
THE IMPACT OF DIGITAL MARKETING ON BRAND AWARENESS: A SYSTEMATIC REVIEW OF STRATEGIES FOR THE SOMETHINC BRAND IN E-COMMERCE

Marcellina Laurensia¹

¹Department of Public Administration. Faculty of Public Administration, KDI School of Public Policy
and Management, Sejong City, South Korea

E-mail: ¹marcellinalaurensia@kids.ac.kr

ABSTRACT

This study explores the effectiveness of digital marketing strategies in enhancing brand awareness for the Somethinc brand in the e-commerce sector. Using secondary data from Scopus and Google Scholar, the research analyzes existing literature on the impact of digital marketing, with a focus on social media marketing and influencer collaborations. The study identifies key strategies that contribute to increased brand visibility, particularly through platforms like Instagram and TikTok, highlighting their role in consumer engagement and brand loyalty. The findings emphasize the importance of high-quality content, active consumer interaction, and data-driven marketing in fostering brand recognition. The research aims to achieve three objectives. First, it analyzes the digital marketing strategies that drive brand awareness for Somethinc in the e-commerce landscape. Second, it evaluates how social media marketing, particularly on TikTok and Instagram, influences consumer engagement and loyalty. Finally, the study assesses the mediating role of customer relationship management (CRM) in the relationship between digital marketing efforts and consumer purchase intentions. The results suggest that CRM practices significantly impact consumer behavior, helping to strengthen the connection between digital marketing initiatives and purchase decisions.

Keywords: *Digital Marketing, Brand Awareness, Social Media, E-Commerce, Influencer Marketing*

1. INTRODUCTION

The systematic literature review on digital marketing strategies to enhance brand awareness for the Somethinc brand in e-commerce is grounded in the increasing significance of digital marketing in contemporary business practices (Ingriana, 2025; Widjaja, 2025). The rapid evolution of digital technologies has transformed traditional marketing paradigms, compelling brands to adopt innovative strategies that resonate with the digital-savvy consumer base. This transformation is particularly evident in the e-commerce sector, where competition is fierce, and the need for effective brand differentiation is paramount (Zahrana, 2025). The Somethinc brand, which operates in the beauty and skincare industry, exemplifies the necessity of leveraging digital marketing to enhance brand awareness and drive consumer engagement.

Digital marketing encompasses a variety of strategies and tools that facilitate direct interaction between brands and consumers (Rolando et al., 2025). The effectiveness of these strategies is underscored by research indicating that digital marketing significantly influences brand awareness and consumer purchase intentions (Mulyono, Hartanti, et al., 2024). For instance, studies have shown that digital marketing initiatives, including social media marketing, content marketing, and search engine optimization (SEO), play a crucial role in enhancing brand visibility and consumer trust (Fitrianna &

Aurinawati, 2020; Purnomo, 2023; Septira et al., 2023). The integration of these strategies allows brands to create a cohesive online presence that resonates with target audiences, ultimately leading to increased brand loyalty and sales conversions (Rahardja et al., 2024).

The role of social media in digital marketing cannot be overstated, particularly for brands like Somethinc that target younger demographics (Wigayha et al., 2025). Platforms such as Instagram and TikTok have emerged as powerful tools for brand promotion, enabling companies to engage with consumers through visually appealing content and interactive campaigns (Putri & Setiawan, 2025; Tan & Alexia, 2025). Research has demonstrated that effective social media marketing can significantly enhance brand awareness and customer loyalty (Juliasari et al., 2022; Zafira & Hartono, 2023). For example, the use of TikTok for marketing has proven effective for brands seeking to capture the attention of Gen Z consumers, who are increasingly turning to social media for product discovery and brand engagement (Guarda et al., 2021; Juliasari et al., 2022).

Moreover, the interplay between digital marketing and brand awareness is further elucidated by studies that highlight the mediating role of customer relationship management (CRM) in e-commerce contexts (Ingriana, Gianina Prajitno, et al., 2024; Winata & Arma, 2025). Effective CRM strategies can enhance the relationship between digital marketing efforts and consumer purchase intentions, thereby reinforcing brand awareness (Jadhav et al., 2023; Yunus et al., 2022). This relationship is particularly relevant for e-commerce brands like Somethinc, which rely on building trust and rapport with consumers in a highly competitive online marketplace. The importance of a well-defined digital marketing strategy is further emphasized by the findings of various studies that explore the impact of digital marketing on brand awareness across different industries.

For instance, research has shown that digital marketing significantly influences brand image and consumer decision-making processes in sectors ranging from fashion to food (Fitrianna & Aurinawati, 2020; Pramadyanto, 2022; Purnomo, 2023). These insights are crucial for Somethinc as they navigate the complexities of the e-commerce landscape, where brand differentiation is essential for capturing market share. In addition to social media and CRM, the utilization of data-driven marketing strategies has emerged as a critical component of successful digital marketing campaigns (Mulyono, Ingriana, et al., 2024; Wigayha et al., 2024). The ability to analyze consumer behavior and preferences through data analytics allows brands to tailor their marketing efforts to meet the specific needs of their target audience (Rolando, 2024).

This approach not only enhances brand awareness but also fosters a deeper connection between the brand and its consumers (Jadhav et al., 2023; Saura et al., 2023). For Somethinc, leveraging data analytics can provide valuable insights into consumer preferences, enabling the brand to optimize its marketing strategies for maximum impact. Furthermore, the integration of innovative digital marketing tools, such as influencer marketing and targeted advertising, has proven effective in enhancing brand awareness (Maha et al., 2024; Rolando & Ingriana, 2024). Collaborating with influencers who resonate with the target audience can amplify brand messaging and increase visibility among potential consumers (Rahma & Hariyana, 2023; Zafira & Hartono, 2023).

This strategy is particularly relevant for beauty brands like Somethinc, where influencer endorsements can significantly sway consumer perceptions and purchasing decisions (Ingriana, Chondro, et al., 2024). The COVID-19 pandemic has also accelerated the shift towards digital marketing, as businesses have had to adapt to changing consumer behaviors and preferences. The pandemic has underscored the necessity for brands to establish a robust online presence, as consumers increasingly turn to e-commerce for their shopping needs (Budi Utomo et al., 2023; Jaafar & Khan,

2022). For Somethinc, this shift presents both challenges and opportunities, necessitating a reevaluation of its digital marketing strategies to effectively engage consumers in a post-pandemic landscape.

