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The Influences of Social Media Marketing on the Purchase Intention

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Abstract

The Indonesian skincare industry has experienced significant growth, largely driven by technological innovations and the widespread use of social media as a key marketing tool. This study examines how social media marketing influences consumer purchase intention for Somethinc products, with a particular focus on the mediating effects of brand trust and brand image. Somethinc's strategy of leveraging visually appealing content across its social media platforms is identified as a competitive advantage. Adopting a quantitative approach, the study gathered data from 170 respondents, including both loyal and potential Somethinc customers, via a structured questionnaire. The data were analyzed using Structural Equation Modeling (SEM) through SmartPLS. The findings reveal that social media marketing has a positive impact on brand trust and brand image, which, in turn, significantly affect purchase intention. However, no direct effect was found between social media marketing or brand image and purchase intention. This suggests that while social media marketing may not directly lead to purchases, it plays a crucial role in shaping brand perceptions, which ultimately influence consumer buying behavior. These insights are valuable for skincare brands looking to refine their digital marketing strategies and boost consumer engagement in the highly competitive digital marketplace.

Keywords

Brand Image, Brand Trust, Purchase Intention, Social Media Marketing.

1. Introduction

Social media has been a major force in growing marketing networks across many industries, especially skincare. For the skincare industry, social media is key to boosting sales and promotions. In Indonesia, the skincare market is expected to expand by almost 5% annually over the next four years. This growth is fuelled by increased access to information about skincare benefits and personalized solutions tailored to individual consumer needs (Consultancy.asia, 2023). Today, many businesses depend on social media as their main marketing tool. These platforms allow them to promote products and broaden their reach through online channels, connecting with a vast audience. Social media has become an essential tool for building brand awareness (Mason et al., 2021). Popular choices for small to medium-sized businesses include platforms like YouTube, Instagram, and TikTok. Utilizing social media for marketing, especially with engaging visual content, is vital for strengthening brand awareness and influencing purchase intentions (Kusumasondjaja, 2019).

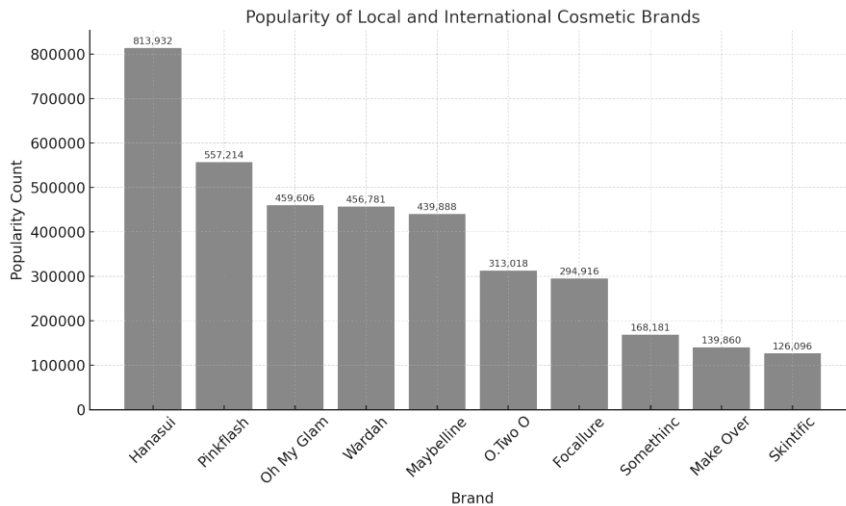


Figure 1. Top 10 Beauty Brand Sales 2024

Based on Figure 1, the top 10 local skincare brands ranked by product sales in 2024 shown that Somethinc remains in 8th place, still behind brands like Pinkflash and top-ranking Hanasui (Apriliani, 2024). Despite this, Somethinc stands out with key strengths. Its products are made from organic ingredients such as essential oils, chamomile flowers, rosehip oil, and aloe vera. They are free from harmful chemicals, suitable for all skin types, and formulated to avoid side effects. Somethinc also emphasizes sustainability through eco-friendly packaging and offers high-quality, locally made skincare at affordable prices. One notable item is the Botanical Heritage Oil Serum, composed of 99.9% botanical ingredients, including 10 premium oils and saffron the world’s most expensive spice. Initially sold via Shopee, Lazada, and Tokopedia, Somethinc expanded its brand visibility through platforms like YouTube and Instagram (Permana et al., 2024). On Shopee, it outperforms competitors with a 4.9 rating, 5.3 million followers, and high purchase rates far surpassing Wardah’s 91.6 thousand followers.

