

The Effect of Tiktok Content Marketing on Brand Awareness of the Glad2Glow

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Abstract: *The beauty industry is growing rapidly, driving intense competition among skincare brands. Glad2Glow, a China-based skincare and make-up brand popular among Generation Z, experienced fluctuating brand reputation and recurring consumer confusion about product information on TikTok. This study aims to describe content marketing and brand awareness, and to analyze the effect of TikTok content marketing on brand awareness of Glad2Glow products. This study used a quantitative method with a descriptive-verificative approach. Data were collected through a structured online questionnaire using a five-point Likert scale, distributed to 384 Generation Z respondents who had been exposed to Glad2Glow's TikTok content and used or purchased Glad2Glow products, selected through purposive sampling. Data were analyzed using descriptive statistics, classical assumption tests, and simple linear regression. The results show that both content marketing and brand awareness are in the high category. Content marketing has a positive and significant effect on brand awareness, with an R^2 value of 0.318. These findings indicate that educational, informative, and trustworthy TikTok content plays an important role in strengthening consumer awareness of the Glad2Glow brand.*

INTRODUCTION

The business landscape in the digital era is growing rapidly, driven by rising consumer needs and shifting consumption patterns. The beauty industry is one of the sectors experiencing this growth, as skincare and beauty routines have become part of daily life for many people, particularly those who pay close attention to skin health and appearance. Data from the Ministry of Industry and BPOM show that 1,039 cosmetic and skincare companies are registered in Indonesia, around 89% of which are small and medium enterprises (Agatha, 2024). The Coordinating Ministry for Economic Affairs of the Republic of Indonesia (2025) also reported that Indonesia's cosmetics market reached approximately IDR 35.6 trillion in 2025, and most

consumers, especially women, purchase skincare and make-up products at least once a month as part of their self-care routine (Nurhasanah et al., 2025).

One brand that is fairly well known among Generation Z is Glad2Glow, a China-based brand that entered the Indonesian market in 2022 through Sutone Wisdom Indonesia and holds an official BPOM distribution permit. Glad2Glow offers two product categories, skincare and make-up, grouped according to skin conditions such as acne, skin-barrier repair, and brightening.

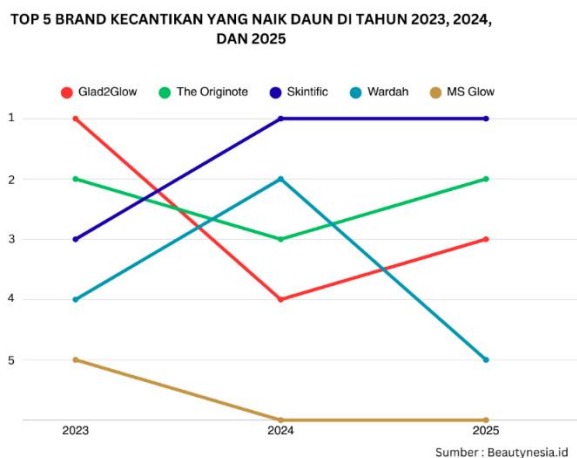


Figure 1 show the past three years, Glad2Glow's brand position has fluctuated: it topped the market in 2023 as an affordable "student-budget" skincare brand, declined in 2024 following controversy over sunscreen overclaims, and recovered in 2025 after improving product quality and its brand image, partly through influencers, and affiliates. Social media uploads questioning the sunscreen's laboratory results triggered public controversy, and although Glad2Glow published laboratory test results on its TikTok Shop as clarification, the circulation of inconsistent explanations left consumers with differing perceptions of the product. Consumer comments further reveal confusion about which product suits their skin condition and, in some cases, doubts about product authenticity reflecting weak brand information and reinforcing the need for a clearer, more consistent brand communication strategy, since the availability of information shapes how consumers recognize, understand, and remember the Glad2Glow brand.

The rapid growth of digital marketing has given rise to various promotional strategies, one of which is content marketing, a marketing approach focused on producing and distributing valuable content to build strong, lasting relationships with prospective customers (Octaviana et al., 2024). TikTok is one of the fastest-growing platforms, offering short videos, photos, and the TikTok Shop feature that merges social media with e-commerce; its popularity is supported by ease of content production, up-to-date content, and a user-friendly interface (Wewengkang et al., 2025).

Indonesia is the country with the largest number of TikTok users in the world, reaching 180.11 million users (Nouvan, 2025), with an average daily usage time of 1 hour 53 minutes across 9.8 sessions, surpassing YouTube and Instagram (Kol.id, 2026). In today's digital marketing landscape, trust is a fundamental factor that determines the effectiveness of promotional content (Abbas & Thahir, 2025). Brand awareness built through content marketing not only drives purchase decisions but also contributes to repurchase intention, which is essential for business sustainability (Bahri & Mutadho, 2025). Previous studies have examined the effect of content marketing on brand awareness. Ramadhan (2024) found that content marketing significantly affects brand awareness but did not explore the intrinsic quality of message

relevance for a specific social media platform or differences in awareness formation across industries. Another study examined brand ambassador communication toward brand awareness without positioning content marketing as the communication channel (Saputri et al., 2020). In the beauty industry, brand awareness tends to be more complex because it involves perceived risk, ingredient claims, and education, and prior studies have rarely focused specifically on TikTok as the platform under study.

