



## The Relationship Modelling of Advertising, Electronic Word of Mouth and Brand Awareness on Fashion Product Purchasing Decision

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The consumer behavior of fashion products in online shops is becoming an exciting topic to be re-investigated, because the dynamics and volatility in time-dependent the fashion industry. This study examines the structural relationship model of the influence of advertising variables, Electronic Word of Mouth, and brand awareness on Fashion Product Purchase Decisions with a quantitative approach through a survey of consumers of fashion products in Indonesia. A selection of 250 people was selected by purposive non-probability sampling. Data were collected using a self-administered questionnaire, which has been a validity and reliability test. The collected data were analyzed by Covariance Based Structural Equation Modeling (CB-SEM) employee the AMOS software. Data processing succeeded in constructing a model that met the Goodness of Fit requirements (RMSEA= 0.082 GFI=0.929 TLI=0.935, CFI=0.961, and Hoelter<sub>0.05</sub>=117). The developed model shows that Advertising and Electronic Word of Mouth (e-WOM) significantly affect purchasing decisions for fashion products. Furthermore, brand Awareness can substantially mediate the influence of advertising and electronic word of mouth on fashion product purchasing decisions.

Keywords: Advertising, Electronic Word of Mouth, Brand Awareness, Purchasing Decision

Perilaku konsumen produk fashion di toko online menjadi topik yang menarik untuk diteliti kembali, karena dinamika dan volatilitas industri fashion bergantung pada waktu. Penelitian ini mengkaji model hubungan struktural pengaruh variabel periklanan, Electronic Word of Mouth, dan kesadaran merek terhadap Keputusan Pembelian Produk Fashion dengan pendekatan kuantitatif melalui survei konsumen produk fashion di Indonesia. Pemilihan 250 orang dipilih secara purposive non-probability sampling. Pengumpulan data dilakukan dengan menggunakan kuesioner yang telah dilakukan uji validitas dan reliabilitas. Data yang terkumpul dianalisis oleh karyawan Covariance Based Structural Equation Modeling (CB-SEM) dengan software AMOS. Pengolahan data berhasil membangun model yang memenuhi persyaratan Goodness of Fit (RMSEA= 0.082 GFI=0.929 TLI=0.935, CFI=0.961, dan Hoelter<sub>0.05</sub>=117). Model yang dikembangkan menunjukkan bahwa Advertising dan Electronic Word of Mouth (e-WOM) berpengaruh signifikan terhadap keputusan pembelian produk fashion. Selain itu, kesadaran merek secara substansial dapat memediasi pengaruh iklan dan berita elektronik dari mulut ke mulut terhadap keputusan pembelian produk fesyen.

Kata Kunci: Iklan, Elektronik *Word of Mouth*, Kesadaran Merek, Keputusan Membeli

## OPEN ACCESS

ISSN xxxx-xxxx (isi sesuai issn  
online jurnal) (online)

ISSN xxxx-xxxx (isi sesuai issn print  
jurnal jika ada) (print)

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Widayat, widayat@umm.ac.id

Citation:

1 p and 2 dst p (xxxx (isi tahun terbit))

Judul Title Case (Besar Kecil)

Maksimal 16 kata, Bold, Times new  
romans, fontukuran 14.

Nama Jurnal Lengkap. X (ubah  
sesuai volume jurnal): X (ubah sesuai  
no issue jurnal).

doi:

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Nama Jurnal Lengkap / ojs.umsida.ac.id/index.php/Singla/xxxx (isi tahun terbit) / Volume X (ubah sesuai volume jurnal) / Issue X (ubah sesuai no issue jurnal)

## INTRODUCTION

The nature of fashion market competition has changed substantially in recent decades ([Rahman, Hossain, Hoque, Rushan, & Rahman, 2020](#)). The fashion market is becoming increasingly unpredictable ([Zhong & Mitra, 2020](#)). With the widespread use of the Internet in business, the fashion market in online stores is growing. Online stores that sell fashion products grow significantly. The consumer behavior of fashion products in online shops is becoming an exciting topic to be re-investigated. The dynamics and volatility in time-dependent the fashion industry sector are one reason why it is interesting to do research ([Zhao, Li, & Sun, 2021](#)). In addition, previous studies so far that exist have tried to examine the antecedents of consumer behavior in buying fashion products, but that are giving different results. The differences in the independent variables tested, the role of the variables in the model studied, and the basic theoretical framework indicates the variation in earlier research findings.

From the point of view of the theory used, Stimulus-Organism-Response (SOR) is a theory that previous researchers often used to understand consumer behavior, including the fashion sector. SOR theory explains the decision-making process through the stimulus-organism-response model ([Tan, Praditmon, Pattanadeekul, & Chimwan, 2019](#)) ([Pyo, 2020](#)). This theory considers how the stimulus factor (S) will affect the organism (O), which will show a detailed response (R). For instance, this model has been adapted to investigate how stimuli influence purchasing decisions ([Djafarova & Bowes, 2021](#)) ([Suparno, 2020](#)) ([Pyo, 2020](#)). However, the application of this theory still provides an exciting gap for other research, including this research. Empirically, consumer purchasing decisions, both offline and online, can be influenced by several things, one of which is advertising. Advertising is one of the marketing communication media to introduce products to consumers. Every day, consumers are bombarded with a variety of advertisements, both electronic and non-electronic. ([Srivastava, 2017](#)). In general, before buying, consumers generally seek and collect information about the product to be purchased. Consumers can assess product quality by collecting information obtained through advertising. However, not all company advertising positively impacts consumer behavior and intentions to buy the things they sell. Which advertisements can attract attention will affect consumer purchasing decisions ([Duffett, 2015](#); [Setiawan & Rabuani, 2019](#)). So far, research has shown that advertising has a significant effect on consumers' purchasing decisions ([Malik et al., 2013](#)) ([B.A. Chukwu & Ezeabogu, 2019](#); [Duffett, 2015](#); [Kumar & Raju, 2013](#); [Oladepo & Abimbola, 2015](#); [Srivastava, 2017](#); [Zia, 2016](#)). However, there are also studies where advertising has no significant impact on purchasing intention and decisions ([Natassia & Sari, 2016](#); [Vivil, 2015](#)). This inconsistency of previous research findings has prompted a re-examination of the advertising variable in the context of buying fashion products.

