**The Influence of Social Media Ads, Endorser, and eWOM on Purchase Decision: Case Study of Erigo in Indonesia**

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**Abstract**

Purpose – The purpose of this study is to examine the components that influence purchases of Erigo products. This research model involves brand awareness as a mediator between social media advertisements, endorsers, and electronic word of mouth in Erigo's purchase decision.

Design/methodology/approach – This research employs quantitative methodologies. This research used non-probability sampling technique with purposive sampling and the snowball sampling approach. A total of 254 valid responses were obtained. To meet the objectives of this study, an analysis was undertaken utilizing the Structural Equation Model for hypothesis testing (SEM).

Findings – The results show that social media advertisement, endorser, and electronic word of mouth is significantly influencing the brand awareness, and brand awareness also significantly influences the purchase decision of Erigo products.

Originality/value – The originality of this study is the first research integrating social media advertisement, endorser, and electronic word of mouth, mediating by brand awareness on purchase decision of Erigo products.

**Keywords:** Social Media Advertisement, Endorser, Electronic Word of Mouth, Brand Awareness, Purchase Decision

# 1. Introduction

The world population reached 8.0 billion in 2023 (Worldometers, 2023) and is projected to grow to 8.5 billion by 2030 (United Nations, 2022). This increase drives a rising demand for clothing (Fatah et al., 2023), making the clothing industry a vital contributor to the national economy. Before the COVID-19 pandemic, the global fashion industry generated revenues between $1.7 trillion and $2.5 trillion (Fashion United, 2022). Fashion, as a cultural expression, blends popular styles, designs, and patterns widely embraced by society (Leman et al., 2020). In Indonesia, fashion evolves under the influence of mass media, entertainment, business, and the internet (Italian Fashion School, 2018). Data from CNBC Indonesia (2019) reveals that the fashion industry contributes approximately 18.01% or IDR 116 trillion to the country's creative economy.

The fashion industry's growth has led to the emergence of numerous new brands (Gazzola et al., 2020). The increasing integration of fashion with digital platforms and social media has reshaped consumer behavior (Afkarina, 2022). Social media enables influencers to act as endorsers, with research showing a strong correlation between celebrity endorsements and online purchasing decisions for clothing products (Sanditya, 2019). Endorser activities, often viewed as electronic word of mouth (eWOM), have a positive impact on consumer purchase intentions and brand awareness (Dwidienawati et al., 2020). The more individuals share information about fashion brands on social media, the more interest is generated, enhancing brand awareness and ultimately influencing purchasing decisions (Rahmawati, 2023; Nabila & Ma’arif, 2021).

Fashion styles range from formal to casual, with casual styles such as sporty, edgy, street, classic, and ethnic gaining popularity (Angin, 2023). Casual clothing, known for its simplicity and comfort, remains the preference for many consumers (Prihatini & Kusumasari, 2020). Despite a decline in casual clothing interest from 76.3% in 2020 to 68% in 2022, it remains a dominant market segment, with significant growth anticipated globally (Statistica, 2022; DataIntelo, 2022).

Erigo, founded by Muhammad Sadad in 2013, exemplifies success in this competitive industry. Initially targeting millennials and Gen Z through pop-up stores, Erigo adapted to digital trends by leveraging e-commerce as its primary sales channel. This strategic shift enabled Erigo to secure the top spot in e-commerce rankings for three consecutive years and gain recognition as a leading Indonesian brand (Firdaus, 2021; Purwanti, 2022).

The COVID-19 pandemic significantly disrupted the fashion industry, with reduced sales and shifts in consumer preferences (Isnaini, 2021; Wuryasti, 2020). However, Erigo defied the odds, achieving a tenfold increase in sales during the pandemic compared to 2019 (Purwanti, 2022; Fortune.id, 2022). This study investigates the role of social media advertising, endorsers, and electronic word of mouth in influencing brand awareness and examines how brand awareness affects purchase decisions. Four research questions guide this study:

1. Does social media advertisement significantly influence brand awareness?
2. Does the endorser significantly influence brand awareness?
3. Does electronic word of mouth significantly influence brand awareness?
4. Does brand awareness significantly influence purchase decisions?

# 2. Literature review

## 2.1 Purchase Decision

As the research conducted by Komalasari, Christianto, & Ganiarto (2021), the purchase decision process involves customers identifying their needs, considering different options, and ultimately choosing a specific brand or product. Meanwhile, according to the research by Hawari, Sakti, & Zachwa (2022), purchasing decisions are made through a problem-solving approach consisting of multiple stages, including problem acknowledgment, seeking information, alternative appraisal, decision-making, and post-purchase behavior.

