

Consumer Decision-Making in E-Commerce: How Brand Image, Advertising Appeals, and Reviews Influence the Purchase of Dhozen Apparel on Shopee

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Article Information:

Received: November 25, 2024, Accepted: December 18, 2024, Published: January 03, 2025

Abstract

This study addresses the issue of declining sales of Dhozen products on Shopee, which is concerning amid the growing trend of online fashion shopping. This research aims to analyze the influence of brand image, advertising appeal, and consumer reviews on the purchase decisions of Dhozen products. The data were through a survey of university students in Bandung. The regression analysis results show that the three variables have a significant influence on purchase decisions. However, partially, the consumer reviews variable does not have a considerable impact, Due to brand image and advertising appeal being particularly strong for Dhozen products, consumers might prioritize these factors over review, This study concludes that strengthening brand image and managing advertising appeal are crucial strategies for Dhozen to enhance its competitiveness in the market. Furthermore, this research contributes to the digital marketing literature by providing insights into effective marketing strategies for local brands on e-commerce platforms.

Keywords: Brand Image, Advertising Appeal, Consumer Reviews, Purchase Decision, E-Commerce

1. Introduction

In recent years, the trend of online *fashion* shopping has continued to rise, especially in Indonesia, where e-commerce platforms like Shopee have become one of the main platforms for consumers to access a wide range of *fashion* products. Amid this phenomenon, several local brands have successfully capitalized on the significant opportunities to boost sales and expand their market share. However, not all local brands have been able to optimize these opportunities. One such example is *Dhozen*, a local *fashion* brand that has experienced a decline in sales on Shopee, despite its substantial potential driven by the growing consumer demand in the online *fashion* sector.

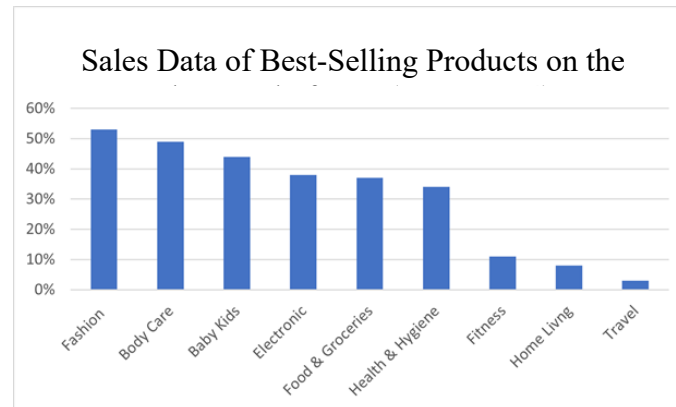


Figure 1. Best-Selling Product Data on Shopee
Source : Processed by the Researcher

Sales trend data from Shopee show that fashion products consistently rank among the best-selling categories. However, this success does not extend to Dhozen, whose sales remain relatively low over specific years. In contrast, other brand in the same industry, established around the same time as Dhozen, have achieved higher sales figures. This discrepancy is suspected to be influenced by several variables, including brand image, advertising appeal, and customer reviews.

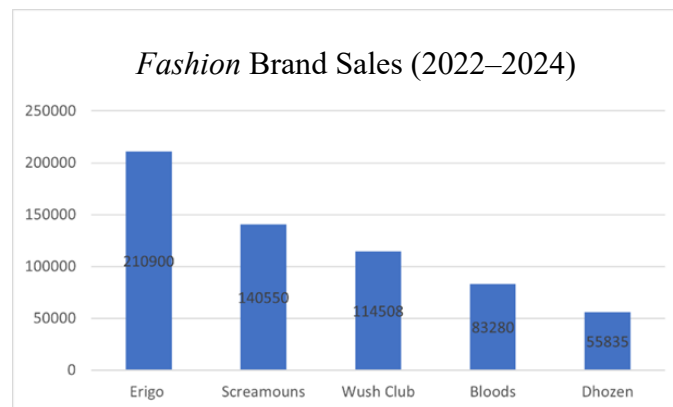


Figure 2. *Fashion Brand Sales Data (2022–2024)*
Sources: Processed by the Researcher

Based on Figure 2, Dhozen's sales remain low compared to its competitors, such as Erigo and Screamouns, which dominate the *fashion* category on Shopee. This indicates that Dhozen's marketing strategy needs to be adjusted to compete more effectively with other, more prominent brands on the platform.

