

Content Marketing Strategy and Brand Image on Purchase Intention of Emina Products

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Abstract

This study aims to analyze the influence of content marketing strategies and brand image on consumers' purchase intention toward Emina cosmetic products. The research is motivated by the rapid growth of the Indonesian cosmetic industry and the increasing role of social media in shaping young consumers' behavior. A quantitative research method was employed by distributing online questionnaires to 100 respondents aged 13–22 years who are Emina product users. The collected data were analyzed to measure the relationship between content marketing strategy, brand image, and purchase intention variables. The findings reveal that content marketing strategies and brand image significantly influence consumers' purchase intention toward Emina products. Attractive, informative, and trend-relevant digital content effectively strengthens Emina's "fun, young, and friendly" brand image. Social media platforms such as TikTok, Instagram, and YouTube play a vital role in building emotional connections between the brand and its consumers. Emina's digital marketing strategy has proven effective in increasing brand awareness, shaping positive perceptions, and encouraging purchase intentions among teenagers and young adults. Therefore, this study emphasizes the importance of digital content marketing strategies and strong brand image development in addressing consumer behavior dynamics in the digital era. The findings are expected to serve as a reference for other local cosmetic companies in designing effective and sustainable marketing strategies.

Keywords : content marketing strategies; brand image; consumer's purchase; social media

INTRODUCTION

The term *cosmetics* originates from the Greek word *kosmetike tekhnē*, meaning "the art of dressing and adornment," derived from *kosmetikos*, which means "skilled in arranging or decorating," and *kosmos*, which refers to "order" and "ornamentation." Generally, the cosmetic industry refers to the activity of producing goods or businesses related to beauty products, including body care, skin care, and hair care, that have obtained an Industrial Business License. The cosmetic industry utilizes techniques such as light scattering and laser diffraction to analyze particle size distribution and stability in emulsions. Early evidence of cosmetic use was found in the tombs of Pharaohs in ancient Egypt, with archaeological traces dating back to both ancient Egyptian and ancient Greek civilizations.

Currently, the cosmetic industry in Indonesia is experiencing rapid growth, reaching 6.3 billion USD in 2021, with a significant contribution of 1.78% to the national GDP in the second quarter of 2022. Consumer lifestyle, particularly among university students, has become a key factor influencing purchasing decisions for beauty products, along with increasing public awareness of the importance of personal care. This indicates that cosmetic usage in Indonesia is highly prevalent. Over time, cosmetics have become a near-primary necessity for women. This situation creates opportunities for the cosmetic industry in Indonesia, leading to the emergence of new products in the market and intensifying competition.

The intense competition between local and international brands requires companies to adopt effective marketing strategies to attract consumer buying interest. Therefore, local cosmetic products have the opportunity to implement creative content marketing strategies, supported by research on the impact of extensive social media usage (Nasution et al., 2024). One of the well-known local brands is Emina. Emina is a cosmetic brand produced by PT. Paragon Technology and Innovation, the largest cosmetic company in Indonesia, established in 1985, and known for

producing five prominent cosmetic brands, including Wardah, MakeOver, and Emina. The Emina brand was first launched in March 2015.

Emina has become one of the skincare products favored by Indonesian women, whether beginners or skincare enthusiasts. Thus, Emina must develop attractive products with appealing concepts, easy portability, and affordable prices across different market segments (Anie Luthfiyani Septiyadi & I Made Bayu Dirgantara, 2021). With the tagline *"Born to Be Loved,"* Emina successfully positioned itself as a pioneer in promoting diverse beauty standards and building a fun and playful brand image. Examples of Emina products include facial wash, sunscreen, loose powder, makeup remover, moisturizer, toner, serum, and sheet masks. Emina products are designed attractively, priced affordably, and formulated specifically for teenagers and young adults aged 13–22 years who are active on social media, enjoy following trends, and are price-conscious.

Content marketing through social media platforms generates consumer purchase interest (Evrianti et al., 2025; Ryndian Gusty et al., 2025a; Wulandari, Mawaddah, et al., 2025). This has contributed to Emina's sales performance, becoming the brand with the highest total sales, reaching 47.5% of sales on Tokopedia and Shopee. As of February 5, 2021, this category achieved sales of IDR 2.1 billion. Considering that this sales figure was achieved within two weeks, the performance is highly significant. Lip cosmetics ranked second with 30.9% of sales, followed by face cosmetics with 13.9%.

