



## Factors influencing purchase intention: empirical study on brand Implora

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### ABSTRACT

This study aims to investigate the factors that influence purchase intention for Implora brand products. Employing a quantitative approach, data were collected from a sample of consumers through structured questionnaires distributed online. The research model was constructed based on relevant literature, combines the factors of brand awareness, brand image, brand interactivity, content quality, online advertising, perceived value, trust, and purchase intention. Statistical analyses, including regression analysis and correlation coefficients, were employed to analyze the data. The results explored the influence of perceived value, and brand image on trust. This research also shows the positive and significant impact of content quality and brand interactivity on brand awareness. Online advertising influences brand image positively and significantly. The findings indicate that brand awareness, brand image, and trust have a significant impact on purchase intention for Implora brand products. The study provides valuable insights for marketers and managers to develop effective marketing strategies that can improve customer purchase intention.

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## INTRODUCTION

The development of the cosmetics industry has experienced rapid growth in the last few years. This is driven by lifestyle changes and climate changes that are taking place, which encourage increased use of cosmetics and skin care products. The cosmetics market is experiencing high growth every year from 2004 to 2022 (Statista, 2023). According to Precedence Research (2023), the global cosmetics market in 2022 is worth \$378 billion, and will grow to \$661.12 billion in 2032. Growth in the cosmetics market is also taking place in Indonesia, according to data from Statista (2023b), the growth in the cosmetics market in Indonesia is experiencing high growth, especially in 2022, and is predicted to continue to experience annual growth until 2028 with predicted growth of above 5% per year. Growth in Indonesia is not only driven by lifestyle changes and climate changes, growth in the cosmetics industry is also driven by the ease with which Small and Medium Enterprises (SMEs) can enter this industry. Based on data from the Ministry of Industry of the Republic of Indonesia, there was high growth of local brands from 2021 to 2022 (Direktorat

Jenderal Industri Kimia, 2023). The cosmetics market in Indonesia is dynamic and rapidly growing, driven by a variety of factors including demographic shifts, cultural trends, and economic growth. The majority of cosmetics consumers are women, dominated by the millennial and z generations. Consumers look for products that offer good value for money. While some are willing to pay a premium for high-quality or branded products, many seek affordable yet effective options. There is a cultural preference for fair skin, leading to high demand for whitening and brightening products.

Technological developments and changes in consumer behavior change over time, so more up-to-date research is needed to understand how these factors evolve. Technology is a main driver of changes in marketing for various industries (Ali et al., 2022). The growth and intensifying competition of global markets highlight the importance of obtaining timely and pertinent information and implementing proactive strategies to attain a competitive market position (Ali et al., 2023). Therefore, the study aims to explore factors that influence consumer purchase intentions by focusing on the role of brand image, brand awareness, trust, and other relevant factors. The research was carried out on the brand Implora, one of the brands of cosmetics and skin care products that is in Indonesia and was formed in 2002. The company has a vision of becoming a leader in the cosmetic and skincare industries. However, based on data from Kompas (2023), the brand has not yet become a leader in the beauty and skin-care industry, even though it is still in the ninth order. Implora's position in the ninth position, even below the brand that was founded after Implora, for example Hanasui, which was founded in 2016 (Hanasui, n.d.), and Originote, which was newly set up in 2022 (*The Originote*, n.d.). This research has become crucial to identify the most important factors that influence the purchase intention of cosmetics and skin care users in order to increase Implora's sales and market share.

## RESEARCH METHOD

### **Effect of perceived value towards trust.**

Trust can reduce the complexity of social commerce and make potentially difficult decisions easier, for example, the intention to buy with social trade will increase as trust increases (Sharma et al., 2019). From an economic point of view, a consumer will consider perceived value in relation to what they pay to get a product (Park et al., 2021). Perceived value is the path to achieving a competitive advantage, which makes a company succeed in the long term (Handriana et al., 2020). A study conducted by Chae et al. (2020) on customers of special edition shoes revealed that special edition shoe customers are more interested in expressing themselves through products than social recognition, which suggests perceived value affects trust positively. H1: Perceived value positively affects trust.

