

EXPLORING THE EFFECT OF BRAND AWARENESS, CONTENT MARKETING, AND E-WOM ON THE PURCHASE INTENTION FOR ORIFLAME

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Article history:

Received
28 February 2024

Revised
13 March 2024

Accepted
17 April 2024

Available online
12 August 2024

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Abstract

Background: Globalization and technological advancement have exposed diverse brands to connect to broader markets. Indonesia's beauty industry has been rapidly growing in recent years. Due to the burgeoning phenomenon in the beauty industry, beauty lines have leveraged to penetrate the Indonesian market. New players, both on a global and domestic scale, actively emerge over time.

Purpose: This research aims to determine whether there are simultaneous and partial influences of brand awareness, content marketing, and e-WOM on purchase intention at Oriflame Medan.

Design/methodology/approach: Data for this research was obtained by distributing online questionnaires to 100 respondents in Medan who at least know or have ever used Oriflame cosmetics products. Multiple linear regression is employed to assess the relationship among variables.

Findings/results: The F-test results presented that Brand Awareness, Content Marketing, and e-WOM simultaneously influenced Purchase Intention at Oriflame Medan. The t-test results demonstrated that Brand Awareness partially influenced Purchase Intention at Oriflame Medan, Content Marketing partially influenced Purchase Intention at Oriflame Medan, while e-WOM had no partial influence on Purchase Intention at Oriflame Medan.

Conclusion: Brand Awareness had a partial effect on the Purchase Intention of Oriflame Medan; Content Marketing had a partial effect on the Purchase Intention of Oriflame Medan; e-WOM had a partial effect on the Purchase Intention of Oriflame Medan; and Brand Awareness, Content Marketing, and e-WOM had a simultaneous effect on the Purchase Intention of Oriflame Medan. The biggest factor that escalated the likelihood of consumer purchase intention was brand awareness, followed by content marketing.

Keywords: brand awareness, content marketing, e-wom, purchase intention

How to Cite: Alfonsius, Lawrence S. (2024). Exploring the effect of brand awareness, content marketing, and e-wom on the purchase intention for oriflame. *Business Review and Case Studies* 5(2): 189. <https://doi.org/10.17358/brcs.5.2.189>

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INTRODUCTION

Currently, individuals are confronted with a wide array of options when selecting alternative product brands for their daily needs (Zahira et al. 2023). The beauty industry is rapidly growing globally, with a projected \$580 billion in sales by 2027 (McKinsey, 2023). Indonesia, a key market in the industry, is experiencing steady growth, with a projected revenue of nearly \$2 billion by 2024 and peak growth by 2028 (Statista, 2023). Oriflame, an international beauty brand, entered Indonesia in 1986 to secure its market. The company offers various beauty categories, including skin care, wellness, and accessories. Oriflame uses digital marketing strategies to promote its products, considering the vast internet users; 70% of Indonesia's population and social media users; 60.4% of Indonesia's population (Kemp, 2023). However, despite its digital presence, Oriflame struggles to maintain its market share due to declining purchase intention. Purchase intention signifies a customer's willingness to purchase a particular item or service, which is influenced by internal and external variables (Team, 2021). Daowd et al. (2021) mentioned that purchase intention is generated from a combination process that incorporates consumers' perceptions, behaviors, and actions. Before buying, consumers will search and look for information regarding the related product to fulfill their buying attempt and needs (Moslehpour, 2021). During the information absorbing process, purchase intention may change due to how reliable and beneficial the information is. Purchase intention can be measured by customer loyalty and the amount of customers purchasing a product (Kian et al. 2019). Purchase intention indicators, according to Dewi et al. (2020), namely: (1) Preferential interest, (2) Explorative interest, (3) Referential interest, (4) Transactional interest. These show several factors that influence Oriflame consumers' purchase intention. Oriflame's sales in Asia, including Indonesia have been declining. In 2020 the sales reached €317,905,000, but later in 2021 it dropped to €251,077,000 and continued declining dramatically to €196,837, 000 in 2022 (Oriflame, n.d.).