The research questions for the study on digital marketing strategies to enhance brand awareness for the Somethinc brand in e-commerce focus on three key areas. First, the study aims to identify the most effective digital marketing strategies employed by the Somethinc brand to enhance brand awareness within the e-commerce sector. Second, it seeks to explore how the use of social media platforms, particularly TikTok and Instagram, influences consumer perceptions and brand loyalty towards the Somethinc brand. Lastly, the research will investigate the role of customer relationship management in mediating the relationship between digital marketing efforts and online purchase intentions for the Somethinc brand.

In terms of research objectives, the study aims to achieve three primary goals. The first objective is to identify and analyze the digital marketing strategies that significantly contribute to increasing brand awareness for the Somethinc brand in the e-commerce landscape. The second objective is to evaluate the impact of social media marketing on consumer engagement and brand loyalty for the Somethinc brand, focusing on platforms like TikTok and Instagram. Finally, the third objective is to assess the mediating effects of customer relationship management on the relationship between digital marketing initiatives and consumer purchase intentions for the Somethinc brand.

The significance of this research lies in its potential contributions to both academic literature and practical applications. Firstly, the study will provide valuable insights into effective digital marketing strategies that can enhance brand awareness, thereby contributing to the academic literature on digital marketing in e-commerce. Secondly, the findings will offer practical implications for marketers in the beauty and skincare industry, particularly in understanding how social media influences consumer behavior and brand loyalty. Lastly, by exploring the role of customer relationship management, this study will highlight its importance in optimizing digital marketing efforts and improving online purchase intentions, benefiting both practitioners and scholars in the field.

2. LITERATURE REVIEW

2.1 The Role of Digital Marketing in E-Commerce

The evolution of digital marketing is deeply intertwined with the rapid growth of e-commerce. Studies have consistently shown that digital marketing strategies, such as search engine optimization (SEO), content marketing, and targeted advertisements, play a critical role in enhancing brand visibility and fostering consumer trust. For example, Fitrianna & Aurinawati (2020) highlight the influence of digital marketing on shaping consumer perceptions and driving purchase intentions, emphasizing its value for brands competing in saturated online marketplaces. Moreover, the integration of social media into digital marketing has been particularly effective in the e-commerce domain. Platforms like Instagram and TikTok allow brands to engage directly with consumers through visually appealing and interactive campaigns. Juliasari et al. (2022) found that TikTok marketing has become a pivotal strategy for targeting younger demographics, such as Gen Z, who increasingly rely on social media for product discovery. Similarly, Guarda et al. (2021) underscore the importance of leveraging social media to build brand loyalty and enhance customer relationships.

2.2 Social Media Marketing and Brand Awareness

Social media marketing (SMM) has emerged as one of the most influential aspects of digital marketing. For beauty and skincare brands like Somethinc, social media offers a unique opportunity to create meaningful connections with consumers. Zafira & Hartono (2023) suggests that platforms like Instagram are particularly effective for visually oriented brands, as they enable the use of high-quality

imagery, influencer partnerships, and user-generated content to boost brand awareness. The role of influencers in SMM cannot be overstated (Rolando, Nur Azizah, et al., 2024). Research by Rahma & Hariyana (2023)) demonstrates that influencer endorsements significantly enhance brand visibility and credibility. When influencers align with the values and preferences of the target audience, their promotions can create a sense of authenticity, thereby increasing consumer trust (Rolando, Angelica, et al., 2024). For Somethinc, collaborations with beauty influencers on TikTok and Instagram have proven to be a highly effective way of reaching their audience and encouraging brand engagement.

2.3 Customer Relationship Management (CRM) in E-Commerce

Customer Relationship Management (CRM) serves as a critical link between digital marketing efforts and brand awareness. Effective CRM strategies enhance the personalization of marketing campaigns, fostering stronger connections between brands and consumers (Rolando, et al., 2024; Rolando & Winata, 2024). Yunus et al. (2022) argue that CRM not only strengthens consumer trust but also mediates the relationship between digital marketing and purchase intentions. In the context of e-commerce, CRM tools such as email marketing, loyalty programs, and personalized recommendations are key components of a comprehensive digital marketing strategy. Studies by Jadhav et al. (2023) reveal that brands utilizing data-driven CRM techniques experience higher consumer retention rates and increased brand loyalty. For Somethinc, CRM strategies could be instrumental in maintaining long-term relationships with consumers, ensuring consistent engagement and repeat purchases.

2.4 Data-Driven Marketing Strategies

The ability to collect, analyze, and leverage consumer data has revolutionized digital marketing. Saura et al. (2023) emphasize the importance of data analytics in tailoring marketing efforts to meet the specific needs and preferences of target audiences. Through tools such as Google Analytics, brands can monitor consumer behavior, track the performance of marketing campaigns, and refine their strategies accordingly. For Somethinc, data-driven marketing provides an opportunity to better understand their audience and optimize their digital presence. By analyzing metrics such as click-through rates, social media engagement, and conversion rates, the brand can identify the most effective channels and content types for enhancing brand awareness.

2.5 Challenges and Opportunities in Post-Pandemic Marketing

The COVID-19 pandemic has accelerated the adoption of digital marketing, as consumers increasingly turned to online shopping due to social distancing measures (Rolando, Cahyadi, et al., 2024; Rolando & Mulyono, 2024). Research by Budi Utomo et al. (2023) and Jaafar & Khan (2022) highlights the challenges and opportunities that this shift presents for brands. While the pandemic has amplified the importance of having a robust online presence, it has also heightened competition among e-commerce brands. For Somethinc, the post-pandemic landscape offers opportunities to further establish their brand as a leader in the beauty and skincare industry. By investing in innovative digital marketing tools and strategies, the brand can adapt to changing consumer behaviors and stay ahead of competitors in the e-commerce market.

2.6 Emerging Trends in Digital Marketing

Several emerging trends are shaping the future of digital marketing, including augmented reality (AR), artificial intelligence (AI), and voice search optimization. These technologies offer new ways for brands to engage with consumers and enhance their digital experiences. For example, AR can be used to create virtual try-on features for beauty products, allowing consumers to visualize how a product will look before making a purchase. Additionally, AI-driven tools like chatbots and personalized recommendations are becoming increasingly popular in e-commerce. Research by

Purnomo (2023) suggests that these technologies not only improve customer satisfaction but also contribute to stronger brand recognition and loyalty.

