

THE INFLUENCE OF ELECTRONIC WORD OF MOUTH (E-WOM) AND DISCOUNT FRAMING ON PURCHASE INTENTION AVOSKIN PRODUCTS WITH BRAND IMAGE AS A MEDIATION VARIABLE

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ABSTRACT

This study aims to analyze the effect of Electronic Word of Mouth (E-WoM) and discount framing on buying interest in Avoskin products with brand image as a mediating variable. The data source in this study is primary data. The sampling technique used was purposive sampling with the number of samples tested amounting to 315 respondents. Data collection techniques through distributing questionnaires. This study uses the SEM-PLS analysis method with the SmartPLS 4.0 data processing tool. The results showed that: 1) E-WoM affects the brand image of Avoskin products; 2) Discount framing affects the brand image of Avoskin products; 3) Brand image affects the purchase intention of Avoskin products; 4) E-WoM affects the purchase intention of Avoskin products; 5) Discount framing affects the purchase intention of Avoskin products; 6) E-WoM affects the purchase intention of Avoskin products mediated by brand image; and 7) Discount framing affects the purchase intention of Avoskin products mediated by brand image.

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1. INTRODUCTION

The skincare industry in Indonesia is growing. Along with the sector's development, there is higher competition between allied industries. Avoskin is a local skincare product that faces competition from imported and local products. During this intense competition, Avoskin became the first best-selling product several times in 2021 and 2022. However, in 2023 it lost the competition with other products. The high sales of Avoskin and other skincare brands can be supported by buying interest. Purchase intention arises due to many factors, such as Electronic Word of Mouth or E-WoM in online media.

E-WoM about Avoskin can influence buying interest. Avoskin's sales data support this statement in May 2021,

namely Avoskin Miraculous Refining Toner received a lot of positive E-WoM in online media, making it the best-selling product with sales of 18 thousand units. This is in line with research by Hoang & Tung (2023), Nuseir (2019), and Rahman et al. (2020). However, it contradicts the research from Karya et al. (2021), Tataningtyas and Tjahjaningsih (2022).

In certain periods in 2023, branded skincare other than Avoskin is more often recommended in online media. Therefore, to influence buying interest, the Avoskin company implements a discount framing strategy in the form of percentage and nominal discounts, bonus packages, and special prices. This strategy was successful so that on August 1-15, 2023, Avoskin Official Shop led the market with the highest sales, selling more than 31 thousand products in just two weeks.

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This is supported by research from Jannah (2023) and Shakti & Zuliarni (2019).

Avoskin also seeks to increase buying interest through a positive brand image, by creating products made from natural ingredients, using reusable packaging, and implementing environmental conservation programs. This is in line with research by Hien et al. (2020), Isyanto et al. (2020), and Sanny et al. (2020). However, it contradicts research from Gonzalez-Arcos et al. (2021); Gunawan (2022); and Ramlawati & Lusyana (2020).

E-WoM and discount framing can support Avoskin's positive brand image, thus influencing purchase intention. This is in line with research which states that E-WoM affects brand image (Fellysia & Simamora, 2023; Nuseir, 2019; Siddiqui et al., 2021). Furthermore, E-WoM affects purchase intention mediated by brand image (Hoang & Tung, 2023; Nuseir, 2019; Rahman et al., 2020). In addition, discount framing affects brand image (Jannah, 2023; Prastiwi et al., 2023). In addition, discount framing affects purchase intention mediated by brand image (Sudaryanto et al., 2022; Jannah, 2023; Salhab et al., 2023; Shakti & Zuliarni, 2019).

Based on the description above, several variables that are considered as purchase intention towards Avoskin are E-WoM, discount framing, and brand image. These three variables are related to the marketing mix (Nugroho & Irena 2017; Syarifuddin et al., 2021). The marketing mix with promotion elements can be E-WoM (Laksono et al., 2023), discount framing (Shakti & Zuliarni, 2019), and brand image. On the other hand, purchase intention is related to consumer behavior, perceptions, attitudes, and the nature of consumers in accessing and evaluating products (Cahyanaputra et al., 2022). Therefore, the grand theory of this research is consumer behavior with a middle theory in the form of a marketing mix. Thus, the research was structured to analyze the effect of Electronic Word of Mouth (E-WoM) and discount framing on purchase intention Avoskin products with brand image as a mediation variable.

2. LITERATURE REVIEW

2.1 Consumer Behavior

Kotler et al. (2021: 100), consumer behaviour includes how consumers decide to buy a product using various existing sources to benefit from the product.

