

HOW E-WOM INFLUENCE PURCHASE INTENTION MEDIATED BY TRUST AND BRAND AWARENESS: CASE ON GENERATION X IN INDONESIA

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Abstract: Information spreads rapidly through social media, with a steady increase in social media users in Indonesia each year. This presents an important concern for marketers, particularly in the automotive industry, which has experienced growth in car sales in 2021. Information disseminated between social media users, known as electronic word-of-mouth (e-WOM), is believed to have an impact on consumers' purchase intentions. Therefore, this research aims to examine the influence of e-WOM on social media affects the purchase intention of a car in Indonesia. This study uses a quantitative research approach with the application of Structural Equation Model (SEM) method. Data collection is conducted with the purposive sampling technique, targeting Generation X respondents in Indonesia who actively use social media and feels interested to buy a car. The questionnaire is distributed via Google Forms, and data analysis is conducted by SPSS 24 and SmartPLS 3. From 119 respondents, trust and brand awareness emerge as the key factors that increase purchase intention for a car in Generation X. Additionally, trust and brand awareness act as mediators between e-WOM and purchase intention, because e-WOM does not directly impact purchase intention. In addition, this study does not provide evidence supporting the moderating role of price. In conclusion, car marketers in Indonesia should effectively manage the spread of e-WOM information on social media platform.s This information has the potential to enhance consumer brand trust and awareness, influencing the emergence of their purchase intentions.

Keywords: brand awareness, e-wom, generation x, purchase intention, social media

Abstrak: Berbagai informasi tersebar dengan cepat melalui media sosial, apalagi pengguna media sosial di Indonesia terus meningkat setiap tahunnya. Hal ini menjadi perhatian penting bagi pemasar, terutama pada penjualan mobil yang juga ikut meningkat di 2021. Informasi yang disebarkan antar pengguna media sosial atau biasa disebut dengan e-WOM diduga dapat memengaruhi niat beli konsumen. Oleh sebab itu, peneliti bermaksud melihat sejauh mana e-WOM di media sosial berpengaruh terhadap niat beli mobil di Indonesia. Penelitian ini merupakan penelitian kuantitatif dengan metode Structural Equation Model (SEM). Data diambil dengan teknik purposive sampling, dimana responden pada penelitian ini ialah Generasi X di Indonesia yang menggunakan media sosial dan ingin membeli mobil. Kuesioner ini disebarkan melalui Google Forms, kemudian data diolah menggunakan SPSS 24 dan SmartPLS 3. Dari 119 responden ditemukan bahwa kepercayaan dan kesadaran merek merupakan faktor utama yang meningkatkan niat beli mobil pada Generasi X. Kepercayaan dan kesadaran merek juga berperan sebagai mediasi murni antara e-WOM dan niat beli karena e-WOM tidak berpengaruh secara langsung terhadap niat beli. Selain itu, penelitian ini tidak membuktikan peran moderasi dari harga. Pemasar mobil di Indonesia harus memerhatikan dan mengelola informasi e-WOM yang tersebar di media sosial dengan baik karena informasi tersebut dapat meningkatkan kepercayaan dan kesadaran merek konsumen yang berujung pada munculnya niat beli mereka.

Kata kunci: kesadaran merek, e-wom, generasi x, niat beli, media sosial

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INTRODUCTION

Electronic word of mouth (e-WOM) has a significant role in today's marketing world. This is inseparable from the network that contributes to the information exchange between users (Sharma et al. 2015). e-WOM is currently one of the comprehensive e-marketing strategies transferring new ideas to one's ears in various ways (Michelle, 2018). e-WOM can be spread easily through social networks with no limitations on time and place. Social media users in Indonesia are high so this can be an important concern for marketers acknowledging e-WOM can increase sales or vice versa. According to the data compiled by We Are Social & Hootsuite, the active users of social media were 170 million in January 2021 of Indonesia's population of 274.9 million which means the number was increasing as much as 6.3 percent compared with 2020 and the majority of the users accessed the social network using mobile phone. YouTube becomes the most used social media platform (93.8%), followed by WhatsApp (87.7%), Instagram (86.6%), Facebook (85.5%), and Twitter (63.6%). e-WOM can be developed as it is now because of the increase in the use of internet and social media. e-WOM is shared by the unpaid users and they indirectly become the online marketers of these products and services (Nuseir, 2019). This becomes the reason why e-WOM gives impact and play an important role in today's marketing (Lis & Neßler, 2014).

