

## Influencer marketing, brand image, and e-WOM: Driving purchase decisions through social media

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### Abstract

This study examines the influence of influencer marketing, brand image, and electronic word of mouth (e-WOM) on consumers' purchasing decisions through social media platforms. As social media increasingly shapes consumer behavior, understanding these determinants is crucial for businesses seeking to strengthen their digital marketing strategies. A quantitative research approach was employed, using a survey of 250 consumers who have made purchasing decisions for Maybelline lipstick products on the Shopee e-commerce platform. Data analysis in this study was conducted using multiple linear regression. The results reveal that e-WOM exerts the most significant influence on purchasing decisions, while influencer marketing and brand image show a positive but not significant influence. These findings highlight that authentic peer recommendations remain more persuasive than promotional influencer content or established brand perceptions.

Keywords: Social Media, Influencer Marketing, Brand Image, Electronic Word of Mouth, Purchasing Decisions.

### Abstrak

Studi ini mengkaji pengaruh pemasaran influencer, citra merek, dan getok tular elektronik terhadap keputusan pembelian konsumen melalui platform media sosial. Seiring media sosial semakin membentuk perilaku konsumen, memahami faktor-faktor penentu ini sangat penting bagi bisnis yang ingin memperkuat strategi pemasaran digital mereka. Saat ini pembelian online terus meningkat khususnya menggunakan platform Shopee. Pendekatan penelitian kuantitatif digunakan melalui survei kepada 250 konsumen lipstick Maybelline yang membeli via e-commerce Shopee. Analisis data dalam penelitian ini dilakukan dengan menggunakan regresi linier berganda. Hasilnya mengungkapkan bahwa getok tular elektronik memberikan pengaruh paling signifikan terhadap keputusan pembelian, sementara pemasaran influencer dan citra merek menunjukkan pengaruh positif namun tidak signifikan. Temuan ini menyoroti bahwa rekomendasi teman dekat yang autentik tetap lebih persuasif dibandingkan konten promosi influencer atau persepsi merek yang sudah mapan.

Kata kunci: Media Sosial, Influencer Marketing, Citra Merek, Getok Tular Elektronik, Keputusan Pembelian

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## 1. Introduction

The rapid advancement of information and communication technology (ICT) has significantly transformed the landscape of modern business and marketing (Cuevas-Vargas et al., 2021). Digitalization has enabled companies to connect with consumers more extensively, rapidly, and efficiently through various e-commerce platforms (Figueiredo et al., 2025). This transformation has also reshaped consumer shopping behavior, shifting preferences toward convenience, practicality, and personalized shopping experiences (Vyt et al., 2022). Among Indonesia's e-commerce platforms, Shopee has emerged as one of the most dominant players, attributed to its user-friendly access, diverse interactive features, and innovative digital marketing strategies. The integration of accessibility, interactive shopping experiences, and social proof through user-generated reviews not only attracts new consumers but also enhances the loyalty of existing ones, positioning Shopee as a leading force in Indonesia's e-commerce ecosystem (Abadi & Hawa, 2024).

