

# A Tactics on Corroborate Customer Intention by the Involvement of Influencer and E-WOM: A Case Study of Samsung Smartphone

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## Abstract

This study aims to analyze how influencers and e-WOM affect the purchase intention of Samsung smartphones in Denpasar, with brand awareness serving as a mediator. Data collection involved selecting 100 respondents who were interested in or already owned Samsung smartphones through purposive sampling. SmartPLS 4 was used to analyze the direct and indirect relationships between the variables. Research shows that brand awareness plays a role in connecting influencers, E-WOM, and purchase intention. This suggests that a higher level of brand awareness enhances consumers' willingness to purchase, supported by positive influencer engagement and e-WOM content. The findings highlight the significance of influencers and e-WOM in marketing plans, improving brand awareness and ultimately increasing purchase intent. This marketing strategy, driven by social factors, can help Samsung stay competitive in the domestic market.

**Keywords:** Influencer, Electronic Word of Mouth, Brand awareness, Purchase intention, Smartphone, Samsung.

## 1. Introduction

The advancement of technology in communication and information within the context of globalization facilitates easier global exchange of information. The internet and social media are currently driving economic growth by enabling online transactions and changing marketing strategies for goods and services (Kaur & Kumar, 2021). Demonstrating the benefits of a brand to customers not only builds trust but also increases the likelihood of them making a purchase (Handayani, 2023). This confidence fosters positive perceptions of the brand's excellence, honesty, and ethics, ultimately strengthening the brand's relationship with customers and enhancing their purchasing intentions (Arachchi, 2022).

In the first quarter of 2024, Samsung achieved significant growth in the Indonesian smartphone market, with a 27.4% increase from the previous year, as reported by International Data Corporation (IDC, 2024). Samsung has made a significant impact in the mid-price range market (ranging from US\$200 to US\$600), rivaling Apple, vivo, and Xiaomi, while maintaining a 28.2% market share in the 5G industry. Despite an 8.2% drop in market share from the previous quarter, Samsung continued to adjust its strategies by expanding distribution and implementing price changes despite obstacles such as production costs and fluctuations in the rupiah exchange rate, market share gains were impeded. Table 1 presents IDC Indonesia Smartphone Market data on shipments and market share of the top 5 companies for the 1<sup>st</sup> Quarter 2023 and 1<sup>st</sup> Quarter 2024, Including Year-over-Year Growth.

The internet and social media have made it easier for consumers to share information and receive Feedback before buying (Ho et al., 2021). One popular strategy in marketing to boost branding is collaborating with influencers, influential individuals on social media who have the power to influence others' decisions and behaviors (Rahayu & Mulyaningsih, 2022). Many consumers consider the opinions of influencers before making a purchase (Kemeç & Yüksel, 2021). Trust plays a crucial role in developing social relationships and creating strong connections between customers and brands. (Koesuma & Kurniawati, 2022).

**Table 1.** Indonesia's smartphone market, top 5 company shipments, & market share



Company	1Q24 Market Share	1Q23 Market Share	YOY Growth
1. OPPO	19.9%	23.3%	8.5%
2. Samsung	17.3%	24.0%	-8.2%
3. Transsion	16.1%	5.4%	279.4%
4. vivo	15.8%	16.5%	21.4%
5. Xiaomi	15.6%	13.7%	44.4%
Others	15.4%	17.0%	15.4%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>27.4%</b>

Source: Worldwide Quarterly Mobile Phone Tracker, May 2024  
Note: All figures are rounded off

Consumers rely on word of mouth (WOM) from their inner circle to gather information that influences their purchasing choices (Sanjaya et al., 2022). E-WOM is perceived as more powerful than traditional WOM due to its accessibility and broader audience, enabling information to spread rapidly to diverse individuals. E-WOM consists of consumers' feedback and

evaluations, which can be either favorable or unfavorable (Elgahwash et al., 2024). E-WOM pertains to consumers' opinions about products or businesses shared online (Sulistiyan & Sudirjo, 2020). According to Zulfahmi et al. (2023), E-WOM enables consumers to select smartphones that match their requirements and preferences.

In addition to E-WOM impacting purchase intent, brand awareness can also affect consumers' interest in buying a product (Chen, 2024). Brand awareness refers to a consumer's ability to recognize or recall a brand within a specific category (Zia et al., 2021). Consumers can develop brand awareness by focusing on specific product features like colors, logos, images, or other elements that represent the product's identity (Mulyadi & Hendri, 2023).