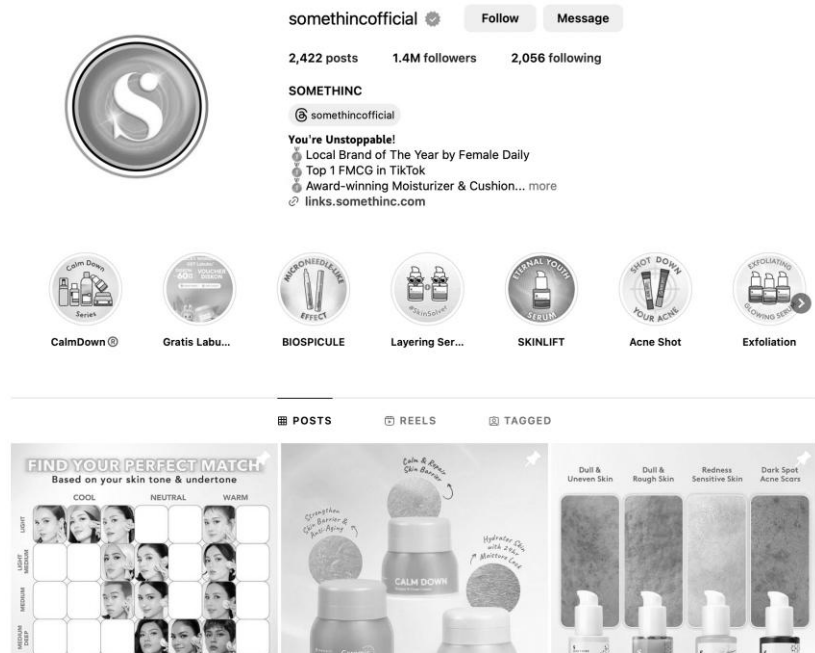


Figure 2. Somethinc Official Instagram Account

Figure 2 showed somethinc official instagram account. Somethinc is a prominent local beauty brand in Indonesia that has garnered widespread recognition since its launch in May 2019 by Irene Ursula. The brand quickly attracted beauty enthusiasts by offering skincare solutions tailored to diverse skin types and demographics, while maintaining international standards. Notably, Somethinc has expanded its presence internationally and is recognized for its robust visual marketing, particularly on Instagram (Indriati, 2021). In 2024, it won the TikTok Best Performance Campaign award for the #KulitKalem campaign, which utilized TikTok’s creative features to drive high audience engagement (Nabila, 2024). This achievement underscores the brand’s strategic use of social media to stay competitive in the skincare industry. On Instagram, Somethinc regularly posts visually captivating content, especially during product launches. More than just appealing visuals, the content is strategically curated to maximize the effectiveness of social media marketing. These efforts have been shown to strengthen brand image, foster consumer trust, and boost purchase intention (Yen & Chiang, 2021). Social media information plays a key role in building trust, increasing the likelihood of purchasing (Elaydi, 2018). Somethinc exemplifies digital marketing success in Indonesia’s beauty sector.