3. RESEARCH METHOD

3.1 Protocol Review

The protocol for this systematic review was meticulously established to ensure a structured and transparent approach to the literature search and analysis. This review aimed to synthesize existing research on digital marketing strategies and their effectiveness in enhancing brand awareness, with a specific focus on the Somethinc brand within the e-commerce sector. The protocol included predefined objectives, research questions, and methods for data collection and analysis, adhering to established guidelines for systematic reviews, such as those outlined by the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) statement.

The review began by formulating clear research questions that guided the literature search process. These questions were designed to explore the various dimensions of digital marketing strategies and their impact on brand awareness, particularly in the context of e-commerce. The objectives were to identify effective digital marketing practices, assess their influence on consumer perceptions, and evaluate the role of social media in shaping brand loyalty. This structured approach ensured that the review remained focused and relevant to the research topic.

3.2 Search Strategy

The search strategy involved a comprehensive exploration of academic databases, specifically Scopus and Google Scholar, to identify relevant literature. Keywords such as "digital marketing," "brand awareness," "e-commerce," and "Somethinc" were utilized to capture a wide range of studies related to the topic. The search was conducted using Boolean operators to refine the results and ensure the inclusion of pertinent articles. The initial search yielded a total of 53 articles, which were then screened for relevance based on their titles and abstracts.

2.3 Inclusion and Exclusion Criteria

In conducting a systematic literature review, it is crucial to establish clear inclusion and exclusion criteria to ensure that the selected studies are relevant and of high quality. The following criteria were defined based on publication year, language, source types, publication title, and subject area.

Table 1. Inclusion and Exclusion Criteria

Criteria	Inclusion	Exclusion
Publication year	2020-2024	Other than 2020-2024
Language	English and Indonesian	Non English and Indonesian
Source Types	Peer-reviewed journal articles, conference papers, and book	Duplicate publications or articles, and non-peer-reviewed sources
Publication Title	Digital marketing, brand awareness, e-commerce, and Somethinc	Non digital marketing, brand awareness, e-commerce, and Somethinc

Following the application of these criteria, one article was excluded due to irrelevance, resulting in a final selection of 52 articles for detailed analysis.

3.4 Quality Assessment Criteria

To ensure the reliability and validity of the included studies, a quality assessment was conducted using specific criteria. The quality assessment criteria included the following questions:

1. Was the study design appropriate for the research question?
2. Were the sample size and selection methods clearly defined?
3. Were the data collection methods appropriate and well-documented?
4. Did the study provide a clear analysis of the results?

5. Were the conclusions supported by the data presented?

Each article was evaluated against these criteria, and those that met a minimum threshold of quality were included in the final synthesis. This rigorous assessment process ensured that the findings of the systematic literature review were based on high-quality evidence, contributing to the overall credibility of the research.

3.5 PRISMA Flow Diagram

The article selection process for this systematic review was guided by the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) flow diagram, which visually represents each stage of the selection process. Initially, a comprehensive search across Scopus and Google Scholar identified 53 articles based on keywords related to digital marketing, brand awareness, e-commerce, and "Somethinc." These articles were then screened by reviewing their titles and abstracts, which resulted in the exclusion of 1 article that did not meet the relevance criteria. This left a total of 52 articles to undergo a full-text review.

Following the full-text assessment, 40 articles were deemed suitable for inclusion in the final analysis. These articles met the predefined inclusion criteria, providing a robust dataset for synthesizing findings on the intersection of digital marketing and brand awareness in e-commerce. The PRISMA flow diagram effectively illustrates the process, from the initial identification of records through database searches to the final selection of studies included in the review.