In summary, the purchase decision process involves customers identifying their needs, considering different options, and ultimately choosing a specific brand or product. This variable is important in this study because the process of buying decisions consists of important multiple levels, including problem acknowledgment, seeking information, alternative appraisal, decision-making, and post-purchase behavior. The decision-making process is influenced by various factors, such as changes in motivations, circumstances, and the availability of information or products.

**2.2 Brand Awareness**

Kirom, Utami, Rahmi, & Subhan (2022) states that brand awareness is a fundamental level of brand knowledge that entails brand recognition and may be thought of as the capacity of customers to recognize a brand in a set of goods or services in sufficient detail to make a purchase. In social media platforms, brand awareness is the level at which consumers can identify a given brand as representative of a given category of goods (Setiawan & Rabuani,2019).

In summary, brand awareness is important for businesses, particularly in social media platforms. Brand awareness indicates the ability of consumers to know a brand and recall it as belonging to a specific product category, which can lead to increased sales. This variable is important in this study because, as consumers with extensive knowledge about specific brands, it can promote and influence others. Continuously improving quality and promoting approaches to enhance brand awareness can result in increased sales.

**2.3 Electronic Word of Mouth (eWOM)**

The study by Ryzan, Priyowidodo, & Tjahjo (2020) conveys that Electronic Word of Mouth (eWOM) communication through electronic media has the opportunity to give customers information about products, services, brands, and companies. eWOM refers to any word-of-mouth communication, whether positive or negative, regarding a product or company that is disseminated to a wide audience via the Internet (Nam, Baker, Ahmad, & Goo, 2020).

In summary, eWOM is a kind of communication to provide consumers with information about services, products, brands, and companies from a diverse group of individuals with experience of the product or service. The shared experiences of previous consumers online play a critical role in their decision-making process, particularly regarding service quality and performance. This variable is important in this study because eWOM can be an effective marketing tool. It serves as a based on consumer satisfaction experienced from the purchasing of goods or services. eWOM has a vast reach and is highly cost-effective.

**2.4 Endorser**

A person with public recognition who appears in an advertisement to support a good or service is known as an endorser (Chin, Isa, & Alodin, 2020). According to Setiawan & Rabuani (2019), an endorser is defined as a type of statement in the form of speaking regarding a product. The endorser's credibility is crucial since higher endorser interest increases product users' trustworthiness.

In summary, an endorsement's effectiveness depends on the endorser's attractiveness, who must make the product as appealing as possible to increase public trust. Celebrities’ endorsement can provide valuable information if their attributes match the product's needs, leading to the identification and persuasion of consumers to build a strong relationship. This variable is important in this study because consumers significantly decide a brand's triumph based on their trust level. As a result, the influence of endorsement and brand credibility on customer buying intention is necessary for the fashion industry to remain competitive, relevant, and appealing.

**2.5 Social Media Advertisement**

Social media has assisted businesses in developing relationships with their clients, which has improved their perception as a company and a brand (Hamouda, 2018). For businesses and other organizations, advertising generally serves the following communication functions: informing, influencing, reminding, providing value, and assisting (Ihwan, 2021). Internet marketing that employs social media as a platform is known as social media advertising (Rita & Nabilla, 2022).

In summary, businesses have improved their relationships with customers through the utilization of social media. Social media advertisements can perform multiple communication functions, including informing, reminding, persuading, adding value, and assisting. This variable is important in this study because social media advertising is an important platform for marketers. It informs the customers about a company's products, reminds them of their superiority, attracts new customers, and persuades competitors' customers to switch to the advertised product.

**2.6 Hypotheses Development**

**Effect of Social Media Advertisement on Brand Awareness**

The impact of social media advertising on brand awareness was examined in a study carried out by Rita and Nabilla (2022) at Tenue de Attire, Indonesia. The same study discovered that social media advertising has a positive effect on brand awareness. Similarly, Yohanes and Junaedi (2021) also discovered that social media advertising has a positively significant effect on brand awareness. Based on previous research, the following hypothesis is proposed:

*H1: Social Media Advertisement Influences Brand Awareness.*

**Effect of Endorser on Brand Awareness**

Anugrah, Nugrahani, & Dirgantara (2021) discovered a strong association between the influence of celebrity endorsers and brand awareness of certain products. Other research by Setiawan (2018) has indicated a significant association between Celebrity Endorsement and the level of Brand Awareness. Furthermore, the study by Setiawan & Rabuani (2019) demonstrated that endorsers serve a crucial positive role in enhancing brand awareness. The same study concluded that endorsers have a direct positive influence on brand awareness. A stronger level of endorser influence leads to a higher level of brand awareness development. Based on previous research, the following hypothesis is proposed:

