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## DOES OUT-OF-HOME MARKETING AFFECT BRAND AWARENESS AND PREDICT PURCHASE INTENTION?

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### Abstract

The highly competitive cosmetics industry requires companies to increase brand awareness in order to influence consumer purchasing decisions. Two popular marketing strategies today are Out of Home (OOH) marketing and social media marketing. This study aims to analyse the influence of OOH marketing and social media marketing on brand awareness, as well as their implications for consumer purchase intention of cosmetic products. This study uses a quantitative approach with a survey method involving 200 respondents who are active social media users and have seen cosmetic advertisements in public spaces. Data analysis techniques were performed using Structural Equation Modelling (SEM) through LISREL software. The results show that both OOH marketing and social media marketing have a positive and significant effect on brand awareness. In addition, brand awareness has also been proven to have a significant effect on purchase intention. The research model developed has a good level of goodness of fit with an RMSEA value of 0.048, CFI of 0.962, and SRMR of 0.062. These findings confirm that a combination of offline and online marketing strategies can effectively shape strong brand perceptions and encourage repeat purchase intentions among consumers in the cosmetics industry.

**Keywords:** Out of Home Marketing, Social Media Marketing, Brand Awareness, Purchase Intention, Cosmetics, LISREL



## **1. Introduction**

The cosmetics industry in Indonesia has experienced significant growth in recent years, driven by increasing consumer awareness of appearance, skin health, and evolving beauty trends. According to Statista (2023) data, revenue in the cosmetics segment is expected to reach more than USD 7 billion in Indonesia by 2025, with a stable annual growth rate. In this increasingly competitive market, cosmetic companies are required to develop marketing strategies that not only attract attention but also create brand awareness and brand equity.

One of the main challenges in cosmetics marketing is how to build strong brand awareness amid abundant information and digital distractions. Therefore, companies are now combining Out of Home (OOH) marketing strategies, such as billboards and transit advertising, with interactive and personal social media marketing. OOH marketing provides high visual exposure and wide geographical reach, while social media enables two-way interaction that strengthens the emotional connection between the brand and consumers.

Several studies indicate that brand awareness is a crucial determinant in the consumer decision-making process. High brand awareness increases the likelihood of consumers recognising, considering, and ultimately purchasing a product (Kotler, P., Keller, K. L., & Chernev, 2022). Recent research by (Lim, 2024) and (Khoirunnisa & Astini, 2021) also reveals that OOH marketing and social media marketing contribute significantly to increasing brand awareness, which ultimately drives purchase intention in the cosmetics industry.

However, empirical research examining the simultaneous influence of these two strategies on brand awareness and purchase intention in the context of cosmetics is still limited, especially in Indonesia. Therefore, this study is important to fill this gap by testing the relationship model between OOH marketing, social media marketing, brand awareness, and purchase intention in an integrated manner.

This study contributes to the development of marketing theory, particularly regarding the role of OOH marketing and social media marketing in shaping brand awareness and purchase intention in the cosmetics industry. This study provides strategic insights for cosmetics marketing practitioners in effectively allocating promotional budgets between offline and online media to increase consumer purchase decisions.

## **2. Literature Review**

### **1. Out of Home (OOH) Marketing and Brand Awareness**

According to the National RTAP guidelines, *transit marketing* is defined as all communication activities carried out by transit agencies to passengers, potential passengers, and community stakeholders. Its objectives include building visibility, public support, education, and increasing passenger numbers. Its distinctive characteristics are its continuous and consistent nature; a single short campaign is not enough to achieve long-term results (Ngan & Yang, 2019). In research by (Ngan & Yang, 2019), *transit advertising*—such as advertisements on tourist buses—is used to enhance corporate brand image. This study applies the Message Response Involvement (MRI) theoretical framework, which states that advertising effectiveness depends on consumers' motivation and ability to process messages. Media design (e.g., bus design) can also moderate the impact of consumer motivation on advertising effectiveness. Out-of-home (OOH) marketing, such as billboards and transit advertising, remains an effective strategy for increasing brand awareness. According to, OOH advertising creates brand awareness and keeps the brand top of mind, playing an important role in the consumer purchase journey. A study by (Dinarso et al., 2024) shows that OOH

marketing has a positive effect on brand awareness and purchasing decisions for cosmetic products.