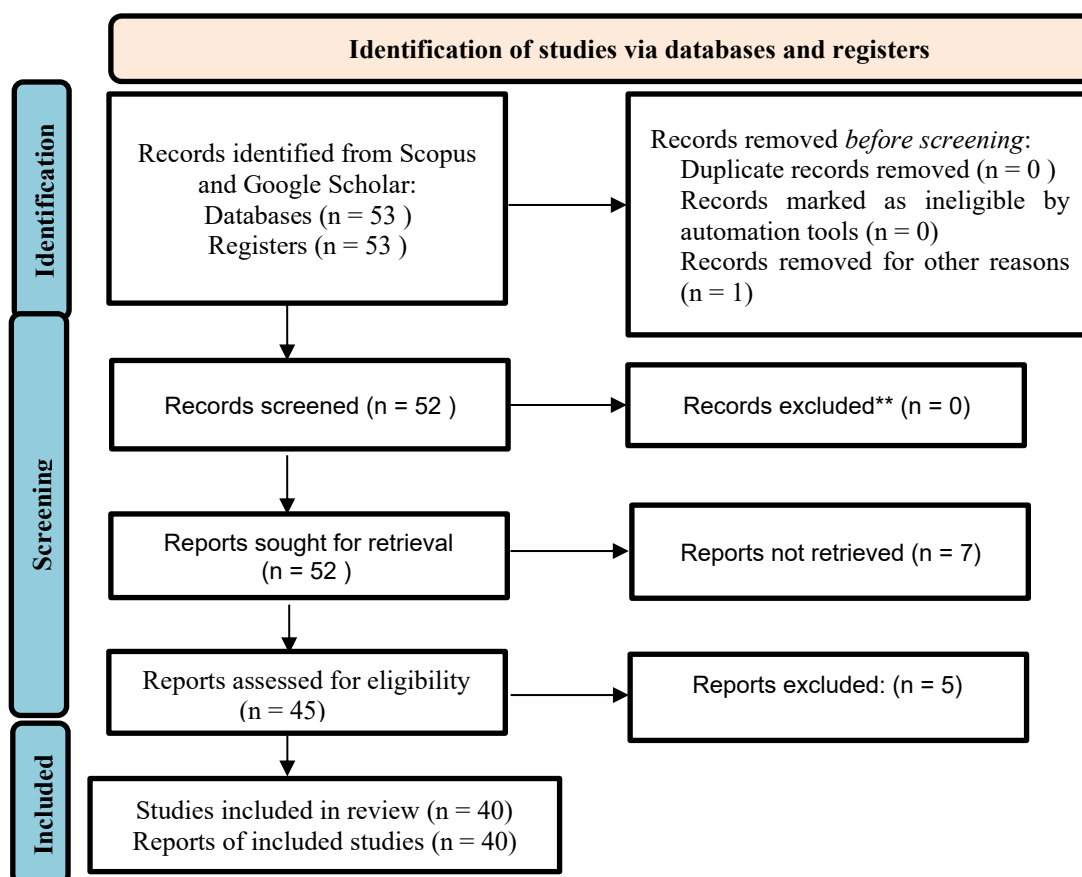


Figure 1. PRISMA Flow Diagram

4. RESULTS

4.1 Descriptive Study Statistics

The descriptive statistics from the literature indicate a robust correlation between digital marketing strategies and brand awareness. For instance, Fitrianna & Aurinawati (2020) demonstrate that digital marketing significantly enhances brand awareness and brand image, which subsequently influences purchasing decisions. Their study highlights the importance of utilizing digital platforms effectively to engage consumers and build brand recognition. Similarly, Satria & A.R. (2021) provide quantitative evidence showing that both digital marketing and brand awareness positively impact product sales, reinforcing the notion that effective digital marketing strategies are essential for driving consumer behavior. Moreover, the study by Septira et al. (2023) quantifies the impact of digital marketing on brand awareness within the skincare sector, revealing that 46.7% of brand awareness can be attributed to digital marketing efforts. This statistic emphasizes the necessity for brands like Somethinc to leverage digital marketing to cultivate a strong presence in the competitive e-commerce landscape. Additionally, Ikhtiarni et al. (2022) explore the role of digital marketing in enhancing brand awareness for local products, further supporting the argument that strategic digital marketing initiatives can significantly elevate brand visibility.

Table 2. Publication Type

Publication Type	Total	Percentage
Journal Article	43	82,69%
Conference Proceeding	5	9,62%
Book	4	7,69%
Total	52	100%

The data above represents the distribution of different types of publications out of a total of 52 items. A significant majority (82.69%) of the publications are journal articles. This indicates that the data is largely dominated by peer-reviewed, scholarly articles, which are typically considered the most reliable and authoritative sources in academic research. A smaller portion (9.62%) consists of conference papers. While less common than journal articles, conference papers are still an important form of academic publication, often presenting emerging research or findings in specific fields before they are published in journals. A relatively small percentage (7.69%) represents book publications. Books, often more comprehensive and detailed, contribute less to this particular dataset but still provide valuable insights, especially in fields requiring extensive discussions or analysis.

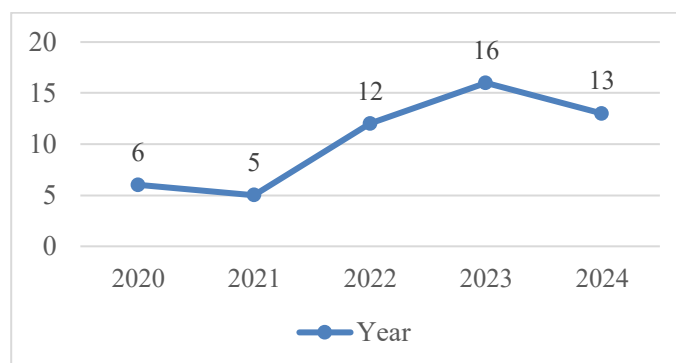


Figure 2. Graph of obtained publication years

The data represents the distribution of publications across different years from 2020 to 2024. The number of publications in 2020 is relatively low, with only 6 publications, indicating that this was

an early phase for the research topic or area. In 2021, the number of publications slightly decreased to 5, suggesting that research in this area may have experienced a dip or that fewer studies were published in this specific year. A noticeable increase occurred in 2022, with 12 publications. This could indicate a growing interest in the research topic or more studies being initiated or completed during this period. The number of publications further increased in 2023 to 16, suggesting a peak in activity and research output. This could reflect the culmination of years of research, wider awareness of the topic, or greater resources being dedicated to it. Although slightly lower than 2023, 2024 still saw a substantial number of publications (13). This could imply continued interest and research activity, though perhaps with some plateauing or shifts in focus.

4.2 Thematic Synthesis

The thematic synthesis of the literature reveals several recurring themes related to digital marketing strategies and their effectiveness in enhancing brand awareness. One prominent theme is the utilization of social media platforms as a primary channel for brand promotion. Research by Juliasari et al. (2022) highlights the effectiveness of TikTok as a marketing medium for Somethinc, indicating that social media engagement can lead to increased brand awareness and consumer loyalty. This aligns with findings from Rahma & Hariyana (2023) who notes that platforms like Instagram can enhance brand exposure and audience engagement, thereby reinforcing brand identity.

Another critical theme is the integration of digital marketing tools and techniques. Pramadyanto (2022) discusses how a well-rounded digital marketing strategy, incorporating various online channels such as e-commerce sites and social media, can effectively build brand awareness. This holistic approach is echoed in the work of Yunus et al. (2022), who emphasize the importance of customer relationship management (CRM) in mediating the relationship between digital marketing and online purchase intentions. The integration of CRM with digital marketing strategies can enhance consumer trust and engagement, which are vital for brand awareness.

4.3 Bibliometric Analysis

The bibliometric analysis of the literature reveals a growing body of research focused on digital marketing and brand awareness, particularly in the context of e-commerce. The increasing number of publications in this area indicates a heightened interest among researchers and practitioners in understanding the dynamics of digital marketing. For instance, studies like those by Maharani & Sumadi (2023) and Wibowo & Arrezqi (2023) contribute to the expanding knowledge base, providing empirical evidence of the positive effects of digital marketing on brand awareness.

Furthermore, the analysis shows a trend towards interdisciplinary research, combining insights from marketing, communication, and consumer behavior. This interdisciplinary approach is crucial for developing comprehensive digital marketing strategies that effectively enhance brand awareness. The works of Chaikovska et al. (2022) and Drummond et al. (2020) highlight the importance of understanding consumer behavior and engagement strategies in the digital marketing landscape, suggesting that a multifaceted approach is necessary for success.

4.4 Network Analysis

While the literature does not explicitly focus on network analysis, the interconnectedness of digital marketing strategies and brand awareness can be inferred through the relationships highlighted in various studies. For example, the influence of social media marketing activities on brand awareness, as discussed by Zafira & Hartono (2023), suggests a network of interactions between consumers, brands, and digital platforms. This network of engagement is critical for brands like Somethinc, as it allows them to tap into consumer networks and leverage word-of-mouth marketing.

