

Digital Marketing Strategy Analysis to Increase Brand Awareness of MSMEs in the Era of Digital Transformation

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Abstract

To analyze the strategy of rapid information technology development driving digital transformation in various sectors, including marketing. Technologies such as Artificial Intelligence (AI), Big Data, Cloud Computing, the Internet of Things (IoT), mobile apps, social media, and automation are becoming key drivers of change, enabling faster, error-free, cost-effective, and increased productivity. This study employed a purposive sampling technique and used G*Power software to determine the sample size. Data analysis was conducted using the chi-square test on 13 brand information attributes using IBM SPSS Statistics 25. The initial data processing and visualization stages were supported by Microsoft Excel 2016. At Kambang Iwak and Mitra Supermarket (Palembang City), 43 MSME owners participated in the survey, while 37 did so. The findings demonstrate that digital marketing is far more efficient than conventional marketing for MSMEs. By leveraging organic social media content, WhatsApp promotions, and live shopping, MSMEs can still achieve broad awareness and reach the national market at low costs. The results of this study indicate that digital marketing strategies that can increase brand awareness in the era of integrated digital transformation include optimizing social media marketing, expanding brand reach, and building a positive image in consumers' minds. A well-designed digital marketing strategy that adapts to technological developments can be a key instrument in increasing a company's brand awareness in the era of digital transformation. The success of digital marketing strategies has proven effective in increasing brand awareness for MSMEs in the era of digital transformation. This study provides evidence that the most dominant outcomes are increased brand visibility, higher customer engagement, more efficient promotional costs, more specific target markets, increased consumer trust, and stronger MSME competitiveness.

Keywords: Digital Marketing, Brand Awareness, Digital Transformation, Marketing Strategy, Social Media

1. Introduction

The rapid development of information and communication technology has brought significant changes across various aspects of life, including the business world ([Nugraha et al., 2024](#)). The era of digital transformation requires companies to adapt quickly to changes in consumer behavior that are increasingly dependent on digital technology ([Mirsan et al., 2024](#)). Consumers are more active in seeking information, comparing products, and making purchases through digital platforms, such as social media, marketplaces, and official company websites. This condition makes digital marketing one of the main strategies that not only functions to promote products or services, but also builds and increases brand awareness amidst increasingly fierce competition ([Li et al., 2025](#)).

The current problem facing MSMEs is increasingly fierce competition, with the increasing number of businesses utilizing digital marketing, overwhelming consumers with information, advertisements, and content from multiple brands. This situation makes it difficult for companies to stand out and differentiate their brands from competitors ([Pradipa et al., 2024](#)). Rapidly changing digital trends, including digital platforms, social media algorithms, and consumer behavior, are constantly evolving. Strategies that are effective today may be irrelevant in the next few months ([Enciso-Santocildes et al., 2021](#)). Companies often struggle to adapt quickly.

Limited understanding and mastery of technology means that not all MSMEs have competent human resources in the field of digital marketing ([Pinto et al., 2025](#)). Limited understanding of SEO, data analytics, or appropriate content strategies can hinder increasing brand awareness. Difficulty building engagement: increasing brand awareness is not only about reaching an audience, but also involving a wide range of consumers ([Ulimaz et al., 2025](#)). However, many companies fail to create interactive, relevant, and tailored content, resulting in low engagement ([Rumanti et al., 2025](#)). The problem of branding consistency across various digital channels, brand identity consistency is often overlooked. Different messages on each platform can confuse consumers and reduce brand credibility ([Morshed & Hernández-Lara, 2025](#)). Limited Digital Marketing Budget: Although digital marketing is relatively more economical than conventional marketing, it still requires a sufficient budget for paid advertising, influencers, and quality content development. Small companies often struggle to compete with larger brands that have larger budgets. Difficulty measuring strategy effectiveness: Not all MSMEs can accurately assess the impact of digital marketing strategies on brand awareness. The lack of data analytics utilization leads to many marketing decisions being made without a solid foundation.