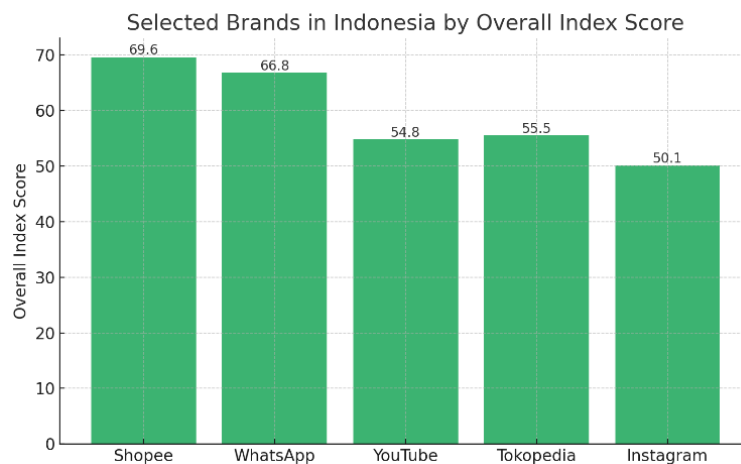


Figure 1. First Top 10 Brand in 2025

Figure 1 presents the Top 10 E-Commerce Brands in Indonesia in 2025 based on website traffic data. Shopee occupies the first position, followed by Tokopedia, Lazada, Bukalapak, Blibli, JD.ID, Zalora, Sociolla, Orami, and TikTok Shop (iPrice Report, 2025). Shopee's leading position indicates not only transactional dominance but also a strong ecosystem supported by digital marketing integration and user-generated content features. The review and rating system embedded within the platform strengthens social proof mechanisms that influence purchase decisions (R. S. Wibowo et al., 2024). Moreover, electronic word of mouth (E-WOM) has been shown to play a pivotal role in influencing purchasing decisions, as online reviews, testimonials, and peer recommendations provide credible social proof that strengthens consumers' trust and purchase intention (Le et al., 2022). Collectively, these strategies reinforce Shopee's position as Indonesia's most preferred e-commerce platform (jabarantaranews.com, 2025).

Unlike utilitarian products such as electronics or household appliances, cosmetic products particularly lipstick represent high-involvement, experiential, and identity-driven consumption (Aleem et al., 2024). Cosmetics are closely associated with self-

expression, personal image, and emotional value. Consumers often evaluate cosmetic products based on subjective perceptions such as color suitability, texture comfort, durability, and brand personality. These characteristics make cosmetics highly dependent on online reviews, peer recommendations, and influencer demonstrations, especially in online shopping environments where physical trials are impossible. Therefore, cosmetic products provide a relevant and theoretically meaningful context to examine the interplay between attitudinal factors (social media and brand image) and normative influences (influencer marketing and E-WOM) as proposed by the Theory of Reasoned Action (Fishbein & Ajzen, 1975).

According to the Top Brand Index (2021–2025), Maybelline has exhibited a significant upward trend, whereas Wardah has experienced a slight decline (Figure 2). This shift indicates changes in consumer preferences driven by the increasing influence of social media, influencer marketing, brand image, and E-WOM (Jayadi et al., 2023). Supporting this, previous studies have confirmed that consumer reviews exert a positive impact on purchasing decisions for cosmetic products.

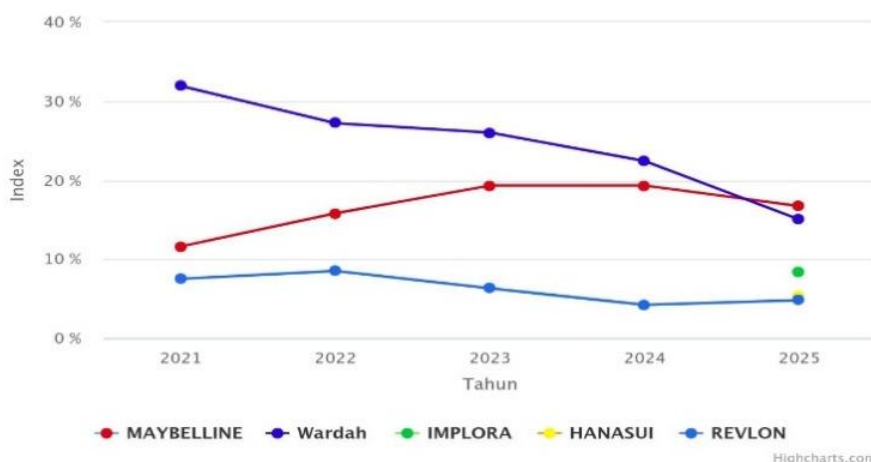


Figure 2. Subcategory in cosmetics industry year 2021-2025  
([www.topbrand-award.com](http://www.topbrand-award.com))

A purchase decision represents the culmination of a consumer's evaluative process and is influenced by a combination of internal and external factors. Among these, social media, influencer marketing, brand image, and E-WOM have been widely acknowledged as critical variables that shape consumer perceptions and enhance purchasing confidence (B. G. Wibowo & Putra, 2024). However, empirical findings on these relationships remain inconsistent. Some studies report positive and significant effects, while others reveal negligible or even negative associations (Rasyid, Santoso Saroso, et al., 2025). For example, brand image has been found to positively influence purchase decisions (Mufaddol et al., 2023), whereas certain studies suggest that E-WOM may also lead to negative outcomes under specific circumstances (Pratiwi & Maskur, 2023).