Additionally, the role of influencers and brand ambassadors in digital marketing is a crucial aspect of network analysis. The effectiveness of influencer marketing in enhancing brand awareness is supported by findings from Maharani & Sumadi (2023), who emphasizes the importance of understanding consumer behavior in the context of social media marketing. By strategically engaging with influencers, brands can expand their reach and enhance their visibility in the crowded e-commerce space.

5. DISCUSSION

5.1 Synthesis of Key Findings

The systematic literature review on digital marketing strategies to enhance brand awareness for the Somethinc brand in e-commerce reveals several key findings. Firstly, digital marketing significantly influences brand awareness, as evidenced by studies indicating that effective use of social media platforms and digital marketing tools can enhance consumer engagement and brand visibility (Syam & Mayangsari, 2023; Zafira & Hartono, 2023). Secondly, the integration of various digital marketing strategies, such as SEO, content marketing, and social media engagement, is crucial for maximizing brand awareness and driving sales conversions (Jadhav et al., 2023; Purnomo, 2023). Lastly, the role of customer relationship management (CRM) as a mediating factor between digital marketing efforts and brand awareness has been highlighted, suggesting that fostering consumer trust is essential for effective brand positioning (Yunus et al., 2022).

5.2 Theoretical Implications

The findings contribute to the theoretical framework surrounding digital marketing and brand awareness by emphasizing the interconnectedness of various digital marketing strategies. They support the notion that brand awareness is not solely a function of marketing efforts but is also influenced by consumer perceptions and interactions with brands across digital platforms (Jadhav et al., 2023; Syam & Mayangsari, 2023). Furthermore, the studies underscore the importance of integrating theoretical constructs such as consumer trust and engagement into the digital marketing discourse, providing a more nuanced understanding of how these factors interact to influence brand awareness (Drummond et al., 2020; Yunus et al., 2022).

5.3 Practical Implications

From a practical standpoint, the insights gained from this review can guide marketers in developing more effective digital marketing strategies. Brands like Somethinc can leverage social media platforms to enhance engagement and visibility, while also focusing on building trust through consistent and transparent communication (Syam & Mayangsari, 2023; Zafira & Hartono, 2023). Additionally, the findings suggest that brands should adopt a multi-faceted approach to digital marketing, combining various techniques such as content personalization and customer feedback mechanisms to create a more engaging consumer experience (Jadhav et al., 2023; Purnomo, 2023).

5.4 Research Gaps

The systematic literature review has identified several research gaps that warrant further exploration in the context of digital marketing strategies and brand awareness. The following table summarizes these gaps, highlighting the areas where existing studies have fallen short and where additional research is needed.

THE IMPACT OF DIGITAL MARKETING ON BRAND AWARENESS: A SYSTEMATIC REVIEW OF STRATEGIES FOR THE SOMETHINC BRAND IN E-COMMERCE

Laurensia

Table 3. Research Gap

Research Gap	Description	Previous Studies Cited
Emerging Social Media Platforms (e.g., TikTok)	Limited exploration of the impact of emerging social media platforms on brand awareness.	Guarda et al. (2021), Juliasari et al. (2022), Maharani & Sumadi, (2023)
Effectiveness of Digital Marketing Strategies in Ecommerce	Insufficient empirical evidence on the effectiveness of specific digital marketing strategies in enhancing brand awareness in the e-commerce sector.	Jadhav et al. (2023) Purnomo (2023)
Role of Customer Relationship Management (CRM)	Lack of comprehensive studies focusing on the role of CRM in mediating the relationship between digital marketing and brand awareness.	Habib et al. (2022) Yunus et al. (2022)
Long-term Effects of Digital Marketing Strategies	Need for longitudinal studies to assess the long-term effects of digital marketing strategies on brand awareness.	Jaafar & Khan (2022) Jung & Shegai (2023)
Digital Marketing and Consumer Behavior in Developing Markets	Limited research on the interplay between digital marketing strategies and consumer behavior in developing markets.	Chakraborty & Jain (2022), Permana & Kholisoh (2023)
Integration of Artificial Intelligence in Digital Marketing	Insufficient focus on the integration of artificial intelligence in digital marketing strategies and its impact on brand awareness.	Mittal & Tandon (2023) S. Singh et al. (2024)
Impact of Digital Marketing on Brand Awareness in Niche Markets (e.g., Beauty & Skincare)	Lack of studies examining the impact of digital marketing on brand awareness in niche markets, such as beauty and skincare.	Septira et al. (2023)

5.5 Future Research Directions

To address the identified research gaps, the following table outlines potential research topics related to digital marketing strategies and brand awareness, along with corresponding research questions that can guide future investigations.

Table 4. Future Research Agenda

Topic	Potential Research Question
The impact of TikTok on brand awareness	How do TikTok marketing strategies influence brand awareness among different consumer demographics?
Role of CRM in digital marketing effectiveness	What is the mediating role of customer relationship management in enhancing brand awareness through digital marketing?
Longitudinal effects of digital marketing	How do digital marketing strategies impact brand awareness over an extended period in the e-commerce sector?
Consumer behavior in emerging markets	How do cultural factors influence the effectiveness of digital marketing strategies in developing countries?
Integration of AI in digital marketing	What is the impact of AI-driven marketing strategies on brand awareness and consumer engagement in e-commerce?

Digital marketing in niche markets	How does digital marketing affect brand awareness in niche markets, such as beauty and skincare products?
Data-driven strategies in SMEs	How can SMEs leverage data-driven digital marketing strategies to enhance brand awareness and customer engagement?

6. CONCLUSION

The systematic literature review on digital marketing strategies to enhance brand awareness for the Somethinc brand in e-commerce has yielded several key findings. Firstly, digital marketing significantly impacts brand awareness, with studies indicating that effective utilization of social media platforms and integrated marketing strategies can enhance consumer engagement and visibility (Fitrianna & Aurinawati, 2020; Rahma & Hariyana, 2023; Zafira & Hartono, 2023). Secondly, the role of customer relationship management (CRM) as a mediator between digital marketing efforts and brand awareness has been emphasized, suggesting that building consumer trust is essential for successful brand positioning (Chaikovska et al., 2022; Yunus et al., 2022). Lastly, the findings highlight the importance of tailoring digital marketing strategies to the specific characteristics of the target audience, particularly in emerging markets, to maximize their effectiveness (Chakraborty & Jain, 2022; Purnomo, 2023).