Brand awareness plays a crucial role in determining a brand's success ([Rizkita et al., 2025](#)). Consumers tend to trust and choose products with higher brand awareness more, as they are perceived as more credible and capable of meeting their needs. However, in today's digital era, building brand awareness cannot rely solely on conventional marketing strategies. Companies are required to effectively utilize various digital channels, such as social media marketing, search engine optimization (SEO), content marketing, influencer marketing, and data analytics to gain a deeper understanding of consumer preferences ([Fakhraddine et al., 2025](#)).

While digital marketing offers significant opportunities, companies also face significant challenges. Increasingly fierce competition, rapidly changing digital trends, and increasing consumer digital literacy demand creative, adaptive, and innovative marketing strategies ([Duong et al., 2025](#)). Companies that fail to adapt to digital developments risk losing market

share and falling behind competitors. Therefore, an appropriate, integrated digital marketing strategy is key to increasing brand awareness and strengthening a brand's position in consumers' minds. One of the main challenges facing MSMEs in this era is how to build and increase brand awareness amidst increasingly competitive business competition. (ul Haq et al., 2025) . Increased brand awareness affects brand trust. The findings show that consumers place more trust in MSMEs that are active on social media, respond quickly to chats, have positive reviews, consistently display their visual identity, and have an official website or marketplace store. The more professional an MSME's digital presence, the higher consumer trust in the brand. The following illustrates the conceptual framework of this study.

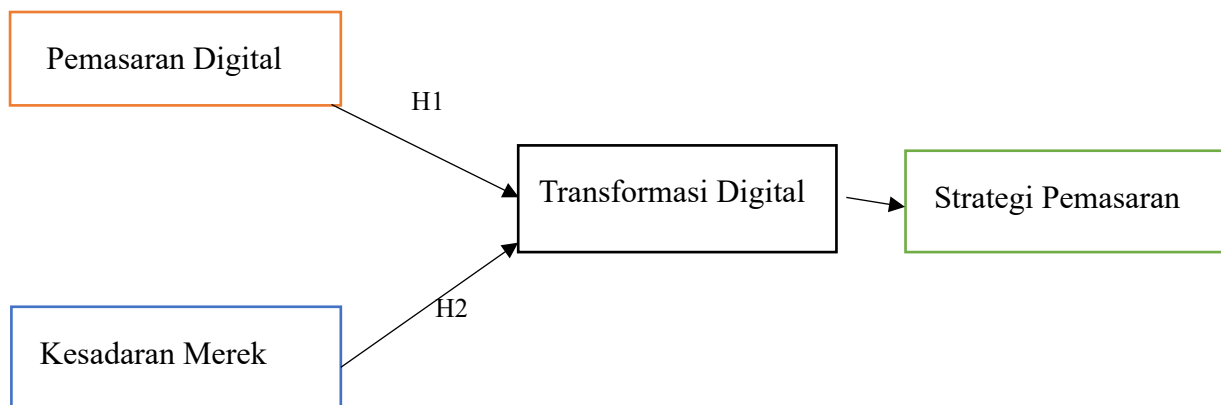


Figure 1: Research Framework

2. Literature Review

2.1. The influence of digital marketing on digital transformation

Digital marketing is part of digital transformation, especially in accelerating technology adoption, driving business process innovation, and increasing business competitiveness. Research results show that digital marketing has a positive and significant influence on accelerating digital transformation in organizations and MSMEs (Paico-saavedra et al., 2025) . The use of social media, marketplaces, websites, and digital advertising encourages business actors to adopt new technologies in their business operations (Olawade et al., 2025) . This finding can be seen from changes in business processes that were previously manual to digital-based, such as online promotions, digital ordering systems, cashless payments, chat-based customer service, and consumer behavior analytics. The more intensive the implementation of digital marketing, the faster the digital transformation process in business (Liu et al., 2025) .

Other research has found that digital marketing strategies encourage companies to be more adaptive to technology, particularly through the use of digital CRM, AI-automated promotional personalization, analytical dashboards, and omnichannel marketing. This shows that digital marketing not only serves as a promotional tool but also drives business model innovation and the digitalization of marketing processes. Digital marketing acts as a key bridge to broader digital transformation. Subsequent research has shown that companies or MSMEs that implement digital marketing consistently experience increased competitiveness after undergoing digital transformation (Audi et al., 2025) . The impacts found include increased market reach, promotional cost efficiency, data-driven decisions, increased customer engagement, sales growth, and strengthened brand awareness. These findings confirm that

digital marketing is one of the strategic factors that strengthen the success of digital transformation in the modern business era.