This study explores Consumer Decision-Making in E-Commerce: How Brand Image, Advertising Appeals, and Reviews Influence the Purchase of Dhozen Apparel on Shopee. Brand image is a crucial factor in building loyalty and driving purchase decisions. As (Keller, 2023) noted, positive brand perception can enhance consumer preferences. This is supported by research from (Muttaqin R and Lestari 2024), which found that brand image significantly impacts purchase decisions, while promotions are effective only when combined simultaneously. Additionally, advertising appeal involving creativity and interactive elements has been proven to increase consumer engagement, strengthen purchase interest, and foster a stronger emotional connection with the brand (Ford, 2021). On the other hand, customer

reviews are a key factor in purchase decisions on e-commerce platforms like Shopee, as consumers often rely on the experiences of others to shape their perception of product quality before making a purchase (Chiu & Lai, 2018). The combination of these three factors forms an integrated and effective marketing strategy to influence consumer buying behavior.

According to Hutasoit and Saputro, A, H (2024), advertising and service quality significantly influence consumers repurchase intentions, while purchasing experience does not show a significant impact. Their study focuses on marketing factors within e-commerce platforms, particularly Lazada, emphasizing the effectiveness of marketing strategies in maintaining customer loyalty. Their findings indicate that elements such as appealing advertisements and high-quality service can significantly affect repurchase decisions in a highly competitive digital marketplace.

Although previous studies have extensively discussed the influence of brand image, advertising appeal, and customer reviews on purchasing decisions, most have focused on well-established brands with strong appeal. This study seeks to fill this gap by exploring the impact of these three factors in the context of a local brand like Dhozen on the Shopee e-commerce platform. By highlighting the potential and challenges faced by local brands, this research aims to provide deeper insights into effective marketing strategies for emerging brands.

According to Febrianti R and Ali M M (2024), product quality, brand image, and price significantly influence purchasing decisions. These three factors demonstrate a strong relationship in shaping consumer purchase intention, as observed in the case of Downy products at Borma Dago. This study aligns with the broader focus on understanding how key marketing elements can affect consumer purchasing decisions, particularly in the context of brands operating in both local and global markets.

This study proposes a framework to identify strategies that can help Dhozen enhance its competitiveness in the e-commerce market. It focuses on strengthening brand image, managing advertising appeal, and optimizing customer reviews. It also aims to determine whether these three factors significantly contribute to purchasing decisions and to provide deeper insights into key elements that may have been overlooked in previous research.

This research aims to investigate how brand image, advertising appeal, and customer reviews impact purchasing decisions for Dhozen products on Shopee. This study aims to offer valuable insights to brand owners, digital marketers, and scholars in developing more effective marketing strategies for promoting local brands in the digital age.

2. Literature Review

2.1. Brand Image

A strong brand image plays a crucial role in building trust and enhancing consumer loyalty. A consistent brand image that aligns with consumer values increases the likelihood of its products being chosen over competitors (Keller, 2023). This is further reinforced by the findings of Munawaroh A and Herlina L (2024), who discovered that a 'brand image has a substantial impact on purchasing decisions,' contributing a significant percentage of 87.4%

2.2. Advertising Appeal

Advertising appeal is a factor that can directly attract consumer interest. Compelling visuals and credible messaging in advertisements have been proven to increase consumer interest in products (Kasman, 2023). However, excessive or manipulative advertising may lead to

skepticism, reducing purchase intention. Additionally, according to Wijaya F (2024), advertising appeal significantly influences purchasing decisions, with a contribution of 1.098 units in the regression model of the study. These findings highlight that engaging and creative advertising strategies play a vital role in influencing consumers to purchase a product.