## 2. Literature Review

### Theory of Reasoned Action (TRA)

The Theory of Reasoned Action (TRA) proposed by Fishbein and Ajzen (1975) explains that actual behavior is driven by behavioral intention, which is shaped by two key components: attitude toward the behavior and subjective norms. Attitude reflects an individual's evaluation of performing a behavior based on perceived outcomes, while subjective norms represent perceived social pressure from significant others (Tambi & Hurai, 2022).

In the context of digital commerce, consumers form attitudes through online brand experiences, social media engagement, and perceived brand image, whereas subjective norms arise from influencer recommendations and electronic word of mouth (E-WOM) shared within digital networks (Lim et al., 2023). Accordingly, this study conceptualizes social media and brand image as attitudinal factors, and influencer marketing and E-WOM as normative factors, which together explain how digital exposure translates into purchase decisions.

### Social Media and Purchase Decision

Social media serves as a key platform for brand–consumer interaction, enabling two-way communication, real-time engagement, and user-generated content such as reviews and shared experiences (Unnava & Aravindakshan, 2021). Its effectiveness lies in enhancing brand awareness, emotional engagement, trust, and perceived value, which collectively shape favorable consumer attitudes (Ullah Shah et al., 2021). In e-commerce contexts like Shopee, social media integration increases visibility, personalizes communication, and provides social validation that reduces perceived risk and strengthens purchase confidence (Semenda et al., 2024). The interactive nature of social media also enables consumers to obtain authentic product information and social validation, which reduces perceived risk and enhances confidence in purchase decisions (Lăzăroiu et al., 2020). As noted by (McClure & Seock, 2020), strong social media engagement positively affects consumers' purchasing behavior by increasing brand familiarity and emotional attachment.

From a theoretical standpoint, the relationship between social media and purchase decisions can be explained through the attitudinal component of the Theory of Reasoned Action (TRA) (Fishbein & Ajzen, 1975) social media functions as an attitudinal factor by influencing consumers' beliefs and evaluations of a brand; when interactions are perceived as informative and trustworthy, they foster positive attitudes that increase purchase intention (Ao et al., 2023). The social media environment thus acts as a stimulus that encourages favorable evaluations and strengthens behavioral intentions. Empirical research supports this connection, showing that exposure to social media marketing significantly improves purchase decisions by enhancing perceived quality, emotional resonance, and overall brand credibility (Kothari et al., 2025). Accordingly, this study hypothesizes:

H1: Social media has a positive and significant influence on consumer purchase decisions.

## **Influencer Marketing and Purchase Decision**

Influencer marketing has become a prominent digital strategy that leverages individuals with high social visibility and persuasive power to shape consumer perceptions and buying behavior (Chen et al., 2024). Influencers function as opinion leaders who serve as intermediaries between brands and consumers, offering credible, relatable, and authentic messages that traditional advertising often fails to deliver (Al-Mu'ani et al., 2023). Their ability to blend personal experience with product endorsement makes their content more trustworthy and emotionally engaging compared to brand-generated promotions (Gupta et al., 2023).

Its effectiveness depends on credibility, attractiveness, popularity, and persuasive ability, which collectively enhance product trust and desirability (Chaihanchai et al., 2024). Within the Theory of Reasoned Action (Fishbein & Ajzen, 1975), influencer marketing represents a subjective norm, as consumers may conform to endorsements from trusted figures to gain social approval or align with aspirational lifestyles. Empirical studies show that influencer credibility strengthens brand trust, emotional connection, and purchase intention (Ismagilova et al., 2020) found that influencer credibility and expertise significantly enhance brand trust and perceived authenticity, leading to increased purchase intention. Similarly, (Sun et al., 2023) emphasized that influencer endorsements can stimulate emotional connection and product desire, encouraging impulse purchases and repeat buying behavior. By generating social proof and reducing perceived risk (Chopra et al., 2020). As suggested by (Sokolova & Kefi, 2020) influencer marketing can translate digital social influence into purchasing behavior. Therefore, within this study, influencer marketing is conceptualized as a subjective-norm variable that exerts external social influence on consumers' purchase behaviour (Chen et al., 2024).

