

INCREASING PRODUCT SALES THROUGH DIGITAL MARKETING AND BRAND AWARENESS IN THE DIGITAL ERA

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Abstract: *This research is motivated by the importance of product sales to increase revenue, create profits and support company growth. The aim of this research is to determine and analyze the increase in product sales through digital marketing and brand awareness in the digital era. The research design used in this research is descriptive quantitative with a survey method, collecting research data using a questionnaire. The population in this study is the Indonesian population who fall into the age category of generation Z and the millennial generation who use Uniqlo products. The sample in this study was 100 people. The instruments used have been tested for validity and reliability. The collected data was tested using the classic assumption test and multiple linear regression test. The results of this research show that 1) Digital marketing has a positive and significant effect on product sales in the digital era, 2) Brand awareness has a positive and significant effect on product sales in the digital era, and 3) Digital marketing and brand awareness have a positive and significant effect on product sales in the digital era. The findings of this research suggest that if a company wants to increase product sales, the company must also increase digital marketing and brand awareness.*

Keywords: *Product Sales, Digital Marketing, Brand Awareness, Digital Era*

1. INTRODUCTION

Product sales refer to marketing processes and transactions involving offers, promotions, and delivery of products or goods to customers or consumers. This is a key step in the business cycle that involves the exchange of value between producers or sellers and consumers (Hasibuan, 2023). Product sales are an important element in a company's success and in meeting customer needs. This is a complex process involving various aspects of marketing, training, and interaction with customers which are very important for business continuity and growth (Apriyanti, 2018).

Product sales are the main way for companies to generate revenue. In every sale, products or goods are exchanged for money or other value. Revenue from these sales is then used to recoup production costs, generate profits, and support overall business operations. Successful product sales are closely related to customer satisfaction. When customers are satisfied with the products they buy, they are more likely to return to buy again and may even recommend the product to others. Customer satisfaction is the key to building a strong customer base (Herudiansyah, Candra, & Pahlevi, 2019).

In order for product sales to be successful, companies need to carry out effective marketing and promotions. It includes activities such as advertising, sales promotions, branding, and other marketing strategies aimed at attracting the attention of potential

customers and influencing their decision to purchase. Continuously increasing product sales is an indicator of positive business growth. With increased sales, companies can allocate more resources to expansion, new product development, and other investments that support growth. Stable and sustainable product sales are a key factor in maintaining business sustainability. Without sufficient revenue from sales, a company may have difficulty meeting its financial obligations, paying employee salaries, or continuing operations in general (Novietta, Nurmadi, & Minan, 2022).

Successful product sales also encourage product innovation. Companies that focus on selling better and more innovative products will continue to strive to meet customer needs and desires, create better products, and maintain competitiveness in the market. Product sales activities also involve employee training and development in terms of sales, communication and customer service skills. This is important to improve sales performance and the quality of service provided to customers (Wardi & Putri, 2020).

One factor that is thought to influence product sales is digital marketing. Digital marketing is a form of marketing that uses digital platforms and technology to promote products, services or brands to target audiences through various online channels (Hendrawan, 2019). These are marketing efforts related to the use of the internet, mobile devices, social media, email, search engines, websites and other types of digital content to achieve marketing goals. Digital marketing includes various digital platforms and channels such as websites, social media (such as Facebook, Twitter, Instagram, and LinkedIn), email, search engines (such as Google), paid advertising (such as Google Ads ads and Facebook ads), mobile applications, and other platforms (Pradiani, 2017).

Digital marketing allows advertisers to carefully determine who their target audience is. This can be done by collecting data about the online behavior, preferences, and demographic characteristics of potential customers. Thus, marketing messages can be adjusted to reach the right audience (Anggoro & Hasugian, 2020). One of the advantages of digital marketing is the ability to interact directly with customers through comments, feedback and messages. This allows advertisers to build stronger relationships with their customers and gain valuable insights (Waruwu, Mendrofa, & Gulo, 2022).

Digital marketing also allows accurate measurement of marketing campaign performance. This includes measuring click rates, conversions, social engagement rates, and various other metrics. This data helps advertisers assess the success of campaigns and make changes if necessary (Khoziyah & Lubis, 2021). Digital marketing can be used by large and small businesses. Companies can manage campaigns with a budget that suits the scale of the business. In general, digital marketing is more economical compared to traditional media such as TV or print advertising. This makes it more accessible to small and medium businesses (Fadhilah & Pratiwi, 2021).

