

# Influence of content, influencer, and product innovation on scarlett's brand awareness through event marketing

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## ABSTRACT

Scarlett faces the challenge of reconciling its top rank in body lotion sales with a secondary position in overall product sales. This problem underscores the crucial need for Scarlett to apply effective marketing strategies to enhance public awareness and promote its diverse product range amid escalating competition in the market. This study aims to analyze the variables influencing brand awareness of Scarlett in Indonesia's highly competitive beauty industry. This research introduces a novel paradigm by incorporating event marketing as a variable mediating content marketing, influencer marketing, and product innovation for Scarlett. The method used in this research is Structural Equation Modeling (SEM) with the AMOS statistical tool. Data is collected through a questionnaire, with 228 respondents from Scarlett's audience. Findings demonstrate the significant influence of content marketing, influencer marketing, product innovation, and event marketing on Scarlett's brand awareness. The research also shows that event marketing can effectively serve as a mediating variable. The study's implication is to guide businesses in formulating effective marketing strategies and enhancing market positions in the dynamic digital landscape, emphasizing that brand awareness can be improved by strategically integrating event marketing with other promotional efforts, thereby contributing to a more comprehensive marketing approach.

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## 1. Introduction

The beauty industry is the fastest-growing market in Indonesia and will continue to grow steadily in the future (Zuhria & Ratnaningtyas, 2023). A study by Statista.com also states that the beauty and skincare segment is expected to grow by approximately 6.46% per year during 2021-2025 (Kumparan.com, 2022). Furthermore, the best-selling product type at Harbolnas 2020, where cosmetics ranked second, proves that the cosmetics business is increasingly promising (Ambar, 2021). If cosmetics can hold the economic market in Indonesia, cosmetics can be used to support the economy of the Indonesian people (Hakim et al., 2019).

Scarlett is a cosmetic brand specializing in beauty products that brighten skin. It capitalizes on market opportunities due to its substantial number of enthusiasts and social media followers in Indonesia. This Indonesian brand has achieved the top position in body lotion sales on Shopee and Tokopedia during the April-June 2022 period, securing a market share of 23.42% (Ramadhani, 2023). However, the leading local skincare brand in Indonesia for the same period was Somethinc, with total sales of IDR 53.2 billion, followed by Scarlett with IDR 40.9 billion (Kompas, 2022). Scarlett's shift from the first rank in body lotion sales to the second position for overall product sales indicates a potential need for more public awareness regarding other products of Scarlett. The Food and Drug Administration also noted that cosmetics constitute the product category with the highest number of distribution licenses in Indonesia over the past five years,

totaling 411,410 products (Ishlahiyah, 2022). The increase in the number of products shows the intense competition among skincare brands in Indonesia (Nafila & Napitupulu, 2022), leading consumers to explore other brands. In the marketing world, there is no one-size-fits-all strategy to dominate the market (Cholil, 2021), so amid intense competition, Scarlett must use various techniques. The more business people in similar business fields, the more difficult it becomes for people to make product choices (Herdana, 2015). Therefore, businesses must adopt a strategic approach centered on brand awareness to achieve optimal sales sustainably (Ferina et al., 2021).

Brand awareness is about the consumer's ability to remember a brand (Anand, 2023). Until they decide to purchase (Oktaviani & Rustandi, 2018). Increasing brand awareness is essential because the brand represents the company's product, allowing consumers to recognize the product easily amid similar products (Achmad, 2021). Content marketing concentrates on content creation and publication (Tampenawas, 2023). In each upload, content not only displays products like a catalog but also features brand ambassadors with their charm, which can spoil the audience's eye while still providing appropriate and educational content. Therefore, the more valuable, engaging, and informative a brand presents to its audience, the more likely they will be exposed to the content and things that Scarlett wants to convey (Irdewanti & Setianti, 2023). Scarlett's founder, Felicya, start to promote Scarlett by asking her famous friends to review the products. Influencers provide information, reviews, and feedback about a product (Evelina & Handayani, 2018), making the audience recognize the strengths and weaknesses. This direct testimonial from influential figures ultimately contributed to the indirect increase of Scarlett's brand awareness (Ferina et al., 2021).

