Original Research Article

The Role of Brand Awareness as a Mediating Variable on the Effect of Instagram Advertisement and Word of Mouth on Purchase Decision (Case Study in Erigo)

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Abstract: This study aimed to examine the effect of Instagram Advertisement and Word of Mouth on Purchase Decision, involving Brand Awareness as a mediating variable. Data were analyzed using Structural Equation Modeling with the help of AMOS 26 software. Data were collected from 250 Indonesian respondents who were chosen using a purposive sampling technique. The primary finding in this study was that Word of Mouth and the use of Instagram Advertisement as a social media marketing platform had an effect on Purchase Decision. The relationship between Instagram Advertisement and Word of Mouth also increased Brand Awareness. This research implied that Purchase Decision improved due to the increased use of Instagram Advertisement and Word of Mouth, strengthening Indonesian people's Purchase Decision for Erigo products. In addition, Brand Awareness had no effect on Purchase Decision, indicating that perceptions of international products did not affect consumer trust in local brands.

Keywords: Structural equation modeling, Instagram advertisement, word of mouth, brand awareness, purchase decision, Erigo.

1. INTRODUCTION

The advent of the internet altered how humans communicate. People's communication is also made easier by the increasing availability of high-quality internet networks (Hermawan, 2012).

The Internet is a vast public network based on computers that connect all types of users worldwide to a massive repository of information (Kotler & Armstrong, 2008).

According to data from the advertising platform Meta, Instagram had 99.15 million users in Indonesia in early 2022. Therefore, at the beginning of the year, Instagram Advertisement in Indonesia could reach 35.7% of the total population (Kompasiana, 2022).

Instagram advertisements can assist a brand in enhancing and expanding brand awareness because they can reach more people with different or similar interests while targeting customers with appropriate relevance (Business.Instagram.com, 2015). Companies can use Instagram to distribute advertisements to users in the form of

photos. It will be essential because photos can describe many things and are often real-time. Furthermore, business actors can also engage in two-way communication with customers.

Erigo, an Indonesian fashion company, once advertised in Times Square, New York. It was chosen as a local fashion brand representing Indonesia to participate in a fashion show at New York Fashion Week (NYFW) in 2021. *Erigo* used *Instagram* as a marketing medium early on because it was the third most popular platform among Indonesians (Digital, 2021). Previous studies have consistently involved research objects in the form of international products (Sallam, 2014; Mustika, 2014; Wang & Hariandja, 2016).

Thus, the present research specifically explored the effect of *Instagram* Advertisement and Word of Mouth on Purchase Decision, which also engaged Brand Awareness as a mediating variable, to examine the indirect impact on local brands with an international image.

2. LITERATURE REVIEW
2.1 Instagram Advertisement and Purchase Decision
According to Djafarova and Rushworth (2017), social media is used as a reference for many internet-based and cellular services, allowing users to engage in two-way communication, contribute to content posted, join online communities on social media sites like Facebook, Twitter, and LinkedIn, and access media-sharing sites like YouTube and Instagram. The two-way communication platform is ideal for exchanging ideas and information. Furthermore, consumers regard social media as more honest because it introduces brands directly without attempting to control their existing image. This type of interaction influences more substantial commitment and purchase intention by increasing positive attitudes toward the brand (Chua & Chang, 2016). Likewise, previous research revealed that social media marketing activity affected purchase decision (Pittman & Reich, 2016; Staniewski & Awruk, 2022). Thus, researchers formulated the following hypothesis based on the above description.
H1: Instagram Advertisement has a positive and significant effect on Purchase Decision

2.2 Word of Mouth and Purchase Decision
Word of Mouth occurs when customers discuss the services, brands, and product quality they use with others (Li, Hui, *et al.*, 2022).

