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The Effect of Social Media Marketing, eWOM, Brand Awareness, and Brand Image on Purchase Intention

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Abstract: This study aims to analyze the influence of social media marketing, eWOM, brand awareness, and brand image on purchase intention among @erigostore consumers. Data were collected through a survey with 180 respondents from an online questionnaire. Respondents of this study were Erigo consumers who had purchased within the last 6 months, those consumers also had social media and followed the @erigostore social media account, and consumers who had read or commented on Erigo products. This study used a Structural Equation Modeling (SEM) approach using the AMOS application to analyze the data. The results of this study indicate that social media marketing has a positive and significant influence on brand awareness, brand image, and purchase intention, which confirms the strategic role of social media in shaping consumer perceptions and behavior. Conversely, eWOM was found to have a negative and significant effect on brand image and purchase intention, and had no significant effect on brand awareness, which indicates that the spread of negative information online can damage brand image and reduce purchase intention even though the level of brand awareness remains high. In addition, brand awareness has a positive but insignificant influence on purchase intention, while brand image is proven to have a positive and significant influence.

Keyword: Social Media Marketing, Ewom, Brand Awareness, Brand Image, Purchase Intention

INTRODUCTION

The presence of fashion brands on social media aims to establish effective communication with the broader public and share information about the latest products. This information is presented through various content formats on the marketers' social media pages. Paid features, such as digital advertisements, enable marketers to expand their audience reach by leveraging the concept of electronic word-of-mouth (eWOM). In this context, marketers encourage users and public figures to share their experiences with the products, thereby fostering organic promotional collaboration (Nadhiroh, 2020). The fashion industry has experienced rapid growth over the past few decades, in line with the expansion of global boundaries (Gaspar et al., 2016). Fashion itself is a form of non-verbal communication, in which individuals can express moods, identities, or particular messages through what they wear

(Tomida & Satrio, 2016). Although often synonymous with clothing, fashion actually encompasses more than just apparel—it includes accessories, lifestyle elements, and aesthetic styles (Trisnawati, 2011). Thus, fashion can be understood as a form of self-expression that involves the creation and consumption of clothing, accessories, and lifestyle products. Through fashion, individuals can experiment with various styles, colors, and textures, while also expressing their uniqueness and creativity.

In Indonesia, the fashion sector is one of the fastest-growing business industries. It is a dynamic and ever-evolving industry that both reflects and shapes cultural values, social norms, and personal identities. This ongoing development has contributed to the emergence of numerous local fashion brands. As a result, social media marketing plays a crucial role in the development of fashion brands, particularly in increasing visibility and driving continuous sales growth. Brand awareness is the initial step for consumers toward recognizing any new product or brand promoted through advertising. It refers to an individual's knowledge of a particular brand, which extends beyond mere familiarity with the brand name or previous exposure. Rather, it involves the association of the brand with its name, logo, symbols, and other identifying elements (Oriakhi et al., 2023). As brand awareness increases among consumers, it also enhances the brand image of the fashion brand, thereby fostering consumer loyalty toward the products offered by that brand (Oktavia et al., 2024).

Brand image has a significant influence on purchase intention. A brand's image is formed through consumer experiences, information, and interactions with the brand. Purchase intention is considered a vital component of consumer buying behavior, as it influences how consumers make choices among competing brands in the market (Abirami & Krishnan, 2018). The topic of purchase intention is important as it plays a key role in marketing and business. It refers to the decision-making process in which consumers evaluate various conditions and reasons before making a purchase (Kotler & Armstrong, 2018). Purchase intention arises after a consumer receives a stimulus from a product they encounter, which leads to a tendency to try the product, and eventually generates the intention or urge to buy it. The perceived value and advantages offered by a fashion brand can influence an individual's purchase intention—the greater the perceived value and benefits, the stronger the intention to purchase (Zeithaml, 1988). Purchase intention reflects a consumer's tendency or attitude toward buying a product or service from a specific brand or company. It is a crucial tool for marketers to understand the level of consumer interest in their products or services. This insight enables marketers to design more effective sales strategies, develop more efficient advertising campaigns, and better target the appropriate audience. This study uses Erigo in Indonesia as the research object because Erigo is a popular local fashion brand originally from Indonesia. Its popularity extends not only within Indonesia but also internationally. Based on the aforementioned previous studies, the researcher is interested in examining the independent variables of Social Media Marketing, eWOM, Brand Awareness, and Brand Image. The dependent variable used in this study is Purchase Intention. The research object focuses on consumers of the Erigo fashion brand in Indonesia.

