

The Impact of Social Media Marketing and E-Wom on Purchase Intention: A Study in the Local Shoe Industry

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ABSTRACT

The rapid growth of digital platforms has transformed how consumers interact with brands, particularly in emerging markets like Indonesia where local industries face intense competition with global players. Among the various tools available, social media marketing and electronic word-of-mouth (e-WOM) are increasingly recognized as crucial drivers of consumer engagement, brand awareness, and purchase intention. However, studies that integrate both variables in a single framework, particularly in the context of the Indonesian local shoe industry, remain limited. This research aims to fill that gap by examining the combined effects of social media marketing and e-WOM on purchase intention, mediated by brand awareness and customer trust. A quantitative approach was employed by distributing structured questionnaires to 200 respondents in the JABODETABEK region who had not previously purchased local shoe brands. The results indicate that most of the proposed hypotheses are supported, with the exception that e-WOM exhibits a negative and significant influence on brand awareness. These findings suggest that not all digital interactions contribute positively to brand equity, highlighting the risk of negative online reviews or misinformation. Theoretically, this study enriches the literature on digital consumer behavior in emerging markets by providing evidence of the nuanced effects of e-WOM. Practically, it offers valuable implications for local shoe manufacturers and marketers in designing effective strategies that enhance customer trust, strengthen brand positioning, and ultimately increase purchase intention. Future research can extend this model by incorporating other moderating variables such as cultural values, product involvement, or customer experience.

Keywords: marketing strategies, social media marketing, electronic word-of-mouth, purchase intention, customer trust, brand awareness

INTRODUCTION

The emergence of fashion trends in the local shoe industry has intensified competition to create products that embody quality, uniqueness, and distinctive styles that suit people's tastes. Apart from quality, uniqueness, and distinctive style, various factors have also contributed to the increase in this trend, such as the incessant campaign with the theme of *localism*, which has led to growing support for locally made products. This change in consumer behavior is driven by social media marketing, which influences consumer purchase intention and brand awareness. Social media marketing encourages consumer interaction with brands or companies, thereby significantly influencing and increasing purchase intentions. In recent years, social media has become the latest marketing medium, enabling companies or brands to connect easily with customers. According to, social media has emerged as a crucial element in contemporary marketing (Aisyah, 2025; Kotler & Keller, 2021; Zeithaml et al., 2022).

Besides social media, electronic word-of-mouth (e-WOM) is another aspect influencing consumers' purchasing intentions. The rapid advancement of technology and the extensive utilization of the internet have engendered an innovative method of communication that has evolved from conventional word-of-mouth exchanges. This new kind of communication is referred to as e-WOM. The presence of e-WOM assists brands in promoting and influencing customers to enhance brand awareness and product purchase intentions. Up to 92% of global consumers report considering the recommendations of fellow customers. Furthermore, the main factors responsible for developing strong purchase intentions are social media and consumer trust. In marketing, customer trust is defined as the tendency of customers to return to a brand. Research by indicates that trust and social media significantly influence consumer purchasing intentions (Santoso et al., 2023).

In a study by Muhammad Farhan et al. (2024) on the local Ventela shoe brand in Pekanbaru, it was found that social media marketing and e-WOM significantly influenced brand image and purchase intention, with brand image acting as a mediator that strengthened the relationship between the two variables. However, this study did not examine the role of brand awareness and customer trust as mediators, even though both can strongly affect consumer purchasing behavior. Meanwhile, Bagja Abdullah Sufyan et al. (2025), in their study on the Compass shoe brand, showed that Social Media Marketing Activities (SMMAs) significantly enhanced e-WOM and perceived value, with e-WOM mediating the influence on consumer perceived value. Yet, the study did not directly investigate purchase intention nor incorporate brand awareness and trust into the analytical framework (journalenrichment.com).

The main problem this study seeks to address is the lack of integrated knowledge and analysis regarding how social media marketing and e-WOM affect consumers' purchase intentions, especially in the Indonesian footwear industry. Numerous studies have examined how social media marketing, word-of-mouth, brand awareness, and customer trust affect purchase intentions. However, there remains a need for research that investigates how all these factors collectively impact the local shoe industry. This study also aims to fill in the gaps by exploring how social media marketing activities affect footwear trends in Indonesia and how they contribute to raising brand awareness and determining consumer purchase decisions. The contribution lies in offering strategic insights for local marketers to design digital campaigns that not only enhance brand awareness but also build trust and effectively drive consumer purchase intentions in an increasingly competitive market.

METHOD

This study applies a quantitative methodology, utilizing a questionnaire as the primary technique for data collection. This involves presenting questions or written statements to respondents for their responses. According to , quantitative research serves the purpose of precise measurement. It is employed to assess various aspects of customer behavior, knowledge, opinions, and attitudes. This research examines the influence of social media marketing, e-WOM, and customer trust on brand awareness and purchase intention within the local shoe industry in Indonesia. In this study, we identify the independent variables as social media marketing and e-WOM. Additionally, we recognize brand awareness and customer trust as mediating variables. Finally, the dependent variable under consideration is purchase intention.

