

The Effect of Online Consumer Interaction and Shopping Motivation on Purchase Intention

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Abstract – Consumer interaction has become more critical than ever. The interaction may happen on various platforms, for instance, brand webpage and social media. This study examines consumer interaction and shopping motivation on purchase intention mediated by EWOM, brand awareness, and brand attitude in the beauty products context. After gathered 300 valid respondents, this study used Structural Equation Modelling (SEM) to analyze the data. The results showed that purchase intention is influenced directly by E-WOM, opinion seeking, annoyance, and brand attitude. Besides, brand page commitment and annoyance influence purchase intention, mediated by E-WOM. Interestingly, viral advertisement, brand awareness, and brand page commitment do not influence purchase intention directly. Research implications and directions for future studies are discussed.

Keywords: Opinion Seeking, Viral Advertisement, Annoyance, Brand Page Commitment, Hedonic, Utilitarian, Brand Awareness, Electronic Word of Mouth, Brand Attitude.

Introduction

Social media is the most sophisticated invention in the 21st century that has removed communication barriers and create a decentralized communication channel (Patil, 2015). Social media is used as a platform for people to communicate, share ideas, bridge the gap of communication, information source, and crucial tool for marketing, especially interacting with the customer (Baruah, 2012). Based on Forbes, there are 4.02 billion internet users around the globe, with active users up to 3.2 billion or equal to 42% of the world's total population (Shaw, 2018). With the rapid development of online communication, the popularity and level of engagement between social media users have grown (Perreault & Mosconi, 2018). Companies see this phenomenon as an opportunity to approach customers and tools to offer their products/services (Chandrasekara, 2015). Social media marketing can also act as a bridge between customers and brands (Paquette, 2013). Marketers, therefore, use social media as an element of their marketing campaign (Leung, Bai, & Stahura, 2015).

The tactic of rapidly propagating media marketing information at a lower cost is through viral advertising, also known as electronic Word-Of-Mouth (e-WOM) (Koch & Benlian, 2015). Viral advertising happened when social media users share their opinions and recommendations through digital content and influence other users' purchasing decisions and their views on companies (Fransen, Verlegh, & Smit, 2015). Four major industries, such as healthcare, financial, travel, and retail industries, feel the most benefits from social media marketing (Distaso, 2017). Based on Business Insider, the top 500 retailers in the world earned approximately \$6.5 billion in revenue in 2017 from social media advertising (Pandolph, 2018). Around 72% of 2000 Instagram users surveyed say that they purchased fashion, beauty, or style-related products after seeing them on social media. The most bought categories were clothes, cosmetics, shoes, and jewelry (Salpini, 2017).

As of January 2018, Indonesia occupied third place with the most internet users in the Asia Pacific, with 132.7 million users (Baron, 2018). Businesses like the cosmetics industry have learned to make online marketing their competitive edge (Chattaraj, Mazumder, & Lahiri, 2018). While the demand for personal care and cosmetics in Indonesia such as skincare, makeup, hair care products consistently grew 10-15% per annum (Cheong & Michalski, 2016). Cosmetics brands triumph over digital marketing by using three popular methods, the first one

they applied search engine optimization to understand their market based on the user's search trace. Second, employ an influencer-driven approach to reach digital-savvy shoppers. Third, make sure the official web page is user-friendly and has fewer struggles to help customers be more confident in purchasing after exposure to several influential contents (Grosman, 2018). Based on the previous study, the impact of e-WOM on consumers' purchase intention in social media has been known significantly (Jamali & Khan, 2018). Besides, brand page commitment that builds a long-term relationship between the Brand and its consumers positively impacts customers' purchase of the products. Moreover, hedonism and utilitarian as the determinant of brand attitude influence purchase intention (Lou & Koh, 2016). One of the examples of hedonism is people willing to purchase a product because of pride and the fear of missing out. On the other hand, utilitarian is known to be more based on rational necessity and the good value of money (Mundel, Huddleston, Behe, Sage, & Latona, 2018).

Marketers use a smart visual content strategy to make social media talks about their products (Stemler, 2015). The more people talk, the more they discover (Hayes, Shan, & Applequisr, 2016). Campaigns nowadays must consider what is right for different platforms and draw on brand recognition and brand page commitment to improving purchasing intention (Jesse, 2016). The hesitation of purchase is caused by annoyance (Jamali & Khan, 2018), which can be in the form of repetitive advertisement (Hsu & Pann, 2017). Besides electronic word of mouth (Tariq, Abbas, Abrar, & Iqbal, 2018), consumer purchase intention increases by viral advertisements that are spread rapidly (Vianna, de Mesquita, Linhares, & Moreira, 2016). The availability to seek opinion is also important to increase purchase intention in e-commerce (Cong & Zheng, 2017).

