

ANALYZING THE ROLE OF CUSTOMER-BASED BRAND EQUITY (CBBE) IN SHAPING PURCHASE INTENTION ON INSTAGRAM: A STUDY IN THE BEAUTY INDUSTRY



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Abstract

This study examines the impact of Customer-Based Brand Equity (CBBE) on purchase intention in the beauty industry on Instagram. In today's competitive environment, establishing strong brand equity is essential for influencing consumer purchase decisions. A quantitative approach was employed, utilizing questionnaires completed by 399 respondents selected through purposive sampling. The data were analyzed using SmartPLS 4.0 to explore the relationships among CBBE dimensions and purchase intention. The results indicate that brand awareness and brand trust are the most significant factors in driving purchase intention, followed by brand loyalty, perceived quality, and brand association, all of which contribute positively. The model demonstrates strong explanatory power, highlighting the importance of the identified constructs in shaping purchase intention. This research underscores the importance of marketers implementing high-visibility campaigns, fostering trust through transparent communication, and maintaining consistent product quality to enhance brand equity and increase purchase intention on Instagram. Future research could apply these findings to other industries and include additional variables to deepen understanding of consumer behavior in digital contexts.

Keywords: Customer-Based Brand Equity (CBBE), Purchase Intention, Social Media, Beauty Industry, Instagram

INTRODUCTION

Digital technology and social media have reshaped how consumers interact with brands, influencing their purchasing decisions (Prawiro, 2023; Isbahi, 2023). Social media now serves not only as a communication tool but also as a marketing platform with a significant impact on consumer perception and behavior (Kotler & Keller, 2016). Among the most influential platforms is Instagram, known for its highly visual and interactive features. Unlike traditional media, Instagram enables real-time, two-way interactions between consumers and brands, creating more personal and memorable consumer experiences (Sokolova & Kefi, 2020). Driven by the increasing demand for innovation, companies across various industries, including beauty, face heightened challenges in developing superior and competitive products (Shofa, 2018). In the digital era, consumers actively engage in content creation through User-Generated Content (UGC), such as reviews and testimonials, while firms utilize Firm-Generated Content (FGC), including promotional posts and advertisements, to boost user engagement and enhance brand equity (Choi & Burnes, 2021). While UGC reflects consumer voices and adds authenticity, FGC ensures brand control and strategic messaging. Brands increasingly leverage platforms like Instagram to build Customer-Based Brand Equity (CBBE) and cultivate consumer loyalty. CBBE represents consumers' perceptions of a brand across multiple dimensions, including brand awareness, perceived quality, brand associations, brand trust, and brand loyalty (Aaker, 1991). Research indicates that strong CBBE can significantly influence consumers' purchase intentions, particularly through active engagement on social media platforms (Yoo & Donthu, 2001; Keller, 2013). Moreover, consumer perceptions of quality are increasingly shaped by informal channels such as online reviews, peer recommendations, and digital social interactions, rather than just traditional promotional efforts (Erkan & Evans, 2016). This underscores the critical role of strategic brand communication in cultivating a positive brand image and fostering strong emotional connections with consumers. Instagram provides brands a space to promote products and tell their stories through creative content like photos, videos, and reels. Studies indicate that consistent and engaging brand presence on social media strengthens positive consumer perceptions, trust, and loyalty (Alalwan et al., 2017). Moreover, interactive content has consistently proven to enhance consumer engagement and

foster stronger brand relationships (Tafesse & Wien, 2018). However, despite its potential, there is still a gap in the literature regarding the cumulative impact of CBBE dimensions on purchase intention in the context of social media platforms like Instagram. While individual dimensions such as brand awareness or perceived quality have been studied, how these dimensions interact collectively to influence consumer decisions remains underexplored. This gap presents an opportunity for deeper investigation, particularly in the beauty industry, where Instagram plays a dominant role.