In this context, the objective of the study is to investigate and comprehend the effects of social media marketing activities, as well as the role of e-WOM, on consumers' perception of the brand and their intention to purchase within the local shoe industry in Indonesia. The anticipated outcomes of this study are poised to offer significant insights for marketing practitioners and entrepreneurs operating within the local shoe industry. These insights aim to enhance their marketing strategies and bolster the competitiveness of local products in a market that is becoming increasingly competitive.

Population

The population used in this study consists of people who live in the *Jabodetabek* area and are 20–35 years old. This age range is based on data showing that consumers in the 26–35 age group account for 46.2% and dominate transactions in e-commerce, according to Databoks research in 2022. In addition, there is a criterion that respondents have never bought *local* brand shoes to test the purchase intention variable.

Sample and Data Collection

The sampling and data collection technique of this study uses a non-probability sampling method due to the very large population. The number of samples used in this study was 200 respondents, who completed the questionnaire via a link distributed through social media, with the target respondents residing in the *Jabodetabek* area. The sampling method employed is the snowball method. provides an updated view of snowball sampling as an effective sampling method for qualitative research, especially in identifying and recruiting respondents who have experience or knowledge relevant to the research topic.

Measurement

There are 10 items in this study to measure social media marketing variables and. There are 9 items to measure e-WOM variables. There are 5 items to measure brand awareness variables. There are 4 items to measure customer trust variables. There are 4 items to measure the purchase intention variable and. All of the above measurement statements are measured using a five-point Likert-type scale (1 = Strongly disagree, 5 = Strongly agree).

RESULTS AND DISCUSSION

Validity and Reliability

Table 1. Validity and Reliability Test No Construct / Item Mean Factor Loading > 0,7 Composite Reliability > 0,7 AVE > 0,5

1	SMM 1	0,776	0,906	0,727
2	SMM 2	0,774		
3	SMM 4	0,782		
4	SMM 5	0,866		
5	SMM 6	0,876		
6	SMM 7	0,870		
7	SMM 8	0,844		
8	SMM 9	0,860		
9	SMM 10	0,836		
10	E2	0,778	0,922	0,810
11	E3	0,806		
12	E4	0,795		
13	E6	0,796		
14	E7	0,825		

There are 10 items in this study to measure social media marketing variables (Kim & Ko, 2012) and (Bilgin, 2018). There are 9 items to measure e-WOM variables (Goyette et al., 2010). There are 5 items to measure brand awareness variables (Azzari & Pelissari, 2020). There are 4 items to measure customer trust variables (Sun & Lin, 2010). There are 4 items to measure the purchase intention variable (Laksamana, 2018) and (Toor et al., 2017). All of the above measurement statements are measured using a five-point Likert-type scale (1 = Strongly disagree, 5 = Strongly agree).

Discriminant Validity (HTMT)

Table 2. Discriminant Validity (HTMT)

Variable	Brand Awareness	Customer Trust	E-WOM	Purchase Intention	Social Media Marketing
Brand Awareness	—				
Customer Trust	0.802	—			
E-WOM	0.767	0.780	—		
Purchase Intention	0.771	0.828	0.789	—	
Social Media Marketing	0.837	0.893	0.808	0.845	—

According to (Hair et al., 2018), discriminant validity is a notion that quantifies the degree to which a particular construct or variable in research is distinct from other constructs or variables in the same study.

R Square

Table 3. R Square

Variable	R Square
Brand Awareness	0,632
Customer Trust	0,715
Purchase Intention	0,629

It is important to understand that a good R Square value typically falls within the range of 0 to 1. (Hair et al., 2011) indicates that the R Square grouping category is classified into three distinct levels: strong, moderate, and weak. The criteria are 0.75 in the strong category, 0.50 in the moderate category and 0.25 in the weak category. The results of the above test show that there is a weak relationship between the variables Brand Awareness and Customer Trust on Purchase Intention. In addition, the R Square value of 0.629 or 62.9% indicates that the Purchase Intention variable is explained by the Brand Awareness and Customer Trust variables by 62.9%. Then, 37.1% is explained by other variables not examined in this study.

Direct Effect (Path Coefficient)

Table 4. Path Coefficient

Variable	Path Coefficient
Brand Awareness → Purchase Intention	0.309
Customer Trust → Purchase Intention	0.538
E-WOM → Purchase Intention	0.269
E-WOM → Brand Awareness	0.210
Social Media Marketing → Customer Trust	0.573
Social Media Marketing → Brand Awareness	0.676

Path coefficient is a test conducted to represent the relationship between variables. The path coefficient has a value that ranges from +1 to -1. If the value obtained is close to +1 then the value is considered positive. However, if the result is close to -1 then the value is declared negative.