In the recent digital era, consumers get a lot of information about products digitally via the Internet. Consumers are freer to express their experiences and comment about their products in electronic media in that era. Product reviews, both positive and negative, were submitted by consumers through electronic media. In these conditions, electronic information spreads massively and quickly, taking the form of positive or negative statements in giving reviews about products. The

Internet has made this type of communication more accessible by allowing people to communicate their thoughts and experiences in ever-increasing amounts of space. Electronic word of mouth is the name of this new mode of communication (eWOM) ([Selvi & Thomson, 2016](#)). This variable is appealing in analyzing digital consumer behavior, as consumers are confronted with vast amounts of information on the Internet. Product reviews on the Internet are purportedly a source of information that buyers require before purchasing a product. The consumer can quickly get information about a product from people they know or people they do not understand.

The search so far has found many studies that examine the effect of eWOM as a moderate variable ([Jaini, Quoquab, Mohammad, & Hussin, 2020](#)) or affecting factor on purchase intentions. However, research that examines the influence of eWOM on buying behavior or buying decisions is still relatively limited. Several previous studies show that eWOM significantly affects purchasing decisions ([Sulthana & S.Vasantha, 2019](#)) ([Almana & Mirza, 2013](#)) ([Nuseir, 2019](#); [Ruslim & Tumewu, 2015](#)). However, the model evaluated plays a different role. The eWOM was used as an independent variable, with the rest of the variables being mediated or moderated. Besides, other studies show that eWOM does not affect purchasing decisions ([Diansyah & Nurmalasari, 2017](#)). The inconsistency of these findings is an exciting issue for researchers to offer a connecting variable between advertising and eWOM on purchasing decisions.

Advertising and online word-of-mouth (eWOM) are said to have a direct influence on purchase decisions. However, there are indications that the mediating variable, brand awareness ([Rahman et al., 2020](#)), influences purchasing decisions between these two factors. Advertising and eWOM, according to a prior study, play a role in brand awareness ([Raharja & Dewakanya, 2020](#)) ([Wicaksono & Seminari, 2016b](#)) and consumer purchasing decisions. Brand awareness is also essential, and its indications influence purchasing decisions indirectly ([Macdonald & Sharp, 2000](#)) ([Rahman et al., 2020](#)). Brand awareness refers to the power of a brand's imprint in a consumer's memory, as evidenced by the capacity to recall or recognize it under various circumstances. Many research has revealed that brand awareness does not affect Ewom and Purchasing decisions ([Diansyah & Nurmalasari, 2017](#)). As a result, brand awareness is assumed to operate as a mediator between advertising and purchase decisions and the relation between eWOM and purchasing decisions.

The phenomenon described above and the available empirical evidence provide a basis for how interesting it is to upload exciting issues related to the influence of advertising and eWOM on purchasing decisions for fashion products in online stores by placing brand awareness as a mediating variable. This article was designed to explain the relationship between these variables in a structural model. The reader will find this work to be well-organized and simple to comprehend. The context of why this study is urgent is described throughout the first section, followed by various exciting topics from an empirical and theoretical standpoint. The theory and empirical investigations that underpin the issue are described in the following section discussing the research findings, including evaluating the model's assumptions and interpreting the

successfully constructed model. Finally, as a conclusion and recommendation for future scholars and practitioners, a statement is supplied.

## LITERATURE REVIEW

### Relationship between Advertising and Purchase Decision

The previous research stated that advertising significantly influences consumer purchasing decisions ([Duffett, 2015](#); [Park & Nicolau, 2015](#)). Advertising is an essential strategy for marketers to attract customers' attention ([Oladepo & Abimbola, 2015](#)). Advertising has an indispensable role in creating a product in the minds of consumers. Therefore an advertisement must be attractive and can communicate relevant information related to products and brands to consumers. Thus marketers need to design attractive promotions to get good results. Besides, advertising significantly influences the consumer purchasing decision process ([Kumar & Raju, 2013](#); [Malik et al., 2013](#); [Weismueller, Harrigan, Wang, & Soutar, 2021](#); [Zia, 2016](#)). Consumers realize that product advertisements that are credible, interesting, and have the information they need are beneficial in making buying decisions. Based on previous research, the researcher can conclude that advertising can significantly influence purchasing decisions. There for the following hypothesis is proposed:

H<sub>1</sub>: An attractive fashion product advertisement affects the speed of consumers in deciding to buy a fashion product

### Relationship of eWOM with Purchase Decision

E-WOM has a direct relationship with purchasing decisions. Several studies have found a significant association between eWOM and purchase intentions and decisions. eWOM is an essential factor that can assist consumers in making purchasing decisions ([Severi, Choon Ling, & Nasermodeli, 2014](#); [Siddiqui et al., 2021](#)). His research explains that consumers visit the Internet intending to look for comments and reviews about products of interest. Before deciding to buy a product, consumers will collect information about the product electronically or traditionally. In line with these findings, research stated that eWOM could significantly influence purchasing decisions ([Almana & Mirza, 2013](#); [Torlak et al., 2014](#)). Communication between consumers in the form of suggestions and opinions online can influence their online and offline purchasing decisions. Suggestions and opinions from other people, making purchasing decisions will be easier ([Hamouda & Tabbane, 2013](#)). Based on previous research, it can be concluded that eWOM can have a significant effect on purchasing decisions. There for the following hypothesis is proposed:

H<sub>2</sub>: The more informative eWOM has an impact on the speed with which consumers decide to buy fashion products

