

Trust Mediates The Factors That Influence Purchase Intention For Co-Branded Local Cosmetics

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Received: 19 01 2024

Revised: 01 04 2024

Approved: 29 04 2024

Abstract

In the pursuit of enlightenment, this scholarly investigation unfolded through the distribution of meticulously crafted questionnaires and rigorous data computation. Consequently, the yielded results transcend mere numbers, including quantitative and qualitative elements. This analytical inspection aims to uncover the deep implications of things such as brand awareness, social media marketing, brand image, e-WoM (electronic word of mouth), brand equity, and trust. These elements, seen as potential mediators, hold the potential to exert influence on the purchase intention of co-branded local cosmetics products. The data employed in this scholarly inquiry were gathered through the dissemination of questionnaires among consumers who had previously acquired Co-Branded local cosmetics within the confines of Batam City in Indonesia. The collected responses underwent meticulous analysis, facilitated by the technological prowess of SmartPLS. The distribution of the questionnaires was executed via Google Forms, skillfully designed to adhere to specific terms and conditions. The outreach strategy encompassed both online and offline channels, ensuring a comprehensive and diverse participant pool. In the contemporary landscape, research on local cosmetics has emerged as a popular and pertinent topic. Notwithstanding, prevailing studies in this domain have predominantly concentrated on generic cosmetic sales strategies. Consequently, a noticeable research gap exists. This prompted the conception of the present analysis, aimed at enriching our understanding of marketing dynamics achieved through collaborative efforts between distinct brands. The specific focus is on exploring the ramifications of co-branding and its intrinsic impact on purchase intention, thereby contributing valuable insights to the current body of knowledge in this domain.

Keywords: purchase intention, co-branding, local cosmetics, marketing

INTRODUCTION

In the contemporary epoch, cosmetics assume a crucial role in modern lifestyles, with the utilization of analogous products emerging as an integral facet of daily existence. The way of life for contemporary Indonesian women notably relies on the caliber of their appearance and their skin condition. It is widely acknowledged at Prophet English Academy that there exists a consensus affirming that cosmetics possess the capability to augment an individual's self-confidence and allure. In the domain of knowledge, cosmetics are defined as substances designed for application on the body or other parts to enhance and purify them, foster attractiveness, and potentially introduce modifications, as articulated by (Alves et al., 2020).

As outlined by Watanabe et al., (2021), the contemporary landscape has forged a symbiotic relationship between the cosmetics and beauty industry and social media marketing. Recognizing this symbiosis becomes pivotal when delving into the themes explored in this study, especially given the prominence of brand selection as a consequential factor.

According to DataIndonesia.id, there are eight types of cosmetic products that are popular among Indonesians, as follows:

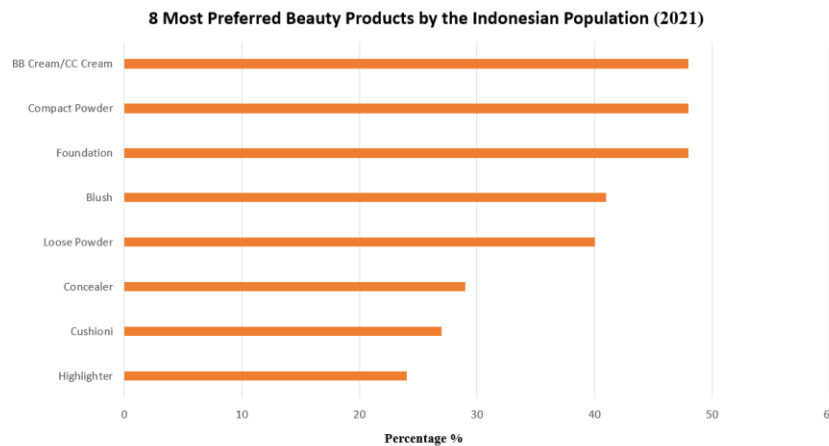


Figure 1. 8 Most Preferred Beauty Products by the Indonesian
Source: (Databoks, 2022)

Within the realm of brand alliance strategies, co-branding stands out as a distinctive approach. Co-branding, as defined by Lin (2013), involves a strategic collaboration between two or more brands with the aim of augmenting the value of their respective products and services. The overarching objective of the co-branding strategy is to present distinct elements from each brand to customers, thereby igniting their interest and motivation to make a purchase (Anggraini & Noviarita, 2021) (Hutabarat, 2022). Through the co-branding initiative, brands mutually provide each other access to essential components such as brand strategies, alignment of brand values, associations in marketing communication, and the extension of relationship networks, as elucidated by Stephen & Farquhar (2018).