Customer purchase intention is a reliable indicator of actual buying behavior, reflecting consumers' inclination to purchase products or services (Sanita et al., 2019). Previous studies have shown that information quality and information reliability are crucial factors influencing customer purchase intentions. Higher quality information and message reliability lead to increased customer purchase intention (Koesuma & Kurniawati, 2022). In this research, intention is defined as an individual's readiness to make a purchase. Hence, it is crucial to understand purchasing behavior by identifying purchase intention (Kemeç & Yüksel, 2021).

This is supported by research by Gautam et al. (2023), which shows that influencers have a positive and significant influence on purchase intention. Previous research supports the findings that influencers have a positive and significant impact on purchase intention (Sulistio & Liliana, 2024). Research has found various results (Koesuma & Kurniawati, 2022), indicating that influencers do not have a positive and significant influence on purchase intention.

Previous research conducted by Mariana and Subarjo (2023) has demonstrated that product quality, E-WOM, and product innovation have a positive influence on purchase intention. For information from electronic word-of-mouth to spark consumer interest in purchasing products online. Other research also supports the idea that E-WOM has a beneficial impact on the intention to buy smartphones, as indicated by Udayana et al. (2022). However, alternative research (Rusiana et al., 2023) suggests that variations exist, indicating that E-WOM does not significantly impact purchase intention.

Prior research findings indicate discrepancies concerning the impact of e-WOM and influencers on buying intentions. Studies conducted by Dülek & Aydin (2020) and Mehryar et al. (2020) reveal that E-WOM exerts a notable negative influence on purchase intention. In contrast, Aslami et al. (2022) identified a positive and significant impact. Likewise, certain studies

identified a detrimental effect of influencers on buying intentions (Hermanda et al., 2023), whereas Rini (2023) reported contrasting findings, demonstrating a favorable impact on Gen Z within the marketplace context. Alongside E-WOM, brand awareness also impacts consumer purchase intention, as highlighted by Chen (2024). Brand awareness develops from the recognition of product features, such as logos, colors, and other visual components that signify product identity (Mulyadi & Hendri, 2023; Zia et al., 2021). Considering the varying outcomes of earlier research, this study incorporates brand awareness as a mediating variable to further investigate the impact of E-WOM and influencers on purchase intention. Numerous studies have indicated the beneficial effects of brand awareness on purchase intention (Chen, 2024; Prihartini & Fauzi, 2020), although some research has presented varying outcomes (Febriyantoro, 2020).

Consumers' purchase intention increases with the quality of information and message reliability (Koesuma & Kurniawati, 2022). Buying interest is influenced by Social Media Marketing, Brand Awareness, and word of mouth (WOM) (Prihartini & Fauzi, 2020). Further studies indicate that electronic word-of-mouth, by increasing brand awareness, influences the decision to purchase, for example, gold jewelry on Instagram (Widiyan & Sienatra, 2024).

There is an inconsistency among prior studies regarding the relationship between influencers and e-WOM, as well as their impact on purchase intention. So, this research aims to examine the gaps by offering a more in-depth insight into how influencers and E-WOM impact purchase intention, particularly in relation to brand awareness as a mediating factor.

## 2. Literature Review

### 2.1. Influencer

Influencers possess the power to influence the buying choices of consumers through their expertise and credibility among their followers (Anjani & Simamora, 2022b). Influencers are usually on platforms like YouTube, TikTok, and Instagram, who have a significant number of followers and use these platforms to endorse businesses or products (Janssen et al., 2022). Influencers consistently distribute compelling content that is both educational and engaging, offering valuable information and alternative products to their audience (Yuan & Lou, 2020).

The indicators of influencer variables identified by previous researchers (Anjani & Simamora, 2022b) include: 1) Trustworthiness: The audience's trust in the influencer's integrity and honesty affects the acceptance of promotional messages. 2) Expertise: The influencer's

level of knowledge and experience in a particular field. 3) Attractiveness: The physical attractiveness of the influencer. 4) Respect: Recognition from the audience towards the product after it has been promoted by the influencer.