### Brand Awareness Relationship with Purchase Decision

Brand awareness has a role in helping consumers obtain the expected benefits or uses of the product. Thus brand awareness will create the most significant opportunity for someone to choose a product brand. Brand awareness significantly influences purchasing decisions or intentions ([Ali, 2019](#); [Chi, Yeh, & Yang, 2009](#); [Siddique & Hossain, 2018](#); [Sunaryo & Sudiro, 2017](#)), meaning that brand awareness can help consumers make purchasing

decisions ([Ansari, Ansari, Ghori, & Kazi, 2019](#)). The more consumers understand the brand, the greater the potential for consumers to choose a brand. Consumers tend to choose familiar brands over unfamiliar brands. Likewise, the study results found that brand awareness has a significant effect on purchasing decisions, so the higher the level of brand awareness, the higher the level of buying decisions. Brands that are easy to remember have a higher chance of being selected and making a purchase decision. Based on this research, it can be concluded that brand awareness can have a significant influence on purchasing decisions. There for the following hypothesis is proposed:

H<sub>3</sub>: The high level of consumer brand awareness affects the speed of consumers in deciding to buy fashion products

### The Relationship of Advertising to Brand Awareness

A previous study states that an advertisement can significantly build brand awareness for consumers, and advertising significantly affects brand awareness ([Clark, Doraszelski, & Draganska, 2009](#); [Daosue & Wanarat, 2019](#)). The study explains that advertising is considered an investment in consumer memory. When consumers remember a brand or even forget it, the memory of the ad will reappear and help them remember the brand ([Kumar & Raju, 2013](#)). Advertising has a significant effect on brand awareness. When an advertisement can attract consumers' attention, it cannot be denied that consumers will remember and recognize the advertised brand/product. From the description above, it can be concluded that advertising can have a significant influence on brand awareness. There for the following hypothesis is proposed:

H<sub>4</sub>: The more attractive the ad, the higher the consumer's brand awareness

### The Relationship of eWOM with Brand Awareness

eWOM given by consumers who have purchased a product will provide a good impression. E-WOM is stated to have particular strengths that can increase brand awareness in the minds of consumers ([Raharja & Dewakanya, 2020](#)). eWOM has a significant influence on brand awareness ([Diansyah & Nurmalasari, 2017](#)). eWOM can influence a consumer in building strength against a brand to make consumers easy to remember and even recognize a brand among competing brands. In addition, it is explained that when informative, accurate, and trustworthy eWOM appears in the online network (cyberspace), the eWOM will make consumers and potential consumers remember and analyze brands. Therefore, it can be concluded that eWOM can have a significant influence on brand awareness. There for the following hypothesis is proposed:

H<sub>5</sub>: The more informative the eWOM, the higher the consumer brand awareness

### Mediation of Brand Awareness On the Relationship of Advertising, eWOM with Purchasing Decision

The Relationship between advertising and purchasing decisions is expected to be better if there are other variables that function as a mediation between the two variables ([Diansyah & Nurmalasari, 2017](#)). In this study used as a connecting variable, namely brand awareness. Advertising plays an important role in increasing brand awareness, because in a strategy to increase consumer brand awareness, companies must create attractive advertisements for their targets. In this study used as a connecting variable, namely brand awareness. In this research eWOM can influence a consumer to build awareness of the brand and can make it easier for consumers to remember and

even recognize a brand among competing brands, so that consumers will find it easier to make choices and make purchases. Based on the description of the research. There for the following hypthosis is proposed:

H6: The more attractive the ad, the higher the consumer's brand awareness, so the faster the consumer decides to buy a fashion product.

H7: The more informative the eWOM, the higher the consumer's brand awareness, so the faster consumers buy a fashion product.

## Conceptual Model

Based on several empirical studies and the phenomena studied, the researchers drew the following practical conceptual framework is presented in Figure 2 to help readers comprehend the relationship between the variables analyzed.

Figure 2. Conceptual Framework

## METHOD

### Object, Population, and Sample

The object of this research is "X" products in the Instagram online store. The population in this study are active users of social media Instagram. The sampling technique used is non-probability sampling because the number of populations to be selected as samples is unknown. The study was conducted on a sample of 250, determined using the purposive sampling method, namely the determination of the piece using specific characteristics. The characteristics of the sample in this study are the millennial generation aged 18-34 years who have been active users of Instagram social media for at least one year, who have shopped online.

### Variable Operationalization

The variables tested in this study are unobservable or latent, which are measured indirectly with adequate indicators. The indicators for each variable are listed in Table 1.

Table 1. Variable and Indicators

### Data Collection and Measurement

This study uses a survey questionnaire given to respondents to obtain data on the problem under investigation. In this study, questionnaires were distributed via email, google docs, Whatsapp groups, and direct messenger on Instagram. In this study, each answer to advertising, eWOM, brand awareness, and purchasing decisions uses a value system with five Likert responses (Strongly Agree, Agree, Neutral, Disagree, and Strongly Disagree).

### Instrument Validity and Reliability

A validity test is used to measure whether or not a questionnaire is valid. This validity test uses Pearson Correlation, namely by calculating the correlation between the values obtained from the questions. A question is said to be useful if its significance level is below 0.05. Meanwhile, a questionnaire is said to be reliable or reliable if the respondent's answer to the question is consistent or stable from time to time. The questionnaire is said to be reliable (feasible) if Cronbach Alpha > 0.06 and said to be unreliable if < 0.06. From the instrument results, it can be seen that the indicators of the four variables are declared valid because the Pearson Correlation value has a significance value

below 0.05. The four variables were also declared reliable because the Cronbach Alpha value was > 0.60. The results of the instrument test can be seen in Table 2.

Table 2. Validity and Reliability

The Relationship between variables is getting stronger, as evidenced by the Pearson Correlation value of each indicator approaching 1. The Corrected Item Total Correlation value is above the critical value of 0.1236 in the r table, with = 5% and n = 250, which means the indicator in this research is valid. The Cronbach Alpha value is above 0.60 so that each variable is declared reliable. The instrument test results show that the statements in the questionnaire can measure the variables tested in the model so that they can be trusted.