The Top Brand report supports this, indicating adverse Oriflame sales in Indonesia. Based on factors like top of mind, last usage, and future intention, the Top Brand report generates a Brand Index (BI). Oriflame's BI is dominated by cosmetics products like lipstick, lip

gloss, mascara, eyeliner, and blush on. However, most products experienced a declining BI during 2022-2023, as illustrated in Table 1 (Top Brand, n.d.).

Table 1. Oriflame Brand Index (BI) of cosmetics products in Indonesia

Product	2022 BI	2023 BI	Status
Blush on	2.00	3.30	Incline 1.30
Lip-gloss	5.20	6.10	Incline 0.90
Lipstick	7.80	4.30	Decline 3.50
Mascara	6.40	3.10	Decline 3.30
Eyeliner	6.30	5.60	Decline 0.70

Marketing activities such as inadequate product features, insufficient information, lack of content variation, and poor review expertise could have influenced purchase intention. Oriflame's low brand awareness is a concern, as it lacks visual signifiers like color schemes and slogans. The Top Brand report only features 5 of 16 Oriflame cosmetics, while the remaining 11 products do not reach the chart. This indicates Oriflame is struggling to become a dominant brand in Indonesia. Jermstittiparsert et al. (2019) mention that brand awareness is closely linked to a consumer's familiarity with a particular brand when associating with a certain product or service category. Kotler & Armstrong (2018) state obtaining awareness towards a brand is a fundamental step leading to purchasing as people tend to be interested in buying from a familiar brand. Research conducted by Tanuwijaya and Slamet (2021) stated that brand awareness has a distinctive effect on customers' purchase intentions towards skincare products.

Human et al. (2018) stated that content marketing is part of marketing activity to build customer relationships without solely being driven by commercial interest. Research conducted by Purwanto and Sahetapy (2022) showed content marketing significantly impacts consumer buying tendencies. Oriflame has posted plenty of their social media, such as Instagram. Besides, the posting platform has also leveraged into the current booming app in Indonesia, TikTok – the second most used app, which experiences a year-on-year increase of 25.5% (Kemp, 2023). However, Oriflame lacks diversity in content, with a focus on product information and tutorials. The tutorial videos lack audio explanations and distracting background music, making it difficult for audiences to understand the message. Additionally, Oriflame does not consistently support the call-to-action of purchasing, lacking a clear link between attracted

customers and the purchasing process. The content is not catchy enough, too common, and does not reflect Oriflame's unique value, leading to frequent recall of their content.

Research conducted by Purwianti and Niawati (2022) stated that e-WOM significantly influences the purchase intentions of beauty products. E- WOM is a customer's perception and opinion about a product or service, used to inform future purchases, reduce uncertainty, and prevent unwanted purchases (Purwianti and Niawati, 2022). Oriflame's e-WOM on their official website is clear and helpful, but the uploading section is accessible to random users, reducing credibility. Despite TikTok's notable video reviews, Oriflame's website lacks a significant number of reviews, particularly on cosmetics products. This leads to skepticism among potential consumers and a lack of credible figures, resulting in weak conviction to assure customers.

The main problem of Oriflame is experiencing a decreasing purchase intention in the Indonesian market. Inadequate product features, incomplete information, monotonous material, and incompetent reviewers may have impacted purchase intention. Based on the formulated problem, the objective of this study is to assess whether brand awareness, content marketing, and e- WOM have a partial or simultaneous effect on consumer's purchase intention at Oriflame. The scope of this study is to develop tactics that Oriflame's management can implement to boost sales of its cosmetics, particularly in Medan.

