

Research Article

The Influence of E-WOM on Purchasing Decisions for an Indonesian Local Cosmetic Brand on TikTok

Intan Aprilia^{1*}, Haunan Damar²

^{1,2} Department of Management, Dian Nuswantoro University, Indonesia

* Corresponding Author: aprilintan2003@gmail.com¹

Abstract: In the era of digitalization, social media has become central to consumer interaction and purchasing behavior, with platforms like TikTok Shop enabling users to engage, share experiences, and shop seamlessly. This research examines the influence of e-WOM on purchasing decisions for Somethinc products on TikTok Shop, with brand awareness as a mediating variable. A descriptive quantitative method was employed using purposive sampling, targeting 110 Indonesian consumers who use and purchase Somethinc products on TikTok Shop. Data were collected via a questionnaire with a 1–5 Likert scale and analyzed using SmartPLS version 3, including descriptive analysis, outer and inner model evaluation, and hypothesis testing. Based on the results of the direct effect analysis, it was found that e-WOM has a positive and significant effect on Purchasing Decisions and Brand Awareness, Brand Awareness has a positive and significant effect on Purchasing Decisions. Meanwhile, the results of the indirect effect analysis indicate that e-WOM has a positive and significant effect on Purchasing Decisions through Brand Awareness. These findings suggest that Somethinc can effectively increase brand awareness and drive purchasing decisions by prioritizing high-quality e-WOM content and consistent product performance on platforms such as TikTok Shop. In addition, Gen Z consumers benefit from actively engaging with credible peer reviews and experiences to make informed and confident purchasing decisions.

Keywords: Brand Awareness; Electronic Word of Mouth (e-WOM); Local Cosmetic Brands; Purchasing Decisions; TikTok Shop.

1. Introduction

The advancement of Industry 5.0 has driven the growth of e-commerce, a phenomenon that integrates social media interaction with online shopping, allowing users to connect, share information, and make purchases seamlessly within the same platform (Fadhilah & Hermawan, 2024). This technological development not only simplifies daily life and business activities but also sparks creative and innovative ideas that enhance business competitiveness (Citrasumidi & Pasaribu, 2023). By making it easier to communicate, access a variety of information, and perform transactions online, technological advancements and the widespread usage of the internet have revolutionized marketing methods (Romadhoni et al., 2023). These conveniences have reshaped people's lifestyles and consumer behavior, influencing purchasing decisions in significant ways (Romadhoni et al., 2023).

People can complete their purchases from home since the entire process is available online, such as shopping on e-commerce. E-commerce offers the convenience of shopping from home, easy access to a wide range of products at lower prices, time and cost savings, and attractive deals, while also providing access to the global marketplace (Gupta et al., 2023). Recognizing these changes in consumer behavior plays an important role in understanding how purchasing decisions are made (Adinda et al., 2024). Purchasing decisions are the way individuals, communities, and organizations choose, obtain, and use goods, services, ideas, or experiences to fulfill their needs and preferences (Mahing & Nainggolan, 2024). This process involves evaluating alternatives, gathering information, and deciding whether to buy a

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preferred option, which can be influenced by external factors or unexpected circumstances (Puspita & Pardede, 2023).

E-commerce is considered a convenient and reliable way to shop, with beauty products being among the most in-demand items (Mahing & Nainggolan, 2024). Based on a report by We Are Social (2025), in 2024, 58% of internet users aged 16+ regularly online shopping activities every week. A total of 65.7 million people purchasing consumer goods through e-commerce, an increase of 12% (+7 million) users from the previous year. Annual spending on e-commerce by category in 2024. For beauty & personal care, it reached \$4.17 billion, indicating that this category is becoming increasingly popular in line with lifestyle trends, although it remains below food (\$10.8 billion), electronics (\$9.55 billion), and fashion (\$7.22 billion).

TikTok initially emerged in Indonesia as a popular short video platform for entertainment and social interaction, gaining massive attention from users and brands alike. Building on this success, TikTok later introduced TikTok Shop, which integrates e-commerce features and has rapidly grown into a strong competitor in the country's e-commerce landscape (Alfarisi & Sukaris, 2024). Based on a report by We Are Social (2025), in 2024, 77.4% of internet users aged 16+ regularly use TikTok, confirming its role as one of the who use each platform each month after WhatsApp (91.7%), Instagram (84.6%), and Facebook (83.%), and outperforming Telegram, Messenger, and X. TikTok is also the favorite platform for 19.9% of users aged +16 who say that each option is their "favourite" social media platform, slightly ahead of Instagram at 18.8% and Facebook at 12.7%, while WhatsApp remains dominant in first place with 35.5%.

One of the social media platforms that recently introduced a e-commerce feature is TikTok through TikTok Shop, launched in 2021, which enables entrepreneurs to promote and sell their products directly on the platform (Fadhillah & Hermawan, 2024). Based on a report by APJII (2025), in 2025, TikTok Shop ranked second as the most frequently used e-commerce platform in Indonesia with a market share of 27.37%, far surpassing Tokopedia (9.57%) and Lazada (9.09%), but still lagging behind Shopee, which dominated with a market share of 53.22%. By gender, the most frequently used e-commerce platform among men is TikTok Shop with a market share of 23.50%, ranking second behind Shopee (54.03%), but outperforming Tokopedia (11.60%) and Lazada (9.95%). Among women, TikTok Shop is stronger with 31.05%, showing greater appeal compared to Tokopedia (7.65%) and Lazada (8.28%), although it still trails Shopee (52.39%).