Social media marketing utilizes digital platforms, especially social media apps, to track and foster online consumer-to-consumer interactions, promoting positive engagement with brands and companies (Chaffey & Ellis-Chadwick, 2019). Persuasive, clear, and engaging content strengthens consumer trust in products and brands, positioning social media marketing as a key strategy for building brand trust (Levy et al., 2016). Consumers often view brand image as an extension of their self-identity, which shapes their initial perceptions of a product or company (Sunarya & Jamaludin, 2022). A positive brand image can notably enhance perceived product quality within specific categories (Woo, 2019; Fauzi & Purnomo, 2023; Segarwati et al., 2023). Today, leveraging a brand’s distinctive qualities through social media can add value and improve brand image. Platforms like Instagram are particularly effective in industries such as cosmetics and beauty, where visually appealing content drives greater engagement (Bilgin & Kethüda, 2022). This study explores the influence of social media marketing on consumer intention to purchase Somethinc products, with the mediating role of brand image and brand trust.

2. Literature Review and Hypothesis Development

2.1. *Social Media Marketing, Purchase Intention, Brand Trust, Brand Image*

The Stimulus-Organism-Response (SOR) theory explains how external stimuli trigger internal and behavioral reactions, enabling researchers to evaluate and predict how well a message aligns with the recipient's response (Tranggono et al., 2020). It connects environmental cues with psychological and behavioral outcomes and provides a structured framework for understanding how individuals process stimuli, particularly in communication and marketing. A central idea of the SOR theory is that targeted stimuli can alter an individual's attitudes or behaviors. In marketing, especially digital and e-commerce contexts, the SOR model is widely applied to understand consumer behavior. Examples of stimuli include digital advertisements, social media posts, and website design, all of which influence consumer perceptions and decisions. According to Yu et al. (2021), the SOR model has three components: Stimulus, Organism, and Response. Stimulus refers to marketing cues that provoke cognitive or emotional reactions. Organism involves internal processes such as thoughts, feelings, and evaluations (Sutjiadi & Prasetya, 2021). Response includes observable behaviors such as interest or purchase intention, and rejection or disinterest. In the digital landscape, this model helps marketers design effective stimuli to influence consumer behavior, making it essential for strategic marketing.

Previous studies provide a foundation for the current theoretical framework. Dölek and Aydın (2020) found that Social Media Marketing (SMM) positively influenced brand loyalty and e-WOM but had no direct effect on purchase intention, indicating mediating roles like brand trust. Ellitan et al. (2022) confirmed this in the case of Somethinc skincare, showing that SMM improved brand trust and image, which mediated purchase intention. Haudi et al. (2022), Salhab et al. (2023), and Ali and Naushad (2023) also highlighted SMM's role in enhancing trust and brand image. However, studies like Armawan et al. (2023), Sanny et al. (2020), and Savitri et al. (2022) emphasized contextual differences and the importance of mediators.

H1: Social media marketing has a significant effect on product purchase intention.

H2: Social media marketing has a significant effect on impact on brand trust.

H3: Social media marketing has a significant effect on brand image.

2.2. *Brand Trust and Purchase Intention*

Approach-Avoidance Theory, originating from environmental psychology, explains how individuals respond emotionally and behaviorally to various environmental stimuli, such as color, sound, lighting, and layout (Glanzer, 1958; Eroglu et al., 2001; Tractinsky & Lowengart, 2007). The theory states that the characteristics of the stimulus, combined with an individual's internal psychological state, trigger either approach or avoidance behavior. These responses are influenced by three primary emotional dimensions: pleasure, arousal, and dominance (Russell & Mehrabian, 1978). Pleasant environments tend to encourage approach behaviors, such as engagement, exploration, and interaction, while unpleasant or overstimulating environments encourage avoidance. Originally applied to the context of physical retail, the theory suggests that environmental elements such as music, lighting, scent, and store layout have significant impacts on consumers' moods and purchasing decisions. More recently, the approach has been adapted to digital contexts such as e-commerce. Website design elements visual appeal, navigation, and interactivity act as digital stimuli that shape users' emotional responses, which in turn influence purchase intentions.

Internationally, studies have shown that social media marketing strategies are effective in increasing consumer engagement and shaping cross-cultural perceptions and behaviors (Gautam & Sharma, 2017; Upadhyay et al., 2022). In the cosmetics

and skincare industry, brand image and brand trust are important mediators in the relationship between marketing strategies and purchase decisions. These findings provide a strong theoretical basis for analyzing consumer behavior towards Somethinc skincare products in the digital era.