Significance Test

Table 5. Significance Test

Variable	Original Sample (O)	Sample Mean (M)	Std. Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Description
Brand Awareness → Purchase Intention	0.309	0.308	0.083	3.728	0.000	Hypothesis Accepted
Customer Trust → Purchase Intention	0.538	0.535	0.086	6.728	0.000	Hypothesis Accepted
E-WOM → Purchase Intention	0.269	0.267	0.069	3.902	0.000	Hypothesis Accepted
E-WOM → Brand Awareness	0.210	0.210	0.066	3.207	0.001	Hypothesis Accepted
Social Media Marketing → Customer Trust	0.573	0.567	0.075	7.677	0.000	Hypothesis Accepted
Social Media Marketing → Brand Awareness	0.676	0.672	0.062	10.900	0.000	Hypothesis Accepted

Based on these criteria, it can be concluded that for H1 is accepted, namely social media marketing on brand awareness is stated to have a positive and significant effect ($T = 7.677$, $P = 0.000$). For H2, it is accepted, namely social media marketing has a positive and significant effect on customer trust ($T = 10,900$, $P = 0.000$). For H3 is accepted, namely e-WOM has a positive and significant effect on brand awareness ($T = 3.902$, $P = 0.000$). For H4 accepted, namely e-WOM has a positive and significant effect on customer trust ($T = 3.207$, $P = 0.001$). For H5 accepted, namely brand awareness has a positive and significant effect on purchase intention ($T = 3.728$, $P = 0.000$). For H6 accepted, namely customer trust has a positive and significant effect on purchase intention ($T = 6.728$, $P = 0.000$). In conclusion, it is clearly that all hypotheses presented in this study shows a positive and significant effect.

This study investigates the correlation among social media marketing, e-WOM, brand awareness, customer trust, and purchase intention. The findings of this study demonstrate that social media marketing positively and significantly influences brand awareness, corroborating prior research that asserts social media is an excellent medium for enhancing brand recognition (Aljumah et al., 2023). It has been shown that social media marketing increases customer trust, which is consistent with earlier research by (Chahal & Rani, 2017) that found that social media marketing influences consumer perceptions and confidence. This study underscores the correlation between e-WOM and customer trust, consistent with prior studies indicating that e-WOM significantly impacts consumer trust levels (Al-Adwan et al., 2020). Furthermore, research by (Aileen et al., 2021) indicates that brand awareness might affect consumer purchase intention, as demonstrated by the findings of this study, which reveal that brand awareness influences buy intention. This study corroborates prior research by (Manzoor et al., 2020), demonstrating that consumer trust affects purchase intention.

This study provides an explanation related to the factors that influence purchase intention which is influenced by social media marketing and e-WOM, and mediated by brand awareness

and customer trust. The formation of this phenomenon is certainly influenced by factors that can significantly influence. This study proves that social media marketing has a positive and significant effect on brand awareness, besides that social media marketing also has a positive and significant effect on customer trust. However, based on the results of this study it is stated that e-WOM has no positive and significant effect on brand awareness. Furthermore, e-WOM has a positive and significant effect on customer trust, brand awareness has a positive and significant effect on purchase intention and customer trust also has a positive and significant effect on purchase intention. The results of this study are expected to help businesses to form awareness and trust to potential customers so that they have the desire to buy products promoted through social and conventional media.

This research certainly has several limitations which are weaknesses in this study. First, this research only includes social media marketing, e-WOM, brand awareness and customer trust variables. Second, this study only includes 200 respondents in Jabodetabek who know local shoe brands but have never used/buy local shoes, where these 200 respondents do not include all people who know local shoe brands but have never used/buy them in other areas so that it is considered insufficient to describe the real situation. The results of this study are also uneven in each city because there are several cities that dominate so that they cannot represent each city. Third, the object of this study is the local shoe industry, so the results of this study are not necessarily in accordance with every company engaged in local shoes.

CONCLUSION

This study investigates the influence of social media marketing and electronic word-of-mouth (e-WOM) on purchase intention within the local shoe industry in Indonesia. The findings indicate that social media marketing significantly enhances both brand awareness and customer trust, which in turn positively impact purchase intention. Conversely, while e-WOM positively influences customer trust, it was found to have a negative effect on brand awareness. Overall, brand awareness and customer trust are crucial mediators that facilitate the relationship between marketing strategies and consumers' purchasing decisions. The research highlights the importance of integrating social media marketing and e-WOM as effective strategies for *local* shoe brands to foster consumer engagement and enhance their competitive edge in the market. These insights can assist marketers in developing strategies that not only improve brand visibility but also build lasting relationships with customers, ultimately driving sales and brand loyalty. Future research should explore additional variables and broader demographics to enrich the understanding of consumer behavior in this industry.

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