### Data analysis

This research uses the analysis of Covariance Based Structural Equation Modeling (CB-SEM) or the Structural Equation Model using AMOS software. Modeling builds a measurement model for each latent variable and a structural model that describes the Relationship between the hypothesized latent variables. The developed model can be expressed in a structural equation to express the causal Relationship between various constructs. The structural equation can be formulated as follows:

*EndogenVariable I*

$$= \text{ExogenVariabel} + \text{EndogenVariable} + \text{error}$$

*Brand Awareness = Purchasing Decision*

$$= \gamma_1 * \text{Advertising} + \gamma_2 * \text{EWOM} + \zeta_1$$

$$= \gamma_3 * \text{Adversiting} + \beta \text{Brand Awareness} + \gamma_4 * \text{EWOM} + \zeta_2$$

### Evaluation of the Goodness of Fit Model

The accuracy of the model building is done by examining the Goodness of Fit (GOF) criteria. The GOF measure consists of absolute fit, incremental fit, and parsimony (Hair, C., J., Rolph, & Anderson, 2010). Some of the standard GOF sizes used in this paper are in Table 3.

Table 3 The Goodness of Fit Model

## RESULT AND DISCUSSION

### Respondent Demographic Characteristics

Respondents in this study can be described several characteristics, including gender, age of respondents, and last education, which is described in Table 4. In table 4, it can be summarized that the majority of respondents are women. This happens randomly and shows that women are the biggest consumers of fashion products. They are young consumers aged 20 to 29 years. Only a tiny proportion of consumers belong to the older age group above 30 years. Their most recent education is undergraduate (S1) to postgraduate (S3).

Table 4. Respondent Demographic

### Validity and Reliability Latent Construct

The modeling in this paper is carried out in several stages, including confirmatory factor analysis, assessment of the required assumptions, and covariance-based modeling. Confirmatory factor analysis aims to detect items that make up a valid measurement model. Items used as a measure of latent variables are valid ones with a loading value greater than 0.60. Items with a loading value equal to or below 0.60, are excluded

or not included in the measurement model. The results of the CFA test are listed in table 5.

Table 5 *Confirmatory Factor Analysis*

In Table 5, several indicators, namely AD1, eWOM2, eWOM5, BA4, PD1, and PD3, are excluded from the measurement model because the loading factor value is less than 0.6. Meanwhile, other indicators with loading values above 0.6 are maintained to measure the latent variables that meet the requirements. In addition, each latent variable is also to be evaluated for its level of reliability. A good latent variable if the Construct Reliability (C.R.) value is at least 0.70 and the Variance Extracted (AVE) is at least 0.50. The results of the evaluation of the reliability level of the latent variable showed good conditions, the C.R. value of each variable was above 0.70, and the VE value of each variable was above 0.50. CR and VE values for Advertising (AD) variables (CR=0.76, VE= 0.62), Electronic WOM (EWOM) (CR=0.81, VE=0.72), Brand Awareness (BA)(CR=0.85, VE=0.79), and variable Purchasing Decision (PD) (CR=0.83, VE= 0.77). This condition indicates that the available latent variables are capable of being used in modeling.

### Assumption Assessment

At the initial stage, measurement modeling using Confirmatory Analysis is carried out to determine valid and adequate indicators to measure each latent variable. Validity testing uses confirmatory to avoid the effect of linkage between variables. The relationship between the variables tested will usually impact the emergence of validity and reliability biases. The validity bias caused by the correlation of the tested variables generally appears when validity testing on the variables simultaneously. Some indicators were not included in the subsequent modeling. Based on reasonable or good indicator items, initial modeling is carried out to fulfill the assumptions required in the modeling. At this stage, they were using a total of 250 pieces of data, playing the role of CB-SEM with AMOS software. The initial modeling results show that the data is not standard, and there are many outliers, judging from the value of the Mahalanobis distance and the normal multivariate indicator. The information is normally distributed if the values of c.r skew and c.r kurtosis are in the range of -2.5 to 2.5, at a significance of 0.05. The results of the normality test are carried out in stages, as shown in Table 6. In the second stage, 29 cases did not meet the requirements considered as outliers, so at this stage, they were not used as data in modeling. In this second stage, it has not met the requirements multivariate with a coefficient of 6.612. The final step, where the amount of data as many as 192 results of the normality assumption assessment showed that it met the requirements, with a multivariate value of 2.366. Therefore, the final model only uses 192 data.

Table 6. *Assessment of Normality*

### Evaluation of Goodness of Fit

The model proposed in this paper is built through several stages to produce buildings that meet the Goodness of fit (GOF) requirements. The index value of the Goodness of fit model is in Table 7. In that table, the GOF index value is stated, in the modeling stage 1 (n=250), to stage 3 (n=192). Therefore, the model that meets the GOF requirements is at stage 3, with an index value in the excellent fit category (RMSEA=0.082 GFI=0.929 TLI=0.935, CFI=0.961, and Hoelter0.05=117). Therefore, the model can be expressed in the form in Figure 2.

Table 7. Indexes *Goodness of Fit*

### Direct Effect of Latent Variables

Based on the AMOS modeling output as shown in Table 10, it can be explained that the Relationship between latent variables directly and simultaneously can be tested for the proposed hypothesis. In Table 10, it can be explained that the effect of advertising (A.D.) and eWOM on brand awareness (BA) is significant, with C.R. values (t) = 5.335 and 5.952, greater than 2.00 and P value less than 0.05. Meanwhile, the estimate or regression weight is quite high at 0.495 and 0.419. In other variables that directly affect Purchasing Decision (PD), namely E-Wom ( $\beta=0.783$ , CR(t)=5.032, p=0.00), Brand Awareness ( $\beta=-0.492$ , CR(t)=-2.147, p=0.032), advertising (AD) with a value ( $\beta=-0.759$ , CR(t)=-3.771, p=0.00), was also significant. This found indicates an alternative hypothesis (Ha), which was proposed related to the direct influence of the variable on Brand Awareness and Purchasing Decision not rejected.

