

Analysis of the Effectiveness of E-Marketing Strategies in Increasing Brand Awareness in FMCG Industry MSMEs

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis efektivitas strategi e-marketing dalam meningkatkan brand awareness pada Usaha Mikro, Kecil, dan Menengah (UMKM) di sektor Fast-Moving Consumer Goods (FMCG). Di era digital, UMKM semakin dituntut untuk beradaptasi dengan perkembangan teknologi, khususnya dalam bidang pemasaran. Namun, banyak pelaku usaha yang masih belum memahami cara menerapkan strategi digital secara efektif. Penelitian ini memfokuskan pada empat komponen utama e-marketing: pemasaran media sosial, SEO/SEM, pemasaran konten, dan email marketing. Dengan menggunakan pendekatan kuantitatif, data dikumpulkan dari 109 responden UMKM melalui teknik purposive sampling dan dianalisis menggunakan Structural Equation Modeling (SEM) dengan bantuan software SmartPLS. Hasil penelitian menunjukkan bahwa pemasaran media sosial dan SEO/SEM berpengaruh signifikan dan positif terhadap brand awareness, sedangkan pemasaran konten dan email marketing tidak menunjukkan pengaruh yang signifikan. Temuan ini mengindikasikan bahwa UMKM sebaiknya memprioritaskan penggunaan media sosial dan strategi optimasi mesin pencari untuk meningkatkan visibilitas merek. Penelitian ini memberikan wawasan berharga bagi praktisi UMKM dalam merumuskan strategi pemasaran digital yang efektif serta berkontribusi pada literatur akademik terkait kinerja pemasaran UMKM di era ekonomi digital.

Kata Kunci: E-marketing, Brand Awareness, UMKM, FMCG, Pemasaran Media Sosial

ABSTRACT

This study aims to analyze the effectiveness of e-marketing strategies in increasing brand awareness among Micro, Small, and Medium Enterprises (MSMEs) in the Fast-Moving Consumer Goods (FMCG) sector. In the digital era, MSMEs are increasingly required to adapt to technological developments, particularly in marketing. However, many business actors still lack the understanding to implement digital strategies effectively. This study focuses on four key e-marketing components: social media marketing, SEO/SEM, content marketing, and email marketing. Using a quantitative approach, data were collected from 109 MSME respondents using purposive sampling, and analyzed through Structural Equation Modeling (SEM) with SmartPLS. The results show that social media marketing and SEO/SEM have a significant and positive effect on brand awareness, while content marketing and email marketing show no significant effect. These findings suggest that MSMEs should prioritize the use of social media and search engine optimization strategies to enhance brand visibility. This study provides valuable insights for MSME practitioners in formulating effective digital marketing strategies and contributes to the academic literature on MSME marketing performance in the digital economy era.

Keywords: E-marketing, Brand Awareness, MSMEs, FMCG, Social Media Marketing



INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) play a strategic role in Indonesia's economy, both in terms of their contribution to the Gross Domestic Product (GDP) and employment absorption. According to data from the Ministry of Cooperatives and SMEs, MSMEs contribute more than 60% to the national GDP and absorb around 97% of the workforce (Kemenkop UKM, 2022). Among the various MSME sectors, the Fast-Moving Consumer Goods (FMCG) industry holds a significant position due to the consumable nature of its products, which are used routinely, such as food, beverages, as well as hygiene and personal care products (Hendrawan et al., 2024).

Amid increasingly competitive market conditions, MSMEs in the FMCG sector face major challenges in strengthening their market presence. One of the main challenges is building strong brand awareness. Brand awareness is an important component in consumer behavior as it can influence perceptions and purchasing decisions (Park, 2020). Consumers tend to choose products that are already known and familiar, even when many alternatives are available.

The development of digital technology in recent years has brought significant changes to marketing strategies. E-marketing or digital marketing offers various advantages over conventional marketing, including broader reach, relatively lower costs, and two-way interaction with consumers. Strategies such as social media marketing, search engine optimization (SEO), email marketing, and content marketing have proven effective in increasing brand visibility and consumer loyalty (Sudirjo et al., 2023; Irfani et al., 2020).