This study is grounded in the marketing management concept of Kotler and Keller (2016), which frames marketing management as a strategic, ongoing process of selecting target markets and acquiring, retaining, and growing customers by creating, delivering, and communicating superior customer value. In the case of Glad2Glow, there is a gap between the brand's market presence and the limited, inconsistent information available to consumers, along with underused digital communication channels indicating that brand information gaps may affect brand awareness, since strong social media presence does not necessarily to strong brand awareness in consumers' minds.

The novelty of this study lies in positioning TikTok content marketing as the key digital marketing variable driving brand awareness, using Glad2Glow as an empirical case that has rarely been explored. Content marketing is selected as the independent variable due to its central role in building brand understanding and awareness, extending prior conceptual work that mostly linked content marketing to purchase decisions rather than brand awareness. This study is considered important given the increasingly tight competition in the beauty industry, which requires companies not only to be known but also to be understood by consumers, while research specifically addressing the effect of TikTok content marketing on brand awareness for the Glad2Glow brand remains limited.

This study aims to analyze and provide a more comprehensive understanding of the extent to which content marketing influences brand awareness in consumers' minds. The findings are expected to serve as a reference for business practitioners in designing more informative digital marketing strategies to support business sustainability, contributing both to theoretical development and to the practical application of digital marketing strategy.

LITERATURE REVIEW

Brand Awareness

Brand awareness reflects the extent to which consumers can recognize and recall a brand and its attributes, built through repeated brand exposure (Keller, 2013; Manik Megasari & Siregar Marakali, 2022). It plays an important role in marketing because the higher consumers' awareness of a brand, the greater the likelihood that the brand will be chosen (Kohar et al., 2024). Surya (2021) defines brand awareness as the extent to which customers can recall and recognize a brand under different conditions, while Kotler et al. (2022) add that a brand that comes to mind first tends to become the consumer's main reference. Brand awareness also functions as a mental bridge that connects a brand with consumers, easing decision-making and fostering familiarity and trust.

Wardhana (2025) identify four dimensions: brand recall, brand recognition, brand choice, and top of mind awareness and Keller (2020) proposes recall, recognition, purchase, and consumption. This study adopts four dimensions brand recall, brand recognition, purchase, and consumption to capture the extent to which brand awareness is embedded in consumers' minds, given that brand trust supports the long-term sustainability of the brand consumer relationship through the maintenance of brand reputation. Each dimension is measured through indicators

such as consumers' ability to spontaneously mention the brand and recall its product category (brand recall); ability to recognize the brand's logo, packaging, or appearance among competitors (brand recognition); inclusion of the brand in the consideration set and preference driven by quality, price, or emotional attachment (purchase); and continued brand recognition and willingness to recommend the brand even when using a competitor's product (consumption).

Content Marketing

Content marketing has become one of the main promotional strategies in the digital era, allowing companies to reach and capture target markets by distributing engaging content related to their products or business (Fahimah et al., 2022). Brodie et al. (2013) regard content marketing as one of the most effective ways to strengthen online brand engagement, while its success largely depends on how honestly and authentically a company packages its promotional narrative; informative, relevant, and consistent content has been shown to strengthen consumers' ability to recognize, recall, and differentiate a brand from its competitors.

Kotler et al. (2019) describe it as a marketing activity that involves creating, curating, sharing, and cultivating content that is interesting, relevant, and useful for a target audience in order to create clear interaction, while Chakti (2019) frames it as a strategic marketing approach that creates and distributes valuable, relevant, and consistent content to attract and retain a clearly defined audience, ultimately driving profitable customer action. In essence, content marketing serves as an information bridge between a company and its consumers, and consumers tend to trust and feel more aware of brands that consistently deliver relevant content.

Several typologies of content marketing dimensions have been proposed, including the seven stage implementation framework of Ningsih et al. (2023), the five dimensions proposed by McPheat (2011): educates, informs, connects, entertains, and creates trustworthiness. This study adopts five dimensions because they capture not only the visual appeal of content but also its educational, informational, relational, entertainment, and credibility value. Indicators under each dimension include content that builds product knowledge and addresses audience needs (educates); content that is clear, complete, and trustworthy (informs); content that fosters interaction such as comments and feedback (connects); content that entertains while informing (entertains); and content whose claims are consistent with the actual product, building audience trust (creates trustworthiness)

METHOD

Research Methods, Object & Subject

This study used a quantitative method with a descriptive-verificative approach. The descriptive approach was used to describe Glad2Glow's TikTok content marketing and the brand awareness it has generated, while the verificative approach was used to empirically test the causal relationship between content marketing (X) and brand awareness (Y). Perceptions were measured using a five-point Likert scale. The object of this study was the content marketing and brand awareness of the Glad2Glow brand. The subjects were individual respondents who recognized or had purchased Glad2Glow products and had been exposed to Glad2Glow's TikTok marketing content.

