



The Influence of Content Marketing on Purchase Intention of Skincare Products Through Brand Love, Brand Image, and Electronic Word-of-Mouth

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ABSTRACT

This study aims to measure the impact of content marketing on the TikTok platform on brand love, brand image, and electronic word of mouth (eWOM) and determine how these variables influence the purchase intention of consumers for the Skintific skincare brand. This quantitative research utilizes a survey questionnaire distributed to 100 respondents who are active TikTok users and interested in skincare products. Data were analyzed using Structural Equation Modeling (SEM) with a Partial Least Square (PLS) approach to test the relationships between variables. The results show that content marketing on TikTok has a positive and significant effect on brand love and brand image. Additionally, brand love positively influences eWOM, which in turn significantly affects consumers' purchase intentions. Brand image is also found to have a positive impact on purchase intention. eWOM acts as a mediator that strengthens the relationship between brand love and purchase intention. These findings provide deeper insights into the effectiveness of content marketing on TikTok in building brand relationships and driving consumer purchase decisions. Managerial implications suggest that skincare companies should leverage content marketing on TikTok to enhance brand love, brand image, and eWOM to boost consumer purchase intentions.

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1. INTRODUCTION

In today's digital age, social media has become a crucial tool for businesses to market their products and connect with customers. The growth of social media and the role of content creators in molding consumer purchasing decisions have had a significant impact on purchase intention, which is an important aspect to monitor. To rapidly increasing TikTok platform can influence people's purchasing decisions, particularly for skin care products such as Skintific (Kusuma et al., 2023). The current circumstance has compelled skin care companies to experiment with their internet marketing by creating original content and collaborating with well-known content authors (Lee et al., 2019). This is consistent with the premise that purchase purpose indicates how prepared customers are to buy in the future, which helps a business stay ahead of the competition (Wang et al., 2023).

TikTok content creators' capacity to go viral has had a significant impact on the transmission of positive electronic word of mouth (E-WOM) among social media users. People who view content from producers they admire are more likely to have positive attitudes toward a business, resulting in the free spread of e-WOM (Farzin & Fattahi, 2018). This positive e-WOM occurs as a result of creative TikTok video that increases company image and brand love. As a result, it is critical to understand how TikTok artist material influences how people perceive and feel about skincare and fashion brands (Seifert & Kwon, 2020). This understanding should lead to the most effective content strategies for increasing positive e-WOM and assisting clients in making purchasing decisions (Handayani et al., 2022).

Brand image plays a crucial role in a consumer's choice to purchase a product. People frequently choose names with a high reputation, even if they are more expensive than other brands (Febriani & Khairusy, 2020). According to Jiang et al. (2024), a strong brand image not only influences people's purchasing decisions, but it also makes them feel more connected to the brand, increasing their likelihood of buying again in the future. According to Salhab et al. (2023), a consistent brand image can also improve perceived quality and customer happiness, both of which are critical for retaining consumers and attracting new ones. So, a company's brand image is a strategic asset that must be managed throughout time.

TikTok content creators contribute to brand love, or the emotional connection that individuals have with a brand, as well as brand image. Love for a brand has a significant impact on customer loyalty and purchase intent, particularly in the fashion and lifestyle goods industries (Salem et al., 2019). People who genuinely appreciate a brand are more likely to actively promote and recommend it on social media (Sikandar & Ahmed, 2019). People who love a brand feel emotionally attached to it, which helps them remain loyal even when competing goods are less expensive or easier to obtain (Batra et al., 2012). So, one crucial strategy in digital marketing is to entice content writers to love your company.

According to research, consistent and effective social media content marketing can increase brand loyalty and perception. Well-targeted content marketing can increase brand love by up to 72% and improve brand image by up to 65% (Lie, 2022). Relevant and relevant content can increase brand awareness and engagement (Pulizzi, 2012). Several previous research have also found that content marketing has a significant impact on brand image, brand love, e-WOM, and people's purchasing intentions (Bilal et al., 2022). There hasn't been much research on how TikTok content marketing affects brand image, brand love, e-WOM, and intention to purchase skincare products in Indonesia, thus this study is crucial.