Customer Reviews

Customer opinions play a significant role in influencing the perspectives of potential buyers. Positive reviews can enhance consumer trust and support purchasing decisions (Banerjee et al., 2017). On the other hand, even a small number of negative reviews can significantly reduce purchase intention, as they are often perceived as indicators of poor product quality (Gvili & Levy, 2021).

3. Research Method

This study employs a quantitative method with a survey approach to examine the influence of brand image, advertising appeal, and consumer reviews on purchasing decisions for Dhozen products on Shopee.

3.1. Research Population

The population in this study consists of students residing in Bandung City. Based on the latest data from the Central Bureau of Statistics (BPS) and various universities in Bandung, the student population in Bandung exceeds 150,000 individuals. Students were chosen as the population because they represent the primary market segment for fashion products, particularly those sold on e-commerce platforms like Shopee. Students have a high level of internet usage and tend to be active in online shopping, making them a relevant target population for this research.

The sample size for this study was calculated using Slovin's formula:

Where:

- sample size
- population size (150,000)
- margin of error (10% or 0.1)

Calculation:

However, due to time and resource constraints, this study only included 104 respondents. This number was purposively selected to ensure that the data collected remained relevant and could be effectively analyzed. Although smaller than the result of Slovin's calculation, this sample size is considered sufficient to represent the population within the context of this research.

Sampling Technique

The sampling technique employed was purposive sampling. This technique was chosen as it allows the selection of respondents based on specific criteria relevant to the research. The criteria used were as follows:

1. Students who have purchased fashion products on Shopee within the last six months.
2. Students who are familiar with or have seen the "Dhozen" brand on Shopee.

Purposive sampling was selected because the study focuses on active consumers with

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experience purchasing fashion products on Shopee, particularly those related to the Dhozen brand.

Sampling Method

The sampling method involved distributing questionnaires online using the Google Forms platform. The questionnaire link was shared through social media and student groups, such as WhatsApp and Telegram. This approach was chosen to facilitate questionnaire distribution and reach respondents that meet the research criteria. Additionally, the online distribution enabled efficient data collection within a limited timeframe.

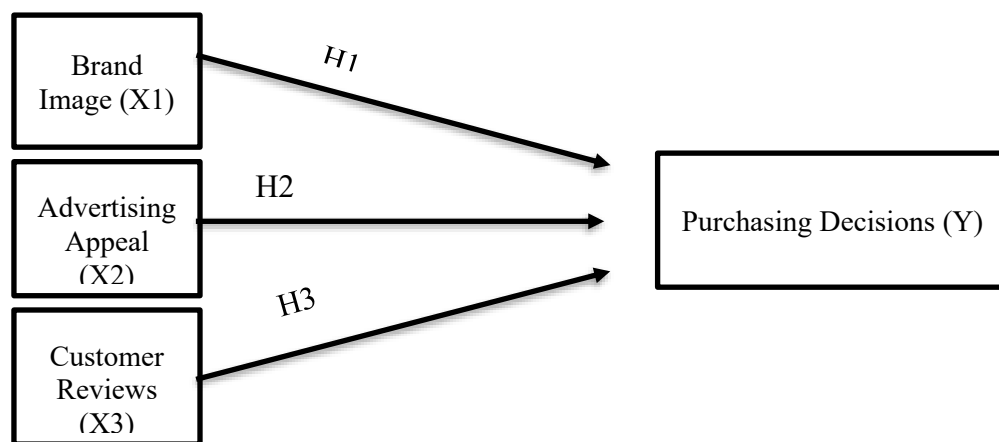


Figure 3. Research Model

Sources: Processed by the Researcher

Figure 3 depicts the research framework, illustrating the interconnections among the variables examined. Brand image (X1), advertising appeal (X2), and customer reviews (X3) are anticipated to affect purchasing decisions (Y). Data collection was carried out using a structured questionnaire, employing a Likert scale to evaluate respondents' levels of agreement with each variable under study.