METHOD

This research is classified as basic research, as it aims to test, modify, and develop theories from previous studies. The independent variables in this study are social media marketing and eWOM, while the mediating variables are brand awareness and brand image. The dependent variable used is purchase intention. All data used in this study are quantitative in nature, and will be analyzed statistically. The target population consists of Erigo product customers in Indonesia. The sample in this study will be selected using a non-probability sampling technique, with a total of 180 respondents. The data analysis method employed is Structural Equation Modeling (SEM) using AMOS Graphics version 21.0.

RESULTS AND DISCUSSION

The research data used in this study were obtained from questionnaires distributed online to all respondents who met the criteria, using Google Forms. A total of 180 respondents provided valid data that met the requirements for further analysis. The data description includes an overview of the respondents' profiles, which are categorized based on gender, age, last level of education, duration of following the @erigostore social media account, products purchased, frequently used social media platforms, and frequently used fashion brands (other than Erigo). The data are presented in Table 1.

Table 1. Demographic Respondent

No	Profile	Amount	Percentage
1	Gender		
	Male	117	65,0%
	Fenale	63	35,0%
2	Age		
	17 – 21	14	7,8%
	22 – 26	102	56,7%
	27 – 31	52	28,9%
	32 - 36	11	6,1%
	> 37	1	0,6%
3	Education		
	High School	35	19,4%
	Diploma	10	5,6%
	Bachelor	121	67,2%
	Master Degree	14	7,8%
4	Following account the @erigostore		
	Under 1 year	78	43,3%
	1 – 5 years	95	52,8%
	5 – 10 years	5	2,8%
	Over 10 years	2	1,1%
5	Purchased Products		
	Clothing	108	60,0%
	Jackets	42	23,2%
	Bag	16	8,9%
	Accessories	14	7,8%
6	Frequently Used/Used Social Media		
	Facebook	4	2,2%
	Instagram	141	78,3%
	Tiktok	25	13,9%
	Twitter	8	4,4%
	Youtube	2	1,1%
7	Frequently Brands Fashion Used		
	Zara	11	6,1%
	H&M	24	13,3%
	Excecutive	10	5,6%
	Uniqlo	67	37,2%
	3Second	68	37,8%
	Check Amount	180	100%

Measurement Model

The measurement model was developed using SPSS Amos version 21 software. The initial step in analyzing the measurement model is to analyze the goodness of fit of the measurement model. The goodness of fit value of the measurement model must meet the criteria before proceeding to the next analysis. Five indices are used to assess the goodness of fit of the measurement model, namely CMIN/DF, RMSEA, GFI, CFI, and TLI. Figure 1 shows the measurement model in this study.