Personal communication channels in the form of words or Word of Mouth can be an effective promotional method because they are generally conveyed from consumers, by consumers, and for consumers, making satisfied customers an indirect advertising medium for companies (Rachman *et al.*, 2016). Themba and Mualala (2013) discovered that Word of Mouth had a positive and significant effect on Purchase Decision. It implied that Word of Mouth experiences could influence Purchase Decision. Chang, Lee, and Huang (2016) identified that Word of Mouth had a positive and significant effect on Purchase Decision. Almana and Mirza (2013) emphasized this circumstance by stating that many consumers obtained product information online, particularly through comments and reviews from other customers. Thus, researchers formulated the hypothesis as follows:
H2: Word of Mouth has a positive and significant effect on Purchase Decision

2.3 Instagram Advertisement and Brand Awareness
Instagram advertisement is a helpful feature for business owners because its use is not restricted, especially for individuals who already have a social reputation (Sorokina, 2014; Irene, 2016). According to Irene (2016), several businesses have used this feature to post advertisements. Furthermore, users can contribute to the advertisements displayed by giving them "likes" and "comments."

Brand awareness is critical when introducing new products to the public. It has the potential to persuade customers to consider or purchase specific branded products that are made available to them (Mohammad *et al.*, 2016; Chi, 2008; Davis *et al.*, 2008). A good brand will position its product ahead of competitors, making it the first choice. The brand will be the company's personality, character, and soul. Because of the rapid competition, large-scale promotion is possible by relying on the owned brand. The greater the intensity of social media promotion, the greater the product's brand awareness (Schivinski & Dabrowski, 2015). Before making a purchase decision, consumers should be aware of the various brands on the market. As a result, they must understand brand awareness, which is a critical component in introducing a brand name to the public. Correspondingly, the following hypothesis was formulated in this study:
H3: *Instagram* Advertisement has a positive and significant effect on Brand Awareness

2.4 Word of Mouth and Brand Awareness
Person-to-person communication about a specific brand, product, or service is referred to as Word of Mouth (Chan, Arianis *et al.*, 2021). Customers can use the internet to share their thoughts and experiences with goods and services with a wide range of individuals (Jamali & Khan, 2018). Word of Mouth had a positive effect on Brand

Awareness (Rahardja & Dewakanya, 2020; Barreda, Albert A *et al.*, 2015). According to their findings, increasing Word of Mouth had an effect on increasing Brand Awareness. As a result, researchers formulated the following hypothesis:

H4: Word of Mouth has a positive and significant effect on Brand Awareness

2.5 Brand Awareness and Purchase Decision

Brand Awareness is the ability of buyers to recognize or remember that a brand belongs to a specific product category (Wang & Hariandja, 2016). It is thought to be one of the instruments capable of influencing consumer's purchase decision (Cheung *et al.*, 2019).

This condition is inextricably linked to the nature of consumers seeking out well-known brands. They are more likely to purchase a product whose brand is more well-known than one whose brand is less well-known or even unknown, such as products from international brands (Macdonald & Widaningsih, 2018). Previous research found that Brand Awareness had a positive and significant effect on Purchase Decision (Dewi *et al.*, 2020; Mustikasari & Widaningsih, 2019). Therefore, the following hypotheses were formulated in this study:

H5: Brand Awareness has a positive and significant effect on Purchase Decision

H6: There is an indirect effect of *Instagram* Advertisement on Purchase Decision mediated by Brand Awareness

H7: There is an indirect effect of Word of Mouth on Purchase Decision mediated by Brand Awareness

3. METHODOLOGY

3.1 Measurements

A questionnaire with a 5-Point Likert Scale (1 = strongly disagree; 5 = strongly agree) was administered to collect research data. The samples consisted of 250 respondents chosen using a purposive sampling technique based on the following criteria: *Erigo* consumers, having social media accounts, having seen and interacted with *Erigo*'s official account in the previous six months, and playing a role as a decision-maker in purchasing products. Gender, age, occupation, and social media accounts were collected as demographic information.

The data were analyzed using SEM AMOS 26, which allowed three types of analysis to be performed concurrently: obtaining a suitable model for structural model analysis predictions, testing the model of the relationship between variables related to the measurement model, and checking the validity and reliability of the instrument. The overall model fit was measured by Chi-Square ($\chi 2$), Root Mean Squared Residual (RMR), Goodness of Fit Index (GFI), Tucker-Lewis Index (TLI), Incremental Fit Index (IFI), Comparative Fit Index (CFI), and Normed Fit Index (NFI). Afterward, SEM analysis was performed to determine whether the research hypothesis was accepted or rejected. The t-score for each coefficient was displayed in the SEM analysis. A hypothesis was deemed to have a causal relationship if the t-score was greater than the t-table (1.96), with a significance level of 0.05. Meanwhile, the indirect effect of the mediating variable was determined using the Sobel test.

