



## Analyzing The Role of Content in Building Brand Image The Digital Era: a Systematic Literature Review

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### ABSTRACT

*The digital era has driven a significant transformation in brand marketing strategies, with content marketing emerging as a key approach in building brand image. This study aims to analyze the role of content marketing in shaping brand image in the digital age using the Systematic Literature Review (SLR) method, based on the PRISMA 2020 framework. A total of 31 journal articles published between 2020 and 2025 were thoroughly reviewed. The findings indicate that content marketing not only directly influences brand perception but also strengthens brand image through the mediating roles of brand awareness, electronic word-of-mouth (e-WOM), and user-generated content (UGC). Content strategies that are emotional, informative, and personalized have been shown to enhance consumer engagement and stimulate purchase intention. This study concludes that the success of content marketing lies in its ability to build a strong brand image through relevant, consistent, and long-term value-driven digital communication.*

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**Keywords:** content marketing, brand image, digital marketing, systematic literature review, PRISMA 2020

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Received: 15 March 2025 ;

Accepted: 8 May 2025 ;

Published: June 2025.

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How to Cite:

Asvina., Kurniawan, M.A., Panjaitan, D., & Nisa, K. (2025). Analyzing The Role of Content in Building Brand Image The Digital Era: a Systematic Literature Review. *Journal of Business and Behavioural Entrepreneurship*, 9(1), 47-68. <https://doi.org/10.21009/JOBBE.009.1.04>

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## **INTRODUCTION**

Amid the rapid advancement of digital technology, brands face increasingly complex challenges in building consumer trust and loyalty. Today's consumers evaluate products not only based on functional quality but also through the digital experiences and interactions a brand offers. In this context, content marketing has emerged as a strategic approach capable of meeting the demands of an information-rich and dynamic market. Content marketing is defined as a strategic process of creating and distributing valuable and relevant content consistently to attract, acquire, and retain a clearly defined audience (Barkah et al., 2022).

Social media has become the dominant channel for brand content distribution, enabling companies to foster emotional connections with consumers. Content marketing via social media has demonstrated a positive impact on shaping brand image, particularly when the content is engaging, interactive, and tailored to the characteristics of the target audience (Mañosca et al., 2022). Content marketing and brand image simultaneously exert a significant influence on purchase decisions, particularly within the cosmetics industry (Hayati & Sudarwanto, 2024).

The combination of content marketing, brand awareness, and online customer reviews can significantly drive purchase intention on e-commerce platforms such as Shopee (Riyadini & Krisnawati, 2022). This indicates that brand image is shaped not only by corporate communication but also by participatory digital social interactions, such as user-generated content (Nusairat et al., 2021).

Brand image has been widely acknowledged as a critical intangible asset that shapes consumer decisions, fosters brand loyalty, and enhances the perceived value of products (Tahir et al., 2024). In today's highly competitive digital environment, the role of content marketing in shaping brand image has become increasingly critical and warrants systematic investigation. Therefore, this study aims to comprehensively identify and analyze the relationship between content marketing and brand image in the digital era by employing a Systematic Literature Review (SLR) approach based on the PRISMA 2020 guidelines.

## **LITERATURE REVIEW**

### **Content Marketing from the Perspective of Digital Strategy**

Content marketing has evolved into a central strategy within digital marketing. According to (Barkah et al., 2022), content marketing is defined as a strategic process of creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience. This strategy aims not only to promote products or services but

also to foster long-term relationships and enhance brand image (du Plessis, 2022). In the context of social media, content marketing contributes significantly to shaping positive brand perceptions and influencing consumer purchase decisions, as demonstrated in the study by (Mañosca et al., 2022) on Unilever.

### **Brand Image as an Intangible Asset**

Brand image is considered one of the most vital intangible assets in marketing strategy, as it significantly influences consumer perceptions, brand loyalty, and purchasing decisions. It reflects the beliefs, associations, and perceptions that customers hold about a brand (Tahir et al., 2024). In the realm of digital marketing, a strong brand image can enhance a brand's competitive advantage by embedding emotional and symbolic meanings in the minds of consumers.