Emina's products successfully captured the market's attention because they match the lifestyle of young consumers who prefer practical, safe, affordable, and enjoyable products. The purchasing behavior of teenagers and young adults is influenced by social media trends, influencer recommendations, and creative digital content. Influencer involvement contributes to building long-term consumer trust (Mawaddah et al., 2025; Purba et al., 2025). Therefore, companies must understand consumer behavior patterns to ensure effective marketing strategies (Ginting et al., 2025).

One approach commonly used is content marketing, in which companies produce engaging, educational, and entertaining digital content through platforms such as TikTok, Instagram, Facebook, and Shopee, together with strong brand image building. Research shows that marketing content on social media directly influences brand perception (Wulandari, Azra, et al., 2025), emphasizing the importance of digital marketing strategies, especially on social media platforms.

The existence of social media is expected to benefit marketing activities due to its extensive reach (Cornellia Stella Mahardhika & Rully Arlan Tjahyadi, 2022). Consequently, consumers not only experience the functional benefits of the product but also develop emotional attachment to the brand. For Emina, a cheerful and friendly brand image is key to building positive consumer perceptions.

Content marketing is also important because it increases brand awareness and enhances sales more effectively compared to marketing without content strategies. Although content marketing may require a higher initial investment, it serves as a long-term asset since well-produced content continues to attract consumers over time.

Emina's marketing strategies also include wide distribution through online marketplaces, official stores, and partnerships with resellers across various regions. In addition, brand image plays a significant role, as it reflects consumer perceptions of a product based on both positive and negative associations (Faturuhman et al., 2024). Brand image is related to managing consumer impressions and serves as a strategic approach to improving company reputation amid competition (Lombok & Samadi, 2022).

Brand image reflects consumer perceptions of a brand based on their stored memories and experiences, whether positive or negative (Keller & Swaminathan, 2020). It often influences purchasing decisions because consumers are less likely to doubt brands with strong positive images (Indah Purwaningsih & Mochammad Munir Rachman, 2020). Through appropriate content marketing strategies, strengthening brand image, and expanding distribution channels, Emina is expected to increase consumer purchase intention.

The ultimate goal is to expand market reach, strengthen brand positioning, build customer loyalty, and maintain competitiveness within the national cosmetic industry. In the long term, these strategies may pave the way for Emina's expansion into international markets. Therefore, this

research aims to analyze the influence of content marketing strategies and brand image on consumer purchase intention toward Emina products. Understanding the relationship among content marketing, brand image, and consumer behavior is expected to provide insights for local cosmetic companies in determining more effective marketing strategies. Furthermore, the results of this research may assist other local brands in increasing competitiveness amid the rapidly growing cosmetics industry in Indonesia.

METHOD

A research method is a procedure employed by researchers to collect and manage the necessary data to address the research problem. This study uses a quantitative approach to measure the influence of content marketing strategy and brand image on consumer purchase intention toward Emina products (Rana Dewi Erfiati & Yudi Helfi, 2023). The quantitative method was selected because it enables objective, measurable analysis of relationships among variables that can be generalized to a broader population. Quantitative research emphasizes data volume and measurement, making it efficient for examining actual conditions and factual phenomena (Firmansyah et al., 2021).

This study aims to analyze the influence of content marketing strategy and brand image on consumer purchase intention toward Emina products. The quantitative approach is appropriate because the variables are measurable and can be statistically analyzed to determine relationships and effects. Therefore, the results are expected to provide objective empirical insights into the factors influencing consumer purchase intention.

Data collection was conducted through the distribution of questionnaires. A questionnaire is a technique used to collect data by providing written questions to respondents. Questionnaires are efficient in terms of time and cost, especially when collecting large-scale data (Siti Romdona et al., 2025). The research procedure includes formulating the questionnaire, distributing it to respondents, collecting responses, processing data, and drawing conclusions.

The questionnaire was distributed online through digital platforms, such as Google Forms, to reach respondents more broadly. Data analysis was conducted to examine the significance of the relationship and influence between content marketing strategy, brand image, and consumer purchase intention. The results form the basis for drawing conclusions that address the research questions.

The target sample consists of 100 respondents who are Emina consumers in Indonesia, specifically teenagers and young adults aged 13–22 years who have previously used Emina products. This age group was selected because Emina's product line is lightweight, safe, and easy to use—ideal for consumers who are beginning to explore beauty and skincare products. Therefore, the selected respondents are expected to provide an accurate description of perceptions and purchase intentions toward the brand. Through this method, the research is expected to generate objective, valid, and reliable findings regarding the issues studied.