In an increasingly competitive era, companies should innovate to develop their products by improving quality and incorporating new features to ensure sustainability (Rachmadhian & Chaerudin, 2021). Innovation is crucial for business entities to uphold continuity, achieve success in a dynamic business environment, and experience positive development (Ekarina, 2019). This ever-changing environment encourages Scarlett to constantly launch new products, expanding its range from body care and skincare to hair care and perfume, establishing itself as a one-stop solution brand. This approach aligns with previous research, which states that building a solid brand involves product innovation, highlighting distinctive product features compared to competitors (Worabay et al., 2018).

Event marketing is a period of activities companies undertake to make audiences visit specific locations, get valuable information or experiences, and achieve other goals the event creator hopes for (Rita & Nabilla, 2022). Although every event also always has the primary purpose of organizing the activity (Ramanda et al., 2019), events can also indirectly make audiences remember the company name (Ramanda et al., 2019), which aligns with research indicating that event intensity affects the level of audience knowledge (Krisna Cinditya P, 2020). Furthermore, this research will also examine the ability of event marketing as a mediating variable (Ismaeel, 2023).

The motivation behind this research arose from the need to fill knowledge gaps in the marketing literature. Several previous studies have indicated a positive influence of event marketing on brand awareness (Rachmadhian & Chaerudin, 2021; Sri Wulan et al., 2023), content marketing on brand awareness (Alfianto et al., 2023; Irdewanti & Setianti, 2023; Tampenawas, 2023), influencer marketing on brand awareness (Ali & Alqudah, 2022; Ferina et al., 2021), and product innovation on brand awareness (Worabay et al., 2018). Event marketing also influences brand awareness (Ramanda et al., 2019; Rita & Nabilla, 2022). Additionally, content and influencer marketing has been found to influence event marketing (Petra Jílková, 2018; Shah, 2023), and product innovation influences event marketing (Hassanien & Dale, 2012). However, conflicting findings exist in the literature. Some studies state that influencer marketing has a negative effect on brand awareness (Lydda et al., 2023), no significant influence between product innovation on brand awareness (Rachmahsari, 2021), and partial influence of event marketing on brand awareness (Aras & Laila, 2022; Rita & Nabilla, 2022). The presented research highlights inconsistencies in results within similar topics, prompting further investigation to clarify and deepen the understanding of the discussed issues. Additionally, another research shows that creative content affects brand awareness with a qualitative method of literature study approach (Ekaputri et al., 2021), prompting researchers to test it quantitatively.

This research holds significant practical and theoretical implications for Scarlett and other local beauty brands in Indonesia. The study provides an in-depth market analysis of Indonesia's beauty industry, highlighting the sector's growth and competition. This information can be beneficial for businesses looking to enter or expand within this market. Another practical implication lies in guiding companies to elevate their brand awareness, highlighting the role of social media and events in promoting products. They could

leverage this information to optimize their social media and event marketing strategies, contributing to sustained sales growth. As the beauty industry thrives, the study reminds businesses to improve and diversify their product offerings constantly. This research is also expected to contribute to the enrichment of scientific studies in management science, especially in the field of marketing in the beauty industry, by introducing event marketing as a mediating variable, providing valuable insights for both academia and practitioners in the field of marketing. The study also addresses knowledge gaps in the existing literature by offering a comprehensive understanding of the relationships between content marketing, influencer marketing, product innovation, event marketing, and brand awareness. This theoretical advancement contributes to the broader academic discourse on contemporary marketing strategies. In addition, this study is expected to contribute valuable insights into the marketing strategy of local beauty brands in Indonesia, offering valuable perspectives for companies aiming to strengthen their position in the digital and competitive environment. Besides, the study contributes to the development of a model paradigm, introducing event marketing as a mediating variable in the context of content marketing, influencer marketing, product innovation, and brand awareness. The expected research contribution of this study is to provide a comprehensive understanding of the current beauty standards in Indonesia, as represented in Scarlett Whitening advertisements, and the influence of influencers and content marketers on consumer interest in Scarlett Whitening products. This understanding can help local beauty brands in Indonesia to align their marketing strategies with the latest trends and preferences of their target audience, ultimately contributing to their success in the competitive beauty market.

This research objective examines the influence of content marketing, influencer marketing, product innovation, and brand awareness through event marketing as mediating variables on Scarlett. A deeper understanding of these factors offers valuable perspectives on the marketing strategy of local beauty brands in Indonesia so that companies can formulate more effective marketing strategies to strengthen their position in the ever-evolving market. Furthermore, this research will guide small and medium-sized enterprises seeking to build their brands in an increasingly digital and competitive environment. This research also contributes novelty to the construct of the model paradigm formed. The involvement of event marketing in the model as a variable that is believed to affect brand awareness, as well as the impact of event marketing as a mediation of content marketing, influencer marketing, and product innovation toward brand awareness on Scarlett, has not been widely discussed by previous researchers. Therefore, a study is needed to examine Scarlett's ability to formulate its strategies.