This study examines the impact of content marketing on purchase intention for skincare products using brand image, brand love, and electronic word of mouth (E-WOM) metrics. This study investigates how content marketing and brand image combine to create positive feelings about a brand. This study also investigates how content marketing influences brand love, which is an emotional bond between a customer and a product. This study also looks at how brand image and brand love affect purchase intention and electronic word of mouth. As a result, this study should provide us with a comprehensive picture of how content marketing influences customer purchase intentions for skincare.

2. METHODS

2.1. Research Design

This study employs a quantitative research approach to examine the relationships among the proposed variables. Data were collected through an online survey by distributing questionnaires to TikTok users. The survey began with an explanation of the research purpose and an invitation for respondents to participate voluntarily. The research instrument was developed based on a comprehensive review of relevant literature. All variables were measured using a five-point Likert scale to assess respondents' perceptions and attitudes (Sugiyono, 2021).

2.2 Variable Measurement

The content marketing variable was adapted from Majeed et al. (2021) and measured using four statements. Brand image was measured using four statements adapted from Salhab et al. (2023) and (Akbari, et al., 2024). Brand love was measured using three statements adopted from Liebl et al. (2022). Electronic word of mouth was measured using four statements adapted from Liebl et al. (2022) and Farzin & Fattahi (2018), while purchase intention was measured using four statements from Majeed et al. (2021) and Aji et al (2020). In total, the questionnaire consisted of 20 measurement items.

2.3 Data Collection Technique

Data were collected using an online questionnaire distributed through Google Forms, producing numerical response scores. The survey method was chosen because it allows efficient data collection from a large number of respondents. This approach requires minimal cost and time while enabling broader data generalization. It also facilitates the examination of multiple variables simultaneously. Responses were measured using a five-point Likert scale, where 1 indicates strongly disagree and 5 indicates strongly agree (Zikmund et al, 2019).

2.4. Population and Sample

The population of this study consists of consumers who are interested in skincare products promoted through TikTok. The sample focuses on consumers who have never purchased Skintific skincare products. Purposive sampling was applied with criteria including respondents aged 17–42 years and having an interest in skincare content on TikTok. The minimum sample size was determined based on Hair & Alamer (2022), which recommends at least five times the number of questionnaire items. With 20 indicators, the minimum required sample size was 100 respondents.

2.5. Data Analysis Method

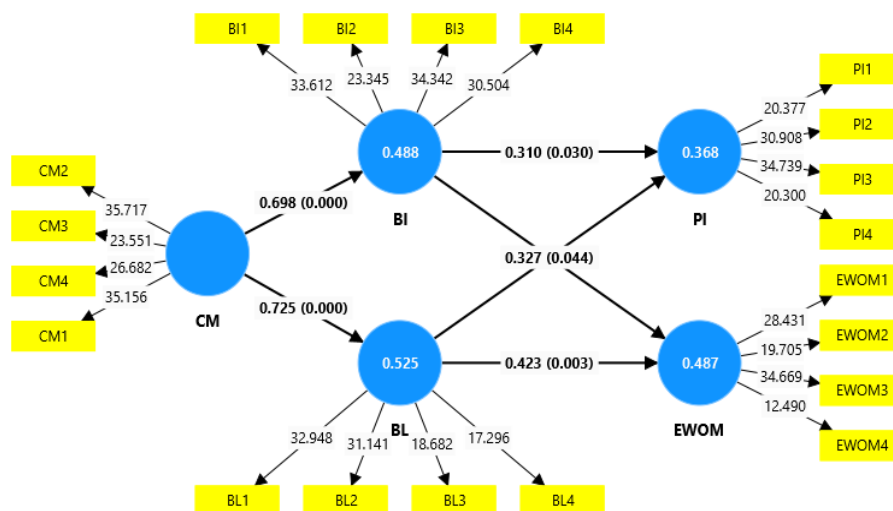
This study applies Structural Equation Modeling using the Partial Least Squares approach (SEM-PLS) with SmartPLS 3 software. The analysis consists of outer model and inner model evaluations. The outer model assessment includes convergent validity, discriminant validity, reliability, collinearity, and adjusted R-square values (Hair *et al.*, 2021). The inner model evaluation is conducted using t-statistics, p-values, and original sample estimates. Hypotheses are accepted when the t-statistic exceeds 1.65 and the p-value is below 0.05 at a 95% confidence level (Hair *et al.*, 2021).