In accordance with the insights presented in the literature by Paul et al., (2021), which delves into the determinants of co-branding, it is observed that the dynamics between two or more collaborating partners wield a more substantial influence on the success of co-branding in comparison to that associated with an individual brand. The implications derived from this analysis extend beyond specific business types, co-branding strategies, and industries, providing a foundational basis for generalization. Consequently, the findings suggest that the implementation of co-branding strategies has the potential to amplify consumer purchase interest.

Moreover, several specific factors exert a significant influence on consumer purchase interest, encompassing brand awareness, social media marketing, brand image, Electronic Word-of-Mouth (e-WoM), brand equity, and trust. Brand awareness, defined as a consumer's capacity to recognize specific aspects of a brand related to a product or service, as discussed by Dewa, et al, (2020), can be shaped through social media interactions between the brand

and consumers. Brand equity, as articulated by Alwan & Alshurideh (2022). Brand equity-related aspects include price, packaging, quality, market share, and brand profits.

Based on a survey uploaded to Databoks, here are the media platforms most favored by Indonesian women to obtain beauty information in 2022:

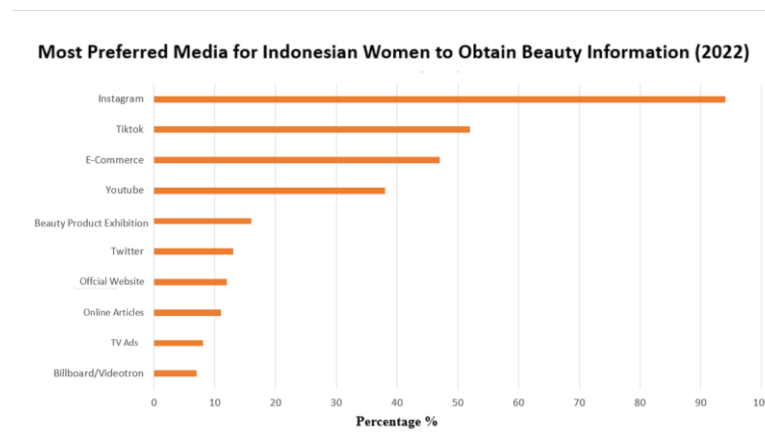


Figure 2. Most Preferred Media for Indonesian Women to Obtain Beauty Information
Source: (Databoks, 2022)

As per the definition provided by Alwan & Alshurideh (2022), social media marketing is characterized as a marketing activity involving communication and promotion directed towards consumers. This form of marketing extends an inclusive opportunity for diverse participation in various marketing objectives. Social media marketing, both direct and indirect, has evolved into a prominent method for establishing brand awareness and recognition. Notably, elements of social media that can be scrutinized or quantified include interactions and trends. Analyzing such data reveals that a significant 94.6% of Indonesian women frequently utilize Instagram for beauty-related information. Additionally, 51.9% seek information through TikTok, 47.3% through e-commerce platforms, 38.5% through YouTube, 16.3% through beauty product exhibitions, 13.5% through Twitter, 12.4% through the brand's official website, 10.6% through online articles, 7.7% through TV ads, and 7.5% actively seek beauty-related information through billboards or video trans.