3.2 Profile of the respondents

Table-1: Respondent Characteristics

Category	Item	f	%
Gender	Male	76	30.4
	Female	174	69.6
	Total	**250**	**100**
Age	17 – 20 years	44	17.6
	21 – 25 years	182	72.8
	26 – 30 years	24	9.6
	Total	**250**	**100**
Occupation	Student	150	60
	College Student	100	40
	Total	**250**	**100**
Social Media	Facebook	67	26.8
	Instagram	143	57.2
	Twitter	40	16
	Total	**250**	**100**

According to the table above, the majority of respondents were female, 174 or 69.6%; the majority were between the ages of 21-25, 182 or 72.8%; the majority worked as students, 150 or 60%; and the majority used social media in the form of *Instagram*, 143 or 57.2%.

3.3 Measurement and Structural Models

The results of the Goodness of Fit, validity, and reliability tests are described as follows.

Table 2: Measurement Model Results

Variable	Indicator	Item	Factor Loading	CR	AVE
Instagram Advertisement	Communication	IA1	0.87	0.95	0.80
	Persuasion	IA2	0.92		
	Culture-related	IA3	0.90		
	Educational	IA4	0.88		
	Strengthening	IA5	0.88		
	Creating the image of a company and a product	IA6	0.93		
Word of Mouth	Talkers	WOM1	0.92	0.94	0.78
	Topics	WOM2	0.86		
	Tools	WOM3	0.87		
	Talking part	WOM4	0.91		
	Tracking	WOM5	0.89		
		WOM6	0.87		
Brand Awareness	Unaware of Brand	BA1	0.92	0.93	0.71
	Brand Recognition	BA2	0.91		
	Brand Recall	BA3	0.84		
		BA4	0.82		
	Peak of Mind	BA5	0.81		
		BA6	0.75		
Purchase Decision	Product Choice	PD1	0.88	0.94	0.77
	Brand Choice	PD2	0.88		
	Seller's Choice	PD3	0.88		
	Purchase Time	PD4	0.89		
	Purchase Amount	PD5	0.89		
	Payment Method	PD6	0.85		

Based on Table 2, the factor loadings of all items in the full model were above 0.50. It indicated that research items were valid and could measure the full model construct.

Table 3: Goodness of Fit Index

Goodness of Fit Index	Cut-off Value	Results
χ^2	Expected to be low	683.428
Df		246
χ^2- Significance Probability	≥ 0.05	0.000
CMIN/DF	≤ 3.00	2.778
RMR	< 0.05	0.041
IFI	≥ 0.90	0.936
TLI	≥ 0.90	0.928
CFI	≥ 0.90	0.936
NFI	≥ 0.90	0.903

Table 3 shows that the Goodness of Fit measurement results already met the requirements, indicating that the model's suitability was adequate. The table above also showed that six measurements had a good fit. The values of CMIN/DF = 2.778 (≤ 3.00) and RMR = 0.041 (< 0.05) met the predetermined criteria. CFI = 0.936, IFI = 0.936, TLI = 0.928, and NFI = 0.903 were all above 0.90, implying that a model was fit and suitable.