Apart from digital marketing, a factor that is also thought to influence product sales is Brand Awareness. Brand awareness is the level of awareness or recognition that an audience or consumer has of a particular brand or brands. It measures the extent to which people recognize, remember, and can identify a particular brand when they see or hear about it (Satria & Hasmawaty, 2021). Brand awareness is one of the important elements in building and maintaining brand success in the market. To increase brand awareness, companies often

use a variety of marketing strategies, including advertising, promotions, social media campaigns, brand collaborations, event sponsorships, and others. The main goal is to make the brand better known, known positively and easily remembered by consumers. That way, the brand can remain relevant and competitive in the market (Supangkat & Pudjoprastyono, 2022).

Brand Awareness is very important for companies in increasing sales. Brand awareness is an important factor in building and maintaining business and brand success. Efforts to increase brand awareness must be an integral part of marketing and brand management strategies. Brand awareness helps consumers identify a particular brand or product among the various options available in the market. When consumers can easily recognize a brand, they are more likely to choose it over lesser known brands. Strong brand awareness can help support business growth by increasing sales. Consumers who are familiar with a brand are more likely to choose it, which contributes to increasing sales and market share (Sari & Santika, 2017).

Strong brand awareness can help build customer loyalty. Consumers who have positive experiences with a brand tend to remain loyal and make repeat purchases from that brand. High brand awareness can provide a competitive advantage. Well-known brands tend to be more attractive to consumers than lesser-known brands, especially in situations where competition is intense. Apart from that, strong brand awareness can make marketing efforts more effective. Brands that are known to consumers are more responsive to advertising, promotions and marketing campaigns, which can produce better ROI (Return on Investment) (Amelfdi & Ardyan, 2020).

Research on Increasing Product Sales Through Digital Marketing and Brand Awareness in the Digital Era has been carried out by many previous researchers (Cahyanta, MW, Elfarosa, & Sukarta, 2022; Firdhaus et al, 2023; Hamid et al, 2022; Martono & Prameswari, 2021; Mulahela & Hardini, 2023; Napitupulu & Simbolon, 2022; Satria, R., & Hasmawaty, 2021; Sitorus & Sumantika, 2023). Based on the background above and previous research presented by the author, the author is interested in conducting a study on Increasing Product Sales Through Digital Marketing and Brand Awareness in the Digital Era. The purpose of this research is to find out and analyze increasing product sales through digital marketing and brand awareness in the digital era. It is hoped that the findings of this research will provide readers with an idea of the importance of Digital Marketing and Brand Awareness in the Digital Era to increase product sales.

2. METHOD

The research design used in this research is descriptive quantitative with a survey method, collecting research data using a questionnaire. There are three questionnaires used, namely the digital marketing questionnaire, brand awareness questionnaire and product sales questionnaire. The digital marketing indicator variable refers to five indicators from Yazer Nasdini (in Aryani, 2021), namely accessibility, interactivity, entertainment, credibility, and informativeness. The brand awareness indicator variable refers to the four indicators from Keller in Winadi, (2017), namely recall, recognition, purchase, and consumption. Meanwhile, the indicator product sales variable refers to three indicators from Swastha (2020), namely achieving sales volume, making a profit and supporting company growth.

The population in this study is the Indonesian population who fall into the age category of generation Z and the millennial generation who use Uniqlo products. Generation Z and the millennial generation were chosen as the population because this is in accordance with Uniqlo's sales strategy. In this study the samples were taken based on an incidental sampling technique. The incidental sampling technique is used based on chance alone, that is, anyone who coincidentally meets the researcher can be used as a research sample if the person they meet matches the data source and research sample criteria. The sample in this study was 100 people. The instruments used have been tested for validity and reliability. The collected data was tested using the classic assumption test and multiple linear regression test.

