

## Consumer Perceptions of Brand Awareness and Brand Image of the SOMETHINC Brand: A Study on Young Women Local Skincare Users

Fathika Yulianti<sup>1\*</sup>, Veta Lidya Delimah Pasaribu<sup>2</sup>  
Ilmu Administrasi Bisnis, Fakultas Hukum, Ilmu Sosial, dan Ilmu Politik,  
Universitas Terbuka

**Corresponding Author:** Fathika Yulianti [fathikayl@gmail.com](mailto:fathikayl@gmail.com)

---

### ARTICLE INFO

*Keywords:* Brand Awareness, Brand Image, Purchase Decision, SOMETHINC, Local Skincare

*Received:* 3, April

*Revised:* 26, April

*Accepted:* 28, Mei

©2025 Yulianti, Pasaribu:  
This is an open-access article distributed under the terms of the [Creative Commons Atribusi 4.0 Internasional](https://creativecommons.org/licenses/by/4.0/).



### ABSTRACT

This study aims to analyze the perception of young female consumers (aged 18–35 years) regarding brand awareness and brand image of the SOMETHINC brand and their influence on purchasing decisions. A descriptive qualitative approach was used, with semi-structured interviews conducted with five informants who are users of SOMETHINC products. The results show that brand awareness is formed through digital advertising (TikTok/Instagram) and recommendations from influencers or friends, with toner, serum, and cushion as the main product associations. SOMETHINC's brand image is perceived as a modern, high-quality, and affordable skincare brand. The combination of strong awareness and a positive image significantly influences purchasing decisions. The study suggests optimizing digital marketing strategies and expanding collaboration with micro-influencers. The study is limited by the small sample size and narrow demographic scope.

---

## INTRODUCTION

The development of Indonesia's skincare industry has shown a significant increase in recent years, driven by public awareness of the importance of maintaining healthy skin. According to a survey conducted by Populix, with 1,100 millennial and Gen Z respondents. In the report titled "Millennials & Gen Z Report: Local vs. Global Skincare Trends and Market Shifts". It found that 87% of young people still use local skincare products. This figure far exceeds users of products from South Korea as much as 31%, and Japan 16% (CNN Indonesia, 2025). One brand that stands out among local brands in Indonesia is SOMETHINC, which has succeeded in attracting young female consumers aged 18-35 years. SOMETHINC is a local Indonesian cosmetic brand that was founded in May 2019 by Irene Ursula under PT Royal Pesona Indonesia. However, in the midst of intense competition with local and international brands, brand awareness and brand image are one of the factors that influence buyers in making purchasing decisions. In their journal (Hoyer & Brown, 1990) found that consumers tend to choose brands that are well known (brand awareness) and have a good image (brand image) even though the price is more expensive.

Previous research shows that high brand awareness can increase consumer trust, but positive brand images can form superior brand perceptions (Aaker, 1991; Kotler, P., & Keller, 2016). Previous research has mostly measured the effect of brand awareness quantitatively (Purwanti, 2005), but no study has explored how consumers interpret this brand awareness and image in their daily lives. This study uses a phenomenological approach to uncover the meaning of SOMETHINC's brand awareness and brand image from consumers' perspectives, including the emotions, beliefs, and personal values that influence their attachment to the brand.

### *Problem Identification*

Based on the background that has been established, the problems raised in this article are:

1. How is the perception of young female consumers (aged 18-35 years) of SOMETHINC brand awareness?
2. How do young female consumers perceive the brand image of the SOMETHINC brand?
3. How do brand awareness and brand image influence purchasing decisions for SOMETHINC products?

### *Research Objectives*

This research was conducted with the following objectives:

1. To understand how young female consumers perceive SOMETHINC's brand awareness and brand image.
2. Reveal the process of perception formation through personal experience and social context.
3. Provide insight for the development of marketing strategies for local skincare brands.