Tabel 10 *Regression Weights*

Figure 3. Path Model

In addition to the direct influence relationship between endogenous and exogenous variables, this paper also examines the indirect effect of playing the mediating variable. Testing the indirect impact on the mediating variable is carried out by using the Sobel test. Trying the mediating role was carried out on the brand awareness variable (B.A.) on the effect of advertising (A.D.) on purchasing decisions (P.D.). In addition, the variable brand awareness (B.A.) on the influence of electronic word of mouth (eWOM) on buying decisions (P.D.). The test uses the Sobel test, visualized in Figure 3 and Figure 4. In Figure 3, the p-value in the Sobel test shows 0.04633959, which is smaller than the critical p-value of 0.05. This result indicates that the indirect effect of advertising variable (A.D.) on purchasing decisions (P.D.) through brand awareness (B.A.) is significant. While in Figure 4, the p-value in the Sobel test shows 0.04316019, which is smaller than the p-critical 0.05. Besides, it indicates that the indirect effect of electronic word of mouth (eWOM) on purchasing decisions (P.D.) through brand awareness (B.A.) is significant. Sobel's test of the role of the mediating variable above illustrates that Brand Awareness plays an essential role in mediating the Relationship between Advertising (A.D.) and Purchasing Decision (P.D.). In addition, it has shown that Brand Awareness has a role in mediating the Relationship between EWOM and Purchasing Decision (P.D.).

Figure 3. Mediation Test of AD-BA-PD

Figure 4. Mediation Test of eWOM-BA-PD

### Discussion

At the beginning of this paper, the problematic basis used was the Stimulus-Organism-Response (SOR) framework. Purchase decisions as a response, predicted by the stimulus, in this case, EWOM and Advertising. These two variables encourage the formation of brand awareness and then influence purchasing decisions. The model that has been built shows a significant relationship between Ewom and Advertising as a stimulus to brand awareness as an organism, ultimately to purchasing decisions that act as a response. This result indicates the theoretical basis of SOR, which was applied by previous studies (Pyo, 2020; Suparno, 2020; Tan et al., 2019), is consistent with the results of this study. Therefore, the S-O-R theoretical framework can still be well established and relevant to

explaining the field's phenomena.

The test results show that advertising has a significant effect on purchasing decisions. This means that the advertisement of the product influences the decision to buy fashion made by consumers. The results of this study are in line with the findings of previous research ([B.A. Chukwu & Ezeabogu, 2019](#); [Ruslim & Tumewu, 2015](#); [Setiawan & Rabuani, 2019](#); [Srivastava, 2017](#); [Vivil, 2015](#); [Zia, 2016](#)). In more detail, it can be explained the indicators measuring advertising, namely: attractive fashion product advertisements (AD2), high frequency of viewing (AD3) and can motivate to buy (AD4). Advertisements fashion products on Instagram are in the form of attractive photos and videos, displaying various styles and types of products to attract the attention of consumers to find out more about these products. This makes it easier for consumers to decide to buy the product. Product advertisements also often appear on Instagram both in instafeeds and instastory, making consumers interested and remember the product without hesitation in choosing its products. Therefore, product advertisements also motivate consumers to buy. By displaying the latest products and styles and showing various product advantages, persuasive product advertisements can influence consumers to be more determined to accept. Therefore, advertising has an essential role in the process of forming consumer purchasing decisions. This study proves that consumers who purchase fashion products online are interested and believe in the product advertisements they see on Instagram, so they are influenced and compelled to buy these fashion products.

Regarding the Relationship between eWOM and purchasing decisions, it shows that eWOM has a significant effect on purchasing decisions. Previous studies are in line with the findings of this study ([Navithasulthana & Shanmugam, 2019](#); [Raharja & Dewakanya, 2020](#); [Sulthana & S.Vasantha, 2019](#)). In this paper, eWOM is measured by three indicators, namely: a reliable source of eWOM (EWOM1), reviews providing different knowledge (EWOM3), and eWOM having a high recommendation (EWOM4). Consumers will tend to buy products that are evaluated by influencers they trust, and honest reviews give consumers without hesitation to choose the product; usually, this is called "influencer poison" by netizens. Reviews submitted by influencers in the form of text, photos, or videos provide consumers with extra knowledge regarding the product, such as the type of fabric used, to whether it is comfortable or not when used, to make it easier for consumers to choose the product they will buy. Reviews of products with the most recommendations also make it very easy for consumers to decide whether the product will be purchased or not. It can be explained that the more informative an eWOM product is, the faster consumers will make a decision to buy the fashion product. The final conclusion is that eWOM has an important role in making a decision to buy a product. In this study, consumers who purchase products online trust the information in reviews or reviews found on Instagram, so they are influenced to buy these products.

Previous researchers show that brand awareness is an important contributor to purchasing decisions. In this study found the something that, brand awareness has a significant effect on purchasing decisions. Thus, the findings of this study provide additional evidence regarding the Relationship between the two variables ([Ali, 2019](#); [Ansari et al., 2019](#); [Macdonald & Sharp, 2000](#)). Viewed in more detail in this study, the brand

awareness variable is measured by three indicators, namely familiarity with the brand (BA1), quickly recognizing the brand (BA2), and easy to remember product characteristics. Empirically logical, consumers are more likely to buy well-known products than those that were not previously recognized. Even though some have never believed it, they know the existence of this brand to make this brand familiar. Consumers are familiar with the brand because it is more often heard and easy to find, making consumers easy to recognize. The characteristics of its product are also easy to remember, up-to-date street fashion, with timeless casual and simple styles that are easily recognized by consumers, so consumers will decide to buy more quickly. So it can be concluded that brand awareness has an important role in the decision-making process to buy a product. Consumers tend to buy fashion products from brands they already know and remember, so that with brand awareness they already have it easier for consumers to make decisions to buy these products. The higher the level of consumer brand awareness, in this case the brand, the faster consumers decide to buy products from that brand.