### **The Relationship Between Content Marketing and Brand Image**

Various studies have demonstrated that content marketing has a significant influence on brand image. Zulfikar, (2024) found that informative and high-quality content enhances consumer perceptions of a brand. Additionally, user-generated content (UGC) and electronic word-of-mouth (e-WOM) also contribute to strengthening brand image through digital social interactions (Nusairat et al., 2021). Thus, content marketing functions not only as a communication tool but also as a key driver in shaping consumer perceptions and preferences.

### **Brand Image, Customer Satisfaction, and Loyalty**

The study by (Tahir et al., 2024) broadens the understanding of the significance of brand image by highlighting its strong relationship with customer satisfaction and brand loyalty. Drawing upon self-congruity theory, the research suggests that consumers tend to remain loyal to brands that align with their personal values and self-image. Furthermore, service quality and price perception are also identified as influential factors that mediate the relationship between brand image, customer satisfaction, and loyalty.

### **The Role of Brand Awareness in Content Effectiveness**

Brand awareness is often the initial outcome of an effective content marketing strategy. The study by (Yunani & Kamilla, 2023) reveals that TikTok-based marketing strategies can significantly enhance brand awareness, which subsequently increases purchase intention. This finding underscores that the effectiveness of content marketing largely depends on its ability to consistently build and maintain brand awareness across digital platforms.

## **RESEARCH METHOD**

This study employs a Systematic Literature Review (SLR) approach to thoroughly examine the relationship between content marketing and brand image within the context of the digital era. The review process follows the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) 2020 guidelines (Page et al., 2021) to ensure that the literature review is conducted systematically, transparently, reproducibly, and with scientific validity. Literature searches were conducted across three major databases: Scopus, Google Scholar, and ScienceDirect. The keywords used included *content marketing*, *brand image*, *digital marketing*, *purchase intention*, and *social media*. The inclusion criteria for journal selection were as follows: (a) Articles written in English or Indonesian and published between 2020 and 2025; (b) Articles discussing the role of content marketing in shaping brand image within digital or online contexts; (c) Peer-reviewed journal articles indexed in academic databases, encompassing both empirical studies and relevant conceptual papers. Data were analyzed using a content analysis approach, aimed at enhancing understanding by systematically reviewing the content of each journal article and related literature. The flow diagram of the article identification and selection process is presented in Figure 1, in accordance with the PRISMA 2020 guidelines.