Sulthana and Vasantha (2019) said e-WOM influence people to buy products or services from various references shared on social media. The satisfied consumers will repurchase the product and inform the other consumers about the product or service's benefit, on the other hand, the dissatisfied consumers will also share their experience with the other people (Michelle, 2018). According to Hennig-Thurau et al. (2004), the internet gives a perfect coherence between users' demographics that enables consumers to read many kinds of opinions and help them form their own opinion about a product or service. Accordingly, businessmen are obliged to get strong understanding of e-WOM and how it affects the consumer's purchase intention which eventually impacts sales ratio as well as the company's profitability (Chevalier & Mayzlin, 2006; Liu, 2006).

This research has shown that people have high trust in the reviews posted online by people they don't even know (Lee & Youn, 2009). Besides that, Nieto et al. (2014) have conveyed consumers believe the reviews given by the other consumers more than the claim from

the product's manufacturer or seller. Purchasers choose the brand to reduce or avoid risk of loss (Lenggono et al. 2019). The consumer will seek information about the brand before they purchase. That process makes the consumer know the brand more, increase awareness and brand acknowledgment that help them make a quick purchase decision (Bloch et al. 1986). Increasing brand awareness is one of the outputs that marketers intend to achieve (Heskiano et al. 2020). Moreover, brand awareness is needed by the company to raise its reputation (Ramadhan et al. 2020).

Continuing the explanation, Trust becomes an important thing to stimulate consumers' purchase intention especially when the products relate to the consumer directly (Syah et al. 2021). Sa'ait et al. (2016) state this trust influences more on consumers' purchase intention compared with commercial advertisement. In addition to it, brand awareness is also an important indication of consumer behavior and Seo & Park (2018) find this brand awareness impacts consumer's purchase intention. Consumers prefer to buy brands they know well (Shahid et al. 2017). When the customer is unfamiliar with the product they want to purchase, they will surely reconsider it before making a decision. Sulthana & Vasantha (2019) also find this trust and brand awareness become a mediation between e-WOM and consumer's purchase intention. When talking about buying goods, it is closely related to price. Maia et al. (2019) find that price becomes one of the vital factors impacting consumers' intention to purchase on social commerce.

The prior researchers (Khan et al. (2015), Sa'ait et al. (2016), Tariq et al. (2017), Michelle (2018), Sulthana & Vasantha (2019), Nuseir (2019), and Izudin et al. (2020)) have conducted many studies on the e-WOM's influence on the buyer's purchase intention, however, researcher finds there haven't been many studies exploring the same field in Generation X. Generation X was born in 1965-1980 (Sponaule, 2019) and based on the National Workforce Survey (Sakernas) in 2019, 59 million of Generation X is still productive. About 2.1 million or 3.5% of Generation X occupies high positions in a company. This indicates that Generation X is classified as a well-established generation. Generation X is not familiar with social media compared with the next generations like Generation Y and Z. Therefore, the researcher aims to observe the extent of e-WOM's influence in social media on their purchase intention.

The previous research has discussed the effect of e-WOM on consumer purchase intentions carried out in various different industries, including movies (Liu, 2006), books (Chevalier & Mayzlin, 2006), lodging (Nieto et al. 2014), virtual and digital goods (Sharma et al. 2015), lifestyle products (Kala & Chaubey, 2018), airlines (Seo & Park, 2018), cosmetics (Tien, Rivaz & Liao, 2019), and smartphones (Putra et al. 2020), however, the researcher sees that there has not been much discussion about cars. Even though car sales have also started to be carried out through the internet and social media, especially when the Covid-19 virus spreads widely. Based on a report from the Association of Indonesian Automotive Industries (Gaikindo), car sales from January to April 2022 jumped by 30.43% compared to the same period in the previous year.