Similar to the previous research (2018), which examines factors affecting Samsung customers' purchase intention, this research investigates factors affecting cosmetic products' purchase intention. Jamali & Khan (2018) examined several independent variables; viral advertisement, opinion seeking, annoyance, and brand page commitment. Furthermore, this study investigates further by adding brand attitude, brand awareness, and E-WOM as the mediating variables to get a more comprehensive framework. Besides, this study also includes attitudinal aspects, such as hedonic and utilitarian, as the independent variable. Lou & Koh (2016) stated that attitudes such as like or dislike toward an advertisement could be a unidimensional construct.

A. Consumer Interaction

Consumer interaction could be generally characterized as any action taken by a person that affects the valuations or decisions of other consumers concerning a product or service (Wang & Yu, 2017). In addition, this research concentrated exclusively on opinion-seeking, viral ads, brand page commitment, and annoyance as part of customer interaction (Gunawan & Huarng, 2015).

1. Opinion Seeking

The search for an opinion is a state in which customers search for opinions posted by others on the Internet for some endorsed claim (López & Sicilia, 2014). This behavior is part of the physiological need of the human being, which provides pleasure and helps to make better decisions (Hutter, Hautz, Dennhardt, & Füller, 2013). Social networking users include looking for feedback, suggestions, or product recommendations from other related users in the buying decision-making process (Yunus, Ariff, Som, Zakuan, & Sulaiman, 2016).

Social media users who are in touch with other users tend to seek their views (Jamali & Khan, 2018). The actors who often influence opinion-seekers to uncover new and unusual knowledge are called opinion leaders and influential people (Ma, Lee, & Goh, 2015). The

position of opinion-seeking has broader implications for both advertisers and promoters. The past investigation presented evidence of a similar construct "opinion-seeking" positively affects purchasing intention (Pandey & Khare, 2015).

H1: Opinion seeking influences purchase intention.

2. Viral Advertisement

Viral advertising is a message that travels like fire through the social media network (Jamali & Khan, 2018). Viral advertising is an innovative promotion method that allows people to spread network messages (Vianna, de Mesquita, Linhares, & Moreira, 2016). People who share a common interest may meet and interact with one another. It will encourage the trial, acceptance, and use of products and services (Trivedi, 2017). Hence, because it offers, viral ads are often chosen by marketers as a method to promote a product or service.

Viral advertising is assessed by source credibility, source convenience, and respectable source of product information (Trivedi, 2017). In addition, a positive commitment to brands will stimulate customers to take advantage of or suggest a social media viral advertisement campaign (Jamali & Khan, 2018). A much-exposed viral promotional campaign allows the consumer to share favorable knowledge about the goods and services that have been proven to affect his or her buying intention (Vianna, de Mesquita, Linhares, & Moreira, 2016).

H2: Viral advertisement influences purchase intention

3. Brand Page Commitment

A brand page engagement concept depends on the idea of a client's obligation and relates to a good consumer partnership and a passionate connection with a brand page (Shi, 2014). Brand page commitment is essential to building good relationships between customers and companies (Zhang, Benyoucef, & Zhao, 2016). Because of which the customer feels connected explicitly to the brands. It has a profound positive effect on the minds of consumers (Jamali & Khan, 2018).

Commitment can be influence by strong sense relationships (Shi, 2014), brand community support (Tajvidi, Wang, Haijli, & Love, 2017), and brand loyalty (Zhang, Benyoucef, & Zhao, 2016). A previous study shows that the commitment of the company page has a positive impact on electronic word of mouth (Siswaningsih & Halim, 2018). Brand page commitment convince the customer to interact with each other (Hutter, Hautz, Dennhardt, & Fuller, 2015). Besides, the dedication of the brand page also has a positive impact on electronic word of mouth (Siswaningsih & Halim, 2018). According to previous studies, even in low involvement situations, it has been shown that brand-page dedication affects brand recognition (Siswaningsih & Halim, 2018). Brand page commitment is an important determinant to reach brand awareness (Pappu & Quester, 2016).

