



# The Effect of Content Marketing and Word of Mouth on Brand Awareness of Somethinc Calm Down Moisturizer Among Followers of TikTok @somethincofficial

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**Abstract.** The rapid growth of the skincare industry has increased competition between brands, making brand awareness an important factor in influencing consumer behavior, especially in digital media. TikTok is used as a strategic platform for content marketing and driving word of mouth (WOM). This study aims to analyze the influence of content marketing and WOM on brand awareness of Somethinc Calm Down Moisturizer among followers of the TikTok account @Somethincofficial. Using a quantitative approach with a survey method involving 100 respondents through purposive sampling, the results show that content marketing and WOM have a positive and significant effect, both partially and simultaneously, on brand awareness. Regression analysis shows that these two variables contribute 63% to the variation in brand awareness, while 37% is influenced by other factors. These findings emphasize the importance of engaging content strategies and positive WOM to increase brand awareness on TikTok. Therefore, companies need to optimize creative campaigns, interactive communication, and user-generated content to strengthen consumer recognition and maintain competitiveness in the skincare market.

**Keywords:** Brand Awareness; Content Marketing; Skincare Industry; TikTok; Word of Mouth.

## 1. INTRODUCTION

The global cosmetics and skincare industry has demonstrated consistent and substantial growth year after year, reflecting the increasing importance of personal care and self-presentation in modern society. As consumers become more conscious of their appearance and overall well-being, skincare is no longer viewed merely as a luxury, but as an essential component of daily health routines. A report by Grand View Research states that the global skincare market is expected to reach US\$189 billion by 2025, with an annual growth rate of 4.6 percent (Nawiyah et al., 2023). This steady expansion highlights not only the strong demand for skincare products across various demographic segments, but also the resilience of the industry amid changing economic conditions.

Several key factors contribute to this sustained growth. One of the primary drivers is the increasing consumer awareness of skin health and the long-term benefits of preventive care. Consumers are becoming more educated about ingredients, product formulations, and specific skin concerns such as aging, acne, hyperpigmentation, and sensitivity. In addition, increasingly diverse product innovations ranging from organic and vegan formulations to technologically advanced products backed by dermatological research have broadened the market and attracted new consumer groups. The rapid development of digital platforms has also played a crucial

role, as easy access to information through digital media enables consumers to compare products, read reviews, watch tutorials, and engage directly with brand (Wandira, 2024). Social media influencers, beauty content creators, and online communities further accelerate product awareness and purchasing decisions.

Moreover, globalization and the expansion of e-commerce platforms have made skincare products more accessible than ever before. Consumers can now purchase both local and international brands with ease, increasing market exposure and intensifying competition. This phenomenon proves the significant growth potential for the skincare industry, but it also creates increasingly fierce competition among brands (Mirzaye, 2025). As more companies enter the market and existing players expand their product lines, differentiation becomes more challenging. Therefore, brands are required to implement effective marketing strategies to build strong brand positioning in the minds of consumers (Nurasa et al., 2025). Establishing a clear value proposition, maintaining consistent brand identity, leveraging digital marketing channels, and fostering customer loyalty are essential strategies to remain competitive in this rapidly evolving industry (Pereira et al., 2025).

Indonesia is one of the largest skincare markets in Southeast Asia, with sales growth reaching 12 percent per year. This growth is driven by increasing public awareness of the importance of skincare, especially among the younger generation who are active on social media. Platforms such as TikTok, Instagram, and YouTube have become the main platforms for skincare brands to market their products digitally. In East Java Province, particularly in the cities of Surabaya and Malang, more than 60 percent of consumers aged between 18 and 35 regularly purchase skincare products every month, with TikTok as their main source of information before making a purchase. This shows the strategic role of social media in shaping brand perception and awareness among young consumers (Hansdoko et al., 2025).

Amidst the rapid growth of social media, content marketing has become one of the most widely adopted marketing communication strategies by skincare brands (Tam & Lung, 2025). Through platforms such as Instagram and TikTok, brands are able to deliver messages in more creative, interactive, and personalized ways, allowing them to connect more closely with their target audiences (Ladopurap, 2025). Informative, relevant, and engaging content is considered highly effective in building brand awareness, strengthening brand image, and influencing consumer behavior throughout the decision-making process (Dwivedi et al., 2021a). Research by Kamyabi & Özgit (2025) shows that content such as product usage tutorials, reviews, and interactive campaigns can significantly increase consumer engagement.

