

## The Impact of Brand Reputation and Brand Awareness on Millennials' Purchase Intention in the Collagena Advertisement Featuring Song Hye Kyo

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### ABSTRACT

This study analyzes the influence of brand awareness and brand reputation on the purchase intention of millennial consumers toward Collagena milk. A quantitative approach was applied by distributing questionnaires to millennials in the Jabodetabek area from March to May 2025. The findings indicate that brand awareness significantly affects purchase intention, while brand reputation does not. These results suggest that increasing brand awareness is more effective in influencing consumer behavior, especially when promoting celebrity-endorsed products like Collagena within a targeted demographic.

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## INTRODUCTION

Advertising plays a vital role in modern marketing by acting not only as a medium of communication but also as a tool to shape consumer perception and purchasing behavior. According to (Kotler and Armstrong, 2020), advertising is a non-personal form of promotion that includes ideas, goods, or services offered for sale. (Andrews and Shimp, 2018) add that it is a paid communication delivered by credible sources aimed at persuading audiences to take purchasing action. In the competitive landscape of marketing, particularly in the health and beauty industry, effective advertising must do more than just inform—it must build strong brand associations in the minds of consumers.

In Indonesia, the beauty and personal care industry (BPC) continues to expand significantly, reaching a valuation of USD 3.2 billion and projected to grow to USD 5.5 billion by 2028 (Meiyume, 2014). Among this market, millennials stand out as a key demographic due to their high awareness of appearance, health, and lifestyle trends (Adyas & Khairani, 2019). One emerging product that captures this interest is Collagena, a collagen-based milk drink claimed to support inner beauty by improving skin health. To attract millennials, Collagena launched a campaign featuring Song Hye Kyo, a top South Korean actress renowned for her youthful appearance and elegant image.

The use of a high-profile celebrity such as Song Hye Kyo represents a strategic move to strengthen brand reputation and build strong brand awareness through visual and emotional appeal. With the slogan "No Wrinkles, No Porosity" and the hashtag #SusuAwetMuda, the campaign spread across various media platforms including YouTube and television channels like Trans7. The advertising aimed to trigger emotional responses and enhance brand recall among millennial consumers, especially in the Jabodetabek area. However, despite its wide exposure, the effectiveness of the campaign in influencing consumer purchase intention remains underexplored.

This situation raises an important question: how do brand reputation and brand awareness—two critical dimensions of cognitive branding—affect the purchase intention of consumers in this market segment? Brand reputation refers to the general perception formed by consumers based on product quality, company ethics, and public image, while brand awareness pertains to consumers' ability to recognize or recall a brand when exposed to product categories (Farida, 2018; Aji, 2014).

To address this, the study adopts two relevant theoretical models: the Stimulus–Organism–Response (S–O–R) framework and the AIDA model. The S–O–R theory explains how advertising stimuli influence psychological responses (organism) and eventually lead to behavioral outcomes (response), such as purchase intention (Effendy, 2010). Meanwhile, the AIDA model (Lewis, 1898) outlines four stages of consumer engagement: Attention, Interest, Desire, and Action, offering a practical guide to understanding consumer reaction to promotional content.

Given the increasing use of celebrity endorsements in Indonesia's health and beauty sector, especially those leveraging K-pop and K-beauty appeal, it is necessary to understand whether such strategies effectively enhance brand-

related variables and translate into purchase decisions. Moreover, previous studies in this area have often examined either brand awareness or brand reputation in isolation (Mecadinisa, 2024), rather than analyzing both constructs simultaneously within the same campaign context.

Therefore, this study seeks to examine the influence of brand reputation and brand awareness—both independently and collectively—on the purchase intention of millennial women in Jabodetabek who have seen the Collagena milk advertisement featuring Song Hye Kyo. By focusing on this specific demographic and advertising context, the research aims to provide empirical insights that support both academic development and practical marketing strategies in Indonesia's rapidly growing health-beauty industry.

## **THEORETICAL REVIEW**

### ***Stimulus-Organism-Response (S-O-R) Theory***

The Stimulus–Organism–Response (S-O-R) theory was initially introduced by Hovland in 1953 and later developed further in the fields of psychology and communication. The theory outlines a behavioral process in which external stimuli (S) affect the internal cognitive and emotional states of individuals (O), which then result in observable behavioral responses (R). In marketing, this framework has been widely applied to understand how advertising stimuli influence consumer decision-making processes.