In addition, researchers also see that Generation X has not been explored much by previous researchers, moreover buying a car is considered relevant for Generation X which is relatively well-established. Generation X was born in 1965-1980 (Sponaule, 2019) and based on the 2019 National Labor Force Survey (Sakernas), 59 million Generation X in Indonesia are still working. Around 2.1 million or 3.5% of Generation X have a high position in a company. Lissitsa & Kol (2016) also say that Generation X spends more than Generation Y because they have a higher income. Therefore, this study also adds price as a moderating variable, where this variable is one of the important variables that can influence consumers' purchase intentions (Zielke, 2010; Diallo, 2012; Kowang et al. 2018; Ghali-Zinoubi & Toukabri, 2019; Maia et al. 2019).

This research aims to see the extent of how e-WOM's impact on social media on Generation X's intention to obtain a car in Indonesia. Besides that, the researcher would like to find whether trust and brand awareness play a role as a mediator between e-WOM and purchase intention, as well as how strong the role of price moderation is.

METHODS

This research uses a survey method in collecting data by distributing online questionnaire using Google Forms. The questionnaire is measured using a 5-point Likert scale from a score of 1 (strongly disagree) to a score of 5 (strongly agree). There are 36 statements from the literature that were included in this online

questionnaire. The research instrument is adopted from several previous studies and adapted to the needs. There are 6 scales of items used to measure e-WOM adopted from Hennig-Thurau et al. (2004) empirical study. Trust is measured using 5-scale items adopted from the empirical study of Connolly & Bannister (2007) and Harris & Goode (2004), meanwhile, the brand awareness measurement uses 6 items scale obtained from the empirical study of Yoo and Donthu (2001). To measure purchase intention, the researcher utilizes 6-scale item embraced from the empirical study (Suhud & Willson, 2019). Price evaluation uses 13-scale items in line with the research of Ghali-Zinoubi and Toukabri (2019) consisting of 4 dimensions such as on price, price comparison, price control, and price knowledge.

This study uses Structural Equation Model (SEM) and includes quantitative research. The researcher applies SPSS 24 and SmartPLS 3 in conducting data processing and analysis. The population in this research is the social media users reviewing or commenting on cars in Indonesia. The data is taken by purposive sampling technique, and the sample in this study is Generation X who uses social media and want to buy a car. Most of these questionnaires were distributed in Tangerang and Jakarta in late 2021 to early 2022. Before distributing the research questionnaire, the researcher conducts a pre-test on 38 respondents and continued by analyzing factors for validity and reliability test using SPSS. The validity test is managed by noticing the measuring value of Kaiser-Meyer-Olkin (KMO) and Measure of Sampling Adequacy (MSA), whereas the reliability test uses the evaluation of Cronbach's Alpha. If the KMO and MSA values are more than 0.5, it indicates that the factor analysis is appropriate. Likewise, it is better if the Cronbach's Alpha value is closer to 1 (Hair et al. 2018).

All of the brand awareness variables were declared valid, while the other variables were not entirely valid. In the e-WOM variable, there are 5 valid questions from 6 questions in total, meanwhile, there are 4 valid questions out of 5 questions in the trust variable. It is found that 3 of 6 questions are valid in purchase intention variable and the validity is similar to 5 of 13 questions in the price variable. Based on the pre-test result, the number of valid statements is 23 out of 36 statements in total, therefore, the number of respondents needed in this study is 115 respondents, or at least 5 times the number of statements in the questionnaire (Hair et al. 2018).

Online marketing on social media has been an important connection for all kinds of businesses in the modern era, otherwise, the marketer will be outdated (Bashar et al. 2012). Ruiz-Mafe et al. (2018) said e-WOM has a wider positive social impact on a large online user community. The result of accessing social media gives a positive information influence on consumers purchase intention (Erkan & Evans, 2016). Situmorang et al. (2021) said the use of social media will be very right on target to increase brand awareness. Consumers obtain and recognize the information about products and services before purchasing with the help of e-WOM shared on social media sites (Michelle, 2018). The social media community builds and reinforces trust among the users (Sharma et al. 2015). Social media user trusts the e-WOM information shared by the other users who had experienced or bought the product online (Seo & Park, 2018). Trust becomes an important thing to stimulate consumers' purchase intention especially when the products relate to the consumer directly (Syah et al. 2021). Consumers prefer to buy brands they know well (Shahid et al. 2017). When the customer is unfamiliar with the product they want to purchase, they will surely reconsider it before making a decision. Besides that, Maia et al. (2019) state that price becomes one of the vital factors impacting consumers' intention to purchase on social commerce.