METHODS

The quantitative method is used to demonstrate statistical reports along with the relationship of variables. Two types of data collection are employed. Primary data is collected by distributing questionnaires (Google Form) to respondents based in Medan, precisely consumers who at least know or have ever used Oriflame cosmetics products. The population in this research cannot be determined with an exact number, Cochran's formula is applied (Nanjundeswaraswamy and Divakar, 2021). Hence, 100 samples are required to support this research. Purposive sampling is employed. The questionnaire was distributed in October 2023 for a week. SPSS version 26 software was utilized for data processing in this study. The writer implements a Likert scale into the questionnaire, precisely 5-level Likert

scale, ranging from 1 (strongly disagree) to 5 (strongly agree). Simultaneously, research literature studies and electronic literature are examined to gather secondary data.

Purchase intention was measured using four indicators adopted from Dewi et al. (2020). Brand awareness was measured using four indicators adopted from Aida (2018). Content marketing was measured using five indicators adopted from Bening and Kurniawati (2019). E- WOM was measured using three indicators from Handoko and Melinda (2021). Validity and reliability tests are conducted to assess the precision of measuring an instrument and analyze the consistency of data when being examined in various circumstances with the same questionnaire. In the validity test, it is valid when r_{count} is greater than r_{table} in the condition of two-sided test with 0.05 significance ($r_{count} > 0.361$). Daud et al. (2018). Cronbach's Alpha is used in reliability test, and the result must be greater than 0.60 to be a reliable instrument (Hajjar, 2018). It is found that all variables fulfilled these criteria.

Brand awareness is a leading element of establishing a favorable brand in customers' minds. Instilling awareness stimulates the likelihood of buying as consumers are likely to acquire products they know (Amad et al. 2022). The statement is aligned with the previous research conducted by Lee et al. (2019) which presents brand awareness as an influential impact on consumer tendency in making a purchase. The study's findings emphasize that brand awareness affects consumer's proclivity in transactions.

Ansari et al. (2019) depicts content marketing as an effective tool for building relationships between brands and customers. By offering intriguing content, brands can cultivate connections with customers which eventually generate purchasing tendency. Pidadaa and Suyasab's (2021) research declares how content marketing plays an influential role in purchasing. The findings show a significant effect of content marketing on purchase intention.

In considering a purchase, consumers are likely to search for information related to a certain product. Thus, customers' comments about a product are important since they help prospective consumers have a better and clearer experience regarding the product (Purwianti and Niawati, 2022). The review of previous users may increase consumer's confidence in

purchasing because it acts as a reference. According to Handoko and Melinda (2021), purchase intention is partially influenced by e-WOM variables.

Based on previous research and theoretical studies, the following are the proposed hypotheses:

- H₁: Brand awareness has a partial effect on purchase intention of Oriflame's cosmetics products in Medan.
- H₂: Content marketing has a partial effect on purchase intention of Oriflame's cosmetics products in Medan.
- H₃: e-WOM has a partial effect on purchase intention of Oriflame's cosmetics products in Medan.
- H₄: Brand awareness, content marketing and e-WOM has a simultaneous effect on purchase intention of Oriflame's Cosmetics products in Medan.

According to the stated theories and hypotheses, this study's research model is illustrated in Figure 1. In this study, multiple linear regression is applied to answer the hypothesis.

RESULTS

Classical Assumption

The classical assumption test in this research consists of several tests, such as normality, heteroscedasticity, and multicollinearity. The normality test employed P-Plot Regression Standardized Residual. As shown in Figure 2, the dots are gathered closely towards the line, which indicates that the data collected is normally distributed. To ensure no strong correlation among independent variables, a multicollinearity test is conducted by analyzing the tolerance and VIF value. No multicollinearity is accomplished when tolerance is > 0.1 and VIF < 10.

