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Driving Brand Awareness Through Instagram: Evaluating Marketing Communication and Content Strategies for ATVA Bags Bandung

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A B S T R A C T
In the digital era, social media serves as a pivotal platform for cultivating brand awareness; however, numerous local enterprises struggle to translate brand recognition into actual purchase conversions. ATVA BAGS Bandung, a local fashion brand, exemplifies this disparity: although its target market broadly recognizes the brand via Instagram, only a minor segment converts into active buyers. This pronounced gap between brand awareness and sales conversion signals underlying inefficiencies in marketing communication execution and content strategy. Accordingly, this study examines the impact of Marketing Communication and Content Marketing on Instagram Brand Awareness for ATVA BAGS Bandung. Employing a quantitative survey design, empirical data were gathered from 125 respondents derived via Slovin's formula. Analytical procedures executed in SPSS comprised validity and reliability testing, classical assumption checks, multiple linear regression, correlation analysis, and coefficient of determination estimation. The empirical findings reveal that, partially, Marketing Communication exerts a non-significant effect on Brand Awareness, whereas Content Marketing demonstrates a statistically significant positive effect. Jointly, Marketing Communication and Content Marketing exert a significant positive influence on Instagram Brand Awareness. These results yield practical implications for ATVA BAGS, emphasizing the necessity of elevating content quality and synthesizing communication channels to optimize social media awareness and sales conversions.

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INTRODUCTION

The rapid growth of digital technology has fundamentally transformed marketing practices, particularly through the increasing use of social media as a platform for brand communication. Instagram has become one of the most influential social media platforms for digital marketing because of its visual features, high user engagement, and extensive reach. In Indonesia, Instagram remains one of the most widely used social networking platforms, providing significant opportunities for businesses, especially local fashion brands, to strengthen customer relationships and enhance brand awareness. However, the large number of social media users does not automatically guarantee that consumers will recognize or remember a brand, making effective digital marketing strategies increasingly important.

Brand awareness represents one of the most valuable components of brand equity because it determines consumers' ability to recognize and recall a brand during the purchasing process. Previous studies have consistently reported that integrated marketing communication positively influences brand awareness by delivering consistent messages and strengthening customer engagement (Uwuigbe & Ajibolade, 2013; Wang, 2016). Likewise, content marketing has been identified as a strategic tool that creates valuable and relevant information capable of increasing consumer attention, trust, and brand recognition (Holliman & Rowley, 2019; Pulizzi, 2023). More recent empirical evidence also confirms that marketing communication significantly contributes to brand awareness (Yekti Adhipramana et al., 2025), while content marketing has a positive effect on strengthening brand awareness in digital environments (Aji Prasojo & Sri Aliami, 2024). Despite these findings, previous research has generally examined these variables separately or within broader business contexts, leaving limited evidence regarding their simultaneous influence on the brand awareness of local fashion brands operating through Instagram.

ATVA BAGS Bandung, a local fashion brand specializing in bags, illustrates this research gap. Preliminary observations indicate that although many Instagram users are familiar with the brand, only a relatively small proportion actively engage with or purchase its products. The pre-survey further revealed low levels of brand recognition, ineffective marketing communication, and insufficiently persuasive content marketing, suggesting that the existing digital marketing strategy has not successfully strengthened consumers' brand awareness. These findings indicate the need to examine how marketing communication and content marketing interact in influencing brand awareness within the context of local fashion businesses.

The scientific novelty of this study lies in its integrated examination of marketing communication and content marketing as simultaneous determinants of Instagram-based brand awareness in a local fashion brand. Unlike previous studies that primarily investigated these variables independently or focused on larger commercial brands, this research provides empirical evidence from an Indonesian local fashion enterprise operating in a highly competitive digital marketplace. Consequently, the study contributes to the growing literature on digital marketing by offering a contextual understanding of how integrated

communication strategies and content quality collectively influence brand awareness among social media users.

Based on this research gap, the problem addressed in this study is whether marketing communication and content marketing significantly influence the brand awareness of ATVA BAGS Bandung through Instagram, both individually and simultaneously. Therefore, the objective of this study is to analyze the effects of marketing communication and content marketing on Instagram brand awareness at ATVA BAGS Bandung and to provide empirical evidence that can support the development of more effective digital marketing strategies for local fashion brands.