Based on the introduction and background that have been explained, the hypotheses of this research are as follows and the research model can be seen in the Figure 1:

- H1 : e-WOM has positive influence on Purchase Intention.
- H2 : e-WOM has a positive effect on Trust.
- H3 : e-WOM has a positive effect on Brand Awareness.
- H4 : Trust has a positive effect on Purchase Intention.
- H5 : Brand Awareness has a positive effect on Purchase Intention.
- H6 : Trust as a mediation between e-WOM and Purchase Intention.
- H7 : Brand Awareness as a mediation between e-WOM and Purchase Intention.
- H8 : Brand Awareness as a mediation between e-WOM and Purchase Intention.
- H8a : Price will affect the relationship between Trust and Purchase Intention.
- H8b : Price will affect the relationship between Brand Awareness and Purchase Intention.

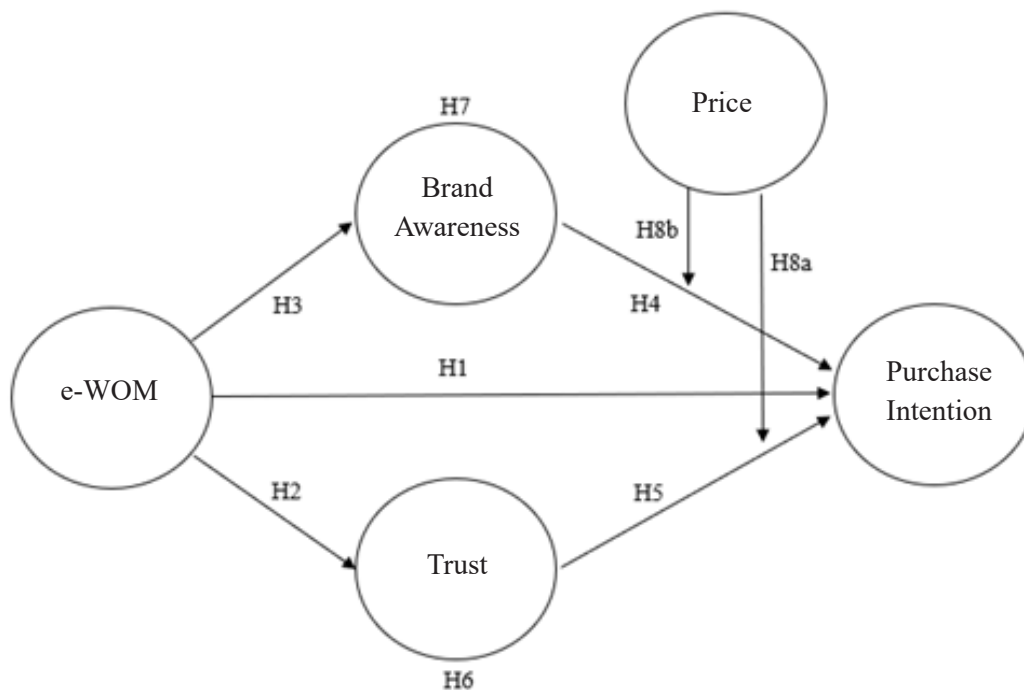


Figure 1. Research model

RESULTS

Description of Sample

The respondents in this research are Generation X living in Great Jakarta. From 119 respondents, 74.79% live in Tangerang, 17.65% reside in Jakarta, 4.20% are located in Bekasi, 2.52% and 0.84% live in Bogor and Depok respectively. This Generation X was born in the years of 1965-1980. Using that data, the respondents' year of birth ranging from 1976-1980 (45.38%), 1965-1970 (31.09%), and 1971-1975 (23.53%). As much as 52.94% of the respondents are male. The respondents mostly hold Associate Degree (D3) and Bachelor Degree (S1) with a percentage of 55.46% and the same percentage is in line with the percentage of the respondents working as employees (55.46%). The average monthly expenditure of respondents is mostly above 5 million Rupiah, of which 32.77% of respondents said that their expenditure is more than 7 million Rupiah per month. Interestingly, most respondents choose WhatsApp (86.55%) as the most used social media and they use it 3 hours long a day (51.26%).