Brand image is essentially the perception of a brand that is mirrored in the associations embedded within the memories of consumers. It encompasses consumers' overall impressions derived from various elements such as advertising, electronic word-of-mouth (e-WoM), interactions with sales staff, packaging, pricing, and distribution. As a result, brand image serves as a crucial extrinsic signal in the process of making purchase decisions. It encapsulates the collective impact of these diverse factors on how consumers perceive and relate to a brand, playing a pivotal role in shaping their choices during the decision-making process. According to Gogi (2020), several indicators of brand image encompass attributes such as friendliness, popularity, modernity, and utility. A positive brand image has the capacity to bolster consumer trust in the products or services offered by a brand. To sustain and fortify their brand, companies can adopt strategies such as furnishing comprehensive information about their products or services and showcasing authentic testimonials, as emphasized by Kurniawan & Susanto (2020). This approach not only enhances transparency but also contributes to the overall positive perception of the brand among consumers.

Electronic word-of-mouth (e-WoM) encompasses both positive and negative statements derived from past customer experiences regarding a brand and company, often disseminated through social media platforms, as outlined by Alwan & Alshurideh (2022). In the contemporary landscape, e-WoM has gained paramount importance as a means for customers to express messages and impressions about their experiences, proving to be a more effective approach compared to traditional methods. Trust, on the other hand, is defined as a consumer's belief in their satisfaction with a company or another party. It serves as a foundational element in shaping consumer perceptions and interactions within the business.

THEORETICAL FRAMEWORK

Brand Awareness

Brand awareness is the consumer's ability to recognize a specific part of a brand associated with a product or service (Dewa et al., 2020). The influence of brand awareness can be exerted through social media by creating interactions between the brand and consumers. This fosters an exchange of information about a brand, leading users who engage in this information exchange to indirectly promote the brand (Wisnu et al., 2021).

Social Media Marketing

According to Alwan and Alshurideh (2022), social media marketing is defined as an activity for marketers involving the communication and promotion of an entity to buyers. Social media marketing provides an opportunity for everyone to participate in various marketing objectives. Marketing through social media has become a form of both direct and indirect marketing activity used to build awareness and recognition for a brand. The types of factors in social media that can be analyzed or measured include interactions and trends.

Brand Image

Brand image is a perception of a brand reflected in the brand associations embedded in consumers' memories. Overall, brand image indicates consumers' impressions of advertising, e-WoM, sales staff, packaging, price, and distribution. Therefore, brand image is often used as an extrinsic signal in purchasing decision-making. According to Gogi (2020), there are several indicators of brand image, including being friendly, popular, modern, and useful. A positive brand image can enhance consumer trust in a product or service brand. One way for companies to maintain their brand is by providing comprehensive information about their products or services, along with valid testimonials (Kurniawan & Susanto, 2020).

Electronic Word of Mouth

Electronic word-of-mouth (e-WoM) is a collection of both negative and positive statements formed by previous customer experiences regarding a brand or company, acquired through social media (Alwan & Alshurideh, 2022). E-WoM has become crucial for customers to convey messages and impressions about their experiences, considered to be a more effective approach than traditional methods. As per the findings of Shanmugam and Sulthana (2019), e-WoM offers channels for communication, enabling the dissemination of information regarding products or services with the objective of bolstering both trust levels and purchase intentions.

Brand Equity

Brand equity is a set of assets that signify added value to a product or service, encompassing consumer perceptions and reflections of their experiences with a specific brand (Alwan & Alshurideh, 2022). Elements associated with brand equity include price, packaging, quality, market share, and brand profits. Ibrahim et al., (2020) convey that brand equity represents perceived utility and desire for a brand.

Trust

Trust is defined as the confidence consumers have in the satisfaction they will derive from a company or another entity (Wisnu et al., 2021). According to Gogi (2020), the trust formed in consumers' minds can influence their perception of a brand's image, thereby fostering loyalty to that specific brand. Moreover, trust also plays a significant role as it can enhance the sales value of a company and contribute to a positive reputation.

Purchase Intention

Purchase intention is a tendency exhibited by a customer where they feel the desire to own or purchase a particular product or service (Firman et al., 2021). According to Aji et al., (2020), the purchase intention of customers is measured in accordance with their needs. Additionally, purchase intention is also a crucial indicator within a company as it is associated with the financial improvement of the business.