Data were collected using a structured questionnaire with a Likert scale to explore each research variable in greater depth. The brand image variable (X1) was measured through aspects such as emotional attachment, brand reputation, and how well consumers feel the brand aligns with their identity. Advertising appeal (X2) was assessed based on engaging visuals, message credibility, and creativity levels. For the customer reviews variable (X3), the measured aspects included the number of positive reviews, review quality, and review credibility. Meanwhile, purchasing decisions (Y) were evaluated through purchase interest, visual impressions, and the willingness to recommend the product to others.

Data analysis was conducted using quantitative statistical tests, including correlation and regression analyses, to determine the extent to which these variables influence purchasing decisions.

4. Findings and Discussions

The data collected is the result of distributing questionnaires to 104 respondents who met the specified criteria. The processed data then provides the respondent profile, as presented in Table

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Table 1. Respondent Profile

Category	Number	Percentage (%)
Gender		
Male	51	51%
Female	53	53%
	104	100%
Student Status In Bandung		
Agree	94	94%
Disagree	10	10%
	104	100%

Source : Processed by the Researcher (2024)

4.1. Verificative Analysis

a. Validity Test

The purpose of the validity test is to confirm that the research instrument is accurate and can serve effectively as a dependable tool for data collection (Sekaran & Bougie 2016). A questionnaire instrument must meet validity requirements to ensure that the results obtained are trustworthy. In this study, the validity test was conducted using the Pearson Product Moment Correlation method, which correlates the score of each item with its total score. A questionnaire item is considered valid if the obtained r-value surpasses the critical r-value (r table) with a significance threshold of 0.05. With 104 respondents in this test, the degree of freedom (df) is (n-2) or $df = (104-2)$, resulting in a critical value of 0.165 at a 0.05 significance level. Based on the test results, 8 statements were found valid for the brand image variable (X1), 3 statements for the advertising appeal variable (X2), 4 statements for the consumer review variable (X3), and 5 statements for the purchase decision variable (Y). All items were declared valid and suitable for use in data collection

Table 2. X1 (Brand Image)

No	R Calculated	R Tabel	Description
Apakah Anda familiar dengan produk-produk fashion yang dipromosikan di Shopee?	0,593301	0.1927	Valid
Apakah Anda pernah memperhatikan brand-brand tertentu yang sering muncul dalam promosi di Shopee	0,654790	0.1927	Valid
Apakah Anda biasanya mengenali brand yang sering muncul dalam iklan atau promosi di Shopee?	0,802291	0.1927	Valid
Apakah anda mengenal Brand Dhozen?	0,808705	0.1927	Valid
Apakah Brand Dhozen sering dibicarakan di lingkungan Anda?	0,800643	0.1927	Valid
Apakah reputasi Dhozen sebagai merek sangat kuat sehingga menjadi pilihan utama di kalangan anak muda?	0,772499	0.1927	Valid

Apakah Anda cenderung memilih Dhozen dibandingkan dengan merek terkenal lainnya saat berbelanja fashion di Shopee?	0,841726	0.1927	Valid
Apakah Anda merasa bahwa kualitas produk Dhozen selalu memenuhi harapan Anda sebagai konsumen yang mencari produk terbaik?	0,836573	0.1927	Valid

Source : Processed by the Researcher (2024)

According to Table 2, the r-values calculated for items X1_1 through X1_8 exceed the r-table value. Therefore, it can be inferred that all eight statements related to the Brand Image variable (X1) are valid

Table 3. X2 (Advertising Appeal)

No	R Calculated	R Tabel	Description
Do you feel that you have a deep understanding of Dhozen as the primary brand you choose in fashion?	0,846287	0.1927	Valid
Do you think Dhozen has an exceptional appeal compared to other brands on Shopee?	0,87157	0.1927	Valid
Do you consider Dhozen's promotions highly relevant and appealing to your needs and lifestyle?	0,911371	0.1927	Valid

Source: Processed by the Researcher (2024)

Referring to Table 3, the computed R-values for X2_1 through X1_3 exceed the critical r-value (r table). Consequently, it can be determined that all eight items associated with the Advertising Appeal variable (X2) are valid.