*H2: Endorser Influences Brand Awareness.*

**Effect of Electronic Word of Mouth on Brand Awareness**

The positive influence of (eWOM) Electronic Word of Mouth on the awareness of hijab fashion products was observed in a study by Gustari, Nurhasan, and Setiawan (2022). Similarly, Ryzan *et al.* (2020) have reported the positive influence of E-WOM on brand awareness. Andrea and Keni (2021) have also established a positive impact of eWOM on brand awareness. Based on previous research, the following hypothesis is proposed:

*H3: Electronic Word of Mouth Influences Brand Awareness*

**Effect on Brand Awareness on Purchase Decision**

The research revealed that awareness of a brand has a favorable and substantial effect on purchase decisions. As the stages of brand awareness increase, the level of purchase decisions also rises (Setiawan & Rabuani, 2019). Another study conducted by Yohanes and Junaedi (2021) supports this finding, the findings suggest that there is a notable and favorable impact of brand awareness on consumer purchasing choices. Based on previous research, the following hypothesis is proposed:

*H4: Brand Awareness Influences Purchase Decision*

**2.7. Theoretical Framework**

This study's conceptual framework is based on the Theory of Planned Behavior (TPB), a widely recognized alternative approach in the field of social psychology for comprehending and forecasting human behavior. The primary focus of TPB is to examine a particular behavior of interest and provide a comprehensive framework for explaining and comprehending the factors that influence it, rather than relying solely on the evaluation of the usefulness of a service or product (Giampietri, Verneau, Del Giudice, Carfora & Finco, 2018).

The main objective of this study is to examine brand awareness of purchase decisions at Erigo Indonesia. Furthermore, this study also examines the role of social media advertising, endorsers, and eWOM on brand awareness. The dependent variable in this study is purchase decision and brand awareness as intervening variables while social media advertising, endorsers, and electronic word of mouth are independent variables. The theoretical framework details for this research are illustrated in Figure 1.

### A black arrow with a black rectangle and a black rectangle with a black text Description automatically generated Figure 1. Theoretical Framework

Source : Author

# 3. Research Method

**3.1 Research Design**

This study employs a quantitative approach to measure variables and analyze correlations. According to Anwar & Mi'raj (2020), quantitative research aims to test theories, evaluate variables, and determine their predictive accuracy. The approach ensures a structured analysis of the relationships between variables.

**3.2 Sampling Plan**

The target population consists of individuals who have purchased products from Erigo Indonesia, without restrictions on gender, age, or occupation. The large customer base, with 2.3 million Instagram followers, ensures diverse sampling.  
Using Structural Equation Modeling (SEM) and 25 questions as indicators, a minimum of 250 valid responses is required. The study uses purposive and snowball sampling methods, selected for their effectiveness in identifying respondents with relevant experience and leveraging networks for broader participation (Poan et al., 2022; Taherdoost, 2018).

**3.3 Research Instruments**

The questionnaire measures the impact of social media advertising, endorsers, and eWOM on purchase decisions, with brand awareness as a mediating variable. It consists of three sections:

1. Screening questions to ensure respondents have purchased Erigo products.
2. Demographic data (age, gender, occupation, and clothing expenses).
3. Likert-scale questions (1–6) evaluating perceptions of variables, ensuring clear responses (Pranatawijaya et al., 2019).

**3.4 Data Collection Design**

Data collection was conducted via Google Forms, distributed through social media. Responses were analyzed using statistical software to assess validity, reliability, and hypotheses. To cater to Erigo's customer base, the questionnaire was provided in both English and Indonesian.

**3.5 Data Analysis Design**

**Validity and Reliability**

Validity ensures the measurement tool accurately assesses the intended constructs (Sürücü & Maslakçi, 2020). Convergent validity is evaluated using AVE and factor loadings, with AVE ≥ 0.50 and loadings ≥ 0.70 being acceptable (Iglesias et al., 2019; Aziz et al., 2019). Discriminant validity is assessed using the HTMT ratio, with values ≤ 0.90 indicating distinct constructs (Purwanto, 2021).  
Reliability is measured using composite reliability (CR) and Cronbach's alpha, both requiring values ≥ 0.70 for consistency (Yusoff et al., 2020).

