

THE INFLUENCE OF CONTENT MARKETING AND INFLUENCER COLLABORATION ON BRAND AWARENESS AND CUSTOMER ENGAGEMENT: A CASE STUDY ON HOVÈ MODEST FASHION



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Abstract

Hovè is a local modest fashion brand with a minimalist, elegant, and timeless concept, targeting urban women aged 20–35. Since its establishment, the business has relied mainly on digital channels such as Instagram, Shopee, and TikTok Shop for marketing and sales, while also experimenting with offline sales through boutique partnerships. The business implementation includes market and competitor analysis, differentiation strategy based on timeless design and strong brand storytelling, limited-scale production, and promotion through content marketing and influencer collaboration. Nevertheless, Hovè faces several challenges. Brand awareness remains relatively low, sales fluctuate sharply with months of no transactions, limited capital constrains both production capacity and promotional efforts, and customer engagement is still suboptimal. These issues are reflected in financial performance, where most months record losses due to high variable costs and inconsistent revenue. To address these problems, Hovè adopted a digital marketing optimization strategy using the AIDA model, developed lifestyle, storytelling, and product highlight content, and strengthened influencer collaborations to expand reach and enhance consumer engagement. Evaluation results indicate that KOL collaboration is most effective in raising awareness, while product highlight content contributes more strongly to conversion. In conclusion, Hovè shows potential for sustainable growth provided it can maintain consistent digital content management, reinforce influencer strategies, diversify sales channels, and improve financial and operational efficiency.

Keywords: Company Performance, Brand Awareness, Customer Engagement, Content Strategy, Fashion Industry

INTRODUCTION

In recent years, Indonesia's modest fashion industry has experienced significant growth. With a population of 270 million and stable economic growth, Indonesia represents a highly potential market for entrepreneurs to develop businesses in the modest fashion sector. Business opportunities in modest fashion, particularly in Muslim wear, are wide open in Indonesia. Reports on the global modest fashion industry indicate positive trends, with the industry value estimated at around USD 277 billion in 2023 and projected to grow to USD 311 billion in 2024. Indonesia itself plays an active role as one of the main players in this market, with the national market value estimated at USD 20 billion in 2023 (SGIER, 2023). The Indonesian Ministry of Industry has recorded that the Muslim fashion sector has grown by 8%–10% annually. These figures reflect positive dynamics and a continuously growing market potential. With increasing fashion consumption and the expanding purchasing power of the middle class, the modest fashion segment offers attractive profit margins for investors and business players.

Recognizing this market potential, modest fashion entrepreneurs in Indonesia have begun adapting by leveraging digital technology. This phenomenon is driven not only by the increasingly dynamic market demand but also by rapid digital technology development and high internet penetration in Indonesia. With internet usage continuously expanding across the country, modest fashion entrepreneurs increasingly rely on digital platforms as their main channels for marketing, distribution, and consumer interaction. High internet penetration has been the key catalyst for this transformation. Consumers now have easier access to various e-commerce platforms offering modest fashion products, ranging from large marketplaces to niche platforms that highlight local and ethical fashion. Data shows that fashion is one of the largest contributors to Indonesia's e-commerce sales, with steady annual growth. This transformation creates a competitive advantage for businesses that can optimize digital channels, with potential revenue increases of up to 300% compared to conventional business models. Moreover, digital transformation also enhances professionalism within the modest fashion industry. Digital adoption, digital readiness, digital marketing strategies, and entrepreneurial orientation have become key factors influencing the professionalism of industry players. By leveraging digital technology, entrepreneurs can improve operational efficiency, strengthen consumer engagement through personalized shopping experiences, and develop business models that are more adaptive to market changes (Fadhilah, Suhairi, and Hamid, 2024).

Fashion e-commerce in Indonesia has accelerated significantly alongside internet penetration, which reached 77% of the population in 2024. According to ECDB (2025), the Indonesian digital fashion market is projected to reach USD 35.5 billion by 2029 with an annual growth rate of 17.3%, with modest fashion accounting for 32% of total transactions in this sector. Its main contribution lies in the ability of entrepreneurs to respond to target market demand through innovative modest wear designs integrated with digital platforms (ECDB, 2025).

Despite the promising growth, competition intensity on digital platforms is also increasing. With thousands of modest fashion brands emerging, the main challenge for entrepreneurs is how to stand out amid fierce competition and maintain customer engagement. One brand facing such challenges is Hove, a local modest fashion label that carries a timeless, elegant, and minimalist concept. Hove aims to fill the gap in Indonesia's

modest fashion market with a sophisticated design approach, targeting urban women aged 20–35. Through key digital platforms such as Instagram and e-commerce, Hove strives to establish its positioning as an accessible premium modest fashion brand. However, as a relatively new brand in a highly competitive market, Hove faces challenges in building brand awareness, increasing purchase intention, and sustaining customer engagement.