H1: Digital Marketing Against Digital Transformation

2.2. The influence of brand awareness on digital transformation

Brand awareness has a significant influence on digital transformation, particularly in driving technology adoption, digital strategy innovation, and the successful implementation of technology-based systems. Research shows that brand awareness has a positive and significant impact on digital transformation, particularly in MSMEs and consumer-oriented businesses. As brand recognition increases, businesses are encouraged to adopt various digital technologies to maintain their presence and expand their market reach ([Mehta et al., 2025](#)). This transformation is evident in the use of business social media, official website development, marketplace integration, digital customer service, and data-driven promotions. These findings confirm that the stronger the brand awareness, the greater the organization's drive to accelerate the digitalization of business processes.

Subsequent research found that high brand awareness drives companies to be more innovative in their digital transformation strategies. Brands that are well-known to consumers tend to maintain a consistent customer experience through technologies such as omnichannel platforms, digital CRM, automated chatbots, content personalization, and customer analytics.

These results indicate that brand awareness not only influences market perception, but also becomes an internal driver for companies to develop more modern and integrated digital systems ([Audi et al., 2025](#)).

The third finding shows that brand awareness contributes to the successful implementation of digital transformation, particularly in increasing customer trust, engagement, and market loyalty. The most frequently observed impacts include increased online customer interactions, higher consumer loyalty, consistent brand identity across all digital platforms, greater digital campaign effectiveness, and stronger business competitiveness. Brand awareness serves as a strategic asset that strengthens the overall results of digital transformation ([Marchesani et al., 2026](#)).

H2: brand awareness of digital transformation

2.3. The influence of digital marketing and brand awareness on digital transformation

Digital marketing and brand awareness have a positive and significant influence on digital transformation, both partially and simultaneously. This influence is evident in the acceleration of technology adoption, business model innovation, and increased company competitiveness. Previous research has shown that digital marketing and brand awareness positively influence digital transformation, particularly in MSMEs and consumer-facing businesses. Marketing strategies through social media, marketplaces, and websites have been shown to increase brand exposure while encouraging businesses to adopt digital technology in their operations. These transformations include online sales systems, digital payments, app-based customer service, and marketplace and social media integration analytics dashboards. These findings align with studies showing that digital marketing and brand awareness simultaneously have a significant influence on market behavior and technology-based business decisions ([Badrudin et al., 2025](#)).

Brand awareness strengthens the relationship between digital marketing and digital transformation. When consumers are familiar with a brand, companies are more motivated to

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improve the quality of their digital platforms to maintain a consistent customer experience. This is evident in the implementation of omnichannel marketing, automated chatbots, personalized promotions, and data-driven content strategies. Brand awareness not only results from digital marketing but also serves as a driving factor in a company's digital transformation (Segundo et al., 2025).

Companies that actively implement digital promotions and build brand awareness tend to adopt new technologies more quickly. The impacts of digital transformation found include promotional cost efficiency, increased customer engagement, strengthened brand loyalty, digital market expansion, data-driven decisions, and increased sales. This proves that these two variables are essential foundations in the digitalization process of modern businesses ([Chhillar et al., 2025](#)) .

H3: Digital marketing and brand awareness have an impact on digital transformation

3. Research Method

This study employs a quantitative, survey-based approach to analyze the influence of digital marketing strategies on increasing brand awareness in the era of digital transformation, particularly for locally processed food products in Palembang City. The research locations were two regions: Palembang City and Bandung City. These two cities were selected based on their geographic relevance to the issue of food product circulation, particularly pempek (a type of traditional Indonesian food made from pempek), where some producers are suspected of still using hazardous materials such as formaldehyde as a product ingredient ([De Pablos, 2024](#)) .

The data for this study were collected through the distribution of questionnaires to respondents selected using a purposive sampling technique. This technique was chosen because it allowed researchers to determine the sample based on specific criteria relevant to the research objectives. The respondents were residents of Palembang City and had direct experience consuming pempek products. The data collection process was conducted face-to-face in the first and third weeks of September 2025 to ensure the accuracy and validity of respondents' answers ([Bui et al., 2025](#)) .