4. RESULTS AND DISCUSSION
4.1 Hypotheses Testing
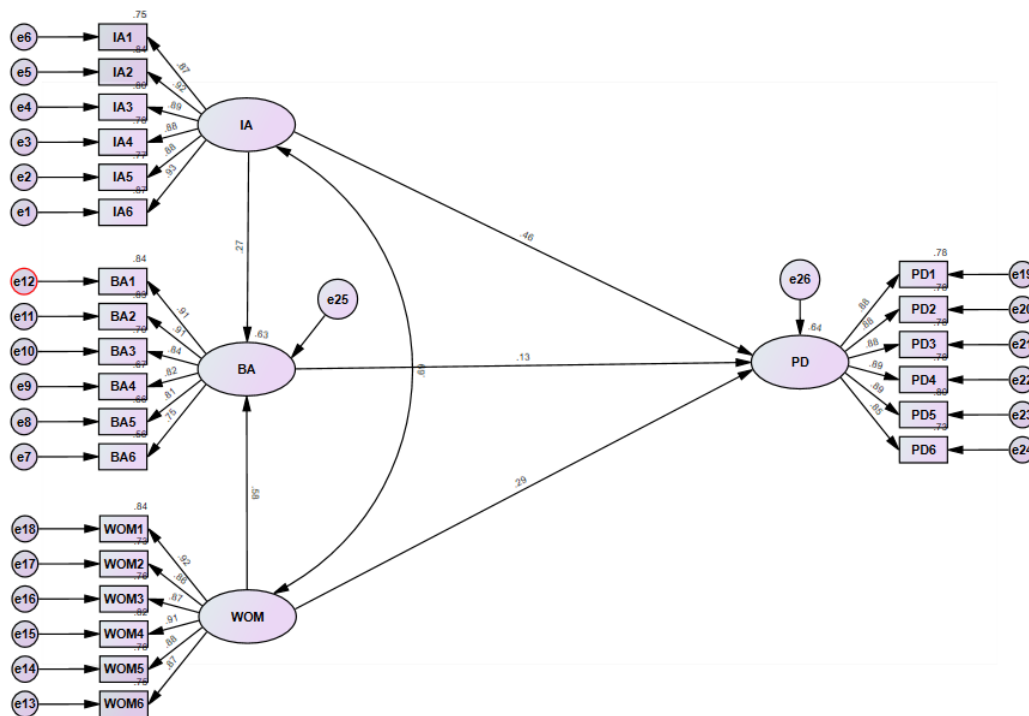
Structural Equation Modeling was used to examine the relationship between three independent variables and one dependent variable in the study of the effect of *Instagram* Advertisement, Word of Mouth, and Brand Awareness on Purchase Decision. The overall model was interconnected and influential.

Based on Figure 1 and Table 4, the t-score of the effect of *Instagram* Advertisement on Purchase Decision was 7.086, greater than the t-table (1.96), with a p-value less than 0.001, below 0.05 ($\alpha = 0.05$). These findings supported the first hypothesis, which stated that *Instagram* Advertisement had a positive and significant effect on Purchase Decision. As a result, the greater the *Instagram* Advertisement, the greater the Purchase Decision for *Erigo* products. It demonstrated that *Instagram* Advertisement had affected Indonesian consumers' Purchase Decision for *Erigo* products, consistent with Kim and Ko's research (2010). During New York Fashion Week, *Erigo* ran promotions involving influencers and artists to promote the products through fashionable *Instagram* photos, using the hashtag campaign *New York Take Over*. Indonesian communities praised *Erigo*'s success in this activity because they successfully promoted local products to foreigners.

In the second hypothesis, the t-score of the effect of Word of Mouth on Purchase Decision was 3.845, with a p-value smaller than 0.001, below 0.05 ($\alpha = 0.05$). It confirmed that Word of Mouth had a positive and significant effect on Purchase Decision for *Erigo* products. Thus, the second hypothesis was accepted because Word of Mouth had a direct positive effect on Purchase Decision. This finding was reinforced by several studies (Themba & Mualala, 2013; Chang, Lee, and Huang, 2016; Mirza, 2013) revealing that Electronic Word of Mouth had a positive and significant effect on Purchase Decision. Most respondents in this context were between the ages of 17-30 and eager to prove stuff. If the information about an *Erigo* product were interesting, people in this age group would most likely buy it right away because the information in the form of reviews significantly influenced consumers' purchase intention. As a result, it was possible to conclude that WOM information facilitated consumers' purchase decisions for *Erigo* products.

In the third hypothesis, the t-score of the effect of *Instagram* Advertisement on Brand Awareness was 4.280, with a p-value less than 0.001; below 0.05 ($\alpha = 0.05$). It corroborated that *Instagram* Advertisement had a positive and significant effect on Brand Awareness. These findings indicated that customer awareness of the *Erigo* brand could be stimulated through the use of advertisements on *Instagram* as a connecting platform between consumers and marketers (Ebrahim, 2019). This condition was consistent with *Erigo*'s efforts to maintain consumer perceptions via tour campaigns, advertisements, interactive content, and collaborations with well-known artists. These actions were made to persuade consumers that local brands could compete with international brands.