RESEARCH METHODS

Relationship model between variables of brand image, social media marketing, brand awareness, brand equity, E-WOM, trust, and purchase intention described as follows:

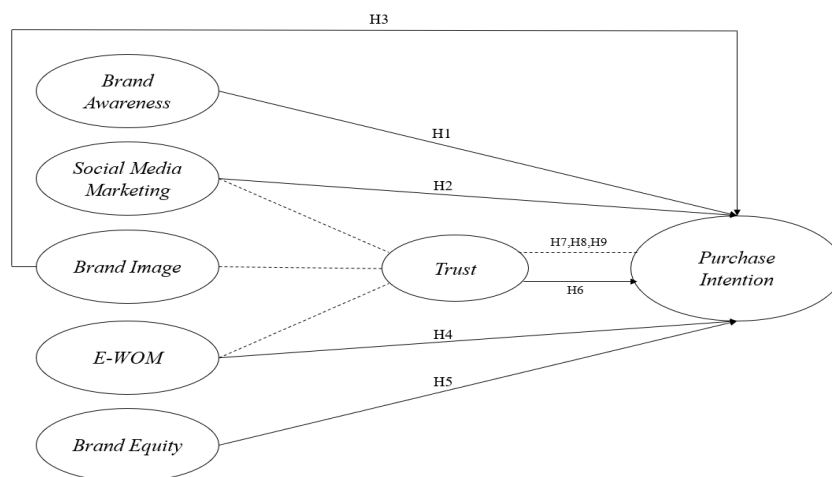


Figure 3. Conceptual Framework

These are the following hypotheses:

H1: Brand awareness positive significantly affects purchase intention.

H2: Social media marketing positive significantly affects purchase intention.

H3: Brand image positive significantly affects purchase intention.

H4: e-WoM positive significantly affects purchase intention.

H5: Brand Equity positive significantly affects purchase intention.

H6: Trust positive significantly affects purchase intention.

H7: Social media marketing positive significantly affects purchase intention through the mediation of trust.

H8: Brand image positive significantly affects purchase intention through the mediation of trust.

H9: e-WoM positive significantly affects purchase intention through the mediation of trust.

This study employs a quantitative approach using SPSS and SmartPLS, along with a descriptive design. Quantitative research is defined as a method that encompasses the systematic collection, analysis, interpretation, and documentation of research findings. In quantitative research, explanations or proposals are formulated regarding the relationships among the variables under investigation (John 2017). Descriptive analysis is utilized to categorize the characteristics of respondents, enhancing our comprehension of these participants (Chin et al., 2020). The process of analyzing descriptive data for specific variables in the research involves presenting the research findings through various stages, including measures like standard deviation and score ranges (John 2017.).

The questionnaire employed in this study is tailored for consumers who have either made purchases of or expressed an interest in acquiring local co-branded cosmetic brands. The targeted respondents are specifically from the Generation Z and Millennial demographics. Generation Z encompasses individuals born between 1997 and 2012, while Millennials are those born between 1981 and 1996 (Bernadeta 2021). The research involves approximately 300 respondents, determined following the methodology outlined by Hair et al., (2019). This approach calculates the number of questions used and multiplies it by 10 to establish an appropriate sample size.

RESULTS AND DISCUSSION

Following the demographic analysis conducted through SPSS and Smart-PLS, it is apparent that the participants who engaged with the questionnaire on co-branded cosmetics were predominantly female. The test outcomes reveal that 258 females (16%) completed the questionnaire, whereas the number of male respondents amounted to 50 (83.8%). The majority of participants belonged to the age brackets of 18–24 years (74.7%) and 24-29 years (19.2%). Furthermore, it was observed that 308 respondents resided in Batam City and typically held a bachelor's degree (S1) as their highest educational attainment, constituting 53.6% of the sample. Approximately 26.6% of respondents had completed high school or its equivalent.