LITERATURE REVIEW

The theoretical framework of this study builds upon established concepts in marketing communications, digital content strategies, brand psychology, and social media engagement.

Integrated Marketing Communications (IMC) Theory

Integrated Marketing Communications (IMC) is defined as a strategic business process used to plan, develop, execute, and evaluate coordinated, measurable, persuasive brand communication programs over time with consumers, prospects, and other targeted internal and external audiences (Belch & Belch, 2021). According to Belch and Belch (2021), IMC relies on promotional tools such as advertising, sales promotion, public relations, personal selling, and direct marketing to present a unified brand identity across platforms. In a digital context, IMC ensures that every touchpoint delivers a clear, consistent, and reinforcing message that enhances audience recognition.

Content Marketing Theory

Content Marketing involves creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience, ultimately driving profitable customer action (Pulizzi & Piper, 2023). Pulizzi and Piper (2023) emphasize that unlike traditional interruption-based advertising, content marketing focuses on delivering informational, educational, or entertaining value that fulfills consumer needs. In social media environments, high-quality content encourages reader cognition, sharing motivation, persuasion, and decision-making, which collectively build trust and brand familiarity.

Brand Equity and Brand Awareness Hierarchy Theory

Brand Awareness is a fundamental dimension of Keller's Customer-Based Brand Equity (CBBE) model, representing the strength of a brand's presence in consumer memory (Kotler & Keller, 2021). According to Kotler and Keller (2021), brand awareness progresses along a hierarchy ranging from brand recognition (ability to confirm prior exposure) to brand recall (ability to retrieve the brand from memory when given a category cue). High levels of brand awareness lower search costs for consumers, increase the probability of brand inclusion in the consideration set, and positively influence ultimate purchasing decisions.

Social Media Marketing Theory

Social Media Marketing utilizes social networking platforms as communication channels to engage consumers, build brand presence, and generate interactive dialogue (Tuten & Solomon, 2023). Tuten and Solomon (2023) highlight that social media platforms like Instagram leverage visual storytelling, algorithmic content distribution, and direct community engagement to cultivate active participation. Effective social media marketing moves beyond passive exposure by creating two-way communication opportunities that enhance brand recall and loyalty.

Stimulus-Organism-Response (S-O-R) Framework

The S-O-R framework, adapted for digital consumer behavior, posits that environmental marketing stimuli (S) influence an individual's internal cognitive and emotional state (O), which subsequently drives external behavioral responses (R) (Kotler et al., 2021). In the context of Instagram marketing, marketing communications and content quality serve as external stimuli (S). These stimuli shape the consumer's internal cognitive awareness and perception (O), which in turn leads to behavioral outcomes (R) such as engagement, brand recall, and purchasing decisions.

METHODOLOGY

This study adopts a quantitative methodology featuring an explanatory survey design to evaluate the causal influences of marketing communication (X_1) and content marketing (X_2) on brand awareness (Y). The empirical setting focuses on ATVA BAGS Bandung, a local fashion enterprise that utilizes Instagram as its core digital marketing interface. The target population comprised followers of the official ATVA BAGS Instagram account. Utilizing a probability sampling approach via simple random sampling, empirical data were gathered through a structured questionnaire administered to eligible respondents, scored on a five-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

The conceptual framework designates Marketing Communication (X_1) and Content Marketing (X_2) as independent variables, with Brand Awareness (Y) as the dependent variable. Marketing Communication was operationalized across five core dimensions: advertising, sales promotion, public relations, personal selling, and direct marketing. Content Marketing was evaluated through four sub-constructs: reader cognition, sharing motivation, persuasion, and decision-making. Brand Awareness was measured using four foundational dimensions: brand recognition, brand recall, purchase decision, and consumption.

Prior to hypothesis estimation, the measurement instruments underwent construct validity and internal consistency (reliability) assessments. Classical econometric assumption checks encompassing normality, multicollinearity, and heteroscedasticity diagnostics were performed to ensure regression suitability. Descriptive statistics were initially generated to summarize sample characteristics across all constructs. Subsequently, multiple linear regression analysis was executed using IBM SPSS Statistics at a 5% significance level ($\alpha = 0.05$) to evaluate both partial (t-test) and simultaneous (F-test) parameters, along with the coefficient of determination (R^2) to gauge explained variance.