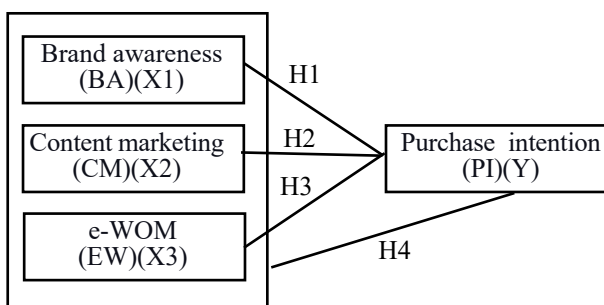


Figure 1. Research model

Awareness, Content Marketing, and e-WOM is greater than 0.1 which is consecutively 0.413, 0.385, and 0.324. For the VIF value of variables, it is smaller than 10, which is sequentially represented at the number of 2.423, 2.597, and 3.091. It can be concluded that the data of this research has no sign of multicollinearity (Table 2).

To test the variance residual value in a regression model, heteroscedasticity was employed using the scatter plot method. It is demonstrated the dots are all scattered randomly above and below the 0 value. The dots also do not gather in a particular spot. This demonstrates the data employed in this research is eligible for a regression model and has no heteroscedasticity (Figure 3).

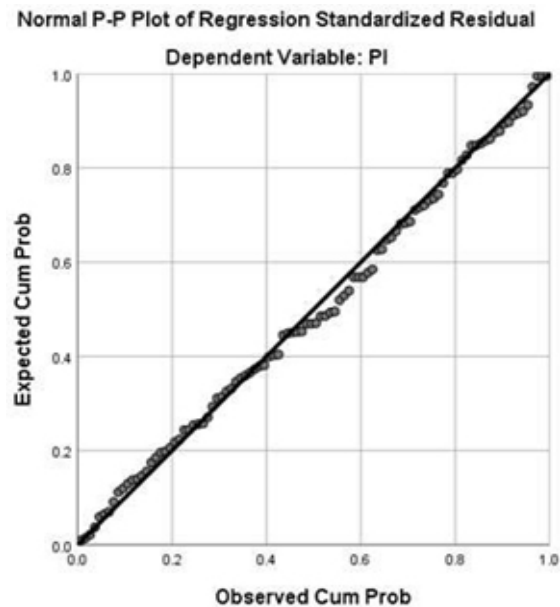


Figure 2. Normal P-Plot of regression standardized residual

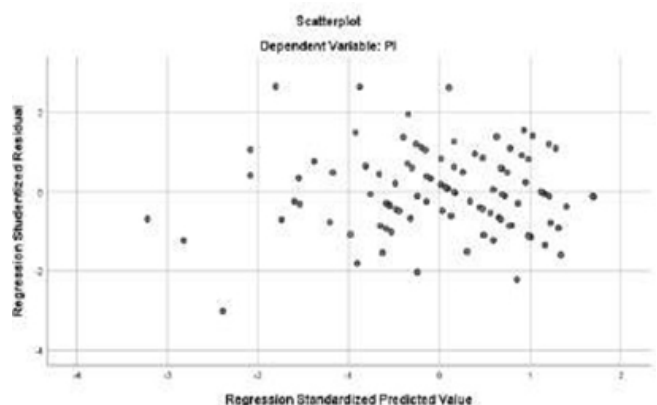


Figure 3. Scatterplot

Multiple Linear Regression

"Multiple linear regression was employed to assess the relationship between independent variables and dependent variables. The writer conducted multiple linear regression due to the presence of four variables in this research, which consisted of Brand Awareness (BA) (X1), Content Marketing (CM) (X2), e-WOM (EW) (X3), and Purchase Intention (PI) (Y). From the analysis shown in Table 3, the equation for Purchase Intention (Y) was obtained as follows:

$$Y = -0.427 + 0.298BA + 0.235CM + 0.092EW$$

Coefficient of Determination

Based on Table 4, the coefficient of determination can be referred from the value of adjusted R². The value of adjusted is 0.628 or 62.8%. This shows the variables of Brand Awareness (X1), Content Marketing (X2) and e-WOM (X3) can present the outcome of Purchase Intention (Y) for 62.8% in this research. Meanwhile, the remaining 37.2% might be influenced by other variables in this research, such as sales promotion, advertising, availability of product, personal selling, etc.