Moreover, in terms of the occupational category, the questionnaire respondents were predominantly involved in three distinct types of work. Entrepreneurs comprised 36.7% of the respondents, followed by full-time students at 26.3% and private sector employees at 21.8%. The participants' income was primarily distributed across two categories: less than Rp. 4,500,000, accounting for 41.9%, and Rp. 4,500,000–Rp. 7,500,000, making up 51.6%. All 308 respondents met the criteria for the study, having previously purchased co-branded cosmetic products (100%). To assess the validity or impact of the variables used, the Smart-PLS application was employed in the analysis based on the data acquired through the distribution of questionnaires, as elaborated below:

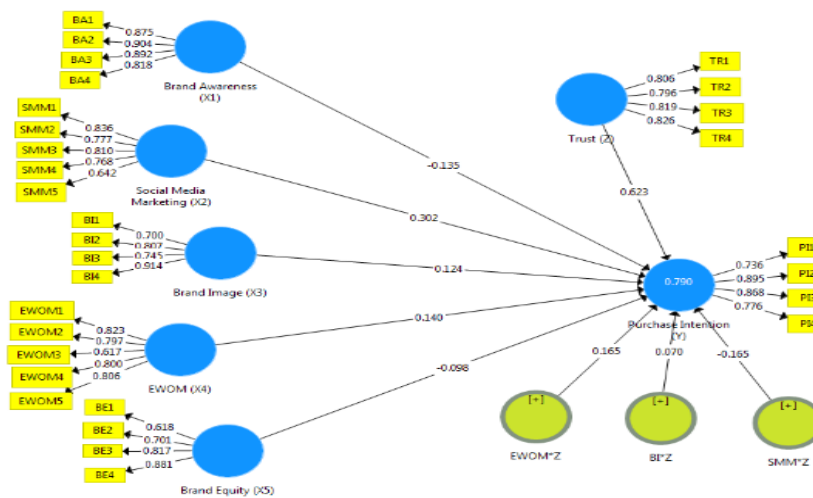


Figure 5. Smart-PLS Results

According to Oktavenus (2019), the main criteria or indicator used to determine the convergent validity in the testing of outer loadings is when the value is >0.6. In the table below, it can be seen that the outer loading values meet the applicable criteria, so it can be concluded that all variables have valid values.

Correlation Relationship between Indicators and Variables	Outer Loadings	Description
BA1	0,875	Valid
BA2	0,904	Valid
BA3	0,892	Valid
BA4	0,818	Valid
BE1	0,618	Valid
BE2	0,701	Valid

Correlation Relationship between Indicators and Variables	Outer Loadings	Description
<i>BE3</i>	0,817	<i>Valid</i>
<i>BE4</i>	0,881	<i>Valid</i>
<i>BI1</i>	0,700	<i>Valid</i>
<i>BI2</i>	0,807	<i>Valid</i>
<i>BI3</i>	0,745	<i>Valid</i>
<i>BI4</i>	0,914	<i>Valid</i>
<i>EWOM1</i>	0,823	<i>Valid</i>
<i>EWOM2</i>	0,797	<i>Valid</i>
<i>EWOM3</i>	0,617	<i>Valid</i>
<i>EWOM4</i>	0,800	<i>Valid</i>
<i>EWOM5</i>	0,806	<i>Valid</i>
<i>PI1</i>	0,736	<i>Valid</i>
<i>PI2</i>	0,895	<i>Valid</i>
<i>PI3</i>	0,868	<i>Valid</i>
<i>PI4</i>	0,768	<i>Valid</i>
<i>SMM1</i>	0,836	<i>Valid</i>
<i>SMM2</i>	0,777	<i>Valid</i>
<i>SMM3</i>	0,810	<i>Valid</i>
<i>SMM4</i>	0,768	<i>Valid</i>
<i>SMM5</i>	0,642	<i>Valid</i>
<i>T1</i>	0,806	<i>Valid</i>
<i>T2</i>	0,796	<i>Valid</i>

Correlation Relationship between Indicators and Variables	Outer Loadings	Description
<i>T3</i>	0,819	<i>Valid</i>
<i>T4</i>	0,826	<i>Valid</i>

Table 1. Outer Loadings Test

According to Ghozali (2021), the indicators used to assess the reliability of a test for a variable are Cronbach's alpha and composite reliability. Cronbach's alpha is considered reliable when its value is >0.6, while composite reliability is considered reliable when its value is >0.7. In this test, it is evident that both Cronbach's alpha and composite reliability for all variables are valid or reliable as they meet the specified criteria.