Reliability and Validity Test

Table 1 describes results of construct reliability and validity test. The outcomes of the measurement or construct validity test in this study can be accepted and declared valid because all indicators in each variable have a loading factor value above 0.50. In addition, the Average Variance Extracted (AVE) value for each variable is above 0.50, namely e-WOM = 0.590, Trust = 0.698, Brand Awareness = 0.583, Purchase Intention = 0.626, and Price = 0.610. Likewise, the results of the construct reliability measurement have met the criteria, in which the composite reliability value of each variable is above 0.70 specified as e-WOM = 0.877, Trust = 0.902, Brand Awareness = 0.893, Purchase Intention = 0.834, and Price = 0.886. This is also reinforced by the Cronbach's Alpha value for each variable above 0.60, specifically e-WOM = 0.829, Trust = 0.855, Brand Awareness = 0.857, Purchase Intention = 0.703, and Price = 0.841.

Table 1. Results of construct reliability and validity test

Variable	Indicator	Loading Factor	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
e-WOM	EW1	0.749	0.829	0.877	0.590
	EW2	0.719			
	EW3	0.735			
	EW4	0.808			
	EW5	0.823			
Trust	TR1	0.880	0.855	0.902	0.698
	TR2	0.849			
	TR3	0.838			
	TR4	0.772			
Brand Awareness	BA1	0.773	0.857	0.893	0.583
	BA2	0.767			
	BA3	0.795			
	BA4	0.785			
	BA5	0.749			
	BA6	0.707			
Purchase Intention	PI1	0.831	0.703	0.834	0.626
	PI2	0.759			
	PI3	0.781			
Price	PR1	0.776	0.841	0.886	0.610
	PR2	0.786			
	PR3	0.779			
	PR4	0.811			
	PR5	0.751			

Model Analysis and Testing the Hypothesis

Structural test analysis is conducted to determine the value of R^2 in each equation. R^2 value is used to see the extent of the independent variable to explain other independent variables. Based on the outputs of the SEM analysis, the following results are obtained: (1) Brand Awareness is influenced by e-WOM with R^2 value of 0.23 meaning that 23% of Brand Awareness variants can be explained by e-WOM, while the rest of 77% is interpreted by other variables which are not included in this study; (2) Trust is affected by e-WOM proved by R^2 value of 0.27 that means e-WOM can explain 27% of trust variants, whilst other excluded variables explain the rest of 73%; (3) Purchase Intention is altogether impacted by e-WOM, Trust and Brand Awareness as well as the Price moderating role with R^2 value of 0.53. That describes 53% of Purchase Intention variant can be demonstrated by e-WOM, Trust, Brand Awareness, and Price moderation model, whereas 47% is demonstrated by other unlisted variables in this research.

The Standardized Root Mean Square Residual (SRMR) value shows a number of 0.092 or less than 0.10 indicating that this study meets the model fit criteria. In addition to it, it is found that there are indirect effects of Trust (0.188) and Brand Awareness (0.158) in this observation. The outcomes of the T-Value diagram of this study can be seen in Figure 2. Besides that, Table 2 also shows that there is a mediating role of trust and brand awareness. Using the figure, the hypothesis analysis is noticeable in Table 3. Referring to Table 3, it can be concluded that hypotheses H2, H3, H4, H5, H6, and H7 have T-Value as much as 1.96, thus the data in this research supports the proposed hypothesis. Contrarily, the T-Values of the hypotheses H1, H8a, and H8b are below 1.96 causing the data do not support the proposed hypothesis in this study.

Hypothesis Results

This research is aimed to explore how e-WOM has influence on purchase intention of cars among Generation X (1965-1980) mediated by trust and brand awareness, also price as moderating. The test of the first hypothesis (H1) shows that e-WOM has no influence on purchase intention which has contradiction with the former research assertion conducted by Sulthana and Vasantha (2019), Nuseir (2019), Tariq et al. (2017), and Sa'ait et al. (2016). Michelle (2018) states that consumer review is the most dominant factor influencing consumer's purchase intention. This is inseparable because this research is conducted on Generation X, in contrast to previous researchers who do not specify it into a particular generation.