F-test

F-test was employed to determine if the independent variables, namely Brand Awareness (X1), Content Marketing (X2), and e-WOM (X3) affected the Purchase Intention (Y) simultaneously. To achieve the result of brand awareness, content marketing, and e-WOM simultaneously influencing purchase intention at Oriflame Medan (H4), the significant result had to be < 0.05. Additionally, the Fcount had to be greater than Ftable.

t- test

t-test was conducted to determine how each independent variable, namely Brand Awareness (X1), Content Marketing (X2), and e-WOM (X3), partially influenced the dependent variable, which was Purchase Intention (Y) in this study. To accomplish the hypothesis of H1, H2, and H3 being accepted, the significant result had to be smaller than 0.05. Additionally, the tcount had to be greater than ttable. In this study, the ttable was 1.984, which was obtained through df = 96 and a significance level of 0.025 (5% of two-tailed).

Table 2. Multicollinearity Test

Model	Collinearity Tolerance	Statistics VIF
Brand awareness (X1)	0.413	2.423
Content marketing (X2)	0.385	2.597
e-WOM (X3)	0.324	3.091

Table 3. Multiple Linear Regression

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.427	1.311		-.326	.745
Brand awareness (X1)	.298	.058	.493	5.161	.000
Content marketing (X2)	.235	.085	.275	2.779	.007
e-WOM (X3)	.092	.092	.107	.995	.322

a. Dependent Variable: Purchase Intention (PI)

Table 4. Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.799a	.639	.628	1.57904

a. Predictors: (Constant), Brand Awareness (BA)(X1), Content Marketing (CM)(X2), e-WOM (EW)(X3); b. Dependent Variable: Purchase Intention (PI)

In this study, the F_{table} is 2.7 which is gained through $df_1 = 3$ and $df_2 = 96$. As shown in Table 5, it is stated clearly that F_{count} (56.635) is greater than F_{table} (2.7). Besides, the significant value is 0.000, which is certainly smaller than 0.05 as shown in Table 6. The result presents the hypothesis that brand awareness, content marketing, and e-WOM have simultaneous influence on purchase intention at Oriflame Medan (H4) to be accepted. Based on Table 6, the interpretation of the result of t-test as follows.

Brand Awareness (X1) significance level was $0.000 < 0.05$. The t_{count} (5.161) for Brand Awareness was greater than t_{table} (1.984). These indicated that Brand Awareness had a partial influence on Purchase Intention at Oriflame Medan. Hence, H1 was accepted. This result was aligned with the opinion by Kotler and Armstrong (2018) that obtaining awareness of a brand is a fundamental step in purchasing, as people tend to be interested in buying from a familiar brand. The finding in this study was also supported by Tanuwijaya and Slamet (2021). Brand awareness helped consumers identify, recognize, and recall a brand in diverse situations, leading to increased purchase intention. Thus, brand awareness influenced and raised customers' purchase intention. Oriflame's brand awareness in presenting the logo and ease at blending cosmetics could be identified by customers. However, Oriflame's brand awareness was hindered by minor commercial activities, less exposure to natural extract value, and a lack of promotion of product varieties. These issues could have led to a decline in purchase intention, requiring Oriflame to develop concrete tactics to overcome these issues. The study by Ekklesia and Kesumahati (2023) also showed that brand awareness affected purchase intention, as the more frequent products were heard and exposed to customers, they would be recorded in consumers' minds and increase interest to buy. Oriflame would be well-known if more people were aware of the brand and exposed to more products of the brand, which enabled the accomplishment of brand awareness. Raising brand

awareness would generate mutual benefits for customers' purchase intention at Oriflame.