H4: Brand trust has a significant effect on product purchase intention.

H5: Brand image has a significant effect on product purchase intention.

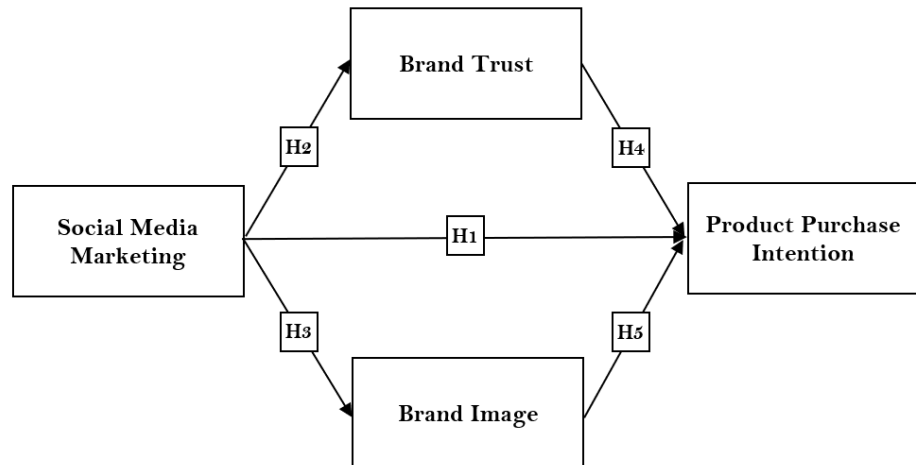


Figure 3. Research Framework

Figure 3 illustrates a conceptual model showing the relationship between Social Media Marketing (SMM) and Product Purchase Intention (PPI), mediated by Brand Trust (BT) and Brand Image (BI). It proposes five hypotheses (H1–H5) to explain the directional links among variables. H1 suggests that SMM directly influences PPI, while H2 and H3 propose that SMM affects BT and BI, respectively. H4 indicates that BT impacts PPI, and H5 asserts that BI also influences PPI. This model underlines the importance of brand trust and image as mediators in shaping purchase intentions. It suggests that SMM not only directly affects consumer decisions but also indirectly does so by creating positive brand perceptions. This framework is essential for understanding digital marketing dynamics, where social media interactions build trust and image, ultimately driving purchasing behaviour.

3. Method

This study employs a quantitative research approach to address the proposed research questions and test the formulated hypotheses. The quantitative method was selected because it enables researchers to objectively and systematically measure relationships between variables through numerical data and statistical analysis (Creswell & Creswell, 2017). The research focused on understanding the influence of social media marketing on purchase intention, with brand trust and brand image serving as mediating variables (Nurlatifah et al., 2025). To collect the necessary data, primary data were obtained through structured online questionnaires. These questionnaires were specifically designed to assess the variables of interest and were distributed to a targeted group of respondents. The population of this study consists of users of Somethinc skincare products in Indonesia. Somethinc is a rapidly expanding local brand in the beauty industry, known for its strong online presence and appeal among younger consumers (Handayani, 2020). A purposive sampling technique was applied to ensure the respondents matched specific criteria relevant to the study objectives. These criteria included individuals aged 18 to 40 years, of any gender, and those who had the intention to purchase Somethinc products. This

age range was chosen to reflect the demographic that is most active on social media and most likely to engage with skincare marketing content online.

The sample size in this study was determined based on the number of indicators in the research instrument, which was 17. Based on references from Hair et al. (2019), the ideal sample size should be at least five times the number of indicators, so the appropriate sample range is between 85 and 170 respondents. A total of 170 complete and valid responses met the inclusion criteria. For data analysis, SmartPLS software was used which functions to evaluate the structural relationship between variables. This tool allows researchers to analyze the direct and indirect impacts in the proposed model, with a primary focus on the mediating role of brand trust and brand image in the relationship between social media marketing and purchase intention.