2.2 Marketing Mix

Kotler and Armstrong (2018: 77), marketing mix refers to a collection of marketing strategies that a company combines to achieve the expected response from its target market.

2.3 Purchase Intention

Kotler et al. (2021: 95), purchase intention is consumer behaviour as a reaction to objects that indicate their intention to make a purchase.

2.4 E-WoM

Kotler and Armstrong (2018: 515), E-WoM is the internet version of word-of-mouth advertising.

2.5 Discount Framing

Agmeka et al. (2019), discount framing is a way of framing the price of a particular product offering to influence consumer reactions.

2.6 Brand Image

Keller and Swaminathan (2020: 3), brand image is a consumer response about a brand about the good and bad of the brand based on what consumers remember.

3. CONCEPTUAL FRAMEWORK

The conceptual framework of research between variables is as follows, presented on figure 1:

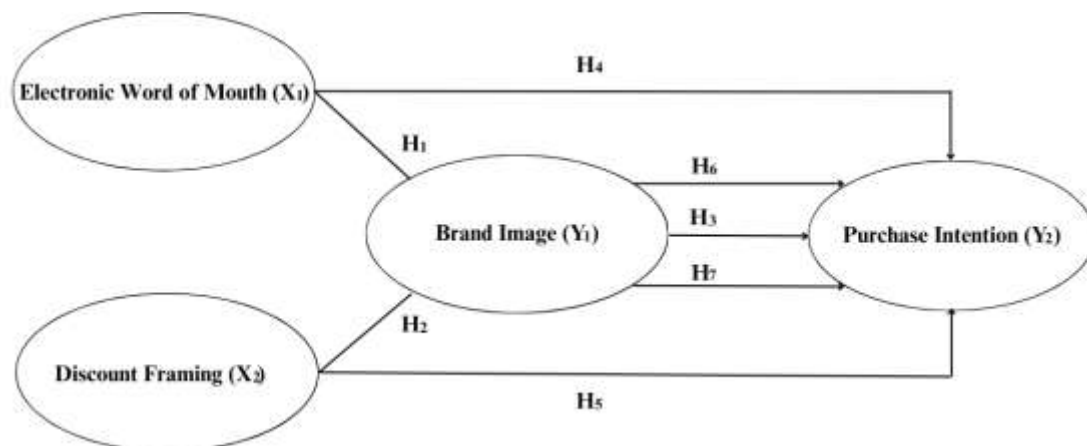


Figure 1. Research Conceptual Framework

Based on relevant previous research, the research hypothesis can be formulated as follows:

H1: E-WoM affects the brand image of Avoskin products.

H2: Discount framing affects the brand image of Avoskin products.

H3: Brand image affects the purchase intention of Avoskin products.

H4: E-WoM affects the purchase intention of Avoskin products.

H5: Discount framing affects the purchase intention of Avoskin products.

H6: E-WoM affects the purchase intention of Avoskin products mediated by brand image.

H7: Discount framing affects the purchase intention of Avoskin products mediated by brand image.

4. METHODOLOGY

The sampling method uses non-probability sampling techniques, namely purposive sampling. The sample of this study consists of 1) respondents throughout Indonesia who know and have the desire to buy Avoskin products and 2) respondents aged 18 years and over. The number of samples, according to Hair et al. (2017) and Hair et al. (2022), namely the number of indicators

multiplied by ten so that $19 \times 10 = 190$. The types and sources of data in this study use primary data obtained from the results of questionnaires distributed to respondents via Google Forms. Research data processing uses the Structural Equation Modeling-Partial Least Square (SEM-PLS) data analysis method through the Smart PLS version 4 statistical program.

5. RESULTS AND DISCUSSION

The total sample size for this study was 320 respondents. Three hundred fifteen respondents have exceeded the minimum number of eligibilities for this study, which is 190 respondents. Based on the data that has been collected, the highest percentage of respondents based on 1) Age group, namely Gen Z (1997-2012) at 89%; 2) Age, namely 18-28 years old at 89%; 3) Last education, namely Senior High School (SMA)/equivalent at 70%; 4) Profession, namely students by 75%; 5) Income, namely < 1,000,000 by 45%; 6) Domicile, namely East Java by 23%; and 7) Gender, namely female by 89%.