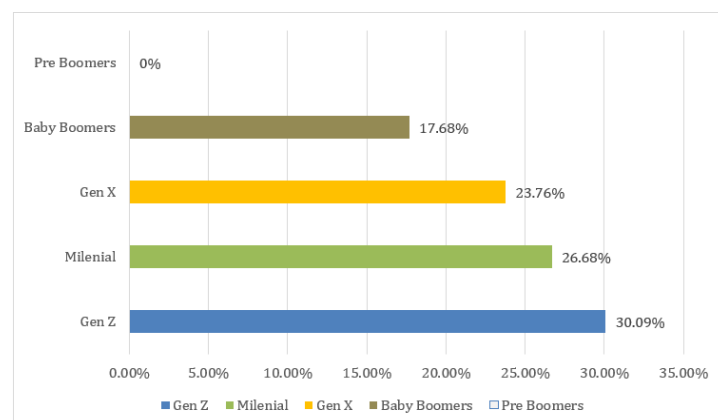


Figure 1. Percentage of People Accessing TikTok Shop based on Generation.

Source: Asosiasi Penyelenggara Jasa Internet Indonesia (APJII) (2025)

Based on a report by APJII (2025), TikTok Shop users are mostly Gen Z, making up 30.09% of the total, which is the biggest group compared to other generations. This figure is approximately 3% higher than Millennials (26.68%) and significantly higher than Generation X (23.76%), while older groups such as Baby Boomers (17.68%) and Pre-Boomers (0%) have much lower usage rates. This indicates that TikTok Shop holds the strongest appeal among Gen Z, who are indeed familiar with social media-based shopping trends and interactive content. Given this strong Gen Z dominance on TikTok Shop, it becomes relevant to highlight how local brand Somethinc strategically positions its products to capture this market segment that is highly engaged with digital trends and e-commerce.

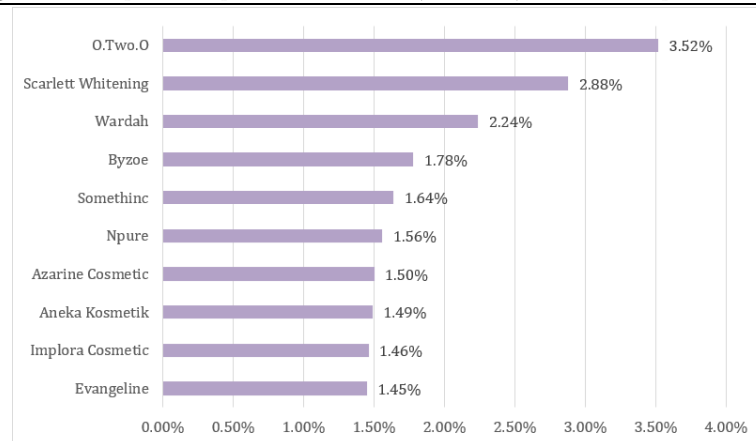


Figure 2. Top 10 Beauty & Care Brands on TikTok Shop.

Source: Compas.co.id (2024)

Based on Compas.co.id (2024) report on the Top 10 Beauty & Care Brands on TikTok Shop for February 2024, Somethinc is in the middle with a market share of 1.64%, slightly ahead of Npure (1.56%) and slightly below Byzoe (1.78%). However, it still lags behind O.Two.O, which dominates the market with a 3.52% market share, followed by Scarlett Whitening (2.88%) and Wardah (2.24%). This indicates that Somethinc has strong competitiveness in the mid-range segment, although it remains significantly behind the top three. Other brands in the Top 10 include Azarine Cosmetic (1.50%), Aneka Kosmetik (1.49%), Implora Cosmetic (1.46%), and Evangeline (1.45%), which are closely competing with very narrow margins. The beauty & care market on TikTok Shop is highly competitive, with intense competition particularly in the mid-to-lower brand segment. Based on FastMoss (2025), during the period of August 14–20, 2025, Somethinc recorded 220 products sold on TikTok Shop with sales volume reaching 12,479 units and turnover of Rp1.64 billion. On the TikTok platform, Somethinc has successfully gathered 3.7 million followers, demonstrating the high popularity and appeal of this brand among consumers.

A significant aspect affecting purchasing decisions is e-WOM (Electronic Word of Mouth). E-WOM on TikTok Shop has emerged as a significant trend, wherein users express their favorable or unfavorable assessments of a product or service. These evaluations and endorsements shape other users' perspectives and purchase choices via the site (Romadhoni et al., 2023). The term e-WOM describes marketing initiatives that use internet technology to disseminate WOM advertising. This strategy focuses on viral marketing, which spreads quickly like a virus, by enticing customers to use internet platforms to discuss their product or service experiences (Citrasumidi & Pasaribu, 2023). Positive e-WOM on TikTok Shop drives consumers to explore and purchase products by relying on shared user experiences, reviews, and the credibility of established brands that help reduce buying risks (Adinda et al., 2024).

Based on consumer reviews of Somethinc cosmetic products on TikTok Shop @somethincofficial, the products received a rating of 4.9 out of 5. There are 17,100 customer reviews with a 4.9 rating for the Somethinc Checkmatte Transferproof Lipstick, 17,300 customer reviews with a 4.9 rating for the Somethinc Hooman Breathable Cushion Cover SPF 35 PA++++, 13,300 customer reviews with a 4.9 rating for the Somethinc Hooman Under Control HD Blur Loose Powder product, and 10,600 customer reviews with a 4.9 rating for the Somethinc Copy Paste Coverblur Powder Foundation product. It is evident that positive e-WOM plays a crucial role in building trust among potential buyers toward Somethinc products. Consumers highlight various aspects such as color matching with skin tone, easy-to-blend texture, natural finish, makeup staying power, attractive packaging, and product longevity. These testimonials demonstrate that real-user experiences provide more credible information compared to conventional promotions, thereby encouraging other consumers to feel confident in making a purchase. Thus, positive reviews not only directly influence purchasing decisions but also reinforce consumers' perceptions of the quality of the Somethinc brand.