## LITERATURE REVIEW

### *Brand Awareness*

Brand awareness is the ability of customers to recall a brand. According to (Keller, 1993) Brand awareness refers to something that helps customers recognize and remember brands in various conditions. "Brand awareness is a key component of brand equity, which indicates the likelihood of consumers recognizing or remembering a brand in various purchasing situations" (Ehrenberg, 2000). According to Herdana, (2011) there are several things that are factors of brand awareness, namely:

1. Proper communication, a brand must be well communicated to consumers in order to get into the minds of consumers.
2. Advertising, advertising is one of the effective means to help marketing, as well as establish communication between consumers and companies so as to increase brand awareness. Advertising functions as a nonpersonal communication medium that is used by businesses to: increase product/service visibility in the market, educate consumers about service features, create competitive differentiation with competitors (Lidya & Pasaribu, 2018).
3. Promotion, carrying out various promotional activities also plays a role in the formation of brand awareness. This activity can increase brand awareness of a product.

Apart from these factors, brand awareness also has several benefits, including:

1. Increase public awareness of brand existence. Through brand awareness, companies can increase consumers' ability to recognize and remember the brand.
2. Creating perceptions, if activities to increase brand awareness can run smoothly, this can create a positive perception of the brand.
3. Attracting new consumers, if a brand has good brand awareness, it may bring in new consumers. Coupled with good product quality and can meet consumer needs.
4. Increase sales, if the brand awareness that is built is successful, the company can increase sales. Even though the price of the product is increased, if the customer already believes in the brand, the customer will still buy the product.

### *Brand image*

Brand image is the view or impression that a brand has in the minds of consumers. According to (Kotler, P., & Keller, 2016), brand image is a series of beliefs and impressions that consumers have of a brand, you could say that brand image is a perception of brands in the market. Another view of the meaning of brand image according to (Park et al., 1986) is that a strong brand image is not only about functional attributes but also symbolic meanings that are aligned with the self-concept and aspirations of consumers. The advantages of implementing a brand image are:

1. Increase brand loyalty; by implementing a good brand image, companies can increase customer loyalty to the brand.

2. Forming differentiation from competitors, brand image can be a differentiator between our products and competitors' products.
3. Increase customer trust, with a good brand image and good product quality, customers will have confidence in our products.

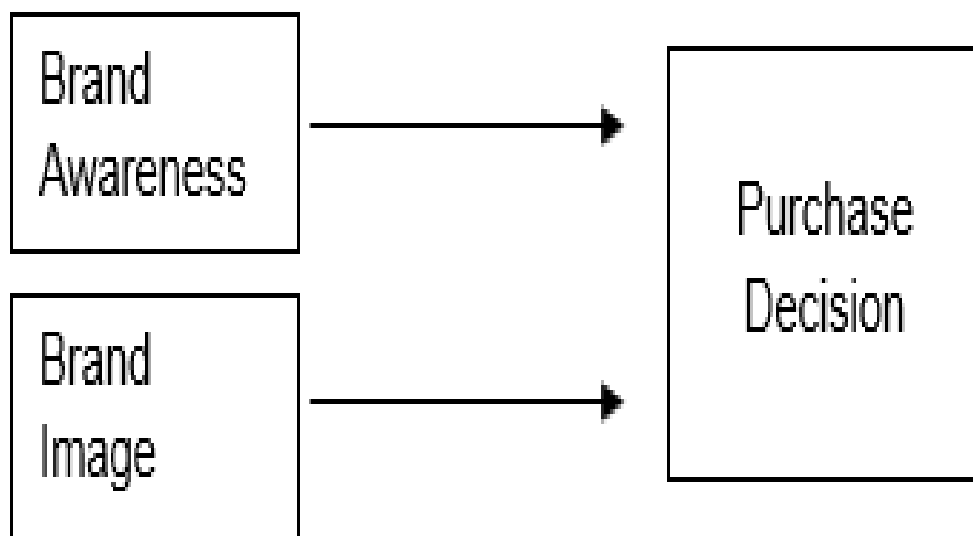
### ***Purchase Decision***

"Purchasing decisions are the process of making choices by consumers after evaluating various alternatives to meet needs or desires, which are influenced by psychological, social, cultural, and personal factors." (Kotler, P., & Keller, 2016). Purchasing decision is a decision process through the recognition of needs and wants, information search. (Pasaribu, 2022) According to Schiffman & Kanuk (2010), there are various factors that influence consumer purchasing decisions. These factors are divided into two categories, namely, internal and external factors. Internal factors are psychological in nature, usually influenced by needs, consumer perceptions, personality, and consumer beliefs about products. Meanwhile, external factors are influences that come from the environment, situation, culture, or encouragement from others.