**Goodness of Fit**

The Goodness of Fit (GoF) index evaluates model accuracy. The study uses Smart-PLS software, with SRMR ≤ 0.08 as the primary fit criterion (Cepeda-Carrion et al., 2019).

**Hypothesis Testing**

Hypothesis testing examines the structural model using R-Square, t-values, and p-values.

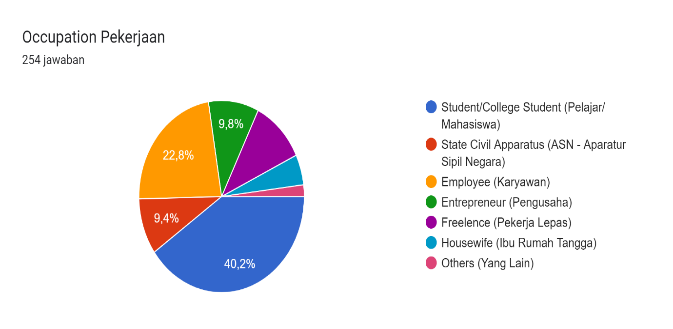
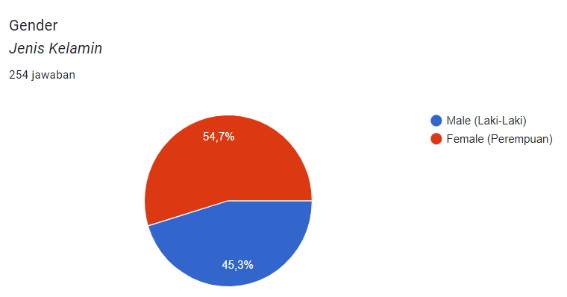
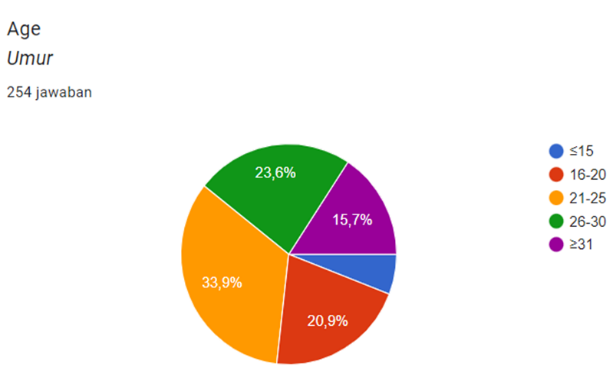
* **R-Square (R2):** Indicates predictive strength; values ≥ 0.75 (substantial), 0.50 (moderate), and 0.25 (weak) are used (Purwanto, 2021).
* **T-Value and P-Value:** Relationships are significant if t-values ≥ 1.96 and p-values < 0.05 (Poan et al., 2022).

# 4. Result and Discussion

**4.1 Respondent Profile**

In this study, online questionnaires were used to collect data from 262 respondents, of which 254 passed the screening questions. Eight responses were disqualified as the respondents did not successfully complete the screening process. The respondents' ages were categorized into five groups: equal to or under 15 years old, 16 to 20 years old, 21 to 25 years old, 26 to 30 years old, and over 31 years old. The majority of respondents were between the ages of 21 to 25 years, accounting for 33.9% or 86 individuals. Regarding gender, the data showed that out of the 254 respondents, 139 (54.7%) were female, while 115 (45.3%) were male. In terms of occupation, the largest group was students or college students, representing 40.2% or 102 respondents. As for monthly expenses for shopping for clothes, the most common range was IDR 200,000 to 400,000, reported by 75 respondents, equivalent to 29.5% of the total respondents.

Figure 2. Respondent Profile



Source: Author computations

**Validity and Reliability Test**

Iglesias, Markovic, & Rialp (2019) emphasized that to test the convergent validity of a construct, average variance extract (AVE) and loading factor can be used as indicators. Based on Table 1 Outer Loadings there are 25 indicators with 24 accepted, and there is only 1 unaccepted indicator, namely BA3 with a value of 0.686. The statement of BA3 is the first clothing brand that comes to my mind is Erigo, almost of the respondents may disagree because there are some clothing brands that have been around for a long time that also have branding and stores that were established earlier than Erigo, such as Cotton Ink, The Executive, and Damn! I love Indonesia. Therefore, Erigo is not the first brand on their mind.