Another influential aspect in shopping decisions is Brand Awareness, which acts as a conduit between e-WOM and purchasing decisions on TikTok Shop. Brand awareness denotes consumers' capacity to recognize a brand within a specific product category. To augment this awareness, numerous enterprises utilize social media as a medium to advertise their products or services (Citrasumidi & Pasaribu, 2023). Elevated brand awareness constitutes the preliminary phase in steering customers toward a purchasing choice, as they are predisposed to choose recognized companies over lesser-known alternatives (Puspita & Pardede, 2023). On TikTok, a trust-centric platform, trustworthiness is vital for enhancing brand awareness and stimulating product sales (Suparman et al., 2025), as Somethinc use favorable electronic word-of-mouth to shape consumer views and ultimately influence purchasing decisions.

Bahi et al., (2020) conducted research that specifically investigated the impact of e-WOM on purchasing decisions, with brand awareness serving as a mediating variable, focusing on Si.Se.Sa syar'i clothing and the interplay between e-WOM and advertising. The results of the research show that e-WOM and advertising positively influence brand awareness, while brand awareness significantly affects purchase decisions. However, e-WOM does not directly impact purchase decisions, nor through brand awareness, whereas advertising has both direct and indirect effects on purchase decisions via brand awareness. Then research by Citrasumidi & Pasaribu (2023), researching Social Media Marketing and e-WOM on Purchase Decisions mediated by Brand Awareness and Trust at "X" ice cream outlets. The results of the research show that social media marketing and e-WOM both have a positive and significant effect on brand awareness and purchasing decisions. Brand awareness strengthens consumer appeal, while e-WOM also builds trust, which further enhances its influence on purchase decisions directly and through trust mediation. While research by Fadhillah & Hermawan (2024), researching Brand Awareness as a Bridge: Connecting E-WoM and Purchase Decisions for TikTokShop Perfumes. The research show that viral marketing does not directly influence purchasing decisions, although electronic word-of-mouth and brand awareness exert a significant favorable effect. Furthermore, brand awareness serves a crucial mediating function, strengthening the impact of viral marketing and electronic word-of-mouth on purchasing decisions for HMNS perfumes.

Although research on e-WOM and purchasing decisions with brand awareness as a mediating variable has been conducted extensively across various product categories, studies specifically focusing on cosmetic products remain limited. Cosmetics, particularly local brands such as Somethinc, were selected for this research due to their distinct characteristics compared to other products like clothing, food, or perfume that have been previously researched. In fact, cosmetics are one of the fastest-growing categories in e-commerce and e-commerce, and they exhibit unique consumer behavior, especially among Gen Z, who heavily rely on online reviews and recommendations from fellow users before making purchasing decisions. Therefore, it is important to research the influence of e-WOM on purchasing decisions with brand awareness as a mediating variable in cosmetic products, as it can provide a more specific understanding of how digital marketing factors shape consumer behavior in the competitive beauty industry.

2. Literature Review

Electronic Word of Mouth (e-WOM)

Hennig-Thurau et al., (2003), as cited in Duwila et al., (2024) define e-WOM as a form of marketing communication when potential or present consumers disseminate favorable or negative thoughts regarding a product or company, which are available to a broad audience over the internet. e-WOM denotes online marketing initiatives that promote consumer sharing of product or service experiences via digital platforms, frequently utilizing viral marketing to disseminate information broadly (Citrasumidi & Pasaribu, 2023). E-WOM provides consumers with references that help minimize risks and uncertainties, as advancing technology enables people to share and exchange experiences through social networks, blogs, brand communities, and other online platforms (Bahi et al., 2020). This communication is very effective and available for free, which helps to speed up the business process (Mulyono et al., 2024). According to Duwila et al., (2024), e-WOM indicators include: 1) Intensity; 2) Valence of Opinion; 3) Content.

Purchasing Decisions

Kotler (2008) in Duwila et al., (2024) defines a purchasing decision as the phase in the buyer's decision-making process where consumers finalize their acquisition of a product, following the identification of a need, information gathering on specific brands, and the evaluation of alternatives to ascertain the optimal solution. Purchasing decisions denote the phase in which customers select and acquire a product, shaped by multiple circumstances, necessitating marketers to comprehend the mechanisms underlying consumer choices and preferences (Romadhoni et al., 2023). Purchasing decisions encompass the process through which individuals, groups, or organizations select, obtain, and utilize items, services, ideas, or experiences to fulfill their needs and goals (Mahing & Nainggolan, 2024). Kotler and Keller (2009), as cited in (Duwila et al., 2024) identify the markers of purchasing decisions as follows: 1) Product Consistency; 2) Buying Habits; 3) Providing Recommendations; 4) Engaging in Repeat Purchases.

Brand Awareness

Brand awareness, as defined by Bilgin (2018) in (Puspita & Pardede, 2023), pertains to consumers' capacity to remember and identify a brand within a particular product category. Brand awareness refers to consumers' ability to identify and remember a brand within a certain product category, distinguishing it from its competitors. It indicates the ease with which a brand is recalled by customers when contemplating a product or service (Bahi et al., 2020). Brand awareness refers to the ability of people to recognize a brand within a specific product category. To augment this awareness, numerous enterprises employ social media as a platform to advertise their products or services (Citrasumidi & Pasaribu, 2023). (Fadhillah & Hermawan, 2024) identify the indicators of brand awareness as follows: 1) Brand Recognition; 2) Brand Recall; 3) Top of Mind.