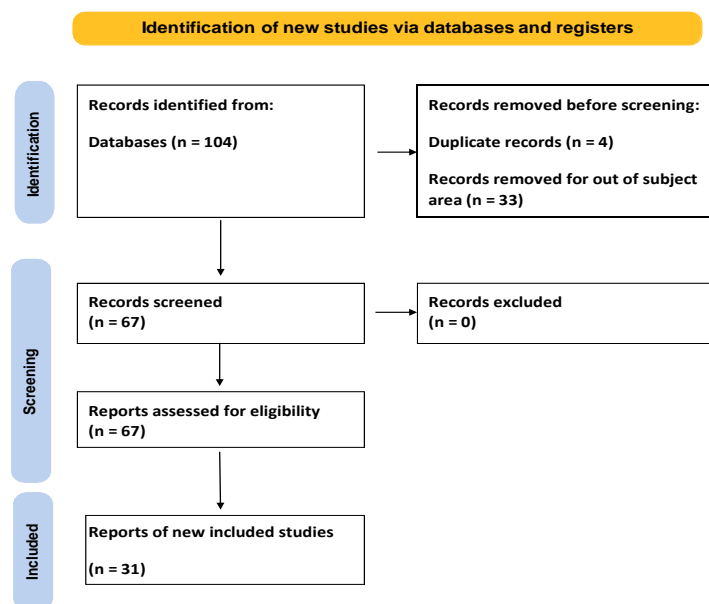


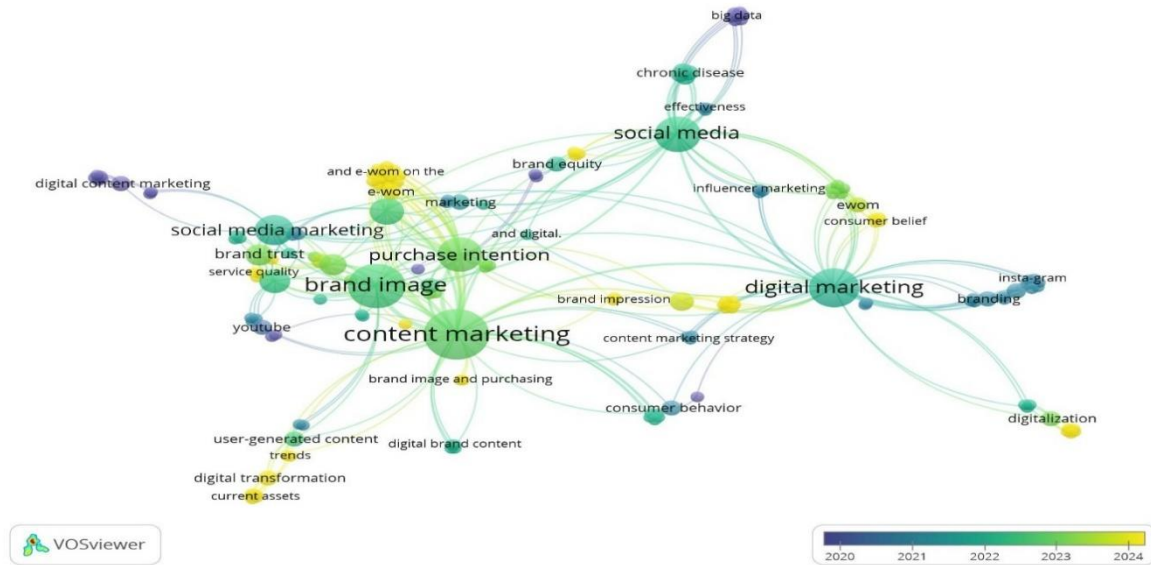
Figure 1. PRISMA 2020 Flow Diagram of the Literature Search Process

## RESULTS AND DISCUSSION

### Result

An initial analysis was conducted using VOSviewer as a supporting tool in the screening and preliminary review of the literature. This software was employed to identify relationships between keywords, evaluate the alignment of articles with the scope of the study, and ensure their relevance to the research questions. Based on the VOSviewer visualization results, the most dominant and closely interconnected keywords were

content marketing, brand image, digital marketing, and purchase intention. The visualization, presented in the figure below, highlights that the topic of content marketing's role in building brand image through digital media remains highly relevant and continues to evolve as a significant area of scholarly inquiry.



**Figure 2.** Visualization results generated using the VOSviewer application

The results of the reviewed journal articles are presented in Table 1 below

**Table 1. Reviewed Journal Articles**

Author, Year, and Country	Research purposes	Sample	Key Findings
Abdul Haseeb Tahir et al., 2024,	To examine the impact of brand image on customer satisfaction and loyalty in the context of digital marketing	A total of 79 articles selected from 13,302 sources, screened using PRISMA guidelines	Brand image has a significant influence on customer satisfaction and loyalty. Digital marketing strategies are more effective when brand image is strong and consistent.
Andasari & Anshori, 2023 Indonesia	To analyze the influence of content marketing, brand image, and social media on	216 respondents who are customers of Sambal Ning Niniek	Brand image and social media significantly influence consumer purchasing

	purchasing decisions		decisions. Content marketing strengthens brand positioning and affects consumer perception
Alfonsius & Lawrence, 2024 Indonesia	To analyze the influence of brand awareness, content marketing, and social media engagement on brand image and purchase intention	100 Oriflame users in Medan	Content marketing and brand awareness positively affect brand image, which in turn influences purchase intention. Social media engagement strengthens this relationship
Barkah et al., 2022, Indonesia Charmaine du Plessis, 2022, Afrika Selatan	To examine the influence of content marketing and customer relationship management (CRM) on brand loyalty through brand image as a mediating variable	100 respondents who are users of Zalora	Content marketing and CRM have a significant effect on brand image, and brand image partially mediates their impact on brand loyalty
Charmaine du Plessis, 2022, South Africa	To review the literature on the impact of content marketing strategies on consumer engagement and brand loyalty over the past decade	32 studies from 21 countries	Consumer experience-oriented content marketing is more effective than purely promotional content. Emotional and interactive content builds long-term relationships

