020). What distinguishes content marketing from conventional promotional techniques is its focus on offering informative or entertaining material that fosters a stronger

connection between brand and consumer, rather than pushing direct sales messages. This study measures content marketing using the indicators established by Mutiarasari & Nurhadi (2025), which consist of relevance, accuracy, value, ease of understanding, ease of discovery, and consistency.

Influencer marketing is a marketing technique that capitalizes on individuals who hold sway over social media audiences to communicate information, share recommendations, and express opinions regarding a particular brand or product. As described by Keller & Swaminathan (2020), this approach relies on influential personalities, including celebrities, bloggers, experts, and opinion leaders, to strengthen brand communication and expand its exposure. The indicators used to assess influencer marketing in this study follow those proposed by Qin et al. (2024), namely platform characteristics, influencer content attributes, and influencer personal attributes.

Electronic word of mouth (e-WOM) can be described as a mode of consumer to consumer communication carried out through digital platforms, allowing individuals to generate, distribute, and exchange opinions or information about a brand, product, or service with a wider network of people (Kotler & Armstrong, 2018). As digital media has evolved, the dynamics of marketing communication have shifted as well, with brand related information now originating not only from companies themselves but also from consumers across a variety of online channels (Keller & Swaminathan, 2020). This research measures e-WOM based on indicators developed by Ngo et al. (2024), which include information credibility, information usefulness, attitudes toward information, and information adoption.

Hypothesis

H1. CM, IM, and EWOM, when considered simultaneously, exert a positive and significant influence on brand awareness.

H2. CM exerts a positive and significant influence on brand awareness.

H3. IM exerts a positive and significant influence on brand awareness.

H4. EWOM exerts a positive and significant influence on brand awareness.

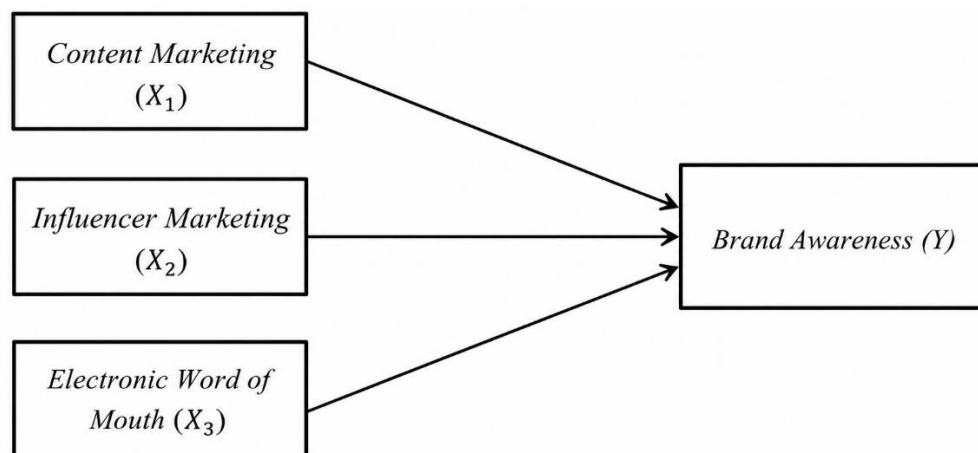


Figure 1. Research Model

Methods

Sampling and Procedures

This study employed a quantitative research design using a survey method. Primary data were collected through an online questionnaire administered via Google Forms. The target population consisted of TikTok users in Yogyakarta who had been exposed to RUCAS content and were familiar with the RUCAS brand. Respondents were selected using purposive sampling based on the following criteria: (1) familiarity with RUCAS as a local fashion brand, (2) prior exposure to RUCAS content on TikTok, (3) having encountered promotional activities conducted by influencers or content creators featuring RUCAS, and (4) having seen comments, reviews, or recommendations about RUCAS on TikTok.

The minimum sample size was determined using the Lemeshow formula with a 95% confidence level and a 10% margin of error, resulting in a minimum requirement of 100 respondents. A total of 130 valid responses were ultimately obtained and included in the analysis.

Measures

Content Marketing was measured using an instrument consisting of 9 items. All items were valid, with a reliability coefficient of 0.776, indicating satisfactory reliability.

Influencer Marketing was measured using an instrument consisting of 5 items. All items were valid, with a reliability coefficient of 0.710, indicating satisfactory reliability.

Electronic Word of Mouth (e-WOM) was measured using an instrument consisting of 5 items. All items were valid, with a reliability coefficient of 0.765, indicating satisfactory reliability.

Brand Awareness was measured using an instrument consisting of 7 items. All items were valid, with a reliability coefficient of 0.817, indicating satisfactory reliability.

Data Analysis

Data were analyzed using multiple linear regression analysis to examine the effects of Content Marketing, Influencer Marketing, and Electronic Word of Mouth (e-WOM) on Brand Awareness. Prior to hypothesis testing, the collected data were screened to ensure completeness and suitability for analysis. Multiple linear regression was then performed to assess both the simultaneous and partial effects of the independent variables on the dependent variable.