### **Effect of brand image towards trust.**

Brand image and trust play an important role in enhancing digital marketing in today's world (Rahman et al., 2020). Brand image creates credibility and reputation, both of which are factors related to consumer interest in buying the brand (Tariq et al., 2017). Customers will choose the product they have in mind compared to a product that is not so well known to them. Research was conducted by Handriana, et al. (2020). shows that consumers of halal cosmetic products can have high trust when they think the image of the cosmetic product is good. Research conducted on 206 millennial Muslim women in Indonesia shows that brand image positively influences trust. Another study by Anggadwita and Martini (2020) showed a positive relationship between brand image and trust. H2: Brand image positively affects trust.

### **Effect of trust towards purchase intention.**

Purchase intention is the basis of the purchasing behavior that indicates the possibility of buying a product or service (Martins et al., 2019). A study conducted by Yu et al. (2021) on organic

food consumers in Sichuan showed that consumers are not only motivated to buy for health reasons, but also in companies that have sustainability programs, where this will boost consumer confidence. The research shows a positive relationship between trust and purchase intention. H3: Trust positively affects purchase intention.

#### **Effect of brand image towards purchase intention.**

A study conducted by Rao et al. (2021) of 497 respondents based on their experience using mobile phones to access Facebook showed that brand image affects purchase intention positively. H4: Brand image positively affects purchase intention.

#### **Effect of content quality towards brand awareness.**

Content found on social media affects the brand awareness of individuals from time to time and introduces and reminds individuals of the brand. Research has revealed that consumers are actively engaged when content is innovative and interesting, besides that, innovative and attractive content also helps increase interest in brands (Berger & Milkman, 2012). Dabbous and Barakat (2020) conducted research on Facebook users and concluded that the quality of content found on social media by a brand has a positive impact on brand awareness. H5: Content quality positively affects brand awareness.

#### **Effect of brand interactivity towards brand awareness.**

Recently, customer communication on social media has become more active than ever, so this brand becomes more dynamic, more open to discussions, and helps customers to encourage interaction (Godey et al., 2016). Brand interactivity is facilitated by social media (Al-Htibat & Garanti, 2019; Prasad et al., 2019). Research conducted by Dabbous and Barakat (2020) shows that interactions between brands and social media users positively influence brand awareness. H6: Brand interactivity positively affects brand awareness.

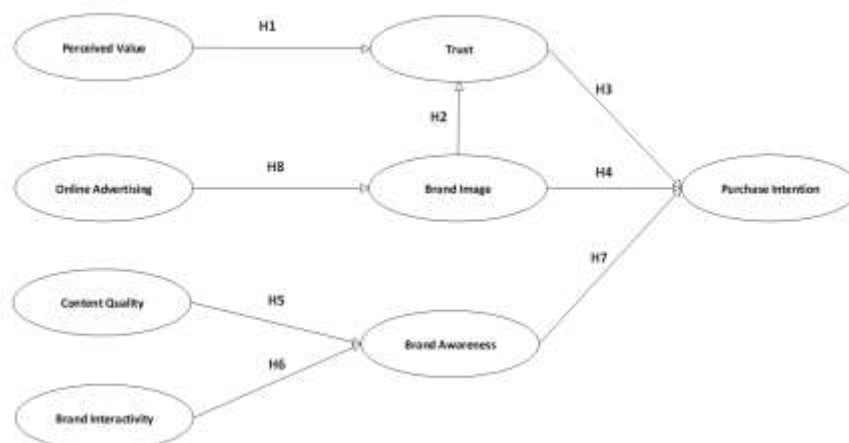
#### **Effect of brand awareness towards purchase intention.**

The proximity of a brand makes the customer trust and have confidence in a product or service, which in the end will generate an interest in buying a product or service, in other words, a wide brand awareness can increase the purchase intention towards the brand (Nusraningrum et al., 2021). H7: Brand awareness positively affects purchase intention.

#### **Effect of online advertising towards brand image.**

Online advertising includes marketing strategies that use online channels to deliver marketing messages or communications to a targeted market properly (Anggadwita & Martini, 2020; Feifer, 2018). A study conducted by Budiman (2021) on followers of Louis Vuitton accounts on social media showed that online advertising affects brand image positively. This means targeting online ads to targeted markets will affect the increase in brand image. H8: Online advertising positively affects brand image.

The relationship between the variables in this study is presented in the framework of the study in Figure 1.