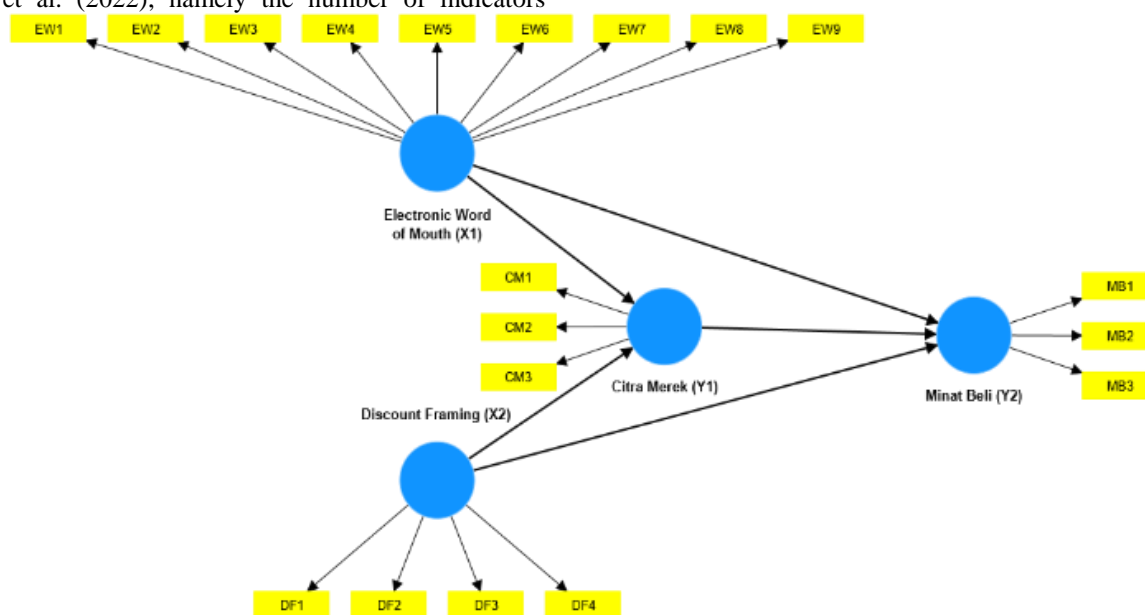


Figure 2. Model Testing Scheme

5.1 Measurement Model (Outer Model)

5.1.1 SEM-PLS Model Scheme

Figure 2. Model Testing Scheme

1) Validity Test

a) Convergent Validity (Table 1)

Table 1. Convergent Validity

Variable	Indicators	Outer Loadings Value	AVE Value	Description
Electronic Word of Mouth	EW1	0,814	0,590	Valid
	EW2	0,696		Valid
	EW3	0,780		Valid
	EW4	0,736		Valid
	EW5	0,712		Valid
Discount Framing	DF1	0,769	0,550	Valid
	DF2	0,761		Valid
	DF3	0,760		Valid

Brand Image	DF4	0,672	0,732	Valid
	CM1	0,864		Valid
	CM2	0,826		Valid
	CM3	0,876		Valid
Purchase Intention	MB1	0,901	0,787	Valid
	MB2	0,868		Valid
	MB3	0,891		Valid

Source: data processed by researchers, 2024

According to Wahyuddin & Rachmat (2023), the outer loadings value is considered valid if it is $> 0,70$. So, if it is between $0,50 - 0,60$, it is considered adequate for early-stage research. In addition, the AVE value is $> 0,5$ (Hair et al., 2017: 138). Based on Table 1 in the form of convergent validity calculation results, it can be said that all indicators are valid.

b) Discriminant Validity

Table 2. Cross-loadings calculation results

Indicators	E-WoM	Discount Framing	Brand Image	Purchase Intention	Description
EW1	0,814	0,511	0,651	0,504	Valid
EW2	0,696	0,465	0,638	0,674	Valid
EW3	0,780	0,417	0,579	0,591	Valid
EW4	0,736	0,436	0,509	0,424	Valid
EW5	0,712	0,486	0,571	0,491	Valid
EW6	0,867	0,639	0,769	0,745	Valid
EW7	0,734	0,653	0,657	0,629	Valid
EW8	0,756	0,627	0,511	0,567	Valid
EW9	0,804	0,629	0,644	0,630	Valid
DF1	0,454	0,769	0,523	0,559	Valid
DF2	0,515	0,761	0,466	0,509	Valid
DF3	0,570	0,760	0,481	0,660	Valid
DF4	0,551	0,672	0,647	0,554	Valid
CM1	0,666	0,607	0,864	0,819	Valid
CM2	0,659	0,577	0,826	0,593	Valid
CM3	0,750	0,664	0,876	0,826	Valid
MB1	0,719	0,706	0,835	0,901	Valid
MB2	0,707	0,641	0,753	0,868	Valid
MB3	0,633	0,716	0,755	0,891	Valid

Source: data processed by researchers, 2024

Considered valid if the cross-loadings whose indicators have a high value on the variable (Hair et al., 2017: 139). Based on table 2, it can be said that all are valid.