However, the amount of social engagement does not always directly reflect a strong brand awareness, as not all consumers have a deep understanding or emotional attachment to the brand being promoted (Minh et al., 2022). In addition to content marketing, word-of-mouth (WOM) strategies also play an important role in building brand awareness, especially in the digital age. WOM arises from consumer experiences and recommendations shared informally, through user engagement on social media (Bin et al., 2024). Research by Rita et al. (2021) shows that WOM tends to be more trusted than formal brand promotions because it is considered more authentic and based on real experiences. On TikTok, content marketing and WOM have separate but complementary mechanisms. The Uses and Gratification theory explains that consumers actively choose content to fulfill their needs for information, entertainment, and social validation, which makes the quality of marketing content and the power of WOM very important in building brand awareness (Sichach, 2024).

Something, a local skincare brand, intensively utilizes TikTok to promote its moisturizer product, Calm Down Moisturizer, through various content formats. Although the level of engagement generated is relatively high, there is no guarantee that this strategy effectively increases brand awareness among consumers. This research aims to analyze the extent to which content marketing and word of mouth (WOM) influence brand awareness of Calm Down Moisturiser on the TikTok platform. From an academic perspective, this research is expected to enrich studies on digital marketing and the behavior of young consumers in Indonesia, while also providing practical contributions to brands in designing more effective marketing communication strategies in the social media era.

## **2. LITERATURE REVIEW**

### **Uses and Gratification Theory**

This theory explains that individuals actively choose and use media to fulfill specific needs, such as information, entertainment, social interaction, and identity formation (Afiyah et al., 2024). On social media platforms such as TikTok, consumers actively seek out word-of-mouth marketing and advertising content for information, entertainment, and social validation. Relevant and engaging content increases consumer engagement and makes it easier for them to remember a brand, which ultimately strengthens brand awareness and establishes a clearer brand position in the minds of consumers (Silalahi & Guna, 2024).

### **Content Marketing**

Content marketing is a marketing strategy that focuses on creating and distributing content that is relevant, informative, and valuable to the audience with the aim of attracting

attention and building long-term relationships with consumers (Yang et al., 2024). On social media, marketing content can take the form of video tutorials, product reviews, educational content, or interactive campaigns designed to increase consumer engagement (Kulikovskaja et al., 2023). High-quality content that focuses on the audience can shape positive brand perceptions and increase brand recognition and consumer retention (Saul, 2022).

### **Word Of Mouth (WOM)**

Word-of-mouth (WOM) is a form of informal communication between consumers that involves the exchange of experiences, opinions, or recommendations about a product or brand. Word-of-mouth advertising is considered highly credible because it comes from the actual experiences of users, making it more trustworthy than official company promotions (Sun et al., 2021). In the digital age, this method has evolved through comments, reviews, and user-generated content on social media, which can spread quickly and influence other consumers' perceptions of a brand (Thuy et al., 2024).

### **Brand Awareness**

Brand awareness is the level of consumer recognition and recall of a brand as part of a particular product category (Chen, 2024). High brand awareness indicates a strong brand position in the minds of consumers, making it easier to consider when purchasing decisions are made (Utama & Ambarwati, 2022). In the competitive skincare industry, brand awareness is a key factor, as it helps brands differentiate themselves from competitors and build consumer trust and loyalty (Ayu et al., 2025).

## **HYPHOTHESIS**

### **Content Marketing for Brand Awareness**

Conceptually, content marketing is a marketing strategy that focuses on creating and distributing relevant, valuable, and consistent content to attract and retain an audience. Informative, educational, and entertaining content can increase consumer exposure and interaction with a brand (Anwuri & Eke, 2020). The more often consumers are exposed to content that is interesting and relevant to their needs, the more likely they are to remember and recognize the brand. Thus, content marketing is closely related to the formation of brand awareness because it can strengthen brand recognition in the minds of consumers. Research conducted by Luis et al. (2024) shows that the effectiveness of marketing content plays a significant role in increasing brand awareness and consumer purchasing interest. Furthermore, Zulfikar (2022) found that content marketing has a positive influence on brand awareness. In addition, Dwivedi et al. (2021) indicated that the appeal of content marketing can significantly

increase brand awareness, so that consumers become more familiar with and interested in products communicated through quality content. Based on this description, the first hypothesis in this study is formulated as follows:

