

## THE INFLUENCE ANALYSIS THAT DIGITAL MARKETING AND BRAND IMAGE HAVE ON THE PURCHASE INTENTION OF SOCIOLLA BEAUTY STORES

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### ABSTRACT

*This study explores the comparative influence of digital marketing and brand image on purchase intention within Indonesia's beauty e-commerce sector, taking Sociolla as the empirical setting. The research is motivated by growing uncertainty surrounding the behavioural effectiveness of digital marketing among digital-native consumers who increasingly experience advertising fatigue. A quantitative correlational approach was employed, and the data were analysed using a series of statistical procedures, including normality assessment, correlation testing and multiple regression, to evaluate the extent to which each predictor contributes to purchase intention. The findings reveal a clear imbalance in influence. Digital marketing does not demonstrate a significant effect on purchase intention, suggesting that promotional visibility alone is no longer sufficient to encourage behavioural responses. By contrast, brand image shows a strong and meaningful positive influence, highlighting the importance of credibility, authenticity and perceived product safety in shaping cosmetic purchasing decisions. The overall model displays a high explanatory ability, reinforcing the central role of brand-related trust cues in guiding consumer behaviour within high-risk product categories. The study contributes to existing theoretical perspectives by strengthening empirical support for the asymmetric influence model and extending signalling and trust-risk approaches to the context of Indonesian beauty e-commerce. In practical terms, the findings suggest that platforms should give greater emphasis to credibility-building strategies, including authenticity verification and transparent product information, rather than relying heavily on promotional volume. The study concludes that brand image is the dominant factor shaping purchase intention in online beauty product purchases.*

*Kata kunci: Digital marketing, Brand Image, Purchase Intention, Beauty Store*

### INTRODUCTION

Indonesia's accelerating digital transformation has reshaped consumer decision-making, with online platforms increasingly embedded in product discovery, evaluation and purchasing processes. Internet penetration, which has reached 79.5 percent (SMARTCITY, 2024), reflects growing dependence on digital environments, particularly among Millennials and Generation Z. These digital-native groups interact with a high volume of online promotional content, yet this exposure has also contributed to a rise in digital content fatigue a condition where repetitive, non-interactive or low value content is increasingly ignored (TELKOM UNIVERSITY, 2024; Putra & Hidayat, 2023; Hollebeek & Macky, 2023).

The beauty industry is one of the sectors most affected by these behavioural shifts. With more than 137 million female consumers, complemented by a rapidly expanding male grooming segment (Rizaty, 2023; Dwitari & Kusdibyoy, 2019), Indonesia represents an attractive and highly competitive cosmetic market. However, online beauty purchases remain high-risk due to the circulation of counterfeit products, driving consumers to depend heavily on trust mechanisms, brand credibility and authenticity assurances when evaluating alternatives (Cheah et al., 2022; Kim & Kim, 2023; Xie et al., 2024).

Sociolla, established in 2015, has positioned itself as a leading beauty-tech platform through a dual-channel retail model and a strong commitment to authentic products. While the platform actively implements digital marketing strategies, empirical results in global studies show inconsistencies regarding the extent to which digital promotion translates into actual purchase intention. Digital marketing tends to increase visibility and awareness, yet it may not directly generate behavioural intention unless the content is relevant, personalised and persuasive (Alalwan, 2022; Sánchez-Torres et al., 2023). By contrast, brand image supported by perceptions of authenticity, reliability, and consistent brand identity has repeatedly been identified as a central driver of consumer intention in cosmetic product decisions (Islam et al., 2023; Teng et al., 2023; Liu et al., 2024).

#### Research Gaps

Although the beauty e-commerce sector continues to expand, several gaps remain unresolved. First, limited research compares the relative strength of digital marketing versus brand image in influencing purchase intention within the cosmetic category. Second, studies focusing on younger, digitally native consumer segments who are highly sensitive to authenticity cues remain scarce. Third, empirical evidence on asymmetric stimulus effects is limited, particularly regarding whether brand image can override exposure-based digital marketing stimuli.

#### *Research Questions*

1. Does digital marketing significantly influence purchase intention?
2. Does brand image significantly influence purchase intention?
3. Which variable exerts a stronger influence on purchase intention?

#### *Objective*

This study aims to examine and compare the influence of digital marketing and brand image on purchase intention in the beauty e-commerce sector and to identify which variable serves as the dominant predictor.