4. Results

In this section, the researcher presents the findings based on the data that has been collected. The data analysis process was carried out in accordance with the research questions and hypotheses that have been explained in the previous section. The respondent profile includes geographic and demographic data, such as gender, age, occupation, and income. To maintain confidentiality, the names of the respondents are not published. The questionnaire was distributed to the population that was the object of the study, and as many as 170 respondents who showed interest in purchasing Somethinc skincare products returned the questionnaires they had filled out to the researcher.

Table 1. Respondent Characteristics

Characteristics		Frequency	%
Gender	Male	29	17.1%
	Female	141	82.9%
Age	18-22 Years Old	46	27.1%
	23-27 Years Old	86	50.6%
	28-32 Years Old	34	20.0%
	33-40 T Years Old	4	2.4%
Education	Student	39	12.4%
	College Student	55	32.4%
	Private Employee	61	35.9%
	Civil Servant	17	10.0%
	Housewife	12	7.1%
	Other	4	2.4%
Income	1.000.000 – 2.000.000	26	15.3%
	2.000.001 – 3.000.000	59	34.7%
	3.000.001 – 4.000.000	65	38.2%
	4.000.001 – 5.000.000	11	6.5%
	>5.000.000	9	5.3%

Based on the respondent profile presented in Table 1, the majority of Somethinc skincare product users are female, which aligns with previous research indicating that women are more likely to use skincare products than men (Chairina et al., 2023). In terms of age, the 23–27 age group, primarily consisting of university students, dominates product usage. This reflects a growing trend in which Generation Z begins using skincare products at an early age. The ZAP Beauty Index survey revealed that 36% of women in Indonesia started using skincare before the age of 19 (ZAP, 2019). Additionally, most respondents reported an income ranging from IDR 3,000,001 to IDR 4,000,000.

Table 2. Descriptive Statistics Result

Variable	N	Min	Max	Mean	Std. Dev
Social Media Marketing	170	3.00	6.00	4.98	0.5439
Brand Trust	170	2.75	6.00	5.23	0.5130
Brand Image	170	3.50	6.00	5.26	0.5073
Product Purchase Intention	170	3.25	6.00	5.35	0.5327
Valid N (listwise)	170				

Based on Table 2, the Social Media Marketing (SMM) variable has a maximum score of 6.00, a minimum of 3.00, and an average of 4.98 from 170 respondents, indicating positive perceptions of Somethinc’s social media efforts. Research shows social media marketing enhances customer engagement and purchasing decisions (Dwivedi et al., 2023). Additionally, digital marketing on social platforms boosts brand awareness and loyalty (Hollebeek & Macky, 2019). The Brand Trust (BT) variable ranges from 2.75 to 6.00, with a mean of 5.23, reflecting strong trust in Somethinc. Trust is crucial for increasing purchase intention and fostering loyalty (Dwivedi et al., 2023) and helps build long-term relationships (Morgan & Hunt, 1994). Brand Image (BI) scores range from 3.50 to 6.00, averaging 5.26, indicating positive brand perception, which strengthens trust and purchase intention (Aaker, 1996). Product Purchase Intention (PPI) scores range between 3.25 and 6.00, averaging 5.35, showing high purchase intention. Effective digital marketing creates interactive experiences that enhance purchase intention (Dong et al., 2021). Overall, all variables perform strongly, especially brand trust and purchase intention.