H2: Influencer marketing has a positive and significant influence on consumer purchase decisions.

## **Brand Image and Purchase Decision**

Brand image reflects the set of beliefs and impressions consumers hold about a brand, formed through product experiences, marketing communication, and social interaction (Ali & Naushad, 2023). A strong brand image combines functional attributes such as quality and reliability with symbolic values such as prestige and lifestyle alignment, thereby enhancing trust and reducing purchase uncertainty (P. Kotler & Keller, 2016). In the cosmetics industry, where products are closely linked to self-expression and identity, brand image plays a crucial role in shaping emotional attachment and consumer confidence (Mayangsari et al. (2024), Jayadi et al., (2024)). This psychological assurance is vital in e-commerce platforms like Shopee, where consumers rely heavily on symbolic cues such as brand reputation and prior customer experiences to assess product reliability (Tambi & Hurai, 2022). Moreover, a strong brand image enhances the emotional connection between the consumer and the brand, creating what (K. Kotler, 2021) refers to as "brand resonance" a deep, psychological bond that fosters loyalty and advocacy. This emotional attachment is particularly strong

in the beauty and fashion sectors, where brands often embody aspirational identities and lifestyle values (Sanny et al., 2020).

Griselda & Junaidi, (2022) found that the corporate, product, and user image dimensions collectively enhance purchase intention by strengthening consumers' trust and perceived value. Similarly, (Torano & Kharie, 2023a) revealed that positive consumer perceptions of cosmetic brands lead to higher purchase decisions, mediated by trust and satisfaction. In summary, brand image not only shapes how consumers evaluate a brand cognitively but also strengthens their emotional and behavioral attachment to it (Pramesti et al., 2025).

H3: Brand image has a positive and significant influence on consumer purchase decisions.

### **Electronic Word of Mouth (E-WOM) and Purchase Decision**

Electronic Word of Mouth (E-WOM) refers to consumers online sharing of opinions, reviews, and experiences about products through social media and e-commerce platforms (Wangsa et al., 2022). Compared to traditional word of mouth, E-WOM has broader reach, permanence, and visibility, making it a powerful source of social proof. Positive reviews enhance trust and reduce perceived risk, while negative reviews increase uncertainty and discourage purchases (Pratiwi & Maskur, 2023). In platforms such as Shopee, ratings, testimonials, and user-generated content serve as key decision cues, especially for high-involvement products like cosmetics. Within the Theory of Reasoned Action (Fishbein & Ajzen, 1975), E-WOM represents a subjective norm, as consumers are influenced by perceived social approval and peer validation. Through both informational influence (credible product knowledge) and normative influence (social conformity), E-WOM significantly shapes purchase intention and behavior (Cheung & Thadani, 2012). Empirical studies consistently validate the impact of E-WOM on consumer decision-making (Putri et al., 2023) found that online reviews on Shopee significantly affect consumers' trust and purchase intentions by providing reliable product-related information.

H4: Electronic word of mouth (E-WOM) has a positive and significant influence on consumer purchase decisions.

### **Integrated Effects and Conceptual Framework**

The Theory of Reasoned Action (TRA) (Fishbein & Ajzen, 1975) explains that purchase decisions are driven by behavioral intention, which is shaped by two key components: attitude toward the behavior and subjective norms. In digital commerce, social media and brand image function as attitudinal factors, influencing consumers' cognitive and emotional evaluations of a brand (Dwivedi et al., 2019). Similarly, a favorable brand image fosters consumer (P. Kotler & Keller, 2016), while influencer marketing and electronic word of mouth (E-WOM) act as normative factors, reflecting social influence and peer validation (Rixom & Rixom, 2023). Influencer marketing exerts social influence by leveraging credible and admired figures whose endorsements are perceived as trustworthy recommendations. Influencers' popularity, attractiveness, and perceived expertise shape social norms that guide followers' behavioural

responses (Torano & Kharie, 2023b). Meanwhile, E-WOM provides social validation through peer-generated reviews, testimonials, and product discussions that serve as social proof of a brand's value (Wangsa et al., 2022). Both factors contribute to consumers' perception of social acceptance and legitimacy, motivating them to align their purchasing behavior with socially approved norms and expectations.