### ***Conceptual Framework***

The conceptual framework is a structure that describes the relationship between concepts that will be measured or observed in a study. This framework must show the relationship between the variables to be studied, (Notoatmodjo, S, 2018). "Conceptual framework is a visual or written representation that explains the key factors, constructs, or variables, and the presumed relationships among them in a research study." (Uma Sekaran & Bougie, 2013).

A conceptual framework serves as a visual or narrative representation of the relationships between relevant variables in a study. This framework constructs Brand Awareness and Brand Image as essential factors that simultaneously shape consumer purchasing behavior and become the main pillars in SOMETHINC's brand equity strategy.



**Figure 1. Conceptual Framework**

## **METHODOLOGY**

This study employs a descriptive qualitative research method to explore the perceptions of young female consumers regarding brand awareness, brand image, and their influence on purchasing decisions toward the Somethinc brand. Data collection was conducted through semi-structured interviews with a total of five female informants aged between 18 and 25 years, all of whom have experience using Somethinc skincare products. The selection of informants was done using purposive sampling, aiming to capture in-depth insights from individuals who fit the research criteria.

The interviews were carried out either face-to-face or via online platforms (such as social media or messaging applications), depending on the availability and convenience of the informants. Open-ended questions were used to encourage detailed responses about their knowledge, experiences, impressions, and motivations related to brand awareness, brand image, and purchasing decisions involving Somethinc products.

The data analysis process followed a descriptive qualitative approach, involving several stages: (1) transcribing the interview results, (2) thoroughly reading and understanding the content, (3) coding and categorizing the data, and (4) identifying key themes and patterns that emerged from the responses. These themes were then interpreted to draw conclusions about how Somethinc's marketing strategies influence consumer behavior. This method allows for a rich, contextual understanding of the consumer perspective in a real-world setting.

## **RESEARCH RESULT AND DISCUSSION**

This study, which employed a descriptive qualitative approach, reveals key insights into the perceptions of young female consumers aged 18–35 years regarding brand awareness, brand image, and their influence on purchasing decisions toward the SOMETHINC skincare brand. The findings were derived from in-depth interviews with five informants, and the data were thematically analyzed to identify patterns and recurring perceptions related to the SOMETHINC brand.

### ***Consumer Perception of SOMETHINC Brand Awareness***

The results indicate that SOMETHINC has successfully established a strong level of brand awareness among young women, primarily through intensive exposure on digital platforms such as TikTok and Instagram. Most informants reported that they frequently encounter SOMETHINC advertisements or content on these platforms, either in the form of sponsored ads, influencer endorsements, or organic user-generated content. This high frequency of exposure contributes to the brand being top-of-mind, especially in the skincare category.

Moreover, the respondents generally associated SOMETHINC with specific product types, particularly toner, serum, and cushion, which indicates effective brand-product linkage. The exposure is not only frequent but also memorable, due to engaging visual content and targeted communication that resonates with the youth demographic. This finding supports the notion that digital

marketing—especially through visual-based social media—is a highly effective channel in building brand awareness among Gen Z and millennial consumers.

### ***Consumer Perception of SOMETHINC Brand Image***

In terms of brand image, SOMETHINC is largely perceived as a modern, innovative, and affordable skincare brand that aligns well with the lifestyle and preferences of young female consumers. Respondents highlighted several attributes that contribute to this positive image, including the elegant and aesthetically pleasing packaging, the use of purple as a dominant brand color that reinforces premium positioning, and the product content which is considered suitable for various skin types and concerns.

The brand's ability to combine affordable pricing with perceived high quality further strengthens its image as a "value for money" brand. This perception is enhanced by the existence of BPOM (Indonesian Food and Drug Authority) certification, which reassures consumers about product safety and credibility. Additionally, positive online reviews and word-of-mouth recommendations from peers were found to significantly bolster consumer trust in the brand.