Table 4. X3 (Customer Reviews)

No	R Calculated	R Tabel	Description
Do you feel that Dhozen's brand image is stronger compared to other fashion brands on Shopee?	0,916074	0.1927	Valid
Do you think Dhozen has a very unique impression that sets it apart from other fashion brands?	0,924659	0.1927	Valid
Is Dhozen's brand image on Shopee significantly stronger than that of other famous fashion brands?	0,787089	0.1927	Valid
Do you perceive Dhozen as a highly innovative brand that consistently offers products with unique characteristics?	0,883084	0.1927	Valid

Souce : Processed by the Researcher (2024)

Referring to Table 4, the computed R-values for X3_1 to X1_4 surpass the critical r-value listed in the r table. Thus, it can be inferred that all four indicators of the Consumer Review (X3) variable are considered valid.

Table 5. Y (Purchasing Decisions)

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No	R Hitung	R Tabel	Keterangan
Does Dhozen's brand image convey an exclusive and premium impression that makes you want to own it?	0,926542	0.1927	Valid
Do you feel that Dhozen deserves to be the primary brand you consider when choosing fashion products on Shopee?	0,908131	0.1927	Valid
Is Dhozen's reputation as a fashion brand strong enough to make it your top choice?	0,941443	0.1927	Valid
After browsing products from other brands on Shopee, do you still find yourself more attracted to Dhozen's products?	0,93888	0.1927	Valid
Do you feel confident about purchasing Dhozen products on Shopee after seeing their reviews or advertisements, as the information provided is convincing or comprehensive?	0,910148	0.1927	Valid

Source: Processed by the Researcher (2024)

According to Table 5, the computed r-values for Y_1 to Y_5 exceed the critical r-value as outlined in the r table. As a result, it is determined that all five indicators of the Purchase Decision (Y) variable are valid. Furthermore, it can be confirmed that every statement item in this research is considered valid.

b. Reliability Test

The reliability test is conducted to ensure the consistency and stability of measurement results when the instrument is applied to the same subject under similar conditions. Reliability reflects the instrument's ability to produce consistent and dependable data over time (Sekaran & Bougie, 2016). In this study, the Cronbach's alpha formula is used, with a threshold of >0.6 .

Table 6. Reliability Test Table

Variables	Cronbach Alpha	Criteria	Information
The Purchase Decisions (Y)	0,957	0,6	Reliable
Brand Image (X1)	0,896	0,6	Reliable
Adversiting Appeal (X2)	0,847	0,6	Reliable
Customer Reviews (X3)	0,901	0,6	Reliable

Source: Processed by the Researcher (2024)

Referring to Table 6, the reliability test results indicate that the variables Brand Image, Advertising Appeal, and Consumer Reviews include four reliable variables. The variables X1, X2, X3, and Y are deemed reliable as their Cronbach's alpha values surpass the threshold of 0.6.

4.2. Classical Assumption Test

Before performing regression analysis, verifying that the data adheres to the assumptions required by classical tests, which involve assessments of normality, multicollinearity, and heteroscedasticity is crucial. The goal of these classical assumption tests is to confirm that the

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regression analysis results are reliable and not skewed due to statistical problems in the dataset.

- **Normality Test**

Table 7. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		104
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	2,169983969
Most Extreme Differences	Absolute	.102
	Positive	.102
	Negative	-,087
Test Statistic		,102
Asymp. Sig. (2-tailed)		,009 ^d
Exact Sig. (2-tailed)		.210

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source : Processed by the Researcher (2024)

According to Table 7, the normality test results indicate a significance value of 0.210, which is greater than 0.05. This suggests that the residuals are normally distributed.