Hypothesis Development

The Influence of Electronic Word of Mouth on Purchasing Decisions

Before making a purchase, consumers usually look for additional product information, often relying on insights shared by other buyers. This positions e-WOM as an important reference, as online shoppers tend to depend on the experiences and reviews provided by previous users to guide their decisions (Bahi et al., 2020). This research demonstrates that e-WOM significantly influences purchasing decisions, as customers exposed to favorable online evaluations are more inclined to make purchases. This highlights e-WOM as an effective strategy for increasing sales and strengthening consumer purchasing decisions (Fadhillah & Hermawan, 2024). E-WOM influences purchasing decisions, as consumers rely on positive or negative comments shared on social media when seeking information before deciding to purchase a product or service (Romadhoni et al., 2023). E-WOM, in the form of consumer opinions and reviews shared online becomes a key factor that builds trust and significantly influences consumers when making purchasing decisions for a product or service (Duwila et al., 2024).

Hypothesis 1 of this research is in line with research by Suparman et al., (2025); Adinda et al., (2024); Alfarisi & Sukaris (2024); Duwila et al., (2024); Fadhillah & Hermawan (2024); Mahing & Nainggolan (2024); Citrasumidi & Pasaribu (2023); Puspita & Pardede (2023); Romadhoni et al., (2023), which states that electronic word of mouth has a positive and significant effect on purchasing decisions.

H1: Electronic Word of Mouth has a positive and significant effect on Purchasing Decisions

The Influence of Electronic Word of Mouth on Brand Awareness

The more frequently people search for and engage in e-WOM about a brand on social media or online platforms, the stronger the brand's visibility becomes in the digital space. This increased e-WOM not only familiarizes consumers with the brand but also significantly enhances the likelihood of it influencing their future purchasing decisions (Bahi et al., 2020). Positive e-WoM, such as online reviews and recommendations, plays a crucial role in amplifying a brand's presence in the digital environment. As these favorable experiences circulate and attract attention, they not only raise brand recognition but also encourage consumer trust and influence purchasing behavior (Fadhillah & Hermawan, 2024). Marketers need to leverage positive e-WOM to increase brand awareness and encourage customers to share their experiences, while being prepared to respond to negative e-WOM to protect the

brand's reputation. This research confirms the important role of e-WOM in shaping brand awareness and image in the digital media era (Prasetyo & Praswati, 2025).

Hypothesis 2 of this research is in line with research by Prasetyo & Praswati (2025); Fadhillah & Hermawan (2024); Citrasumidi & Pasaribu (2023); Bahi et al., (2020), which states that electronic word of mouth has a positive and significant effect on brand awareness.

H2: Electronic Word of Mouth has a positive and significant effect on Brand Awareness

The Influence of Brand Awareness on Purchasing Decisions

Companies can leverage brand awareness to enhance comprehension of the brand. This awareness is seen in consumers' inclination to select familiar brands, as they experience greater security and perceive diminished hazards when acquiring established products (Sari & Wahjoedi, 2022). Brand awareness is thought to influence consumer purchase decisions, since consumers are more inclined to select brands with which they are familiar. An increased level of brand awareness correlates with a higher probability of consumer purchase decisions (Bahi et al., 2020). Customers with a profound recognition and comprehension of a brand are more likely to choose it during purchasing decisions, suggesting that enhancing sales and market share is an essential approach for firms (Fadhillah & Hermawan, 2024). Augmenting brand awareness elevates the probability that consumers will contemplate the brand during their purchasing decisions (Dini & Abdurrahman, 2023).

Hypothesis 3 of this research is in line with research by Fadhillah & Hermawan (2024); Citrasumidi & Pasaribu (2023); Puspita & Pardede (2023); Sari & Wahjoedi (2022) Bahi et al., (2020), which states that brand awareness has a positive and significant effect on purchasing decisions.

H3: Brand Awareness has a positive and significant effect on Purchasing Decisions

Brand Awareness Mediating the Influence of Electronic Word of Mouth on Purchasing Decisions

Brand awareness encourages consumers to be more confident in their purchasing decisions. In other words, the higher the intensity of positive e-WoM, the greater the brand awareness, which ultimately strengthens its influence on purchasing decisions (Fadhillah & Hermawan, 2024). The better the e-WOM shared by consumers, the higher the brand awareness will be, which will ultimately directly increase purchasing decisions (Citrasumidi & Pasaribu, 2023). In addition, brand awareness also plays a role in shaping consumer perceptions of brand quality and credibility. Consumers who are familiar with a brand tend to be more receptive to recommendations from e-WoM, thereby accelerating the purchasing decision-making process. Thus, the integration of positive e-WoM and brand awareness is an effective strategy for increasing consumer loyalty and overall purchasing interest.

Hypothesis 4 of this research is in line with research by Fadhillah & Hermawan (2024) and Citrasumidi & Pasaribu (2023), which states that electronic word of mouth has a positive and significant effect on purchasing decisions through brand awareness.

H4: Electronic Word of Mouth has a positive and significant effect on Purchasing Decisions through Brand Awareness

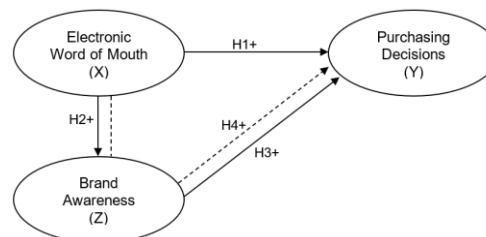


Figure 3. Conceptual Framework.