3. RESULTS AND DISCUSSION

3.1. Results

Characteristics of Research Respondents

This research was carried out by distributing questionnaires in the form of a *Google form* to 100 Uniqlo consumers in Indonesia spread across several regions. The details of the respondents for this study are as follows:

Characteristics of Respondents Based on Gender

Based on gender, the characteristics of the respondents in this study are presented in detail in Table 1 below:

Table 1. Characteristics of Respondents Based on Gender

Age	Amount	Percentage
Man	45	45
Woman	55	55
Amount	100	100

Source: Data Processing Results, 2023

Based on Table 1 above, it can be seen that the respondents in this study were dominated by women, namely 55 consumers or 55%. Meanwhile, for those who are male, there are 45 consumers or 45%.

Characteristics of Respondents Based on Generation

Based on the generation of respondents, the characteristics of this study are presented in detail in Table 2 below:

Table 2. Characteristics of Respondents Based on Generation

Generation	Amount	Percentage
Generation Z	30	30
Millennial Generation	70	70
Amount	100	100

Source: Data Processing Results, 2023

Based on Table 2 above, it can be seen that the majority of respondents belong to the millennial generation, namely 70 consumers or 80%. Meanwhile, generation Z only makes up 20 consumers or 20%.

Regression Test Results

The first hypothesis states that there is an influence of digital marketing on product sales. The results of the regression test for the first hypothesis are presented as follows:

Table 3. Hypothesis Test Results 1
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig
	B	Std Error	Beta		
(Constant)	5,250	2,260		2,240	,000
1 Brand Awareness	0.755	0.180	0.540	11,422	,004

a. Dependent Variable: Product Sales

Source: Data Processing Results, 2023

Table 3 above shows that the sig. t is 0.004 ($p < 0.05$), this shows that there is a significant value (there is an influence). The first hypothesis of this research is related to the influence of digital marketing on sales of Uniqlo products. Based on the results of the first hypothesis test, it can be concluded that the first hypothesis is accepted, this means that there is a significant influence of digital marketing on product sales.

Table 4. Hypothesis 2 Test Results
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig
	B	Std Error	Beta		
(Constant)	5,250	2,270		2,350	,000
1 Brand Awareness	0.775	0.172	0.550	11,544	,020

a. Dependent Variable: Product Sales

Source: Data Processing Results, 2023

Table 4 above shows that the sig. t is 0.000 ($p < 0.05$), meaning it is significant (there is an influence), thus it can be concluded that the second hypothesis is accepted. This can be interpreted that there is an influence of *brand awareness* on product sales. The results of this research explain that good *brand awareness* will be followed by an increase in product sales and vice versa, if consumer *brand awareness is poor it will have implications for decreasing product sales*.

Table 5. Hypothesis Test Results 3
ANOVA

Model	Sum of Squares	DF	Mean Square	F	Sig
Regression	9225.270	2	4466.630	182.118	0,000 ^b
1 Residual	4820.350	98	24,120		
Total	14045.650	98			

a. Dependent Variable: Product Sales

b. Predictors: (Constant), Digital Marketing, Brand Awareness

Source: Data Processing Results, 2023

The research results show that the sig. F is 0.000 ($p < 0.05$), meaning it is significant (there is an influence). Thus it can be concluded that the third hypothesis is accepted. This means that *digital marketing* and *brand awareness* influence product sales. Based on data analysis, the calculated F value is 182.118, then $F_{table} = (k : nk) = 2 : 200-2 = 0.010$, thus $F_{calculated} >$

F table ($182.118 > 0.010$) so it can be concluded that digital marketing *and* brand awareness together -the same effect on product sales.

3.2. Discussion

The Influence of Digital Marketing on Product Sales

The research results show that the sig. t is 0.004 ($p < 0.05$), this shows that there is a significant value (there is an influence). The first hypothesis of this research is related to the influence of digital marketing on sales of Uniqlo products. Based on the results of the first hypothesis test, it can be concluded that the first hypothesis is accepted, this means that there is a significant influence of digital marketing on product sales.

Digital marketing helps a company's products appear on various online platforms, such as search engines, social media, and websites. This increases the visibility of the company's products among potential customers looking for similar products. With higher visibility, the chances of capturing the attention of potential customers increase. Additionally, digital marketing is the ability to target very specific audiences. Companies can direct ads to people who have interests, demographics, or behaviors that are relevant to the company's products in question. This makes marketing efforts more efficient because the company only contacts potential customers who are most likely to be interested in the products the company offers (Rahmayani et al, 2023).