Sample & Population

The population consisted of skincare or cosmetic users of Glad2Glow who had been exposed to Glad2Glow's TikTok marketing content, with the following criteria: (1) open to any gender; (2) Generation Z TikTok users aged 17–25 years, following the late-adolescent category of the Indonesian Ministry of Health (Depkes RI, 2009); (3) domiciled in Indonesia with access

to Glad2Glow's TikTok promotional content; (4) users of Glad2Glow skincare or cosmetic products; and (5) previously exposed to Glad2Glow's TikTok marketing content, whether from the official account, affiliates, or other creators (e.g., review videos, tutorials, or other promotional content), enabling them to assess the authenticity of the content marketing under study.

Data Analysis

Data analysis in this study was conducted using descriptive analysis, classical assumption tests, simple linear regression, the partial t-test, and the coefficient of determination (R^2). Descriptive analysis was used to examine respondents' answers regarding the effect of TikTok Content Marketing on Glad2Glow Brand Awareness, using a group tendency categorization technique (Azwar, 2017) that classifies cumulative percentage scores into high-tendency groups (>50% positive/high scores, %F4–%F5) or low-tendency groups (>50% on negative/low scores, %F1–%F3).

Hypothesis testing was used to determine whether Content Marketing (X) influences Brand Awareness (Y), using simple linear regression, as this study involved only one independent variable assumed to influence the dependent variable (Creswell & Creswell, 2018). Classical assumption tests were conducted first to ensure that the analysis results were unbiased, consistent, and minimized for error. In this study, content marketing was positioned as the independent variable and brand awareness as the dependent variable.

Based on the research framework, the hypothesis proposed in this study is:

H1: TikTok Content Marketing has a positive and significant effect on Brand Awareness on the Glad2Glow brand.

RESULT AND DISCUSSION

Validity and Reliability

Based on the test results, all items in the Content Marketing (20 items) and Brand Awareness (15 items) variables were deemed valid because they had calculated r values above the table r values with a significance level of < 0.05 . In addition, the reliability test results showed a Cronbach's Alpha value of 0.946 for the Content Marketing variable and 0.934 for the Brand Awareness variable, both of which exceeded the minimum threshold of 0.70. Thus, the research instrument was deemed valid and reliable, making it suitable for use in further analysis.

Descriptive Statistic

Descriptive analysis was conducted to analyze and process the collected data in order to obtain a general overview of the variables under study. The following are the results of the descriptive analysis on the effect of TikTok content marketing on brand awareness for the Glad2Glow brand:

Table 1. Descriptive Statistics of Content Marketing Variables

No	Content Marketing (Dimensions)	Answer					Σ	Category
		1	2	3	4	5		
1	Educates	3	16	211	738	568	1536	High
		15%			85%			
2	Informs	6	42	293	735	460	1536	High
		22.2%			77.8%			
3	Connects	76	161	404	574	321	1536	High

		41.7%			58.3%			
4	Entertains	3	42	364	659	468	1536	High
		26.6%			73.4%			
5	Creates Trustworthiness	3	45	390	708	390	1536	High
		28.5%			71.5%			
Content Marketing (X)		26.8%			73.2%			High

Based on the results of an analysis of 384 respondents, the content marketing variable as a whole received a positive percentage score of 73.2%, indicating that Glad2Glow's content marketing strategy on TikTok was well received by respondents. These results suggest that Glad2Glow's content marketing effectively conveys information, builds trust, and supports the development of brand awareness.

Table 2. Descriptive Statistics of Brand Awareness Variables

No	Brand Awareness	Answer					Σ	Category
		1	2	3	4	5		
1.	Brand Recall	8	79	426	599	424	1536	High
		33,4%			66,6%		100.0%	
2.	Brand Recognition	0	19	197	511	425	1152	High
		18,8%			81,3%		100.0%	
3.	Purchase	10	83	407	600	436	1536	High
		32,6%			67,4%		100.0%	
4.	Consumption	6	42	354	676	458	1536	High
		26,2%			73,8%		100.0%	
Brand Awareness		27,7%			72,3%			High

Based on Table 2, the Brand Awareness variable falls into the “tending toward high” category, with a positive score of 72.3% and a negative score of 27.7%. This indicates that the majority of respondents have a good level of brand awareness regarding Glad2Glow, meaning the brand is recognizable and memorable within the beauty product category.