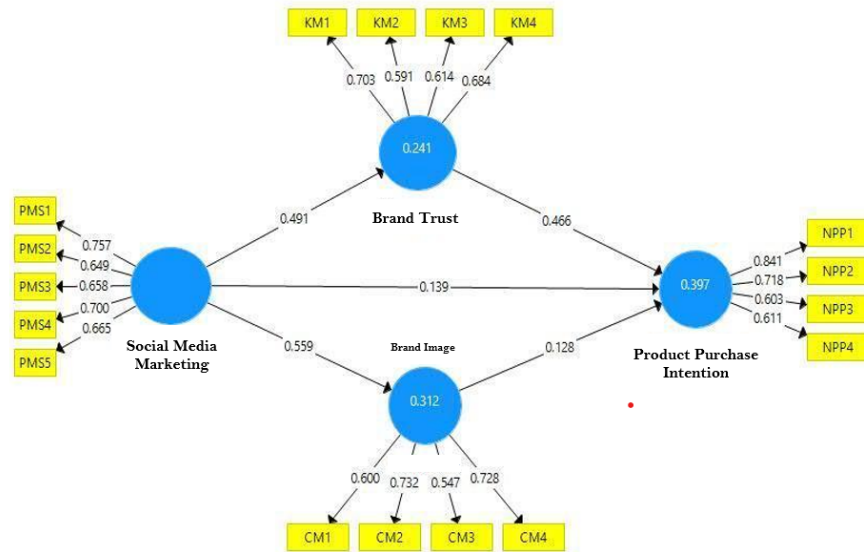


Figure 4. Outer Model

Figure 4 shows the factor loadings for each variable. By using pre-determined indicators, this model clearly describes the causal relationship between latent variables, both endogenous and exogenous. Exogenous variables, also known as independent variables or determinants, are variables whose changes are influenced by factors outside the model. Evaluation of the measurement model is carried out by referring to three main aspects: convergent validity, discriminant validity, and reliability (Hair et al., 2021). Convergent validity is measured based on the external loading value, which shows how well the indicator describes the relevant latent variable. An indicator is considered valid if its external loading value is more than 0.5.

Table 3. Convergent Validity Evaluation Results Using Outer Loading

Variable	Brand Image	Brand Trust	Product Purchase Intention	Social Media Marketing
BI1	0.600			
BI2	0.732			
BI3	0.547			
BI4	0.728			
BT1		0.703		
BT2		0.591		
BT3		0.614		
BT4		0.684		
PPI1			0.841	
PPI2			0.718	
PPI3			0.603	
PPI4			0.611	
SMM1				0.757
SMM2				0.649
SMM3				0.658
SMM4				0.700
SMM5				0.665

Factor loading values for each variable are presented in Table 3. All indicators in this study have loading values above 0.5, indicating adequate validity (Hair et al., 2021). Based on Table 3, all research variable indicators meet the criteria for convergent validity. The assessment of convergent validity was conducted using outer loading values, and the results demonstrate that each item for every variable has an outer loading greater than 0.5, thereby confirming its validity.

Table 4. AVE, Composite Reliability, Cronbach alpha values and R-Square

Variable	AVE	Cronbach's Alpha	Composite Reliability	R Square Adjusted
Brand Image	0.543	0.754	0.749	
Brand Trust	0.542	0.751	0.744	
Product Purchase Intention	0.549	0.742	0.790	0.397
Social Media Marketing	0.547	0.788	0.817	

Based on Table 4, all variables in this study have an Average Variance Extracted (AVE) value greater than 0.5, indicating that the variables meet the criteria for convergent validity. Thus, the data is considered worthy for further analysis. In addition, the composite reliability for each variable is in the range of 0.744 to 0.817, while the Cronbach's alpha value ranges from 0.742 to 0.788. Since both of these reliability measures exceed the threshold of 0.6, the indicators and survey items for each variable are considered reliable. The R-Square value of 0.397 indicates that 39.7% of the variation in purchase intention can be explained by Social Media Marketing, Brand Image, and Brand Trust, while the remaining 60.3% is influenced by other factors not included in this research model.