H3: Brand Page Commitment Influences E-WOM

H4: Brand Page Commitment influences purchase intention

H5: Brand Page Commitment influences brand awareness

4. Annoyance

Annoyance is the uncomfortable passionate reaction to abstract overexposure to a particular form of media (Tanttu, 2017) and triggered by content in a campaign ad that you would not want to see (Jamali & Khan, 2018). Ads can be annoying in a few ways, such as pop-up ads, distracting from important or outstanding work, or even disturbing certain activities entirely. It is uncertain if this disruption is being passed to the marketed brands (Bell & Buchner, 2018)

Web users may feel irritated by various factors, such as a sense of intrusion and repetitiveness of ads or an excess of exposure to advertised content (Hutter, Hautz, Dennhardt,

& Füller, 2015). In addition, pop-up advertising banners and floating advertisements on the side of the web page often influence irritation (Hsu & Pann, 2017). The frustration with brands published in social media material confirms that they negatively impact WOM (Tanttu, 2017). Annoyance leads to electronic word-of-mouth avoidance, message skepticism, and reduced advertising value (Gvili & Levy, 2016). Brand awareness can be very intricately linked to the intensity of ads received and processed by the customer. However, the results indicate that growing brand awareness is significantly hindered by annoyance (Wulandari, 2017). Advertisements with greater exposure were more annoying and better remembered than those with less exposure (Kronrod & Huber, 2018).

H6: Annoyance influences E-WOM

H7: Annoyance influences purchase intention

H8: Annoyance influences brand awareness

B. Shopping Motivation

Shopping motivation is the foundation of a profitable transaction and allows customers to buy repeatedly (Yeh, Wang, & Yieh, 2016). A simplified but universal two-dimensional value model composed of utilitarian and hedonic components is developed (Gallarza, Arteaga, Chiappa, & Irene Gil Saura, 2017).

1. Hedonic

Hedonic purchase is stated as "a high inclusion circumstance, where any single people have a profound fall into the consumption occasion" (Khuong & Tran, 2015). Hedonic consumption provides sensual satisfaction, excitement, and shopping pleasure on its own (Seo, Yoon, & Vangelova, 2015). In other terms, hedonistic value is created by shopping experience pleasure (Lee & Wu, 2017).

Hedonic customers are affected by the experience, passion for entertainment, pleasure, and satisfaction (Rezaei, Ali, Amin, & Jayashree, 2016; Lee & Wu, 2017). In addition to finding the uniqueness of the shopping experience, hedonic customers are often determined by interactions (Etemad-Sajadi & Ghachem, 2015). A prior study found that social media brand content is restricted to entertainment-oriented, that users respond more to brand content than to embedded brand details. Therefore, hedonism has a positive impact on the brand attitude directly (Lou & Koh, 2016). Hedonic consumers significantly develop more favorable attitudes and higher intentions to buy luxury products (Lacroix & Jolibert, 2017). In addition, hedonic motivation is proven to influence behavioral intention significantly when the customer found an entertainment value in the service offered (Widyanto, Kusumawardani, & Septyawanda, 2020).

H9: Hedonic influences brand attitude

2. Utilitarian

Utilitarian customers want an efficient, balanced, and task-oriented effort related to purchasing products (Anderson, Knight, Pookulangara, & Josiam, 2014). In a complex shopping situation, the utilitarian value of customers can only find appropriate goods and services that create a perception of value rather than treating shopping as a pleasing task (Lee & Wu, 2017). Consumers seeking utilitarian value, therefore, regard shopping as a job. Utilitarian benefits are reasonably concrete and relate to productivity, utility, and economy (Wang E. S.-T., 2015).

Utilitarian customers are defined by a variety of internal variables, which are: performance, comfort, function, and realistic (Lee & Wu, 2017; Moon, Awanc, Attiqd, Rasool, & Kiran, 2017). Since users may connect with companies and other users via brand content to obtain additional brand information, customers significantly evaluate these contents to help

them obtain brand information. The utilitarianism aspect of the attitude towards brand material positively affects the brand attitude (Lou & Koh, 2016). Data shows the characteristic utilitarian effect attitude towards the Brand (Zablocki, Schlegelmilch, & Houston, 2016).

H10: Utilitarian influences brand attitude

C. Electronic Word Of Mouth

The appearance of the Internet makes it possible for customers to search the web page (Jalonen & Jussila, 2016) to obtain information about the product provided by various consumers and to learn how to share it, as demonstrated by their involvement, considerations, and this type of electronic word of mouth (Cong & Zheng, 2017). Electronic word of mouth implies any positive or negative expressiveness produced by future, current or past clients of an item or organization via the web (Yusuf, Hussin, & Busalim, 2018).

Electronic word of mouth depends on the presence of product reviews (Tariq, Abbas, Abrar, & Iqbal, 2018) and the need to share or retweet product details (Kim, Shawn, & Adler, 2015; Chu & Sung, 2015). In addition, the greater the tie strength has a positive effect on consumers' buying intentions for electronic word of mouth through social networking services (Chowdhury, 2016). Electronic word of mouth also is shown to have a significant effect on buying intention (Ladhari & Michaud, 2015).

H11: E-WOM influences purchase intention.