Classical Assumption Test

The Kolmogorov–Smirnov normality test produced a test statistic of 0.036 with an Asymp. Sig. (2-tailed) value of 0.200 (> 0.05), indicating that the residuals were normally distributed. This result was further supported by the bell-shaped histogram and the Normal P–P Plot, where the residual points closely followed the diagonal line. The linearity test showed a *Deviation from Linearity* significance value of 0.076 (> 0.05) with an F-value of 1.355, which was lower than the critical F-value of 1.416, confirming a linear relationship between TikTok Content Marketing and Brand Awareness. Furthermore, the Park test yielded a significance value of 0.225 (> 0.05), indicating the absence of heteroscedasticity and homogeneous residual variance. Therefore, all classical assumptions were satisfied, confirming that the regression model was appropriate for hypothesis testing.

Simple Linear Regression and Model Summary

Simple linear regression analysis was employed to examine the relationship between the independent variable (X) and the dependent variable (Y).

Table 3. Simple Linear Regression and Model Summary

Variable	B	SE	Beta	t	Sig.
Constant	22,983	2,764	-	8,316	0,000
Content Marketing	0,463	0,035	0,564	13,341	0,000
T	13,341				
Sig.	0,000				
R Square	0,318				

Based on the regression results yield the equation $Y = 22.983 + 0.463X$, the simple linear regression analysis show a constant coefficient (α) of 22.083 and a regression coefficient of 0.463. This means that the constant (α) represents the intercept on the brand awareness axis when the independent variable (content marketing) is zero. This means that a one-unit increase in the content marketing variable will increase the brand awareness variable by 0.463 units.

The partial t-test produced $t = 13.341$ ($> t\text{-table} = 1.966$) with a significance value of 0.000 (< 0.05); H_0 is therefore rejected and H_a is accepted, confirming that content marketing has a positive and significant effect on brand awareness of Glad2Glow products, and H_1 is supported. The coefficient of determination shows an R^2 of 0.318, meaning content marketing explains 31.8% of the variance in brand awareness, while the remaining 68.2% is explained by factors outside the model.

Discussion

The finding that TikTok content marketing positively and significantly affects brand awareness is consistent with Ramadhan (2024), Octaviana et al. (2024), and Azizah and Huda (2022), who similarly found that content marketing strengthens consumers' brand awareness. This is because informative, relevant, and appealing content increases the frequency of brand exposure, and more frequent exposure raises the likelihood that consumers will recognize the brand; TikTok, as a platform widely used for seeking information, interacting, sharing experiences, and conducting business, further supports this exposure effect, consistent with Kotler and Keller's (2016) view that marketing management is fundamentally about creating, delivering, and communicating superior value to build customer relationships.

The high score for the educates dimension aligns with Nurhidayat and Annisa (2025), who found that educational content adds informational value and strengthens perceived brand credibility. The informs dimension's result is consistent with Azizah and Huda (2022), who noted that more informative content increases consumer sensitivity toward a brand. The comparatively strong entertains dimension score echoes Ramadhan (2024), who found that relevant, creative content increases consumer attraction toward a brand and thereby facilitates brand awareness formation, while the creates-trustworthiness result aligns with Rachman and Eddyono (2024), who found that consumer trust in content increases the likelihood of forming a positive brand perception.

Overall, these findings indicate that Glad2Glow's TikTok content, particularly its educational and informational value, plays an important role in shaping brand awareness, while its relational (connects) dimension the weakest-performing area represents the clearest opportunity for improvement. Strengthening two-way interaction, such as more active comment replies, live sessions, Q&A content, and user generated content challenges, may further enhance the effectiveness of content marketing in building brand awareness.

CONCLUSION

This study concludes that both content marketing and brand awareness of the Glad2Glow brand fall into the high category, with the educates dimension the strongest contributor to content marketing and brand recognition the strongest contributor to brand awareness. TikTok content marketing has a positive and significant effect on brand awareness of Glad2Glow products, with an R^2 value of 0.318, indicating that content marketing explains 31.8% of the variance in brand awareness while the remaining 68.2% is attributable to factors outside the model. These findings confirm that educational, informative, engaging, and credible content delivered through TikTok plays an important role in strengthening consumers' ability to recognize, recall, and differentiate the Glad2Glow brand from its competitors.

Practically, Glad2Glow is encouraged to maintain the educational and informational quality of its content while strengthening the interactive (connects) dimension for example through more active engagement with comments, live sessions, Q&A content, and user generated content campaigns to build closer relationships with its audience. Future research is encouraged to incorporate additional variables such as electronic word of mouth, brand ambassador effects, or customer engagement, and to compare content marketing effectiveness across social media platforms such as TikTok and Instagram, given their differing characteristics in building brand awareness.

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