Despite the valuable insights gained from this review, several limitations must be acknowledged. Firstly, the majority of the studies reviewed are cross-sectional, which limits the ability to draw conclusions about the long-term effects of digital marketing strategies on brand awareness (Pramadyanto, 2022; Zafira & Hartono, 2023). Secondly, there is a lack of diversity in the geographical scope of the studies, as many focus on specific regions or markets, which may not be generalizable to other contexts (Manshur, 2020; Permana & Kholisoh, 2023). Lastly, the reliance on self-reported data in many studies may introduce bias, affecting the validity of the findings (Juliasari et al., 2022; Septira et al., 2023).

Based on the findings and limitations identified in the systematic literature review, several recommendations are proposed for both practitioners and researchers in the field of digital marketing. Firstly, brands should adopt a multi-channel approach by leveraging a combination of digital marketing channels, including social media, email marketing, and content marketing. This strategy is essential for enhancing brand awareness and consumer engagement, as supported by recent studies Purnomo (2023). Secondly, there is a critical need to focus on consumer trust. Implementing customer relationship management (CRM) strategies that prioritize building trust and fostering relationships with consumers can significantly enhance brand loyalty and awareness, as highlighted in the literature (Syam & Mayangsari, 2023; Yunus et al., 2022).

Furthermore, future research should emphasize the importance of conducting longitudinal studies to assess the long-term impacts of digital marketing strategies on brand awareness and consumer behavior. Such studies would provide valuable insights into the sustainability of marketing efforts over time (Chaikovska et al., 2022). Lastly, researchers are encouraged to expand the geographical scope of their studies to include a more diverse range of contexts. This approach will enhance the generalizability of findings and contribute to a more comprehensive understanding of digital marketing's impact across different markets (Krisnanto et al., 2023).

THE IMPACT OF DIGITAL MARKETING ON BRAND AWARENESS: A SYSTEMATIC REVIEW OF STRATEGIES FOR THE SOMETHINC BRAND IN E-COMMERCE

Laurensia

REFERENCES

- Budi Utomo, S., Nugraha, J. P., Sri wahyuningsih, E., Indrapraja, R., & Binsar Kristian Panjaitan, F. A. (2023). Analysis of The Effectiveness of Integrated Digital Marketing Communication Strategies in Building MSMEs Brand Awareness Through Social Media. *Jurnal Sistim Informasi Dan Teknologi*, 8–13. <https://doi.org/10.60083/jsisfotek.v5i4.311>
- Chaikovska, M., Järvis, M., Zaiachkovska, H., Tchon, L., Bortnik, N., & Bannikova, K. (2022). DIGITAL-MARKETING AS A NOVEL TOOL FOR GOODS AND SERVICES PROMOTION ON SOCIAL MEDIA: CONTEMPORARY TRENDS AND DEVELOPMENT DIRECTIONS. *Financial and Credit Activity Problems of Theory and Practice*, 4(45), 355–364. <https://doi.org/10.55643/fcaptp.4.45.2022.3836>
- Chakraborty, A., & Jain, V. (2022). *Leveraging Digital Marketing and Integrated Marketing Communications for Brand Building in Emerging Markets* (pp. 281–305). https://doi.org/10.1007/978-3-030-88678-3_13
- Drummond, C., O'Toole, T., & McGrath, H. (2020). Digital engagement strategies and tactics in social media marketing. *European Journal of Marketing*, 54(6), 1247–1280. <https://doi.org/10.1108/EJM-02-2019-0183>
- Fitrianna, H., & Aurinawati, D. (2020). Pengaruh Digital Marketing Pada Peningkatan Brand Awareness Dan Brand Image Terhadap Keputusan Pembelian Produk Cokelat Monggo di Yogyakarta. *INOBI: Jurnal Inovasi Bisnis Dan Manajemen Indonesia*, 3(3), 409–418. <https://doi.org/10.31842/jurnalnobis.v3i3.147>
- Guarda, T., Augusto, M. F., Victor, J. A., Mazón, L. M., Lopes, I., & Oliveira, P. (2021). *The Impact of TikTok on Digital Marketing* (pp. 35–44). https://doi.org/10.1007/978-981-33-4183-8_4
- Habib, S., Hamadneh, N. N., & Hassan, A. (2022). The Relationship between Digital Marketing, Customer Engagement, and Purchase Intention via OTT Platforms. *Journal of Mathematics*, 2022(1). <https://doi.org/10.1155/2022/5327626>
- Ikhtiarni, A. W., Susantiningrum, Alwanna Fatah Narendra, Annas Rafli Haya, Avifah Setiyani, Millenia Dzakiya Hana, Nabila Yusriyya Huwaida, Noer Achmad Septian Purwowododo, Sefi Windaranti, & Sherly Ayu Anjali. (2022). Implementasi Digital Marketing dalam Membangun Brand Awareness pada Produk Keripik Pisang Monalisa di Desa Harjobinangun. *KREASI: Jurnal Inovasi Dan Pengabdian Kepada Masyarakat*, 2(1), 30–35. <https://doi.org/10.58218/kreasi.v2i1.126>
- Ingriana, A. (2025). *THE INFLUENCE OF E-TRUST ON CONSUMER PURCHASING BEHAVIOR IN E-COMMERCE*. 1(3). <https://journal.dinamikapublika.id/index.php/Jumder>
- Ingriana, A., Chondro, J., & Rolando, B. (2024). *TRANSFORMASI DIGITAL MODEL BISNIS KREATIF: PERAN SENTRAL E-COMMERCE DAN INOVASI TEKNOLOGI DI INDONESIA* (Vol. 1, Issue 1). <https://journal.dinamikapublika.id/index.php/JUMDER>
- Ingriana, A., Gianina Prajitno, G., & Rolando, B. (2024). *THE UTILIZATION OF AI AND BIG DATA TECHNOLOGY FOR OPTIMIZING DIGITAL MARKETING STRATEGIES* (Vol. 1, Issue 1). <https://journal.dinamikapublika.id/index.php/IJEBS>
- Jaafar, N. S., & Khan, N. (2022). Impact of Digital Marketing Innovation in Competitive Event Industry During Covid-19: Evidence from Malaysia and The United States. *International Journal of Interactive Mobile Technologies (IJIM)*, 16(09), 130–145. <https://doi.org/10.3991/ijim.v16i09.27915>
- Jadhav, G. G., Gaikwad, S. V., & Bapat, D. (2023). A systematic literature review: digital marketing and its impact on SMEs. *Journal of Indian Business Research*, 15(1), 76–91. <https://doi.org/10.1108/JIBR-05-2022-0129>
- Juliasari, A., Malihah, I., & Hidayati, L. A. (2022). Efektivitas Penggunaan Media Sosial Tiktok Sebagai Media Pemasaran Akun @Somethincofficial. *JKOMDIS: Jurnal Ilmu Komunikasi Dan Media Sosial*, 2(2), 260–265. <https://doi.org/10.47233/jkomdis.v2i2.368>
- Jung, S.-U., & Shegai, V. (2023). The Impact of Digital Marketing Innovation on Firm Performance: Mediation by Marketing Capability and Moderation by Firm Size. *Sustainability*, 15(7), 5711. <https://doi.org/10.3390/su15075711>
- KRISNANTO, A. B., SURACHMAN, S., ROFIATY, R., & SUNARYO, S. (2023). The Role of Marketing and Digital Marketing Capabilities: Entrepreneurial Orientation on the Marketing Performance of Public Enterprises. *Revista de Cercetare Si Interventie Sociala*, 82, 92–107. <https://doi.org/10.33788/rcis.82.7>
- Maha, V. A., Derian Hartono, S., Prajitno, G. G., & Hartanti, R. (2024). *E-COMMERCE LOKAL VS GLOBAL: ANALISIS MODEL BISNIS DAN PREFERENSI KONSUMEN* (Vol. 1, Issue 1). <https://journal.dinamikapublika.id/index.php/Jumder>
- Maharani, A., & Sumadi, S. (2023). The Influence of Digital Marketing Communication on TikTok Social Media and Lifestyle on Beauty Product Purchase Intention (a case study of the Somethinc Brand). *Jurnal Economic Resource*, 6(2), 324–334. <https://doi.org/10.57178/jer.v6i2.688>
- Manshur, M. I. (2020). PERAN DIGITAL MARKETING DALAM MEMBANGUN BRAND AWARENESS BUSANA HIJAB SYAR'I SL.SE.SA. *Perspektif Komunikasi: Jurnal Ilmu Komunikasi Politik Dan Komunikasi Bisnis*, 4(2), 113. <https://doi.org/10.24853/pk.4.2.113-130>
- Mittal, A., & Tandon, R. (2023). AI Revolutionizing Digital Marketing: Current Tools, Key Aspects, and Future Directions. *2023 3rd International Conference on Innovative Sustainable Computational Technologies (CISCT)*, 1–6. <https://doi.org/10.1109/CISCT57197.2023.10351464>
- Mulyono, H., Hartanti, R., & Rolando, B. (2024). *SUARA KONSUMEN DI ERA DIGITAL: BAGAIMANA REVIEW ONLINE MEMBENTUK PERILAKU KONSUMEN DIGITAL* (Vol. 1, Issue 1). <https://journal.dinamikapublika.id/index.php/JUMDER>