### Table 1 Outer Loading

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | BA | END | EWOM | PD | SMA |
| BA1 |  | 0.775 |  |  |  |  |
| BA2 |  | 0.776 |  |  |  |  |
| BA3 |  | 0.686 |  |  |  |  |
| BA4 |  | 0.759 |  |  |  |  |
| BA5 |  | 0.775 |  |  |  |  |
| END1 |  |  | 0.778 |  |  |  |
| END2 |  |  | 0.790 |  |  |  |
| END3 |  |  | 0.848 |  |  |  |
| END4 |  |  | 0.822 |  |  |  |
| END5 |  |  | 0.773 |  |  |  |
| EWOM1 |  |  |  | 0.845 |  |  |
| EWOM2 |  |  |  | 0.800 |  |  |
| EWOM3 |  |  |  | 0.815 |  |  |
| EWOM4 |  |  |  | 0.792 |  |  |
| EWOM5 |  |  |  | 0.796 |  |  |
| PD1 |  |  |  |  | 0.783 |  |
| PD2 |  |  |  |  | 0.771 |  |
| PD3 |  |  |  |  | 0.879 |  |
| PD4 |  |  |  |  | 0.784 |  |
| PD5 |  |  |  |  | 0.851 |  |
| SMA1 |  |  |  |  |  | 0.808 |
| SMA2 |  |  |  |  |  | 0.741 |
| SMA3 |  |  |  |  |  | 0.791 |
| SMA4 |  |  |  |  |  | 0.775 |
| SMA5 |  |  |  |  |  | 0.755 |

Sources: Smart-PLS Output

According to Yahya (2019), if the AVE value is 0.50 or greater, the construct is acceptable since it explains at least 50% of the variance in its size. Based on table 2 all of these variables have AVE test values larger than 0.5, hence it is safe to assume that the construct is valid.

### Table 2 Average Variance Extracted

|  |  |
| --- | --- |
|  | Average Variance Extracted (AVE) |
| BA | 0.570 |
| END | 0.644 |
| EWOM | 0.656 |
| PD | 0.664 |
| SMA | 0.600 |

Sources: Smart-PLS Output

It has been demonstrated that the Heterotrait-Monotrait (HTMT) ratio is a criterion for evaluating discriminant validity (Hair et al, 2019). One suggested threshold for demonstrating discriminant validity is a value lower than 0.90 (Purwanto, 2021). Table 3 shows that all values are below 0.90, it can be said that the discriminant validity results are accepted.

### Table 3 Heterotrait-Monotrait (HTMT) Ratio

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | BA | END | EWOM | PD | SMA |
| BA |  |  |  |  |  |
| END | 0.820 |  |  |  |  |
| EWOM | 0.871 | 0.806 |  |  |  |
| PD | 0.863 | 0.812 | 0.887 |  |  |
| SMA | 0.746 | 0.686 | 0.603 | 0.658 |  |

Sources: Smart-PLS Output

If the composite reliability of a constructed object is more than 0.70, as stated by Yusoff et al. (2020), then the item satisfies the minimum requirements. Table 4 demonstrates that the research is reliable because the means of five variables are greater than 0.7.

|  |  |
| --- | --- |
|  | Composite Reliability |
| BA | 0.869 |
| END | 0.900 |
| EWOM | 0.905 |
| PD | 0.908 |
| SMA | 0.882 |

### Table 4. Reliability Test

Sources: Smart-PLS Output

**4.2 Descriptive Analysis**

In this section, this study discusses the mean results of the survey that have been calculated, in this study if the mean is 1.000 – 3.999 it means that most of the respondents disagree with the statements in the variable, however, if the mean is in the range of 4.000 – 6.000 then it means almost of the respondent agree with the statement in the variable.

**Social Media Advertisement**

Based on calculations as in Table 6 almost all of the respondents agree with the five statements on the variable of Social Media Advertisement because the mean of social media advertisement variable is above 4.000. This result indicates that the respondent's decision to buy Erigo products is because they see advertisements from social media advertisement such as Instagram ads, Facebook Ads, Youtube Ads, and Tiktok Ads.

**Endorser**

Based on calculations as in Table 6, almost all of the respondents agree with the five statements on the Endorser variable, because the mean of the endorser variable is above 4.000. This result indicates that the respondent's decision to buy Erigo products is because there are supporting factors from the influence of local celebrities such as Raffi Ahmad, Enzy Storia, Anya Geraldine, Raline Shah, Angga Yunanda, Refal Hady, and Iben who participated in promoting Erigo.

**Electronic Word of Mouth**

Based on calculations as in Table 6, almost all of the respondents agree with the five statements on the Electronic Word of Mouth variable, because the mean of the eWOM variable is above 4.000. This result indicates that the respondent's decision to purchase Erigo products is because there are supporting factors from the review given by other consumers.