3. Research and Method

This research uses a descriptive quantitative method. Data from the research questionnaire is used as primary data. Data obtained from previous studies and the internet is used as secondary data. The population of this research is the Indonesian people. The sample for this research was determined using the Lemeshow formula:

$$n = \frac{Z^2 \cdot P \cdot (1 - P)}{d^2}$$

$$n = \frac{(1,96)^2 \cdot 0,5 \cdot (1 - 0,5)}{(0,1)^2}$$

$$n = \frac{3,8416 \cdot 0,25}{0,01}$$

$$n = \frac{0,9604}{0,01} = 96,04$$

Details:

n = minimum sample size required

Z = a certain level of confidence (95% = 1,96)

P = estimated proportion of events in the population (0,5)

d = margin of error (0,1)

Based on the calculation, the minimum sample size is 96, but rounded up to 100 samples in order to obtain more accurate data. The sampling technique used is purposive sampling. Some criteria for sample selection:

- Aged +17 years old and using TikTok Shop
- Know Somethinc products.
- Purchases Somethinc products on TikTok Shop @somethincofficial.
- Owens at least 1 Somethinc products.

A 1-5 Likert scale was used in this research to measure respondents answers. SmartPLS version 3 software was used to test and analyze the research data collected from the sample. The testing included descriptive statistics, outer model, inner model, and hypothesis testing.

4. Results and Discussion

Respondent Characteristics

The distribution of questionnaires received 102 replies, surpassing the minimum threshold of 100, so rendering the data representative for the research. Ninety-five percent of replies are women, whilst men constitute only five percent. The majority of responders are aged 21-24 years (61%), followed by those aged 17-20 years (25%), and finally, those aged 25-28 years (15%). The bulk of responders are students (76%), followed by private employees (14%) and entrepreneurs (10%). According to income level, the predominant group of respondents earns over Rp3,000,000 (42%), followed by those earning less than Rp1,000,000 (24%), between Rp2,000,001 and Rp3,000,000 (19%), and between Rp1,000,001 and Rp2,000,000 (16%). The findings indicate that the majority of respondents in this study are young women who are students and have an income exceeding Rp3,000,000.

Descriptive Statistics

Table 1. Descriptive Statistics.

Variable	Indicator	Mean
X – Electronic Word of Mouth	Intensity	EWOM1.1 4.127
		EWOM1.2 3.755
	Valence of Opinion	EWOM2.1 4.137
		EWOM2.2 4.078
	Content	EWOM3.1 4.029
		EWOM3.2 4.284
Y – Purchasing Decisions	Consistency in a Product	PD1.1 4.186
		PD1.2 3.990
	Habits in Buying Products	PD2.1 3.676
		PD2.2 3.824
	Giving Recommendations to Others	PD3.1 3.775
		PD3.2 3.725
	Making Repeat Purchases	PD4.1 3.765
		PD4.2 3.922
Z – Brand Awareness	Brand Recognition	BA1.1 4.049
		BA1.2 4.186
	Brand Recall	BA2.1 4.088
		BA2.2 4.069
	Top of Mind.	BA3.1 4.088
		BA3.2 4.020

Source: Processed Data (2025)

In Electronic Word of Mouth (X), the highest indicator is Content (EWOM3.2) with a mean of 4.284 and the lowest is Intensity (EWOM1.2) with a mean of 3.755, showing that respondents place more emphasis on the quality of information content than on the frequency of delivery. In Purchasing Decisions (Y), the highest indicator is Consistency in a Product (PD1.1) with a mean of 4.186 and the lowest is Habits in Buying Products (PD2.1) with a mean of 3.676, showing that product consistency is prioritized over buying habits. Meanwhile, in Brand Awareness (Z), the highest indicator is Brand Recognition (BA1.2) with a mean of 4.186, and the lowest is Top of Mind (BA3.2) with a mean of 4.020, showing that brand recognition is more dominant than the position of the brand in the minds of consumers.

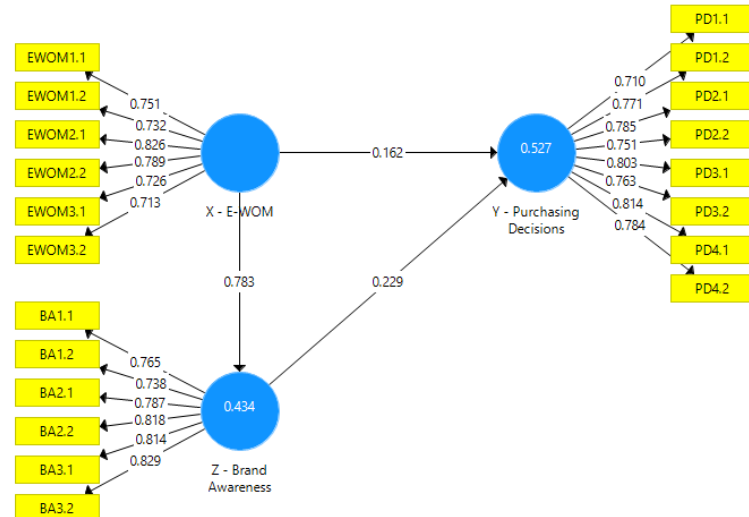


Figure 4. Output Outer & Inner Model
Source: Processed Data (2025).

Outer Model *Convergent Validity*

Table 2. Convergent Validity.

