



Factors Influencing Purchase Intention with Brand Awareness as a Mediator on Local Fashion Brand Products

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ABSTRACT

This research aims to know which factors are more affective to increasing and attracting consumer purchase intentions in local fashion brands. This research used quantitative method by distributing questionnaires which obtains as many as 475 respondents with a population of people who have purchased or used local fashion products in Indonesia. The data analysis method uses PLS-SEM through SmartPLS 3.0. The results of the study show that several factors have a significant effect on purchase intention such as product quality and brand awareness. Meanwhile brand awareness mediates the relationship between purchase intention and social media marketing and addition brand awareness also mediates the relationship between purchase intention and celebrity endorser. This study show that local fashion brand business must pay more attention to product quality factors and build awareness of their business brand. Creating high brand awareness in the community will be very influential for businesses to be able to know that there business exists.

INTRODUCTION

The world of fashion in the era of technological advances is increasingly widespread through various digital platforms, one of which is social media. The existence of technological developments makes it easier for people to shop which can be done online on social media or other platforms (Rahmawati, 2022). In addition, in this digital era, it also creates many opportunities for people to start selling in a faster and more effective way in reaching consumers by marketing online. Since technology has developed, many foreign fashion brands have entered Indonesia which has resulted in competition, which is not only competing with other local fashion brands but also with foreign fashion brands (Sherly et al., 2020). Over time, more and more foreign fashion brands are entering Indonesia, making the competition even tougher, and local fashion brand companies are experiencing problems in competing and having difficulties in maintaining

the continuity of their business. This is a challenge for local fashion companies to maintain their business. However, the fashion industry in Indonesia can also compete with each other by improving product quality, because most consumers will buy a product that always prioritizes quality and to generate high consumer purchase intentions, companies must be able to provide promising product quality (Nabila & Negoro, 2020).

In running a business along with the times and technology, business people need to upgrade their marketing strategy to be able to reach a wider market, namely social media marketing, where social media marketing is an activity or action that can encourage businesses to introduce their products through visuals with a wide reach. wider market and to increase awareness or recognition of a brand, product, or business. Brands that are well-known to the public can generate high trust and a sense of security for the product or brand. The success of a business in creating brand awareness is inseparable from the existence of social media marketing which has the aim of introducing excellence and offering products to consumers (Upadana & Komang, 2020). Current technological sophistication, the traditional strategy known as word of mouth has developed into a more modern strategy, namely the influence of word of mouth electronically, online, or E-WOM. E-WOM is also an important factor in attracting consumer buying interest. Where consumers who want to purchase products on social media online will first look for information related to the product to be purchased through reviews, comments, or feedback from other consumers who have already made purchases of these products (Yusniawati & Prasetyo, 2022).

Then it can also be through endorsements in attracting and increasing consumer buying interest, with products used by a celebrity who has good appeal and promotional abilities can be a driving force in aspects of promotion or advertising for businesses as well as with a large number of followers making this celebrity endorser one of the important factors in increasing brand recognition to the general public which will ultimately lead to increased consumer purchase intentions for the products used (Watung et al., 2022). The formulation of the problem related to this study is whether social media marketing, celebrity endorser, E-WOM, price, and product quality affect consumer purchase intentions mediated by brand awareness of local fashion brand products to be able to help local fashion brands in knowing the elements or which factors are more effective in increasing and attracting consumer purchase intentions with a wider range. Based on the formulation of the problems listed, the hypothesis is set as follows:

H1: Social Media Marketing has a significant positive effect on Purchase Intention.

H2: Celebrity endorsers have a significant positive effect on Purchase Intention.

H3: E-WOM has a significant positive effect on Purchase Intention.

H4: Price has a significant positive effect on Purchase Intention.

H5: Product Quality has a significant positive effect on Purchase Intention

H6: Brand Awareness has a significant positive effect on Purchase Intention.

H7: Social Media Marketing has a significant positive effect on Purchase Intention through Brand Awareness.

H8: Celebrity endorsers have a significant positive effect on Purchase Intention through Brand Awareness.