**Brand Awareness**

Based on calculations as in Table 6, almost all of the respondents agreed with the five statements on the Brand Awareness variable, because the mean of the brand awareness variable is above 4.000. This result indicates that the respondent's decision to purchase Erigo products is because there are supporting factors from the product logo, the attractiveness of Erigo products, and advertising of Erigo.

**Purchase Decision**

Based on calculations as in Table 6, almost all of the respondents agreed with the five statements on the Brand Awareness variable, because the mean of the purchase decision variable is above 4.000. This result indicates that the respondent's decision to buy Erigo products is because there are supporting factors from the quality and own satisfaction with Erigo.

### Table 6 Descriptive Analysis

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Mean | Median | Min | Max | Standard Deviation | Excess Kurtosis | Skewness |
| SMA1 | 5.157 | 5.000 | 1.000 | 6.000 | 0.922 | 1.549 | -1.138 |
| SMA2 | 4.894 | 5.000 | 2.000 | 6.000 | 1.039 | 0.054 | -0.782 |
| SMA3 | 5.012 | 5.000 | 2.000 | 6.000 | 0.933 | 0.148 | -0.756 |
| SMA4 | 4.898 | 5.000 | 1.000 | 6.000 | 1.010 | 0.796 | -0.853 |
| SMA5 | 5.047 | 5.000 | 1.000 | 6.000 | 0.967 | 0.766 | -0.936 |
| END1 | 4.937 | 5.000 | 2.000 | 6.000 | 0.970 | 0.113 | -0.758 |
| END2 | 4.772 | 5.000 | 1.000 | 6.000 | 1.048 | 0.178 | -0.710 |
| END3 | 4.803 | 5.000 | 1.000 | 6.000 | 1.144 | 0.206 | -0.847 |
| END4 | 4.736 | 5.000 | 1.000 | 6.000 | 1.118 | 0.593 | -0.911 |
| END5 | 4.843 | 5.000 | 2.000 | 6.000 | 0.926 | -0.073 | -0.550 |
| EWOM1 | 4.701 | 5.000 | 1.000 | 6.000 | 1.096 | 0.369 | -0.737 |
| EWOM2 | 4.736 | 5.000 | 2.000 | 6.000 | 1.003 | -0.466 | -0.441 |
| EWOM3 | 4.835 | 5.000 | 2.000 | 6.000 | 0.929 | -0.295 | -0.495 |
| EWOM4 | 4.799 | 5.000 | 1.000 | 6.000 | 1.005 | 0.484 | -0.780 |
| EWOM5 | 4.953 | 5.000 | 2.000 | 6.000 | 0.934 | 0.071 | -0.694 |
| BA1 | 5.098 | 5.000 | 2.000 | 6.000 | 0.893 | 1.145 | -1.029 |
| BA2 | 4.819 | 5.000 | 2.000 | 6.000 | 0.913 | -0.510 | -0.383 |
| BA3 | 4.933 | 5.000 | 2.000 | 6.000 | 0.855 | 0.031 | -0.592 |
| BA4 | 4.843 | 5.000 | 2.000 | 6.000 | 0.934 | 0.232 | -0.701 |
| BA5 | 4.965 | 5.000 | 2.000 | 6.000 | 0.843 | 0.007 | -0.566 |
| PD1 | 4.866 | 5.000 | 1.000 | 6.000 | 1.132 | 1.385 | -1.160 |
| PD2 | 4.650 | 5.000 | 2.000 | 6.000 | 1.068 | -0.288 | -0.512 |
| PD3 | 4.661 | 5.000 | 1.000 | 6.000 | 1.138 | 0.047 | -0.678 |
| PD4 | 4.882 | 5.000 | 2.000 | 6.000 | 0.965 | -0.332 | -0.528 |
| PD5 | 4.669 | 5.000 | 1.000 | 6.000 | 1.178 | 0.622 | -0.862 |

Sources: Smart-PLS Output

**4.3 Goodness of Fit**

Standardized Root Mean Squared Residual (SRMR) can be used in this study to evaluate how effectively the model fits the data (Aziz *et al.,* 2019). The limit value to measure SRMR for the PLS model is 0.08 (Poan *et al.,* 2022). The SRMR for this study is 0.062, which meets the SRMR requirements and is shown in Table 7 As a result, the model fit in this study can be regarded as satisfactory.