The sample size was determined using G*Power software through a *power analysis approach*, which considers the test power ($power = 0.80$), significance level ($\alpha = 0.05$), and *effect size* referring to similar research ([Ketchen, 2013](#)) . Based on data from the Central Statistics Agency (BPS) in 2024 regarding the consumer population in Palembang and Bandung, the minimum sample size was 70 respondents per region. However, to minimize potential bias, the number of respondents per city was increased to 100, resulting in a total sample of 200.

The research instrument was a questionnaire compiled based on predetermined variable indicators. Each item was measured using a five-point Likert scale, ranging from “Strongly Disagree” (1) to “Strongly Agree” (5). This scale allows researchers to measure respondents' perceptions, experiences, and preferences regarding the statements submitted (Mawardi, 2019). The independent variable used was marketing information, with indicators including price clarity, product design, trust in promotions, and visual appeal. Then, the dependent variable was brand awareness in the digital transformation era, reflected in consumers' tendencies to recognize, choose, buy, and repurchase products based on the digital information they receive.

The collected data were analyzed using the Chi-Square test to identify the relationship between the questionnaire statement attributes and the demographic characteristics of the respondents. .

Data tabulation and graphical presentation were conducted in Microsoft Excel 2016 to clarify the research results. Data collection was carried out in two research locations that represent their respective areas, namely in Kambang Iwak and Mitra Supermarket (Palembang City). Respondent demographic data were then grouped into several categories, including gender, age, marital status, education level, type of employment, frequency of consumption of instant chocolate powder drinks, types of products consumed, culinary habits, and allergic conditions to sea fish.

The data processing results show that the majority of respondents in both cities were women, with 83% or 85 respondents in Palembang and 65% or 65 respondents in Bandung. In terms of age, the largest number of respondents in Palembang were in the 26–30-year age range (26 respondents), while in Bandung, the majority were in the 21–25-year age group (50 respondents).

Based on marital status, the majority of respondents in Palembang were single (73), while in Bandung, the majority were married (67). In terms of education, respondents with a bachelor's degree dominated in both cities, with 50 respondents in Palembang and 48 in Bandung. Regarding occupation, the majority of respondents worked as employees, freelancers, or freelancers, with 43 respondents in Palembang and 37 in Bandung. Meanwhile, the most common frequency of consuming instant chocolate powder drinks was once a month, indicated by 29 respondents in each city.

The presentation of product information through digital marketing reflects the level of public exposure to information in a region. The presence of digital information has been shown to significantly increase brand awareness in the current era of digital transformation. Data analysis using a Likert scale showed that the majority of respondents in both cities agreed with the product information presented, as shown in Table 1.

3.1. Data Testing Techniques

The influence of digital marketing variables and brand awareness on digital transformation was analyzed using multiple linear regression. Furthermore, descriptive analysis was used to provide an overview of the respondents in the study. Data presentation was also supported by a frequency distribution table that showed the distribution of values based on respondents' answers to each research indicator. Prior to regression testing, the research instrument was tested for validity and reliability, with reliability assessed using the Cronbach's Alpha coefficient, with a feasibility limit of $\alpha > 0.70$. Next, the model was tested using the classical assumption tests, including a normality test ($p > 0.05$), a multicollinearity test, and a heteroscedasticity test. To determine the extent to which the independent variables explain variation in the dependent variable, a coefficient of determination analysis was used. Testing of each regression coefficient, namely β_1 and β_2 , was carried out using a t-test, while the regression model's feasibility was tested simultaneously using the F-test. The form of the model in multiple linear regression analysis is expressed in the following equation:

$$f = \alpha + \beta_1 Y_1 + \beta_2 Y_2 + \varepsilon$$

Information:

Y = Digital Transformation

α = Constant

β_1 = Regression Coefficient for digital marketing (X_1)

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β_2 = Regression Coefficient for brand awareness (X_2)
 X_1 = Digital Marketing
 X_2 = Brand Awareness
 et = Error term