## **2. Social Media Marketing and Brand Awareness**

Social media marketing is a marketing strategy that utilises social media platforms to build relationships with consumers and increase their engagement with the brand. Social Exchange Theory explains that consumer interactions with brand content on social media are considered an exchange of value, where consumers obtain benefits in the form of information, entertainment, or interactive experiences (Blau, 1964). Additionally, Relationship Marketing Theory emphasises that continuous interaction through social media can strengthen long-term relationships between brands and consumers (Morgan & Hunt, 1994). The Uses and Gratifications Theory proposed by Katz, Blumler, & Gurevitch, 1973, also highlights that consumers use social media to fulfil personal needs such as entertainment, information, and social interaction, which in turn influences their response to marketing campaigns (Mutiaru & Kinkin Yuliaty Subarsa Putri, 2023).

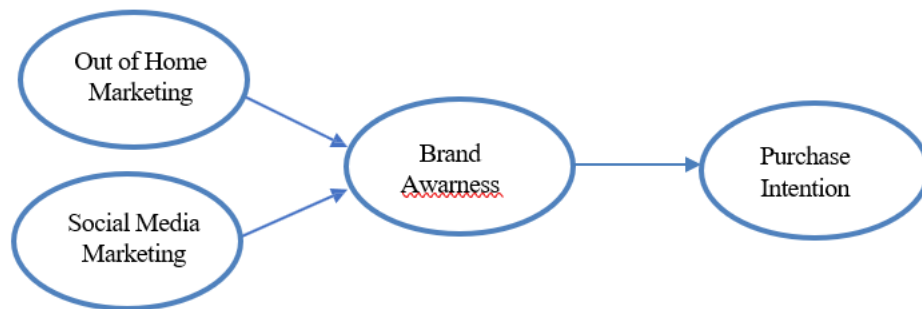
On the other hand, brand awareness is an important foundation in building brand equity because consumer awareness of a brand influences their perceptions, preferences, and loyalty (Kotler, P., & Keller, 2016). The Hierarchy of Effects model states that brand awareness is the first step in the advertising influence process before consumers move on to the stages of knowledge, liking, preference, and finally purchase.

Social media marketing enables direct interaction between brands and consumers, strengthening emotional connections and expanding the reach of product information. Research by (Lim, 2022) found that aspects such as interaction, personalisation, and electronic word-of-mouth in social media marketing significantly influence brand awareness of cosmetic products among Gen Z. Additionally, (Nur Rahman & Aribowo, 2024) states that social media marketing has a significant influence on the decision to purchase Make Over products.

## **3. Brand Awareness and Purchase Intention**

Brand awareness plays an important role in shaping consumer purchase intention because the higher the consumer's awareness of a brand, the more likely they are to choose that brand when making a purchase. The Theory of Planned Behaviour (TPB) explains that brand awareness influences consumers' attitudes towards a brand, which in turn affects their purchase intention (Yuanita & Marsasi, 2022). Furthermore, in the context of digital marketing, elements such as celebrity endorsements can strengthen the influence of brand awareness on consumer attitudes, thereby indirectly increasing purchase intention (Hameed et al., 2023). Thus, an effective marketing strategy must not only increase brand visibility but also build positive perceptions through emotional and social interactions, thereby encouraging consumers to make purchases. Brand awareness plays an important role in influencing consumer purchase intentions. According to (Dinarso, 2024), brand awareness has a positive impact on cosmetic product purchase decisions. A study by (Adviola & Aminah, 2024) shows that brand awareness has a stronger influence than social media marketing on the purchase decision of Somethinc products in Surabaya.

## 2. Hypotheses Development



Source:  
Researcher, 2025

**Figure 1.** Research Framework

Based on the above literature review, the following hypotheses can be developed:

H1: Out-of-Home Marketing has a positive effect on Brand Awareness.

H2: Social Media Marketing has a positive effect on Brand Awareness.

H3: Brand Awareness has a positive effect on Purchase Intention.