				and enhances brand loyalty
Chen Lou & Quan Xie, 2020, Singapore & United States	To develop a theoretical framework on how brand content influences consumer responses across high- and low-involvement product categories.	Consumers of Lenovo (a high-involvement brand) and Nescafé (a low-involvement brand).		Informative content is more effective in enhancing loyalty for high-involvement brands like Lenovo, while entertainment and social value are more impactful for low-involvement brands like Nescafé.
Della Sora Nabillaprilia et al., 2023, Indonesia	To assess the influence of digital and content marketing on purchasing decisions, with brand image as an intervening variable	100 consumers of PT Pos Indonesia		Digital marketing and content marketing significantly affect purchasing decisions, with brand image serving as a key mediating variable
Diyah Tulipa et al., 2023, Indonesia	To examine the mediating role of hedonic brand image in the relationship between Instagram content marketing and purchase intention	113 Instagram followers of KA2N		Hedonic brand image serves as a significant mediator that strengthens the effect of Instagram-based content marketing on consumer purchase intention.
Faisal Ali Zulfikar, 2024, Indonesia	To examine the mediating role of brand image in the relationship between content	A total of 240 respondents from the Millennial and Generation		Content marketing and product quality significantly influence brand image. Moreover,

	marketing and product quality on consumer purchase decisions	Z cohorts who are users of Sejauh Mata Memandang	brand image serves as a mediating variable in the relationship between these factors and purchase decisions
Farid Maulana et al., 2024, Indonesia	To analyze the influence of Instagram-based content marketing and brand image on purchase decisions	A total of 96 Yotta consumers who are active Instagram users	Content marketing on Instagram and brand image have a positive and significant effect on purchase decisions, both simultaneously and partially
Febriyantoro, 2020, Indonesia	To analyze the influence of YouTube advertising on brand awareness, brand image, and purchase intention	Millennial respondents in Batam, aged 18–35 years	YouTube advertising has been shown to significantly influence brand awareness and brand image. However, brand image does not have a significant mediating effect on purchase intention. This suggests that although YouTube advertising can enhance brand perception, its impact on purchase intention remains limited
Fung Yi Tam & Jane Lung, 2025, Makau SAR, China	To examine the implementation of digital marketing strategies in	Fifteen digital marketing strategies identified from	Digital marketing strategies are categorized into six groups, including

	the operations of luxury fashion brands through a systematic literature review	international literature studies	influencer marketing, omnichannel integration, virtual/augmented reality (VR/AR), and AI-powered chatbots. The study highlights the importance of aligning emerging technologies with luxury brand values to compete successfully in the global market
Haryadi Lisya Martha et al., 2024, Indonesia	To measure the influence of content marketing and electronic word-of-mouth (eWOM) on purchase intention, with brand image as a mediating variable	325 followers of a footwear brand's social media account	Content marketing influences eWOM, which in turn affects brand image and purchase intention. Brand image is proven to be a significant mediating variable
Janice J. Nieves-Casasnovas & Frank Lozada-Contreras, 2020, Puerto Rico	To analyze the objectives of marketing communication in the digital content marketing strategies of luxury car brands on Facebook	Five luxury car brands in Puerto Rico	The primary goals of content marketing are to enhance brand awareness, brand personality, and brand salience. Digital content is strategically designed to increase visibility and strengthen emotional

				connections with consumers
Larasati & Purmono, 2023, Indonesia	To analyze the influence of content marketing, customer reviews, and ratings on purchase intention through brand image	205 TikTok users familiar with the Flimty brand		Content marketing and ratings influence brand image. Online customer reviews and ratings affect purchase intention, while content marketing does not have a direct effect on purchase intention
Liu et al., 2018, USA	To develop a method for analyzing brand image based on visual content from social media	Fifty-six brands across the apparel and beverage categories		Perceptions of brand image differ between consumer-generated content and official brand content; visual listening emerges as a critical tool for gaining brand insights
Mañosca et al., 2022,	To analyze the impact of content marketing on Unilever's brand image on social media	271 respondents aged 18–30 from Quezon City, Calocan, and Manila		Digital content marketing via social media has a positive impact on brand image
Nguyen & Sun, 2021, Vietnam & Australia	To review global content marketing strategies and their relevance to the Vietnamese market	International literature review		Findings indicate that global content marketing strategies must emphasize a customer-centric approach. Message consistency,