Theoretically, advertising has an effect on brand awareness. In the research found that the advertisement of a product contributes to the formation of brand awareness. The more attractive the advertisement of a product, as well as fashion, the consumer awareness of the product's brand will increase. So that previous research that exists ([Clark et al., 2009](#); [Daosue & Wanarat, 2019](#); [Wicaksono & Seminari, 2016a](#)) does not contradict the findings of this study and instead becomes a consistent supporter. In this study, advertising variables were measured by indicators, namely: attractive fashion product advertisements (AD2), having a high frequency of viewing (AD3), and those that could motivate to buy (AD4). With the impact of product advertisements that attract the attention of consumers, it is undeniable that these consumers will remember and recognize products. ([Belanche, Cenfor, & Pérez-Rueda, 2019](#); [Breves, Liebers, Abt, & Kunze, 2019](#); [Karadeniz & Kocamaz, 2019](#)) Product ads that often appear and are seen on Instagram can be a memory investment for consumers, when those ads appear, they will remember the brand. Likewise, persuasive advertisements will greatly facilitate consumers to remember and recognize the brand. So it can be concluded that advertising can help increase brand awareness in the minds of consumers. So it can be stated that consumers who remember and recognize the product brand are interested and believe in the product's advertisement.

Based on the results of hypothesis testing regarding the Relationship between eWOM and brand awareness, it shows that eWOM has a significant effect on brand awareness. This means that the more informative the eWOM of a fashion product, the greater the consumer's brand awareness of the product. In this study, the eWOM variable was measured by indicators, namely: reliable eWOM sources (EWOM1), reviews providing different knowledge (EWOM3), and eWOM having high recommendations (EWOM4). A trusted eWOM source providing accurate reviews/reviews about products can make consumers recognize the product. Reviews/reviews in the form of extra knowledge about the product will make it easy for consumers to remember and recognize it among other street fashion brands. Reviews of products with the most recommendations are also straightforward for consumers to recognize and remember. From this, it can be concluded that eWOM can help increase brand awareness in the minds of consumers.

Brand awareness has a mediating role in the Relationship between advertising, eWOM toward Purchasing Decisions. Sobel test results regarding the indirect Relationship of advertising with

purchasing decisions mediated by brand awareness showed significantly. This means that these variables are proven to be able to intervene in advertising on purchasing decisions. The results of this study received support from previous studies ([Hutter, Hautz, Dennhardt, & Füller, 2013](#); [Maryam, Tanveer, Muhammad, & Asif, 2017](#); [Sunaryo & Sudiro, 2017](#)). The results of their research state that brand awareness can be a mediator between advertising and purchasing decisions. The more attractive the ad, the stronger the brand awareness and the faster consumers decide to buy. Attractive advertisements do not directly influence purchase decisions, but there is a process of brand awareness and then judgments. Based on these results, consumers are increasingly determined and quickly decide to buy products, influenced by attractive advertisements that form brand awareness in consumers' minds.

Brand Awareness as an eWOM mediator on Purchase Decision is an exciting finding in this study. Based on the results of the Sobel test, the indirect Relationship between eWOM and purchasing decisions through brand awareness is proven to be significant. This means that brand awareness is proven to be able to mediate eWOM on purchasing decisions. These results do not contradict the research conducted by the previous researcher ([Maryam et al., 2017](#); [Setiawan & Rabuani, 2019](#)), that brand awareness can be a mediator between eWOM and purchasing decisions. Informative EWOM can form brand awareness, and in turn, consumers quickly decide to buy the product. Purchase decisions are directly influenced by informative eWOM and preceded by the formation of brand awareness felt by consumers. Thus, consumers are more determined and faster in deciding to buy products, driven by informative eWOM, which then forms brand awareness in consumers' minds.

## Conclusion

From the results of the study as described above, interesting conclusions can be drawn. First, the Stimulus-Organism-Response theoretical framework is still relevant and well established to explain phenomena that occur in the field. The consumer's decision to buy a product is created because of attractive, informative, persuasive advertisements that often appear visible to consumers. Ads that can be trusted, engaging, and displayed regularly, and have the power of motivation can encourage purchasing decisions. Consumers will quickly decide to buy, don't think long when purchasing, and are steady in making purchases created by these advertisements. Electronic reviews of a particular product from sources that are trustworthy, easy to understand, provide different ideas, have high recommendations, and are not outdated can directly create a buying decision. Consumers will quickly decide to buy, don't think long when purchasing, and are steady in making purchases that can be created because of these positive electronic reviews. In addition, the creation of consumer decisions in buying products quickly, steadily, does not think long in buying because consumers are aware of the brand of the product. Conditions that make consumers familiar with certain product brands, brand characteristics that can be quickly and easily recognized or remembered contribute to speed, stability and make consumers not take long to decide to buy a product. Brand awareness is formed by advertisements of certain products and positive Electronic Word of Mouth from trusted and not old-fashioned sources.

From this conclusion, practical suggestions can be applied to business actors in the fashion sector in online stores on social

media. For increasing sales described by purchasing, decisions can be realized by doing interesting, informative, and motivating advertising. In addition, a positive buyer story can be trusted in an electronic testimonial review and can be used to make a purchase. The formation of brand awareness, creating product characteristics that are easily recognizable, memorable, making familiarity consumers with the products being sold can be formed through advertising and eWOM, is an essential contributor to increasing sales. The researcher can replicate this research on different objects, add explanatory variables to the model, include moderator variables, or add indicators measuring latent variables that might produce better research.

This research has certain drawbacks. The limitation of this research: this study focused on a single fashion product brand, a sample of respondents selected by the non-probability method. The findings may not apply to a broader and more general situation. As a result, the next researcher will have to improve the design. Objects on numerous product brands, for example, can be sampled using the probability sampling technique.