Digital marketing builds interactive relationships with customers through social media, email marketing, and various other forms of online interaction, companies can build stronger relationships with customers. Companies can communicate directly with consumers, answer questions, provide support, and build trust. This strong relationship can encourage customers to purchase products and even become loyal customers. Digital marketing allows companies to measure the performance of company campaigns very accurately. Companies can track the number of impressions, clicks, conversions and ROI in real-time. This gives the company clear insight into the effectiveness of a marketing strategy, so that it can make adjustments if necessary to increase product sales (Bangun & Purnama, 2023).

The Influence of Brand Awareness on Product Sales

The research results show that the sig. t is 0.000 ($p < 0.05$), meaning it is significant (there is an influence), thus it can be concluded that the second hypothesis is accepted. This can be interpreted that there is an influence of brand awareness on product sales. The results of this research explain that good brand awareness will be followed by an increase in product sales and vice versa, if consumer brand awareness is poor it will have implications for decreasing product sales. Brand awareness has a strong influence on product sales. When consumers recognize, remember, and have positive perceptions about a product brand, they are more likely to choose that company's products compared to competitors' products.

High brand awareness tends to create a greater sense of trust among customers. Consumers tend to be more comfortable purchasing products from brands they have known and trusted for years. This can increase the likelihood of making a purchase, especially if they have had positive experiences with the product or service before. When consumers have strong brand awareness about a product, they are more likely to consider that product when they are in the purchasing decision stage. Familiar brands are usually easier to remember and

identify in a list of purchasing options. This can provide a significant competitive advantage in sales efforts (Marlius & Darma, 2023).

Consumers who have positive brand awareness are often more prepared to pay higher prices than competing brands with less strong reputations. Brands that are known and trusted tend to be perceived as having better quality, so consumers may be more willing to pay a premium. It is important to remember that brand awareness is not just about increasing knowledge about the brand, but also about building a positive image and strong relationships with customers. Marketing strategy, product quality, customer service, and brand consistency all play a role in influencing brand awareness and, in turn, product sales (Kumontoy, Tumbel & Tampenawas, 2023).

The Influence of Digital Marketing and Brand Awareness on Product Sales

The research results show that the sig. F is 0.000 ($p < 0.05$), meaning it is significant (there is an influence). Thus it can be concluded that the third hypothesis is accepted. This means that digital marketing and brand awareness influence product sales. Based on data analysis, the calculated F value is 182.118, then $F_{table} = (k : nk) = 2 : 200-2 = 0.010$, thus $F_{calculated} > F_{table}$ ($182.118 > 0.010$) so it can be concluded that digital marketing and brand awareness together -the same effect on product sales. It is known that the R Square value is 0.649. This illustrates that digital marketing and brand awareness together influence product sales by 64.9%. This means that there are other variable factors of 35.1% that influence product sales which need to be carried out further research.

Digital marketing and brand awareness have a closely related influence and support each other in influencing product sales. Digital marketing and brand awareness are interrelated and influence product sales. Increasing brand awareness through effective digital marketing strategies can help increase product sales and build stronger relationships with customers. The findings of this research support the results of previous research including (Cahyanta, MW, Elfarosa, & Sukarta, 2022; Firdhaus et al, 2023; Hamid et al, 2022; Martono & Prameswari, 2021; Mulahela & Hardini, 2023; Napitupulu & Simbolon, 2022; Satria, R., & Hasmawaty, 2021; Sitorus & Sumantika, 2023).

4. CONCLUSION

Based on the results and discussion regarding Increasing Product Sales Through *Digital Marketing* and Brand Awareness in the Digital Era, the author can draw conclusions, namely 1) Digital marketing has a positive and significant effect on product sales in the digital era, 2) Brand awareness has a positive and significant effect on product sales in the digital era, and 3) Digital marketing and brand awareness have a positive and significant effect on product sales in the digital era. Based on the results, discussion and conclusions regarding Increasing Product Sales Through *Digital Marketing* and *Brand Awareness* in the Digital Era, the author's recommendations are 1) For companies, it is best to increase the use of digital marketing and *Brand Awareness* in increasing product sales, and 2) For researchers to further research using adding other variables that are also thought to influence product sales.

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