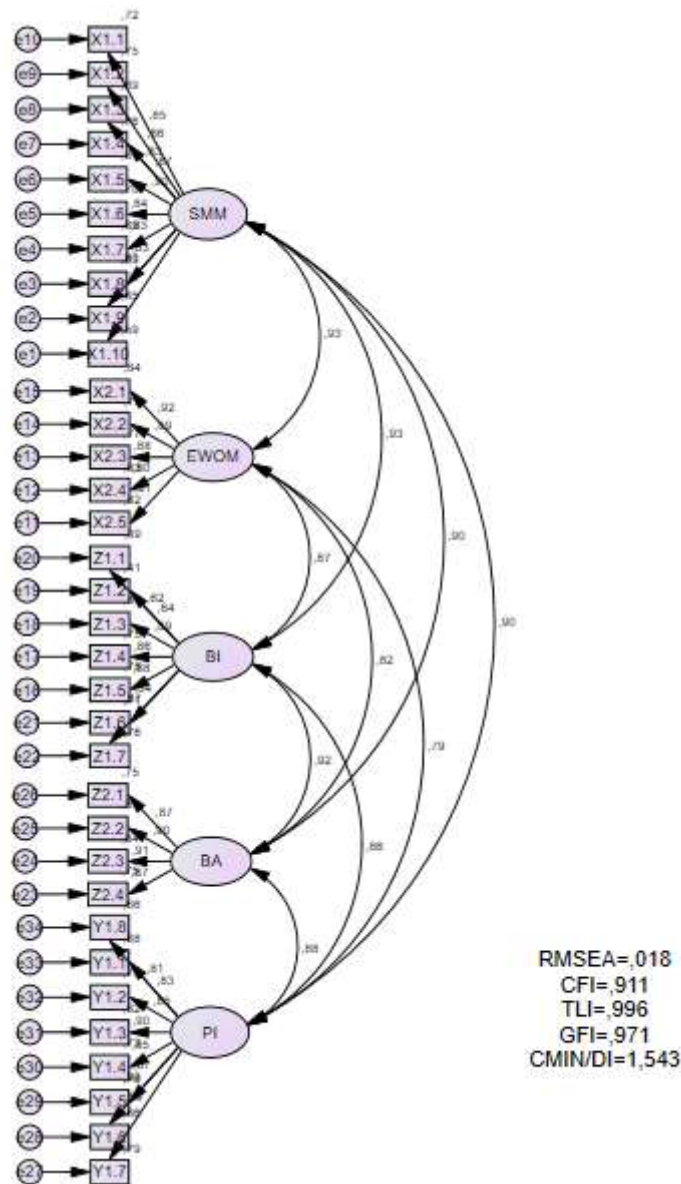


Figure 1. Measurement Model

Structural Model

The structural model or measurement model was conducted using SPSS Amos software version 21. The initial step in conducting a structural model analysis is to analyze the goodness of fit of the structural model. The goodness of fit value of the structural model must meet the criteria before proceeding to the next analysis. There are five indices used to assess the goodness of fit of the model in the structural model, namely CMIN/DF, RMSEA, GFI, CFI, and TLI. The following is a figure 2 showing the structural model in this study and table 2 showing the goodness of fit in the structural model analysis. The influence among these variables can be determined by whether the results from the structural model are statistically significant or not. The results of the hypothesis testing in this study are presented in Table 2.

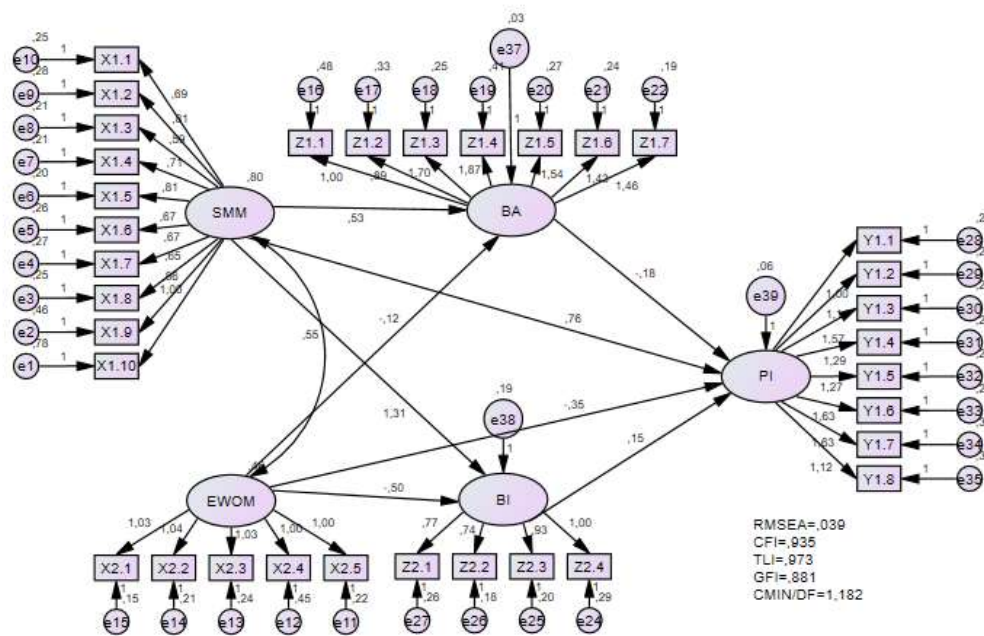


Figure 2. Structural Model

The structural model fit analysis indicates that the model meets several key goodness-of-fit criteria (Hair, Joseph, et al. 2014). The Normed Chi-square (CMIN/DF) value is 1.182, which falls below the recommended threshold of 2.00, indicating a good fit. The Root Mean Square Error of Approximation (RMSEA) is also within acceptable limits, with a value of 0.039, suggesting a good model fit as it is well below the threshold of 0.08. The Goodness of Fit Index (GFI) is recorded at 0.881, which falls within the range of 0.80 to 0.90 and thus is considered a marginal fit. Meanwhile, the Comparative Fit Index (CFI) shows a value of 0.935, exceeding the minimum recommended value of 0.90 and indicating a good fit. Similarly, the Tucker Lewis Index (TLI) registers at 0.973, which also surpasses the 0.90 threshold, supporting the conclusion that the structural model fits the data well. Overall, the results demonstrate that the model is acceptable and adequately represents the underlying data structure.