H4: Out-of-home marketing has a positive effect on purchase intention through brand awareness as a mediating variable.

H5: Social Media Marketing has a positive effect on Purchase Intention through Brand Awareness as a mediating variable.

## 3. Hypotheses Development

The rapid transformation of the cosmetics industry has intensified competition among brands, requiring firms to adopt integrated marketing strategies that are capable of building strong brand awareness and stimulating purchase intention. Although digital marketing—particularly social media marketing—has received extensive scholarly attention, the role of Out-of-Home (OOH) marketing in the contemporary omnichannel consumer journey remains underexplored, especially when examined simultaneously with social media marketing in emerging markets such as Indonesia. This study addresses this gap by developing a structured hypothesis framework that links offline and online marketing strategies through brand awareness as a key mediating construct.

### a) Out-of-Home Marketing and Brand Awareness

Out-of-Home (OOH) marketing refers to advertising activities conducted in public spaces, such as billboards, transit media, and digital outdoor displays, which offer high visibility and repeated exposure. According to the mere exposure theory, frequent exposure to a stimulus enhances familiarity and cognitive recognition, leading to higher brand awareness. In the context of cosmetics, where visual appeal and brand recall are critical, OOH advertising serves as an effective mechanism to embed brand messages into consumers' daily routines. Recent empirical studies confirm that OOH marketing significantly enhances brand awareness by reinforcing brand presence and recall (Bartanian, 2023; Dinarso et al., 2024). However, most prior studies examine OOH marketing in isolation, without integrating it into a broader

marketing communication framework. Based on this theoretical and empirical foundation, the following hypothesis is proposed:

H1: Out-of-Home Marketing has a positive effect on Brand Awareness.

#### **b) Social Media Marketing and Brand Awareness**

Social media marketing (SMM) enables brands to interact directly with consumers through content sharing, engagement, and electronic word-of-mouth. Grounded in Social Exchange Theory and Relationship Marketing Theory, consumer engagement on social media is viewed as a reciprocal process in which consumers exchange attention and interaction for informational, emotional, or social value. This ongoing interaction strengthens brand memory and recognition, thereby increasing brand awareness.

Recent studies demonstrate that social media elements such as interactivity, personalization, influencer endorsement, and user-generated content significantly enhance brand awareness, particularly in the cosmetics industry (Lim et al., 2024; Nur Rahman & Aribowo, 2024). Despite this evidence, limited research has examined the comparative and complementary effects of social media marketing alongside traditional offline strategies. Therefore, this study proposes:

H2: Social Media Marketing has a positive effect on Brand Awareness.

#### **c) Brand Awareness and Purchase Intention**

Brand awareness represents the initial stage of the consumer decision-making process, as articulated in the Hierarchy of Effects Model and the Theory of Planned Behaviour (TPB). High brand awareness reduces perceived risk, increases brand credibility, and positively shapes consumer attitudes, which subsequently enhance purchase intention.

Empirical evidence consistently indicates that consumers are more likely to purchase brands they recognize and recall easily, particularly in high-involvement product categories such as cosmetics (Adviola & Aminah, 2024; Dinarso, 2024). Thus, the following hypothesis is formulated:

H3: Brand Awareness has a positive effect on Purchase Intention.

#### **d) The Mediating Role of Brand Awareness**

While OOH marketing and social media marketing may directly influence consumer purchase intention, their impact is expected to be stronger when mediated by brand awareness. Integrated marketing communication theory suggests that consistent brand exposure across offline and online channels reinforces cognitive and affective brand associations, which ultimately drive behavioral intention.

Previous studies have highlighted brand awareness as a crucial mediator linking marketing communication strategies to purchase intention; however, empirical validation within a combined OOH–social media framework remains scarce, particularly in emerging economies. Addressing this gap, this study proposes that brand awareness functions as a central explanatory mechanism through which both marketing strategies influence purchase intention. Accordingly, the following hypotheses are proposed:

H4: Out-of-Home Marketing has a positive effect on Purchase Intention through Brand Awareness as a mediating variable.

H5: Social Media Marketing has a positive effect on Purchase Intention through Brand Awareness as a mediating variable.