- Mulyono, H., Ingriana, A., & Hartanti, R. (2024). *PERSUASIVE COMMUNICATION IN CONTEMPORARY MARKETING: EFFECTIVE APPROACHES AND BUSINESS RESULTS* (Vol. 1, Issue 1). <https://journal.dinamikapublika.id/index.php/IJEBS>
- Permana, A., & Kholisoh, N. (2023). The effect of digital marketing communications on Adit Sopo Jarwo's animation brand awareness and brand reputation through children's educational content. *Bricolage : Jurnal Magister Ilmu Komunikasi*, 9(2), 219. <https://doi.org/10.30813/bricolage.v9i2.4064>
- Pramadyanto, M. R. (2022). PEMANFAATAN DIGITAL MARKETING DALAM MEMBANGUN BRAND AWARENESS BRAND FASHION STREETWEAR URBAIN INC. *Komuniti : Jurnal Komunikasi Dan Teknologi Informasi*, 14(1), 69–92. <https://doi.org/10.23917/komuniti.v14i1.16841>
- Purnomo, Y. J. (2023). Digital Marketing Strategy to Increase Sales Conversion on E-commerce Platforms. *Journal of Contemporary Administration and Management (ADMAN)*, 1(2), 54–62. <https://doi.org/10.61100/adman.v1i2.23>
- Putri, L. W. B., & Setiawan, B. L. T. (2025). *ANALYZING THE STRATEGIC CONTRIBUTION OF SOCIAL MEDIA INFLUENCERS TO E-COMMERCE MARKETING EFFECTIVENESS*. 1(2). <https://journal.dinamikapublika.id/index.php/Jumder>
- Rahardja, B. V., Rolando, B., Chondro, J., & Laurensia, M. (2024). *MENDORONG PERTUMBUHAN E-COMMERCE: PENGARUH PEMASARAN MEDIA SOSIAL TERHADAP KINERJA PENJUALAN* (Vol. 1, Issue 1). <https://journal.dinamikapublika.id/index.php/JUMDER>
- Rahma, H., & Hariyana, N. (2023). Penggunaan Digital Marketing terhadap Peningkatan Brand Awareness PT Produk Zilla Akademi Indonesia. *Jurnal Pengabdian Kepada Masyarakat Nusantara*, 4(3), 1821–1828. <https://doi.org/10.55338/jpkmn.v4i3.1211>
- Rolando, B. (2024). *CULTURAL ADAPTATION AND AUTOMATED SYSTEMS IN E-COMMERCE COPYWRITING: OPTIMIZING CONVERSION RATES IN THE INDONESIAN MARKET* (Vol. 1, Issue 1). <https://journal.dinamikapublika.id/index.php/IJEBS>
- Rolando, B., Angelica, N., Bangsa, D., Jl Jendral Sudirman, J., Jambi Selatan, K., & Jambi, K. (2024). *Pengaruh Live Streaming Selling dan Discount Pada Tiktok Shop*. <https://doi.org/10.47065/arbitrase.v5i2.2092>
- Rolando, B., Cahyadi, R., & Ekasari, S. (2024). INNOVATION AND ENTREPRENEURSHIP AS PILLARS OF ECONOMIC DEVELOPMENT: A REVIEW OF THE LITERATURE AND ITS IMPLICATIONS FOR SOCIETY. *JOURNAL OF COMMUNITY DEDICATION*, 4(3), 545–559.
- Rolando, B., Chandra, C. K., & Widjaja, A. F. (2025). *TECHNOLOGICAL ADVANCEMENTS AS KEY DRIVERS IN THE TRANSFORMATION OF MODERN E-COMMERCE ECOSYSTEMS*. 1(2). <https://journal.dinamikapublika.id/index.php/Jumder>
- Rolando, B., & Ingriana, A. (2024). *SUSTAINABLE BUSINESS MODELS IN THE GREEN ENERGY SECTOR: CREATING GREEN JOBS THROUGH RENEWABLE ENERGY TECHNOLOGY INNOVATION* (Vol. 1, Issue 1). <https://journal.dinamikapublika.id/index.php/IJEBS>
- Rolando, B., & Mulyono, H. (2024). UNLOCKING THE POWER OF DATA: EFFECTIVE DATA-DRIVEN MARKETING STRATEGIES TO ENGAGE MILLENNIAL CONSUMERS. *TRANSEKONOMIKA: AKUNTANSI, BISNIS DAN KEUANGAN*, 4(3), 303–321.
- Rolando, B., Nur Azizah, F., Karaniya Wigayha, C., Bangsa, D., Jl Jendral Sudirman, J., Jambi Selatan, K., & Jambi, K. (2024). *Pengaruh Viral Marketing Shopee Affiliate, Kualitas Produk, dan Harga Terhadap Minat Beli Konsumen Shopee*. <https://doi.org/10.47065/arbitrase.v5i2.2167>
- Rolando, B., Simanjuntak, E. E., Dewi, K., & Al-Amin, A.-A. (2024). Omnichannel Marketing Strategy: Impact on Revenue and Business Sustainability. *COSMOS: Jurnal Ilmu Pendidikan, Ekonomi Dan Teknologi*, 1(5), 402–413.
- Rolando, B., & Winata, V. (2024). Analisis Pengaruh Konten Tiktok Terhadap Keputusan Pembelian Di Tiktok Shop: Studi Kasus Pada Mahasiswa Universitas Bunda Mulia Jakarta. *Jurnal Ilmu Manajemen, Bisnis Dan Ekonomi (JIMBE)*, 1(6), 199–212.
- Satria, R., & A.R., H. (2021). Pengaruh Digital Marketing dan Brand Awareness terhadap Penjualan Produk KartuAS Telkomsel Cabang Palembang. *Jurnal Nasional Manajemen Pemasaran & SDM*, 2(3), 160–171. <https://doi.org/10.47747/jnmpsdm.v2i3.361>
- Saura, J. R., Palacios-Marqués, D., & Ribeiro-Soriano, D. (2023). Digital marketing in SMEs via data-driven strategies: Reviewing the current state of research. *Journal of Small Business Management*, 61(3), 1278–1313. <https://doi.org/10.1080/00472778.2021.1955127>
- Septira, I. A., Lidiya, L., & Setya, S. (2023). Pengaruh Digital Marketing Terhadap Brand Awareness Produk Skincare Scarlett Pada Mahasiswa Sekolah Tinggi Ilmu Ekonomi Tuah Negeri Dumai Kota Dumai. *Jurnal Syntax Admiration*, 4(2), 152–164. <https://doi.org/10.46799/jsa.v4i2.532>
- Syam, D. L., & Mayangsari, I. D. (2023). Pengaruh Digital Marketing Terhadap Brand Awareness: *Reslaj : Religion Education Social Laa Roiba Journal*, 6(1), 197–211. <https://doi.org/10.47467/reslaj.v6i1.3280>
- Tan, D. M., & Alexia, K. R. (2025). *THE INFLUENCE OF TIKTOK AFFILIATE CONTENT QUALITY AND CREDIBILITY ON PURCHASE DECISIONS VIA THE YELLOW BASKET FEATURE*. 1(2). <https://journal.dinamikapublika.id/index.php/Jumder>
- Wibowo, B. Y., & Arrezqi, M. (2023). Digital Marketing of Brand Awareness (At Daikin Kota Semarang). *Indonesian Journal of Business Analytics*, 3(2), 161–170. <https://doi.org/10.55927/ijba.v3i2.3755>