**H1: Content marketing influences brand awareness of Moisturizer Calm Down among followers of the TikTok account @Somethincofficial.**

### **Word of Mouth and Brand Awareness**

Word of Mouth (WOM) is a form of communication between consumers about their experiences with a product or brand. Information conveyed through recommendations, reviews, and testimonials tends to be considered more credible because it comes from the real experiences of users (Liu et al., 2024). When consumers frequently hear or read positive recommendations about a product, their level of recognition and recall of the brand will increase. Therefore, WOM has a direct relationship with increased brand awareness because it expands the reach of brand information organically (Ellitan, 2022). Research by Chen (2024) shows that WOM has a significant effect on purchasing decisions, supported by increased brand awareness. Nurasa et al. (2025) and also found that WOM has a positive effect on brand awareness. In addition, Lin et al. (2023) proved that WOM significantly increases brand awareness, making it easier for consumers to recognize and remember the brand. Based on this explanation, the second hypothesis in this study is formulated as follows:

**H2: Word of Mouth influences Brand Awareness of Calm Down Moisturizer among followers of TikTok @Somethincofficial.**

### **Content Marketing and Word of Mouth on Brand Awareness**

Theoretically, content marketing and word of mouth complement each other in building brand awareness. Engaging content marketing can trigger interaction and conversation among consumers, which then develops into word of mouth (Nurjaya et al., 2025). Conversely, positive word of mouth can reinforce the message conveyed through content marketing. The combination of the two creates a synergistic effect that can increase brand exposure and strengthen consumer recall of the brand (Li et al., 2026). Ellitan (2022) state that the combination of content marketing and WOM has a significant influence on brand awareness, which in turn affects consumer purchase intent. Rahardjo et al. (2023) also found that content marketing and WOM simultaneously increase brand awareness. Furthermore, Ferdiana and Umah et al. (2024) show that the combined influence of content marketing and WOM is

stronger than the influence of each variable separately. Based on the above description, the third hypothesis in this study is formulated as follows:

**H3: Content Marketing and Word of Mouth simultaneously influence Brand Awareness of Moisturizer Calm Down among followers of TikTok @Somethincofficial.**

### **3. RESEARCH METHOD**

This study uses a positivist paradigm, which views social reality as something that can be measured and observed objectively through scientific methods. This paradigm emphasizes that knowledge comes from empirical facts, free from the researcher's subjectivity, such as emotions and personal perceptions. Through a causal approach, this study aims to analyze the influence of marketing content and word of mouth (WOM) on brand awareness of Calm Down Moisturizer among followers of the TikTok account @Somethincofficial.

The research method used is a quantitative survey. This approach was chosen because it allows for statistical and systematic measurement of the relationship between variables. Data was collected through a closed questionnaire with a Likert scale of 1 to 4, which was distributed online to respondents who met the research criteria. The variables measured included marketing content as the first independent variable, word of mouth as the second independent variable, and brand awareness as the dependent variable.

The research population consisted of TikTok users who followed the @Somethincofficial account and were familiar with or had used Somethinc products. The sampling technique used was non-probabilistic sampling with a purposive sampling method, based on the criteria of being at least 17 years old, having been exposed to Somethinc marketing content, and knowing or participating in word of mouth related to the product. To determine the sample size, the Lemeshow formula was used, as the population was not known with certainty. Therefore, the minimum sample size was obtained from 96 respondents and set at 100 to increase the validity and reliability of the study. Data analysis was conducted through descriptive analysis, validity and reliability tests, and classical assumption tests to ensure the feasibility of the regression model. Hypothesis testing used multiple linear regression analysis, with a t-test to determine the partial effect and an F-test to test the simultaneous effect of the two variables.