H9: E-WOM has a significant positive effect on Purchase Intention through Brand Awareness

LITERATURE REVIEW

Social Media Marketing

Social Media Marketing is a type of marketing that is carried out online on social media used as a means to promote products or services widely, social media advertising is a form of digital network and web advertising that has become a way of successful marketing communication. It's the latest and most popular form of social media marketing, from connections

to websites to pay-per-click ads, the internet now has everything (Ihaturrahma, Nahda and Kusumawati, 2021). Kurnia, Steven and Susanto, Yosef Budi and Juliadi (2022). Marketing includes selling and advertising products to the public. Digital marketing is also known as an activity that promotes products or services made by digital media, such as social media, email, website, etc.

Celebrity Endorse

Celebrities are people who are known in a large and wide range of groups through characteristics, skills, attractiveness, lifestyle in getting high attention from crowds. Celebrity Endorser is one of the most sought-after tools by entrepreneurs to display advertisements with images of celebrities and reputations to promote their brand (Irfanoglu, Muge and Reem, 2020). Setiawan & Rabuani (2019) celebrity endorsers are people who can influence through videos or photos through messages given or commonly known to the public figures such as artists, sports athletes, singers and people who have other achievements. According to Illahi, Azizun Kurnia and Dewanto (2020) social media influencer or known as celebrity endorser is a figure who is able to communicate or disseminate information effectively to his followers or followers, so it is possible to indicate the greatest possibility of information – information provided by an influencer can be trusted and well received by the public compared to the transmission of information carried out in traditional media.

E-WOM

Electronic word of mouth is one of the most important aspects for business owners, where what will be delivered by consumers will greatly influence there are other individuals to make purchases. Electronic word of mouth can be expressed as a statement either positive or negative submitted by the consumer in actual connection with a product or service of a brand or company through the Internet (Saputra, I Kadek Ary and I Gusti, 2020). E-WOM is a form of communication delivering both negative and positive messages that can be found or seen on social media, website or e-commerce umkm or related enterprise (Yusniawati & Prasetyo, 2022).

Price

Price is the only part of the marketing mix that can generate revenue for a company or organization. Price can also be described as a quantity or other aspect that is included in the use from which a product can be obtained Nasution, Siti Lam'ah (2020). Price is an important component because it is a very sensitive part, both for the seller and the buyer. According to Menurut Kotler & Keller (2016) price is the value of money spent on a product and service or the amount of something replaced or exchanged by a customer for the benefit of using a product or service.

Product Quality

Product quality in an organization or company can attract the interest of consumers and can be a form of management of good relationships between customers and companies. Products play an important role in every company, with the presence of new business processes that can be run by companies. And the creation of products is usually based on the needs and wishes of customers (Nasution, Siti Lam'ah, 2020). Product quality is also understood as a description of how a product is evaluated, both from the process and materials of manufacture, the duration of the product to the benefits of a product for its users (Maurencia, et al, 2021).

Brand Awareness

Brand awareness plays an important role in business, consumers will generally buy a product or service on a well-known and trusted brand, it can also be a brand that first appears to be criticized by the public, most likely that's what will be chosen and bought (Sutariningsih & K

Widagda, 2021). According to Izhaturrahma, Nahda and Kusumawati (2021) there are two aspects of brand awareness: brand recall and brand recognition.

Brand awareness is a form of a person's ability to remember or recognize a particular brand. Brand awareness becomes something that is able to show how big a consumer is in considering the existence of a brand or brand in the minds of the public (B. Setiawan & Rabuani, 2019). A brand that is known to many people is able to create a sense of security against possible risks – risks that may occur and harm the consumer. It requires an approach from the company to potential consumers to be able to build brand awareness by the public so that the brand or product is more recognizable and remembered than other brands (Upadana & Komang, 2020).

Purchase Intention

Purchase Intention is a feeling or desire seen from how much a person has the will to his desire to the process of buying (Fitriani, Ni Made and Bianka, 2022). Buying interest is a condition or behavior of a consumer who has a desire and desire for a product based on the circumstances when seeing and feeling having desire to the product (Negara, Gumilang Adhi and Indira, 2020) .

Saputra, I Kadek Ary and I Gusti (2020) stated that consumer purchase intention is a phase in which consumers pass the evaluation related to information obtained and then become the fruit of the mind by consumers to buy. The development of a person's interest in buying is when the consumer has several alternative products or services that are subsequent to the choice of such consumers make a purchase on one of the products chosen according to the value and benefits based on the needs of the consumers. (Rohman, Isnanda Zainur and Athanasius, 2020).