RESEARCH RESULT

Results of Multiple Linear Regression Analysis

Multiple linear regression analysis was performed to evaluate the empirical impacts of the independent variables—Marketing Communication (X_1) and Content Marketing (X_2)—on the dependent variable, Brand Awareness (Y). Statistical estimation via SPSS yielded the model constant and regression slope coefficients summarized in the coefficients table below:

Table 1. Results of Multiple Linear Regression Analysis

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-.648	.777		-.834	.406
	X1	.066	.047	.156	1.394	.166
	X2	.277	.043	.716	6.382	.000

a. Dependent Variable: Y

Source: Processed Primary Data, 2026

A multiple linear regression model is generally formulated as follows:

$$Y= a+b1X1+b2X2+e$$

Based on the table of analysis results, the following values were obtained:

a. Constant (a) = −0.648
b. Coefficient of X1 (b1) = 0.066
c. Coefficient of X2 (b2) = 0.277

Thus, the resulting multiple linear regression equation is:

$$Y = -0.648 + 0.066X1 + 0.277X2 + e$$

The structural regression equation and its parameter estimates are interpreted as follows:

- Model Intercept ($\alpha = -0.648$): The baseline constant indicates that if Marketing Communication (X_1) and Content Marketing (X_2) are simultaneously held at zero, the predicted score for Brand Awareness (Y) rests at -0.648.
- Marketing Communication Coefficient ($\beta_1 = 0.066$): The regression slope for Marketing Communication demonstrates that each one-unit enhancement in marketing communication activities generates a 0.066-unit increase in Brand Awareness, holding all other factors constant (*ceteris paribus*).
- Content Marketing Coefficient ($\beta_2 = 0.277$): The coefficient for Content Marketing signifies that a one-unit increase in content marketing effectiveness

yields a 0.277-unit gain in Brand Awareness, assuming other predictors remain fixed.

- Stochastic Error Term (ε): The residual error term accounts for unmodeled variance driven by exogenous determinants influencing Brand Awareness outside the conceptual framework of this study.

Comparison of the unstandardized regression slopes confirms that Content Marketing (X_2) exerts a stronger influence on Brand Awareness (Y) than Marketing Communication (X_1), as reflected by its larger coefficient ($0.277 > 0.066$). Furthermore, partial hypothesis testing executed via SPSS yielded the following statistical evaluations:

Table 2. Results of the Partial Hypothesis Test (T-Test)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-.648	.777		-.834	.406
	X1	.066	.047	.156	1.394	.166
	X2	.277	.043	.716	6.382	.000

a. Dependent Variable: Y

Source: Processed Primary Data, 2026

Based on the coefficients presented in the table above, the results of the partial hypothesis testing (t-test) are evaluated as follows:

The Effect of Marketing Communication (X_1) on Brand Awareness (Y)

Inferential testing of the regression parameter for Marketing Communication (X_1) yielded a calculated t-statistic of 1.394 with a significance value (p-value) of 0.166. Comparing the calculated value against the critical t-table threshold at $\alpha = 0.05$ ($t_{\text{table}} = 1.657$) indicates that the calculated statistic falls below the critical boundary ($1.394 < 1.657$). Because $t_{\text{calculated}} < t_{\text{table}}$ and $p = 0.166 > 0.05$, the null hypothesis (H_0) cannot be rejected. This confirms that, partially, Marketing Communication (X_1) exerts a statistically non-significant effect on Brand Awareness (Y). The statistical decision region for this t-test is graphically illustrated below:



Figure 1. t-Test Curves for Marketing Communication Variables
Source: Processed Primary Data, 2026

From the t-test curve, the calculated t-value falls within the acceptance region for H₀; therefore, at a 5% significance level, it can be concluded that Marketing Communication is not positive and effect on Brand Awareness.