D. Brand Awareness

The initial state of the complete awareness of the Brand starts from the fundamental recognition of the Brand to the intellectual rationale-based approach, which relies on the comprehensive data of the Brand (Petahiang, Mekel, & Worang, 2015). Brand awareness is the possibility that customers will know about brand service, products, and all the characteristics of brands (Tariq, Abbas, Abrar, & Iqbal, 2018). Brand recognition and the plethora of knowledge of the Brand and the organization (Jamali & Khan, 2018).

Brand awareness indicators are brand communications created by both the firm and the consumer in social media and brand knowledge, including thinking, feeling, interpretation, pictures, and experience (Schivinski & Dabrowski, 2015). In addition, continuous mutual interaction between the Brand and key influencers in online communities can increase the Brand's exposure (Wang, Hsiao, Yang, & Hajli, 2016). A product with a higher brand image positively impacts customers' purchasing intention, which lets the business grow more robust on the market and helps to make profits (Shahid, Hussain, & Azafar, 2017). Past research has shown that raising awareness of the Brand increases the likelihood of the Brand being purchased (Martins, Costa, Oliveira, Goncalves, & Branco, 2019).

H12: Brand awareness influences purchase intention

E. Brand Attitude

Brand attitudes relate to the path, the intensity of awareness (Villiers, Chinimona, & Chuchu, 2018), and the expressive element of consumers in the Brand's advertisement (Lee, Lee, & Yang, 2017). It is a critical contact impact to produce the purchase of a brand. In addition, it is represented as an individual's evaluation of a noteworthy behavior, which is coupled with the discernible approval of a person as to the obvious implications of the actualization of behavior (Carnall, 2017).

Brand attitudes in social media are influenced by product branding (Lee, Lee, & Yang, 2017). Moreover, the willingness to pay more and trust in the quality of the product is a form of customer brand attitude (Carnall, 2017). Previous studies have shown that the relationship

between customer behavior and purchasing intention is especially important. The more optimistic customer perceptions towards such brands are, the more likely they are to buy (Yang, Al-Shaaban, & Nguyen, 2014). Consumers' brand attitudes, in turn, had a positive impact on their buying intention (Chen, Teng, Yu, & Yu, 2016).

H13: Brand attitude influences purchase intention.

F. Purchase Intention

Purchase intention predicts future transactions by customers (Mohseni, Jayashree, Rezaei, & Fevzi, 2018). Purchase intention means intending to purchase a product or receive services for future usage (Padhy & Sawlikar, 2018). It also can be defined as an emotional judgment that works for a while later when buyer discernment of an individual's item or source matters (Khan, Rukhsar, & Shoaib, 2016).

Many considerations affecting the purchase intention, one of them is the availability of websites which is extremely useful for consumers (Mohseni, Jayashree, Rezaei, Kasim, & Okumus, 2016). Although the involvement of celebrities often influences the buying intent, consumers prefer to pay money for a well-known product (Hassana & Jamil, 2014). Whereas purchase intention of products using green marketing, the social responsibility of the corporate is a crucial factor (Tulangow & Kusumawardani, 2020). This study proposes several variables that determine the purchase intention, namely E-WOM, Brand Awareness, and Brand Attitude. The research framework is shown in Figure 1.

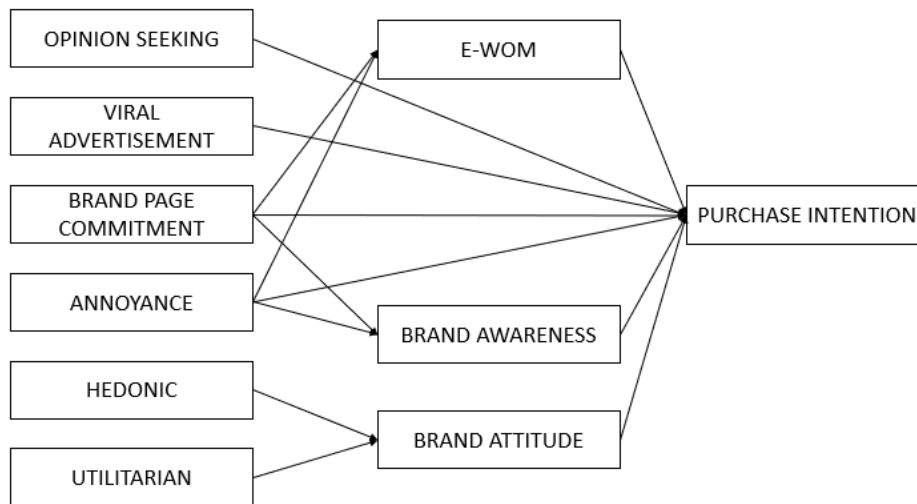


Figure 1 - Research Framework

Method

This study used a questionnaire that is modified based on the previous literature question. The instrument contains ten constructs: opinion Search, viral advertising, brand page commitment, irritation, hedonic, utilitarian, electronic word of mouth, brand recognition, brand attitude, and Purchasing intention. The level of agreement of the respondent has been indicated for each scale item using the Likert scale. The Likert scale is used to assess behaviors, beliefs, pressures, and expectations of an individual or a group of people about social phenomena.