As of February 2024, Instagram serves as a key platform for targeted promotion in Indonesia, with 31.6% of the population actively using it. The largest demographic consists of women aged 18–24 (Napoleon, 2023.). Instagram's role in facilitating shopping interactions is also evident, with around 130 million users interacting with shopping ads each month (Newberry, 2021). In response to these trends, numerous businesses have realigned their digital marketing strategies to capitalize on the broad reach and effectiveness of social media marketing. Brand X, as one of Indonesia's emerging local beauty brands, has strategically leveraged Instagram to enhance its brand equity. Its campaigns extend beyond mere product promotion, focusing on personal values and aligning with contemporary trends, which effectively resonate with Gen Z and Millennials (aged 18–35). These younger consumers demonstrate a stronger affinity for authentic narratives and visually engaging content compared to traditional advertising methods (Smith, 2019). Nevertheless, Instagram's potential to build brand equity and stimulate purchase intentions is not guaranteed. Inconsistent or irrelevant content may undermine perceived quality and negatively affect consumers' brand associations (Kaplan & Haenlein, 2010). As a result, brands like Brand X must meticulously plan their communication strategies to ensure a consistent and positive influence on brand equity.

Building on this background, this study aims to analyze the influence of Customer-Based Brand Equity (CBBE) on purchase intention through the Instagram social media platform, specifically for Brand X products. By understanding how brand equity components affect consumers' purchasing decisions, this research is expected to provide insights for marketing practitioners in designing communication strategies that effectively strengthen brand equity and drive purchase intentions in alignment with current consumer needs.

REVIEW OF LITERATURE

Conceptual Framework and Hypothesis Development

In recent years, Instagram has become essential for beauty brands to build brand equity, especially among Millennials and Gen Z, who trust social media ads and peer reviews (Statista, 2022). User-generated content like reviews and tutorials shape perceptions of quality and brand associations, while features like stories and reels help brands connect dynamically with audiences. Prompt responses to comments build loyalty, boosting customer-based brand equity (CBBE) (Chaudhuri & Holbrook, 2001). Studies (Lee et al., 2023; Sağtaş, 2022; Al Mestarihi et al., 2021) show that social media marketing strengthens CBBE dimensions like awareness and loyalty, driving purchase intentions. CBBE is particularly pertinent in social media contexts, where direct interactions between brands and consumers help increase awareness and trust. Engagement through comments, shared experiences, and feedback fosters positive brand associations. Therefore, brands with stronger CBBE are more likely to see increased purchase intentions from consumers. Collectively, these studies underscore the vital role of CBBE in shaping purchase decisions, particularly in a landscape where social media serves as the primary channel for brand-consumer interaction. This research explores the link between CBBE and purchase intentions, providing brands with insights to strengthen their influence in a competitive market.

Purchase Intention as a Result of CBBE

Purchase intention reflects the likelihood of consumers making a purchase based on their attitudes and perceptions toward a brand. It is a key measure of the effectiveness of marketing strategies and brand equity. Chaudhuri & Holbrook (2001) highlight that brand trust and loyalty, as critical dimensions of CBBE, strongly impact purchase intention by reducing perceived risks and fostering repeat purchases. On social media, UGC (e.g., reviews and testimonials) adds authenticity, while FGC (e.g., advertisements and promotions) enables brands to strategically shape their messaging. Together, these content types enhance positive brand perceptions and strengthen purchase intention (Choi & Burnes, 2021). The interactive nature of platforms like Instagram further amplifies these effects. Features such as stories and reels facilitate dynamic brand-consumer interactions, building trust, loyalty, and

perceived quality (Erkan & Evans, 2016; Alalwan et al., 2017). For beauty brands, Instagram's visual and interactive environment is especially effective, as aesthetics and recommendations play a major role in purchasing decisions. By leveraging UGC and FGC, brands can enhance CBBE and drive consumer interest into actual purchases, aligning with this study's focus on how Instagram influences purchase intention.

The Role of Instagram as a Social Media Platform

Instagram plays a key role in enhancing CBBE as a visually driven and interactive platform. A consistent brand presence on the platform boosts awareness and trust, crucial in the beauty industry, where visuals shape perceptions (Alalwan et al., 2017; Tafesse & Wien, 2018). Features like stories and reels foster emotional connections and loyalty (Lee et al., 2023). With 130 million users engaging with shopping ads monthly, Instagram serves as both a communication tool and a sales channel (Newberry, 2021). By integrating engaging content with e-commerce, brands can effectively strengthen CBBE and drive purchase intention (Pansari & Kumar, 2022).