				staff training, and the adoption of digital technologies are key factors in building and sustaining a strong brand image
Adiyono et al., 2021 Indonesia	To provide insights into digital marketing strategies aimed at increasing online business sales through social media	Conceptual analysis without empirical sampling		Social media enables online businesses to efficiently and rapidly reach a broad market. Engaging content strategies play a critical role in the success of promotion and sales through digital platforms
Nur Hayati & Tri Sudarwanto, 2024, Indonesia	To investigate the influence of content marketing and brand image on the purchase decisions of Barenbliss cosmetic products	384 respondents who are followers of Barenbliss on social media		Content marketing and brand image simultaneously have a significant impact on purchase decisions. The implication is that an effective content marketing strategy can strengthen brand image and drive consumer purchasing behavior
Nusairat et al., 2021, Jordan	To examine the effect of user-generated content on	316 cosmetic product consumers in Jordan		The study reveals that user-generated content has a positive and

	purchase intention, with brand image as a mediating variable		significant effect on purchase intention. Furthermore, brand image also positively influences purchase intention and serves as a significant mediator between user-generated content and consumers' purchase decisions
Rang Wang & Sylvia Chan-Olmsted, 2020, China & USA	To analyze the content marketing strategies of major brands on their YouTube channels using a consumer engagement framework	Content analysis of official YouTube channels of well-known brands	Content strategies are significantly influenced by product category, YouTube platform capabilities, and financial resources. Elements such as interactivity, emotional appeal, and attention are proven to play crucial roles in the success of branded content strategies
Rimadias et al., 2021, Indonesia	To analyze the influence of social media marketing on brand engagement and its impact on brand image and brand loyalty	220 TikTok users in the tourism sector	The study found that elements of social media marketing, such as electronic word-of-mouth (e-WOM) and social interaction, significantly influence brand

				engagement. This engagement, in turn, positively contributes to the development of brand image and enhances brand loyalty
Riyadini & Krisnawati, 2022, Indonesia	To assess the influence of content marketing, brand awareness, and customer reviews on purchase intention	107 housewives who are Shopee users		The study found that all three variables—content marketing, brand awareness, and online customer reviews—have a positive and significant influence on the purchase intention of housewives on Shopee. This indicates that a strong digital consumer experience, supported by engaging content and credible reviews, can effectively drive purchasing decisions
Rizki & Kussudyarsana, 2023, Indonesia	To measure the influence of brand image, content marketing, and store trust on purchase decisions	100 TikTok users		The study found that content marketing and store trust have a positive and significant effect on purchase decisions. However, brand image did not show a

			statistically significant impact. These findings highlight the critical role of content and trust in shaping digital transactions on TikTok
Shams et al., 2024, UK, India, France	To examine the impact of brand identity on purchase decisions, with consumer trust as a moderating variable	302 respondents from service and manufacturing companies	Brand identity, driven by digital competence and electronic word-of-mouth (eWOM), influences sales strategies and purchase decisions
Sharma, 2024, India	To investigate current trends and best practices in content marketing in the digital era	Literature review and expert interviews	The study found that effective content marketing strategies in the digital era include the use of user-generated content (UGC), interactive content, and personalization. Additionally, data analytics plays an increasingly vital role in measuring effectiveness and consumer engagement
Tatik Rohmawati et al., 2021, Indonesia	To identify digital marketing technologies used to build brand image	Small businesses, through a questionnaire e-based survey	Social media platforms such as Instagram and Facebook help introduce and strengthen

	for small businesses		small business brands. Digital marketing reduces time and cost while facilitating efficient market data collection
Zahra Nadira Kamilla & Akhmad Greece, 2024, Indonesia	To measure the effect of TikTok content marketing on purchase intention, with brand awareness as a mediating variable	385 TikTok users and Somethinc consumers	TikTok content marketing significantly influences both brand awareness and purchase intention. Moreover, brand awareness serves as a significant mediator in this relationship
Zhang Wei et al., 2024, Indonesia, Malaysia, USA	To analyze the effectiveness of content marketing in increasing brand awareness	Literature review and secondary data analysis	Engaging and consistent content enhances brand awareness; it is essential to measure both return on investment (ROI) and consumer engagement
Alifi, 2024 Indonesia	To review the impact of content marketing and brand impression on purchase intention in the food and beverage industry	Literature from the past five years sourced from academic databases	Content marketing has been found effective in enhancing brand impression, trust, perception, and consumer purchase intention

## **Discussion**

### **Content Marketing as a Strategy for Building Brand Image**

Content marketing has evolved into a strategic instrument that not only supports brand communication but also plays a vital role in shaping and reinforcing brand image. Well-designed content marketing initiatives can exert a significant influence on consumer purchasing decisions by strengthening positive brand perceptions (Hayati & Sudarwanto, 2024). Instagram has emerged as an effective platform for delivering visual content that enhances brand credibility and appeal, ultimately influencing purchase decisions (Farid Maulana, Juharsah, 2024).