Content marketing emerges as a strategic solution that not only promotes products but also builds emotional connections with consumers through valuable, relevant, and consistent content (Isibor et al., 2025). In a saturated digital landscape, online fashion brands require effective strategies to capture consumer attention and build loyalty. Content marketing serves as a bridge between the brand and consumers by delivering valuable, relevant, and consistent content. Such content does not merely promote products but also fosters emotional and interactive relationships that enhance purchase intention and consumer loyalty. In the fashion context, functional, entertaining, emotional, and interactive content has been proven to significantly influence consumer purchase decisions (Chen et al., 2024). Furthermore, aesthetically pleasing and entertaining content on social media enhances customer engagement, contributing to affection and loyalty toward the brand (Schivinski et al., 2022). Unlike traditional advertising, which is often interruptive, content marketing delivers value to consumers while subtly influencing their purchasing decisions. By providing authentic and relevant high-quality content, brands can build meaningful differentiation, organically increase brand awareness, and drive sustainable purchase intention. Investment in a well-executed content marketing strategy provides long-term ROI through strong customer relationships and sustainable brand equity (Wei et al., 2024).

To address these challenges, collaboration with influencers has become an increasingly important complementary strategy for online fashion brands like Hove. Content marketing allows brands to deliver relevant and valuable messages, while influencer collaboration provides authenticity and social proof that enhances consumer trust. Recent studies show that collaborations with influencers, whether micro or macro, significantly influence brand trust, brand image, and consumer purchase decisions, depending on the influencer's characteristics and communication style (Hudhi and Windasari, 2023). Amid an increasingly saturated fashion market, the synergy between content strategies and influencer endorsements becomes crucial for driving engagement and purchase intention. However, a major business challenge lies in measuring and optimizing the effectiveness and ROI of these digital strategies. Therefore, comprehensive evaluation of content marketing effectiveness and the impact of influencer collaboration is essential for strategic decision-making and sustainable business growth.

The success of these strategies largely depends on a brand's ability to create and sustain high customer engagement. Customer engagement represents the level of consumer interaction with a brand through digital touchpoints, serving as an indicator of brand health and a predictor of conversion rates. High engagement reflects brand resonance, customer satisfaction, and brand strength, all of which can predict purchase intention as engaged consumers spend more time on websites, build trust, and experience less friction in the purchase journey (Brodie et al., 2011). The relationship between engagement and brand loyalty materializes through emotional connections that create brand advocates and foster community building, while its influence on repeat purchases is evident through top-of-mind

awareness, reduced search costs, and value reinforcement from previous purchases. Engagement is measured through quantitative metrics (likes, comments, time spent), qualitative metrics (sentiment analysis), and behavioral metrics (return visitor rates, conversion rates), which together provide long-term ROI through a loyal and sustainable customer base.

Although many studies have explored the effectiveness of content marketing and influencer collaboration in fashion brands, no comprehensive evaluation has specifically analyzed the performance of Hove and the effectiveness of its digital strategies. As a modest fashion brand with a timeless and minimalist concept, Hove has unique positioning and target market characteristics that require tailored evaluation approaches. This study is important to provide deeper insights into how content marketing and influencer collaboration strategies work in the specific context of Hove, thus serving as the foundation for strategic decision-making to optimize performance and future business growth.

Based on these conditions, this research is conducted to evaluate Hove's performance as a modest fashion brand, measure the effectiveness of content marketing in enhancing purchase intention, and analyze the impact of influencer collaboration on customer engagement. The research findings will serve as the foundation for strategic decision-making and a roadmap for Hove's future business development.

REVIEW OF LITERATURE

Brand Awareness

Brand awareness reflects the extent to which consumers can recall or recognize a brand and serves as the entry point for consideration in digital marketing (Rossiter & Percy, 1987, as cited in Bruhn, Schoenmueller & Schäfer, 2012; France, Daveik & Kazandjian, 2025). In the digital ecosystem, awareness is shaped through both traditional ads and interactions across social platforms like Instagram, TikTok, and YouTube. Research shows that younger audiences' perceptions of Instagram advertising significantly affect advertising value and shape awareness, highlighting the importance of message-audience alignment rather than solely relying on attractive visuals (Theodorakopoulos, Theodoropoulou & Klavdianos, 2025; Theocharis & Tsekouropoulos, 2025).