Result and Discussion

Result

Table 1 presents the results of the multiple linear regression analysis. The model evaluation indicates that the regression model is statistically significant, with an F value of 30.543 and a significance level of less than 0.001. These findings demonstrate that Content Marketing, Influencer Marketing, and Electronic Word of Mouth (e-WOM), when considered simultaneously, significantly explain variations in

Table 1. Result of Multiple Linear Regression Analysis

Variables	B	Std. Error	Beta	t	Sig.
Constant	0.210	2.699	–	0.078	0.938
Content Marketing (X ₁)	0.298	0.059	0.348	5.035	<0.001
Influencer Marketing (X ₂)	0.298	0.099	0.207	3.022	0.003
Electronic Word of Mouth (X ₃)	0.570	0.096	0.413	5.962	<0.001
F					30.543
Sig. F					<0.001
R Square					0.421

Dependent Variable: Brand Awareness (Y)

Brand Awareness. Furthermore, the coefficient of determination (R^2) is 0.421, indicating that the three independent variables jointly explain 42.1% of the variance in Brand Awareness, while the remaining 57.9% is attributable to other factors not included in the present model.

Hypothesis Testing

The results of the multiple linear regression analysis are presented in Table 1. Simultaneously, Content Marketing, Influencer Marketing, and Electronic Word of Mouth (e-WOM) have a positive and significant effect on Brand Awareness, as indicated by the significant F-test ($F = 30.543$; $p < 0.001$). Therefore, H1 is supported.

Partially, Content Marketing has a positive and significant effect on Brand Awareness ($B = 0.298$, $\beta = 0.348$, $t = 5.035$, $p < 0.001$). Thus, H2 is supported. Influencer Marketing also has a positive and significant effect on Brand Awareness ($B = 0.298$, $\beta = 0.207$, $t = 3.022$, $p = 0.003$). Therefore, H3 is supported. Similarly, Electronic Word of Mouth (e-WOM) positively and significantly influences Brand Awareness ($B = 0.570$, $\beta = 0.413$, $t = 5.962$, $p < 0.001$). Accordingly, H4 is supported.

Among the three independent variables, Electronic Word of Mouth (e-WOM) exhibits the strongest influence on Brand Awareness, as reflected by its highest standardized beta coefficient ($\beta = 0.413$), followed by Content Marketing ($\beta = 0.348$) and Influencer Marketing ($\beta = 0.207$).

Discussion

CM is a marketing approach that focuses on the creation and distribution of valuable, relevant, and consistent material to attract and maintain a target audience (Keller & Swaminathan, 2020). Content that is informative, engaging, and tailored to consumer needs can help improve consumers' ability to recognize and remember a brand. Based on the research findings, the content presented by RUCAS was found to provide information that meets consumer needs, thereby helping to increase brand awareness. These findings are also supported by a study by Mutiarasari & Nurhadi (2025), which shows that content marketing has a significant impact on brand awareness.

IM is a marketing strategy that leverages influential individuals on social media to convey brand messages to a wider audience. Influencers who possess credibility,

popularity, and the ability to convey information persuasively can help increase consumer attention toward a brand and facilitate brand recognition in consumers' minds (Keller & Swaminathan, 2020). Based on the research findings, the use of influencers in promoting RUCAS was found to increase consumer attention and trust in the brand, thereby strengthening brand awareness. These findings are also supported by a study by Aminy & Umam (2025), which found that influencer marketing has a significant effect on brand awareness.

EWOM is a form of consumer-to-consumer communication via digital media that allows individuals to share reviews, comments, experiences, and recommendations regarding a brand or product with a wider audience. Information that is considered credible, useful, and used as a basis for consumer decision-making can help increase recognition of and understanding about a brand (Kotler & Armstrong, 2018). Based on the research findings, the information and experiences shared by social media users regarding RUCAS are considered capable of increasing consumer attention and awareness of the brand. These findings are also supported by a study by Jannah & Izaak (2025), which found that ewom has a significant effect on brand awareness.

Conclusion

An important takeaway from this research is that brand awareness of RUCAS, a fashion brand operating in the local market, does not rest on a single marketing effort but rather emerges from the interplay of several strategies working in concert. Whether analyzed as a combined force or broken down into individual components, CM, IM, and EWOM each show a measurable and statistically meaningful ability to strengthen how consumers perceive and remember the brand. Content marketing, for instance, proves capable of shaping consumer awareness on its own merit, while influencer-driven promotion adds further weight to this effect through the credibility and reach that influencers bring. Consumer-generated conversations circulating online, captured under the concept of electronic word of mouth, round out the picture by showing that peer-to-peer communication carries no less influence than the brand's own marketing initiatives. Taken together, these results position all three strategies as indispensable drivers of brand awareness for RUCAS within the TikTok ecosystem.

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