In the context of this study, the stimulus (S) refers to the Collagena advertisement featuring Song Hye Kyo, which serves as a visual and emotional trigger. The organism (O) represents female millennial consumers in Jabodetabek, who process the advertisement through their prior knowledge, attitudes, and psychological state. The response (R) is the resulting purchase intention toward the Collagena milk product.

Previous studies have supported the relevance of the S-O-R theory in advertising contexts. For instance, (Effendy, 2003) emphasized that advertisements act as powerful stimuli that can alter perception and provoke action when aligned with audience preferences. Similarly, Littlejohn (2009) explains that brand-related perceptions mediate how stimuli are interpreted. Some empirical studies found a positive relationship between brand reputation and purchase intention, while others revealed an insignificant or context-dependent effect, especially when consumers rely more on emotional connection than rational evaluation.

While many previous studies have examined brand awareness and brand reputation separately, there is still limited research combining both in a single model—particularly in a real advertising context involving international celebrity endorsement of collagen milk products in the Indonesian beauty and health industry. This study aims to address this gap by integrating both constructs and testing their effects simultaneously.

Based on this theoretical background, the first hypothesis is formulated as follows:

H1: Brand reputation has a significant effect on purchase intention.

### ***AIDA Model (Attention, Interest, Desire, Action)***

The AIDA model was developed by E. St. Elmo Lewis in the early 20th century and has become a cornerstone in the study of advertising effectiveness. This model identifies four sequential stages that consumers go through in response to promotional messages:

1. Attention – capturing consumer focus through visual or emotional cues,
2. Interest – stimulating curiosity and relevance,
3. Desire – building emotional connection and preference, and
4. Action – prompting a final purchasing decision.

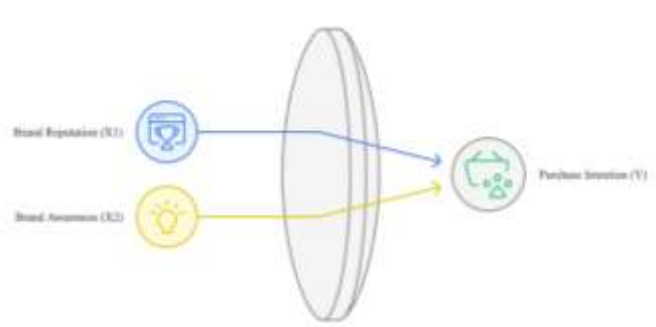
In contemporary marketing, the AIDA model remains relevant in both traditional and digital environments. It is particularly effective in guiding how messages should be constructed to drive consumers from passive exposure to active decision-making.

This study applies the AIDA model to analyze how brand awareness influences purchase intention. The hypothesis assumes that when consumers are aware of a brand – through repeated exposure, familiarity, and recognition – they are more likely to engage emotionally and proceed toward a purchase. Previous research by Aji (2014) and Keller (2005) confirms that high brand awareness strengthens consumer preferences and facilitates product choice, especially in low-involvement purchase categories like fast-moving consumer goods (FMCG).

Based on this rationale, the following hypotheses are developed:

H2: Brand awareness has a significant effect on purchase intention.

H3: Brand awareness and brand reputation jointly influence purchase intention.



**Figure 1. Conceptual Framework**

## **METHODOLOGY**

This study employed a quantitative, explanatory research design based on a positivist paradigm. The objective was to examine how Brand Reputation ( $X_1$ ) and Brand Awareness ( $X_2$ ) influence Purchase Intention ( $Y$ ) among female millennial consumers in the Jabodetabek region who had been exposed to the Collagena advertisement featuring South Korean actress Song Hye Kyo. The target population consisted of millennial women aged 29–44 years living in Jabodetabek (Jakarta, Bogor, Depok, Tangerang, and Bekasi), in accordance with the generational classification proposed by (Strauss, 2000), who defined Millennials as individuals born between 1981 and 1996.

This demographic group was chosen because they represent the primary target market for health and beauty products such as collagen milk. Millennial women are known for having strong purchasing power, high brand consciousness, and a keen interest in personal care and aesthetics. Moreover, they are highly responsive to digital and televised advertising, making them ideal subjects for studying the impact of celebrity-endorsed marketing campaigns. Their tech-savvy behavior and active engagement with social media platforms also ensure greater exposure to online promotional content, including influencer-driven campaigns and brand reputation narratives.