**Figure 1.** Research Model

Source: Dabbous, dkk. (2020); Handriana, dkk. (2020); Agmeke, dkk. (2019); (Budiman, 2021)

The type of research used in this study is quantitative descriptive research. The population being the subject of this study is people who have never purchased Implora products but have heard or known about Implora's products, as well as all those who have seen Implora content on one of the social media and have seen online advertisements of the brand. This research will concentrate on the objects, and variables that currently exist within the structure of the research concept. The framework concept involves measuring variables based on data changes. The independent variables in the study are brand image, perceived value, online advertising, content quality, and brand interactivity. The mediation variables found in this study are trust, and brand awareness. Purchase intention is a dependent variable in research that wants to explain changes in other variables and predicted variables as a result of modeling (Sekaran & Bougie, 2020).

This study uses a nonprobability sampling method of purposive sampling based on the criteria of people who have never bought Implora products but have heard or known about Implora products, as well as everyone who has seen Implora's content on one of the social media and has seen online advertisements of the Implora brand in Indonesia. In this study, the instrument used was an online questionnaire of 39 questions sent in the form of a Google Form in January 2024. Perceived value presents five indicators adapted from Hernandez-Fernandez & Lewis (2019), online advertising presents five indicators adapted from Leong et al. (2020), content quality presents four indicators adapted from Raharja (2021), brand interactivity presents four indicators adapted from Palmet et al. (2019), trust presents four indicators adapted from Handriana et al. (2020), brand image presents six indicators adapted from Foroudi et al. (2018), brand awareness presents seven indicators adapted from Foroudi et al. (2018), and finally purchase intention presents four indicators adapted from DAM (2020). The questionnaire is shared using a five-point Likert scale. The Likert scale is used to measure how strongly respondents agree or disagree with a statement on a five point scale (Sekaran & Bougie, 2016).

The study uses statistical analysis using Partial Least Square–Structural Equation Modeling (PLS SEM). Convergent validity can be measured by using Average Variance Extracted (AVE), an acceptable range for AVE is  $> 0.50$ , which means the construct can explain at least 50 percent of each variance. An acceptable outer loading value is above 0.708. Reliability can be evaluated by calculating composite reliability values, and Cronbach's alpha. Composite reliability and Cronbach's alpha have the same threshold, acceptable values are above 0.70. This study used Hetero-Monotrait (HTMT) to determine discriminant validity. An upper limit of 0.9 can be assumed for conceptually similar constructs. Evaluation of structural models can be measured using VIF, R-Square, f-Square, T-Statistic, and Path Coefficient. Probable collinearity issues arise

when  $VIF \geq 5$  (Sarstedt et al., 2019).  $R^2$  values of 0.75, 0.50, and 0.25 are considered substantial, moderate, and weak (Sarstedt et al., 2019). A guideline for assessing  $f^2$  is that values of 0.02, 0.15, and 0.35, respectively, represent small, medium, and large effects (Hair et al., 2017). The general and accepted significance level is  $p \leq 0.05$ , or a confidence interval of 95%. Thus, if the t-statistic value is  $< 1.65$  and the p value is  $> 0.05$ , then the hypothesis will be rejected (Hair et al., 2017).

## RESULTS AND DISCUSSIONS

Based on the questionnaire distributed online, as many as 4,411 respondents completed the questionnaire, of which 1,653 met the analysis criteria, shown in Table 1.

**Tabel 1.** Respondent characteristics

Demographics	Category	Number of Respondents	Percentage
Gender	Woman	1,506	91.1%
	Man	147	8.9%
Generation	Generation Baby Boomers	22	1.3%
	Generation X	129	7.8%
	Generation Y	592	35.8%
	Generation Z	910	55.1%
Current Profession	Student	417	25.2%
	Private sector employee	774	46.8%
	Civil Servant/State-owned Enterprise		
	Employees	77	4.7%
	Self-employed	218	13.2%
Expenditures for purchasing cosmetics in 1 month	Unemployed	167	10.1%
	<Rp 500.000	1,103	66.7%
	Rp 500.000–Rp 999.999	314	19.0%
	Rp 1.000.000–Rp 1.999.999	90	5.4%
Current Residence	>Rp 2.000.000	146	8.8%
	Jabotabek	467	28.3%
	Banten (except Tangerang)	44	2.7%
	Jawa Barat (except Bogor&Bekasi)	395	23.9%
	Jawa Tengah	232	14.0%
	Jawa Timur	231	14.0%
	Bali-Nusra	23	1.4%
	Sumatera	141	8.5%
	Kalimantan	68	4.1%
Sulawesi	51	3.1%	
Papua-Ambon	1	0.1%	

Source: Data Processing Result (2024)

Based on Table 1, it can be seen 1,506 (91.1%) were female and the majority of respondents were generation Z (55.1%) and most of them lived in Jabotabek (28.3%). Most of the respondents in this study had incomes below Rp. 500,000.00 for a total of 1,103 (66.7%).