## LITERATURE REVIEW

### **Digital Marketing**

Digital marketing refers to a set of promotional activities delivered through digital platforms aimed at increasing consumer awareness, engagement, and purchase-related responses. Its key components typically include informativeness, interactivity, content relevance, and personalisation. Effective digital marketing reduces consumers' search effort, enhances information accessibility, and stimulates both cognitive and affective evaluations. However, recent studies indicate that digital-native consumers, especially Millennials and Gen Z, experience digital advertising fatigue, leading them to ignore repetitive, intrusive, or low-value content. As a result, digital marketing exerts a meaningful influence on behavioural intention only when the content is perceived as credible, engaging, and personally relevant (Alalwan, 2022; Sánchez-Torres et al., 2023). Within the beauty sector, digital marketing often plays a complementary rather than decisive role, as consumers require stronger credibility signals before forming purchase intention.

### **Brand Image**

Brand image refers to the set of perceptions, associations, and beliefs that consumers hold about a brand. A strong brand image typically reflects credibility, authenticity, reliability, and consistent brand identity. In the beauty and skincare sector, categorised as a high perceived-risk product category due to the prevalence of counterfeit goods, brand image becomes a critical risk-reduction mechanism. Consumers depend on brand image as a quality signal, especially in

online environments where physical product inspection is impossible. The literature consistently highlights that brand image strengthens trust, reduces uncertainty, and positively shapes consumers' willingness to purchase beauty products (Cheah et al., 2022; Kim & Kim, 2023; Xie et al., 2024).

### **Purchase Intention**

Purchase intention denotes consumers' behavioural tendency or likelihood to engage in a purchasing action following cognitive evaluation and emotional assessment. Key determinants of purchase intention in digital commerce include perceived value, credibility, risk perception, and clarity of information. In high-risk categories such as cosmetics, consumers place greater emphasis on authenticity cues, brand reputation, and assurance mechanisms that reduce concern regarding product safety and quality (Islam et al., 2023; Teng et al., 2023; Liu et al., 2024). Accordingly, credibility-driven constructs frequently exert stronger effects on purchase intention than exposure-based promotional activities.

### **Digital Marketing and Purchase Intention**

The relationship between digital marketing and purchase intention is well-documented, yet empirical findings remain mixed. Digital marketing increases brand visibility and fosters consumer interaction but may not directly lead to purchasing intention unless the content generates relevance, emotional appeal, or informational value. As several studies emphasise, digital marketing becomes effective when supported by personalised messaging, credible content, and persuasive design (Alalwan, 2022). In the beauty industry, digital marketing often stimulates initial interest but may not translate into intention without reinforcement from trust-related variables.

### **Brand Image and Purchase Intention**

Brand image has consistently been identified as a strong and stable predictor of purchase intention. A favourable brand image enhances consumer trust, reduces perceived risk, and increases confidence in product quality, all of which strengthen purchase intention. Empirical findings show that brand image frequently exerts a more substantial influence on behavioural intention than digital marketing exposure (Islam et al., 2023; Teng et al., 2023; Liu et al., 2024). In markets like Indonesia, where concerns over product authenticity are highly salient, brand image acts as a credibility anchor, shaping consumer decision-making more strongly than promotional efforts.

### **Conceptual Framework**

Based on the reviewed literature, digital marketing is expected to influence purchase intention through information quality, relevance, and engagement. However, this effect may be limited if consumers perceive the content as unpersuasive or lacking credibility. Conversely, brand image is expected to exert a stronger influence because it conveys authenticity, trustworthiness, and quality signals that are particularly crucial in beauty product decisions.

Thus, this study positions digital marketing and brand image as two competing predictors of purchase intention and examines which construct serves as the dominant determinant in the beauty e-commerce context.

## RESEARCH METHOD

This study employed a quantitative correlational design to examine the comparative influence of digital marketing and brand image on purchase intention in the beauty e-commerce context. The approach was chosen to capture directional relationships among variables and to quantify the extent to which each predictor contributes to consumers' purchase-related tendencies.

**Population and Sample:** The population consists of active beauty product consumers in Indonesia who have purchased or browsed items through Sociolla, either via online channels or offline store visits. A purposive sampling technique was applied to ensure that respondents had sufficient experience with the platform. The sample size met minimum requirements for multiple regression analysis and reflected the demographic characteristics of digital-native beauty consumers.

**Research Instrument :** Data were collected using a structured questionnaire comprising Likert-scale items measuring digital marketing, brand image and purchase intention. All indicators were adapted from prior validated scales to maintain construct accuracy. Before distribution, the instrument underwent expert judgement and pilot testing to ensure clarity and relevance.

**Validity and Reliability :** Construct validity was assessed through item-total correlations, ensuring that all indicators aligned with their respective constructs. Reliability testing demonstrated that all variables exceeded the recommended internal consistency threshold, indicating stable measurement properties.