## 2. Research Method

### Content Marketing and Event Marketing

Previous research analyzed that the East Coast Center & Food Festival group has combined content marketing with event marketing, proved by not indirectly promoting the brand but providing engaging content through events to attract visitors (Limandono et al., 2017). H<sub>1</sub>: Content marketing affects event marketing

### Influencer Marketing and Event Marketing

Influencer marketing has the power, authority, knowledge, and status to influence followers (Lie, 2022). Along with the development of social media and the popularity of influencers, brands can leverage influencers to enhance participation in their events. Incorporating influencers into event marketing can enhance the efficiency of events and stimulate participation, as the followers of influencers are likely to be interested in attending events endorsed by them (Kim Yew et al., 2019). When influencers endorse or engage in an event, it generates interest among the audience to attend, particularly when the influencer has devoted followers who trust their recommendation or want to meet them. The higher the Endorsement/Spokesman by Celebrity Innovation, part of influencer marketing, the more positive the event marketing performance (Chu & Tseng, 2013). H<sub>2</sub>: Influencer marketing influences event marketing

### Product Innovation and Event Marketing

In this case, product innovation refers to products considered new due to development or modification to provide solutions to problems, fulfill needs, and satisfy customers (Kuncoro & Suriani, 2018). Based on previous research on the influence of new product development and innovation in event venues: a multiple case study (Hassanien & Dale, 2012), researchers concluded that product innovation has great potential to influence event marketing positively. Each event venue has specific reasons for launching product innovation, such as generating additional revenue, competing in a tight market, improving quality,

meeting customer demands that can ultimately attract market attention, differentiating themselves from competitors, and enhancing their reputation as successful event hosts (Hassanien & Dale, 2012). H<sub>3</sub>: Product Innovation affects Event Marketing

#### **Event Marketing and Brand Awareness**

Encouraging audience participation in business-hosted events is a strategy to enhance brand awareness (Rita & Nabilla, 2022). The company organizes event marketing to enhance brand awareness and gain a positive impression from the public (Ramanda et al., 2019). H<sub>4</sub>: Event marketing affects brand awareness

#### **Content Marketing and Brand Awareness**

Two main objectives in creating marketing content are sales and brand-related goals such as brand awareness, association, and loyalty (Kotler et al., 2017). Informative content will encourage the creation of higher audience comfort and interest, leading the audiences to consume the content, remember, and be influenced by the brand's message (Irdewanti & Setianti, 2023). H<sub>5</sub>: Content marketing affects brand awareness

#### **Influencer Marketing and Brand Awareness**

The more popular the influencer used, the wider the content's reach until it becomes an effective strategy for building brand awareness and audience relations on social media. Consistency in using influencer marketing affects brand awareness, which aligns with research stating that influencer marketing affects brand awareness (Ferina et al., 2021). However, another research states that influencer marketing has a negative effect on brand awareness due to a lack of trust in influencer reviews (Lydda et al., 2023). H<sub>6</sub>: Influencer marketing affects brand awareness.

#### **Product Innovation and Brand Awareness**

Prior research indicates that product innovation affects brand awareness (Seng et al., 2016; Worabay et al., 2018). However, conflicting findings state there is no significant influence, possibly due to perceived issues with product quality (Rachmahsari, 2021). Thus, this prompts further investigation. H<sub>7</sub>: Product innovation affects brand awareness.

#### **Content Marketing, Influencer Marketing, and Product Innovation Influence Brand Awareness Through Event Marketing as Mediating Variable**

Previous research suggests that event marketing can serve as a mediating variable (Ismaeel, 2023), so this study will test whether event marketing mediates the variables of content marketing, influencers, and product innovation that are estimated to affect brand awareness. Strong content marketing creates exciting and engaging content, including influencer posts with storytelling content, which can evoke positive emotions among audiences (Petra Jílková, 2018). That statement is supported by previous research emphasizing that content marketing information should be interesting and contain information about the brand to enhance brand recognition and recall (Afifah, 2021). Building on the theoretical frameworks proposed (Petra Jílková, 2018), there is an application of the proposal and exploration of social media influencer marketing to develop an understanding of how content brand strategies can be promoted through strategic marketing events. When brands collaborate with influencers for events, brands leverage influencer marketing to boost brand awareness and reach new audiences by introducing and encouraging product purchases among internet users (Masuda et al., 2022). Moreover, collaboration with influencers provides benefits in increasing event exposure, expanding coverage, and being an effective medium to encourage public participation and awareness (Alfianto et al., 2023). Therefore, it is hypothesized that event marketing has the potential to act as a mediator in the relationship between influencer marketing and brand awareness.