The simultaneous influence of these attitudinal and normative components creates a synergistic effect on consumer decision-making. When social media exposure and a strong brand image positively shape consumer attitudes, and at the same time influencer marketing and E-WOM reinforce these attitudes through social endorsement, the likelihood of a purchase decision significantly increases (Torano & Kharie, 2023b). When positive attitudes formed through media exposure and brand perception are reinforced by credible endorsements and peer reviews, consumers experience reduced uncertainty and stronger purchase intention. Empirical evidence suggests that the interaction of attitudinal trust and social influence produces a greater impact than individual effects alone (Jalilvand & Samiei, 2012). Therefore, this study proposes that these four variables collectively shape consumer beliefs and social expectations, leading to purchase decisions in the e-commerce context.

H5: Social media, influencer marketing, brand image, and electronic word of mouth (E-WOM) simultaneously have a positive and significant influence on consumer purchase decisions.

### 3. Research Method

The population of this study consists of consumers who have purchased Maybelline products. A sample, defined as a subset of the population with similar characteristics (Sugiyono, 2021). The sampling technique employed in this study is purposive sampling, which involves selecting respondents based on specific criteria relevant to the research objectives. This method enables the researcher to focus on individuals who are most knowledgeable or directly related to the phenomenon being studied. In this research, the chosen sample comprises consumers who have made purchasing decisions for Maybelline lipstick products through the Shopee e-commerce platform. As noted by (Ghozali, 2021) when the population size is too large, it becomes difficult for the researcher to conduct the study efficiently and effectively. In this study, the total number of samples was determined using a specific formula because the exact population size was unknown. The formula applied is as follows:

$$N = 5 \times \text{Number of Indicators}$$

Based on this formula, the minimum number of respondents required in this study is 250. This sample size is considered sufficient to generate accurate and comprehensive data that can be generalized to the population.

Data analysis in this study was conducted using the multiple linear regression method with the assistance of SPSS Statistics version 25. Multiple regression is a statistical technique used to examine the causal relationship between one dependent variable and two or more independent variables. This method extends simple linear

regression, which involves only one independent variable, by allowing simultaneous analysis of multiple predictors that may influence the dependent variable.

The general form of the regression equation used in this study is expressed as:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$$

Where:

Y = Purchase Decision (Dependent Variable)

$\alpha$  = Constant

$\beta_1$ – $\beta_4$  = Regression Coefficients of Independent Variables

$X_1$  = social media

$X_2$  = Influencer Marketing

$X_3$  = Brand Image

$X_4$  = Electronic Word of Mouth (E-WOM)

$e$  = Standard Error or Disturbance Term

This model allows for the simultaneous estimation of the effects of multiple independent variables on purchase decisions.

The coefficient of determination ( $R^2$ ) is a statistical measure used to determine the extent to which the independent variables in a regression model explain the variation in the dependent variable. The value of  $R^2$  ranges between 0 and 1. A higher  $R^2$  value indicates that a larger proportion of the variance in the dependent variable is explained by the model, suggesting a better model fit. Conversely, a low  $R^2$  value implies that the model has limited explanatory power, meaning that most of the variation in the dependent variable is influenced by factors outside the model (Ferdinand, 2014).

According to (Ferdinand, 2014) the F-test is used to determine whether all independent variables collectively have a statistically significant effect on the dependent variable. The significance level applied is 0.05 (5%). The hypotheses are tested using the following criteria: If the calculated F-value (F stat) > the critical F-table value ( $F_{\alpha\beta_1e}$ ) with a significance level of < 0.05, then the alternative hypothesis ( $H_a$ ) is accepted, and the null hypothesis ( $H_0$ ) is rejected. This indicates that all independent variables jointly have a significant effect on purchase decisions. If  $F_{hit} \leq F_{\alpha\beta_1e}$  with a significance level > 0.05, then  $H_a$  is rejected, and  $H_0$  is accepted, meaning that the independent variables collectively do not have a significant effect on purchase decisions. The F-test therefore provides an overall assessment of the model's explanatory power regarding the dependent variable.

According to (Ghozali, 2021), the t-test is employed to assess the partial influence of each independent variable on the dependent variable. This test determines whether each independent variable, individually, has a statistically significant relationship with the dependent variable. In this study, the t-test is used to examine the effects of social media ( $X_1$ ), influencer marketing ( $X_2$ ), brand image ( $X_3$ ), and E-WOM ( $X_4$ ) on purchase decision (Y).