The Beauty Industry in Indonesia

Indonesia is one of the countries with the highest number of social media users, with Instagram being particularly popular, reaching over 99.15 million users as of January 2023 (We are S, 2023). The beauty industry in Indonesia has grown significantly, driven by increasing consumer interest in local and international products. Many cosmetic brands rely on Instagram for marketing campaigns, product launches, and consumer engagement. In this competitive landscape, CBBE is crucial in shaping effective digital marketing strategies. Beyond brand awareness, consumers now value perceived quality, brand trust, strong brand associations, and emotional connections that drive loyalty (Keller, 2013). By mid-2023, Indonesia had 1,010 cosmetic companies, a 21.9% increase from the previous year, with e-commerce further boosting growth. The personal care and cosmetics segment contributed IDR 13,287.4 trillion in 2022. *Brand X* exemplifies how local brands leverage Instagram to foster consumer relationships, achieving success through engaging content and influencer collaborations. Its flagship products, supported by a mix of online and offline strategies, have performed well on platforms like Shopee and Tokopedia and in physical stores. Recent campaigns saw thousands of units sold within minutes, highlighting effective marketing

strategies. This study seeks to fill a gap in understanding how all CBBE elements collectively influence purchase intentions on Instagram, offering a holistic analysis of their combined impact (Yoo & Donthu, 2001).

The Relationship Between CBBE and Purchase Intention

Purchase intention reflects the likelihood of consumers making a purchase and is influenced by dimensions of CBBE like brand awareness, perceived quality, and brand trust (Zeithaml, 1988). On platforms like Instagram, brands with high CBBE foster positive experiences and emotional connections, increasing purchase intention (Bian & Moutinho, 2011). Combining UGC with FGC strengthens this by creating an engaging narrative. Direct interactions, such as quick responses or exclusive discounts, further boost trust and purchase intent (Chaudhuri & Holbrook, 2001). Brand loyalty encourages repeat purchases and word-of-mouth, increasing visibility and credibility (Oliver, 1999).

Interrelationships Among Concepts

Brand Awareness and Purchase Intention

Brand awareness is how well consumers recognize and recall a brand, making them more likely to choose it at the point of purchase. Research by Macdonald & Sharp (2000) found that higher brand awareness boosts purchase intention, as consumers prefer familiar brands. Thus, the hypothesis suggests a positive relationship between brand awareness and purchase intention.

Brand Associations and Purchase Intention

Brand associations, such as experiences, values, and image, create emotional connections that drive purchase intent. According to Keller (1993), they differentiate a brand from competitors, strengthening buying decisions. Therefore, the proposed hypothesis is that brand associations have a positive relationship with purchase intention.

Perceived Quality and Purchase Intention

Perceived quality is consumers' view of a brand's product or service quality. High perceived quality boosts market value, builds trust, and increases purchase intention. Aaker (1991) noted its role in purchasing decisions, and Zeithaml (1988) found that consumers are willing to pay more for high-quality products. Therefore, the hypothesis is that perceived quality positively influences purchase intention.