A total of 124 respondents were selected through purposive sampling. The sample was restricted to participants who had seen the Collagena advertisement via television, YouTube, or other social media platforms. This non-probability sampling approach was chosen to ensure relevancy and focus on a digitally active and media-aware demographic. Data collection was conducted through a structured online questionnaire using Google Forms. The link was distributed via social media channels such as WhatsApp, Instagram, and relevant online communities targeting millennial women.

The research instrument measured three main variables—Brand Reputation, Brand Awareness, and Purchase Intention—using 35 items adapted from validated measurement scales. Each item employed a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Before launching the full survey, the questionnaire was piloted with 30 respondents outside the final sample group to test clarity and reliability



Figure 2. Research framework

This study is grounded in two main theoretical models that explain how consumers respond to advertising stimuli: the Stimulus–Organism–Response (S-

O-R) Theory and the AIDA Model (Attention, Interest, Desire, Action). The S-O-R Theory provides a foundational understanding of how external stimuli influence individual behavior. In the context of this research, the external stimulus is the advertisement of Collagena milk featuring South Korean actress Song Hye Kyo. This stimulus is processed internally by the organism—in this case, millennial women in Jabodetabek—through a series of cognitive and emotional mechanisms. These internal processes then generate a behavioral response, which is reflected in their purchase intention. The S-O-R framework helps explain how advertising messages translate into consumer behavior by accounting for the psychological and contextual factors that mediate this relationship.

Complementing this, the AIDA Model breaks down the consumer's psychological journey in response to marketing communications. The model outlines four sequential stages: Attention, Interest, Desire, and Action. Within the context of this study, the Collagena advertisement is designed to capture the audience's attention, foster interest in the product, stimulate desire to consume it, and ultimately lead to purchasing behavior. The AIDA model thus offers a clear structure for understanding how advertising can influence each stage of consumer decision-making. By integrating the S-O-R Theory and the AIDA Model, this research is able to holistically examine the mechanisms through which brand reputation and brand awareness—activated through advertising stimuli—affect purchase intention among millennial consumers.

The research framework in this study is structured around three key variables: two independent variables and one dependent variable. The first independent variable is Brand Reputation ( $X_1$ ), which refers to consumers' perceptions regarding a brand's credibility and reliability. This construct is measured through four core indicators: product quality, trust in the brand, brand image, and perceived honesty. These dimensions reflect how positively the brand is viewed based on its consistency, integrity, and overall market presence.

The second independent variable is Brand Awareness ( $X_2$ ), which captures the extent to which consumers are familiar with the brand. It includes four main indicators: recognition, recall, purchase experience, and consumption. These elements collectively represent a consumer's ability to identify, remember, and engage with the brand through both cognitive recall and behavioral interaction.

The dependent variable in this framework is Purchase Intention ( $Y$ ), which assesses the likelihood that consumers will buy the product. It is evaluated through four dimensions: transactional intention (intention to buy), referential intention (willingness to recommend), preferential intention (preference and loyalty), and exploratory intention (interest in further exploration or trying variations).

The relationship between the variables is shown in Figure 2, which visually explains how the Collagena advertisement with Song Hye Kyo can influence consumers. The diagram shows how the ad (as a stimulus) affects consumers' thoughts and feelings about the brand (reputation and awareness), which then leads to their interest in buying the product. This framework helps to understand how advertising can shape consumer decisions.

Data were analyzed using IBM SPSS Statistics version 29. The analysis included several steps:

- a) Validity and Reliability Testing to ensure that the instrument measured what it intended to, with appropriate internal consistency.
- b) Descriptive Statistics to summarize respondent characteristics and variable distributions.
- c) Pearson Correlation Analysis to assess the linear relationship between each independent variable and the dependent variable.
- d) Multiple Linear Regression to examine both the individual and simultaneous effects of  $X_1$  and  $X_2$  on  $Y$ .
- e) t-test and F-test for hypothesis testing and model significance evaluation.

## RESULTS

### *Step 1: Validity Test*

The validity of the questionnaire items was tested using the Pearson Product Moment correlation method. The benchmark for r-table at a significance level of 0.05 (df = 122) was 0.176. All item statements for the three variables exceeded this value:

- Brand Reputation: r-calculated values ranged from 0.369 to 0.661
- Brand Awareness: r-calculated values ranged from 0.371 to 0.647
- Purchase Intention: r-calculated values ranged from 0.369 to 0.773

As each item had an r-value greater than 0.176, all 35 items in the questionnaire were declared valid. All 35 items were declared valid for further analysis.