Unilever's personal care products, promoted through social media, have demonstrated that relevant and emotionally resonant content effectively embeds brand values in the minds of consumers (Mañosca et al., 2022). In the context of eco-friendly fashion startups, content that conveys hedonic value has been shown to enhance brand impressions while simultaneously fostering loyalty toward sustainable products (Tulipa et al., 2023).

### **Brand Image as a Mediator of Purchase Intention**

The importance of brand image extends beyond being a mere outcome of content marketing; it also serves as a critical mediator between content strategies and purchase intention. Both content quality and product excellence significantly contribute to the development of a strong brand image, which in turn enhances purchasing decisions—particularly among Millennials and Generation Z (Zulfikar, 2024). Brand image functions as a mediating variable in the relationship between content marketing, online customer reviews, ratings, and purchase intention (Larasati & Purmono, 2023).

In the context of state-owned enterprises, brand image serves as a crucial bridge linking digital marketing and content marketing to the purchase intention of services offered by PT Pos Indonesia (Nabillaprila et al., 2023). Strong content marketing enhances brand perception; however, it must be supported by effective Customer Relationship Management (CRM) to positively influence customer loyalty (Barkah et al., 2022).

### **Brand Awareness as a Pathway to Strengthening Content Effectiveness**

Brand awareness emerges as one of the initial outcomes of an effective content marketing strategy. In the case of Somethinc's TikTok users, awareness of branded content plays a pivotal role in fostering purchase intention. (Yunani & Kamilla, 2023). The effectiveness of content marketing can be measured by the increase in brand awareness and consumer digital engagement (Wei et al., 2024).

In mapping the objectives of marketing communication through digital content, the focus lies in strengthening brand salience and brand personality. Each type of content serves both functional and emotional roles in positioning the brand in the minds of consumers (Nieves-Casasnovas, Janice J.; Lozada-Contreras, 2020).

### **User-Generated Content (UGC), e-WOM, and Engagement**

In an increasingly complex digital ecosystem, the social dimension of content marketing strategies has become a key factor in influencing consumer decision-making.

One of the most prominent manifestations of this social dimension is user-generated content (UGC) and electronic word-of-mouth (e-WOM). UGC, in particular, has been explicitly recognized for its ability to enhance brand credibility, as it is perceived to be more authentic and organic than company-generated content (Nusairat et al., 2021). Brand image formed through genuine consumer experiences tends to be more trusted and exerts a long-term influence on purchase intention.

Online reviews play a critical role in strengthening brand perception on platforms such as Shopee, particularly among housewives—a consumer group that is increasingly active in online shopping (Riyadini & Krisnawati, 2022). The combination of informative content marketing and positive user reviews creates a synergistic effect that enhances brand awareness and drives purchase behavior.

Electronic word-of-mouth (e-WOM) is not merely an outcome of content marketing, but also serves as an amplifier of brand image effects in driving purchase intention (Martha et al., 2024). These findings indicate that managing online social relationships is an integral component of an effective content marketing strategy. The level of trust in stores on platforms such as TikTok further reinforces the impact of content marketing on consumer purchase decisions (Rizki & Kussudyarsana, 2023). This highlights that digital trust is a critical element that must be integrated into content strategies to effectively engage modern consumers, who tend to be increasingly skeptical of corporate messaging.

### **Platforms, Formats, and Emotional Value in Content Strategy**

The choice of platform and content format is a strategic consideration in executing effective content marketing. Each digital platform possesses unique audience characteristics and distribution algorithms, requiring content strategies to be tailored accordingly in order to maximize impact. Branded YouTube channels emphasize that interactivity, emotional value, and visual aesthetics are key factors influencing audience engagement (Wang & Chan-Olmsted, 2020).