## Acknowledgment

Thank you for the material support provided by the parties who assisted with the analysis, including the chancellor of Muhammadiyah University of Malang, the director Directorate of Postgraduate Program, Head of Magister Management Program

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**Conflict of Interest Statement:** The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

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TABLE 1 Variable and Indicators

Variable	Indicator	Code
Purchasing decision (PD): a consumer action in buying fashion product	▪ Stability to buy	PD1
	▪ Considerations in buying	PD2
	▪ Conformity of attributes with needs	PD3
	▪ Decide without hesitation	PD4
	▪ Quickly decide between buying	PD5
Advertising (AD): Consumer feedback on fashion ads emerges in photographs and videos on Instagram feeds and Instagram stories at random.	▪ Advertisements can be relied upon.	AD1
	▪ Attractive advertisements	AD2
	▪ Ad frequency	AD3
	▪ Ad reason to buy	AD4
Electronic WOM (EWOM): positive statements about fashion products in the form of reviews or reviews posted on Instagram in the form of images, text, photos, and videos.	▪ eWOM sources that are trustworthy	EWOM1
	▪ eWOM that is simple to understand	EWOM2
	▪ eWOM that provides a variety of concepts	EWOM3
	▪ eWOM comes highly recommended.	EWOM4
	▪ eWOM is up to date.	EWOM5
Brand awareness (BA): Consumers' capacity to recognize and remember fashion products	▪ Familiarity with the brand	BA1
	▪ enables you to quickly recognize it	BA2
	▪ remember its attributes,	BA3
	▪ Easy describe it to others.	BA4

TABLE 2. Validity and Reliability

	<i>Pearson Correlation</i>	<i>Corrected Item Total Correlation</i>	Validity	<i>Cronbach Alpha</i>	Reliability
<b>Advertising (AD)</b>					
AD1	0.419**	0.455	Valid	0.780	Reliable
AD2	0.806**	0.740	Valid		
AD3	0.582**	0.595	Valid		
AD4	0.782**	0.735	Valid		
<b>Electronic Word of Mouth (eWOM)</b>					
eWOM1	0.771**	0.721	Valid	0.772	Reliable
eWOM2	0.782**	0.736	Valid		
eWOM3	0.709**	0.621	Valid		
eWOM4	0.849**	0.803	Valid		
eWOM5	0.452**	0.449	Valid		
<b>Brand Awareness(BA)</b>					
BA1	0.837**	0.785	Valid	0.828	Reliable
BA2	0.898**	0.863	Valid		
BA3	0.821**	0.760	Valid		
BA4	0.817**	0.758	Valid		
<b>Purchasing Decision (PD)</b>					
PD1	0.523**	0.530	Valid	0.777	Reliable
PD2	0.772**	0.704	Valid		
PD3	0.455**	0.425	Valid		
PD4	0.800**	0.776	Valid		
PD5	0.875**	0.834	Valid		

Table 3. The Goodness of Fit Model

The goodness of Fit Indicator	Cut Off
<i>Chi-Square</i>	The model is considered good if the chi-square value is low, and a high P (probability) value is obtained, namely > 0.05
GFI ( <i>Goodness of Fit Indeks</i> ):	Expected value ≥ 0.90
RMSEA ( <i>Root Mean Square Error of Approx.</i> )	Expected value ≤ 0.08.
NFI ( <i>Normed Fit Index</i> )	expected value ≥ 0.90.
TLI ( <i>Tucker-Lewis Index</i> )	Expected value ≥ 0.90.
CFI ( <i>Comparative Fit Index</i> )	Expected value ≥ 0.90.
RFI ( <i>Relative Fit Index</i> ):	Expected value ≥ 0.90.
CMIN/DF:	Expected value ≤ 3.00.

TABLE 4. Respondent Demographic

Gender	Respondent	Percentage (%)
Male	69	27.6
Female	181	72.4
Total	250	100
Age Group	Respondent	Percentage
18-19	51	20.4
20-24	95	38
25-29	93	37.2
30-34	11	4.4
Total	250	100
Education	Respondent	Percentage
Basic School	0	0
Midle School	0	0
Senior High School	82	32.8
Diploma	20	8
Graduate/Master	148	59.2
Total	250	

TABLE 5 *Confirmatory Factor Analysis*

Variable & Items Indicator	Loading Factor (Step 1)	LoadingFactor (Step 2)	Note
<i>Advertising (AD)</i>			
AD1	0.50	-	Excluded
AD2	0.75	0.76	-
AD3	0.66	0.63	-
AD4	0.75	0.76	-
<i>Electronic Word of Mouth (eWOM)</i>			
eWOM1	0.78	0.75	-
eWOM2	0.48	-	Excluded
eWOM3	0.63	0.64	-
eWOM4	0.87	0.91	-
eWOM5	0.46	-	Excluded
<i>Brand Awareness (BA)</i>			
BA1	0.81	0.80	-
BA2	0.94	0.95	-
BA3	0.68	0.67	-
BA4	0.36	-	Excluded
<i>Purchasing Decision (PD)</i>			
PD1	0.54	-	Excluded
PD2	0.68	0.68	-
PD3	0.17	-	Excluded
PD4	0.81	0.81	-
PD5	0.89	0.89	-

TABLE 6. *Assessment of Normality*

Variable Indicators	Step 1 (n=250)		Step 2 (n=221)		Step 3 (n=192)		Note
	c.r. skew	c.r. kurtosis	c.r. skew	c.r. kurtosis	c.r. skew	c.r. kurtosis	
PD5	1.249	-1.892	1.133	-1.538	1.181	-.973	Normal
PD4	1.946	-1.303	1.839	-1.118	2.448	-.051	Normal
PD2	2.603	-.882	2.496	-.290	2.297	.133	Normal
BA1	-6.548	2.250	-4.980	.899	-4.140	-.189	Normal
BA2	-5.555	1.756	-3.544	-.391	-3.359	-.115	Normal

Variable Indicators	Step 1 (n=250)		Step 2 (n=221)		Step 3 (n=192)		Note
	c.r. skew	c.r. kurtosis	c.r. skew	c.r. kurtosis	c.r. skew	c.r. kurtosis	
BA3	-2.949	-.345	-2.437	-.383	-1.383	-.762	Normal
eWOM1	-4.541	1.991	-2.186	.130	-.751	-.967	Normal
eWOM3	.024	-1.010	.058	-.843	1.397	-1.637	Normal
eWOM4	-2.176	.258	-1.188	.021	-.735	.194	Normal
AD2	-3.296	1.674	-.937	-.717	.054	-2.123	Normal
AD3	-3.585	2.360	-.288	-1.188	.135	-1.382	Normal
AD4	-3.289	-.254	-1.645	-1.069	-1.554	-1.054	Normal
Multivariate	16.241		6.612		2.366		Normal