The test criteria are as follows: If the calculated t-value ( $t_{hit}$ ) > the critical t-table value ( $t_{\alpha\beta_1e}$ ) with a significance level < 0.05, then  $H_0$  is rejected. This means the independent

variable has a significant partial effect on the dependent variable. If  $t_{hit} < t_{ta\beta ie}$  with a significance level  $> 0.05$ , then  $H_0$  is accepted, indicating that the independent variable does not have a significant partial effect on the dependent variable. The t-test thus allows the researcher to evaluate which specific variables exert the strongest and most significant individual influence on consumers' purchase decisions.

## 4. Results and Discussion

### 4.1. Results

#### Validity dan Reliability Test

Table 1. Validity Test Results

Variable	KMO	Sig.	Loading Factor	Conclusion
Purchase Decision	0.861	0.000	0.810, 0.820, 0.801, 0.802, 0.767	Valid
Social media	0.861	0.000	0.865, 0.903, 0.844, 0.885, 0.920, 0.929, 0.906	Valid
Influencer Marketing	0.861	0.000	0.832, 0.902, 0.881, 0.883	Valid
Brand Image	0.861	0.000	0.845, 0.885, 0.757	Valid
Electronic Word of Mouth (E-WOM)	0.861	0.000	0.878, 0.839, 0.806	Valid

Based on Table 1, the validity test was conducted to evaluate whether each item in the questionnaire accurately measures the construct it is intended to assess. The validity of an instrument is commonly determined through the significance test of correlation coefficients at a 5% significance level ( $\alpha = 0.05$ ). A questionnaire item is considered valid if the calculated correlation coefficient (r-stat) exceeds the critical r-table value. As shown in the table, all r-stat values for the research indicators exceed the r-table value of 0.176 ( $> 0.176$ ). This indicates that each item statement within all variables meets the validity requirement. Therefore, all research indicators are deemed valid and can be used for further analysis.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Conclusion
Purchase Decision	0.780	Reliable
Social media	0.851	Reliable
Influencer Marketing	0.893	Reliable
Brand Image	0.720	Reliable
Electronic Word of Mouth (E-WOM)	0.643	Reliable

Based on Table 2, the overall reliability test results indicate that all variables exhibit satisfactory reliability levels. The Cronbach's Alpha coefficient for each variable exceeds the minimum acceptable threshold of 0.6, as suggested by Ghazali (2021). This demonstrates that all measurement instruments used in this study are consistent and dependable in capturing the intended constructs.

#### Multiple Linear Regression Analysis

Based on Table 3, the multiple linear regression equation can be formulated as follows:

$$Y = 8.748 + 0.081X_1 + 0.187X_2 + 0.433X_3 + 0.743X_4$$

The regression equation above provides the following interpretations: The constant value of 8.748 indicates that when all independent variables (social media, influencer

marketing, brand image, and E-WOM) are equal to zero, the purchase decision variable remains at 8.748. The regression coefficient for social media ( $X_1$ ) is 0.081 and positive, suggesting that more effective social media strategies lead to higher purchase decisions. The regression coefficient for influencer marketing ( $X_2$ ) is 0.187 and positive, implying that stronger influencer marketing activities enhance purchase decisions. The regression coefficient for brand image ( $X_3$ ) is 0.433 and positive, meaning that an improved brand image positively affects purchase decisions. The regression coefficient for E-WOM ( $X_4$ ) is 0.743, indicating that positive and credible E-WOM significantly increases consumer purchase decisions.

Table 3. Multiple Linear Regression Analysis Results

Variable	Coefficient	Std. Error
Constant	8.748	1.550
Social media	0.081	0.124
Influencer Marketing	0.187	0.114
Brand Image	0.433	0.235
Electronic Word of Mouth	0.743	0.187
Adjusted R Square	0.294	
F stat	13.363	
Sig.	0.001	

As shown in Table 3, the Adjusted  $R^2$  value is 0.294, indicating that the independent variables social media, influencer marketing, brand image, and E-WOM collectively explain 29.4% of the variation in purchase decision. The remaining 70.6% is influenced by other factors not included in the model. This suggests that while the model has a moderate explanatory power, external variables outside the framework also play a substantial role in shaping consumer purchase decisions. Furthermore, based on the F-test results, with  $df_1 = 4$  and  $df_2 = 115$ , the F-table value is 2.45. Since the calculated F-value (13.363) is greater than 2.45, and the significance level (0.001) is less than 0.05,  $H_1$  is supported. This confirms that social media, influencer marketing, brand image, and E-WOM simultaneously have a significant effect on purchase decisions.