Variable	Cronbach's Alpha	Composite Reliability	Description
<i>Brand Awareness</i>	0,897	0,927	<i>Reliable</i>
<i>Brand Equity</i>	0,752	0,844	<i>Reliable</i>
<i>Brand Image</i>	0,809	0,872	<i>Reliable</i>
<i>Electronic Word Of Mouth</i>	0,832	0,880	<i>Reliable</i>
<i>Purchase Intention</i>	0,836	0,892	<i>Reliable</i>
<i>Social Media Marketing</i>	0,829	0,878	<i>Reliable</i>
<i>Trust</i>	0,929	0,885	<i>Reliable</i>

Table 2. Realiability Test

Variable	Sample Mean	P-Values	Description
BA → PI	-0,135	0,002	<i>Positive Significant</i>
BE → PI	-0,098	0,335	<i>Non significant</i>
BI → PI	0,124	0,003	<i>Positive Significant</i>

Variable	Sample Mean	P-Values	Description
EWOM → PI	0,140	0,124	<i>Non significant</i>
SMM → PI	0,302	0,000	<i>Positive Significant</i>
TR → PI	0,623	0,000	<i>Positive Significant</i>

Table 3. Direct Effect Test

Based on the results it can be concluded that BI mediates by trust through PI is not significant because it does not meet the criteria due to the p-values score. However EWOM and SM mediated by trust through PI meets the criteria therefore both variables consider as significant.

Variable	Sample Mean	P-Values	Description
BI → TR → PI	-0,070	0,170	<i>Non significant</i>
EWOM → TR → PI	0,165	0,002	<i>Positive Significant</i>
SMM → TR → PI	-0,165	0,006	<i>Positive Significant</i>

Table 4. Indirect Effect Test

According to Ghozali (2021) testing the coefficient of determination (R²) is conducted to determine the ability of a model to provide clarity about the dependent variable. This test is based on the value of the R-square indicator, where if the value is 0.25, it is considered weak, when the value is 0.5, it is considered moderate, and when the value is 0.75, it is considered strong. In this test, the results indicate a strong value.

Variabel	R-Square Adjusted	Description
<i>Purchase Intention</i>	0,783	<i>Strong</i>

Table 5. The R-square Value

Hypothesis Results

Based on the test results, several conclusions can be drawn regarding the influence or relationship of factors related to purchase intention among customers of co-branded cosmetics in Batam City as follows:

Hypothesis 1: Brand awareness has a significantly positive direct impact on purchase intention. This is corroborated by Dewa (2020), revealing a positive correlation between the two variables. In this research, the researchers carried out promotions through social media platforms like Facebook and Instagram, emphasizing the unique qualities and excellence of SMK Kesehatan Sanjiwani Gianyar to boost the enrollment of students. Through these promotional efforts, a favorable credibility was established for the school. Consequently, from this evidence, a positive relationship between Brand Awareness (BA) and Purchase Intention (PI) emerges. This is in line with Putra & Aprilson (2022), where an upsurge in tourist numbers in Batam took place when researchers introduced the brand through social media. The aim was to enhance the credibility and allure of tourist destinations in Batam for potential visitors.

Hypothesis 2: Social media marketing has positive significant direct influence on purchase intention. This assertion finds support in Sharma et al., (2021), which elucidates that consumers actively participate in beauty-related activities on social media, thereby elevating their intention to purchase a product or service. The escalation in Purchase Intention (PI) transpires because they perceive it as effortless to access information about the cosmetic products they desire. Supported by the Aji et al., (2020), it is also affirmed that the establishment of this relationship is attributed to the widespread usage of social media and the flexibility in using social media to acquire information about desired products. This capability can heighten an individual's inclination to purchase the product.