Table 7 Model Fit

|  |  |  |
| --- | --- | --- |
|  | Saturated Model | Estimated Model |
| SRMR | 0.062 | 0.086 |
| d\_ULS | 1.267 | 2.422 |
| d\_G | 0.490 | 0.573 |
| Chi-Square | 707.226 | 781.198 |
| NFI | 0.816 | 0.797 |

Sources: Smart-PLS Output

**4.4 Hypothesis Testing**

R-Square, or the coefficient of determination, is a statistical metric used to express the amount of variation in a dependent variable that can be attributed to changes in the independent variables. It is calculated based on the number of predictor structures employed in the analysis (Hair *et al*., 2019). According to Purwanto (2021), R-Square values of 0.75, 0.50, and 0.25 are considered substantial, moderate, and weak, respectively. However, acceptable values may differ depending on the specific circumstances.

The value of 0.642 on brand awareness means that the three independent variables (social media advertising, endorsers, and electronic word of mouth) explain the effect of 64% on the overall predictor of brand awareness. Furthermore, the purchase decision predictor is also moderately included, because it differs from 0.534 as shown in Table 8. This means that 53% of the brand awareness variable influences the dependency variable, namely purchasing decisions. The R-Square value for purchasing decisions and brand awareness is classified as a moderate determinant, as indicated in Table 8, with a minimum value of 0.53 or 53%.

### Table 8 R Square

|  |  |
| --- | --- |
|  | R Square |
| BA | 0.642 |
| PD | 0.534 |

Sources: Smart-PLS Output

In order to evaluate the hypothesis, it is necessary for the statistical significance (t-value) to exceed 1.96, and for the path coefficient value (p-value) to be below 0.05 (Poan *et al*., 2022). The study aims to examine the hypothesis that there exists a direct relationship between Social Media Advertisement, Endorser, Electronic Word of Mouth and Brand Awareness, as well as a direct relationship between Brand Awareness and Purchase Decision.

According to the findings presented in Table 9, all of the hypotheses have been accepted in their entirety. The study findings indicate that Social Media Advertisement, specifically H1, has a statistically significant positive impact on Brand Awareness, as evidenced by a low P value of 0.000 and a high T value of 4.849. The second hypothesis, specifically the impact of endorsers on brand awareness, yields statistically significant results with a P value of 0.000 and a T value of 3.336. Hypothesis 3 (H3) is supported by the findings, indicating that Electronic Word of Mouth (eWOM) significantly influences Brand Awareness. This conclusion is based on a statistically significant P value of 0.000 and a T value of 6.189. Hypothesis 4 (H4) is also supported by the findings, indicating that Brand Awareness has a statistically significant and positive impact on Purchase Decisions. This is evidenced by a low P value of 0.000 and a high T value of 21.910. Thus, the research data presented herein provides support for all of the formulated hypotheses.

**Table 9 Hypothesis Testing**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics (|O/STDEV|) | P Values |
| BA -> PD | 0.730 | 0.731 | 0.033 | 21.910 | 0.000 |
| END -> BA | 0.237 | 0.233 | 0.071 | 3.336 | 0.000 |
| EWOM -> BA | 0.437 | 0.444 | 0.071 | 6.189 | 0.000 |
| SMA -> BA | 0.255 | 0.254 | 0.052 | 4.849 | 0.000 |

Sources: Smart-PLS Output

**4.5 Discussion**

This study examines the components that influence purchases of Erigo products. This research model involves brand awareness as a mediator between social media advertisements, endorsers, and electronic word of mouth in Erigo's purchase decision.

The results of the current research show that social media advertisements positively influence brand awareness, therefore hypothesis 1 is accepted. The finding of this research is also similar to the findings by Setiawan and Rabuani (2019) which indicates that advertising significantly and favorably affects brand awareness. The same study also discovered that advertising had a direct impact on brand awareness and that brand awareness levels among consumers increased in direct proportion to the amount of advertising influence. The concept of advertising pertains to the capacity of consumers to acquire pertinent information regarding specific products through designated media channels (Yohanes *et al*., 2022). Consequently, the degree of attractiveness exhibited by a fashion product advertisement directly influences the elevation of consumers' brand awareness concerning said product (Sakinah, 2021). Another study also indicates that Brand Awareness is the result of advertising that reminds customers of a brand when making a purchase (Rita & Nabilla, 2022). Mahdi (2018) stated that it is impossible for a business to introduce, remind, and persuade the public to acquire its products and services without marketing and advertising. Therefore, the presence of social media advertising has a considerable impact on brand awareness.