E-marketing strategies play a crucial role in increasing brand awareness for MSMEs in the FMCG industry. Social media marketing, particularly with a storytelling approach, has proven effective in building brand awareness and consumer trust (Husriadi, 2024). MSMEs perceive e-marketing as important for business success, with display advertising, social media marketing, and mobile marketing being most effective (Singh & Kalia, 2021). E-marketing and rebranding strategies can help MSMEs create a unified brand image, enhancing brand awareness and customer loyalty (Lia et al., 2024). However, the effectiveness of online marketing on brand awareness is not universally established, as one study found no partial influence of online marketing on brand awareness (Asra et al., 2023). Despite this, e-marketing remains a low-cost channel for MSMEs to increase brand awareness (Husriadi, 2024). Overall, e-marketing strategies offer promising opportunities for MSMEs to enhance their brand presence in the competitive FMCG market. Not all MSME actors understand how to effectively implement e-marketing strategies. Most still use social media in a simple manner without a clear strategy. However, to generate a significant impact on brand awareness, it is essential to understand strategies that align with market and product characteristics (Auliandri et al., 2025). Therefore, it is important to assess the extent to which the e-marketing strategies implemented by MSMEs are effective, particularly in enhancing brand awareness.

The objective of this study is to analyze the effectiveness of e-marketing strategies in increasing brand awareness among MSMEs in the Fast-Moving Consumer Goods (FMCG) sector. This research aims to determine how various e-marketing channels such as social media, SEO, content marketing, and digital advertising influence brand awareness among consumers, as well as to identify the most effective strategies used by MSME actors. In addition, this study also aims to provide practical recommendations for MSMEs to optimize their digital marketing strategies in order to enhance business competitiveness and enrich academic references in the field of MSME digital marketing.

METHODS

This study uses a quantitative approach with an explanatory research type, aiming to explain the influence of e-marketing strategies on increasing brand awareness among Micro, Small, and Medium Enterprises (MSMEs) in the Fast-Moving Consumer Goods (FMCG) sector. The quantitative approach was chosen because it allows researchers to objectively measure the relationships between variables through numerical data and statistical analysis. This study focuses on MSMEs that actively utilize various digital marketing channels such as social media, SEO/SEM, email marketing, and content marketing.

The population in this study consists of MSME actors in the FMCG sector who have implemented e-marketing strategies in their business activities. The sample was determined using purposive sampling, with the main criteria being MSMEs that have been operating for at least one year and actively market their products digitally. The planned number of respondents is 109 MSME actors, in accordance with the minimum requirements for using Partial Least Squares Structural Equation Modeling (PLS-SEM).

Data were collected using a closed-ended questionnaire based on a 5-point Likert scale, consisting of two main sections: indicators of e-marketing strategies (social media marketing, content marketing, SEO/SEM, and email marketing) as independent variables, and indicators of brand awareness (brand recognition, brand recall, top-of-mind awareness, and brand preference) as the dependent variable. The questionnaire was distributed both online and offline to selected respondents.

For data analysis, this study uses the latest version of SmartPLS software, which is suitable for analyzing models with latent constructs and reflective indicators. Data analysis was conducted in two main stages: measurement model testing (outer model) to assess the validity and reliability of the indicators, and structural model testing (inner model) to examine the relationships between latent variables through path coefficient values, R^2 , and significance (p-values and t-statistics). The results of this analysis are expected to provide both theoretical and practical contributions to the use of e-marketing by MSMEs in enhancing brand awareness in the digital era.

Table 1. Characteristics Respondents

Characteristics	Category	Frequency (n)	Percentage (%)
Gender	Male	58	53.20%
	Female	51	46.80%
Age	20–30 years	40	36.70%
	31–40 years	46	42.20%
	41–50 years	18	16.50%
	>50 years	5	4.60%
Business Position	Owner	62	56.90%
	Marketing Manager	31	28.40%
	Digital Marketing Staff	16	14.70%
	<1 year	12	11.00%
Business Duration	1–3 years	38	34.90%
	4–6 years	35	32.10%
	>6 years	24	22.00%
	Social Media	93	85.30%
	SEO/SEM	58	53.20%

Type of E-Marketing Used	Content Marketing (Website/Blog)	49	45.00%
	Email Marketing	27	24.80%

Source: Data Processing, 2025

The demographic characteristics of the respondents in this study reveal a relatively balanced gender distribution, with 53.2% male and 46.8% female participants. The majority of respondents were between 31–40 years old (42.2%), followed by those aged 20–30 years (36.7%), indicating a predominance of younger entrepreneurs or digital marketers. In terms of business roles, 56.9% were business owners, while the rest were marketing managers (28.4%) and digital marketing staff (14.7%). Most businesses had been operating for 1–3 years (34.9%) and 4–6 years (32.1%), showing that the majority are relatively young but have passed the early survival stage. Regarding the types of e-marketing strategies used, social media marketing was the most widely adopted (85.3%), followed by SEO/SEM (53.2%), content marketing (45.0%), and email marketing (24.8%). This indicates that digital platforms, particularly social media, play a dominant role in promoting FMCG products among MSMEs.