The Effect of Content Marketing (X2) on Brand Awareness (Y)

Partial hypothesis testing (t-test) for the Content Marketing variable (X_2) yielded a calculated t-statistic of 6.382 with a significance value (p-value) of 0.000. Evaluating the empirical result against the critical t-table threshold at $\alpha = 0.05$ ($t_{\text{table}} = 1.657$) demonstrates that the calculated statistic significantly exceeds the critical boundary ($6.382 > 1.657$). Because $t_{\text{calculated}} > t_{\text{table}}$ and $p < 0.001$, the null hypothesis (H_0) is rejected and the alternative hypothesis (H_a) is accepted. This confirms that, partially, Content Marketing (X_2) exerts a statistically significant positive effect on Brand Awareness (Y).



Figure 2. t-Test Curve for the Content Marketing Variable

From the t-test curve, the t-value falls within the rejection region for H_0; therefore, at a 5% significance level, it means that Content Marketing has an effect on Brand Awareness.

Results of the Simultaneous Hypothesis Test (F-Test)

1. H0: $\beta 1 = \beta 2 = \beta 3 = 0$, which means that marketing communication and content marketing do not have a positive and significant effect on the Instagram social media brand awareness of ATVA BAGS Bandung.
2. H1: There is at least one $\beta \neq 0$, indicating that marketing communication and content marketing have a positive and significant effect on the Instagram social media brand awareness of ATVA BAGS Bandung.

The decision criteria for this test are as follows:

a. H0 is accepted if the calculated F ≤ the table F or the F significance value ≥ 0.05.
b. H0 is rejected if the calculated F > the table F or the F significance value < 0.05.

Table 3 Results of the F-Test (Simultaneous)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1301.219	2	650.610	174.276	.000[b]
	Residual	455.453	122	3.733		
	Total	1756.672	124			

a. Dependent Variable: Y
b. Predictors: (Constant), X2, X1

As detailed in Table 4.49, simultaneous hypothesis testing (F-test) produced an empirical F-statistic of 174.276 with a significance value (p-value) of 0.000. Evaluating the test statistic against the critical F-table threshold at $\alpha = 0.05$ ($F_{\text{table}} = 3.07$) indicates that the calculated value substantially exceeds the critical boundary ($174.276 > 3.07$). Because $F_{\text{calculated}} > F_{\text{table}}$ and $p < 0.001$, the null hypothesis (H_0) is rejected, and the alternative hypothesis (H_1) is accepted. This confirms that, jointly, Marketing Communication (X_1) and Content Marketing (X_2) exert a statistically significant positive effect on Brand Awareness (Y).

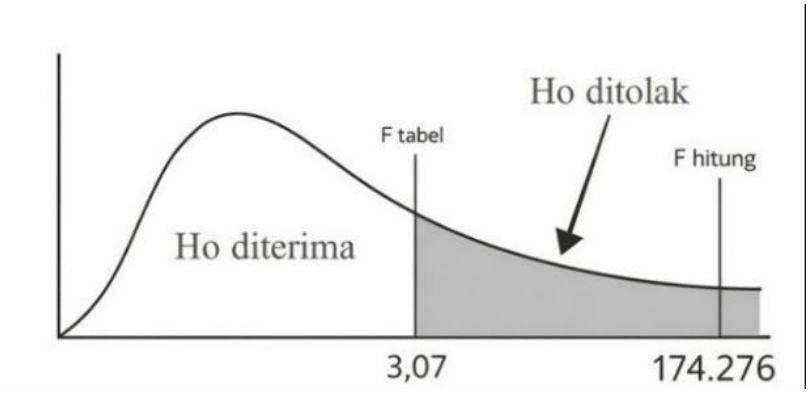


Figure 3. Acceptance and Rejection Regions for H0 (F-Test)

The Effect of Marketing Communication (X1) and Content Marketing (X2) on Brand Awareness (Y)

Based on the results of the simultaneous test (F-test), it was found that the variables Marketing Communication (X1) and Content Marketing (X2) together have a positive and significant effect on Brand Awareness (Y). This is indicated by a calculated F-value of 174.276, which is greater than the critical F-value of 3.07, as well as a p-value of 0.000, which is less than 0.05. Thus, the simultaneous hypothesis is accepted. The regression coefficients for both independent variables are positive, indicating that an increase in both Marketing Communication and Content Marketing will enhance Brand Awareness. Interestingly, although Marketing Communication does not have a significant effect when considered in isolation, when combined with Content Marketing, these two variables together have a significant effect on Brand Awareness.