Strategies to Enhance Brand Awareness

Strategies to boost brand awareness rely not only on repeated advertising but also on building interactive experiences that remain in consumers' minds (Dwivedi et al., 2021; Shams, Chatterjee & Chaudhuri, 2024). The Elaboration Likelihood Model (ELM) provides a theoretical lens, distinguishing between central routes, where consumers process detailed product information, and peripheral routes, where decisions are shaped by heuristics like popularity or endorsements (Wang et al., 2025; Algarni, 2019). Interactivity plays a key role: high-quality, informative digital content encourages deeper processing, whereas shallow content only attracts temporary attention (Ahmed et al., 2019; Prihatiningsih, Panudju & Prasetyo, 2025).

The Social Exchange Theory (SET) further explains engagement, positing that consumers reciprocate when brands provide value through tips, entertainment, or exclusive deals (Li, Larimo & Leonidou, 2021; Wang et al., 2024). This reciprocity enhances awareness as customer engagement drives brand promotion (Harrigan et al., 2018). Similarly, the concept of social currency suggests that people share content that boosts their

self-image, making emotionally resonant and unique content more shareable (Singh, Rana & Parayitam, 2022; Silva et al., 2024). Consequently, awareness grows when brands provide valuable, shareable experiences that become part of social conversations.

Content Marketing and Brand Awareness

Content marketing serves as a primary tool for creating awareness by offering value, entertainment, and experiences rather than one-way advertising (Sharabati et al., 2024). For Gen Z, engaging formats such as short videos, reels, and stories are especially effective in building awareness (Indriyarti & Murtiningsih, 2025). The AIDA model (Attention, Interest, Desire, Action) explains this process: creative visuals and interactive formats first capture attention, relevant information fosters interest, narratives and promotions drive desire, and finally, consumer actions like sharing, saving, or purchasing complete the process (Song, Ruan & Jeon, 2021; Lee & Trim, 2022).

Beyond rational appeal, content that blends cognitive and emotional elements fosters stronger consumer-brand bonds. Storytelling, visuals, and emotionally engaging narratives enhance recall and shape positive brand perception (Dwivedi et al., 2021; Kaur et al., 2024). Social media features like shares, comments, and saves extend this impact as audiences spread content to their networks, amplifying awareness organically. Thus, effective content marketing requires both informativeness and emotional resonance to create lasting awareness.

Customer Engagement

Customer engagement refers to the emotional, cognitive, and behavioral involvement of consumers with a brand through digital channels. It is reflected in active behaviors such as liking, commenting, and sharing content, making it a key performance indicator in modern marketing (Ng, Sweeney & Plewa, 2020; Vinerean & Opreana, 2021). Gamification, interactive social media, and participatory content marketing have proven effective in fostering engagement by offering immersive experiences (Kulikovskaja et al., 2023).

The quality of digital content strongly influences engagement, with mobile-friendly and user-generated content driving stronger interactions and creating a sense of community (Eigenraam et al., 2018; Chung, 2025). Engagement thrives when brands enable two-way communication, combining attraction (appealing content), engagement (active interaction), and communication (dialogue) to build ongoing relationships (Osei-Frimpong et al., 2022; Fatorachian, Arboleda & Linh, 2025). High engagement indicates emotional bonds and belonging, strengthening consumer loyalty (Harrigan et al., 2018).

Strategies to Enhance Customer Engagement

Strategies to enhance customer engagement in digital marketing emphasize the importance of emotional involvement and consumers' sense of ownership toward the brand, which can be explained through Social Exchange Theory (SET) based on the principle of fair value exchange between the brand and consumers (Eigenraam et al., 2018; Harrigan et al., 2018; Ng, Sweeney, & Plewa, 2020; Kulikovskaja et al., 2023). Moreover, Role Theory highlights the role of actors such as brand managers, influencers, and content creators as facilitators of authentic interaction (Anglin et al., 2022), while the Elaboration Likelihood Model (ELM) stresses the importance of informative and relevant content that activates the central route of information processing through interactive formats such as polls or challenges (Wang et al., 2025). Strong engagement can be observed through digital

indicators such as interaction duration, number of comments, frequency of shares, and consumer participation (Dwivedi et al., 2021; Osei-Frimpong et al., 2022).