METHODS

This study used a quantitative approach by distributing questionnaires using the Google form which obtained as many as 475 respondents with a population of people or people who had purchased or used local fashion products, including the brands Erigo, MalikabyModelano, Hoodieku, Genevie, Jiniso, and others. The brands above are local Indonesian products engaged in clothing or fashion. The sampling technique is used non-probability sampling. According to Nurrahmah, Arfatin (2021) in non-probability sampling, each element cannot be known whether it will have the opportunity to become a sample or not, and not all of them have the opportunity to be selected as a sample. From the Non-probability sampling technique, the method used is purposive sampling where the sample collection method takes into account several elements that are adjusted to the desired criteria to determine the number of samples to be analyzed or studied. This study has 5 independent variables, namely social media marketing, celebrity endorsers, e-wom, price, and product quality. The mediating variable is brand awareness. While the dependent variable is purchase intention.

In this study used primary and secondary data. Primary data is data obtained from respondents through distributing questionnaires using a 5-point Likert scale namely, (1) strongly disagree, (2) disagree, (3) neutral, (4) agree and (5) strongly agree. The data on the questionnaire contains the identity of the respondent such as name, gender, domicile, and questions related to each variable. The questionnaire in this study was distributed directly to all people who had purchased local fashion. Apart from using primary data, this study also uses secondary data as a source of literature such as journals, articles to books. The data analysis method is used Smart PLS-SEM. Where indicator data based on variables will be tested and analyzed to be able to display a picture of the relationship between variables. The purpose of using the Smart PLS-SEM application is to test the results of the model description in this study, namely the influence of social media marketing, celebrity endorsers, EWOM, price, and product quality on purchase intention that mediated by brand awareness.

RESULTS

Outer Loading Testing

An indicator of the construct variable is declared valid or not, namely based on the value of the outer loadings. If the outer loadings value is greater than 0.4 then the indicator is declared valid. The results on convergent validity show the outer loadings value of each indicator in a study with a value greater than 0.4, so all of these indicators are valid (Siagian & Khair, 2018).

Reliability trials are processed by looking at the reliability of contracts or latent variables, then the reliable data can be checked on the results of composite reliability values. Composite reliability must be higher than 0.70 (in exploratory research, 0.60 to 0.70 is considered acceptable) (et al Hair, 2019). The results of the reliability data test are shown in Table 4.8 and the results of this data test obtain a composite reliability value above 0.6 so that it can be declared reliable.

Table 2. Outer Loadings Value

Variables	Outer Loadings	Conclusion
BA1	0.607	Valid
BA2	0.816	Valid
BA3	0.807	Valid
CE1	0.811	Valid
CE2	0.721	Valid
CE5	0.697	Valid
EWOM2	0.930	Valid
EWOM3	0.416	Valid
PI1	0.717	Valid
PI2	0.695	Valid
PI3	0.780	Valid
PQ1	0.766	Valid
PQ2	0.649	Valid
PQ4	0.815	Valid
P1	0.760	Valid
P2	0.707	Valid
P4	0.729	Valid
SMM2	0.840	Valid
SMM5	0.760	Valid

Source: Data Processed, 2023.

R-Square Test

The results of testing the hypothesis in this study show that the R Square value on the dependent variable purchase intention is 54.2% which can be concluded that the variables social media marketing, celebrity endorser, EWOM, price, product quality, and brand awareness can explain the dependent variable purchase intention of 54.2% and 45.8% stated that there were variables or other factors outside of this study that could affect the dependent variable which brand image, trust, customer engagement, customer relationship management as found in the research Herjanto & Adiwijaya (2020), Kaihatu (2020), Dastane (2020). R Square value on the mediate variable brand awareness is 40% which brand awareness mediates the relationship

between purchase intention and social media marketing and celebrity endorser and 60% stated that there were other variables outside of this study that could affect the variables which customer purchase decision, online purchase decision (Yohanes & Lena, 2021) and (Yusniawati & Prasetyo, 2022).

Table 3. R-Square Test Results

Variables	R Square	Percentage
Brand Awareness	0.400	0.650
Purchase Intention	0.542	0.671

Source: Data Processed, 2023.