### *Step 2: Reliability Test*

The reliability test was performed using Cronbach's Alpha. A variable is considered reliable when the alpha value exceeds 0.60. The results were as follows:

Table 1. Reliability Analysis of the Research Variables ( $X_1$ ,  $X_2$ , and  $Y$ )

Variable	Cronbach's Alpha
Brand Reputation	0,711
Brand Awareness	0,720
Purchase Intention	0,761

All values exceeded the threshold, meaning each variable demonstrated high internal consistency and instrument reliability.

### *Step 3: Correlation and Regression Analysis*

The correlation analysis showed that Brand Reputation had a negative and non-significant relationship with Purchase Intention ( $r = -0.138$ ;  $p = 0.127$ ), while Brand Awareness had a strong and significant positive relationship ( $r = 0.614$ ;  $p < 0.001$ ).

To measure the combined effect, a multiple linear regression analysis was conducted. The regression model generated the following equation:

$$Y=24.053-0.370X_1+0.632X_2$$

Where:

- Y = Purchase Intention
- X<sub>1</sub> = Brand Reputation
- X<sub>2</sub> = Brand Awareness

This means that a one-unit increase in Brand Awareness will increase Purchase Intention by 0.632 units, while an increase in Brand Reputation actually results in a decrease of 0.370 units in Purchase Intention.

#### ***Step 4: Hypothesis Testing and Model Fit***

The t-test results were used to evaluate the partial effects of each independent variable:

- For Brand Reputation, the t-value was -1.538 (p = 0.127) → not significant.
- For Brand Awareness, the t-value was 8.589 (p < 0.001) → highly significant.

The F-test confirmed the simultaneous influence of both variables. The F-value was 63.847 with p < 0.001, indicating that the regression model was statistically significant.

The model summary provided the following insights:

- R = 0.717, indicating a strong correlation between independent and dependent variables.
- R<sup>2</sup> = 0.513, showing that 51.3% of the variation in Purchase Intention is explained by Brand Reputation and Brand Awareness.
- The remaining 48.7% is explained by other factors not included in this model.

Based on the step-by-step quantitative analysis, this study concludes that Brand Awareness has a strong and statistically significant effect on Purchase Intention, both individually and when combined with Brand Reputation. Meanwhile, Brand Reputation alone does not significantly affect purchase intention in the case of the Collagena x Song Hye Kyo advertisement. The results validate the application of cognitive branding theories and offer practical insights into how digital and celebrity-endorsed campaigns influence consumer behavior in health-beauty product markets.

## **DISCUSSION**

This study was conducted to examine the influence of Brand Reputation and Brand Awareness on the purchase intention of millennial women in the Jabodetabek area who had been exposed to the Collagena advertisement featuring Korean actress Song Hye Kyo. The analysis was guided by the Stimulus-Organism-Response (S-O-R) theory and the AIDA model, which explain how external marketing stimuli are processed cognitively and emotionally, resulting in specific consumer responses – in this case, the formation of purchase intention.

The findings demonstrate that Brand Awareness has a significant and dominant influence on purchase intention. This emphasizes the importance of brand visibility, recognition, and familiarity in shaping consumer behavior,

particularly within competitive and trend-driven markets like functional beauty beverages. The result aligns with Keller's (2005) Customer-Based Brand Equity theory, which posits that consumers who are familiar with a brand are more likely to trust it, prefer it, and develop stronger intentions to engage with its products. In this study, brand awareness was effectively generated through the Collagena campaign's strong visual branding and celebrity endorsement strategy. The inclusion of Song Hye Kyo, an actress admired for her youthfulness and elegance, helped to position the brand as aspirational and trustworthy in the eyes of the millennial demographic.

Millennial consumers, who are typically active on digital platforms and frequently exposed to advertising through social media, respond particularly well to visual branding and emotional storytelling. In the case of Collagena, the use of visual repetition, slogan consistency (e.g., "No Wrinkles, No Porosity"), and platform integration across Instagram, YouTube, and television further enhanced the memorability and mental availability of the brand. These elements contributed significantly to the development of purchase intention through enhanced awareness.

In contrast, Brand Reputation was found to have no significant partial effect on purchase intention. This finding suggests that long-term brand credibility and institutional trust are not the primary factors influencing purchase intention among millennial consumers in this context. Rather than evaluating brand strength based on its historical reputation, millennial consumers appear to prioritize immediacy, emotional engagement, and relevance to lifestyle. This is consistent with (Agmeka et al. 2019), who argued that brand reputation contributes to trust over time but does not always directly influence immediate consumer interest—unless strongly coupled with emotionally engaging and value-aligned messaging.