However, while the overall packaging design received praise for its elegance and modern feel, there were some critical notes from respondents regarding the functionality of certain packaging components—such as serum caps that were deemed less practical. This minor critique suggests an opportunity for the brand to improve its product design to further enhance user experience.

### ***The Influence of Brand Awareness and Brand Image on Purchasing Decisions***

The combination of strong brand awareness and a favorable brand image was found to have a significant impact on the purchasing decisions of consumers. Awareness acts as an initial trigger, capturing the attention of potential buyers through repeated exposure to advertisements or influencer content. Once this initial awareness is established, a positive brand image plays a crucial role in converting interest into actual purchase behavior.

The informants reported that their purchasing decisions were mainly influenced by three key factors: product quality, competitive pricing, and social recommendations (influencers or peers). The perception that SOMETHINC offers effective, safe, and modern skincare solutions at accessible prices makes it appealing to price-conscious yet quality-seeking consumers. In addition, emotional and experiential factors—such as trust in the brand, satisfaction with previous purchases, and the sense of community built through digital engagement—also emerged as significant determinants of loyalty and repeat purchases.

Furthermore, the impact of influencer marketing was evident in the respondents' narratives. Many of them cited influencer recommendations as a decisive factor in trying SOMETHINC products for the first time. The perceived authenticity and relatability of micro-influencers, in particular, made their endorsements more persuasive. This suggests that influencer marketing, when

strategically executed, can bridge the gap between awareness and action in consumer decision-making processes.

### *Implications of the Findings*

These findings have several practical implications for SOMETHINC's marketing and product development strategies. The brand's current focus on digital marketing, particularly through platforms popular among young consumers, has proven effective and should be continued. However, there is also room for strategic enhancement, such as incorporating more educational content (e.g., skincare tips, ingredient explanations) to deepen consumer engagement and position the brand as a trusted expert.

Moreover, collaborations with micro-influencers should be expanded to maintain authenticity and tap into niche consumer communities. In terms of product development, attention to packaging functionality should be prioritized to complement the already strong aesthetic appeal. Product innovation—especially in terms of content formulation, ingredient transparency, and skin compatibility—can serve as a key differentiator in an increasingly competitive skincare market.

### *Summary of the Discussion*

Overall, this study demonstrates that SOMETHINC's strategic emphasis on digital visibility and influencer collaboration has led to high brand awareness and a solid brand image among its target consumers. These factors significantly influence purchasing decisions, highlighting the importance of maintaining consistency in brand communication and ensuring product quality that meets consumer expectations. Positive product experiences further drive loyalty and peer recommendations, indicating the strength of word-of-mouth in shaping consumer behavior in the skincare industry.

## **CONCLUSIONS AND RECOMMENDATIONS**

### *Conclusion*

From the results of this study, several conclusions were obtained, namely:

#### 1. Consumer Perception of SOMETHINC Brand Awareness

Consumers are familiar with SOMETHINC mainly through digital advertising (TikTok/Instagram) and influencer/friend recommendations, showing the effectiveness of digital-based marketing strategies. The high frequency of brand exposure on social media reinforces top-of-mind awareness, with products such as toners, serums, and cushions being the main associations. SOMETHINC's brand awareness is already strong, supported by a campaign that targets the younger generation massively.

#### 2. Consumer Perception of SOMETHINC Brand Image

SOMETHINC has succeeded in building an image as a modern, quality, and affordable skincare brand. The elegant packaging and attractive branding design (purple is the dominant color) create a premium impression, although there are notes to enhance the functionality of the packaging (e.g. serum cap). Value for money compatibility and BPOM certification also strengthen

consumer confidence. This positive brand image is a differentiator from local competitors.

3. The Influence of Brand Awareness and Brand Image on Purchase Decisions  
The combination of high brand awareness and strong brand image significantly drives purchase decisions. Consumers are attracted first because of exposure to advertisements/recommendations (awareness), then decide to buy because of a positive brand image (image), especially quality, price, and packaging factors. A good user experience also has the potential to increase loyalty and repeat purchases.