Generation X is a generation that can adapt to technology advancement and engage in social media similar to the later generation. Even though they get e-WOM information through social media, in fact their buying intentions don't just appear. They are reluctant to seek additional information or visit social media or car brand websites. However, the e-WOM information they get will add to their references about various car products. In addition, cars are not convenience goods, meaning they will think more carefully before buying them.

The second hypothesis (H2) reflects that e-WOM has a positive influence on trust. This shows reviews or comments about cars on social media will increase Generation X's trust. The better comments, the higher trust that will be stimulated in them. Moreover, these reviews or comments are given by people who are experienced in the automotive field. Reviews about cars are many or spread on social media, so information like this can spread quickly to social media users. They trust the e-WOM information shared by experienced users who have purchased or used the product (Seo & Park, 2018). Positive comments about this car can increase the trust of Generation X in cars.

Table 2. Indirect Effects

	Indirect Effects	T-Value
e-WOM → Brand Awareness → Purchase Intention	0.158	2.706
e-WOM → Trust → Purchase Intention	0.188	2.533

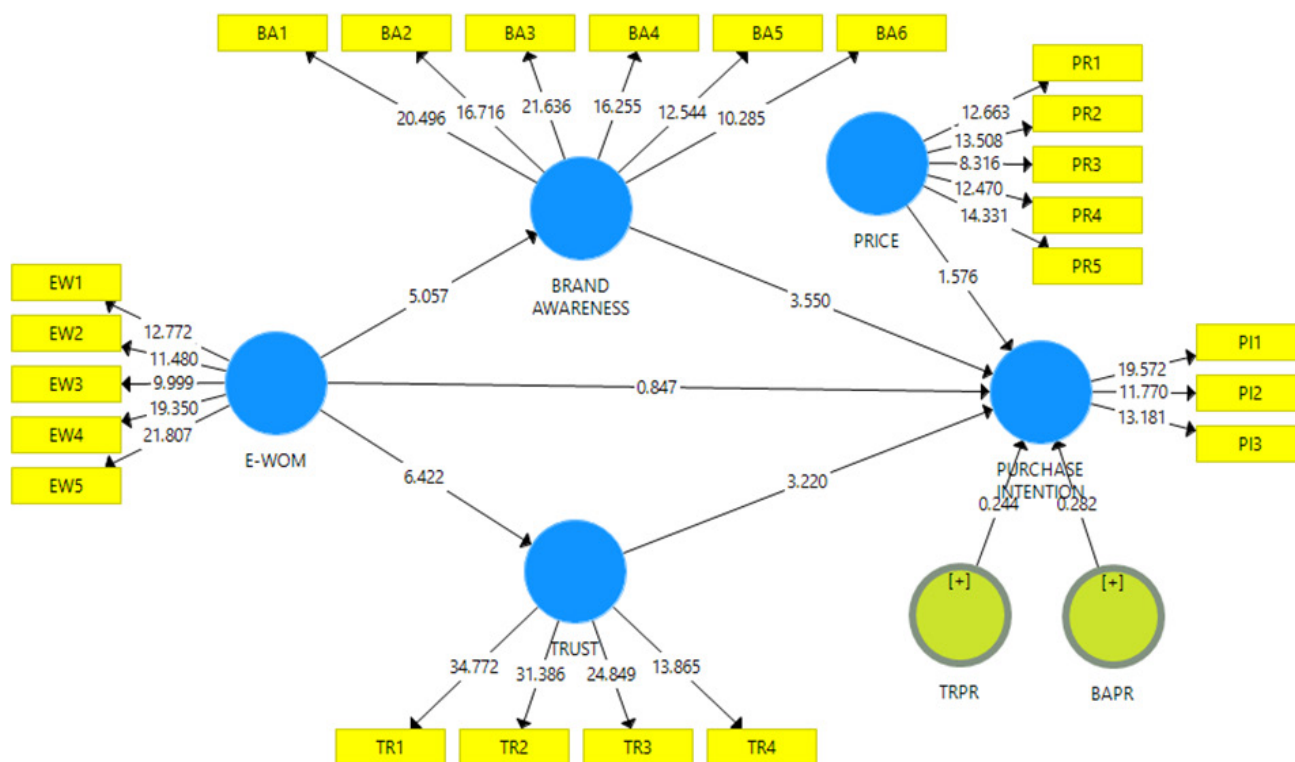


Figure 2. Path Diagram T-Value

Table 3. Results of hypothesis test

Hypothesis	Hypothesis Statement	T-Value	Description
H1	e-WOM has positive influence on Purchase Intention	0.85	The data do not support the hypothesis
H2	e-WOM has a positive effect on Trust	6.42	The data support the hypothesis
H3	e-WOM has a positive effect on Brand Awareness	5.05	The data support the hypothesis
H4	Trust has a positive effect on Purchase Intention	3.22	The data support the hypothesis
H5	Brand Awareness has a positive effect on Purchase Intention	3.55	The data support the hypothesis
H6	Trust as a mediation between e-WOM and Purchase Intention	2.53	The data support the hypothesis
H7	Brand Awareness as a mediation between e-WOM and Purchase Intention	2.70	The data support the hypothesis
H8a	Price will affect the relationship between Trust and Purchase Intention	0.24	The data do not support the hypothesis
H8b	Price will affect the relationship between Brand Awareness and Purchase Intention	0.28	The data do not support the hypothesis

Likewise with brand awareness where the third hypothesis testing (H3) that is carried out showed that e-WOM has a positive effect on brand awareness. The speed of information dissemination on social media in this case e-WOM also has an impact on increasing the brand awareness of the car brand. This is in line with research conducted by Civelek and Ertemel (2018)