In the fourth hypothesis, the t-score of the effect of Word of Mouth on Brand Awareness was 8.008, with a p-value less than 0.001, below 0.05 (α = 0.05). Thus, Word of Mouth had a positive and significant effect on Brand Awareness of *Erigo* products.

It was in line with previous research by Rahardja & Dewakanya (2020), which revealed that Word of Mouth had a direct and significant effect on Brand Awareness. Communication based on consumer experience has a significant impact on persuading others to purchase the recommended product (Siddiqui, Mohd Shuaib, *et al.*, 2021).

When people shared information about brands or products on social networking sites, credibility grew and influenced consumer perceptions of the *Erigo* brand. As a result, the image of locally produced goods could compete with that of internationally made products.

In the fifth hypothesis, the t-score of the effect of Brand Awareness on Purchase Decision was 1.736, with a p-value of 0.083, greater than 0.05 (α = 0.05). It indicated that Brand Awareness had no effect on Purchase Decision. Thus, the fifth hypothesis was rejected. This finding contradicted previous research (Dewi *et al.*, 2020; Mustikasari & Sharp, 2000), revealing a significant effect of Brand Awareness on Purchase Decision. *Erigo* is a local Indonesian brand featured at New York Fashion Week in 2021. Consumers of *Erigo* products were dominated by young people aged 17-25, according to data collected from 250 respondents. However, consumer purchase decisions were unaffected by awareness of the *Erigo* brand, a local product. In this regard, customers, particularly young people, prioritized product quality and fashion.

Table 4.2: Hypotheses Testing

Item	Std. Estimate	S.E.	C.R.	p-values	Description
BA <--- IA	0.183	0.043	4.280	***	Accepted
BA <--- WOM	0.466	0.058	8.008	***	Accepted
PD <--- IA	0.392	0.055	7.086	***	Accepted
PD <--- WOM	0.296	0.077	3.845	***	Accepted
PD <--- BA	0.163	0.094	1.736	0.083	Rejected

Furthermore, the indirect effect of the mediating variable is presented in Table 5, which contains the Sobel test results.

Table 4.3: Sobel Test – Significance of Mediation

Item	Sobel test statistic	Two-tailed probability	Description
IA ---> BA ---> PD	1.605	0.108	Rejected
WOM ---> BA ---> PD	1.695	0.090	Rejected

Based on the Sobel test results in Table 5, the statistical value of the effect of *Instagram* Advertisement on Purchase Decision was 1.605, smaller than the t-table (1.96), with a p-value of 0.108, above 0.05 (α = 0.05). In addition, the statistical value of the effect of Word of Mouth on Purchase Decision was 1.695, smaller than the t-table (1.96), with a p-value of 0.090, above 0.05 (α = 0.05). These results indicated no indirect effect of *Instagram* Advertisement and Word of Mouth on the Purchase Decision for the *Erigo* brand, which was mediated through Brand Awareness.

5. CONCLUSION

This study revealed the effect of social media advertisement and Word of Mouth on *Erigo* consumers' Purchase Decision. Therefore, developers and marketers must experiment with various methods to create excellent opportunities by utilizing existing advertising features on various social media platforms, particularly *Instagram*.

In this study, however, Brand Awareness had no effect on Purchase Decision. Consumers were not concerned with the local label of *Erigo* products, according to the responses of 250 research respondents, but preferred the quality and fashionable aspects that this brand consistently innovated. For researchers, the findings of this study were expected to serve as a literature review and reference for future, more comprehensive research on social media marketing, particularly *Instagram* Advertisement, Word of Mouth, and Brand Awareness of local products.

6. LIMITATION AND RECOMMENDATION FOR FUTURE RESEARCH

Future researchers should include larger sample sizes and other industries, such as beauty products. They can also incorporate moderating variables in future research models and analyze other reinforcing factors. This study revealed the results of an analysis of one fashion product, allowing future researchers to elaborate on several other local fashion products.

The research samples came from a single city in Indonesia. As a result, future researchers can collect data from multiple cities to compare people's habits and examine various variables to develop more models for how developers and marketers can develop *Instagram* Advertisement.

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