Direct Effect Test

After testing the validity and reliability of data instruments, the data analysis was carried out by testing the structural model (inner model). Inner model analysis is done by looking at the T-Statistics and R-Square values in the PLS Algorithm. Direct influence without mediation structural model tests are performed to see the significance value of the relationship between independent variable and dependent variable. Variable relationships can be expressed as significant or acceptable when they have statistical T values above 1.96 (J. Hair et al., 2018)

Table 4. Direct Effect Test Results

Direct Effect	T-Statistic	Result
Social Media Marketing -> Purchase Intention	0.933	Not Significant
Celebrity Endorser ->Purchase Intention	1.534	Not Significant
EWOM -> Purchase Intention	0.112	Not Significant
Price -> Purchase Intention	1.663	Not Significant
Product Quality -> Purchase Intention	5.231	Significant
Brand Awareness -> Purchase Intention	5.901	Significant

Source: Data Processed, 2023.

Indirect Effect Test

Indirect model testing is done with indirect influence variables between independent variables, dependent on mediation. The magnitude of the relationship of independent variables with dependent variables and the presence of mediated variables can be seen in the results of specific indirect effects. Variable relationships can be expressed as significant or acceptable when they have a statistical T value above 1.96 (J. Hair et al., 2018).

Table 5. Indirect Effect Test Results

Indirect Effect	T-Statistic	Result
Social Media Marketing -> Brand Awareness -> Purchase Intention	3.387	Significant
Celebrity Endorser -> Brand Awareness -> Purchase Intention	5.002	Significant
EWOM ->Brand Awareness -> Purchase Intention	1.766	Not Significant

Source: Data Processed, 2023.

DISCUSSION

The Influence Social Media Marketing on Purchase Intention

The results of testing the direct effect of social media marketing variables on purchase intention obtain a value of 0.933. If the value of the direct effect is less than 1.96 then the variable is declared irrelevant or not significant. From this research, it shows that the social media marketing variable on purchase intention is not in line with research results by Mikhael & Marcellia (2022) and Putra & Aristana (2020). The results of testing hypothesis 1 can be concluded that marketing carried out by local Indonesian fashion brands on social media is not able to influence or increase consumer purchase intentions.

The Influence of Celebrity endorsers on Purchase Intention

The results of testing the direct influence of the celebrity endorser variable on purchase intention obtain a value of 1.534. If the value of the direct effect is less than 1.96 then the variable is declared irrelevant or not significant. From this research, it shows that the celebrity endorser variable on purchase intention is not in line with the results of research by Sijoatmodjo & Sotedja (2021) and Setiawan & Aksari (2020). The results of testing on hypothesis 2 can be concluded that not all endorsed celebrities can provide feedback by expectation which aims to increase customer buying interest.

The Influence of E-WOM has on Purchase Intention

The results of testing the direct effect of the EWOM variable on purchase intention obtain a value of 0.112. If the value of the direct effect is less than 1.96 then the variable is declared irrelevant or not significant. From this research, it shows that the EWOM variable on purchase intention is not in line with research by Anisa & Novi, (2022) and Wedayanti & I Gusti (2020). The results of testing hypothesis 3 can be concluded that the presence of EWOM does not affect interest in buying local fashion brands in this study.

The Influence of Price on Purchase Intention

The results of testing the direct effect of the price variable on purchase intention obtain a value of 1.663. If the value of the direct effect is less than 1.96 then the variable is declared irrelevant or not significant. From this research, it shows that the price variable on purchase intention is not in line with research by Prastiwi et al., (2020) and Kesumahati & Jecki (2022). The results of testing hypothesis 4 can be concluded that price is not a determinant for consumers to shop for local fashion products.

The Influence of Product Quality on Purchase Intention

The results of testing the direct effect of the product quality variable on purchase intention obtain a value of 5.231. If the value of the direct effect is more than 1.96 then the variable is declared relevant or significant. From this research, it shows that the product quality variable on purchase intention is research by Johari & Keni (2022), Febrianti & Respati (2020), and Chong et al (2022) The results of testing hypothesis 5 can be concluded that product quality is one of the interests of customers in buying local fashion products.