2) Reliability Test

Table 3. Calculation Results Reliability

Variable	Cronbach's Alpha	Composite Reliability (rho a)	Composite Reliability (rho c)	Description
Electronic Word of Mouth	0,913	0,919	0,928	Reliable
Discount Framing	0,726	0,724	0,830	Reliable
Brand Image	0,818	0,828	0,891	Reliable
Purchase Intention	0,865	0,867	0,917	Reliable

Source: data processed by researchers, 2024

Reliability testing will be considered reliable if Cronbach's alpha > 0,7 and composite reliability > 0,7 (Hair et al., 2017: 136). Based on Table 3, it can be said that all variables are reliable.

5.2 Structural Model (Inner Model)

5.2.1 Collinearity Assessment

Table 4. Collinearity Assessment Calculation Results

Variable	VIF	Variable	VIF
EW1	1,358	DF1	1,113
EW2	1,359	DF2	1,038
EW3	1,303	DF3	1,074
EW4	1,234	DF4	1,080
EW5	1,160	CM1	1,170
EW6	1,213	CM2	1,137
EW7	1,303	CM3	1,213
EW8	1,238	MB1	1,250
EW9	1,242	MB2	1,266
		MB3	1,194

Source: data processed by researchers, 2024

Table 4 shows that the VIF value is < 5, so there is no multicollinearity between the variables that affect E-WoM, discount framing, purchase intention, and brand image (Hair et al., 2017: 205).

5.2.2 Hypothesis Test

Table 5. Bootstrapping Calculation Results

Influences	Parameter Coefficient	t-statistics (O/STDEV)	p-values	Description
X1 -> Y1	0,560	8,795	0,000	Significant
X2 -> Y1	0,142	2,112	0,035	Significant
Y1 -> Y2	0,400	7,203	0,000	Significant
X1 -> Y2	0,304	5,701	0,000	Significant
X2 -> Y2	0,125	2,223	0,026	Significant
X1 -> Y1 -> Y2	0,224	5,540	0,000	Significant
X2 -> Y1 -> Y2	0,057	2,022	0,043	Significant

Source: data processed by researchers, 2024

With the provision of value, if the parameter coefficient > 0, then the hypothesis has a positive effect and vice versa. Assuming a significance level of 5%, the value of t-statistics > t-table 1,960. In hypothesis testing, the p-values < 0,05 so that there is a significant influence between variables (Hair et al., 2017: 206). Based on table 5, it is known that:

- 1) E-WoM significantly affects brand image of 0,560 with t-statistics 8,795 > 1,96 and p-values 0,000 < 0,05. So, it can be concluded that E-WoM positively and significantly affects brand image. This is in line with research which states that E-WoM has a significant effect on brand image (Fellysia & Simamora, 2023; Rahman et al., 2020; Siddiqui et al., 2021).
- 2) Discount framing significantly affects brand image of 0,142 with t-statistics 2,112 > 1,96 and p-values 0,035 < 0,05. So, it can be concluded that discount framing positively and significantly affects brand image. This is in line with research stating that discount framing significantly affects brand image (Jannah, 2023; Shakti & Zuliarni, 2019).
- 3) Brand image significantly affects purchase intention of 0,400 with t-statistics 7,203 > 1,96 and p-values 0,000 < 0,05. So, it can be concluded that brand image positively and significantly affects purchase intention. This is in line with research stating that brand image significantly affects purchase intention (Hien et al. 2020; Isyanto et al. 2020; Sanny et al. 2020).
- 4) E-WoM significantly affects purchase intention of 0,304 with t-statistics 5,701 > 1,96 and p-values 0,000 < 0,05. So, it can be concluded that E-WoM positively and significantly affects purchase intention. This is in line with research stating that E-WoM significantly affects purchase intention (Hoang & Tung, 2023; Nuseir, 2019; Rahman et al., 2020).
- 5) Discount framing significantly affects purchase intention of 0,125 with t-statistics 2,223 > 1,96 and p-values 0,026 < 0,05. So, it can be concluded that discount framing positively and significantly affects purchase intention. This is in line with research which states that discount framing has a significant effect on purchase intention (Jannah, 2023; Shakti & Zuliarni, 2019).
- 6) E-WoM significantly affects purchase intention mediated by brand image of 0,224 with t-statistics 5,540 > 1,96 and p-values 0,000 < 0,05. So, it can be