β_1, β_2 = Regression coefficient

ε = Standard error

4. Results and discussion

Data collection was conducted at two research locations representing their respective regions, namely Kambang Iwak and Mitra Supermarket (Palembang City). Respondents' demographic data were then grouped into several categories, including gender, age, marital status, education level, type of employment, frequency of consumption of instant chocolate powder drinks, types of products consumed, culinary habits, and allergic conditions to sea fish. The results of data processing showed that the majority of respondents in both cities were women, with 83% (85 respondents) in Palembang and 65% (65 respondents) in Bandung. In terms of age, the largest number of respondents in Palembang City were in the 26–30 year range (26 respondents), while in Bandung City the majority were in the 21–25 year age group (50 respondents).

Based on marital status, the majority of respondents in Palembang were single (73), while in Bandung, more were married (67). From an educational perspective, respondents with a bachelor's degree dominated both cities, namely 50 in Palembang and 48 in Bandung. For the type of employment, most respondents worked as employees, freelancers, or contractors, with a total of 43 people in Palembang and 37 people in Bandung. Meanwhile, the most common frequency of consuming instant chocolate powder drinks was once a month, which was indicated by 29 respondents in each city.

The presentation of product information through digital marketing reflects the level of public exposure to information in a region. The presence of digital information has been shown to significantly increase brand awareness in the current era of digital transformation. Data analysis using a Likert scale showed that the majority of respondents in both cities agreed with the product information presented, as shown in Table 1.

Table 1 Results of Likert Scale Test Analysis of Digital Marketing Strategy

No	Statement	Likert Scale	
		Palembang	Bandung
A1	According to I active MSME owners utilize social media (Instagram, TikTok, Facebook, etc.) to promote product /brand.	Agree	Agree
A2	In my opinion, MSME owners create digital content that is interesting, relevant, and appropriate for the target audience.	Agree	Agree
A3	In my opinion, MSME owners use paid advertising strategies to increase audience reach.	Agree	Agree
A4	In my opinion, MSME owners' websites or digital platforms are easy to access and informative.	Agree	Agree

A5	In my opinion, the digital marketing strategy implemented by MSME owners can increase interaction with consumers (likes, comments, shares).	Agree	Agree
A6	According to I owner My MSME recognize brand company when see the logo or slogan in digital media.	Agree	Agree
A7	In my opinion, as an MSME owner, I often find MSME brands on various digital platforms.	Agree	Agree
A8	In my opinion, MSME owners know about MSME products/services through digital advertising compared to conventional media.	Agree	Agree
A9	In my opinion, the MSME owner's digital marketing strategy makes it easier for me to remember the brand.	Agree	Agree
A10	In my opinion, the owner of the MSME Company Brand has a positive image in digital media.	Agree	Agree
A11	In my opinion, MSME owners utilize the latest digital technologies (AI, big data, analytics) to support their marketing strategies.	Agree	Agree
A12	In my opinion, digital transformation allows MSME owners to respond more quickly to consumer needs.	Agree	Agree
A13	I think MSME owners consistently adapt to the latest digital marketing trends.	Agree	Agree
A14	In my opinion, MSME owners are able to compete with competitors by implementing the right digital marketing strategies.	Agree	Agree
A15	In my opinion, MSME owners' digital transformation efforts contribute significantly to increasing brand awareness.	Agree	Agree

Digital information factors considered, consumer data (customer insights), demographic information: age, gender, location, consumer preferences & behavior: interests, online activities, shopping patterns, consumer *engagement levels* towards digital content (*like, share, comment*). Digital market trends, changes in consumer shopping habits (offline → online), popular digital platforms (TikTok, Instagram Reels, YouTube Shorts), content consumption patterns (short videos, podcasts, live streaming) ([Liu et al., 2025](#)) .