Table 2. Hypothesis Testing

Hypothesis	Effects	Estimate	S.E.	C.R.	P	Label
H1	SMM → BA	0,533	0,103	5,151	***	Supported
H2	SMM → PI	0,757	0,229	3,307	***	Supported
H3	SMM → BI	1,309	0,207	6,323	***	Supported
H4	EWOM → BI	-0,499	0,245	-2,036	0,042	Supported
H5	EWOM → BA	-0,116	0,101	-1,148	0,251	Not supported
H6	EWOM → PI	-0,35	0,159	-2,197	0,028	Supported
H7	BA → PI	-0,18	0,209	-0,861	0,389	Not supported
H8	BI → PI	0,147	0,084	2,742	0,002	Supported

Information : *** = significant, *p*-value ≤ 0,05

It can be seen that the most frequently used social media by respondents is Instagram, with 141 respondents or 78.3% of the total respondents. Meanwhile, the least frequently used social media is YouTube, which is used by only 2 respondents or 1.1%. The majority of Erigo

consumers actively use Instagram as their primary platform to obtain information, interact, and follow brand developments. This is highly relevant to Instagram's characteristics as a visual-based medium that is very suitable for displaying fashion content, lookbooks, product campaigns, and lifestyle. Strong product visualizations on Instagram also increase interest and purchase decisions, especially among young consumers who are highly responsive to trends and aesthetic displays. Conversely, the low use of YouTube indicates that Erigo consumers tend to prefer fast, short, and easily accessible visual content, such as that available on Instagram or even TikTok, compared to long-form video content like on YouTube. This indicates that Erigo's digital marketing strategy is appropriate by focusing on platforms like Instagram, which have high potential for building brand awareness, engagement, and conversions.

The findings of this study reveal that social media marketing plays a crucial role in enhancing brand awareness, brand image, and ultimately purchase intention. By consistently engaging consumers through creative and interactive content on platforms like Instagram and Facebook, brands can strengthen their visibility and foster positive perceptions (Putra & Aristana, 2020). A strong social media presence allows consumers to connect with the brand emotionally and cognitively (Manthiou et al., 2014), which encourages a stronger desire to purchase. Moreover, social media marketing significantly contributes to shaping a favorable brand image (Praharjo & Wijaya, 2023). Well-curated content, storytelling, and digital branding strategies enhance how consumers perceive the brand, leading to stronger brand loyalty and interest in making a purchase. On the other hand, the study finds that electronic word-of-mouth (eWOM) can negatively impact both brand image and purchase intention when the shared information consists of negative reviews or consumer dissatisfaction. In the fashion industry, where consumer perception is highly sensitive, negative online comments can diminish brand value and discourage potential buyers (Rahmat, S. I., & Erdiansyah, R, 2024).

Interestingly, the study reveals that eWOM does not significantly influence brand awareness. This indicates that even though consumers are exposed to conversations about a brand online, their recognition or familiarity with the brand may not be affected unless the content resonates deeply or is widely trusted. Furthermore, brand awareness alone does not necessarily lead to purchase intention. Consumers may be aware of a brand, yet choose not to engage in purchasing behavior if the brand fails to establish a compelling or trustworthy image. In contrast, a strong and positive brand image proves to be a critical factor in encouraging consumer intent to buy. Overall, the results highlight the importance of managing brand image and leveraging social media marketing effectively, while also monitoring and responding to eWOM to sustain consumer interest and trust.

CONCLUSION

The study found that social media marketing has a strong and meaningful impact on how consumers recognize and engage with a brand. It significantly increases brand awareness, shapes a more favorable brand image, and directly influences consumers' intention to make a purchase. These findings highlight the strategic importance of utilizing social media as a marketing tool to build stronger brand-customer relationships. In contrast, electronic word-of-mouth (eWOM) shows a more complex influence. While it significantly harms brand image and reduces consumers' intention to purchase, it does not have a meaningful effect on increasing brand awareness. This suggests that negative online reviews or comments may not stop people from knowing about a brand but can damage how they perceive it and whether they want to buy from it. Additionally, although brand awareness is positively related to purchase intention, the relationship is not strong enough to be considered significant. This indicates that knowing a brand alone may not be sufficient to influence buying behavior. Meanwhile, brand image has a clearly positive and significant influence on purchase intention, reinforcing the

idea that how a brand is perceived emotionally and visually plays a crucial role in consumer decision-making.

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