Variable	Indicator	Outer Loading	AVE	Notes
X – Electronic Word of Mouth	EWOM1.1	0.751	0.573	Valid
	EWOM1.2	0.732		Valid
	EWOM2.1	0.826		Valid
	EWOM2.2	0.789		Valid
	EWOM3.1	0.726		Valid
	EWOM3.2	0.713		Valid
Y – Purchasing Decisions	PD1.1	0.710	0.598	Valid
	PD1.2	0.771		Valid
	PD2.1	0.785		Valid
	PD2.2	0.751		Valid
	PD3.1	0.803		Valid
	PD3.2	0.763		Valid
	PD4.1	0.814		Valid
	PD4.2	0.784		Valid
Z – Brand Awareness	BA1.1	0.765	0.628	Valid
	BA1.2	0.738		Valid
	BA2.1	0.787		Valid
	BA2.2	0.818		Valid
	BA3.1	0.814		Valid
	BA3.2	0.829		Valid

Source: Processed Data (2025)

Based on the convergent validity test, all research constructs (Electronic Word of Mouth, Purchasing Decisions, and Brand Awareness), were declared valid because each indicator had an outer loading value > 0.70 and an AVE value for each construct > 0.50 . This indicates that the indicators used are capable of adequately reflecting the constructs, thereby ensuring that the research variables possess sufficient convergent validity.

Discriminant Validity

Table 3. Discriminant Validity.

	X - E-WOM	Y - Purchasing Decisions	Z - Brand Awareness
EWOM1.1	0.751	0.462	0.465
EWOM1.2	0.732	0.600	0.419
EWOM2.1	0.826	0.473	0.475
EWOM2.2	0.789	0.521	0.632
EWOM3.1	0.726	0.482	0.492
EWOM3.2	0.713	0.424	0.503
PD1.1	0.424	0.710	0.543
PD1.2	0.510	0.771	0.512
PD2.1	0.516	0.785	0.529
PD2.2	0.508	0.751	0.421
PD3.1	0.495	0.803	0.508
PD3.2	0.532	0.763	0.457
PD4.1	0.568	0.814	0.576
PD4.2	0.495	0.784	0.627
BA1.1	0.518	0.522	0.765
BA1.2	0.435	0.390	0.738
BA2.1	0.461	0.490	0.787
BA2.2	0.538	0.488	0.818
BA3.1	0.544	0.584	0.814
BA3.2	0.619	0.688	0.829

Source: Processed Data (2025)

Based on the discriminant validity test, it shows that each indicator has the highest loading on its original construct, whether it is E-WOM, Purchase Decision, or Brand Awareness, so that each variable can be clearly distinguished and meets the criteria for discriminant validity.

Composite Reliability

Table 4. Composite Reliability.

	Cronbach's Alpha	Composite Reliability	Notes
X - E-WOM	0.850	0.889	Reliable
Y - Purchasing Decisions	0.904	0.922	Reliable
Z - Brand Awareness	0.882	0.910	Reliable

Source: Processed Data (2025)

Based on the composite reliability test, it shows that all constructs (E-WOM, Purchasing Decisions, and Brand Awareness) have a composite reliability value > 0.7 and Cronbach's Alpha > 0.7 , so the instrument is declared reliable and suitable for use.

Inner Model

R-Square

Table 5. R-Square.

	R Square	R Square Adjusted
Y - Purchasing Decisions	0.536	0.527
Z - Brand Awareness	0.439	0.434

Source: Processed Data (2025)

According to the Adjusted R-Square, E-WOM (X) accounts for 52.7% of the variance in Purchasing Decisions (Y), whereas the remaining 47.3% is attributable to external factors not included in the model. E-WOM accounts for 43.4% of the variance in Brand Awareness (Z), whereas the remaining 56.6% is attributable to external factors not included in the model. This suggests that the E-WOM construct significantly influences purchasing decisions and brand awareness, notwithstanding the impact of other external factors.

F-Square

Table 6. F-Square.

	Y - Purchasing Decisions	Z - Brand Awareness
X - E-WOM	0.162	0.783
Y - Purchasing Decisions		
Z - Brand Awareness	0.229	

Source: Processed Data (2025)

Based on F-Square, E-WOM has a moderate influence on Purchasing Decisions (0.162) and a significant influence on Brand Awareness (0.783). Furthermore, Brand Awareness shows a moderate influence on Purchasing Decisions (0.229). Thus, it can be interpreted that E-WOM contributes more dominantly to increasing Brand Awareness, while purchasing decisions are moderately influenced by both E-WOM and Brand Awareness.

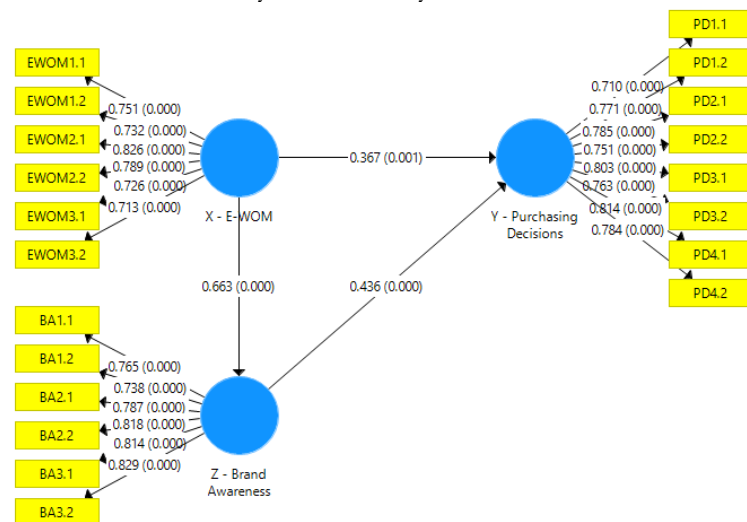


Figure 5. Output Bootstrapping Hypothesis Testing.
Source: Processed Data (2025)

Hypothesis Testing Path Coefficients

Table 7. Direct Effects

	Original Sample	T Statistics	T Tabel	P Values
X - E-WOM → Y - Purchasing Decisions	0.367	3.490	1.984	0.001
X - E-WOM → Z - Brand Awareness	0.663	12.504	1.984	0.000
Z - Brand Awareness → Y - Purchasing Decisions	0.436	3.943	1.984	0.000

Source: Processed Data (2025)

- E-WOM → Purchasing Decisions: The original sample of 0.367 shows a positive relationship, with a T-statistic of 3.490 > 1.984 and a P-value of 0.001 < 0.05 shows a significant effect.
- E-WOM → Brand Awareness: The original sample of 0.663 shows a positive relationship, with a T-statistic of 12.504 > 1.984 and a P-value of 0.000 < 0.05 shows a significant effect.