Brand Loyalty and Purchase Intention

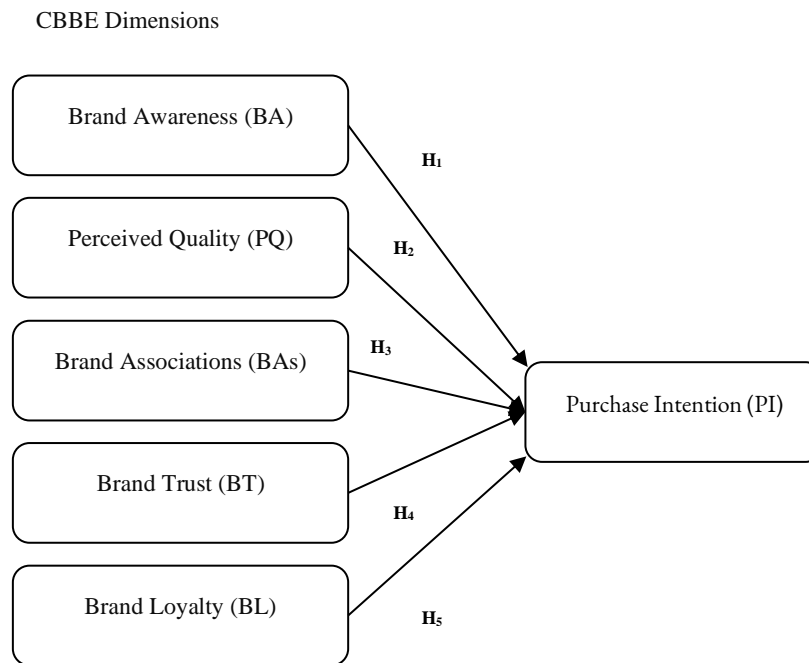
Brand loyalty refers to consumers' commitment to repeatedly purchase from a specific brand, regardless of competitor offers. Loyal consumers often view the brand positively, boosting their purchase intention. Chaudhuri & Holbrook (2001) found that brand loyalty significantly affects purchase intention. Hence, the hypothesis is that brand loyalty positively influences purchase intention.

Brand Trust and Purchase Intention

Brand trust is consumers' belief that a brand will meet their expectations for quality, service, and experience, offering security in their purchasing decisions. Research by Delgado & Munuera (2001) shows that brand trust significantly impacts purchase intention, suggesting a positive relationship between the two.

Based on the relationships discussed above, the research framework can be summarized as follows:

Conceptual Framework



Source: Authors

Figure 1.
Conceptual Framework

H₁: Brand awareness positively influences purchase intention.

H₂: Perceived quality positively influences purchase intention.

H₃: Brand association positively influences purchase intention.

H₄: Brand trust positively influences purchase intention.

H₅: Brand loyalty positively influences purchase intention.

RESEARCH METHOD

Research Design

This study adopts a quantitative research design with a descriptive and deductive approach to investigate the impact of CBBE on purchase intention via Instagram. Quantitative research is well-suited for testing hypotheses derived from theories and prior studies (Cooper & Schindler, 2014). This approach includes survey-based data collection and analysis using structural equation modeling (SEM) methods to explore the relationships between variables.

Measures

This study used a 5-point Likert scale (1 = Strongly Disagree, 5 = Strongly Agree) to measure respondents' perceptions, as it provides a balanced range of options (Joshi et al., 2015). Variables were operationalized using indicators from validated studies to ensure construct validity and reliability (Hair et al., 2022).

Data Collection and Sample

This study used purposive sampling to select active followers of the @Brand X official Instagram account, with a target population of 170,000 followers. The sample size was determined using the Taro Yamane formula, resulting in 399 respondents with a 5% margin of error. Data was collected via an online Google Forms questionnaire, containing multiple-choice and Likert-scale questions, over 7 weeks. A sample, as defined by Soekidjo (2005), is a subset that reflects the population's characteristics, enabling generalizable conclusions.

Data Analysis

Data analysis was performed using SmartPLS 4, which is effective for small samples, non-normal data, and complex models (Hair et al., 2022). Unlike covariance-based SEM,

PLS-SEM maximizes explained variance and suits formative models (Ringle et al., 2015). It evaluates measurement models through metrics like outer loadings, composite reliability, and AVE, while structural models are assessed with path coefficients and R-square values, making it ideal for analyzing CBBE and purchase intention (Henseler et al., 2015).