Competitor analysis, how competitors use digital marketing, the types of content that successfully increase their awareness, *paid ads* and SEO strategies used by competitors, content & media performance (content & channel performance), what content is most effective in increasing interaction, which digital channels provide the widest reach (social media, websites, marketplaces), and conversion rates of each digital channel. Digital technology & tools,

utilization of technologies such as AI, big data, and marketing automation, use of digital analytics (Google Analytics, Meta Ads Manager, etc.) ([Aparicio et al., 2025](#))

To measure effectiveness, the selection of digital platforms according to the needs of the target audience, the brand's digital reputation & image, consumer reviews, ratings, and testimonials on digital platforms, issues or public sentiment towards the brand (positive/negative buzz), and consistency of brand identity (logo, color, tone of voice) across all digital channels. Cost-effectiveness: comparing digital marketing strategy costs with the results achieved; return on investment (ROI) from digital advertising compared to conventional media; and the efficiency of marketing budgets in building brand awareness. behavioral changes in the era of digital transformation, increased use of smartphones & e-commerce, consumer shifts from TV/newspapers to social media & digital platforms, and the speed of consumers in searching for product information online.

4.1. Chi-Square Analysis

The Chi-Square test was applied to all question attributes that influence the decision to increase *brand awareness* in the digital transformation era in two cities, namely Palembang and Bandung, as shown in Table 2. The asymptotic significance value (two-sided) of the Chi-Square test listed in Table 3 was used to assess the relationship between demographic characteristics and question attributes. If the significance value is <0.05 , there is a significant relationship, while a value >0.05 indicates there is no significant relationship (Hendardi et al., 2023). Each significant attribute indicates its influence on the decision to increase *brand awareness* in the context of digital marketing strategies for regional food products, namely pempek, in both cities (Palembang and Bandung).

Table 2. Chi-Square Test Analysis

Aspect Demographics City Area	Asymptotic Significance Value (2 Sides) Chi-Square Test			
	Palembang		Bandung	
Frequency Consumption	A1	0.035	A1	0.010
	A2	0.032	A2	0.007
	A4	0.036	A4	0.005
	45	0.034	45	0.031
Gender	A9	0.032		
Marital status	A10	0.004		
Education	A11	0.000	A11	0.005
	A4	0.032	A14	0.002
	A12	0.004	A15	0.004
	A13	0.000		
	A14	0.032		
	A15	0.004		
	A7	0.000		
Work	A8	0.032		
	A8	0.005		
	A9	0., 23		
	A11	0.05		

4.2. Types of Regional Specialties in the City Area

Palembang City – Pempek as a Culinary Icon. Pempek is a Palembang specialty made from ground fish and sago, served with a sweet, sour, and spicy cuko sauce. There are various types of pempek, including submarine, lenjer, adaan, and curly. Pempek is known in a way national as a culinary icon of Palembang ([Dwivedi et al., 2022](#)) . With digital marketing strategies, such as promotion through social media, marketplaces, *food vloggers*, to campaign based *storytelling* about history and uniqueness of pempek, brand awareness can expanded No only at the local level but also national even international , using Instagram/TikTok to display engaging visual content (e.g. how-to videos) making pempek), collaboration with culinary influencers , optimization *e-commerce* For sales of pempek in form *frozen food* . In the era of digital transformation, digital marketing strategies are crucial for increasing brand awareness of regional cuisine. Pempek (Palembang) and Batagor/Seblak (Bandung) can leverage the power of social media, e-commerce, and creative digital content to maintain their cultural identity while expanding their market reach.

Table 3. Five Types of Pempek Typical of Palembang Popular In City .

No	Palembang	Bandung
1	Pempek Adaan	Pempek Lenjer small
2	Curly Pempek	Submarine Pempek
3	Pempek Lenjer small	Pempek Lenjer small
4	Submarine Pempek	Submarine Pempek
5	Pempek Pistel	Pempek Lenjer small

Table 3 shows that the popular types of pempek in Palembang differ from those in Bandung. In Palembang, the most popular types of pempek include pempek adaan, pempek kering, pempek lenjer kecil, pempek kapal selam, and pempek pistol. Meanwhile, in Bandung, the most dominant types are pempek lenjer kecil and pempek kapal selam, which appear more than once on the list. This indicates that consumer tastes in Bandung tend to focus on more common and familiar types of pempek, while in Palembang, the variety of pempek types is more diverse.