### Measurement and Structural

**Tabel 2.** Measurement model

Indicator		Outer loadings	CA	CR	AVE
BRAND AWARENESS	BA		0.898	0.920	0.621
I am interested in Implora	BA1	0.768			
I know more about Implora	BA2	0.776			
When I think of cosmetic items, Implora is one of the brands that come to mind	BA3	0.812			
Implora is a brand of cosmetic I am very familiar with	BA4	0.732			
I know what Implora looks like	BA5	0.810			
I can quickly recognize the symbol or logo of Implora	BA6	0.777			

Indicator		Outer loadings	CA	CR	AVE
Some characteristics of Implora come to my mind quickly	BA7	0.835			
BRAND IMAGE	BI		0.858	0.894	0.584
I like Implora brand	BI1	0.773			
I like the Implora brand compared to others	BI2	0.805			
I think other consumers like Implora company as well	BI3	0.801			
Implora's logo communicates about the company to its customers	BI4	0.700			
Implora's logo enhances the company's image	BI5	0.707			
The image of Implora is consistent with how I like to see myself	BI6	0.792			
BRAND INTERACTIVITY	BV		0.868	0.910	0.716
Implora's Instagram page facilitates two-way communication	BV1	0.836			
Implora's Instagram page makes me feel it wants to listen to its visitors	BV2	0.863			
Implora's Instagram page encourages visitors to talk back	BV3	0.844			
Implora's Instagram page gives visitors the opportunity to talk back	BV4	0.842			
CONTENT QUALITY	CQ		0.838	0.892	0.673
Implora's promotional content appearance accurately reflects the quality of the product.	CQ1	0.828			
The promotional content appearance of Implora's products is extremely attractive	CQ2	0.794			
The promotional content appearance of Implora's products contains valuable elements.	CQ3	0.851			
The promotional content appearance of Implora's products appropriately reflect my spirit.	CQ4	0.808			
ONLINE ADVERTISING	OV		0.894	0.922	0.702
I believe Implora's online advertising is trustworthy	OV1	0.824			
I would feel comfortable depending on the information provided by Implora's online advertising when making purchasing decision	OV2	0.831			
I can rely on Implora's online advertising information in making purchasing decision	OV3	0.819			
I believe that Implora's online advertising is believable	OV4	0.868			
I trust Implora's online advertising	OV5	0.846			
PURCHASE INTENTION	PI		0.901	0.931	0.772
I would intent to buy Implora brand in the future	PI1	0.865			
I would plan to purchase Implora brand	PI2	0.883			
I would attempt to purchase Implora brand	PI3	0.893			
I would certainly purchase Implora brand	PI4	0.872			
PERCEIVED VALUE	PV		0.844	0.888	0.615
Implora brand is very good value for money	PV1	0.793			
Given its price, Implora brand is economical	PV2	0.744			
Implora brand can be considered a favorable purchase	PV3	0.784			
The price of Implora brand is acceptable with regard to its quality	PV4	0.783			
The price of Implora brand corresponds to its value	PV5	0.814			
TRUST	TR		0.887	0.922	0.747
I feel the performance of Implora's cosmetic product meets expectations	TR1	0.849			
I feel Implora's cosmetic product can be trusted	TR2	0.863			
I feel Implora's cosmetic product is reliable	TR3	0.883			
I feel confident with Implora's cosmetic product	TR4	0.860			

Source: SmartPLS 4.0.9.6 Output (2024)

Table 2 provides evidence that the entire architecture is both reliable and valid. The CR and CA values displayed are >0.70 for each construct, as well as the peritem loading value being equal to or >0.70. The study's validity value indicates that the overall construction has convergent validity with an AVE value of ≥0.50. The discriminant validity of this research variable can be concluded to be valid, as seen in Table 3, because all the values in the HTMT test are <0.9.