The Influence of Brand Awareness on Purchase Intention

The results of testing the direct effect of the brand awareness variable on purchase intention obtain a value of 5.901. If the value of the direct effect is more than 1.96 then the variable is declared relevant or significant. From this research, it shows that the product quality variable on purchase intention is research by Tsabitah & Anggraeni, (2021), Ahdiany (2021) and Sijoatmodjo & Sotedja (2021). The results of testing hypothesis 6 can be concluded that brand awareness can

provide differentiation for each product that can remind the public of the uniqueness or characteristics created by the brand.

The Influent of Social Media Marketing on Purchase Intention through Brand Awareness

The results of testing the indirect effect of the brand awareness variable which mediates the relationship between social media marketing and purchase intention obtain a value of 3.387. If the value of the indirect effect is more than 1.96 then the variable is declared relevant or significant. From this research, it shows that the brand awareness variable that mediates the relationship between social media marketing and purchase intention is research by Sutariningsih & K Widagda (2021), Herlina et al (2022) and Putra & Aristana (2020). The results of testing on hypothesis 7 can be concluded that the more known and remembered a local fashion brand is, the more the product will provide its attractiveness which will lead to consumer buying interest.

The Influence Celebrity endorsers on Purchase Intention through Brand Awareness

The results of testing the indirect effect of the brand awareness variable which mediates the relationship between celebrity endorsers and purchase intention obtain a value of 5.002. If the value of the indirect effect is more than 1.96 then the variable is declared relevant or significant. From this research, it shows that the variable brand awareness mediates the relationship between celebrity endorsers and purchase intention according to research Setiawan & Aksari (2020), Banurea & Ni (2020) and Amitay et al (2020). The results of testing hypothesis 8 can be concluded that products promoted by famous people can increase brand awareness of a brand so that when customers want to shop for clothes, local fashion brands promoted by these celebrities will be an alternative for consumers.

The Influence of E-WOM on Purchase Intention through Brand Awareness

The results of testing the indirect effect of the brand awareness variable which mediates the relationship between EWOM and purchase intention obtain a value of 1.766. If the value of the indirect effect is less than 1.96 then the variable is declared irrelevant or not significant. From this research, it shows that the brand awareness variable that mediates the relationship between EWOM and purchase intention is not in line with research by Ulan et al (2022) and Sumampouw et al (2022). The results of testing on hypothesis 9 can be concluded that EWOM is obtained from the results of consumers who have experienced or used a product so brand awareness is not a benchmark for someone to be able to give good reviews or impressions to be able to increase someone's buying interest.

The results of the research hypothesis can be seen from the T-Statistics values in the table above for hypotheses with direct and indirect effects. If the T-Statistics value ≥ 1.96 , then the hypothesis is declared relevant or significant. In this study, 4 hypotheses have a significant effect, one of which is the direct effect relationship of the independent variable product quality with the dependent variable purchase intention and brand awareness with purchase intention. Then on the indirect effect variable, there is a relationship between brand awareness variables mediating the relationship between social media marketing and purchase intention and brand awareness variables mediating the relationship between celebrity endorsers and purchase intention. Because the four hypotheses have a T-Statistics value ≥ 1.96 . Likewise for the other 5 hypotheses, because they have a T-Statistics value below 1.96, the five hypotheses are declared to have no significant effect.

CONCLUSION

This study aims to find out what influences can be made to increase buying interest which is mediated through brand awareness of Indonesian local fashion products. Based on the data

processing results, it shows that there are several significant and insignificant variables. Product quality and brand awareness have a significant direct effect on customer purchase intentions in local Indonesian fashion. In addition, social media marketing, E-WOM, celebrity endorser, and price do not have a significant effect on purchase intention. Meanwhile, for the indirect effect there are also social media marketing and celebrity endorsers mediated by brand awareness which have a significant influence on purchase intentions. E-WOM which is mediated by brand awareness does not have a significant effect on purchase intention.

Therefore, local fashion business owners must pay more attention to product quality factors and build awareness of their business brand. Creating high brand awareness in the community will be very influential for businesses to be able to know that their business exists, that way if someone wants to buy clothes they will remember the brand because brand awareness has been created in the minds of the public with good product quality which will create repurchase by customers.

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