#### 4. RESULTS AND DISCUSSION

##### Validity Test

**Tabel 1.** Validity Test.

Item	Calculated R	Table R	Description
X1.1	0,843	0,197	Valid
X1.2	0,836	0,197	Valid
X1.3	0,833	0,197	Valid
X1.4	0,823	0,197	Valid
X1.5	0,837	0,197	Valid
X2.1	0,700	0,197	Valid
X2.2	0,483	0,197	Valid
X2.3	0,811	0,197	Valid
X2.4	0,781	0,197	Valid
X2.5	0,750	0,197	Valid
Y1	0,881	0,197	Valid
Y2	0,746	0,197	Valid
Y3	0,886	0,197	Valid
Y4	0,859	0,197	Valid
Y5	0,894	0,197	Valid

From the table above, all items in the variable have a calculated r value greater than the table r (0.197), so all instruments are declared valid.

**Tabel 2.** Reliability Test.

Variable	Cronbach's Alpha	Description
Content Marketing ( $X_1$ )	0,890	Reliabel
<i>Word Of Mouth</i> ( $X_2$ )	0,713	Reliabel
<i>Brand awareness</i> (Y)	0,907	Reliabel

Based on the table above, all variables have a Cronbach's Alpha value  $> 0.60$ , so the research instrument is considered reliable. Furthermore, the classical assumption tests including normality, multicollinearity, and heteroscedasticity tests demonstrated that the regression model met the necessary assumptions. Since no violations were found, the data were considered appropriate for further statistical analysis. Therefore, the study proceeded with multiple regression analysis to examine the relationships between variables and to draw valid and reliable conclusions.

**Tabel 3.** Hypothesis Test t-test.

	Model	Coefficients <sup>a</sup>		Standardized Coefficients Beta	t	Sig.
		Unstandardized Coefficients B	Std. Error			
1	(Constant)	,112	,800		,140	,889
	Content Marketing	,420	,086	,395	4,894	,000
	WOM	,579	,097	,482	5,975	,000

a. Dependent Variable: Brand Awareness

Based on the hypothesis test results in Table 1, The regression analysis results also show a constant value (a) of 0.112, a regression coefficient value for the marketing content variable of 0.420, and a regression coefficient value for the word of mouth variable of 0.579. Based on these results, the multiple linear regression equation can be formulated as follows:

$$Y = 0.112 + 0.420X1 + 0.579X2$$

Explanation:

Y = Brand awareness

X1 = Marketing content

X2 = Word of mouth

This equation shows that if the values of content marketing and word of mouth are 0, then the brand awareness value is 0.112. Each one-unit increase in the content marketing variable will increase brand awareness by 0.420, assuming other variables remain constant. In addition, each one-unit increase in the word of mouth variable will increase brand awareness by 0.579. The Marketing Content variable has a regression coefficient of 0.420 with a significance value of  $0.000 < 0.05$ . This indicates that marketing content has a positive and significant effect on Brand Awareness. This means that the better and more attractive the content strategy presented, the higher the level of brand awareness formed in consumers. The calculated t-value of 4.894, which is greater than the t-table value, also reinforces that this effect is statistically significant. Meanwhile, the Word of Mouth (WOM) variable has a coefficient of 0.579 with a significance value of  $0.000 < 0.05$ , which means that WOM also has a positive and significant effect on Brand Awareness. With a standardized beta coefficient of 0.482, WOM has a more dominant influence than content marketing in increasing Brand Awareness. This shows that recommendations and communication between consumers play an important role in building brand awareness.

**Tabel 4.** Hypothesis F Test.

		ANOVA <sup>a</sup>				
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	868,573	2	434,287	85,244	,000 <sup>b</sup>
	Residual	494,177	97	5,095		
	Total	1362,750	99			

a. Dependent Variable: Brand Awareness  
b. Predictors: (Constant), WOM, Content Marketing

Based on the results of the F test in Table 2, a calculated F value of 85.244 was obtained with a significance level of  $0.000 < 0.05$ . This indicates that the variables of Content Marketing and Word of Mouth (WOM) simultaneously or together have a positive and significant effect on Brand Awareness. A significance value of less than 0.05 confirms that the regression model used in this study is appropriate (fit) to explain the relationship between variables. This means that a combination of effective content marketing strategies and positive WOM communication can jointly increase brand awareness among consumers.