Content Marketing (X2) significance level was 0.007, which was less than 0.05. The t_{count} (2.779) for Content Marketing was greater than t_{table} (1.984). These indicated that Content Marketing had a partial influence on Purchase Intention at Oriflame Medan. Hence, H2 was accepted. This research result was aligned with the statement by Bly (2020), who emphasized content marketing as a reliable instrument to boost buying interest, as it facilitated the brand and audiences to foster connections. Besides, this study was also supported by previous research by Purwanto and Sahetapy (2022). Generating intriguing content played an essential role in captivating and engaging the audience. It connected the business with consumers, encouraged audiences to scroll through the company's website, and increased the likelihood of turning the audience into potential buyers. Despite providing useful makeup tutorials and product information, Oriflame's content marketing faced challenges such as infrequent recall, unnecessary audio, and lack of explicit value. These factors hindered consumers' purchase intention and made it difficult to connect with the brand's content. The main issues in content marketing were inadequate reciprocal benefit as well as less intensity of engaging content, which caused consumers' interest in purchasing not to be stimulated, and people hardly connected to Oriflame's content after viewing it. The stated content marketing issues could cause a decline in purchase intention, showing the importance of overcoming the stated issues. The study by Agustini and Komariah (2022) also concluded that content marketing had a substantial influence on purchase intention. Ultimately, Oriflame should have improved content marketing to increase the likelihood of customers' buying interest, as intriguing content and offering added value in content marketing would influence potential customers to be interested in making a purchase.

Table 5. Simultaneous Test

Variable	Sig.	Fcount	Conclusion
BA, CM, EW to PI	0.00	56.635	Accepted

Note: Brand Awareness (BA)(X1), Content Marketing (CM)(X2), e-WOM (EW)(X3), Purchase Intention (PI)

Table 6. Partial Test

Variable	Sig.	Fcount	Conclusion
BA to PI	0.000	5.161	Accepted
EW to PI	0.007	2.779	Rejected
CM to PI	0.322	0.995	Accepted

Note: Brand Awareness (BA)(X1), Content Marketing (CM)(X2), e-WOM (EW)(X3), Purchase Intention (PI)

e-WOM (X3) significance level was 0.322, which was greater than 0.05. The tcount (0.995) for e-WOM was less than ttable (1.984). These indicated that e-WOM did not partially influence Purchase Intention at Oriflame Medan. Hence, H3 was rejected. The result of this research was supported by the previous study of Mantiri et al. (2022). However, this result differed from the study by Purwianti and Niawati (2022), which stated that e-WOM had an impact on the purchase intention of beauty products because online reviews played an essential role as a recommendation during online transactions when audiences were not able to feel and touch the product physically. Other research by Wajidi et al. (2021) also showed that e-WOM influenced purchase intention. Kim (2019) also mentioned that consumers would be triggered to make transactions due to the role of e-WOM, which elaborated on the experience of former users.

The finding in this study was due to the product life cycle of Oriflame, which was no longer in the introduction phase. Indeed, it had existed for decades, and it had been leveraged in Indonesia since 1987. The essence of e-WOM was less necessarily vital. Hence, consumers did not intensely discuss the brand electronically because normally new brands were those that received such exposure of e-WOM due to people's eagerness in trying products of recent brands and sharing one's experience online. Other aspects of Oriflame's e-WOM were found to be less appealing due to the slight review of beauty enthusiasts and minor online recommendations to be referred. Consumers did not find it to be crucial if the number of Oriflame reviews on the internet was insufficient as they were accustomed to knowing Oriflame from generation to generation, such as through mother, elder sister, relatives, etc. Despite this, some respondents still viewed Oriflame's e-WOM as good, as it allowed consumers to trust the context and understand the message. Nevertheless, Oriflame should maintain the valuable side of e-WOM, although e-WOM had no partial influence on the purchase intention in this study. In fact, the role of e-WOM was not solely employed

only to boost buying interest. Indeed, e-WOM might influence other dependent variables in Oriflame, such as brand trust, customer satisfaction, brand equity, etc. For this particular research, e-WOM could not stand independently to influence consumers' purchase intention at Oriflame. Yet, e-WOM would influence purchasing tendency when supported along with the presence of brand awareness and content marketing.