### ***Recommendation***

To maintain and improve its position in the market, SOMETHINC can continue to optimize advertising on digital platforms with educational content, improve functional aspects of products such as packaging, and expand collaborations with micro-influencers to build more authentic trust. Product innovation with superior content can also be a strategy to strengthen brand differentiation.

### ***Research Limitations***

This study has several limitations that need to be considered in interpreting the results of the study. The limitations are:

1. The study has several limitations, including a limited sample of young urban women, so the findings cannot be generalized to the entire population
2. Relatively short research time.

### **ADVANCED RESEARCH**

Building upon the findings of this study, future research can be directed toward a more comprehensive and nuanced exploration of consumer behavior in the skincare industry by expanding the demographic scope and employing a mixed-methods approach. A broader sample that includes diverse age groups, geographic locations (urban and rural), income levels, and male consumers would enable a more generalizable understanding of how brand awareness and brand image influence purchasing decisions.

Longitudinal studies could also capture shifts in perception and brand loyalty over time, especially in response to evolving digital marketing strategies or product innovations. Moreover, integrating quantitative data through surveys or experimental designs alongside qualitative interviews would strengthen the reliability of the results. It would also be valuable to explore the role of psychological and cultural factors – such as self-image, peer pressure, and digital consumption habits – in shaping brand perceptions. Investigating the comparative effectiveness of macro-influencers versus micro-influencers, as well as consumer responses to different types of content (educational, promotional, testimonial), could offer strategic insights for marketers. Lastly, an in-depth analysis of the emotional connection between consumers and skincare brands in the context of post-pandemic digital engagement may uncover new dynamics of trust and loyalty that go beyond rational product attributes.

## REFERENCES

- Aaker, D. A. (1991). *Managing brand equity: Capitalizing on the value of a brand name*. Free Press.
- CNN Indonesia. (2025, May 16). Skincare Lokal Masih Jadi Andalan Muda-mudi RI, Produk Korea Kalah. CNN Indonesia. <https://www.cnnindonesia.com/gaya-hidup/20250516172726-277-1230044/skincare-lokal-masih-jadi-andalan-muda-mudi-ri-produk-korea-kalah>
- Ehrenberg, A. S. C. (2000). Repetitive advertising and the consumer. *Journal of Advertising Research*, 40(6). <https://doi.org/10.2501/JAR-40-6-39-48>
- Hoyer & Brown. (1990). The Role of Brand Awareness and Brand Image in Shaping Purchase Decisions. *Journal of Consumer Research*.
- Keller, K. L. (1993). Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. *Journal of Marketing*, 57(1). <https://doi.org/10.1177/002224299305700101>
- Kotler, P., & Keller, K. L. (2016). *Marketing Management*. Pearson Education limited. (15th global ed.). In *Small Business Marketing*.
- Lidya, V., & Pasaribu, D. (2018). ANALISIS PENGARUH PROMOSI, KUALITAS PRODUK DAN DESAIN KEMASAN TERHADAP KEPUTUSAN PEMBELIAN HAND AND BODY LOTION MEREK CITRA (Studi Kasus Carrefour Pamulang, Tangerang Selatan) (Vol. 1, Issue 4).
- Notoatmodjo. S. (2018). *Metodologi penelitian kesehatan*. In Jakarta: Rineka Cipta.
- Park, C. W., Jaworski, B. J., & MacInnis, D. J. (1986). Strategic Brand Concept-Image Management. *Journal of Marketing*, 50(4). <https://doi.org/10.2307/1251291>
- Pasaribu, V. L. (2022). Pengaruh Citra Merek dan Kualitas Produk terhadap Keputusan Pembelian Sepeda Motor TVS. *Business Management Journal*, 18(1), 37. <https://doi.org/10.30813/bmj.v18i1.2829>
- Purwanti, S. (2005). Dampak kesadaran merek pada keputusan pembelian konsumen. *Jurnal Manajemen Pemasaran*.

Uma Sekaran & Bougie. (2013). *Research Method for Business: A skill Building Approach*, 7th edition. Wiley&Son Ltd. In United States: John Wiley & Sons Inc.