### T-test (Partial Test)

Table 4. T-test Results

Hypothesis	t-stat	t-table	Sig.	Conclusion
H1. Social media → Purchase Decision	0.658	1.980	0.512	Not Supported
H2. Influencer Marketing → Purchase Decision	1.645	1.980	0.103	Not Supported
H3. Brand Image → Purchase Decision	-1.843	1.980	0.068	Not Supported
H4. Electronic Word of Mouth (E-WOM) → Purchase Decision	3.981	1.980	0.000	Supported

The t-test was conducted to examine the partial influence of each independent variable on the dependent variable. The test was performed at a significance level of 0.05 (5%). A variable is considered to have a significant effect if  $t\text{-stat} > t\text{-table}$  and  $\text{sig.} < 0.05$ . The results show that Electronic Word of Mouth (E-WOM) has a significant positive influence on purchase decisions, as indicated by  $t\text{-stat} = 3.981 > 1.980$  and  $\text{sig.} = 0.000 < 0.05$ . Meanwhile, social media, influencer marketing, and brand image

do not have significant effects individually, as their significance values exceed 0.05. This suggests that E-WOM is the most dominant factor influencing consumer purchasing decisions for Maybelline lipstick products on the Shopee platform.

#### **4.2. Discussion**

The results of this study underscore a critical insight for modern marketers in the digital era, trust and peer influence outweigh traditional brand driven persuasion. Consumers' purchase intentions are not solely formed by exposure to marketing content but by social validation, authentic communication, and collective experience. This study offers important insights into the dynamics of digital consumer behaviour in the e-commerce context, particularly regarding the purchasing decisions of consumers toward Maybelline lipstick products on Shopee. Anchored in the Theory of Reasoned Action (TRA) developed by Fishbein and Ajzen (1975), this study interprets purchase decisions as a function of two key psychological components attitudes toward behaviour, which reflect an individual's evaluation of the act of purchasing, and subjective norms, which represent perceived social pressures or influences from others. Within this theoretical framework, social media and brand image are conceptualized as attitudinal factors, whereas influencer marketing and electronic word of mouth (E-WOM) serve as normative factors that influence consumers' purchasing intentions through social reinforcement and peer validation.

The findings reveal that social media does not have a significant impact on purchase decisions in this context, indicating that although social media serves as an essential platform for brand visibility and engagement, it does not directly lead consumers to make purchases. This outcome suggests that while social media exposure increases awareness and shapes perceptions, it may not be sufficient to form strong behavioural intentions without the support of emotional connection and trust. This finding is consistent with the argument of (McClure & Seock, 2020) who noted that social media primarily functions as an informational and engagement channel rather than a direct driver of purchase behaviour. In the context of Shopee, consumers appear to use social media more for browsing, comparing, and seeking information rather than for making immediate transactional decisions. Thus, social media's role is likely indirect it supports the development of positive attitudes but needs to be complemented by stronger call-to-action elements such as interactive campaigns, live streaming events, or personalized promotions to convert engagement into purchasing behaviour.

Similarly with influencer marketing does not significantly affect purchase decisions. Although influencers theoretically represent a key subjective norm in the TRA model where consumers are motivated to emulate figures, they admire the empirical results indicate that influencer endorsements may not always generate substantial behavioural change. This may be attributed to the commercial saturation of influencer content in the digital landscape, where audiences have become increasingly sceptical of paid promotions. As suggested by (Ismagilova et al., 2020) the effectiveness of influencer marketing depends heavily on authenticity and perceived sincerity. When endorsements are viewed as overly commercial, their persuasive power diminishes.