#### 4. Method, Data, and Analysis

This study uses an explanatory quantitative approach, with the main objective of testing the causal relationship between latent variables using Structural Equation Modelling (SEM) analysis based on LISREL software version 8.80. SEM was chosen for its ability to analyse structural models involving latent constructs, both exogenous and endogenous, with a number of measurement indicators. Population: Cosmetics consumers in the Greater Jakarta area who have been exposed to advertisements through outdoor media (billboards, signage) and social media. The sample was taken using purposive sampling, with the following criteria: Age  $\geq$  17 years, had purchased cosmetic products in the last 6 months, had seen cosmetic advertisements from both OOH and social media. Sample size: 200 respondents, in accordance with the minimum SEM sample size rule (Hair, 2015) which recommends  $\geq$  5 respondents per indicator.

#### 5. Results

##### Respondent Characteristics

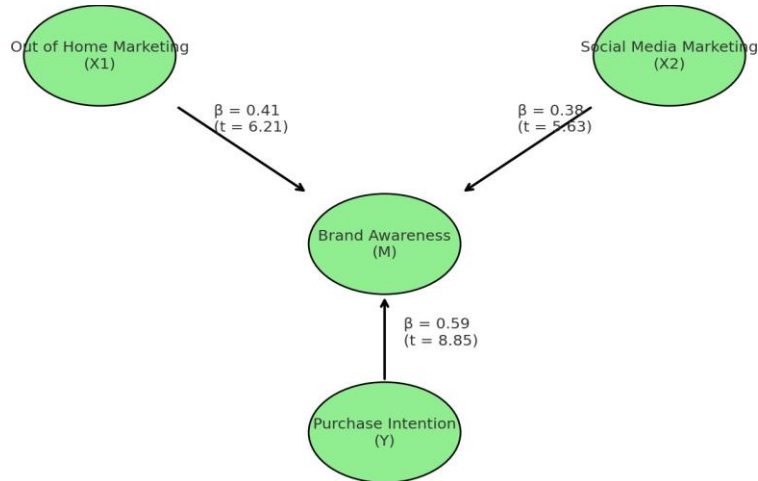
Table 1. Respondent Characteristics

Category	Frequency	Percentage
Gender: Female	152	76
Gender: Male	48	24
Age: 17–25 years	110	55
Age: 26–35 years old	68	34
Age: over 35 years old	22	11
Occupation: Student	72	36
Occupation: Private Sector Employee	68	34
Occupation: Self-employed	38	19
Occupation: Other	22	11
Purchase Frequency: Once a month	93	46.5
Purchase Frequency: 2–3 times per month	81	40.5
Purchase Frequency: > 3 times/month	26	13

Source : Primary Data, 2025

The majority of respondents in this study were female (76%) and in the productive age range of 17–25 years (55%), representing the primary target market for cosmetic products. Most respondents were students and employees, indicating that they were exposed to various marketing media, both offline and online. In terms of consumption behaviour, the majority purchased cosmetic products 1–3 times per month, indicating that they belonged to the active consumer category.

Based on the results of data processing using LISREL 8.80, the following results were obtained:



**Figure 2 Path diagram**

**Table 2. Goodness of Fit Index**

Goodness of Fit Index	Value	Criteria	Interpretation
Chi-Square/df	2.31	< 3.00	Good Fit
RMSEA	0.048	< 0.08	Good Fit
CFI	0.962	> 0.90	Good Fit
GFI	0.915	> 0.90	Good Fit
SRMR	0.062	< 0.08	Good Fit

Source : Lisrel 2025

The results of data analysis using LISREL 8.80 software show that the proposed structural model has a good level of goodness of fit. This is indicated by several key fit indicators, such as an RMSEA value of 0.048, a CFI of 0.962, and an SRMR of 0.062, all of which are within the ideal criteria range. Thus, the model can be said to empirically represent the data and is suitable for further analysis.