and Seo and Park (2018) which state that e-WOM has an impact on brand awareness. The dissemination of this e-WOM information makes Generation X know more about the car brand, both in terms of quality, specifications, prices, etc. causing e-WOM directly has an impact on their brand awareness.

In testing the fourth hypothesis (H4), it shows that trust has a positive effect on purchase intention. This also goes along with research conducted by Khan et al. (2015), Sa'ait et al. (2016), Virgilio and Antonelli (2017), and Seo and Park (2018). The intention to buy a car in Generation X will increase along with the trust they have in the car. As an experienced generation, trust is surely an important point in their every activity, both in the business world and others. Trust will drive their intention to make a purchase. Accordingly, this car is included in shopping goods and has a relatively high price. Consumers will make a selection before buying it hence trust becomes a crucial point in bringing up the intention to buy a car in Generation X.

The same thing is also presented in the fifth hypothesis testing (H5) where brand awareness has a positive effect on purchase intention. Generation X will make a selection before getting a car and the brands they know will definitely appear first. The higher their level of awareness of the car brand, the higher their purchase intention appears. This is in accordance with research conducted by Tariq et al. (2017), Seo and Park (2018), and Sulthana and Vasantha (2019) who find that brand awareness has a direct effect on consumers' purchase intentions. Generation X prefers brands they are familiar with in the buying process.

As previously explained, e-WOM has a conclusive effect on trust and brand awareness, but does not directly affect purchase intention. Kala and Chaubey (2018) found the same thing that e-WOM does not lead to consumer purchase intentions directly but there are other variables that mediate between e-WOM and consumer purchase intentions. This is also discovered in this study that trust and brand awareness mediate between e-WOM and purchase intention. This research also strengthens the findings of Sulthana and Vasantha (2019) and Virgilio and Antonelli (2017) which say that trust and brand awareness have a mediating role between e-WOM and purchase intention.

The outputs of testing the sixth hypothesis (H6) indicate that trust has a mediating role between e-WOM and purchase intention. e-WOM has an indirect effect on purchase intention through trust of 0.188 reflecting that if e-WOM increases by one unit, purchase intention will increase indirectly through trust by 18.8%. This e-WOM increases consumers' trust and it raises purchase intentions from consumers. The trust that is built from various comments about cars that Generation X gets

through social media can generate their buying intentions resulting this trust becomes a mediation between e-WOM and purchase intention. That way, this trust is one of the important factors for Generation X in getting a car.