TABLE 7. Indexes Goodness of Fit

Chi-Square	Critical value	Step 1 (n=250)	Step 2 (n=221)	Step 3 (n=192)	Modification Indices	Note
<b>Absolute</b>						
Chi-Square ( $X^2$ )	<i>No significant p</i>	207.067	179.464	187.471	91.308	
Significant Probability	>0.05	0.000	0.000	0.000	0.000	
GFI	>0.90	0.891	0.891	0.873	0.929	Good Fit
RMSEA	<0.08	0.114	0.110	0.122	0.082	Good Fit
<b>Incremental</b>						
NFI	>0.90	0.856	0.872	0.863	0.933	Good Fit
TLI	>0.90	0.845	0.868	0.857	0.935	Good Fit
CFI	>0.90	0.885	0.902	0.894	0.961	Good Fit
<b>Parsimonious</b>						
CMIN/DF	< 3.00	4.226	3.663	3.826	2.283	Good Fit
<b>HOELTER</b>						
Hoelter 0.05		80	82	68	117	
Hoelter 0.01		91	92	77	134	

TABEL 10 Regression Weights

Path	Estimate	S.E.	C.R.	P	Label
BA ← AD	.495	.093	5.335	***	Significant
BA ← eWOM	.419	.070	5.952	***	Significant
PD ← BA	-.492	.229	-2.147	.032	Significant
PD ← AD	.759	.201	3.771	***	Significant
PD ← eWOM	.783	.156	5.032	***	Significant

\*\*\*: significant at 0.01

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3. Mediation Test of AD-BA-PD .....
4. Mediation Test of eWOM-BA-PD .....

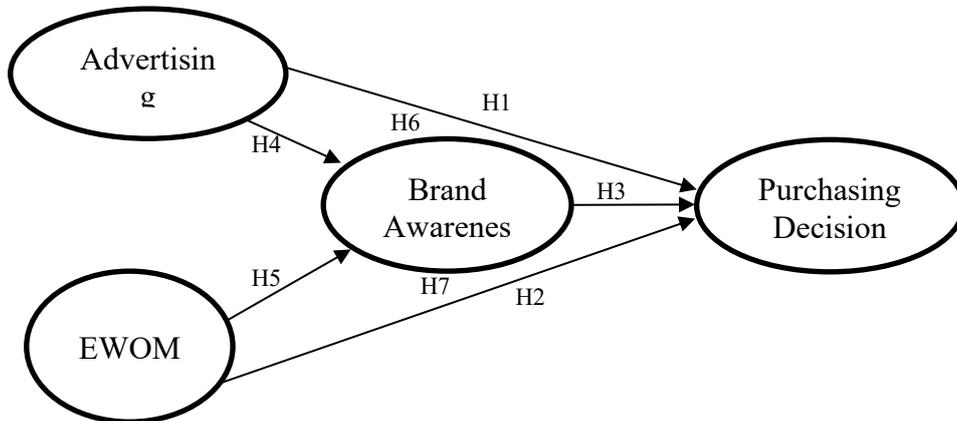


Figure 1. Conceptual Framework

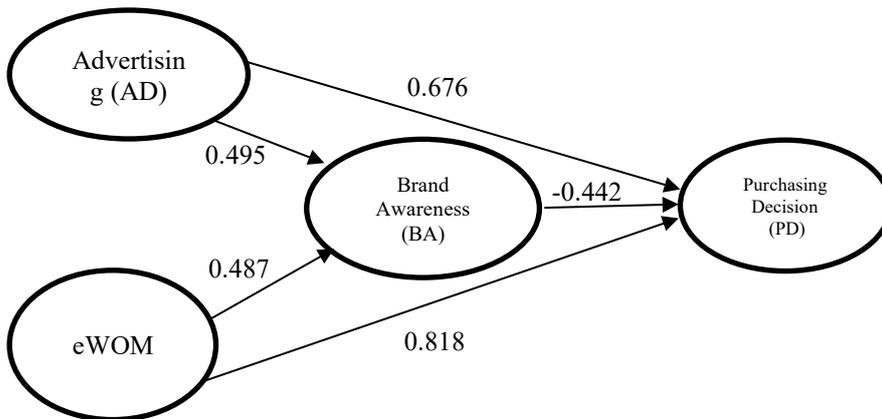


Figure 2. Path Model

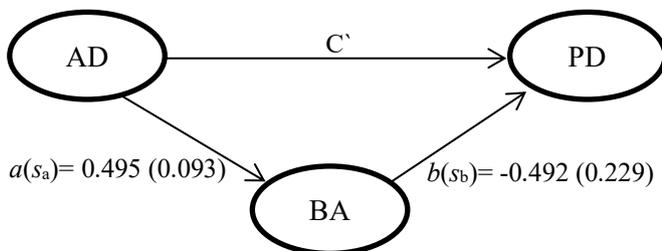


Figure 3. Mediation Test of AD-BA-PD

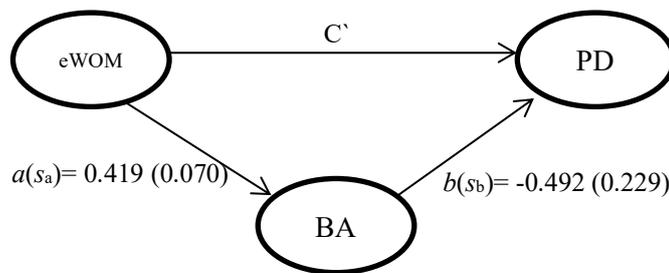


Figure 4. Mediation Test of eWOM-BA-PD

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