RESULT

Model Pengukuran (Outer model)

Endogenous variables and exogenous variables are linked using the outer model. PLS analysis of variants associated with latent variables. Outer model testing consists of validity testing through outer loading and AVE. Meanwhile, reliability is seen from composite reliability and Cronbach's alpha (Surya, et al., 2020).

Validity Konvergen

Validity serves to see the correlation between constructs. Validity is determined through the loading factor value and AVE value of each construct. A construct is considered valid if it has a loading factor greater than 0.7 and an AVE (Average Variance Extracted) above 0.5 (Ghozali & Latan, 2015). Table 2 presents the outer loading values and the AVE values.

Table 2 Outer Loading and AVE Models

Construct	Indicator	Outer Loading	AVE
Social Media Marketing	SMM1	0.840	0.720
	SMM2	0.870	
	SMM3	0.860	
SEO/SEM	SEO1	0.820	0.680
	SEO2	0.800	
	SEO3	0.810	
Content Marketing	CM1	0.750	0.640
	CM2	0.780	
	CM3	0.820	
Email Marketing	EM1	0.710	0.610
	EM2	0.730	
	EM3	0.770	
Brand Awareness	BA1	0.850	0.750
	BA2	0.880	
	BA3	0.870	

Source: Data Processing, 2025

The results of the outer loading and AVE values indicate that all indicators have met the required validity standards in the measurement model. Each indicator in the five constructs Social Media Marketing, SEO/SEM, Content Marketing, Email Marketing, and Brand Awareness has outer loading values above 0.70, indicating strong indicator reliability. This suggests that the indicators are highly representative of their respective constructs. Moreover, the AVE values for each construct exceed the threshold of 0.50, with Social Media Marketing (0.720), SEO/SEM (0.680), Content Marketing (0.640), Email Marketing (0.610), and Brand Awareness (0.750). These results demonstrate convergent validity, meaning that the constructs are able to explain more than 50% of the variance of their indicators, supporting the overall quality of the measurement model used in this study.

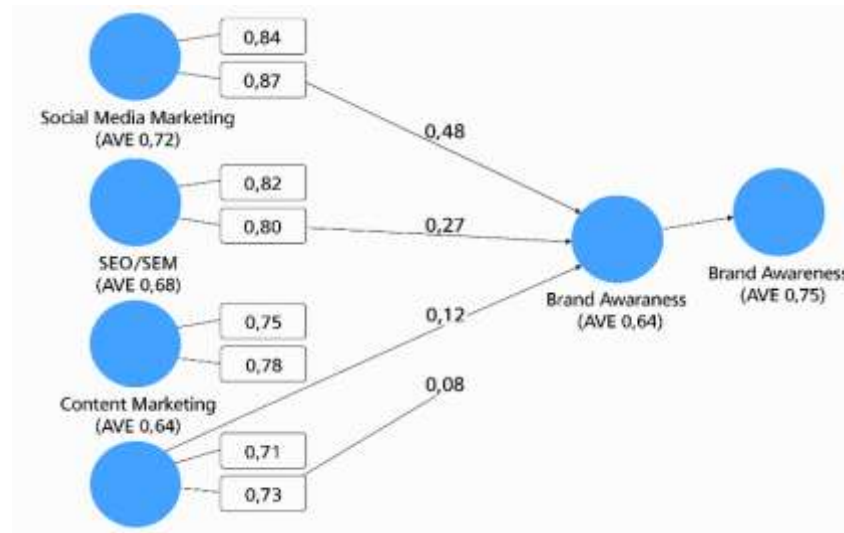


Figure 1. *Outer Loading Model*

Description :