A study population is usually a broad set of individuals or artifacts that are the focal point of a scientific question (Bickman, 1998). The population of this research is consumers

who have ever purchase brand XYZ cosmetic products. The population is observed to be quite broad in every research study. Hence the study sample allows the research a realistic and representative population subset (Bickman, 1998). The sample of this research is millennials (18-35 years old) in greater Jakarta that have ever bought Brand XYZ products twice in the past six months and have ever seen Brand XYZ product reviews or advertisements on the social media platform. The sampling technique of the non-probability method used was purposive sampling. It was also used to select participants that matched the character of the population and objectives of the study.

Four hundred eighty questionnaires are spread using google form and send through online messengers and social media such as Line, WhatsApp, and Instagram. Every participant who finished fill in the online form will be automatically submitting the result to researcher emails. Next, the data will be exported through excel file, here researcher select respondent which are a match with the characteristic population. Finally, the researcher enters the valid data into SPSS 24 to analyze its validity and reliability and AMOS 25 for hypothesis testing. Researchers receive 390 participants who fulfill the questionnaire. However, 300 participants are matched with the criteria and usable for analysis.

Table 1 - Respondents' Demographic Profile

Demography	Category	n	%
Gender	Female	294	98
	Male	6	2
Age	18-25	240	80
	26-30	38	12.7
	31-35	22	7.3
Occupation	Employee	72	24
	Entrepreneur	27	9
	Freelancer	5	1.7
	Student	196	65.3
Most Used social media	Facebook	23	7.7
	Instagram	219	73
	Snapchat	5	1.7
	Twitter	16	5.3
	YouTube	37	12.3
Monthly Income/ Allowance	IDR 1-3 million	148	49.3
	IDR 3-10 million	90	30
	Less than IDR 1 million	29	9.7
	More than 10 million	33	11
Cosmetic product purchase frequency	More than once a month	64	21.3
	Once in a month	85	28.3
	Once within three months	114	38
	Once within six months	37	12.3
Most purchased cosmetic products	Eye Product (brows, liner, shadow, etc.)	119	39.7
	Face Product (primer, foundation, powder, etc.)	99	33
	Lip Product (lipstick, lip balm, liner, etc.)	82	27.3

Results and Discussions

A. Validity and Reliability

A validity test is necessary to do in every research with the questionnaire method. Validity has the meaning of how far is the accuracy and precision of a questionnaire in performing the function of measuring (Taherdoost, 2016). In this research, face validity is used

to be a valid measure of a given variable or construct (Kneeboon & Dewar, 2016). The content of this research adopts measurement from previous research and adjusted the questionnaire to be matched with the research topic. For the construct validity, convergent and discriminant are sufficient as the measurement without include criterion validity (Marcoulides & Yuan, 2016). Factor analysis shows that a significance of 0.05 and Kaiser Mayer Olkin (KMO) and Bartlett's Test and a minimum factor loading value of more than 0.5 stated valid, and samples can be further investigated (Santoso, 2002).

Table 2 - KMO and Bartlett's Test Result

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.948
Bartlett's Test of Sphericity	Approx. Chi-Square	7449.438
	df	780
	Sig	.000

From table 2 above, the result of the KMO test is 0.948, and Bartlett's Test is .000. This includes all variables in this research: opinion seeking, viral advertisement, annoyance, brand page commitment, hedonic, utilitarian, EWOM, brand attitude, brand awareness, and purchase intention. While the communalities of opinion seeking (0.658 until 0.701), viral advertisement (0.573 until 0.769), brand page commitment (0.665 until 0.740), annoyance (0.631 until 0.714), hedonic (0.565 until 0.679), utilitarian (0.615 until 0.693), electronic word of mouth (0.667 until 0.745), brand awareness (0.458 until 0.656), brand attitude (0.489 until 0.569), and purchase intention (0.513 until 0.613). Furthermore, the result of total variance experience of all variables, which is 65.103%

Reliability testing is a questionnaire evaluation instrument that indicates a component or a construct (Taherdoost, 2016). A survey is declared reliable if somebody's response to a statement is consistent or constant over time (Siniscalco & Auriat, 2005). In this study, the reliability coefficient was seen using Cronbach Alpha. If the reliability coefficient value is close to 1, it means the question item meant more reliable. The minimum coefficient value that can show the question is reliable or not is > 0.6 .