- c. Brand Awareness \rightarrow Purchasing Decisions: The original sample of 0.436 shows a positive relationship, with a T-statistic of $3.943 > 1.984$ and a P-value of $0.000 < 0.05$ shows a significant effect.

Specific Indirect Effects

Table 8. Indirect Effects

	Original Sample	T Statistics	T Tabel	P Values
X - E-WOM \rightarrow Z - Brand Awareness \rightarrow Y - Purchasing Decisions	0.289	3.737	1.984	0.000

Source: Processed Data (2025)

E-WOM \rightarrow Brand Awareness \rightarrow Purchasing Decisions: The original sample of 0.289 shows a positive relationship, with a T-statistic of $3.737 > 1.984$ and a P-value of $0.000 < 0.05$ shows an indirect (mediating) effect.

The Influence of Electronic Word of Mouth on Purchasing Decisions

Based on the results of the hypothesis test, it was found that Electronic Word of Mouth has a positive and significant effect on Purchasing Decisions, hypothesis 1 is accepted. The results of this research are in line with Suparman et al., (2025); Adinda et al., (2024); Alfariis & Sukaris (2024); Duwila et al., (2024); Fadhillah & Hermawan (2024); Mahing & Nainggolan (2024); Citrasumidi & Pasaribu (2023); Puspita & Pardede (2023); Romadhoni et al., (2023). Consumers often depend on e-WOM as a crucial source of information, where reviews and experiences from previous buyers play an essential role in shaping purchase decisions (Bahi et al., 2020). Research emphasizes that positive online reviews significantly enhance purchasing decisions, making e-WOM an effective tool to strengthen consumer confidence and drive sales (Fadhillah & Hermawan, 2024). Furthermore, opinions and comments shared on social media serve as a key factor that builds trust and strongly influences consumer decisions when buying products or services (Romadhoni et al., 2023; Duwila et al., 2024).

In line with the respondents perceptions, the influence of e-WOM is more strongly reflected in the quality and relevance of the information content rather than the frequency with which it is conveyed. This indicates that consumers are more persuaded by clear, useful, and trustworthy reviews compared to repeated exposure alone. Similarly, in purchasing decisions, respondents emphasize the importance of product consistency as a consideration that ensures reliability and satisfaction, while habitual buying behavior is seen as less determining. These findings reinforce the notion that credibility of information and product reliability are critical in driving consumer decisions. E-commerce has transformed shopping behavior by offering convenience, product variety, and reliance on reviews. The rise of e-commerce platforms like TikTok Shop, dominated by Gen Z users, strengthens this shift in the beauty and personal care market. For brands Somethinc, e-WOM plays a decisive role as Gen Z highly values peer recommendations and authentic experiences. Positive reviews, such as the durability of the Checkmatte Transferproof Lipstick or the natural coverage of the Hooman Cushion, describes how testimonials directly build trust and influence purchasing decisions.

The Influence of Electronic Word of Mouth on Brand Awareness

Based on the results of the hypothesis test, it was found that Electronic Word of Mouth has a positive and significant effect on Brand Awareness, hypothesis 2 is accepted. The results of this research are in line with Prasetyo & Praswati (2025); Fadhillah & Hermawan (2024); Citrasumidi & Pasaribu (2023); Bahi et al., (2020). E-WOM positively strengthens brand awareness by increasing a brand's visibility when consumers frequently search for or engage with online discussions about it (Bahi et al., 2020). Positive e-WOM, such as reviews and recommendations, enhances consumer familiarity with a brand and significantly boosts their brand awareness (Fadhillah & Hermawan, 2024). Marketers are encouraged to utilize favorable e-WOM to amplify brand recognition while strategically managing negative feedback to maintain reputation (Prasetyo & Praswati, 2025). Overall, e-WOM plays a crucial and significant role in shaping brand awareness in the digital era.

Based on respondents answers, content indicators ranked highest, indicating that Gen Z consumers on TikTok Shop place more emphasis on the quality of information in e-WOM than on the frequency of delivery. Meanwhile, brand recognition was the highest indicator in brand awareness, suggesting that meaningful exposure through e-WOM strengthens brand

recognition, such as Somethinc, rather than simply remaining in consumers memories. Somethinc utilizes TikTok Shop to reach this digital audience, where Gen Z is the most active user group. Positive e-WOM through reviews and shared experiences drives brand awareness while building trust, as seen in the high ratings of Somethinc products supported by numerous consumer reviews. Positive reviews highlight various product features that align with Gen Z preferences and influence their purchase intent. By encouraging consumers to share authentic experiences, Somethinc increases its visibility and credibility in the competitive beauty market. Overall, these findings indicate that e-WOM has a positive and significant impact on Somethinc brand awareness, particularly among Gen Z consumers who are active in e-commerce on TikTok Shop.