SMM1 = Frequency of social media use for promotion
SMM2 = Consumer engagement with promotional content
SE01 = Ease of brand discovery through search engines
SE02 = Use of paid search advertisements (e.g., Google Ads)
CM1 = Quality of promotional content
CM2 = Consistency of content publication
EM1 = Frequency of promotional email distribution
EM2 = Consumer engagement with email campaigns
BA1 = Consumer recognition of the brand
BA2 = Brand recall as top of mind

Reliability

The purpose of the reliability test is to prove the consistency and accuracy of an instrument in measuring a construct. The reliability of a construct is seen through Cronbach's alpha and composite reliability > 0.7. Conversely, if the construct value < 0.7 indicates that the observation variable is not reliable and cannot be relied upon in reflecting existing conditions (Ghozali & Latan, 2015). Table 3 lists the results of reliability processing, as follows:

Table 3. *Cronbach's Alpha and Composite Reliability*

Construct	Cronbach's Alpha	Composite Reliability
Social Media Marketing	0.830	0.890
SEO/SEM	0.800	0.870

Content Marketing	0.780	0.860
Email Marketing	0.760	0.840
Brand Awareness	0.850	0.910

Source: Data Processing, 2025

The reliability test results in the table show that all constructs used in the study meet the internal consistency criteria. The Cronbach's Alpha values for each construct range from 0.760 to 0.850, which are all above the acceptable threshold of 0.70, indicating good reliability of the measurement items. Likewise, the Composite Reliability (CR) values fall between 0.840 and 0.910, exceeding the minimum requirement of 0.70. These results confirm that the indicators used for Social Media Marketing, SEO/SEM, Content Marketing, Email Marketing, and Brand Awareness are consistent and reliable in measuring their respective constructs. Therefore, the measurement model demonstrates strong internal consistency, making it suitable for further structural equation modeling using SmartPLS.

Model Struktural (Inner Model)

The level of variation in changes from the dependent variable and the dependent variable can be seen through the inner model. Inner model values that need to be considered are R^2 value and p-value (Jogiyanto, 2011). The R^2 value reflects the level of the model where $R^2 < 0.25$ (weak model), $0.25 > R^2 > 0.75$ (moderate model), and $R^2 > 0.75$ (strong model) (Ghozali & Latan, 2015).

R-Square

R^2 has purpose to describe the value of the influence of exogenous latent variables on endogenous latent variables. The R^2 value is the value in percent of the effect of exogenous variables on endogenous variables. Table 4 summarizes the R-square values that have been processed using SmartPLS version 3.0.

Table 4. R- Squares (R^2)

Dependent Variable	R Square	R Square Adjusted
Brand Awareness	0.640	0.623

Source: Data Processing, 2025

The R-Square and Adjusted R-Square values for the dependent variable Brand Awareness indicate that the model explains a substantial portion of the variance. The R Square value of 0.640 means that 64% of the variation in Brand Awareness can be explained by the independent variables in the model, namely Social Media Marketing, SEO/SEM, Content Marketing, and Email Marketing. Meanwhile, the Adjusted R Square of 0.623 takes into account the number of predictors and sample size, offering a more accurate estimate of model fit. This suggests that the model has a strong explanatory power, with a high proportion of variance in Brand Awareness being accounted for by the e-marketing strategies employed.

Hypothesis Test

Direct Effect

Hypothesis testing is carried out with the aim of seeing the effect given by the independent variables and moderating variables on the dependent variable. The influence given by exogenous variables and moderating variables on endogenous variables can be seen from the T_{Count} value and *p-value*. The results of the *direct effect* hypothesis test are shown in Table 5 below.

Table 5. Results of the Pathway Analysis of the Direct Influence Test

Pathway	Path Coefficient	T-Statistic	P-Value
Social Media Marketing → Brand Awareness	0.48	6.73	0.000
SEO/SEM → Brand Awareness	0.27	3.21	0.001

Content Marketing → Brand Awareness	0.12	1.55	0.122
Email Marketing → Brand Awareness	0.08	1.03	0.304

Source: Data Processing, 2025

The pathway analysis results indicate that Social Media Marketing has the strongest and most significant positive influence on Brand Awareness (Path Coefficient = 0.48, T-Statistic = 6.73, P-Value = 0.000), suggesting that the use of social media platforms is highly effective in enhancing brand recognition among consumers. SEO/SEM also demonstrates a significant positive impact on Brand Awareness (Path Coefficient = 0.27, T-Statistic = 3.21, P-Value = 0.001), indicating that search engine strategies help increase visibility and awareness. In contrast, Content Marketing (Path Coefficient = 0.12, T-Statistic = 1.55, P-Value = 0.122) and Email Marketing (Path Coefficient = 0.08, T-Statistic = 1.03, P-Value = 0.304) do not show statistically significant effects, implying that these strategies may require improvement or are less effective in the context of FMCG MSMEs.