Influencer Collaboration Content and Customer Engagement

Collaboration with influencers has proven effective in increasing customer engagement because these figures possess credibility, social authority, and emotional closeness with their audiences (Belanche et al., 2021; Benevento et al., 2025; Migkos, Giannakopoulos, & Sakas, 2025). In the context of live-streaming commerce, influencers can drive high engagement and even impulsive buying, consistent with Social Learning Theory which explains that consumers tend to imitate the behavior of admired figures (Fu et al., 2020; Ilieva et al., 2024). This strategy must align with marketing objectives—whether to expand reach through influencers or deepen interaction through creators (Sarkis, Jabbour Al Maalouf, & El Lakiss, 2024). The quality of collaboration, authenticity of content, and choice of influencer type (macro, micro, or nano) also affect engagement effectiveness (Esber & Wong, 2020; Leung et al., 2022; De Veirman et al., 2017). In the fashion industry, Key Opinion Leaders (KOLs) play a key role in shaping brand image and guiding purchase decisions through natural interactions tailored to audience preferences (Wang et al., 2025).

RESEARCH METHOD

Referring to the problem formulation outlined in Chapter I, the research identifies that Hovè's marketing strategy implementation requires strengthening in two main aspects: (1) brand awareness, which is still relatively low and therefore needs more effective content marketing strategies, and (2) customer engagement, which remains suboptimal, particularly in maximizing the contribution of influencer collaborations.

To address these issues, this study employs a digital marketing strategy approach based on the AIDA model (Attention, Interest, Desire, Action). The method involves:

1. Content Production – Developing lifestyle-oriented content, storytelling narratives, and product highlights designed to attract attention, build consumer interest, and create desire for the brand's offerings.
2. Influencer Collaboration – Establishing and strengthening partnerships with influencers to expand reach, enhance emotional resonance with the audience, and stimulate higher engagement levels.
3. Content Distribution – Utilizing social media platforms as the primary medium for disseminating content, ensuring consistent and targeted communication with potential consumers.
4. Performance Evaluation – Measuring effectiveness through digital metrics such as impressions, reach, profile activity, and external link clicks, which reflect progression along the AIDA framework and inform adjustments to the strategy.

Through this methodological approach, the study aims to evaluate how content marketing and influencer collaborations can be optimized to build stronger brand awareness and foster deeper customer engagement.

RESULTS AND DISCUSSION

Company History

The fashion world is currently experiencing rapid growth, in line with changes in lifestyle and consumer preferences, particularly among young people and young adults. Clothing styles have evolved into a form of identity and self-expression. Within this context, modest fashion has gained increasing attention, characterized by simplicity, comfort, and elegance. Responding to this trend, Hovè officially emerged as a fashion brand carrying the concept of minimalism and elegance. Since its establishment, Hovè has presented a wide range of collections that prioritize comfort without compromising simplicity. All operational activities and brand management are conducted from its address at Jl. Bahroniyyah No. 35, RT 03 RW 02, Mranggen, Ngemplak, Demak.

In practice, Hovè has produced several collections such as dresses and chic pieces with distinctive details, using lightweight and breathable fabrics as the main characteristics of its products. All designs are created with timeless values in mind, ensuring they remain relevant and wearable in various situations whether for daily activities or special occasions. Hovè's marketing is carried out entirely online through digital platforms and social media, which has proven effective in reaching a wide range of consumers. This digital marketing activity also supports efficiency and flexibility in building interactions with customers.

Hovè has also succeeded in establishing its brand identity as a fashion label that does not merely follow fleeting trends but consistently emphasizes character within simplicity. The minimalist style it promotes is no longer seen as "plain" but instead becomes a space for women to gracefully and confidently express their true selves.

Logo Meaning



Figure 1.
Brand Logo

The name "Hovè" was inspired by the word "hope", symbolizing aspirations that the clothing becomes a companion in every step toward one's hopes and dreams. With women as its primary target market, the brand aims to empower them, inspire creativity, and give meaning to each of their steps. The use of the accent è reflects the aspiration that one day Hovè's fashion business will be embraced by women in Europe. The chosen colors maroon red and off-white represent femininity, sincerity, and strength.

In English, the word "Hovè" is the past tense of the verb "heave". It means "to lift," "to push," or "to pull with force," usually in a physical or strength-related context. From a philosophical perspective, the meaning of "Hovè" in English can be associated with the idea of lifting or moving on a deeper level. Metaphorically, it conveys the process of elevating oneself from difficult circumstances, reaching higher potential, or transforming positively. It also reflects the concepts of hard work, perseverance, and strength in facing challenges. Thus, Hovè symbolizes a personal journey toward growth, transformation, and the achievement of greater goals.

Company Vision and Mission

Vision: To become a leading brand in the modern modest fashion industry that inspires confidence and an elegant lifestyle.