Table 3 - Cronbach's Alpha Test Result

Variable	Cronbach's Alpha	N of items
Opinion Seeking	0.793	3
Viral Advertisement	0.859	5
Brand Page Commitment	0.906	5
Annoyance	0.860	5
Hedonic	0.813	3
Utilitarian	0.865	5
E-WOM	0.898	4
Brand Awareness	0.720	4
Brand Attitude	0.731	3
Purchase Intention	0.783	3

Based on the reliability test table 3 above, all independent variables (opinion seeking = 0.793, viral advertisement = 0.859, brand page commitment = 0.906, annoyance = 0.860, hedonic = 0.813, utilitarian = 0.865), the mediating variable (electronic word of mouth = 0.898, brand awareness = 0.720, brand attitude = 0.731) and the dependent variable (purchase intention = 0.783) have Cronbach alpha > 0.60 . So that it can be concluded that all variables in this study are declared reliable.

B. Model Fit

Using the SPSS AMOS Statistics software, the data were tested to assure model fit, which helps to determine whether the model adequately describes the data. The model fit criteria are $CMIN \leq 5$, $AGFI \geq 0.9$, $CFI \geq 0.9$, $TLI \geq 0.9$, $IFI \geq 0.9$, $RMSEA < 0.08$. Model fit result of this research indicated by the selected overall goodness-of-fit statistics: $CMIN/DF = 1.621$, $GFI = 0.844$, $AGFI = 0.815$, $IFI = 0.939$, $TLI = 0.931$, $CFI = 0.939$, and $RMSEA = 0.46$. The $RMSEA$ is slightly on the low side. However, it is still considered acceptable because 6 out of 7 criteria are fulfilled (Lei & Wu, 2015).

C. Hypothesis Testing

Hypothesis testing shows the strength of each influence, with criteria $CR \geq 1.96$ and P values ≤ 0.05 (Marcoulides & Yuan, 2016). Lastly, multiple R square shows the extent to which the dependent variable is a predictor variable, and the closer its value to one, the better the relationship is. (Marcoulides & Yuan, 2016). As seen in table 4, from 13 hypotheses, there are ten hypotheses accepted which are: opinion seeking influence purchase intention; brand page commitment influence brand awareness; annoyance influence electronic word of mouth; annoyance influence purchase intention; annoyance influence brand awareness; hedonic influence brand attitude; utilitarian influence brand attitude; electronic word of mouth influence purchase intention; and brand attitude influence purchase intention. Meanwhile, the 3-hypothesis rejected are: viral advertisement influence purchase intention; brand page commitment influence purchase intention; and brand awareness influence purchase intention.

Table 4 - Hypothesis Testing Result

Path	Estimate	CR	p-value	Decision
OS → PI	.290	3.988	0.000	Supported
VA → PI	.003	0.036	0.971	Not Supported
BPC → EWOM	.686	9.056	0.05	Supported
BPC → PI	.491	-1.701	0.89	Not Supported
BPC → BA	.166	3.547	0.000	Supported
AN → EWOM	.240	3.504	0.000	Supported
AN → PI	.150	2.128	0.033	Supported
AN → BA	.192	4.032	0.000	Supported
HE → BT	.398	8.502	0.000	Supported
UT → BT	.192	3.435	0.000	Supported
EWOM → PI	.491	5.737	0.000	Supported
BA → PI	.068	0.439	0.661	Not Supported
BT → PI	.319	2.200	0.028	Supported

D. Multiple R Square

70% of the variation in purchase intention is explained by viral advertisement, brand page commitment, and hedonic. The result of the test shows 51.6% of the variation in brand attitude, 54.9% of the variation in brand awareness, 59.5% of the variation in utilitarian, 65.7% of the variation in annoyance, and 72.8% of the variation in electronic word of mouth.

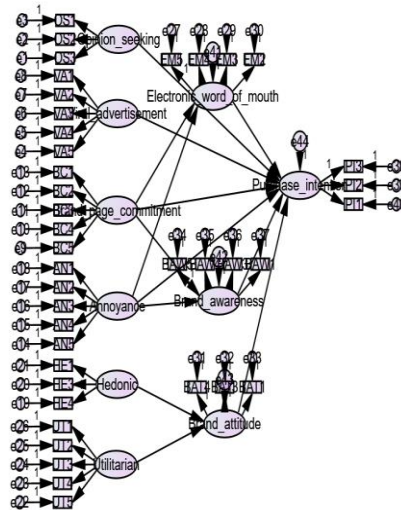


Figure 2 - Structural Model

E. Discussion

This study examines the relationship between consumer interaction (viral advertisement, opinion seeking, annoyance, and brand page commitment), shopping motivation (utilitarian and hedonic), E-WOM, brand attitude, brand awareness, and purchase intention on the consumer of beauty products. This study found that electronic word of mouth mediated brand page commitment and annoyance influence purchase intention. At the same time, brand attitude becomes the mediator of both hedonic and utilitarian. Purchase intention is also influenced directly by opinion seeking and annoyance.