Table 5. Collinearity Statistic (VIF)

Indicator	VIF
BI1	1.081
BI2	1.247
BI3	1.094
BI4	1.281
BT1	1.228
BT2	1.155
BT3	1.107
BT4	1.099
PPI1	1.957
PPI2	1.771
PPI3	1.134
PPI4	1.161
SMM1	1.670
SMM2	1.286
SMM3	1.461
SMM4	1.367
SMM5	1.260

Table 5 showed the results of the multicollinearity assessment using the indicator collinearity technique in Table 5, the Variance Inflation Factor (VIF) value reaching 5 or more indicates a multicollinearity problem (Hair et al., 2019). However, the VIF value recorded in this table is still within acceptable limits, which means that there is no multicollinearity between the indicators in the risk perception and benefit perception variables. The suitability of the model in this study was evaluated using the Q-Square value, which has a similar function to R-Square in regression analysis. The higher the Q-Square value, the better the suitability between the model and the observed data. By using the formula suggested by Hair et al. (2019), predictive relevance is calculated as follows:

$$\begin{aligned}
 & \text{Q-Square} \\
 & = 1 - [(1 - R^2_1) \times (1 - R^2_2) \times (1 - R^2_3)] \\
 & = 1 - [(1 - 0.312) \times (1 - 0.241) \times (1 - 0.397)] \\
 & = 1 - 0.314 \\
 & = 0.686.
 \end{aligned}$$

The results of this calculation indicate that this model is able to explain 68.6% of the data variance, while the remaining 31.4% is influenced by factors outside the proposed model. Therefore, it can be concluded that this model has strong predictive power and good overall fit.

Statistical tests were conducted by comparing t count and t table to assess the influence between variables. The t count value was obtained through bootstrapping with Smart PLS to overcome data abnormality. The path coefficient indicates the significance of the hypothesis, with t-statistics > 1.96 to be accepted. Testing uses p-value $\alpha = 5\%$, where H_a is accepted if t-statistics > 1.96 and P Value < 0.05 (Hair et al., 2019).

Table 6. T-Statistic dan P-Values

Variable	Hypothesis	T Statistics (O/STERR)	P-values
H1	Social Media Marketing -> Product Purchase Intention	1.347	0.179
H2	Social Media Marketing -> Brand Trust	5.225	0.000
H3	Social Media Marketing -> Brand Image	7.071	0.000
H4	Brand Trust -> Product Purchase Intention	5.615	0.000
H5	Brand Image -> Product Purchase Intention	1.260	0.208

Based on the data presented in Table 6, the results of the five hypotheses in this study show variations in statistical significance. Hypothesis H1 is not supported because the T-statistic of 1.34 is below the minimum threshold of 1.96, and the p-value of 0.17 exceeds the significance level of 0.05. This indicates that the variables in H1 do not provide a statistically significant effect, so the hypothesis is rejected. On the other hand, H2 is supported with a T-statistic of 5.225 which is much higher than the specified threshold, and a p-value below 0.05, indicating a significant effect. H3 is also accepted with a strong T-statistic of 7.071 and a p-value below 0.05, indicating its statistical significance. H4 follows the same pattern, with a T-statistic of 5.615 and a p-value below 0.05, indicating that the related variables provide a significant and acceptable influence. However, H5 is not supported because the T-statistic of 1.26 is below the threshold of 1.96, and the p-value of 0.20 exceeds the limit of 0.05. This indicates that the variables in H5 do not have a significant impact in the context of this study, so the hypothesis is rejected.

5. Discussion

The results show that Social Media Marketing does not significantly affect purchase intention ($t = 1.34 < 1.96$), leading to the rejection of hypothesis H1. This suggests Somethinc's social media strategies have not sufficiently motivated consumers to intend to buy their products. A possible reason is the low variation in respondents' opinions, indicated by a small standard deviation (Triola, 2014). Although many find Somethinc's social media content engaging, this does not necessarily translate into purchase or recommendation intentions, highlighting a weakness in driving meaningful engagement. Dlek and Aydin (2020) support this, noting that visual appeal or information alone doesn't guarantee purchase decisions. Similarly, Sutrisno and Parso (2023) found that even with active digital promotions, consumers' offline shopping habits can diminish social media campaigns' effectiveness.