**Table 3.** Discriminant validity Hetero-Monotrait (HTMT)

Variabel	BA	BI	BV	CQ	OV	PI	PV	TR
BA								
BI	0.880							
BV	0.715	0.798						
CQ	0.791	0.851	0.888					
OV	0.707	0.776	0.810	0.895				
PI	0.802	0.794	0.671	0.739	0.677			
PV	0.650	0.675	0.751	0.805	0.787	0.627		
TR	0.818	0.897	0.830	0.878	0.823	0.781	0.729	

Source: SmartPLS 4.0.9.6 Output (2024)

The next step after the research has been evaluated for reliability and validity is assessing the inner model (structural model). At this stage, hypothesis testing is carried out, assessing the quality of the research model to assess the explanatory, and predictive capabilities of the research model. Multicollinearity tests, coefficients of determination, and hypothesis testing are used to examine the relationship between independent, and dependent variables in the inner model, which is also known as the structural model (Kwong & Wong, 2013).

**Table 4.** Variance Inflation Factor (VIF)

Variabel	BA	BI	BV	CQ	OV	PI	PV	TR
BA						2.861		
BI						3.520		1.519
BV	2.356							
CQ	2.356							
OV		1.000						
PI								
PV								1.519
TR						2.944		

Source: SmartPLS 4.0.9.6 Output (2024)

Table 4 shows the results of multicollinearity test with VIF values <5, which shows that the indicators in this research do not have multicollinearity issues.

**Table 5.** Determination coefficient (R<sup>2</sup>)

Variabel	R-square
BA	0.510
BI	0.469
PI	0.599
TR	0.672

Source: SmartPLS 4.0.9.6 Output (2024)

Based on the results obtained in Table 5, it was found that brand awareness was influenced by around 51% by content quality and brand interactivity, while the remainder was influenced by other variables. Brand image was influenced by around 46.9% of online advertising. From the table above, it is also known that purchase intention is influenced by around 59.9% trust, brand image, and brand awareness, while the rest is influenced by other variables. Trust is influenced by around 67.2% of perceived value, and brand image, while the rest is influenced by other variables outside of this research.

**Table 6.** Determination coefficient (f<sup>2</sup>)

	f-square	Kategori
BA -> PI	0.122	Weak
BI -> PI	0.030	Weak
BI -> TR	0.817	Large
BI -> BA	0.058	Weak
CQ -> BA	0.215	Moderate

	f-square	Kategori
OV -> BI	0.882	Large
PV -> TR	0.138	Weak
TR -> PI	0.057	Weak

Source: SmartPLS 4.0.9.6 Output (2024)

As seen from the Table 6, brand image has a large effect on trust, as well as online advertising has a large effect on brand image. Content quality has a moderate effect on brand awareness. Meanwhile, the others are included in the small category.

**Table 7.** The summary of hypotheses results

Hypothesis	Relationships	Original sample	T-statistics	P values	Remark
H1	PV -> TR	0.263	10.619	0.000	Supported
H2	BI -> TR	0.638	28.601	0.000	Supported
H3	TR -> PI	0.260	6.981	0.000	Supported
H4	BI -> PI	0.206	5.514	0.000	Supported
H5	CQ -> BA	0.498	17.263	0.000	Supported
H6	BV -> BA	0.258	8.198	0.000	Supported
H7	BA -> PI	0.375	10.582	0.000	Supported
H8	OV -> BI	0.685	39.772	0.000	Supported

Source: SmartPLS 4.0.9.6 Output (2024)

Based on the hypothesis test in table 7, the first hypothesis that perceived value has a significant influence on trust is supported ( $t=10.619$ ,  $p=0.000$ ). Perceived value has a positive relationship with trust (original sample = 0.263). The results of this research are in line with research conducted by Handriana et al. (2020), which explains that consumers expect high-value goods when purchasing halal cosmetic products in the hope of getting satisfaction for themselves.

Second, it also validates the relationship between brand image and trust ( $t=28.601$ ,  $p=0.000$ , original sample = 0.638). This shows that the second hypothesis, which states that brand image has a positive effect on the experience of trust, is supported. These results are supported by previous research conducted by Handriana et al. (2020), which shows that consumers can have high trust when they think the image of the cosmetic product is good.