RESULTS AND DISCUSSION

Respondent Profile

The survey involved 399 respondents, mostly female (99.75%) and aged 18-25 (75.44%). A majority (90.23%) held a Bachelor's degree, and 70.68% were employed in the private sector. Most respondents spent Rp 5,000,001 - Rp 10,000,000 on beauty products monthly (46.37%). In terms of purchasing behavior, 48.12% bought beauty products 3-5 times in the last six months, while 33.83% made over five purchases. These results reveal a young, educated, and economically active consumer base, providing key insights for market segmentation and targeted marketing. The first step in evaluating the outer model involves assessing the outer loading values for each indicator. A high outer loading value reflects a strong correlation among the indicators within the measured construct, with a recommended minimum threshold of 0.7 (Hair et al., 2022). Based on the results, all constructs Brand Association (BAs), Brand Awareness (BA), Brand Loyalty (BL), Brand Trust (BT), and Perceived Quality (PQ) show outer loading values exceeding the minimum threshold, indicating that the indicators reliably represent their respective latent variables (Henseler, Ringle, & Sarstedt, 2015). For the Purchase Intention (PI) construct, two indicators, PI1 (0.766) and PI2 (0.754), have values close to the minimum threshold but are still considered acceptable for reliability (Sarstedt et al., 2019). Furthermore, the discriminant validity criterion, as proposed by Fornell & Larcker (1981), confirms that each construct is sufficiently distinct from others in the model. These findings support the construct validity of the measurement model. Partial Least Squares Structural Equation Modeling (PLS-SEM), widely adopted in marketing research, is an effective method for evaluating construct validity and model reliability (Wong, 2019).

Measurement Model Assessment

The measurement model was assessed using four key criteria: indicator reliability, internal consistency reliability, convergent validity, and discriminant validity. Each criterion ensured that the constructs and their indicators reliably and validly measured the intended latent variables. As shown in Table 1, the measurement model demonstrates strong validity and reliability across all constructs. The loading factors for all indicators exceed the recommended threshold of 0.7, indicating that each indicator reliably measures its construct. For example, the Brand Awareness indicators (BA1-BA4) show loading factors ranging from 0.848 to 0.857, confirming their high contribution to the construct. Similar patterns are observed for other variables, such as Perceived Quality, where PQ1-PQ4 have loadings between 0.844 and 0.857. The Average Variance Extracted (AVE) values for all constructs exceed the minimum threshold of 0.5, confirming convergent validity. For instance, Brand Trust has an AVE of 0.745, while Brand Loyalty has an AVE of 0.717. Additionally, the Cronbach Alpha and Composite Reliability values for all constructs are above 0.7 and 0.8, respectively, which indicates internal consistency. For instance, Purchase Intention has a Cronbach Alpha of 0.776 and Composite Reliability of 0.856. Discriminant validity was assessed using the Heterotrait-Monotrait (HTMT) ratio.

The results in **Table 2** show that all HTMT values fall below the threshold of 0.9, indicating adequate discriminant validity among the constructs. For example, the HTMT value between Brand Awareness and Brand Loyalty is 0.125, and the value between Brand Trust and Purchase Intention is 0.375. These low values confirm that the constructs are distinct and do not exhibit significant overlap. The predictive power of the model was evaluated using the R-square and R-square adjusted values for Purchase Intention (PI), as shown in Table 3. The R-square value of 0.579 indicates that 57.9% of the variance in Purchase Intention is explained by the independent variables in the model. The adjusted R-square value of 0.574 further supports the model's predictive ability while accounting for the number of predictors. The measurement model demonstrates strong reliability and validity, as evidenced by the high loading factors, AVE values, and internal consistency metrics in **Table 1**. Discriminant validity is confirmed through the HTMT analysis in Table 2, with all values below the threshold of 0.9. Additionally, the R-square value in Table 3 indicates that

the independent variables effectively explain a significant proportion of the variance in Purchase Intention. Overall, the results validate the robustness of the measurement model and its suitability for further structural model analysis.