**Table 3. Hypothesis Test**

No	Hypothesis	Influence Path	Coefficient ( $\beta$ )	t-value	Decision
H1	Out-of-Home Marketing → Brand Awareness	Significant	0.41	6.21	Accepted
H2	Social Media Marketing → Brand Awareness	Significant	0.38	5.63	Accepted
H3	Brand Awareness → Purchase Intention	Significant	0.59	8.85	Accepted
H4	Out-of-Home Marketing → Purchase Intention (through Brand Awareness)	Significant (mediation)	-	z-value > 1.96	Accepted
H5	Social Media Marketing → Purchase Intention (through Brand Awareness)	Significant (mediation)	-	z-value > 1.96	Accepted

Source : Lisrel 2025

Hypotheses H1 and H2 are accepted, indicating that both OOH Marketing and Social Media Marketing have a positive and significant effect on Brand Awareness. Hypothesis H3 is also accepted, indicating that Brand Awareness plays an important role in influencing Purchase Intention. Hypotheses H4 and H5 are accepted indirectly, because Brand Awareness is proven to be a significant mediator in the relationship between OOH/SM Marketing and Purchase Intention.

## **6. Discussion**

From the structural model estimation results, it was found that:

1. Out of Home Marketing has a positive and significant effect on Brand Awareness, with a standard coefficient of 0.41 and a t-value of 6.21. This finding shows that the higher the exposure to outdoor advertising received by consumers, the greater their awareness of the advertised cosmetic brand. This is in line with the mere exposure effect theory, where frequency of exposure can increase familiarity and recognition of a brand.
2. Social Media Marketing also has a positive and significant effect on Brand Awareness, with a coefficient of 0.38 and a t-value of 5.63. This confirms that consumer interaction with brands through social media—such as comments, likes, reviews, and influencer content— can increase consumer recognition and recall of brands. These findings support the study by Lim et al. (2024), which states that interesting and relevant content on social media can significantly increase awareness.
3. Brand Awareness has a positive and significant effect on Purchase Intention, with a coefficient of 0.59 and a t-value of 8.85. This means that the higher the consumer awareness of a brand, the greater the likelihood that they will have the intention to purchase products from that brand. This reinforces the hierarchical effects model of Lavidge and Steiner (1961), where awareness is an important initial stage in the consumer purchasing process.

Out of Home (OOH) marketing is a marketing strategy that utilises outdoor media, such as billboards, transit advertising, and digital signage, to increase brand visibility in public spaces. Similar to social media marketing (SMM), OOH marketing plays a role in building brand awareness because consumers are often exposed to brand messages repeatedly, which helps the brand remain memorable (Bartanian, 2023). Brand awareness gained through a combination of SMM and OOH marketing plays an important role in increasing purchase intention. The Theory of Planned Behaviour (TPB) explains that the higher the brand awareness, the more positive consumers' attitudes towards the brand, which then increases purchase intention (Hameed, Qayyum, & Malik, 2023). Thus, the integration of OOH marketing and SMM can create broader brand exposure, reinforce positive perceptions, and encourage consumers to make purchases, thereby forming a comprehensive flow from digital and physical interactions to actual purchasing decisions. Overall, brand awareness has been proven to be a significant mediating variable between marketing strategies (both OOH and social media) and consumer purchase intent. Therefore, companies need to pay attention to how these two forms of marketing can create top-of-mind awareness to drive purchasing behaviour.

## **7. Conclusion, Limitations, and Suggestions**

Based on the research findings, the following are strategic implications for cosmetics companies:

**a) Optimisation of Out-of-Home Marketing (OOH)**

Companies need to maintain and increase the use of outdoor media (billboards, videotrons, station displays). High visual exposure in public spaces has been proven to strengthen brand recall and recognition. Place advertisements in strategic locations such as malls, MRT stations, Transjakarta bus stops, and office areas.

**b) Relevant Social Media Marketing Strategies**

Utilise interactive content approaches such as live demos, product reviews from influencers, and hashtag campaigns. Social media marketing has proven effective in building awareness through engagement and personalisation. Collaborate with beauty influencers and be active on Instagram, TikTok, and YouTube.

**c) Increasing Brand Awareness to Drive Purchase Intention**

Build consistent and distinctive brand communication (unique value proposition). A memorable and recognisable brand will increase the likelihood of purchase. Use a brand storytelling approach, unique packaging, and consistent visual campaigns.

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