Mission: To deliver innovative and high-quality modest fashion designs that meet the lifestyle needs of Muslim women while promoting the values of diversity, simplicity, and natural beauty through Hovè’s products.

Job Descriptions and Specifications

In its business operations, Hovè has implemented a clear structure and division of tasks according to the qualifications and competencies required for each position.

1. Manager – This role is held directly by the business owner, who holds a bachelor’s degree in Management. The manager leads and manages daily operations, implements business strategies to achieve sales targets, monitors team performance, manages budgets efficiently, analyzes financial reports as a basis for decision-making, and maintains good relationships with suppliers, vendors, and business partners.
2. Content Creator – This position is filled by a professional with skills in graphic design and multimedia, proficient in photography and videography, and familiar with editing software such as Canva and CapCut. During the business period, the content creator has produced various creative materials for social media and e-commerce, developed content ideas based on trends, captured and edited product photos and videos, collaborated with the marketing team to ensure brand consistency, and adjusted content based on audience feedback.
3. Pattern Maker – This role is held by an experienced professional in designing patterns for flowy Muslim women’s clothing. The pattern maker creates basic and technical patterns according to the given design, performs size grading according to brand standards, coordinates with tailors for sample development and small-scale production, organizes patterns neatly both in physical and digital formats, and implements revisions after fitting processes.

HR Costs

Table 2.
HR Cost Table

	Januari	Februari	Maret	April	Mei	Juni	Juli
Fee Manager				Rp 500.000	Rp 500.000	Rp 500.000	Rp 500.000
Fee Pattern Maker	Rp 100.000	Rp 100.000	Rp 100.000	Rp 100.000			
Fee Content Creator				Rp 400.000	Rp 400.000	Rp 400.000	Rp 400.000
TOTAL	Rp 100.000	Rp 100.000	Rp 100.000	Rp 1.000.000	Rp 900.000	Rp 900.000	Rp 900.000

Team Performance Evaluation

Between January and July, the team experienced developments in roles and responsibilities according to business needs. Adjustments were made gradually to ensure that each required function could operate effectively and support target achievement.

At the beginning of the year, the team focused on product development, making the pattern maker the key role in ensuring the quality and design of the products. Performance

at this stage was considered good, as it successfully supported the R&D process until products were ready for market. Starting in April, the team structure expanded with the addition of a manager and a content creator. The presence of the manager improved coordination, supervision, and more directed decision-making. Meanwhile, the content creator played an important role in supporting digital marketing strategies through the creation of engaging content to increase reach and engagement.

Overall, HR performance can be considered effective as recruitment adjustments and budget allocation were carried out according to business priorities at each phase. However, moving forward, performance could be optimized through medium-term HR planning to anticipate team needs earlier, ensuring smoother transitions from product development to marketing without prolonged analytical gaps.

Product Design Realization

Product design reflects Hovè's identity and core values. In practice, the designs not only prioritize aesthetics but also serve to convey elegance, comfort, and confidence in simplicity.

Throughout the business period, Hovè released collections with a minimalist yet elegant style, targeting modern women who value quality and timeless impressions. Each garment is produced with attention to fine details, soft color choices, and loose silhouettes for comfort. The designs combine classic and modern nuances, offering modest, graceful, and functional clothing for women who want to feel confident.

By adopting a minimalist and elegant concept, Hovè's products are characterized by loose cuts, neutral or pastel colors, and simple details, making them versatile for various activities from casual outings and work to formal events. Besides design, fabric selection is carefully considered to ensure comfort and ease of care.

The collections produced during this period include diverse styles such as lightweight outerwear, softly patterned dresses, and casual abayas suitable for hijab-wearing women. These efforts are part of Hovè's strategy to reach a wider customer base while maintaining consistent design identity. A realistic, functional, yet aesthetic design approach has become one of Hovè's main strengths in building its fashion brand image.



Figure 2.
Product Design

Production Process

In practice, Hovè runs its production process in a structured manner, from market analysis to making the products ready for digital distribution. Activities begin with market analysis, including identifying current fashion trends, consumer needs, and target market segmentation aligned with brand identity. The results are used as the basis for product design development.

The creative team develops design ideas and selects fabrics consistent with the brand's standards. After finalizing the design and fabric, the production process involves collaboration with carefully selected garment vendors to ensure high-quality stitching.

The next stage is product sampling, followed by evaluation and refinement before mass production. Once completed, a product photoshoot is conducted for promotional purposes, along with preparing marketing materials such as digital ads, social media content, and marketplace uploads. The workflow concludes with a marketing campaign launch to reach wider audiences.

This production workflow ensures that each product not only meets aesthetic and functional standards but also possesses strong market appeal.