These results indicate that ATVA BAGS Bandung's brand awareness is not influenced by a single strategy in isolation, but rather by the synergy between effective marketing communication and content presentation strategies. Content marketing serves to reinforce the message, while marketing communication functions as the strategic framework for delivering the message to the audience. Thus, the integration of these two strategies is key to optimally increasing brand awareness on Instagram.

DISCUSSION

The first finding demonstrates that Marketing Communication does not significantly affect Brand Awareness when examined independently. Although the regression coefficient is positive, the statistical evidence indicates that communication activities alone are insufficient to strengthen consumers' awareness of ATVA BAGS on Instagram. This result suggests that promotional messages distributed through social media may not have been sufficiently consistent, engaging, or differentiated to create strong memory structures among consumers. From the perspective of Integrated Marketing Communication, communication effectiveness depends not only on message frequency but also on message consistency, creativity, and integration across communication channels (Kotler et al., 2021). Therefore, communication activities that merely disseminate promotional information without providing meaningful value are unlikely to improve brand recognition significantly.

This finding differs from previous studies reporting a significant positive relationship between Marketing Communication and Brand Awareness (Sugeng & Sofiani, 2023; Yekti Adhipramana et al., 2025). The inconsistency may be explained by contextual differences. Unlike established brands with high communication intensity, ATVA BAGS is a local fashion brand operating in a highly competitive digital environment where consumers are exposed to numerous competing promotional messages every day. Consequently, communication efforts alone become less effective unless accompanied by valuable and engaging content capable of attracting sustained audience attention.

The second finding reveals that Content Marketing significantly improves Brand Awareness. The relatively large regression coefficient and highly significant t-value indicate that content quality is the dominant determinant of consumers' awareness of the brand. This phenomenon reflects the current characteristics of digital consumers, who increasingly seek informative, entertaining, authentic, and visually appealing content before recognizing and trusting a brand. High-quality content increases audience engagement, stimulates information sharing, and strengthens consumers' cognitive associations with the brand. As a result, repeated exposure to relevant content enhances brand recall and recognition.

The present finding supports the content marketing theory proposed by Pulizzi (2023), which argues that valuable and relevant content establishes stronger customer relationships than conventional promotional messages. It also corroborates the findings of Holliman and Rowley (2019) and Aji Prasojo and Sri Aliami (2024), who reported that content marketing significantly enhances brand awareness by encouraging consumer interaction and engagement across digital platforms. Therefore, content marketing represents a more effective strategic investment for local fashion businesses seeking to improve visibility and brand recognition on Instagram.

The simultaneous effect of Marketing Communication and Content Marketing demonstrates that although Marketing Communication alone does not significantly influence Brand Awareness, its effectiveness increases substantially when integrated with high-quality content. The coefficient of determination of 74.1% confirms that both variables collectively explain a considerable proportion of Brand Awareness. This result reflects the complementary nature of digital marketing strategies, where communication activities distribute brand messages while content marketing provides the value that encourages consumers to pay attention, interact, and remember the brand.

These findings have important theoretical and managerial implications. Theoretically, this study extends previous digital marketing literature by demonstrating that communication activities require content quality to generate meaningful consumer responses in social media environments. Practically, the findings suggest that local fashion brands should prioritize the creation of informative, creative, and engaging Instagram content while maintaining integrated communication strategies across digital touchpoints. Rather than increasing promotional frequency alone, companies should emphasize storytelling, educational content, user-generated content, and interactive communication to strengthen Brand Awareness and ultimately improve marketing performance.

CONCLUSIONS AND RECOMMENDATIONS

Overall, the empirical findings answer the research hypotheses. The first hypothesis is rejected because Marketing Communication does not significantly affect Brand Awareness individually. The second hypothesis is accepted because Content Marketing positively and significantly influences Brand Awareness. Finally, the third hypothesis is supported, demonstrating that Marketing

Communication and Content Marketing simultaneously have a positive and significant effect on Brand Awareness among Instagram users of ATVA BAGS Bandung.

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