concluded that E-WoM positively and significantly affects purchase intention mediated by brand image. This aligns with research stating that E-WoM significantly affects purchase intention mediated by brand image (Hoang & Tung, 2023; Nuseir, 2019; Rahman et al., 2020).

- 7) Discount framing significantly affects purchase intention mediated by brand image of 0,057 with t-statistics $2,022 > 1,96$ and p-values $0,043 < 0,05$. So, it can be concluded that discount framing positively and significantly affects purchase intention mediated by brand image. This aligns with research stating that discount framing significantly affects purchase intention mediated by brand image (Jannah, 2023; Shakti & Zuliarni, 2019).

5.2.3 Coefficient of Determination (R^2 values)

Table 6. Calculation Results R^2 Values

Variables	R-square	R-square adjusted	Description
Brand Image	0,423	0,420	Moderate
Purchase Intention	0,512	0,507	Moderate

Source: data processed by researchers, 2024

The magnitude of the influence of the independent variable on the dependent variable. The provisions of the value according to Ambarsari and Verlandes (2023) are 0,67 (strong), 0,33 (medium), and 0,19 (weak). Based on table 6, it is known that:

- 1) E-WoM and discount framing have a moderate effect of 0,423 on brand image.
- 2) E-WoM, discount framing, and brand image moderately affect 0,512 on purchase intention.

5.2.4 Effect Size f^2

Table 7. Calculation Results f^2

Variable	Brand Image	Description	Purchase Intention	Description
Electronic Word of Mouth	0,369	Strong	0,094	Weak
Discount Framing	0,024	Weak	0,021	Weak
Brand Image			0,189	Moderate

Source: data processed by researchers, 2024

The provisions for the value of direct influence, according to Hair et al. (2017: 211), are 0,35 (strong), 0,15 (medium), and 0,02 (weak). Based on table 7, it is known that:

- 1) E-WoM has a strong effect of 0,369 on brand image and a weak effect of 0,094 on purchase intention.
- 2) Discount framing has a weak effect of 0,024 on brand image and a weak effect of 0,021 on purchase intention.

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- 3) Brand image has a moderate effect of 0,189 on purchase intention.

5.2.5 Predictive relevance Q^2

Table 8. Calculation Results Predictive Relevance Q^2

Variable	Q^2 Predict
Brand Image	0,398
Purchase Intention	0.402

Source: data processed by researchers, 2024

Indicates how well the model can predict the value of the dependent variable based on the independent variable. According to Hair et al. (2017: 214) will be positive and significant if the Q^2 value > 0 . Based on Table 8, it is known that:

- 1) Brand image has a positive and significant predictive relevance of 0,398.
- 2) Purchase intention has a positive and significant predictive relevance of 0,402.

Table 9. Calculation Results PLS Predict

Indicator	Q^2 predict	PLS-SEM_RMSE	PLS-SEM_MAE	LM_RMSE	LM_MAE
CM1	0,219	0,696	0,555	0,711	0,558
CM2	0,176	0,500	0,454	0,518	0,454
CM3	0,240	0,679	0,574	0,696	0,585
MB1	0,226	0,522	0,444	0,536	0,447
MB2	0,242	0,660	0,533	0,667	0,539
MB3	0,213	0,608	0,508	0,623	0,520

Source: data processed by researchers, 2024

The proposed PLS model has good predictive power if the RMSE and MAE values of the PLS model are lower than the linear regression model (LM). Table 9 indicates that all indicators have PLS-SEM RMSE and MAE values lower than the LM model. Thus, the PLS-SEM model in this study has high predictive power.

6. CONCLUSIONS

Based on the analysis carried out in the study, both descriptively and statistically, it can be concluded that E-WoM has a positive and significant effect on the brand image and purchase intention of Avoskin products. In addition, discount framing has a positive and significant effect on the brand image and purchase intention of Avoskin products. Then, brand image has a positive and significant effect on buying interest in Avoskin products. E-WoM and discount framing positively and significantly affect the purchase intention of Avoskin products mediated by brand image.

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