Social Media Marketing has a significant influence on Brand Trust ($t\text{-value} = 5.22 > 1.96$), supporting the second hypothesis (H2). This finding indicates that Somethinc's promotional and communication activities through social media platforms contribute to building and strengthening consumer trust in the brand. This trust is fostered through direct interactions between the brand and consumers, transparency of information, and the presence of positive reviews and testimonials from other users (Kwon et al., 2021; Sohaib & Han, 2023). Authentic content, such as product usage videos from actual users or trusted influencers, helps create a sense of security and reassurance for potential buyers. ElAydi (2018) emphasized that authenticity and consistency in digital communication play a crucial role in building long-term trust. Ebrahim (2020) also highlights those emotional connections formed through social media can further reinforce consumers' trust in a brand.

The test results indicate that social media marketing has a positive impact on brand image ($t\text{-value} = 7.07 > 1.96$), thus supporting hypothesis H3. Brand image is shaped by how consumers perceive a brand's visual, verbal, and emotional

communication. Somethinc's consistent content such as its color scheme, tone, and messaging plays a key role in building a strong brand image (Savitri et al., 2022). The two-way interaction on social media further enhances this effect, as consumers feel a more personal connection when the brand responds to comments or inquiries. Additionally, influencer endorsements contribute positively to brand image. However, Malarvizhi et al. (2022) highlight that not all social media marketing efforts yield significant effects on brand image, as outcomes can vary depending on the industry and the characteristics of the target audience.

The results of the study show that brand trust has a significant effect on purchase intention ($t\text{-value} = 5.61 > 1.96$), which supports hypothesis H4. This finding confirms the importance of consumer trust in influencing purchasing decisions. Consumers tend to feel more comfortable and confident when choosing products from brands they trust (Armawan et al., 2023). Kemeç & Fulya Yüksel (2021) emphasize that trust is formed through a series of positive experiences and the brand's ability to fulfill its commitments. On social media platforms, trust can be built through elements such as user testimonials, objective product reviews, and brand transparency in responding to criticism or complaints. If Somethinc continues to maintain honest and consistent communication, this trust has the potential to transform into sustainable customer loyalty.

Brand image does not significantly affect purchase intention ($t\text{-value} = 1.26 < 1.96$), resulting in the rejection of hypothesis H5. Despite many respondents having a positive view of Somethinc's brand image, this perception does not strongly drive their purchase intention. A possible explanation for this is the low standard deviation, indicating that the responses were relatively uniform and lacked sufficient variation to achieve statistical significance (Triola, 2014). This finding aligns with the work of Ali et al. (2021) and Lukitaningsih et al. (2024), who suggest that brand image alone is not enough to influence purchase decisions. On the other hand, it contradicts studies by Sanny et al. (2020) and Malarvizhi et al. (2022), which report a significant effect of brand image on purchase intention. These contrasting results imply that the effect of brand image may vary based on factors like market segmentation, consumer characteristics, and product type.

6. Conclusion

This study explores the influence of Social Media Marketing, Brand Trust, and Brand Image on the purchase intention of Somethinc products. Based on data from 170 respondents analyzed using SmartPLS, the findings indicate that although Social Media Marketing does not directly impact purchase intention, it significantly affects both Brand Trust and Brand Image. In turn, Brand Trust has a positive effect on purchase intention, whereas Brand Image does not demonstrate a direct and significant influence. This suggests that while social media promotions may not directly drive purchases, they are essential in building trust and brand image, which indirectly affect consumer decisions. The findings imply that companies like Somethinc should prioritize marketing strategies that strengthen trust and brand image, as these act as key mediators toward purchase intention. For the academic community, this study recommends conducting further research to identify additional mediating variables or other factors that may potentially strengthen the relationship between Social Media Marketing and purchase intention. Nonetheless, the study has limitations: it focuses on a single brand, limiting generalizability; it excludes factors like price and product quality; and it uses a cross-sectional design that cannot capture long-term trends. Future research should incorporate variables such as customer satisfaction, consumer reviews, or influencer effects. Comparing multiple brands or employing longitudinal methods could also provide deeper insights. Practitioners are advised to build trust through transparent communication

and personal engagement, and consider loyalty programs or collaborations with trusted influencers to boost purchase intention.

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The data that support the findings of this study are available from the corresponding author upon reasonable request.



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