Table 4. Hasi l Test Reliabilitas Variabel

Variables	Cronbach's Alpha	Information
Digital Marketing	0.886	<i>Re li able</i>
Brand Awareness	0.897	<i>Re li able</i>
Digital Transformation	0.808	<i>Re li able</i>

Source: Data Primer Which In olah (202 6)

Based on the reliability test results in Table 4, all research variables demonstrated Cronbach's Alpha values above 0.70, with digital marketing at 0.886, brand awareness at 0.897, and digital transformation at 0.808. These results indicate that all research instruments are reliable and consistent, making them suitable for use in data collection in the next analysis stage.

Hypothesis Testing

Table l 5. Hasi l Analysis the s Re gre si Li ni e r Be rganda terputus putus dan not english

Model	Unstandardized Coefficients	Standardized Coefficients	Sig.
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		Std. Error	Beta		
(Constant)	-11,208	2,063		4,933	0,000
Digital Marketing	0321	0.035	0.294	4,882	0,000
Brand Awareness	0.300	0.055	0.385	6,571	0,000
Adjusted R Square	= 0.676				
F count	= 81,194				
Significance	= 0.000				

Source: Data Pri me r Which In olah (202 6)

Based on the results of the multiple linear regression test in Table 5, the variables of digital marketing and brand awareness are proven to have a positive and significant effect on digital transformation. This is indicated by the significance values for each variable being $0.000 < 0.05$, so both hypotheses are accepted. The Adjusted R Square value of 0.676 indicates that 67.6% of the variation in digital transformation can be explained by digital marketing and brand awareness, while the remaining 32.4% is influenced by other variables outside the research model. In addition, the calculated F value of 81.194, with a significance level of 0.000, confirms that the simultaneous regression model is feasible and significant for use in this study.

4.3. Discussions

4.3.1. The Influence of digital marketing on digital transformation

Digital transformation has changed the interaction patterns between companies and consumers. Consumers now access more information through digital platforms such as social media, search engines, websites, and e-commerce applications. This change has made digital marketing a key strategy for building brand image and increasing brand awareness ([Liu et al., 2025](#)) . By reaching a wider audience through digital marketing, companies can reach consumers more broadly without geographical limitations. Social media, digital advertising, and SEO enable brands to be recognized by people in various regions and even across countries, thus increasing the opportunity to increase brand awareness ([Pradipa et al., 2024](#)) .

The interactivity and engagement of digital marketing strategies not only disseminate information but also encourage consumer interaction. Engaging content, quick responses to questions, and two-way communication build emotional closeness that strengthens brand awareness and loyalty ([Rowan et al., 2022](#)) . Relevant, personalized content, supported by data analytics, enables companies to understand consumer needs, preferences, and behavior. This information is used to present more relevant and personalized content, making the message more effective in increasing brand awareness ([Bui et al., 2025](#)) .

Compared to conventional marketing, digital marketing offers greater cost-effectiveness and more accurate measurement, and its results are easier to track. Digital analytics tools enable companies to determine how much content and campaigns contribute to increased brand awareness. Building a positive image and consumer trust through customer reviews, testimonials, and collaborations with influencers strengthens a brand's reputation in the eyes of consumers. This directly increases brand awareness and fosters trust in the products or services offered ([Nathania & Wijaya, 2024](#)) .

Digital marketing strategies have a significant impact on increasing brand awareness in the era of digital transformation. Companies that optimally utilize digital channels, whether through social media, SEO, content marketing, or influencer marketing, will be more easily recognized, remembered, and chosen by consumers. Therefore, digital marketing is not just a promotional

tool, but a strategic instrument for strengthening a brand's position in modern business competition.

4.3.2. The influence of brand awareness on digital transformation

Regional demographics are a crucial factor influencing the effectiveness of digital marketing strategies in increasing brand awareness. Different consumer characteristics in each region, including age, gender, education level, occupation, and consumption habits, will determine how a brand is perceived and remembered by the public (Hertati, 2024). Gender preferences for accessing digital information often differ between men and women. For example, women tend to be more active on social media platforms like Instagram and TikTok, while men utilize forums or marketplaces more. These differences influence the digital marketing strategies used to build brand awareness ([Romney & Steinbart, 2019](#)).