- **Multicollinearity Test**

Table 8. Multicollinearity Test

Model		Unstandardized Coefficients		t	Sig.	Collinearity Statistic	
		B	Std. Error			T	VIF
1	(Constant)	-.316	.708	-.447	.656		
	Brand Image (X ₁)	.223	.069	3.223	.002	.142	7.019
	Advertising Appeal (X ₂)	.1.098	.134	8.224	.000	.205	4.869
	Kepercayaan Konsumen (X ₃)	.021	.116	.183	.855	.185	5.393

Source: Processed by the Researcher (2024)

Based on Table 8, the results of the multicollinearity test show that the tolerance values for Brand Image (X₁) is 0.142, Advertising Appeal (X₂) is 0.205, and Consumer Review (X₃) is 0.185, all of which are greater than 0.10. Additionally, the VIF values for Brand Image (X₁) is 7.019, Advertising Appeal (X₂) is 4.869, and Consumer Review (X₃) is 5.393, all of which are less than 10. Therefore, it can be concluded that the regression model in this study does not exhibit multicollinearity.

Heteroscedasticity Test

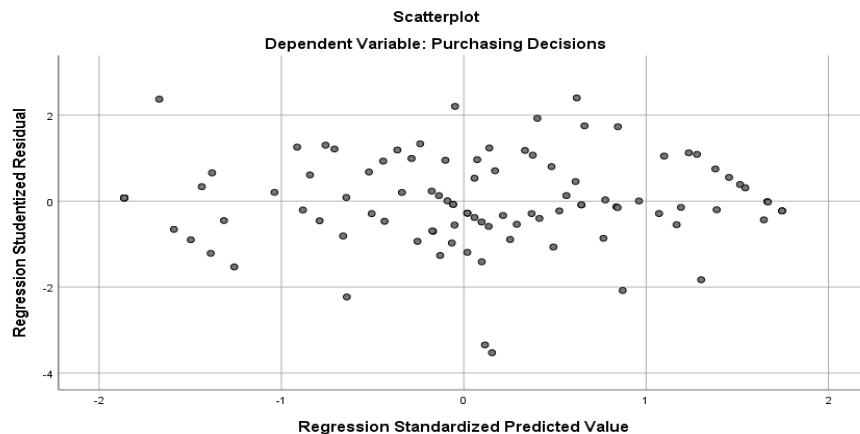


Figure 4. Heteroscedasticity Test

Source: Processed by the Researcher (2024)

Referring to Table 9, it can be seen that the data points are dispersed randomly without any discernible pattern. Therefore, it can be inferred that heteroscedasticity is not present in this study.

4.3. Multiple Regression Analysis

The multiple linear regression method is applied to assess how the independent variables Brand Image (X1), Advertising Appeal (X2), and Consumer Reviews (X3)—affect the dependent variable, specifically Purchase Decision (Y).

The results of the regression model calculations are presented in the table below.

Based on Table 7, the regression analysis indicates that brand image and advertising appeal significantly influence purchase decisions, while consumer reviews do not significantly influence them.

From the regression analysis results above, the regression equation is formulated as follows:

- The constant (-0.316) indicates that when all independent variables (Brand Image, Advertisement Appeal, and Reviews) have a value of zero, the purchase decision value will be -0.316.
- The coefficient for Brand Image (X1), which is 0.223, indicates that every 1-unit increase in brand image will increase the purchase decision by 0.223 units, assuming other variables remain constant.
- Advertisement Appeal (X2) has the highest coefficient, which is 1.098. This means that every 1-unit increase in advertisement appeal will result in a 1.098-unit increase in the purchase decision.

The coefficient for Reviews (X3), which is 0.021, indicates that the contribution of reviews to the purchase decision is relatively small compared to the other two variables.

4.4. Hypothesis Testing

T-Test

The t-test is often used to determine whether there is a significant difference between two groups of data in a study or to assess the extent of the influence between independent and dependent variables.

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Based on Table 8, the t-test was conducted to examine the partial influence of each independent variable on the dependent variable. The results of the t-test are as follows:

- The Influence of Brand Image on Purchase Decisions: Based on the t-test results, the t-value for the Brand Image variable is 3.223 with a significance level of 0.002. Since the significance value is less than 0.05, it can be concluded that brand image has a significant positive influence on purchase decisions. This suggests that enhancing brand image can positively influence consumers purchase decisions.
- The Influence of Advertisement Appeal on Purchase Decisions: The t-test results show that the Advertisement Appeal variable has a t-value of 8.224 with a significance level of 0.000. The significance value, which is well below 0.05, confirms that advertisement appeal has a significant positive influence on purchase decisions. This underscores that advertisement appeal plays a crucial role in influencing consumers to make purchases.
- The Influence of Reviews on Purchase Decisions: For the Reviews variable, the t-value is 0.183 with a significance level of 0.855, which is far above the 0.05 significance threshold. These results indicate that customer reviews do not have a significant influence on purchase decisions. Consumers appear to be more influenced by visual elements and promotional efforts than by the opinions or experiences of other buyers shared through reviews.