Next, the research results on Hypothesis 2 are accepted, in which this result shows that endorsers have a positive influence on brand awareness. This study was also confirmed by research by Setiawan and Rabuani (2019), who found that endorsers have a positive and significant impact on brand awareness. According to the same study, the endorser has a direct impact on brand awareness, which means the more influential an endorser is, the more brand awareness is created. Endorsers who could grab the attention of consumers can increase consumer familiarity with the product (Yohanes *et al*., 2021). The utilization of endorsers across diverse social media platforms has evolved beyond conventional promotional strategies, serving to attain substantial visibility and generate notable brand awareness among the audience (Hawari *et al*., 2022). According to Setiawan and Aksari (2020) considering that consumers need the role of a celebrity, it is therefore very important and relevant to understand the role of a celebrity endorser in generating brand awareness. The existence of an endorser has a significant influence on brand awareness.

Next, Hypothesis 3 in this research is accepted, in which Electronic Word of Mouth has positively influenced Brand Awareness. The result of this study is similar to the study according to Ulan, et al. (2022), which resulted in a positive and substantial association between the Electronic Word of Mouth variable and the Brand Awareness variable. According to research by Fatimah (2020), eWOM has a considerable and beneficial influence on Brand Awareness. In other words, any rise in E-WOM will raise Brand Awareness. According to Sandhu, Saleem, & Ali (2021), evidence of eWOM on social media can be generated in a way that users can intentionally post about their products, businesses, or services. eWOM has a direct influence on Brand Awareness, meaning that positive comments or opinions from consumers who have bought products of a certain category will give a good impression and can be influential in building brand strength, making it easier for consumers to remember and not make excuses for the brand. (Ellitan, 2022). The existence of eWOM has a significant influence on brand awareness.

Lastly, Hypothesis 4 in this research is accepted, in which this result shows that brand awareness has a positive influence on Purchase Decision. The same findings also occur in research from Pratama, Heriyadi, Rustam, and Hendri (2023) that their research has a positive influence on brand awareness and purchasing decisions on fashion products. This suggests that when consumers possess a strong brand awareness, they are more likely to make purchase decisions, as increased awareness assists in alleviating any uncertainties they may have regarding the brand (Ansari, S., Ansari, G., Ghori, & Kazi, 2019). Having brand awareness means that people can recognize different parts of a brand (including the brand name, logo, symbol, character, packaging, and slogan) regardless of the context in which they are presented (Febriani & Dewi, 2018). Consumer brand knowledge/brand awareness refers to potential buyers' capacity to know and recognize, or recall, a brand, which can eventually influence purchasing decisions (Yohanes *et al*., 2021). According to Ramadayanti (2019), organizations that have significant brand awareness are more likely to succeed in the marketplace. The same study also found that sales went up when people bought things from well-known brands, they were already familiar with. The resulting positive influence means that the better consumers understand brand awareness, the higher the decision to purchase a product (Porajow *et al.,* 2020). Therefore, the existence of brand awareness can have a significant influence on purchase decisions.

# 5. Conclusion and Implications

This research aimed to examine the influence of social media advertisements, endorsers, and electronic word of mouth (eWOM) on purchase decisions, with brand awareness acting as a mediating factor. A theoretical framework was developed and tested using Partial Least Square Structural Equation Modeling (PLS-SEM). The results confirmed all four investigated hypotheses, emphasizing the importance of the variables studied: endorsers, social media advertisements, eWOM, and brand awareness.

The findings indicate that endorsers play the most critical role in influencing brand awareness, with a t-value of 3.336. Effective utilization of endorsers is essential for clothing managers, as they can significantly increase brand awareness, build credibility, and strengthen relationships with the target audience, thereby driving growth and success in the competitive fashion industry.

Social media advertisements ranked second in their influence on brand awareness, with a t-value of 4.849. These findings suggest that clothing managers should focus on leveraging social media advertisements to enhance brand awareness, reach larger audiences, engage with customers, and promote their products effectively.

eWOM was found to be the third most significant factor, with a t-value of 6.189. By effectively utilizing eWOM, clothing managers can foster positive brand perceptions, build a robust online presence, and ultimately drive brand awareness and success in a highly competitive market.

Finally, brand awareness was shown to have a profound impact on purchase decisions, with a t-value of 21.910. This finding underscores the importance of maximizing brand awareness through strategic efforts to attract customers, boost purchase decisions, and achieve sustainable growth in the fashion industry.

In conclusion, this study highlights the synergistic effects of social media advertisements, endorsers, eWOM, and brand awareness in influencing consumer purchase decisions. For fashion brands, especially Erigo, focusing on these factors will be crucial to enhancing their competitive advantage, establishing stronger market presence, and achieving desired outcomes in the target market.

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