## 2.2. Electronic Word of Mouth (E-WOM)

E-WOM refers to any consumer feedback, whether current, future, or past, about a product or business that can be found online (Amanda et al., 2021). E-WOM consists of positive, negative, or neutral feedback and suggestions regarding companies, brands, products, or services that consumers exchange through digital channels (Amalia & Zuliestiana, 2020). E-WOM is crucial in business operations, as it promotes consumer interaction, thereby enhancing a company's reputation (Prayoga & Rachman, 2020). The indicators of influencer variables identified by previous researchers (Indrawati et al., 2022) are as follows: 1) Quality of information: Describes the effectiveness of E-WOM messages in delivering persuasive information. 2) Quantity of information: The abundance of online information enables consumers to boost their confidence and minimize risks when making decisions. 3) Credibility of information: The trustworthiness of E-WOM information from a specific source. As stated by Arie (2022), there are more signs of E-WOM. 1) Concern for other customers: The wish to provide suggestions or guidance to other customers. 2) Positive self-enhancement: Expressing gratitude for the company through sharing positive experiences. 3) Advice seeking: Looking for suggestions or recommendations from fellow consumers on internet review sites.

## 2.3. Brand Awareness

Brand awareness is defined as the potential to enhance the chances that consumers will view the brand as a factor in making a purchasing decision (Natalia & Janamarta, 2022). Brand Awareness is the capacity of customers to identify a brand's product or acknowledge its characteristics being discussed (Anggraini, 2022). The majority believe that a well-known brand can be trusted, has a strong presence in the market, and delivers quality products or services (Alfifto et al., 2022).

According to Winadi (2017) and Firmansyah (2019), four indicators can be utilized to gauge the extent of consumers' awareness of a brand, specifically: 1) Recall: how well consumers can recall when prompted with the brands they remember. Brand names that are straightforward, easy to say, and convey precise meanings help a brand stay prominent in consumers' minds. 2) Recognition: The extent to which consumers can identify the brand as belonging to a specific category. 3)

Purchase: The degree to which consumers will consider a brand among other options when purchasing products/services. 4) Consumption: The extent to which consumers can identify a brand while using a rival's brand.

## 2.4. Purchase Intention

Buying intention refers to a consumer's tendency to acquire a particular branded product, which can be evaluated based on the likelihood of making a purchase (Peña-García et al., 2020). In addition, purchase intention is triggered by cues from a product that generate a wish to acquire and possess it, acting as the first stage in the decision-making process (Sanita et al., 2019). The intention to purchase by consumers encompasses fulfilling cognitive requirements, collecting information, evaluating options, and finally making purchasing and post-purchase decisions (Jufrizen et al., 2020). Furthermore, the indicators used to measure purchase intention (Yazgan Pektas & Hassan, 2020) are as follows: 1) Interest in seeking information: Consumers' desire to seek information about products that meet their criteria. 2) Considering a purchase: The consumer plans to buy the product and the amount needed within a certain period. 3) Interest in trying: Consumer interest in trying a particular product and considering the amount required. 4) Want to know the product: The consumer's desire to learn more about or take action regarding the product. 5) Desire to own the product: Consumers' strong desire to own the product through a purchase transaction.

## 2.5. Research Hypothesis

In light of the findings from the earlier literature review, this research presents several hypotheses, which are articulated as follows.

- H<sub>1</sub>: Influencers have a positive influence on brand awareness.
- H<sub>2</sub>: E-WOM has a positive influence on brand awareness.
- H<sub>3</sub>: Influencers have a positive influence on Purchase Intention.
- H<sub>4</sub>: E-WOM has a positive influence on Purchase intention.
- H<sub>5</sub>: Brand Awareness has a positive influence on Purchase Intention.
- H<sub>6</sub>: Influencers have a positive effect on Purchase Intention through Brand Awareness.
- H<sub>7</sub>: E-WOM has a positive impact on Purchase Intention through Brand Awareness.

The research model developed can be observed:

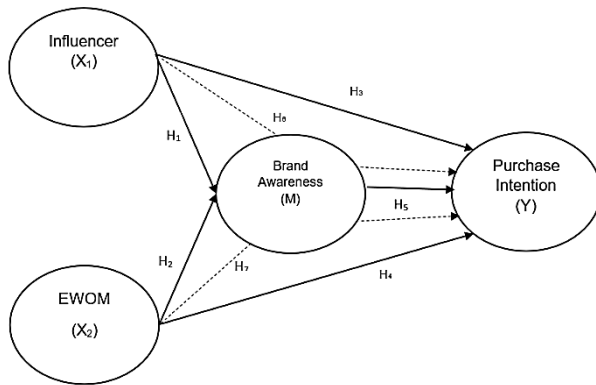


Figure 1. Research framework

### 3. Methods

#### 3.1 Data Collection Methods and Processes

The criteria for selecting participants consist of 1) being aged between 15-24, belonging to Generation Z, residing in Denpasar City, 2) having an interest in purchasing or testing Samsung Smartphone products, and 3) If the respondent is over 17 years old, having at least has an income of Rp. Three million five hundred thousand in a month, and if the respondent is under 17 years old or not working, has a parent's income of at least Rp. 3,500,000. The population of Generation Z in Denpasar City is estimated to be 114.900 in 2023 (BPS, 2024). The researchers employed the Slovin formula to calculate the minimum sample size required from a large population. According to the computations, the overall sample size for this research is 100. The survey was conducted online through Google Forms. As stated by Dinni and Nurhidayat (2020), the Likert scale is used to evaluate attitudes, opinions, and perceptions regarding social phenomena. Survey participants assess the statements using a scale of 1-5, with options from strongly agree to disagree strongly. This scale, often used in quantitative research, evaluates factors such as beliefs, motivations, and behaviors, with Google Forms being a common tool for its implementation.

SmartPLS 4 was utilized in this study for partial least squares structural equation modeling (PLS-SEM) rather than covariance-based structural equation modeling (CB-SEM). PLS-SEM offers numerous benefits, such as its appropriateness for exploratory studies and target predictions, as well as its adaptability to manage non-normal data and limited sample sizes. Using a two-step analytical procedure, both measurement and structural models were evaluated (Anderson & Gerbing, 1988).

### 4. Result

#### 4.1 Respondent Characteristics

The research included 100 participants in Denpasar, Bali. The study assessed five demographic

factors: gender, age, occupation, education, and income. Following data cleaning, 100 participants remained, comprising 70 individuals aged between 15 and 19 years, and 30 individuals aged between 20 and 24 years. The findings indicate that most respondents are males, aged between 15 and 19 years old, residing in Denpasar city, belonging to Generation Z, and earning more than IDR 3,500,000 per month.

#### 4.2 Construct Validity and Reliability

The results show that all the items' loadings range from 0.783 to 0.886, indicating that all the items' loadings meet the minimum requirement (Chin, 1998).

Moreover, the composite validity (CR) found was above 0.5, and average variance extracted (AVE) values were above 0.7, respectively. It can be concluded that the construct is strong and Valid (Hair et al., 2016).

Table 2. Construct validity and reliability

Variable	Indicators	Loading	AVE	CR
Influencer (Anjani & Simamora, 2022)	Trustworthiness	0.824	0.733	0.917
	Expertise	0.844		
	Attractiveness	0.853		
	Respect	0.858		
E-WOM (Arie, 2022; Indrawati et al., 2022).	Quality of the Information	0.842	0.686	0.916
	Quantity of the Information	0.842		
	Credibility of the information	0.842		
	Concern for other consumer	0.832		
Brand Awareness (Prayogo et al., 2023; Winadi, 2017)	Advice seeking	0.783	0.714	0.909
	Recall	0.866		
	Recognition	0.852		
	Purchase	0.854		
Purchase intention (Saputro & Mahaputro 2020); Yazgan Pektas & Hassan 2020)	Consumption	0.853	0.752	0.924
	Transactional interest	0.867		
	Referential Interest	0.856		
	Preferential interest	0.859		
	Exploratory interest	0.886		

Source: Data Processed, 2024

#### 4.3 Structural Model

The model fit was assessed by evaluating the standardised root mean square residual.

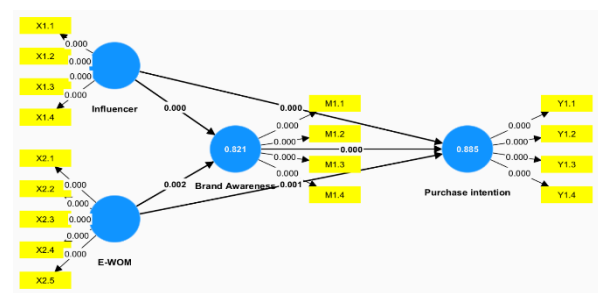


Figure 2. Structural model

(SRMR) (Henseler et al., 2016) reported a value of 0.054 for the research model, which is lower than the threshold value of 0.08. Therefore, the model provides a reasonable fit. In addition, the significance of the path coefficients was tested, and the model's predictive power was assessed by examining the coefficient of determination ( $R^2$ ) values of the endogenous constructs (Hair et al., 2017).