Table 3.
Production Process

No.	Production Process
1	Market analysis
2	Searching for design ideas
3	Searching for fabric references
4	Finding the right garment vendor for the design
5	Determining suitable fabric materials for the design
6	Making samples
7	Reviewing sample results
8	Making final sample
9	Product manufacturing process
10	Finished product delivery
11	Product photography
12	Preparing ads and uploading to social media and marketplace
13	Product ready to be marketed (campaign)

Operational Challenges and Solutions

Several challenges were encountered during operations. One major issue was limited capital, which impacted production capacity. This constraint prevented mass production, resulting in limited product availability and stock shortages. Capital limitations also affected marketing efforts, slowing down new product launches and reducing competitiveness in the fast-paced fashion market.

Another challenge was location. Being far from textile centers like Jakarta limited fabric options and lengthened procurement times, ultimately affecting design flexibility and final product quality. In digital marketing, content creation also faced obstacles.

These challenges require effective strategies, including better capital management, more measured marketing planning, supply chain optimization, and stricter supervision of creative processes, to ensure smoother and more efficient operations.

Capital Needs Realization

Table 4.
Capital Needs Realization
Asset Purchase

Asset	Price (Rp)
Logo design	650,000
RnD	5,000,000
Camera	8,000,000
TOTAL	13,650,000

Working Capital

Product	Fabric cost (Rp)	Production cost (Rp)	Qty	Total (Rp)
Adreena dress	194,300	110,000	21	6,390,300
Sheina dress	108,675	96,500	24	4,924,200
Hangtag rope	-	-	1,000	437,169
Hangtag	-	-	1,200	48,500
Label	-	-	1,800	300,000
Polymailer	-	-	300	359,300
TOTAL				12,459,469

Total Initial Investment

Description	Amount (Rp)
Asset Purchase	13,650,000
Working Capital	12,459,469
TOTAL	26,109,469

Monthly Sales, Cost, and Profit Recap

Table 5.
Sales And Profit Margin Report

	January	February	March	April	May	June	July
Sales	2,100,000	3,929,394	1,150,000	-	257,263	1,242,973	1,186,692

Table 6.
Variable Costs

Description	January	February	March	April	May	June	July
Production cost	6,642,000	5,260,200	-	-	2,275,200	2,940,000	-
Sample cost	400,000	400,000	300,000	300,000	250,000	-	-
Pattern maker fee	100,000	100,000	100,000	100,000	100,000	-	-
Ads	400,000	400,000	100,000	-	-	-	-
Photoshoot	220,800	842,000	450,000	400,000	-	-	300,000
Total Variable Costs	7,762,800	6,602,200	950,000	800,000	2,625,200	2,940,000	300,000

Table 7.
Profit Margin

	January	February	March	April	May	June	July
Profit Margin	13,184,600	9,276,206	650,000	800,000	4,793,137	6,935,027	313,308

Tabel 8.
Fixed Costs

Description	January	February	March	April	May	June	July
Manager fee	-	-	-	500,000	500,000	500,000	500,000
Content creator fee	-	-	-	400,000	400,000	400,000	400,000
KOL marketing	-	-	-	-	250,000	250,000	-
Total Fixed Costs	-	-	-	900,000	1,150,000	1,150,000	900,000

Table 9.
Total Costs and Net Profit

Description	January	February	March	April	May	June	July
Total Costs	7,762,800	6,602,200	950,000	1,550,000	3,675,200	4,090,000	1,200,000
Net Profit	13,184,600	9,276,206	650,000	1,950,000	5,943,137	8,085,027	1,463,308

The financial report evaluation for January–July shows significant fluctuations in revenue, expenses, and profit/loss. Inconsistent sales performance and high expenses particularly variable costs were the main factors influencing financial outcomes.

Most months recorded losses, with only one month achieving profit. In January, sales of IDR 2,100,000 could not cover total expenses of IDR 7,642,300, resulting in a loss of IDR 12,184,600 the largest of the period. February also incurred a loss of IDR 9,276,206 despite relatively high sales, due to high variable costs from new product development.

March was the only month with a profit of IDR 650,000, thanks to lower total costs compared to sales. However, April returned to a loss of IDR 1,950,000 due to zero sales while fixed costs continued. Large losses also occurred in May (IDR 5,943,137) and June (IDR 8,085,027), where high variable costs for production and preparation of new products were not offset by sales. July still recorded a smaller loss of IDR 1,463,308.

Overall, recurring losses were caused by a combination of high variable costs for new product development, unstable revenues, and ongoing fixed costs despite low sales. Financial performance improvement requires tighter cost control, more effective marketing strategies to accelerate product sales turnover, and production planning aligned with available capital capacity.