Managerial Implication

Oriflame should have increased their slogan 'Beauty by Sweden' through advertising, packaging, and billboards in regards to brand awareness. Moreover, Oriflame should have promoted the natural extract ingredients of the cosmetics products biweekly to boost unique selling propositions. For instance, Oriflame could have mentioned the core benefits of the ingredients, especially the unique ones, such as cloudberry, which is a special plant grown in Sweden, rich in antioxidants to moisturize and brighten the skin. In addition, Oriflame should have equally exposed the diverse cosmetics products to help people recall more products from Oriflame. The writer would have suggested Oriflame to offer bundling of the cosmetics product line or mixing the product shades. With bundling editions, people would have been tempted to try more products and help Oriflame become a brand that audiences rely on for their essential makeup products.

For content marketing, Oriflame should have focused on staying updated with trending topics and engaging content to capture audiences' preferences. Posting fun and engaging content, such as the ABC Alphabet challenge, where talent started phrases with the first letter in alphabetical order and built up a fun storyline while subtly featuring Oriflame's products, could have been effective. Additionally, providing relatable content that addressed consumer concerns could have increased interest in Oriflame products. Using personalized voiceovers and reducing background songs could have helped audiences remember the content. Consistently attaching check-out links on social media bios and

captions could also have helped consumers make purchases. Lastly, Oriflame should have established a regular posting schedule, such as posting five pieces of content per week, to maintain its presence on social media.

Oriflame offered incentives like freebies or discounts for reviewers and kept track of consumers' emails for follow-up reviews. Oriflame selected several beauty enthusiasts or Key Opinion Consumer (KOC) customers to review the products. Although in the partial test, purchase intention was not partially influenced by e-WOM, it was still crucial for Oriflame to maintain a good state of e-WOM as it could affect other dependent variables, such as brand trust, customer satisfaction, brand equity, etc.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

The results of the research hypotheses can be concluded through the following: (1) Brand Awareness has a partial effect on Purchase Intention of Oriflame Medan; (2) Content Marketing has a partial effect on Purchase Intention of Oriflame Medan; (3) e-WOM has a partial effect on Purchase Intention of Oriflame Medan; (4) Brand Awareness, Content Marketing and e-WOM have simultaneous effect on Purchase Intention of Oriflame Medan. The biggest factor that escalates the likelihood of consumer purchase intention is brand awareness, followed by content marketing. The study provides a deeper understanding of these variables and serves as a reference for future research.

Recommendations

It is essential for Oriflame to expand the marketing strategy as recommended, such as to increase brand awareness by consistently emphasizing the slogan "Beauty by Sweden" in campaigns and advertisements, as well as promoting natural extract ingredients such as cloudberry to attract consumer attention. There is also a need for product diversification and bundling to encourage product trials. On the content side of marketing, a focus on trending topics, content that provides solutions, and reducing the use of excessive soundtracks can increase consumer appeal. Scheduling regular posts on social media is also important. Regarding e-WOM, incentives for users to leave positive reviews,

tracking reviews, and engaging beauty enthusiasts can improve a brand's online reputation and impact other variables such as brand trust and customer satisfaction.

For future researchers who aim to conduct deeper insight related to the topic and phenomenon discussed in this research, it is advisable to consider other potential variables, such as sales promotion, advertising, availability of product, personal selling, etc., to gain more understanding of the subject. Choosing a different sample, such as other cities in Indonesia aside of Medan will also be a good idea to present a new perspective on Oriflame's customers.

Conflicts of Interest: The authors declare no conflict of interest.

Funding statement: This research did not receive any specific grant from funding agencies in the public, commercial, or not - for - profit sectors.

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