The model was able to explain 82% of the variance in Brand Awareness and 88% of the variance in Purchase Intention.

A bootstrapping technique was performed with 5000 re-samples (Hair et al., 2017), and the outcomes in Table 2 show that all the hypotheses (direct and indirect effect) have a p-value greater than 0.05, so all the hypotheses are supported.

## 5. Discussion

In this study, the first hypothesis suggests that influencers positively impact brand awareness, as supported by a t-test value of 7.798 and a sig value of 0.000. This suggests that influencers have a positive impact on brand awareness. This idea suggests that influencers have the capability to enhance consumer knowledge about a brand by endorsing it (Simamora & Umry, 2020). Influencers' endorsements and feedback are trusted by the public, leading to increased brand awareness and motivating more individuals to explore products from the brand (Kurniati, 2023). This discovery aligns with the prior studies by Lie & Sitinjak (2024) and Ramdan et al. (2023), which state influencers play a beneficial and a noteworthy role in increasing brand awareness. The second hypothesis in this study suggests that E-WOM has a positive impact on brand awareness, which is supported by a t-test value of 3.060 and a significance value of 0.002, indicating statistical significance at  $p < 0.05$ . Thus, E-WOM has a positive impact on brand awareness, aligning with previous studies by Aljumah et al. (2023) and Tajuddin et al. (2020), which aimed to demonstrate the positive and

significant influence of E-WOM on brand awareness. This research also indicates that reviews and suggestions can enhance brand awareness and credibility, influencing potential buying intentions, which aligns with the findings of Azizah & Huda (2022) and Gabriella et al. (2022).

The findings indicate that influencers play a significant role in influencing purchase intentions, as evidenced by a t-value of 3.953 and a p-value of 0.000 ( $<0.05$ ), supporting Hypothesis 3 that influencers have an impact on purchase intentions. Influencers create connections with their audience by sharing content that impacts consumers' views and urges them to make purchases (Immanue & Alexandria, 2021). Additionally, prior studies also confirmed that the power of influencers enhances trust and intention to purchase among consumers, further establishing the beneficial impact of influencers on purchase intention (Farasandy & Arafah, 2023; Gautam et al., 2023).

Moreover, the findings of Hypothesis 4 reveal that E-WOM has a positive and significant influence on purchase intention, with a t-value of 3.386 and a p-value of 0.001 ( $<0.05$ ), thus confirming the acceptance of this hypothesis. E-WOM refers to information shared by internet users that succeeds.

They provided their suggestions to consumers during their purchasing journey (C. Pratama & Astarini, 2023).

Shoppers rely on good reviews when deciding what to buy (Ilhamalimy & Ali, 2021), and this study aligns with previous research by Atito et al. (2023) and Iqbal et al. (2022), which demonstrate that E-WOM has a positive influence on buying intentions.

**Table 2.** Structural model

Hypotheses	Beta	Bootstrap (5%-95%)	SE	t-Value	P Value	Remark
<b>Direct Effect</b>						
Influencer-> brand Awareness	.654	(0.477- 0.808)	.084	7.798	.000	supported
E-WOM -> Brand Awareness	.273	(0.108-0.459)	.089	3.060	.002	supported
Influencer -> Purchase Intention	.305	(0.151-0.451)	.077	3.953	.000	supported
E-WOM -> Purchase Intention	.271	(0.124-0.436)	.080	3.386	.001	supported
Brand Awareness -> Purchase Intention	.404	(0.239-0.585)	.086	4.674	.000	supported
<b>Indirect Effect</b>						
Influencer-> brand Awareness-> Purchase Intention	.264	(0.150-0.407)	.065	4.061	.000	supported
E-WOM -> Brand Awareness-> Purchase Intention	.110	(0.038-0.216)	.046	2.400	.016	supported

The fifth hypothesis suggests that purchase intention is positively influenced by brand awareness, which is supported by a t-test value of 4.674 and a significance value of 0.000, indicating statistical significance at  $p < 0.05$ . Hence, Brand awareness influences the intention to make a purchase.

Consumers are more likely to consider and purchase products from a brand when its brand awareness is higher (Krisnawan & Jatra, 2020). Promoting brand awareness can motivate customers to buy products (A. Pratama et al., 2023). This discovery aligns with prior studies by Kerse (2023) and Machi et al. (2022), which suggest that brand awareness has a positive impact on buying intentions, as consumers prefer to purchase from trusted and familiar brands.