Discussion

Content performance data was collected on August 24, 2025, and analyzed based on the indicators of reach, engagement, and engagement rate (ER) according to the integration of the AIDA model (Attention, Interest, Desire, Action). This analysis aims to evaluate the effectiveness of content strategies in achieving awareness, engagement, and conversion objectives.

At the Awareness stage, the results show that *Brand Story BTS* content gained the highest reach (1,307), compared to *Cultural Storytelling Teaser Product* (731) and *Visual*

Branding (420). However, in terms of engagement rate, *Visual Branding* achieved the highest ER of 7.14%, indicating that despite lower reach, visual branding content was more effective in generating audience interaction.

At the Engagement stage, *OOTD/GRWM* content performed well with an ER of 8.83%, surpassing *Join the Trend* (3.08%) and *Follow, Mention, and Quiz* (6.56%). Meanwhile, the *Join the Trend* format showed the weakest results with the lowest ER, suggesting that popular trends are not always effective if they are not aligned with the target audience’s preferences.

At the Conversion stage, two types of content produced different results. *Product Highlight* achieved the highest ER of 20.31%, though it only reached 128 audiences. This suggests that highlighting product details is effective for building deeper interactions despite a limited audience. On the other hand, *Collaboration with KOL* (Key Opinion Leader) reached a much wider audience (23,600) and achieved total engagement of 2,967. Although its ER (12.57%) was lower than *Product Highlight*, KOL collaborations proved effective in expanding brand exposure and boosting popularity among larger audiences.

Based on this analysis, it can be concluded that KOL collaborations are most effective at the awareness stage, as they significantly broaden reach, while product highlight content is most effective at the conversion stage, as it delivers the highest engagement rate despite limited reach. In contrast, *Join the Trend* and *Visual Branding* performed poorly in terms of engagement, suggesting the need for evaluation in both concept and execution. Therefore, selecting a content strategy must consider not only reach levels but also the quality of audience engagement at each stage of AIDA.

The content performance analysis based on the AIDA model demonstrates the effectiveness of strategies in building awareness, engagement, and conversion through varied content formats. Each type of content contributes differently at each stage for example, KOL collaboration dominates awareness, OOTD/GRWM excels in engagement, and product highlight drives conversion. However, the effectiveness of such content cannot be separated from the broader trends of social media indicators. The following is the performance table of Hove’s Instagram account from June to August.

Table 10.
Instagram account performance data of Hove
during the period of June 1 - August 23, 2025

Indicator	Period	1 – 30 June	1 July – 31 July	25 July – 23 August
Impressions		866	913	26,368
Accounts Reached		81	53	3,566
% Followers		53.30%	14.40%	33.70%
% Non-Followers		46.70%	85.60%	66.30%
Profile Activity		80	64	669
Profile Visits		74	59	628
External Link Clicks		6	5	41

Based on Hove’s Instagram account performance data from June 1 – August 23, 2025, significant progress was observed that can be linked to the effectiveness of content strategies in building brand awareness.

1. In June, impressions remained low (866) with limited reach (81 accounts). The high proportion of followers (53.3%) indicated that brand awareness was still internal and had not yet reached new audiences effectively. At this stage, the content strategy only managed to create *Attention* among existing audiences.
2. In July, impressions slightly increased (913), but reach dropped (53 accounts). Interestingly, most of the reached audience were non-followers (85.6%), showing potential for expanded awareness. However, profile activity (64) and external link clicks (5) remained low, meaning the content mostly created initial exposure without significant interest. This aligns with brand awareness theory (France et al., 2025; Voorveld et al., 2018), which states that exposure alone is insufficient unless accompanied by interactions.
3. The peak occurred in July 25 – August 23, with a drastic increase in impressions (26,368) and reach (3,566). Profile activity (669), profile visits (628), and external link clicks (41) also rose significantly. These data suggest a shift from mere *Attention* to higher levels of *Interest* and *Desire*, marked by more active interactions with the profile and greater curiosity through external link clicks. From a Social Exchange Theory (SET) perspective, this surge reflects a value exchange where audiences felt entertained or benefited from the content, leading them to reciprocate with interactions (Harrigan et al., 2018).
4. When linked to the AIDA framework, these developments show a clear flow:
5. June: internal *Attention* only,
6. July: expanded *Attention* but limited deeper engagement,
7. August: transition to *Interest* and *Desire*, with some reaching *Action* (external link clicks as early conversions).