Product innovation showcased in event marketing can increase product awareness among event participants and make visitors more familiar with the product and its features. Event marketing serves as a mediating variable, addressing prior research indicating that product innovation has an insignificant impact on brand awareness due to limited participation in exhibitions, hindering consumers from directly observing product quality (Rachmahsari, 2021). Therefore, every company must strive to further increase product number, benefits, and attractiveness through innovation to increase sales and target markets (Eksananda & Indarwati, 2022).

H<sub>8</sub>: Content marketing influences brand awareness through event marketing.

H<sub>9</sub>: Influencer marketing influences brand awareness through event marketing.

H<sub>10</sub>: Product innovation influences brand awareness through event marketing.

### Conceptual framework

Based on the description above, the research framework can be built as follows:

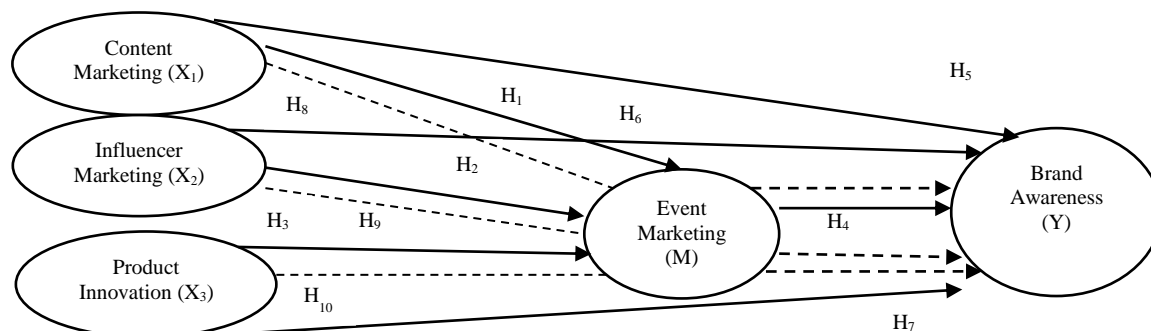


Figure 1. Research framework

Associative causal research is the research design in this article. The data collection technique uses a questionnaire submitted to respondents who meet the predetermined criteria. The distribution of the questionnaire was done both offline through face-to-face encounters and online via Google Docs. The closed-ended questionnaire utilized a Likert scale ranging from 1 to 5 with categories: Score 5 (strongly agree), Score 4 (agree), Score 3 (neutral), Score 2 (disagree), Score 1 (strongly disagree). The population consisted of individuals familiar with the Scarlett brand, with a sample size of 228 respondents selected through purposive sampling based on specific criteria. The respondents' criteria are at least 17 years old, recognize Scarlett, have seen Scarlett's content, have seen influencers who promote Scarlett, are aware of Scarlett's marketing events, and use social media, such as Instagram or TikTok. Based on the research constructs built from the theoretical studies presented, this research paradigm can be depicted in Figure 2.1. The eight content marketing items in this study are relevance, accuracy, value, easy to understand, easy to find, consistency, promotion, and interaction (Abdul Aziz, 2020; Amalia & Lubis, 2020). Influencer marketing has five items, namely trustworthiness, expertise, attractiveness, reach, and suitability in terms of relevance (Nurniati, 2023; Smuda, 2018; Vania & Ni'amus Sya'ban, 2023). Product innovation has six items: product, novelty, uniqueness, attractiveness, and quality (Ellitan et al., 2023). Event marketing has six items, namely entertainment, innovation, interaction, intensity, integrity, and the phenomenon of excitement (Vania & Ni'amus Sya'ban, 2023), while brand awareness uses four items, namely brand awareness includes top of mind, brand recall, brand recognition, and unaware of brand (Aisah & Prasetyawati, 2018; Akbar et al., 2023; Utama & Ambarwati, 2022).