The sixth hypothesis results show that Brand awareness has effectively connected the influencer and purchase intention, through partial mediation. Partial mediation refers to a situation in which variable X has a direct positive impact on variable Y, while also influencing Y indirectly through mediator M, resulting in an overall increase in Y (Hayes, 2022). The test findings reveal a notable mediation impact linking influencers and purchase intention via brand awareness, with a t-value of 4.061 and a bootstrap of 5% and 10% from 0.150 to 0.407, which is statistically found to be significant. The findings suggest that brand awareness partially mediates the impact of influencers on purchase intention. Both direct and indirect effects are positive, showing that brand awareness serves as a mediator in the influencer's impact on purchase intention. Consequently, influencers have a positive effect on increasing brand awareness, which in turn influences consumers' purchasing intentions. Prior

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resulting in increased consumer interest and motivation to purchase products (Lutzow et al., 2024). Influencers have the ability to educate and inform their followers about a brand or product, increasing their understanding and awareness of the newly introduced product (Lestari & Yuniarinto, 2024). Thus, the research conducted by Baki (2022) suggests that influencers play a significant role in influencing purchase intentions by enhancing brand awareness.

Lastly, Brand awareness was found to mediate the relationship between e-WOM and purchase intention effectively. Similar to previous hypotheses, hypothesis seven suggests that there is partial mediation in this relationship. The findings reveal a significant mediation effect between E-WOM and purchase intention, mediated by brand awareness, with a t-value of 2.400 and a bootstrapping confidence interval ranging from 0.038 to 0.216. E-WOM plays a key role in enhancing brand awareness among audiences (Budiman & Hartoko, 2022), which ultimately drives consumers to purchase products (Wijaya et al., 2021). This result aligns with previous studies by Abdullah et al. (2023) and Widiyan & Sienatra (2024), which found that E-WOM has a positive influence on purchase intention through brand awareness.

According to the research findings, specific managerial suggestions include considering the influence of e-WOM and influencers on Generation Z's purchasing decisions for products, particularly since they are highly engaged on social media platforms. Relying on influencers and spreading information can boost brand awareness, but it may also lead to impulsive buying decisions. As a result, Generation Z should be cautious when evaluating information and verifying the credibility of the content they receive. Secondly, to boost Gen Z's intention to buy Samsung products, the company can utilize influencers who can deliver product information in a distinctive and easily understandable manner to the audience. Increasing electronic word-of-mouth on social media platforms can also enhance brand visibility and draw consumer purchasing interest. Moreover, businesses need to prioritize engaging influencers with their audience, as direct engagement can help foster stronger trust with Generation Z.

## 6. Conclusions

According to the study's findings, influencers, E-WOM, and brand awareness play a significant role in influencing consumers' intentions to purchase Samsung Smartphone products. Initially, influencers positively impact the intent to purchase, as promotional materials crafted by influencers can boost consumer interest in making a purchase. Additionally, electronic word-of-mouth has a positive impact on purchase intent by shaping consumer views of Samsung products through



online information sharing. Thirdly, E-WOM enhances brand awareness by sharing reviews and recommendations on social media, exposing consumers to Samsung products, and increasing brand awareness. Higher brand awareness positively impacts purchasing intent, as it increases the likelihood that consumers will be motivated to make a purchase. Additionally, influencers play a crucial role in boosting brand awareness by capturing the audience's interest in learning more about Samsung products through their promotional efforts. Brand awareness serves as a mediator between influencers and purchase intention, suggesting that influencers positively impact purchase intention by boosting brand awareness. Additionally, the influence of E-WOM on purchase intention is also affected by brand awareness. Positive feedback from E-WOM can enhance brand awareness and ultimately drive purchase intention.

The present study has several limitations. First, the study was conducted among Generation Z residing in Denpasar; therefore, its findings may not be generalizable to Generation Z in other regions with different social, cultural, or economic characteristics. This research focuses on the Samsung smartphone as an object of study; thus, the results cannot be generalized to other brands or different product categories. Third, data collection in the research was carried out within a specific time frame, and hence its findings will only reflect trends of that particular moment, with less validity in the event of crucial changes in the future. Furthermore, treating brand awareness as a single mediating variable has limited the scope for analyzing other potential variables, such as brand trust and perceived quality. Finally, the quantitative methods used may not capture deeper insights into more exploratory consumer motivations and behaviors that can be gained through qualitative methods. These limitations should be taken into account when interpreting the results and recommendations.

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