RESULT AND DISCUSSION

This research was conducted to determine the extent to which content marketing strategies and brand image influence purchase intention toward Emina products. Based on the results of the questionnaire distribution, a total of 100 respondents participated, consisting of male and female individuals aged 13–22 years. This age group falls into the category of adolescents and young adults, who are in the stage of identity exploration and are highly sensitive to trends and lifestyle developments within their social environment.

At this stage, individuals tend to actively explore various products that can enhance their appearance and self-confidence, including personal care and cosmetic products. Furthermore, this age group actively engages with social media and relies on digital platforms as the primary source of information and recommendations before making purchasing decisions.

Most respondents reported that they became familiar with Emina products during junior high school. This indicates that Emina successfully built *brand awareness* at a relatively early age, even before respondents actively used cosmetic products. This achievement is attributed to Emina's

marketing strategy, which consistently emphasizes the brand identity of being “*fun, young, and friendly*,” supported by cheerful and light communication, soft-colored product packaging, affordable pricing, and promotional messages that align with the lifestyle of younger consumers.

The findings also show that respondents primarily became aware of Emina products through digital platforms such as Instagram, TikTok, and YouTube. This reinforces the notion that social media plays a dominant role in shaping young consumers’ behavior. Through these platforms, Emina can reach its audience in a more interactive and emotional manner. Platforms like TikTok and Instagram—both focused on visual and short-video content—serve as effective media for showcasing beauty tutorials, product reviews, and collaborative content with influencers whose personal branding aligns with Emina’s brand image.

Influencers play a vital role not only in attracting attention but also in generating meaningful interactive experiences (Shilvia Putri Ardani & Widiya Lestari Harahap, 2024). Hence, social media functions not merely as a promotional space but also as a medium of two-way communication between the brand and consumers.

The questionnaire results further reveal that social media content strongly influences brand image and purchase intention toward Emina products. Visually appealing content, packaged in a light and informative manner and aligned with youth trends, effectively enhances positive brand perception. Through creative content delivery, Emina succeeds in building an *emotional connection* with young consumers. This emotional bond becomes a key factor in strengthening consumer loyalty and encouraging purchase intention.

Additionally, the findings indicate that Emina’s digital marketing strategy has been implemented effectively. Social media content does not serve solely as a communication tool, but also as a medium to shape brand value and brand image. Young consumers tend to evaluate brands not only based on product quality but also on how the brand presents itself and interacts in the digital environment. Therefore, Emina’s consistent, communicative, and relevant presence on social media serves as a key factor in strengthening its position as one of the most favored cosmetic brands among adolescents and young adults.

Overall, the results of this study demonstrate that Emina successfully harnesses the power of social media to reinforce brand image and increase purchase intention in the adolescent and young adult segments. Age relevance, emotional attachment built since early adolescence, and exposure to appealing digital content form an effective combination in establishing long-term relationships between the brand and its consumers. Additionally, the study confirms that social media-based marketing strategies are highly relevant in responding to the dynamic behavior of young consumers in today’s digital era.

CONCLUSIONS

Based on the findings of this study, it can be concluded that content marketing strategies and brand image have a significant influence on purchase intention toward Emina products among adolescents and young adults. Emina successfully builds brand image starting at a young age through consistent communication strategies and by highlighting its brand character as “*fun, young, and friendly*.” Social media—particularly platforms such as Instagram, TikTok, Facebook, Shopee, and YouTube—plays an essential role in strengthening brand image and increasing interaction between Emina and its consumers.

By integrating content marketing strategies with a strong and effective brand image, supported by technological advancement, Emina has strengthened its presence as an affordable and attractive skincare brand in the cosmetic market, while fostering consumer trust. In the current digital era, rapidly developing platforms such as TikTok serve as effective marketing tools to enhance purchase intention, as livestreaming features allow prospective buyers to ask questions and engage directly with sellers, thereby increasing purchase decision rates. When consumers actively participate in marketing conversations, trust between the consumer and the brand is strengthened.

Engaging, informative, and trend-aligned digital content has been proven to shape positive brand perception and foster emotional closeness between consumers and the product, ultimately increasing purchase intention. Purchase intention influences actual purchasing behavior—greater

purchase intention leads to higher purchasing decisions. Emina's digital marketing strategy can therefore be considered effective in strengthening brand image and increasing purchase intention in the digital era. The implementation of digital marketing strategies increases engagement between consumers and the brand, leading consumers to feel more connected and increasing their trust in the product. A strategy that aligns with the characteristics and behavior of young consumers is the primary factor contributing to Emina's success in maintaining its position as one of the most preferred cosmetic brands among adolescents and young adults.

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