In this study, measurement and analysis used Structural Equation Modeling (SEM) with AMOS 24 statistical tools to analyze and evaluate direct and indirect effects among variables in the structural model of the research constructs built. Model fit checking is assessed based on index parameters, such as CMIN/DF, Root Mean Square Error of Fit (RMSEA), Fit Index (GFI), Tucker-Lewis Index (TLI), Incremental Fit Index (IFI), Comparative Fit Index (CFI), Norm Fit Index (NFI). The validity evaluation will rely on the Standardized Loading Factor (SLF) which must be  $\geq 0.50$ , Composite Reliability (CR)  $\geq 0.70$ . Average Variance Extracted (AVE)  $\geq 0.50$ . Furthermore, SEM (Structural Equation Modeling) analysis is a structural model to assess whether the research hypothesis that has been built will be accepted or rejected. SEM analysis will display the t-value for each coefficient. The hypothesis can have a causal relationship if the t-value  $\geq t$ -table (1.96) with a significant level  $\alpha$  is 0.05, indicating that the coefficient is statistically significant. The Sobel test will also be carried out to assess the indirect effect of the mediating variable in the model and test whether the impact of the independent variable on the dependent variable through the mediating variable is statistically significant (Junaidi, 2021).

### 3. Results And Discussions

#### Respondent Characteristics

The data obtained shows that the dominant characteristics in this research are 21-30 years old (68,4%), women (74,1%), Senior High School as educational background (72,8%), domicile Borneo (73,7%), occupation as a university student (81,1%), with monthly allowance IDR 1,000,000 – 2,000,000 (38,6%), and

spend their money to buy beauty products monthly under IDR 500,000 (77,6%). The analysis profile of respondents in this survey is based on the following demographics:

**Table 1.** Respondent characteristics

Category	Item	f	%
Age	17 - 20 years old	69	30,3
	21 - 30 years old	156	68,4
	31 – 40 years old	3	1,3
	Total	228	100
Gender	Man	59	25,9
	Woman	169	74,1
	Total	228	100
Educational Background	Senior High School	166	72,8
	Diploma 1/Diploma 2/Diploma 3	3	1,3
	Bachelor's Degree	58	25,4
	Master's Degree	1	0,4
	Total	228	100
Domicile	Borneo	168	73,7
	Java	57	25
	Sumatra	3	1,3
	Total	228	100

Source: *Questionnaire Data Processing Results (2023)*

### Measurement Models

The results of the conformance, validity, and reliability tests are as follows:

**Table 2.** Measurement model results

Variable	Items	SLF	CR	AVE
Content Marketing	Scarlett's content is relevant to the interests of its target audience.	0,870	0,963	0,734
	The content provided by Scarlett contains information that aligns with the fact that it is indeed true.	0,848		
Influencer Marketing	Scarlett offers content with beneficial information to its audience.	0,860	0,944	0,741
	The content provided by Scarlett is easily understood by its audience in terms of readability, viewability, and comprehensibility.	0,855		
	Scarlett distributes its content through appropriate channels, such as Instagram, TikTok, and YouTube, making it easy to grasp the conveyed explanations.	0,859		
	Scarlett maintains the amount of content shared with consumers by updating information regularly.	0,825		
	The content presented by Scarlett serves as a way to advertise the Scarlett brand.	0,888		
	Scarlett's content facilitates the creation of interactions.	0,851		
	Scarlett's influencers are trustworthy.	0,846		
	Scarlett's Influencer Marketing has expertise related to the topic they describe.	0,842		
	Scarlett's influencers, for example, EXO, Twice, Felicya, Hito, or other influencers, have an attractive physical appearance.	0,877		
	Influencer marketing used by Scarlett has a broad audience reach.	0,868		
Product Innovation	Influencer marketing used by Scarlett aligns with Scarlett's brand image.	0,873	0,958	0,848
	Scarlett's product packaging is attractive.	0,912		
	Scarlett offers a variety of beauty care products that provide one-step solutions.	0,926		
	Scarlett often launches new products.	0,922		
	Scarlett has a distinctive feature that distinguishes it from other skin care products.	0,927		
	I am interested in trying Scarlett products because of the benefits they offer.	0,912		
Event Marketing	Scarlett products have good quality.	0,928	0,955	0,831
	The events organized by Scarlett provide satisfying entertainment.	0,875		
	Events such as using the Scarlett product bundling system with merchandise and EXO Meet and Greet sales tickets show the innovative side of creating a unique and different experience.	0,913		
	The involvement of influencers such as Felicya, Twice, EXO, and other influencers in the event made the message delivered by Scarlett acceptable to me.	0,923		