F-Test

The research model is tested to analyze the combined influence of independent variables on the dependent variable through the use of an F test

Table 10. Table of Anova

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3373.055	3	1124.352	231.851	.000 ^b
	Residual	484.945	100	4.849		
	Total	3858.000	103			

a. Dependent Variable: Purchasing Decisions

b. Predictors: (Constant), Customer Reviews, Adversiting Appeal, Brand Image

Source: Processed by the Researcher (2024)

The statistical analysis shows that the F-value is 231.851 with a significance level of 0.000, which is less than $p = 0.005$. This indicates that the variables of brand image, advertising appeal, and reviews are suitable for predicting purchase decisions. In other words, brand image, advertising appeal, and reviews have a significant positive simultaneous effect on purchase decisions.

4.4. Coefficient of Determination

Table 11. Table Of Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.935 ^a	.874	.871	2.20215
a. Predictors: (Constant), Customer Reviews, Adversiting Appeal, Brand Image				
b. Dependent Variable: Purchasing Decisions				

Source: Processed by the Researcher (2024)

According to the Model Summary Table, an R-square value of 0.874 reveals that 87.4% of the variation in Purchase Decisions (Y variable) is attributable to the three key variables: Reviews, Advertising Appeal, and Brand Image. These three variables have a significant influence on purchase decisions, while the remaining 12.6% is explained by other factors not included in this research model.

The R-value of 0.935 indicates a strong correlation between the independent variables (brand image, advertising appeal, and reviews) and purchase decisions. This high correlation suggests that when these three variables increase or change, significant changes in consumer purchase decisions are likely.

The Standard Error of the Estimate value of 2.20215 indicates the average error in predicting purchase decision values using the model. With this relatively low standard error, it can be interpreted that the model's predictions of purchase decisions are fairly accurate, as a lower standard error generally indicates better predictive accuracy.

Overall, these results indicate that Reviews, Advertising Appeal, and Brand Image play a highly significant role in shaping consumer purchase decisions. Furthermore, the model used in this study is reliable enough to predict future purchase decision patterns.

5. Conclusion

Based on the results of this study, the variables of brand image and advertising appeal have a significant influence on purchasing decisions for Dhozen products on Shopee, while the consumer reviews variable does not show a significant partial effect. These findings are consistent with the research conducted by Keller (2023), which states that a positive brand image enhances consumer preferences and drives purchasing decisions. This study also supports the findings of Munawaroh, A and Herlina, L (2024), who revealed that brand image contributes significantly to purchasing decisions, up to 87.4%.

Furthermore, the significant influence of advertising appeal on purchasing decisions aligns with the research of Wijaya, F (2024), which found that advertising appeal plays a major role in increasing consumer purchase interest through creativity and engaging messages. This underscores the importance of creative and relevant advertising strategies to emotionally connect with consumers.

However, the results of this study differ from the findings of Banerjee et al. (2017) and Gvili & Levy (2021), which stated that consumer reviews are one of the main factors influencing purchasing decisions in e-commerce. In the context of this research, the limited influence of consumer reviews may be attributed to the stronger dominance of brand image and advertising appeal in shaping purchasing decisions for Dhozen products. This suggests that consumers may prioritize visual and emotional aspects over the experiences of other users.

Overall, this study provides a new contribution to the digital marketing literature, particularly regarding effective marketing strategies for local brands on e-commerce platforms. The findings indicate that enhancing brand image and advertising appeal can serve as key strategies for local brands like Dhozen to compete in an increasingly competitive market.

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