Hypothesis 3: Brand image has a significantly positive direct impact on purchase intention. This statement is supported by Purwianti et al., (2022), which asserts that the reason for the formation of the positive relationship between the two variables is because brand image creates clear credibility and reputation, thereby influencing customers to purchase the desired product. Additionally, it is also supported by Jenderal et al., (2021), where the success of their research with similar variables is attributed to the prospective customers memory of a brand, prompting them to seek information again about that brand and ultimately culminating in a product purchase based on that brand.

Hypothesis 4: e-WoM has negative significant affects on purchase intention. This is evidenced by research from Puriwat & Tripopsakul, (2022), stating that the second variable has a negative relationship because customers cannot solely rely on information from people on the internet. Internet users place more trust in information directly from official brand accounts. Supported also by Yousuf & Nazia, (2020), where it states that most people are skeptical about statements on the internet due to the lack of credibility in comments or reviews about the brand.

Hypothesis 5: Brand equity has negative significant affects on purchase intention. According to Alwan & Alshurideh, (2022), the occurrence of a negative relationship between the two variables is attributed to situations where marketing for a specific brand may present a product differently from its actual attributes upon customer purchase. This occurs because the marketing team tends to exaggerate in promoting the product, resulting in customer disappointment and elevated expectations.

Hypothesis 6: Trust has positive significant direct influence on purchase intention. This finding is supported by Fandy et al., (2021), whose research in Manado showed that thrift

shops can increase consumer trust and play an important role in shaping consumer purchase intention for online second-hand stores. Similar to the study by Kim & Kim, (2021), where the reason behind the positive relationship is because trust in a particular brand forms loyalty traits in customers, leading them to make continuous purchases.

Hypothesis 7: Social media marketing has a significant direct influence on purchase intention through the mediation of trust. This is evident from the p-value of 0.006, which meets the significance criteria. Therefore, it can be stated that social media marketing does influence customers who have purchased co-branded cosmetics in Batam through the formation of trust. This finding is supported by Aji et al., (2020), which showed that the purchase intention of Indonesian consumers can be influenced through social media marketing due to the trust formed. This is in line with Attar et al., (2021), which produced similar results for both variables.

Hypothesis 8: Brand image has no significant direct influence on purchase intention through the mediation of trust. This aligns with the study by Hermanda et al., (2019), where it is stated that the negative relationship occurs because brand image alone is not sufficient to enhance consumer trust. The erosion of trust occurs when customer experiences after purchasing a product have a negative impact, discouraging them from making further purchases.

Hypothesis 9: e-WoM has positive significant direct influence on purchase intention through the mediation of trust. This finding is supported by Shanmugam & Sulthana, (2019), which emphasized that communication opportunities for sharing information about products or services can increase trust and purchase intention. These results provide valuable insights into the relationships between various factors and purchase intentions in the context of co-branded cosmetics in Batam. This is in line with Dessy Aprianty & Basuki (2021), which produced similar results for both variables. Their research stated that consumer reviews can enhance trust and purchase intention. Therefore, it can be stated that e-WoM does influence customers who have purchased co-branded cosmetics in Batam through the mediation of trust.

CONCLUSION

Based on the results and discussions conducted, several considerations are crucial for cosmetic companies regarding marketing strategies to mitigate the risk of a decrease in the number of buyers. This study specifically focuses on cosmetic companies employing a collaborative brand marketing strategy. It is highlighted that utilizing this marketing strategy establishes positive relationships in variables such as brand awareness, social media marketing, brand image, and trust toward purchase intention. However, there are also variables showing non-significant relationships, namely e-WoM, brand equity, and brand image, with trust as a mediating factor toward purchase intention. With this data, the researcher recommends enhancing e-WoM by maintaining brand quality to garner more positive reviews from a broader customer base. Additionally, implementing paid promotion marketing targeted at individuals with strong credibility is suggested.

It's important to note that this study involved only 308 respondents from Batam City, representing a small portion of the population in Indonesia, which totals 273.8 million people. Therefore, for future research, the researcher recommends considering variables such as CSR (corporate social responsibility) and perceived risk as independents, with consumer behavior

as a mediator. This approach can uncover additional relationships and bolster the overall research findings.

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