Variable	Items	SLF	CR	AVE
Brand Awareness	The continuity in holding similar events makes me more capable of remembering Scarlett.	0,923	0,924	0,771
	The events held by Scarlett can form a positive value in my eyes towards the brand.	0,926		
	Scarlett events can create positive excitement.	0,911		
	Scarlett is the most remembered or quickly comes to mind when someone asks about brands in the local beauty category.	0,895		
	The Meet and Greet with EXO as the Glow Ambassador for the Scarlett x EXO collaboration can increase Scarlett brand recall.	0,888		
	I can recognize Scarlett after someone mentions the brand's name.	0,872		
	Scarlett is a beauty brand from Indonesia.	0,865		

Source: Data Processing Results (2023)

Based on Table 2, the validity and reliability test results show that the model indicators built meet the valid and reliable criteria. The existing indicators have a standardized stress factor (SLF) value  $\geq 0.50$ . It indicates that all metrics are valid and adequate to measure the overall composition of the resulting model. Construct Reliability (CR) test score  $\geq 0.70$ . It indicates that all instruments are reliable and can consistently measure the structure across the models built.

Table 3. Goodness of fit index

Goodness of Fit Index	Cut off Value	Results
$\chi^2$	Expected to be low	620,209
Df		370
$\chi^2$ - Significance Probability	$\geq 0,05$	0.000
CMIN/DF	$\leq 3,00$	1,676
RMSEA	$\leq 0,08$	0,055
RMR	$< 0,05$	0,246
NFI	$\geq 0,90$	0,920
IFI	$\geq 0,90$	0,966
TLI	$\geq 0,90$	0,963
CFI	$\geq 0,90$	0,966

The model conformance test in Table 3 indicates that the model suitability requirements are accepted, and conformity can be stated. Six measurements showed good agreement. If there are 3-4 measurements with good level of agreement or above the cut-off value, the study model configuration can be declared adequate and accepted.

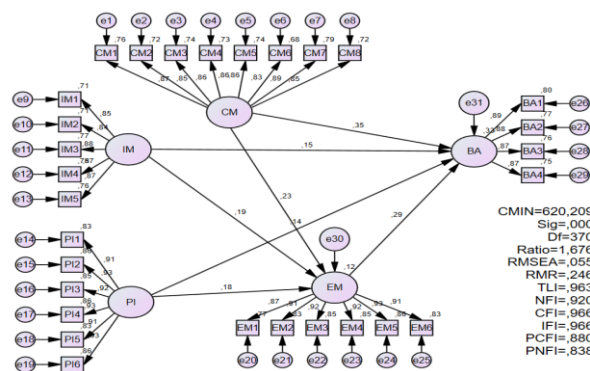


Figure 2. Full model testing

Hypotheses Testing

The results of testing the relationships between variables in the research configuration constructed in this study can be presented as follows:

Table 4. Hypothesis testing

Hypothesis	Path	Estimate	S.E.	C.R.	P	Conclusion
H <sub>1</sub>	Content Marketing → Event	0,291	0,083	3,521	0	Positive, Significant
H <sub>2</sub>	Influencer Marketing → Event	0,246	0,085	2,877	0,004	Positive, Significant

Hypothesis	Path	Estimate	S.E.	C.R.	P	Conclusion
H <sub>3</sub>	Product Marketing Innovation → Event	0,164	0,06 0	2,746	0,00 6	Positive, Significant
H <sub>4</sub>	Event Marketing → Brand Awareness	0,260	0,05 8	4,458	0	Positive, Significant
H <sub>5</sub>	Content Marketing → Brand Awareness	0,399	0,07 2	5,571	0	Positive, Significant
H <sub>6</sub>	Influencer Marketing → Brand Awareness	0,175	0,07 2	2,440	0,01 5	Positive, Significant
H <sub>7</sub>	Product Innovation → Brand Awareness	0,119	0,05 0	2,378	0,01 7	Positive, Significant

Source: Results of Data Processing AMOS 22 (2023)

The hypotheses are based on existing knowledge. Content marketing has a significant positive influence on event marketing. The critical value (C.R) for the content marketing and event marketing variables is 3.521, indicating a more significant improvement than the critical t-table value of 1.96. Likewise, the p-value shows 0, smaller than 0.05 ( $\alpha = 0.05$ ). Therefore, the first hypothesis regarding the relationship between content marketing and event marketing is statistically accepted. The second, third, fourth, fifth, sixth, and seventh hypothesis are also valid because their C.R. value, which is 2.877, 2.746, 4.458, 5.571, 2.440, and 2.378, exceed the commonly used critical value of 1.96 for a significance level of 0.05. Similarly, the p-values, which are 0.004, 0.006, 0, 0, 0.015, and 0.017, are smaller than 0.05 ( $\alpha = 0.05$ ). Therefore, all of the hypotheses in this research are statistically accepted. The researcher presents Table 5, obtained from the Sobel test results, to confirm the indirect influence on the inherent mediation variable.