Nonetheless, the study also revealed that when tested simultaneously, Brand Awareness and Brand Reputation together have a significant effect on purchase intention. This indicates that although awareness is the dominant driver, reputation functions as a complementary factor, reinforcing consumer confidence and validating brand preference when awareness is already present. This supports the idea that brand perception is multidimensional and context-dependent, as noted by (Nursyecha et al. 2021), meaning that various brand elements interact dynamically to shape consumer responses based on context, message delivery, and audience characteristics.

Under the lens of the S-O-R theory, the Collagena advertisement acted as the stimulus, female millennials in Jabodetabek served as the organism, and their purchase intention represented the response. The data suggest that the most effective cognitive pathway in this case was one driven by recognition and familiarity, as opposed to long-standing brand reputation. Emotional resonance and visual prominence were more impactful in triggering consumer intention, which reflects the behavioral orientation of the millennial cohort toward brands that are relatable, accessible, and emotionally compelling.

Based on these findings, it becomes evident that strengthening brand awareness is essential for influencing millennial consumers' purchase intentions,

especially in product categories that rely heavily on aesthetic value and lifestyle appeal. Marketing strategies that focus on consistent visual identity, engaging digital content, celebrity endorsement, and emotionally relevant messaging are more likely to succeed. While brand reputation remains important, it is most effective when integrated into a broader awareness-building campaign, rather than being relied upon as the sole driver of consumer interest. This insight provides a strategic foundation for brands targeting digitally savvy urban consumers in Indonesia's health and beauty sectors.

## **CONCLUSIONS AND RECOMMENDATIONS**

This research investigated the influence of Brand Reputation and Brand Awareness on Purchase Intention among millennial women in Jabodetabek, using the case of the Collagena milk advertisement featuring Song Hye Kyo. The study concluded that Brand Awareness has a significant and positive effect on Purchase Intention, while Brand Reputation does not have a statistically significant effect when tested individually. However, both variables together were found to have a significant simultaneous influence.

These findings highlight that visibility and recognizability of a brand play a much greater role in shaping consumer decisions, especially in segments dominated by digitally active consumers. Millennials, who are often exposed to fast-moving trends and digital content, tend to rely more on what they can easily recognize, recall, or connect with visually, rather than the perceived long-term credibility of a brand.

From a managerial perspective, this research implies that marketers should prioritize brand awareness strategies such as consistent visual branding, celebrity endorsement, social media activation, and product placement that increases exposure and mental availability. Meanwhile, although Brand Reputation was not a strong predictor in this context, it should not be ignored altogether. It may still contribute in indirect ways, particularly through consumer trust-building efforts, product quality assurance, or third-party endorsements.

In conclusion, building brand awareness is a critical factor in influencing millennial purchase behavior. The study also provides empirical support for brands in the beauty and health beverage industry to optimize their advertising strategies by aligning them with how millennials perceive and respond to brand presence in digital platforms.

## **FURTHER STUDY**

This study is subject to several limitations that may inform future research. First, the scope of the study was limited to female millennials aged 29–44 years living in the Jabodetabek area, who had been exposed to the Collagena x Song Hye Kyo advertisement. Therefore, the findings cannot be generalized to other consumer groups such as males, individuals outside that age range, or people residing in other geographic areas.

Second, the research focused solely on two independent variables – Brand Reputation and Brand Awareness – as predictors of Purchase Intention. While these variables have proven to be relevant, consumer behavior is often influenced by other factors such as perceived product quality, celebrity image, social media

engagement, or even price sensitivity and product availability, which were not examined in this model.

Third, the study applied a quantitative approach to statistically test relationships among variables. Although this is suitable for hypothesis testing, future studies could gain a deeper understanding of consumer motivation, emotional perception, and cultural context by incorporating qualitative methods, such as in-depth interviews or focus group discussions.

It is therefore recommended that future research expand the demographic range by involving a more diverse set of respondents from various regions, age groups, and genders. Further studies could also explore additional variables such as endorser trust, perceived value, or consumer lifestyle, to enhance the explanatory power of the model. Finally, future research may also consider analyzing actual purchase behavior or conducting longitudinal studies to evaluate the long-term impact of advertising and brand variables on consumer decisions.

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