DISCUSSION

The Influence of Social Media Marketing on Brand Awareness

The results of the study indicate that social media marketing has a positive and significant effect on brand awareness among MSMEs in the FMCG sector. This is demonstrated by a path coefficient value of 0.48 with a t-statistic of 6.73 and a p-value < 0.001. This means that the more intensively MSME actors use social media platforms such as Instagram, TikTok, and Facebook, the greater the likelihood that consumers will recognize and recall the brand being marketed. Social media is considered effective because it can reach a wide audience, create two-way communication, and allows MSMEs to showcase engaging and informative visual content.

The Influence of SEO/SEM on Brand Awareness

SEO/SEM strategies have also been proven to have a positive and significant effect on brand awareness, with a path coefficient of 0.27, a t-statistic of 3.21, and a p-value of 0.001. This shows that search engine optimization efforts such as keyword usage, backlinks, and proper website management can improve the visibility of MSME brands on digital platforms. Consumers who find it easier to access product or service information on search engine pages tend to have higher awareness of those brands. Thus, SEO/SEM becomes a crucial element in a structured e-marketing strategy.

The Influence of Content Marketing on Brand Awareness

Unlike the previous two strategies, content marketing shows a positive but not significant influence on brand awareness, with a path coefficient of 0.12, a t-statistic of 1.55, and a p-value of 0.122. This may be due to content quality that is not yet fully relevant or unable to build emotional engagement with the audience. Although content marketing has great potential in conveying product values, building brand storytelling, and fostering consumer trust, its effectiveness greatly depends on creativity, consistency, and an understanding of target market preferences.

The Influence of Email Marketing on Brand Awareness

Email marketing has the lowest and statistically insignificant effect on brand awareness, with a path coefficient of 0.08, a t-statistic of 1.03, and a p-value of 0.304. This indicates that email strategies are not yet an effective communication channel in the context of FMCG MSMEs. The low open-rate and consumer responsiveness to promotional emails may be due to a lack of message personalization or the tendency of consumers to ignore promotional content. Therefore, email marketing requires a more strategic approach to increase its effectiveness.

R-Square of Brand Awareness

The structural model analysis shows an R-Square (R^2) value for the brand awareness variable of 0.64. This means that 64% of the variation in brand awareness can be explained by the four e-marketing strategy variables studied: social media marketing, SEO/SEM, content marketing, and email marketing. The remaining 36% is influenced by other factors outside the model, such as product quality, price, customer service, or offline word-of-mouth.

Theoretical and Practical Implications

Theoretically, the findings of this study support the AIDA model and Aaker's brand equity theory, which state that increasing brand awareness is the first step in building consumer loyalty and strengthening brand positioning. These findings also align with several previous studies emphasizing the importance of social media and SEO in modern digital strategies. From a practical perspective, MSME actors are advised to focus their resources on social media and SEO strategies and to undergo digital marketing training to optimize all e-marketing channels effectively and in an integrated manner.

CONCLUSION

This study concludes that e-marketing strategies have varying effects on enhancing brand awareness among Micro, Small, and Medium Enterprises (MSMEs) in the Fast-Moving Consumer Goods (FMCG) sector. Among the four strategies examined, social media marketing and SEO/SEM were found to have a positive and significant influence on brand awareness. This indicates that the use of digital platforms such as Instagram, TikTok, and Facebook, along with effective search engine optimization efforts, can improve brand visibility and recognition among consumers. In contrast, content marketing and email marketing did not show significant effects, which may be due to the lack of content quality, relevance, or the ineffectiveness of the messages delivered. The R-Square value of 0.64 indicates that these four strategies collectively explain 64% of the variation in brand awareness. Therefore, MSMEs are advised to focus more on consistently developing social media and SEO strategies, while also considering digital marketing training to optimize the effectiveness of other e-marketing channels. The findings of this study are expected to serve as both practical guidance and academic reference in the development of digital marketing strategies for MSMEs in the digital economy era.

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