**Table 5.** Sobel test - significance of mediation

Hypothesis	Path	Sobel test statistic	Two- tailed probability
H <sub>8</sub>	Content Marketing → Event Marketing → Brand Awareness	2,761	0,005
H <sub>9</sub>	Influencer Marketing → Event Marketing → Brand Awareness	2,431	0,015
H <sub>10</sub>	Product Innovation → Event Marketing → Brand Awareness	2,333	0,019

Source: Results of Data Processing Sobel Test (2023)

Based on the Sobel test results used to evaluate the significance of mediation in the path analysis model in Table 5, the Sobel test statistics for the eighth, ninth, and tenth hypotheses are 2.761, 2.431, and 2.333, respectively, with p-values of 0.005, 0.015, and 0.019. All Sobel test statistical values exceed the t-table value of 1.96. Likewise, the p-value is smaller than the general significance level of 0.05 ( $\alpha = 0.05$ ). These results indicate that mediation, in this case, has a statistically significant effect because the p-value is greater than  $\alpha$ . These results indicate that Event Marketing positively and significantly mediates the relationship between Content Marketing and Brand Awareness, Influencer Marketing on Brand Awareness through Event Marketing, and Event Marketing significantly mediates the relationship between Product Innovation and Brand Awareness. Therefore, the eighth, ninth, and tenth hypotheses are accepted.

## Discussion

Based on the research results, content marketing, influencer marketing, and product innovation can influence Scarlett's brand awareness and further strengthen brand awareness through the mediating influence of event marketing. Content marketing variables significantly affect event marketing and brand awareness because the hypothesis results show that the CR content marketing to event marketing is the highest of all hypotheses, which is 5.571 with a p equal to 0. The highest Sobel test result is also the eighth hypothesis, with the content marketing path affecting brand awareness through event marketing. This result proves that content can attract the audience's attention and encourage them to attend the event (Rita & Nabilla, 2022). In addition, content marketing that is accessible without time and space limitations can build interaction, reach a broad audience, and open general discussion through the comments section, effectively supporting event marketing and increasing brand awareness. Based on the characteristics of the respondents, the highest age in this study is 21-30 years old at 68.4% and dominated by women at 74.1%. These characteristics align with the most Instagram users in Indonesia in 2022, which are the first and second highest are 18-24 years old at 38.9% and 25-34 years old at 29.8%, dominated by women at 55.4% (Wolff, 2023). This result shows that this study has represented the most social media users in Indonesia regarding the characteristics of the respondents. In addition, it also shows that the majority of respondents are aware of the Scarlett brand. With

its many official social media accounts, Scarlett can deliver content that suits each audience's preferences, creating opportunities for more dialogue. All platforms are also relatively active, as posts are updated daily with variative content. The first (0.888) and second (0.870) highest content questionnaire items, respectively, are that the content Scarlett presents is its way of advertising the Scarlett brand and is relevant to the interests of its target audience, indicating that content that has targeted consumers and content planning makes consumers see the brand as credible and reliable (Septira et al., 2023). Showing that quality content marketing can significantly affect brand awareness (Septira et al., 2023).

The highest influencer marketing item is the statement that influencer Scarlett has an attractive physical appearance. This result suggests that physical attractiveness is an essential attribute in influencers (Permana & Astuti, 2023). Influencer marketing affects brand awareness (Ali & Alqudah, 2022; Ferina et al., 2021; Tampenawas, 2023). The events organized are also beneficial and provide value to the audience, making them trust and like the company's products (Ramanda et al., 2019). An example of Scarlett's event that strengthens its brand awareness (Petra Jílková, 2018) in the general public by using influencers is the Meet and Great Scarlett x EXO, which is proven by not only the enthusiasm on social media in talking about this event and the number of viewers but also breaking the MURI record for successfully selling the most perfume in no more than 30 minutes online thanks to Friends of Scarlett and EXO-L (Azzahra, 2023).