**Tabel 5.** Coefficient of determination test.

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,798 <sup>a</sup>	,637	,630	2,257

a. Predictors: (Constant), WOM, Content Marketing  
b. Dependent Variable: Brand Awareness

Based on Table 3, the Adjusted R Square value obtained is 0.630. This indicates that the variables of Content Marketing and Word of Mouth (WOM) are able to explain 63.0% of the variation in Brand Awareness. In other words, 63.0% of the changes or increases in Brand Awareness are influenced by the two independent variables studied in this model.

### **The Effect of Content Marketing on Brand Awareness**

Based on the results of the study, content marketing has a positive and significant effect on brand awareness. This is indicated by the partial test (t-test) results, which show a significance value of  $0.000 < 0.05$ . Therefore, the hypothesis stating that content marketing affects brand awareness is accepted. This means that the higher the quality, relevance, and attractiveness of the content shared by Somethinc through its TikTok account @somethincofficial, the higher the level of brand awareness of Somethinc Calm Down among its followers. These results indicate that engaging and informative TikTok content successfully

captures audience attention, increases brand recall, and strengthens brand recognition. The findings are consistent with previous studies by Luis et al. (2024), Zulfikar (2022), and Dwivedi et al. (2021), which found that effective and appealing content marketing significantly enhances brand awareness. Thus, this study confirms that well-executed content marketing plays an important role in strengthening consumers' awareness of Somethinc Calm Down.

### **The Effect of Word of Mouth on Brand Awareness**

Based on the results of the study, Word of Mouth (WOM) has a positive and significant effect on brand awareness. This is evidenced by the partial test (t-test) result, which shows a significance value of  $0.000 < 0.05$ . Therefore, the hypothesis stating that Word of Mouth affects brand awareness is accepted. This finding indicates that the more positive and stronger the interpersonal communication received by consumers, the higher the level of brand awareness of Somethinc Calm Down. Positive reviews, recommendations, and shared experiences among consumers contribute to increasing brand recognition and recall.

These results are consistent with previous studies. Andriani and Gosal (2022) found that Word of Mouth has a significant influence on brand awareness, highlighting the importance of interpersonal communication in strengthening brand recognition. Similarly, Ferdiana and Bangsa (2024) concluded that Word of Mouth significantly enhances brand awareness, particularly in the digital era where consumer reviews and online recommendations spread rapidly. Thus, this study confirms that positive consumer communication plays a crucial role in increasing brand awareness of Somethinc Calm Down.

### **The Effect of Content Marketing and Word of Mouth on Brand Awareness**

Based on the results of the study, content marketing and Word of Mouth simultaneously have a positive and significant effect on brand awareness. This is proven by the simultaneous test (F-test), which shows a significance value of  $0.000 < 0.05$ . Therefore, the hypothesis stating that content marketing and Word of Mouth jointly influence brand awareness is accepted. These findings indicate that the combination of engaging content marketing and positive Word of Mouth effectively enhances brand awareness of Somethinc Calm Down.

The results suggest that when attractive and informative TikTok content is supported by positive consumer reviews and recommendations, the impact on brand recognition becomes stronger. Content marketing helps capture audience attention and increase exposure, while Word of Mouth reinforces credibility and trust through shared consumer experiences. The synergy between these two variables leads to higher levels of brand recall and recognition. Thus, this study confirms that the combined effect of content marketing and Word of Mouth plays a significant role in strengthening brand awareness of Somethinc Calm Down among

followers of @somethincofficial. The Adjusted R Square value obtained is 0.630. This indicates that the variables of Content Marketing and Word of Mouth (WOM) are able to explain 63.0% of the variation in Brand Awareness. In other words, 63.0% of the changes or increases in Brand Awareness are influenced by the two independent variables examined in this model, while the remaining 37.0% is explained by other variables outside this study that were not included in the regression model. This result shows that Content Marketing and Word of Mouth have a strong explanatory power in predicting Brand Awareness, indicating that both variables play an important role in shaping consumer awareness of the brand.

## 5. CONCLUSION

The results of the study show that marketing content and word of mouth have a positive and significant effect on brand awareness of Somethinc Calm Down among followers of the TikTok account @somethincofficial. Partially and simultaneously, both variables are proven to increase brand awareness, with word of mouth having a more dominant influence than content marketing. The regression model used also shows that both variables contribute significantly to explaining brand awareness, while the rest is influenced by other factors outside the scope of this study.

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