The outcomes of testing the seventh hypothesis (H7) also demonstrates that brand awareness has a mediating role between e-WOM and purchase intention. e-WOM has an indirect effect on purchase intention through brand awareness of 0.158 which means that if e-WOM increases by one unit, purchase intention will increase indirectly through brand awareness by 15.8%. This illustrates that e-WOM can increase brand awareness and lead to the emergence of purchase intentions from consumers. The e-WOM information about this car builds the brand awareness of Generation X and the purchase intention of cars comes along with the brand awareness. Similar to trust, this brand awareness is also one of the important factors for Generation X in purchasing a car, moreover, Generation X is included in the upper middle class who of course really pays attention to the brand before making a purchase.

This study does not prove the moderating role of Price. Hypotheses H8a and H8b explaining that prices will affect the relationship between trust and brand awareness to purchase intention are not proven. This shows that price is not the main thing for Generation X in buying a car. Referring to the 2019 National Workforce Survey (Sakernas), Generation X has a high position in a company so they also have a relatively high income. This is reinforced by data collected by researchers who found that almost 33% of Generation X have an average monthly expenditure of above 7 million Rupiah which is the highest monthly expenditure based on socioeconomic status in Indonesia.

Of course, the price is also a consideration, but it's not a matter of being able to pay for it or not, but whether it's worth buying or not. Generation X is an experienced generation so trust is more important than money. Nearly 85% of Generation X in this study are still working and trust is an important part of every job. They get the trust about this car from the e-WOM information they receive. In addition, Generation X is more concerned with car brands they know than the low prices offered by certain cars. Even though the price is cheap, if the car brand is not familiar to them, it will not interfere with their decision. What's more, the brand is an important indicator for Generation X because it is related to their social class.

From testing the H8a and H8b hypotheses, it proves that cheap car prices do not interfere with the relationship between trust and brand awareness on purchase intention. This car is included in shopping goods, when in the buying process consumers make comparisons both in terms of quality, model, price, and others. However, the price is not an issue for Generation X because it comes back to whether the car is worth buying or not. Despite the high price, it will not reduce the purchase intention of Generation X if the car has good reviews, gets high trust from consumers, and has a well-known brand. This is inseparable from the level of income they currently have. But in the end, Generation X still prioritizes trust and brand awareness in getting the car they want.

Based on the hypothesis testing that has been done, trust and brand awareness are the main factors that increase the intention to buy a car in Generation X. Trust and brand awareness also act as pure mediation between e-WOM and purchase intention because e-WOM does not have a direct effect on purchase intention. e-WOM information about cars spread on social media can raise the trust and brand awareness of Generation X, also lead to an increase in their purchase intention. Price acting as moderation cannot interfere with the relationship that trust and brand awareness have with purchase intention.

Managerial Implications

The managerial implication that can be applied by car marketers is to pay attention to reviews and comments submitted by consumers on social media, and to carry out analysis and repairs as soon as possible if necessary. This e-WOM information will spread quickly on social media and if it is not handled quickly it will reduce consumer confidence. Consumers will also be more aware of the car brands they know. In addition, the majority of Generation X actively uses WhatsApp and this can be used by marketers as a car marketing medium with family and upper middle car segmentation. Information related to the advantages of products, services, promos, and so on can be conveyed via WhatsApp messages. Indirectly this will increase the trust and brand awareness of consumers, where the ultimate goal is to generate purchase intentions from them.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

This research shows that Generation X has different purchasing behavior from other generations. This study confirms that e-WOM that Generation X got in social media has a positive effect on their trust and brand awareness, but does not directly affect purchase intention. In addition, trust and brand awareness have a greater impact on their purchase intentions than direct information they get from social media. Trust and brand awareness here play a role as a mediation between e-WOM and purchase intention. The moderating role of price proposed in this study cannot be proven. So, trust and brand awareness are important factors for Generation X in generating their purchase intentions, however e-WOM information on social media is also important in increasing their trust and brand awareness.

Recommendations

The finding of this study can provide an overview for car marketers targeting the Generation X. Trust and brand awareness are important points for them even though car marketing has evolved into the digital era. This study has several limitations, including the small number of participating respondents who were only scattered in the areas of Great Jakarta. Likewise, this research is conducted during the Covid-19 pandemic so that the data collection process can only be done online. Further research can expand the number of respondents which in this study is only limited to Great Jakarta residents. Adding to it, future researchers can explore the behavior of other generations such as Generation Y and Z. Other variables such as social media marketing and purchasing decisions can be explored further considering digital technology which is increasingly developing in the future.

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