THE IMPACT OF DIGITAL MARKETING ON BRAND AWARENESS: A SYSTEMATIC REVIEW OF STRATEGIES FOR THE SOMETHINC BRAND IN E-COMMERCE

Laurensia

- Widjaja, A. F. (2025). *FACTORS INFLUENCING PURCHASE INTENTION IN E-COMMERCE: AN ANALYSIS OF BRAND IMAGE, PRODUCT QUALITY, AND PRICE*. 1(3). <https://journal.dinamikapublika.id/index.php/Jumder>
- Wigayha, C. K., Rolando, B., & Wijaya, A. J. (2024). *PELUANG BISNIS DALAM INDUSTRI HIJAU DAN ENERGI TERBARUKAN* (Vol. 1, Issue 1). <https://journal.dinamikapublika.id/index.php/Jumder>
- Wigayha, C. K., Rolando, B., & Wijaya, A. J. (2025). *A DEMOGRAPHIC ANALYSIS OF CONSUMER BEHAVIORAL PATTERNS ON DIGITAL E-COMMERCE PLATFORMS*. 1(2). <https://journal.dinamikapublika.id/index.php/Jumder>
- Winata, V., & Arma, O. (2025). *ANALYZING THE EFFECT OF E-WALLET USABILITY ON CUSTOMER RETENTION IN MOBILE PAYMENT APPS*. 1(2). <https://journal.dinamikapublika.id/index.php/Jumder>
- Yunus, M., Saputra, J., & Muhamma, Z. (2022). Digital marketing, online trust and online purchase intention of e-commerce customers: Mediating the role of customer relationship management. *International Journal of Data and Network Science*, 6(3), 935–944. <https://doi.org/10.5267/j.ijdns.2022.2.003>
- Zafira, Y. N., & Hartono, A. (2023). The Effect of Somethinc's Instagram Social Media Marketing Activities on Brand Awareness and Customer Loyalty. *Asian Journal of Economics, Business and Accounting*, 23(15), 121–136. <https://doi.org/10.9734/ajebe/2023/v23i151021>
- Zahran, A. M. (2025). *THE IMPACT OF MARKETING STRATEGIES ON THE SUCCESS OF THE FAST FASHION INDUSTRY: A SYSTEMATIC REVIEW*. 1(3). <https://journal.dinamikapublika.id/index.php/Jumder>