Moreover, because Maybelline is a globally recognized brand with established credibility, consumers may rely more on their personal experiences and product familiarity rather than on influencer recommendations. This highlights the importance of authentic influencer partnerships, especially with micro influencers whose credibility and relatability resonate more strongly with consumers and who can establish the genuine social connections necessary to influence behavioural intention.

The findings also show that brand image does not have a significant effect on consumer purchasing decisions, a result that diverges from much of the traditional marketing literature but reflects the evolving nature of online consumer behaviour. In e-commerce environments like Shopee, consumers increasingly rely on tangible and situational cues such as peer reviews, discounts, shipping convenience, and overall user experience rather than solely on abstract brand reputation. According to the TRA framework, brand image forms part of the attitudinal belief that shapes consumers' positive or negative evaluations of a product. However, in digital marketplaces, brand hierarchies tend to flatten, and purchasing decisions are often driven by perceptions of value and social validation rather than prestige or long-term brand associations. This observation is consistent with (Rasyid, Santoso, et al., 2025) who found that in online contexts, brand image loses some of its influence when user-generated content and price competitiveness dominate consumer decision-making processes. For established brands such as Maybelline, maintaining a positive image remains essential for awareness, but this image must be continually reinforced by trust-building mechanisms such as transparent customer feedback and reliable service quality.

In contrast to these findings, the study identifies Electronic Word of Mouth (E-WOM) as a significant determinant of consumer purchase decisions. The results demonstrate that peer generated reviews, testimonials, and product recommendations play a pivotal role in influencing consumer trust and decision making. From a TRA standpoint, E-WOM functions as a powerful subjective norm a social force that shapes purchasing intention through both informational and normative influence. Consumers interpret E-WOM not only as credible, experience-based information but also as a form of social approval that reduces uncertainty and validates purchasing choices (Munaya & Pramesti, 2025). This supports previous findings by (Putri et al., 2023) who emphasized that positive online reviews enhance confidence and strengthen purchase intention, particularly for products involving personal or aesthetic preferences such as cosmetics. In online shopping contexts where physical trials are impossible, E-WOM serves as a digital trust mechanism, bridging the gap between consumer perception and action. Consequently, brands must invest in strategies that encourage authentic consumer advocacy such as loyalty programs, user engagement initiatives, and incentives for verified reviews to sustain positive online reputation and strengthen social credibility.

While some individual predictors were found to be statistically insignificant, the F-test results reveal that when considered simultaneously, social media, influencer marketing, brand image, and E-WOM collectively exert a significant influence on purchase decisions. This finding underscores the importance of the interplay between

attitudinal and normative components in shaping consumer behaviour, as proposed by the Theory of Reasoned Action. The adjusted  $R^2$  value of 0.294 indicates that approximately 29.4% of the variance in purchase decisions can be explained by the four digital marketing variables, suggesting that their collective effect is more substantial than their individual contributions. This highlights that effective digital marketing should not be viewed as a collection of isolated efforts but rather as an integrated system that harmonizes emotional engagement, brand perception, and social influence to shape behavioural outcomes.

Overall, the results affirm that in today's e-commerce landscape, trust based and socially validated interactions are more influential than traditional brand driven persuasion. The significant role of E-WOM illustrates that consumers increasingly depend on peer-generated information to guide their purchasing behaviour, especially when product quality and authenticity are difficult to evaluate directly. Meanwhile, social media, brand image, and influencer marketing continue to contribute to awareness and perception, but their influence is maximized only when strategically integrated with credible peer communication. This integrated interpretation aligns with TRA's holistic view of decision making, in which attitude formation and social validation jointly drive rational and intentional consumer actions (Prasetyo et al., 2025)

## 5. Conclusion

This study concludes that although digital marketing variables differ in their individual effects, their combined influence significantly shapes purchase decisions. Among the variables examined, E-WOM emerges as the strongest driver, highlighting the importance of peer-generated trust and social validation in digital commerce. The findings support the Theory of Reasoned Action by demonstrating that attitudinal factors (social media and brand image) and normative factors (influencer marketing and E-WOM) interact in shaping behavioral intention. However, attitudes formed through digital exposure alone are insufficient without credible social reinforcement. Practically, the results suggest that brands should prioritize authenticity, community engagement, and transparent customer reviews to strengthen trust and influence purchasing behavior in competitive e-commerce environments.

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