Based on the hypothesis testing result, several variables from consumer interaction influence the purchase intention directly, which are opinion seeking and annoyance. Opinion seeking has a significant influence on purchase intention (CR 3.988; p-value <0.05). Consumers who participate in social media contacts are likely to feel positive about their purchase intention (Vecchi, 2017). This engagement process is seen as a way for consumers to consult opinions for decision reassurance (Goldsmiths & Horowitz, 2013). Besides, annoyance also significantly influences purchase intention (CR 2.128; p-value 0.033). The content of social media that disturbs customers causes them to quickly turn against and not consider the Brand when making a purchase (Hutter, Hautz, Dennhardt, & Füller, 2013).

This study found that brand page commitment does not significantly influence purchase intention (CR -1.701, p-value 0.89). Brand page commitment can lead to purchasing intention if consumers actively engage in the Brand's social media activities (Dessar, Veloutsou, & Morgan-Thomas, 2015). Consumers prefer discussion in their language. However, Brand XYZ only has one Instagram official account, which uses English as the intermediate language. Brand XYZ has YouTube and Facebook as their official brand page, but around 73% of the respondent said they use Instagram the most, which means they are not committed to the brand page. However, brand page commitment is significantly influencing E-WOM (CR 9.056; p-value <0.05) and brand awareness (CR 3.547; p-value <0.05). Electronic word of mouth is increase by strongly committed consumers of a brand. Consumers are likely to resist information that attacks or undermines the meaning of the Brand (Jafari, 2015). In addition, social media is one way to introduce customers to brands, and it follows that the more engaged

consumers participate in social media brands, the greater the visibility of brands (Hutter, Hautz, Dennhardt, & Füller, 2013).

Annoyance is found to be influencing E-WOM (CR 3.504; p-value <0.05), brand awareness (CR 4.032; p-value <0.05), and purchase intention (CR 2.128; p-value 0.033). Annoyance leads to negative effects on the overall fan page by spreading negative word of mouth (Hutter, Hautz, Dennhardt, & Füller, 2013). The number of brand ads on social media that keep appearing, disturbing consumers, and make them to unsubscribe the brand social media. In that case, it describes the internet marketing for increasing brand awareness is hampered because of annoyance (Wulandari, 2017). In addition, the content of social media that irritates users leads them to turn against easily and not consider the Brand when making purchases (Hutter, Hautz, Dennhardt, & Füller, 2013).

Another variable from consumer interaction that is not significantly influencing purchase intention directly is a viral advertisement (CR 0.036; p-value 0.971). Consumers exposed to the viral advertisement cannot be sure to affect purchase intention if they are not involved in the viral advertisement itself. Mostly, the respondent of this research did not actively take part or rarely comment, tag friends, and repost the viral advertisement content (Trivedi, 2017).

Both hedonic (CR 8.502; p-value <0.05) and utilitarian (CR 3.435; p-value <0.05) are significantly influencing the brand attitude. The Brand that can fulfill consumers' pleasure and desire of hedonism brings about a favorable attitude toward its Brand (Lee & Hwang, 2011). Besides, consumers who get utilitarian benefits potentially enhance their attitude toward the Brand (Hartmann & Apaolaza-Ibañez, 2012).

Among three mediating variables, only two are influencing the purchase intention, which is E-WOM (5.737; p-value <0.05) and brand attitude (CR 2.200; p-value 0.028). Jalilvand & Samiei (2015) found that consumers can read online recommendations of the product they are interested in through mobile Internet, which might have a strong impact on their purchase intention. Moreover, satisfied customers would positively affect the brand and influence customers' decision to purchase the products (Abzari, Ghassemi, & Vosta, 2014). On the other hand, brand awareness is not significantly influencing purchase intention (CR 0.439; p-value 0.661). Brand awareness is the beginning step of a phase before customers decide to purchase. After passing brand awareness, consumers will pass the next phase: knowledge, liking, preference, conviction, and, finally, purchase (Hutter, Hautz, Dennhardt, & Füller, 2015). In purchasing makeup products, there is usually a high involvement that happened between consumers and brands. Consumers tend to do research and compare makeup products first as it is affecting their looks. In this case, brand awareness is not necessarily influencing the purchase intention of Brand XYZ consumers.