The findings align with the notion that brand awareness in the digital era is participatory and engagement-based (Brambilla et al., 2023). A brand’s presence is not only through visual branding or teasers but also through interactive experiences such as profile visits, comment interactions, and eWoM (electronic word of mouth). The August surge illustrates how Hove’s strategy successfully combined the central route (product information delivery through specific content) and the peripheral route (visual appeal, collaborations, or trends), as explained in the Elaboration Likelihood Model (ELM).



Figure 3.

KOL content performance data

Hove collaborated with a TikTok influencer with approximately 43.8k followers. According to influencer classification, this falls under the *micro-influencer* category, which typically achieves higher engagement rates than macro-influencers due to their closer

relationship with target audiences. As suggested by Djafarova and Rushworth (2017), influencers act as opinion leaders in digital marketing who can shape consumer perceptions of brands. They are not merely communicators but also emotional bridges between brands and consumers (Wang, 2025). In the fashion industry especially, KOLs play a strategic role in communicating trends, shaping brand image, and guiding purchase preferences through relatable creative content.

Data show that Inspiration content achieved the highest performance in terms of reach (652,700) and total engagement (61,090). This indicates that inspirational content is more effective in attracting wide attention and driving interaction, especially through likes (57,100). However, its ER (9.36%) was lower than other pillars, suggesting that despite its wide reach, engagement was relatively shallow.

In contrast, OOTD content achieved the highest ER (19.485%) with total engagement of 15,023, despite a smaller reach (77,100). This shows that while limited in reach, OOTD content was more effective in creating intimacy and deeper audience interaction.

Meanwhile, the Join the Trend pillar showed fluctuating performance—some content reached 141,800 with an ER of 7.143%, while others reached only 17,000 with an ER of 7.765%. This suggests that trend-following strategies depend heavily on the relevance of the trend to audience interests. On the other hand, the Yellow Cart pillar showed weaker results with a reach of only 8,254 and ER of 2.871%, making it less effective in building engagement.

According to Customer Engagement theory, interactions such as likes, comments, saves, and shares represent emotional, cognitive, and behavioral consumer engagement with brands (Ng et al., 2020; Vinerean & Opreana, 2021). Influencer collaboration encourages consumers not just to consume content passively but to participate actively, creating a sense of belonging to the brand community. This aligns with Social Exchange Theory (SET), which emphasizes that engagement grows when consumers feel they gain value whether entertainment, information, or lifestyle inspiration from the content (Eigenraam et al., 2018; Harrigan et al., 2018; Kulikovskaja et al., 2023; Ng et al., 2020).

Additionally, through Role Theory, influencers assume a social role as authentic connectors between brands and audiences (Anglin et al., 2022). Their credibility not only increases reach but also builds emotional closeness through authentic personal storytelling. This is reinforced by Social Learning Theory, where consumers tend to imitate trusted figures' behaviors, including interaction patterns and purchase decisions (Fu et al., 2020). Furthermore, the effectiveness of collaborations can be explained through the Elaboration Likelihood Model (ELM), as informative, relevant, and trend-aligned content motivates audiences to process information more deeply. High interactions such as comments, saves, and shares indicate that audiences are not merely passive but actively engaged in the digital communication cycle (Wang et al., 2025).

On the other hand, the performance of non-influencer content pillars also provides important insights. Inspirational content reached the widest audience (652,700) with the highest engagement total (61,090), but its ER (9.36%) was still lower than other pillars. Meanwhile, OOTD content, though limited in reach (77,100), had the highest ER (19.485%), showing deeper engagement. The Yellow Cart pillar showed weak performance (reach 8,254; ER 2.871%), thus less effective in building engagement.

CONCLUSION

Overall, Hovè's performance demonstrates strong human resource and marketing capabilities through creative content and effective KOL collaborations that successfully drive awareness and engagement, though operational and financial weaknesses remain due to unstable production and cost inefficiencies. Content performance analysis from June to August 2025 shows significant progress in brand awareness: limited internal reach in June, gradual expansion in July, and a peak in August marked by sharp increases in impressions, reach, profile activity, and external link clicks, reflecting a shift along the AIDA model from Attention to Action. Customer engagement is achieved through a balanced strategy combining micro-influencer collaborations for broader reach and emotional connection with non-influencer content pillars such as Inspiration and OOTD for deeper interaction, while trend-driven content offers dynamism and yellow-cart content requires evaluation due to weak performance. Altogether, Hovè's digital strategy underscores the importance of integrating reach, relevance, and emotional resonance to strengthen consumer ties and build long-term loyalty while ensuring operational and financial adjustments support sustained profitability.

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