YouTube advertising significantly enhances brand awareness and brand image among Millennials, although the mediating effect of brand image on purchase intention appears to be relatively weak (Febriyanto, 2020). This indicates that the type of content and the depth of narrative exert varying degrees of influence across different stages of the marketing funnel.

It is essential to consider the impact of content on consumer experience based on product categories. For high-involvement brands such as Lenovo, the informational value of content plays a crucial role in strengthening customer loyalty (Lou & Xie, 2021). Conversely, for low-involvement brands such as Nescafé, the entertainment and social value of content have a greater impact on consumer experience and brand loyalty.

A multichannel approach has become an increasingly relevant strategy for integrating brand messaging. The combined use of platforms such as Instagram, TikTok, and YouTube fosters stronger brand recall and enhances cross-channel engagement (Wei et al., 2024). The application of visual listening has proven effective in extracting brand imagery present in user-generated content, indicating that consumers' visual perceptions must also be strategically managed (Liu et al., 2020).

### **Industry and Geographical Context Relevance**

The effectiveness of content marketing strategies is highly influenced by both industry-specific and geographical contexts. In the luxury industry, high-end fashion brands must align their content strategies with the values of exclusivity and prestige (Tam & Lung, 2025). Technologies such as augmented reality (AR), virtual reality (VR), and AI-powered chatbots can be employed to enhance the digital customer experience without compromising the brand's premium positioning.

In the context of micro, small, and medium enterprises (MSMEs), content marketing must be adaptive, personalized, and community-driven (Rohmawati et al., 2021). Social media platforms such as Instagram and Facebook are particularly effective for introducing emerging brands to consumers at low cost with high communication impact. Adapting content to local values, audience language styles, and cultural contexts is essential for capturing attention and fostering emotional connection with consumers.

In the tourism sector, social media marketing plays a critical role in generating consumer engagement (Rimadiaz et al., 2021). Elements such as electronic word-of-mouth (e-WOM), social interaction, and visual storytelling strengthen the consumer's bond with tourism destinations, thereby enhancing brand image and loyalty.

In both service and manufacturing industries, brand identity and consumer trust are paramount (Shams et al., 2024). Digital competence and consistent brand communication are key drivers of purchase decisions in digital environments. In today's competitive marketplace, values such as transparency, message authenticity, and user participation have emerged as key differentiators offered by modern content marketing strategies.

### **Trends in Strategy and Practical Implications**

Findings from the 31 reviewed articles converge on the notion that effective content marketing must integrate emotional, informational, social, and visual elements. (Sharma, 2024) concludes that user-generated content (UGC), content personalization, and interactivity are core strategies for enhancing audience engagement and reinforcing brand perception.

Globally successful content marketing strategies are grounded in customer-centric principles and consistent brand messaging (Quy & Sun, 2021). At the same time, training staff in brand communication practices is also a critical success factor.

In a 12-year scoping review (du Plessis, 2022), found that consumer experience-oriented content marketing—rather than promotion-centric approaches—is more effective in cultivating brand loyalty and purchase intention. The use of data analytics, AI integration, and a deep understanding of digital consumer behavior are essential elements in the implementation of contemporary content marketing strategies.

The practical implication of these findings is that businesses can no longer rely on one-way content communication. Instead, they must create a digital ecosystem that supports two-way interaction, empowers users as co-creators of content, and embeds brand values through authentic, relevant, and sustainable narratives. Content marketing is no longer merely a promotional activity, it is a strategic process of building trust and long-term meaning between brands and consumers.

## CONCLUSION

Content marketing plays a vital role in shaping brand image in the digital era. Through the delivery of informative, engaging, and relevant content, companies can significantly enhance brand image, strengthen consumer trust, and drive both purchase intention and decision-making. Content marketing has also proven effective when combined with social elements such as user-generated content (UGC) and electronic word-of-mouth (e-WOM), which enhance brand credibility and consumer engagement. The mediating role of brand awareness further reinforces the impact of content marketing on brand image and purchase intention.

The effectiveness of this strategy is highly influenced by the choice of digital platforms, content formats, and the industrial and cultural context in which it is applied. Therefore, content marketing should not be viewed merely as a promotional tool, but rather as a strategic, adaptive, and long-term brand communication approach.

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