Structural Model Assessment

The assessment of the structural model evaluates the explanatory power and the significance of relationships among constructs in the model. This involves analyzing the coefficient of determination (R^2) and the path coefficients with their corresponding t-values to determine the strength and significance of associations. The R-square (R^2) value measures how much variance in the dependent variable is explained by the independent variables. The results, shown in **Table 3**, indicate that the R-square value for Purchase Intention (PI) is 0.579, meaning that 57.9% of the variance in Purchase Intention is explained by the constructs in the model (Brand Association, Brand Awareness, Brand Loyalty, Brand Trust, and Perceived Quality). This value falls within the moderate to strong category, signifying that the model has a solid explanatory capability (Hair et al., 2022). The R-square adjusted value, which accounts for the number of predictors in the model, is slightly lower at 0.574, indicating a marginal reduction in explanatory power after adjustment. Despite this slight decrease, the model remains robust and effective in predicting Purchase Intention. These findings suggest that the structural model is well-suited for explaining Purchase Intention, though some external factors beyond the scope of this model may also influence this construct. The next step evaluates the significance and relevance of the relationships between constructs using path coefficients, t-values, and p-values. The results, summarized in **Table 4**, show positive relationships between the independent constructs and Purchase Intention. Brand Awareness (BA) has the strongest effect, with a path coefficient of 0.443 and a t-value of 9.062, indicating its significant influence on Purchase Intention. Brand Association (BAs) has the lowest but still significant effect (0.288, t-value 7.437). All t-values exceed the critical value of 1.65, confirming statistical significance, and p-values are 0, ensuring high confidence in the results. The model has strong explanatory power, with an R-square value of 0.579, indicating that over half of the variance in Purchase Intention is explained by the constructs. Brand Awareness is the most influential factor, followed by Brand Trust, Loyalty, Perceived Quality, and Association. Path coefficients and t-values support the significance

of all relationships, with each hypothesis (H1-H5) confirmed. These results highlight the importance of enhancing brand awareness and trust to effectively drive Purchase Intention.

Table 1.
Validity Measurement

Variable	Indicators	Loading Factors	Average Variance Extracted	Cronbach Alpha	Composite Reliability
Brand Awareness	BA1: I can quickly recognize Brand X among other online shopping brands.	0,848	0,727	0,875	0,914
	BA2: I can easily remember Brand X's logo.	0,857			
	BA3: I recognize Brand X's product design.	0,857			
	BA4: I know what Brand X looks like.	0,849			
Perceived Quality	PQ1: I trust the quality of Brand X 's products.	0,857	0,722	0,872	0,912
	PQ2: The products offered by Brand X are of good quality.	0,844			
	PQ3: Brand X provides excellent service.	0,85			
	PQ4: Brand X 's services are reliable.	0,846			
Brand Associations	BA _s 1: Brand X has a distinct personality on social media.	0,845	0,688	0,851	0,898
	BA _s 2: Compared to other online shopping platforms, Brand X has a unique image.	0,853			
	BA _s 3: Brand X feels familiar to me through social media.	0,79			
	BA _s 4: I have a reason to prefer purchasing from Brand X over others.	0,829			
Brand Trust	BT1: I trust Brand X.	0,876	0,745	0,886	0,921

	BT2: I feel safe using Brand X's products.	0,861			
	BT3: Brand X treats customers fairly and transparently.	0,86			
	BT4: I trust that Brand X keeps its promises to customers.	0,855			
Brand Loyalty	BL1: I consider myself loyal to Brand X.	0,852	0,717	0,869	0,91
	BL2: I will repeatedly buy products from Brand X.	0,85			
	BL3: Brand X is the first brand that comes to mind when buying beauty products.	0,86			
	BL4: I will recommend Brand X to friends or family.	0,825			
Purchase Intention	PI1: I intend to purchase products from Brand X after seeing them on Instagram.	0,766	0,598	0,776	0,856
	PI2: It is very likely I will buy products from Brand X that I saw on Instagram.	0,754			
	PI3: Seeing products on Instagram increases my intention to purchase from Brand X.	0,795			
	PI4: I prefer to buy products from Brand X after seeing them on Instagram.	0,779			

Source: Author's work from PLS Analysis

Table 2.
Discriminant Validity Test With Hetero Trait, Mono Trait

	Brand Association (BAs)	Brand Awareness (BA)	Brand Loyalty (BL)	Brand Trust (BT)	Perceived Quality (PQ)	Purchase Intention (PI)
Brand Association (BAs)						
Brand Awareness (BA)	0,087					
Brand Loyalty (BL)	0,055	0,125				
Brand Trust (BT)	0,091	0,079	0,109			
Perceived Quality (PQ)	0,089	0,095	0,05	0,101		
Purchase Intention (PI)	0,234	0,396	0,373	0,375	0,356	