Event marketing is a type of promotion where a company or brand is associated with a themed event or activity to create a customer experience and promote products or services (Setiawan et al., 2022). Scarlett launched various new products to adapt to the latest market interests, such as the 7X Ceramide Barrier Up Moisturizer, which launched when ceramide content was popular. Scarlett held the Scarlett Beautyverse event at Central Park Mall, Jakarta, to celebrate the launch of its latest product, 7X Ceramide Barrier Up Moisturizer (Media Indonesia, 2022). Innovative new products have the potential to increase traction in organized new product launch events and audience awareness of the brand (Hassanien & Dale, 2012). Scarlett creates booths and lucky draws to showcase the latest innovative products in busy areas such as inside malls, providing interactive experiences to attract visitors and introduce the product, which affects brand awareness (Worabay et al., 2018). This aligns with previous research that states innovation is the highest indicator for events as a marketing strategy in building brand awareness (Rachmadhian & Chaerudin, 2021).

The results of the Sobel test show that all hypotheses through event marketing have a positive and significant effect. This result indicates that event marketing can be a mediating variable (Ismaeel, 2023) between content marketing, influencer marketing, and product innovation on brand awareness. Scarlett's latest event is Glow to You, collaborating with EXO to hold a Meet and Greet on August 27, 2023. Tickets were sold with a bundling technique of products, merchandise, and tickets together so that audiences who wanted to meet their idols at the event would get a Scarlett product bundle, which not only increased sales volume but also introduced Scarlett products that may not have been tried before through this product bundle system with event tickets, leading to extends Scarlett's to K-pop idol fans. This also proves that event marketing affects brand awareness (Krisna Cinditya P, 2020; Rachmadhian & Chaerudin, 2021; Ramanda et al., 2019).

#### 4. Conclusion

The findings of this study provide in-depth insight into the influence of content marketing, influencer marketing, and product innovation on Scarlett's brand awareness in Indonesia, with event marketing acting as a mediating variable. The data analysis results show that all research hypotheses are accepted with a positive and significant effect. The research contributes to knowledge in several ways, such as by expanding the theoretical frameworks in marketing science through the introduction of event marketing as a mediating variable, filling knowledge gaps in the marketing literature by clarifying the understanding of existing issues, and enriching the understanding of the relationships between various marketing components. This insight not only addresses current knowledge gaps but also establishes a foundation for future research endeavours in the ever-evolving landscape of marketing. Economically, the findings have implications for the Indonesian beauty industry, potentially increasing the competitiveness of national products in the global market and contributing to the country's economy. By adopting the economic benefits of these marketing strategies, companies can optimize their promotional efforts to enhance brand awareness, boost sales, and secure a competitive edge in the thriving beauty market, contributing to higher corporate taxes to the country's economy. Scarlett's heightened brand awareness can create a positive image about the quality of Indonesian

products in the global market, potentially increasing the competitiveness of the national cosmetics industry and opening up greater export opportunities. Additionally, the study significantly contributes new findings by uncovering insight into the positive and influential role of event marketing as a mediator in enhancing brand awareness, particularly evident in Scarlett's successful Glow to You event with EXO. Scarlett should enhance and evaluate its organized event marketing, ensuring maximum consumer engagement to sustain in the future through the increase of brand awareness. Since this sample dominated by university student and women, the future research could consider expanding the research sample and conducting research related to other brands, industries, or countries, considering differences in characteristics so that the relationships between variables can be further explained, whether they are only valid for specific contexts or are universal. Apart from the object, this research has limitations on the variables studied. Another variable, such as brand trust, can be explored in enhancing Scarlett's brand awareness because Scarlett's success in attracting Korean idol EXO as a brand ambassador, achieving one billion rupiah during live streaming on TikTok, gaining almost 43 million likes, and becoming the number one top seller on TikTok live streaming may be influenced by brand trust. EXO fans (EXO-L) acknowledge their appreciation for Scarlett's favorable treatment of EXO during the Meet and Greet event, prompts the hypothesis of trust given by a brand to its audience. It suggests that Scarlett's favorable treatment of EXO influences EXO-L's trust toward Scarlett, resulting in increased brand awareness and purchase intention among EXO-L for Scarlett's products. Therefore, further research can continue to delve into this variable, establishing connections between brand trust, brand ambassadors, and consumer awareness.

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