Conclusions and Recommendations

Conclusion

This study investigates the antecedents of consumer purchase intention of beauty products in Indonesia through the role of E-WOM, Brand Awareness, and Brand Attitude. The authors believe that by investigating consumer interaction through various platforms and examining their shopping motivation, brands will predict the factors influencing their purchase.

It is not only will improve the engagement with the consumer but also improving the sales. Based on the result of this study, it can be concluded:

- Opinion seeking and annoyance significantly influence purchase intention.
- Brand page commitment and annoyance significantly influence purchase intention through E-WOM as the mediator. Both variables are also significantly influencing brand awareness but do not lead to purchase intention.
- Both shopping motivations, hedonic and utilitarian, significantly influence the brand attitude, which leads to the purchase intention.
- Viral advertisement and brand page commitment are not significantly influencing purchase intention.

Managerial Implication

This study shows that brand page commitment has a significant influence on electronic word of mouth and leads to purchase intention. The most active social media platform in Indonesia is Instagram (Holmes, 2017). Therefore, the company should create their Indonesia Instagram official account to ease consumers' commitment to the Brand. Next, the company can trigger the consumers to be more engaged with the brand page by first write a better bio as a first impression. Second take advantage of the business tools by adding a business address, phone number, and email address. The third is to get more artistic by stick with a theme to make a memorable impact on individuals who visit the account (Michaels, 2018). Besides, create viral advertising can also be done to attract more potential customers by involving a well-known celebrity, as suggested by Nugraha, Kusumawardani, and Octavianie (2018).

Research Limitation

This study has a limitation that gives an opportunity for future research. The researcher suggests that future research add a new variable that influences purchase intention, such as perceived ease of use, trust, and risk (Dachyar & Banjarnahor, 2017). Second, future research also can change the object with the current Indonesia biggest retail industries like a convenience store or fashion retailer (Stockdill, 2018). The third is expanding the population and respondents to be more representable.

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Appendix 1.
Questionnaire items

Variable	Item Statement
Opinion Seeking	When I consider Brand XYZ new products, I ask my contacts on the social media for advice
	I like to get my contacts' opinions on the social media before I buy Brand XYZ products
	I feel more comfortable choosing Brand XYZ products when I have gotten my contacts' opinions on them on social media
Viral Advertisement	Viral marketing messages from Brand XYZ are a good source of up to date product information
	Viral marketing message from Brand XYZ is a convenient source of product information
	Viral marketing messages from Brand XYZ are a decent source of product information
	I would consider passing along viral advertising to someone I know.
	I would recommend my friends and family to participate in an interesting Social Media viral advertising campaign.
Brand Page Commitment	I am sure that there are no other brand pages where I could find the same content and experience that I get on Brand XYZ social media.
	I feel a strong sense of belonging to Brand XYZ's social media.
	The relationship that I have with Brand XYZ is something I am very committed to.
	The relationship that I have with Brand XYZ is something I intend to maintain indefinitely.
	The relationship that I have with Brand XYZ is deserving my maximum effort to maintain.
Annoyance	I think it is disturbing if my social media feed is overloaded with social media content published by the Brand
	I think it is disturbing if the same content of the Brand is brought forward multiple times
	I think it is disturbing if Brand XYZ posts product ads all the time
	I am annoyed to Brand XYZ pop up ads in the web page
	I am annoyed with Brand XYZ Floating ads at sides of web page
Hedonic	Browsing on Brand XYZ social media is truly a joy.
	The interaction with the other Brand XYZ consumer is pleasant
	I enjoy browsing Brand XYZ social media to forget my problem
Utilitarian	Purchasing Brand XYZ products online can increase my shopping efficiency
	Shopping Brand XYZ products via online very convenient for me
	Purchasing Brand XYZ products online makes shopping much simpler.
	Purchasing Brand XYZ product via online are practical
Electronic Word of Mouth	I would like to post about this Brand XYZ product on my personal social media
	I would like to add information about this Brand XYZ product to my personal social media

	I would like to update my personal social media about Brand XYZ products in the future. I have retweeted/repost the links of Brand XYZ product
Brand Awareness	Several characteristics of Brand XYZ instantly come to my mind Brand XYZ is often at the top of the minds of the potential customer firms when they think of our product category The name of Brand XYZ is well known among potential customers
Brand Attitude	Product branding in Brand XYZ advertisements is good. Product branding in Brand XYZ advertisements is pleasant. Product branding in Brand XYZ advertisements is favourable. I have more confidence on the quality of Brand XYZ I am willing to pay more for Brand XYZ
Purchase Intention	I am likely to purchase Brand XYZ on the website I will use online channel to purchase Brand XYZ in the future I will consider the website as first choice for purchasing Brand XYZ