The Influence of Brand Awareness on Purchasing Decisions

Based on the results of the hypothesis test, it was found that Brand Awareness has a positive and significant effect on Purchasing Decisions, hypothesis 3 is accepted. The results of this research are in line with Fadhillah & Hermawan (2024); Citrasumidi & Pasaribu (2023); Puspita & Pardede (2023); Sari & Wahjoedi (2022) Bahi et al., (2020). Brand awareness helps companies deepen consumer understanding of their products, making buyers feel more secure and perceive lower risks when choosing familiar brands (Sari & Wahjoedi, 2022). It influences purchasing decisions, as consumers are more likely to select products they recognize (Bahi et al., 2020). Customers with greater brand recognition tend to prefer that brand, which can boost sales and market share (Fadhillah & Hermawan, 2024). Therefore, increasing brand awareness raises the chances that consumers will consider the brand in their purchase decisions (Dini & Abdurrahman, 2023).

The respondents answers show that brand recognition is the most dominant aspect of brand awareness, indicating that consumers prioritize familiarity with the brand over immediate recall. Brand awareness influences purchasing decisions because consumers tend to choose products they recognize and trust. In terms of purchasing behavior, product consistency is valued more than habitual buying, showing that Gen Z on TikTok Shop prefers reliable and high-quality products. Somethinc has successfully built a strong presence on TikTok Shop, with a large follower base and positive reviews on best-selling items such as Checkmatte Transferproof Lipstick and Hooman Cushion Cover. These positive experiences enhance consumer confidence and reduce perceived risks when making purchases. The combination of brand recognition and consistent product quality encourages Gen Z consumers to select Somethinc over competitors. Overall, the brand's awareness and reliability play a key role in shaping purchasing decisions in the e-commerce environment.

Brand Awareness Mediating the Influence of Electronic Word of Mouth on Purchasing Decisions

The hypothesis test results indicate that Electronic Word of Mouth positively and significantly influences Purchasing Decisions via Brand Awareness, thereby confirming hypothesis 4. The findings of this study align with those of (Fadhillah & Hermawan, 2024) and (Citrasumidi & Pasaribu, 2023). Brand awareness increases consumer confidence in making purchasing decisions. Positive and intense e-WOM increases brand awareness, which can strengthen its influence on purchasing behavior (Fadhillah & Hermawan, 2024). High-quality e-WOM shared directly by consumers increases brand awareness and encourages purchases (Citrasumidi & Pasaribu, 2023). Therefore, combining positive e-WOM with strong brand awareness effectively accelerates consumer decision-making and fosters loyalty.

Respondents strongly emphasized the quality of content in e-WOM, indicating that detailed and informative reviews are more influential than posting frequency. When it comes to purchasing decisions, product consistency is the most valued factor, showing that Gen Z consumers prefer reliable and predictable results from beauty products. In terms of brand awareness, brand recognition stands out, highlighting that familiarity with Somethinc increases trust and confidence among buyers. On TikTok Shop, where Gen Z dominates as the largest user group, positive e-WOM about Somethinc products, such as Checkmatte Lipstick and Hooman Cushion, greatly shapes perceptions and drives purchases. Consumer reviews focusing on color matching, texture, longevity, and packaging create a credible and authentic experience that influences other users' decisions. The combination of strong brand recognition and high-quality e-WOM content allows Somethinc to strengthen its position in the competitive mid-tier beauty segment. Overall, engaging Gen Z with informative reviews

and consistent product quality effectively drives purchase decisions and strengthens brand awareness on e-commerce platforms like TikTok Shop.

5. Conclusion

Our findings demonstrate that e-WOM exerts a more significant influence on brand awareness than on purchase decisions directly. Brand awareness exerts a greater influence on purchasing decisions. e-WOM serves as a mediator in the purchasing decision process, while brand awareness exerts a more pronounced and significant influence on the purchase choice. The direct impact of e-WOM on purchasing decisions has a P value of 0.001, yet the effect of e-WOM on brand awareness is 0.000, and the influence of brand awareness on purchasing decisions is likewise 0.000. The indirect effect of e-WOM on brand awareness and subsequently on purchasing decisions is 0.000.

The questionnaire results indicate that e-WOM favorably affects purchasing decisions and enhances brand awareness. Brand awareness positively influences purchasing decisions. The findings indicate that e-WOM exerts an indirect (mediating) influence on purchasing decisions via brand awareness. This study finds that e-WOM positively and significantly influences purchasing decisions.

We examine how Gen Z consumers depend on trustworthy evaluations and genuine peer experiences to make informed decisions. Secondly, e-WOM exerts a favorable and substantial influence on brand awareness, with high-quality content enhancing the familiarity and recognition of Somethinc products on TikTok Shop. Third, brand recognition exerts a favorable and significant influence on purchasing decisions, as people are inclined to select brands they recognize and trust, highlighting product consistency and reliability. Ultimately, brand awareness mediates the influence of e-WOM on purchasing decisions, suggesting that favorable and informative e-WOM enhances brand identification, hence augmenting customer trust and promoting purchases.

Future research should investigate the impact of electronic word-of-mouth through cross-platform analyses, as well as the contribution of influencer-generated content in molding brand awareness and purchasing decisions among Generation Z consumers, to yield more profound insights into effective digital marketing tactics. It is advisable for Somethinc cosmetic products to actively promote and showcase genuine user reviews on TikTok Shop, concentrating on comprehensive information that underscores product quality, dependability, and distinctive attributes. Marketing tactics must utilize electronic word-of-mouth to enhance brand awareness while ensuring constant product performance to reinforce purchasing decisions. The brand could leverage e-WOM to enhance brand awareness, thereby influencing purchase decisions. Generation Z consumers are motivated to actively seek and depend on comprehensive and credible reviews when making purchases, focusing on genuine user experiences, product consistency, and validated feedback to ensure satisfactory and dependable choices.

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