3. RESULTS AND DISCUSSION

3.1. Temperature

To meet the research aims, this study used data from 100 questionnaire respondents to conduct validity and reliability tests, structural model analysis, and goodness-of-fit evaluations. Cronbach's Alpha reliability tests revealed values ranging from 0.854 to 0.905, which exceeded the minimum threshold of 0.6, indicating that all measurement indicators were reliable and adequate for further study (Sugiyono, 2021). Female respondents made up 79% of the sample, with males accounting for 21%. The majority of respondents were between the ages of 27 and 42 (57%), followed by those between the ages of 17 and 26 (43%), with the majority working as private or public employees. Furthermore, the majority of respondents (67%) reported purchasing skincare products 2-5 times in the previous three months, with monthly expenditures ranging from IDR 3,000,001 to IDR 5,000,000.

Figure 1. Path Coefficient Values and P-Values



The structural model analysis was conducted to examine the causal relationships among the proposed constructs using the SEM-PLS bootstrapping procedure. Hypothesis testing was evaluated based on path coefficients, t-statistics, and p-values with a one-tailed significance criterion, where a t-statistic value greater than 1.65 and a p-value below 0.05 indicate statistical significance (Hair *et al.*, 2021). The direction and strength of the relationships among variables were determined using the original sample values. Figure 1 presents the path coefficients and p-values for all hypothesized relationships in the research model. The figure provides a visual representation of the structural relationships and supports the interpretation of the hypothesis testing results.

The inner model analysis was conducted using the bootstrapping method to examine the significance of the hypothesized relationships. Hypotheses were evaluated based on t-statistics greater than 1.65 and p-values below 0.05 at a 95% confidence level, following Hair *et al.* (2021). The results indicated that all direct paths were statistically significant and positive, as reflected by the original sample values. These findings confirm the robustness of the proposed structural relationships among the variables.

Table 1. Results of Direct Hypothesis Testing.

Hypothesis	Relationship Tested	Path Coefficient (O)	T-value	P-value	Result
H1	Content Marketing → Brand Image	0.698	9.642	0.000	Accepted
H2	Content Marketing → Brand Love	0.725	10.909	0.000	Accepted
H3	Brand Image → Purchase Intention	0.310	2.174	0.030	Accepted
H4	Brand Image → Electronic Word of Mouth	0.327	2.013	0.044	Accepted
H5	Brand Love → Electronic Word of Mouth	0.423	3.008	0.003	Accepted
H6	Brand Love → Purchase Intention	0.343	2.782	0.005	Accepted

The hypothesis testing results revealed that content marketing had a significant positive effect on brand image and brand love. Brand image significantly influenced both purchase intention and electronic word of mouth, while brand love also showed significant positive effects on electronic word of mouth and purchase intention. Overall, all proposed hypotheses were accepted, indicating that content marketing plays a crucial role in shaping brand image and brand love, which subsequently enhance electronic word of mouth and purchase intention. These findings highlight the importance of emotional and perceptual brand-building strategies in strengthening consumer behavioral outcomes in the skincare industry.

The study's findings revealed important information on the impact of content marketing on purchase intention for skincare products, including brand image, brand love, and electronic word of mouth (E-WOM). First, the findings indicate that content marketing has a significant beneficial impact on a company's image. This means that marketing strategies that incorporate engaging and valuable content can improve how consumers perceive a brand. That is, skincare firms must be extremely cautious about the quality of the information they disseminate if they want people to think positively of them. Previous research has demonstrated that relevant and high-quality content marketing enhances how people perceive a company (Muthohar & Hartono, 2023; Raji et al., 2019; Setiawan & Safitri, 2024).