Younger age groups (Generation Z and millennials) are more responsive to creative, interactive, and visual-based content, such as short videos or influencer campaigns. Meanwhile, older age groups prefer detailed, rational, and benefit-based information. This age difference requires companies to adapt their digital communication styles to increase awareness evenly ([Frare et al., 2023](#)). Consumers with higher levels of education tend to be more critical of digital information and more selective in their brand trust. This encourages companies to present accurate, transparent, and educational information to increase brand awareness.

Occupation and Economic Level: Occupation type and income level influence consumer purchasing power and product attention. Consumers with higher incomes are typically more brand conscious *and* more susceptible to digital marketing strategies that emphasize quality, exclusivity, and lifestyle ([K. Ozili, 2023](#)). Regional factors also influence culinary habits, lifestyles, and cultural values. For example, the people of Palembang, known for their pempek (a type of food made from pempek), have different consumption patterns than those in other cities. Therefore, digital marketing strategies that align with local culture or identity are more effective at increasing brand awareness.

Regional demographics play a crucial role in determining the success of a digital marketing strategy. Variations in consumer characteristics based on gender, age, education, occupation, and even local customs require companies to design more personalized and contextual strategies. By understanding the demographic differences across regions, digital marketing can be more targeted, significantly increasing brand awareness in the era of digital transformation.

4.3.3. The influence of digital marketing and brand awareness on digital transformation

In the era of digital transformation, people have increasingly easy access to various product information through social media, e-commerce, and search engines. However, a phenomenon that has emerged is the circulation of genuine and counterfeit (fake/imitation) products in the digital marketplace. The difference in consumer preferences for these two product types is one factor influencing the effectiveness of digital marketing strategies in enhancing brand awareness. Consumers tend to perceive authentic products as higher quality, safer, and with higher brand value. Digital marketing strategies for authentic products typically emphasize brand authenticity, credibility, consumer education, and trust. Brand awareness increases because consumers receive transparent information, such as official labels, certifications, positive reviews, and endorsements from influencers or brand ambassadors ([Kang, 2018](#)).

Counterfeit Products (Imitation/Fake Products) Consumers often choose counterfeit products

because they are cheaper, even though the quality is lower. The presence of counterfeit products is a major challenge for genuine brands, as it can cause confusion among consumers and reduce trust levels. Digital marketing strategies in this area are usually focused on educating consumers to distinguish between genuine and counterfeit products, as well as strengthening brand positioning that official products are superior in quality, safety, and durability. Implications for Brand Awareness: A preference for authentic products can strengthen brand awareness as consumers increasingly recognize official brands and associate them with quality and trust. Conversely, the rise of counterfeit products can decrease brand awareness if companies fail to clearly communicate brand differences. This can be addressed through consistent digital marketing campaigns, such as the use of "authentic product" labels, anti-counterfeit campaigns, and collaboration with marketplaces to eliminate counterfeit products ([Ferrari et al., 2024](#)).

Consumer preferences for authentic and counterfeit products significantly influence digital marketing strategies. Authentic products tend to increase brand awareness through positive image, quality, and trust, while counterfeit products can weaken brand awareness if companies do not implement appropriate education and digital communication strategies. Therefore, in the era of digital transformation, digital marketing strategies must be directed at strengthening brand identity, educating consumers, and protecting brands from the circulation of counterfeit products ([Apriyanti et al., 2023](#)).

5. Conclusion.

Based on the discussion, it can be concluded that digital marketing strategies significantly increase brand awareness in the era of digital transformation. The use of digital channels such as social media, websites, SEO, content marketing, influencer marketing, and data analytics has been proven to expand brand reach, increase consumer interaction, and build a positive image in the public mind. Regional demographic factors, consumer preferences for genuine and counterfeit products, and the consistency of digital information delivery also play significant roles in determining brand awareness success. Companies that can develop adaptive, creative, and measurable digital marketing strategies will more easily gain consumer trust and maintain competitiveness amid increasingly fierce competition. Recommendations for MSMEs include using various digital channels in an integrated manner to ensure consistent, effective messaging and increase brand awareness. Digital content should be tailored to the demographic characteristics of consumers in each region, including age, education, and consumption habits. Consumer education on the differences between genuine and counterfeit products should be enhanced through digital campaigns to strengthen brand image and maintain consumer trust.

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