Trust is confirmed in the relationship with purchase intention, H3 is supported ( $t=6.981$ ,  $p=0.000$ , original sample = 0.260). Handriana et al. (2020) also conducted research that demonstrates a positive influence of trust on purchase intention. The fourth hypothesis states that brand image has a positive effect on purchase intention is supported ( $t=5.514$ ,  $p=0.000$ , original sample = 0.206). This research is also in line with research conducted by Rao et al. (2021), which shows that brand image influences purchase intention positively.

The fifth hypothesis, which states that content quality has a positive effect on brand awareness, is supported ( $t=17.263$ ,  $p=0.000$ , original sample = 0.498), which indicates that content quality has a significant influence on brand awareness. These results are supported by previous research conducted by Dabbous and Barakat (2020), which showed that the quality of content found on social media by a brand had a positive impact on brand awareness. Furthermore, brand interactivity is confirmed in the relationship with brand awareness (H6) ( $t=8.198$ ,  $p=0.000$ , original sample=0.258) is supported. The results of this research are also in line with research conducted by Dabbous and Barakat (2020), where the research shows that interactions between brands and social media users influence brand awareness positively.

The seventh hypothesis states that brand awareness has a positive effect on purchase intention is supported ( $t = 10.582$ ,  $p = 0.000$  original sample = 0.375). The results of this research are in line with research conducted by Dabbous and Barakat (2020), where the results show that the higher the brand awareness created, the more impact it will have on increasing purchase intention. Finally, online advertising is confirmed in the relationship with brand image, hypothesis H8 ( $t=39.772$ ,  $p=0.000$ , original sample = 0.685) is supported. This research aligns with Budiman's



(2021) findings, which demonstrate a positive impact of online advertising on brand image. Based on the results obtained, these findings support previous research in a similar context.

## CONCLUSION

This research aims to determine and identify the relationship that occurs between brand awareness, brand image, brand interactivity, content quality, online advertising, perceived value, trust, and purchase intention. This research has eight hypotheses, and the results of this research support all the hypotheses proposed. This research ultimately concludes that perceived value has a positive effect on trust. This finding is in line with research conducted by many previous studies. Brand image has a positive and significant effect on trust, so if the brand image is higher, it is predicted that trust will also be higher. Trust, brand image, and brand awareness have a positive, and significant influence on purchase intention. Marketers will also gain more benefits from the findings of this research by understanding the importance of trust in the Implora brand, including brand image and brand awareness, which will influence purchasing decisions. The test results show that there is a significant influence between content quality and brand interactivity on brand awareness, so if content quality, and brand interactivity are higher, it is predicted that brand awareness will also be higher. Finally, the results of this research also prove that there is a significant influence between online advertising and brand image. Based on the research results, it can also be concluded that Implora management needs to pay more attention to and allocate resources to improve brand image, content quality, and online advertising, where these three variables have the greatest influence on increasing purchase intention, as shown by the original sample value obtained from data processing output from smartpls.

It is advisable to prioritize the production of safe and halal products and obtain certification from independent institutions to enhance the brand image. Additionally, collaborating with a wide range of influencers, from micro to mega, can be beneficial. Improving the quality of content can be done by encouraging customers to share their experiences using Implora products on social media, utilizing specific hashtags, maintaining visual consistency, and providing educational content on beauty and skincare tips. Examples of ways to optimize online advertising include focusing on generating precise targeting, compelling content, and unique promotions and discounts for online transactions. After Implora knows the most important factors that influence cosmetic and skin care users' purchasing intentions, it is hoped that Implora can apply several inputs and allocate its resources so that it becomes the main choice when customers make their choice from various brands available on the market and Implora's vision to become a market leader can be realized.

This research is research that confirms previous research and also complements current references regarding the influence of trust on purchasing intentions, the influence of brand image on purchasing intentions, the influence of brand awareness on purchasing intentions in the context of Implora products. This research also has limitations because the variables that influence endogenous constructs are limited, while there may be many more variables outside of this research that influence purchase intentions. This research also has limited numbers, especially for respondents from outside Java. Future researchers are advised to explore other variables outside those analyzed in this study and increase the number of respondents from outside Java.

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