This second conclusion demonstrates that content marketing increases customer loyalty to a brand. People who encounter well-designed skincare marketing materials are more likely to develop a love and emotional attachment to the brand. This is significant since enjoying a brand might make individuals more loyal to it and less likely to move to another beauty brand. Skincare companies can foster long-term relationships with their clients by making them appreciate their products. This promotes corporate stability and growth. As a result, skin care companies should not only focus on increasing sales, but also on developing emotional ties with their customers. This is because content marketing increases brand loyalty (Purwianti & Fionna, 2023; Vutri et al., 2023; Yanti et al., 2023).

The third outcome demonstrates that brand image has a positive influence on purchase intention. A positive brand image not only increases the likelihood of customers purchasing skincare products, but it also increases the likelihood that they will consider the brand again in the future. When individuals have positive thoughts about a skincare brand, they are more inclined to trust it and purchase its products. As a result, skincare companies must constantly adapt and strengthen their brand image. Previous studies ((Ghadani et al., 2022; Sari et al., 2022; Yolanda et al., 2022) found that a strong corporate image had a positive influence on purchase intention.

There was also a significant favorable influence on electronic word of mouth (E-WOM) related to business image. People who have a favorable perception of a brand are more inclined to share their positive experiences on social media platforms and websites such as TikTok. This indicates that a good business image can generate positive E-WOM activity, attracting new clients. As a result, skin care companies should focus not only on direct marketing, but also on developing a strong brand image in order to generate positive E-WOM. Previous researches by Alwashdeh et al. (2019), Kartika & Pandjaitan (2023) and Q. Liu & Dai, (2023) discovered a strong direct correlation between brand image and E-WOM, which supports our findings.

According to the study, brand love has a significant beneficial impact on purchase intention. People who care deeply about a brand are more inclined to purchase products from that brand. This demonstrates the importance of strong emotional connections in how people make purchasing decisions. Companies that manufacture skin care products should employ marketing strategies that help customers enjoy their brands. Another study (Bilal et al., 2022; Harisandi et al., 2023; M. Liu & Yan, 2022) discovered that brand love plays an important role in improving customer loyalty and purchase intention.

Finally, company love has a significant favorable impact on E-WOM. When individuals really admire a company, they are more likely to tell others about it and offer helpful suggestions. This shows that brand love motivates customers to become active brand advocates while also improving loyalty and purchase intention. As a result, businesses should seek to develop and maintain brand love in order to leverage the positive impact of E-WOM to attract new customers. This finding is consistent with previous research that has shown that brand love improves E-WOM activities (Rageh Ismail & Spinelli, 2012; Salsabiil, 2023; Tiara & Sulistyowati, 2022).

The final study reveals that brand love has the greatest impact on E-WOM, with a value of 0.423. This indicates that people who have a strong emotional attachment to a brand are more inclined to share their positive experiences online. True, brand love has a significant effect on purchase intention (coefficient = 0.343), but it has a greater impact on E-WOM. This indicates that marketing methods aimed at making people adore a company are particularly effective at generating E-WOM, which can indirectly boost purchase intention. To get the most out of E-WOM's positive benefits, businesses should focus on developing brand love.

4. CONCLUSION

This study discovered, through brand love, brand image, and electronic word-of-mouth (eWOM), that content marketing has a large and favorable impact on skincare product

purchase intentions. A effective content marketing strategy can improve customers' favorable brand impression (brand image) and brand love (brand love), increasing purchase intention and motivating consumers to share positive experiences via eWOM. The study's findings highlight the importance of using the correct content marketing strategy to increase customer loyalty and purchase intention, as well as providing critical information for firms developing skincare product marketing strategies. Furthermore, the majority of those who responded to the poll were women (79%), between the ages of 17 and 26 (57%), and lived in DKI Jakarta. Most of them worked as private or government servants, earning between IDR 3,000,000 and IDR 5,000,000 (34%).

However, this study is limited because it only examined people from a specific area and used a single type of skin care product. This means that the results may not apply to everyone. Future research should cover a larger study region, a broader choice of items, and include other variables such as product quality, customer happiness, and customer experience. The findings demonstrate to managers the need of using engaging and valuable material in content marketing to increase brand image and customer loyalty. To enhance purchase intention and support long-term growth, firms should maintain high product quality, provide exceptional customer service, and strategically employ eWOM by encouraging customers to share positive experiences online.

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