**Data Analysis Procedure :** Quantitative data were processed using SPSS 26. The analysis covered normality testing using the Kolmogorov Smirnov procedure, followed by Pearson correlation to examine bivariate relationships. Multiple regression analysis was then conducted to determine the relative influence of each predictor on purchase intention. Additional diagnostic checks, including multicollinearity assessment, heteroskedasticity evaluation and Durbin Watson testing, were performed to ensure the robustness of the regression model. The methodological structure allows for a comprehensive evaluation of the asymmetric behavioural influence between digital marketing and brand image in shaping consumer purchase intention.

## RESULTS AND DISCUSSION

This section reports the statistical findings obtained from SPSS 26, covering the normality assessment, correlation coefficients, regression outputs, model strength and assumption diagnostics.

### Normality Test

The Kolmogorov Smirnov results indicate that all variables meet the normality assumption, as each shows an Exact Sig. value above 0.90.

#### **Table 1.** Normality Test Results

The Kolmogorov-Smirnov results (Table 1) indicate that the three variables, digital marketing, brand image, and purchase intention, have Exact Significance. values above 0.90. These results confirm that the data meet the normality assumption required for parametric analysis.

Variable	Exact Sig.
Digital Marketing	> 0.90
Brand Image	> 0.90
Purchase Intention	> 0.90

### Correlation Analysis

Pearson correlation analysis (Table 2) shows two distinct patterns.

First, digital marketing exhibits a negative but non-significant relationship with purchase intention ( $r = -0.677$ ,  $p = 0.209$ ). This suggests that stronger digital promotional activities do not necessarily increase consumers' intention to purchase.

**Table 2.** Pearson Correlation Analysis

Relationship	r	Sig.
Digital Marketing → Purchase Intention	-0.677	0.209
Brand Image → Purchase Intention	0.944	0.016

Second, brand image shows a strong and statistically significant positive correlation with purchase intention ( $r = 0.944$ ,  $p = 0.016$ ), indicating that favourable brand perceptions are closely associated with higher intention.

### Regression Analysis

The regression results (Table 3) reinforce the correlation patterns. Digital marketing does not significantly predict purchase intention ( $B = -0.343$ ,  $\beta = -0.323$ ,  $p = 0.118$ ). Conversely, brand image demonstrates a strong and significant effect ( $B = 1.855$ ,  $\beta = 0.802$ ,  $p = 0.022$ ). This implies that brand image is the more influential determinant in the model.

**Table 3.** Regression Coefficients

Predictor	B	Beta	Sig.
Digital Marketing	-0.343	-0.323	0.118
Brand Image	1.855	0.802	0.022

### Model Strength

As presented in Table 4, the regression model achieves a very high explanatory value. The R coefficient is 0.988, and the Adjusted R<sup>2</sup> of 0.952 indicates that 95.2% of the variation in purchase intention is accounted for by digital marketing and brand image. This reflects a robust predictive model.

**Table 4.** Model Summary

R	R <sup>2</sup>	Adjusted R <sup>2</sup>
0.988	0.976	0.952

### Assumption Tests

Classical assumption diagnostics confirm that the regression model satisfies the required analytical conditions. The VIF value of 1.242 indicates no multicollinearity. The Glejser test ( $p > 0.05$ ) suggests no heteroskedasticity. The Durbin–Watson value of 2.862 indicates negative autocorrelation, suggesting behavioural regularities not captured by the model.

**Table 5.** Assumption Test Results

Assumption Test	Result
VIF	1.242
Glejser Test (p-value)	> 0.05
Durbin–Watson	2.862

## CONCLUSION

This study set out to examine how digital marketing and brand image shape purchase intention in the beauty e-commerce context, with Sociolla as the case in focus. The findings reveal a clear imbalance in the strength of these two predictors. Digital marketing, despite its increasing sophistication, did not produce a significant effect on intention. This suggests that promotional

exposure by itself is no longer enough to persuade digital-native consumers who are constantly navigating dense streams of online content. In contrast, brand image emerged as a strong and reliable driver of intention. Perceptions of credibility, authenticity and product safety—elements that consumers consider essential when purchasing high-risk products like cosmetics played a much larger role in shaping their decisions.

These results underscore the idea that trust-based cues carry more weight than exposure-driven stimuli in digital retail environments. The study contributes to the literature by strengthening the empirical foundation for the asymmetric influence model and by extending signalling and trust risk perspectives to Indonesia's beauty e-commerce landscape. From a managerial standpoint, the implications are straightforward. Platforms such as Sociolla benefit more from reinforcing credibility through authenticity verification, transparent product information and a consistent brand identity than from intensifying promotional efforts.

Despite offering useful insights, the study is not without limitations. The sample size was modest and leaned toward younger consumer groups, which may affect the breadth of generalisation. Future research may address these limitations by employing larger and more diverse samples, or by incorporating additional psychological variables such as trust, perceived risk or personal relevance. Exploring the role of personalised digital marketing may also offer a deeper understanding of how intention is formed in increasingly competitive digital beauty markets.

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