Source: Author's work from PLS Analysis

Table 3.
Coefficient of Determinant

	R-square	R-square adjusted
Purchase Intention (PI)	0,579	0,574

Source: Author's work from PLS Analysis

Discussion

All hypotheses in this study are supported, with t-values greater than 1.65 and p-values less than 0.05, indicating statistical significance at the 5% error level (Hair et al., 2022). Brand association, brand awareness, brand loyalty, brand trust, and perceived quality all significantly positively impact purchase intention. The first hypothesis (H1) tested the relationship between Brand Association (BAs) and Purchase Intention (PI), with a path coefficient of 0.288, t-value of 7.437, and p-value of 0.000, confirming a significant positive influence. However, the effect size was the weakest among the five constructs. This finding aligns with Park et al. (2022), who highlighted the importance of brand associations in shaping consumer perceptions and purchase decisions. Shahid et al. (2020) found a stronger coefficient of 0.35 in a similar model, suggesting that brand association strategies may need localization to resonate better with specific target markets. For Brand X, enhancing brand associations could involve campaigns emphasizing its unique identity, influencer collaborations, and engaging Instagram storytelling to strengthen emotional connections.

The second hypothesis (H2) explored the effect of Brand Awareness (BA) on Purchase Intention (PI). With a path coefficient of 0.443, t-value of 9.062, and p-value of 0.000, the results show that Brand Awareness strongly influences Purchase Intention. This supports Keller’s (2020) view that brand awareness is crucial in driving consumer preferences, especially in competitive markets. Kumar et al. (2021) also found a similar effect in emerging markets. However, research by Chen et al. (2020) suggested that the influence of brand awareness diminishes when consumers are familiar with multiple competing brands. This discrepancy highlights the varying significance of awareness depending on market dynamics and consumer familiarity. Brand X should focus on maintaining a consistent and high-visibility presence on Instagram through strategies such as interactive reels, educational content, and giveaways to sustain consumer recognition. This can be paired with targeted ads to reach potential customers within the dominant demographic (women aged 18–24).

Table 4.
T-Statistics Test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	p-values	
Brand Association (BAs) -> Purchase Intention (PI)	0,288	0,289	0,039	7,437	0	Hypothesis 1 is supported
Brand Awareness (BA) -> Purchase Intention (PI)	0,443	0,44	0,049	9,062	0	Hypothesis 2 is supported
Brand Loyalty (BL) -> Purchase Intention (PI)	0,41	0,409	0,047	8,687	0	Hypothesis 3 is supported
Brand Trust (BT) -> Purchase Intention (PI)	0,432	0,43	0,05	8,683	0	Hypothesis 4 is supported
Perceived Quality (PQ) -> Purchase Intention (PI)	0,393	0,39	0,052	7,606	0	Hypothesis 5 is supported

Source: Author’s work from PLS Analysis

The third hypothesis (H3) examined the impact of Brand Loyalty (BL) on Purchase Intention (PI). The results showed a significant positive effect with a path coefficient of 0.410, t-value of 8.687, and p-value of 0.000, supporting Oliver’s (2021) theory that loyal customers are more likely to repurchase. Rahman et al. (2020) found a slightly higher

coefficient (0.46), suggesting the impact of loyalty may differ across industries. Loyalty programs and personalized experiences, such as exclusive offers or Instagram interactions, could deepen consumer commitment. The fourth hypothesis (H4) explored the effect of Brand Trust (BT) on Purchase Intention (PI). With a path coefficient of 0.432, t-value of 8.683, and p-value of 0.000, Brand Trust significantly influenced Purchase Intention. This aligns with Lau and Lee (2019) and Nguyen et al. (2022), who emphasized trust in consumer decision-making and e-commerce. Compared to Algharabat et al. (2021), who found a higher coefficient (0.45) in traditional markets, this study suggests trust may be influenced by available information sources. Brand X can strengthen trust by focusing on transparent communication, ethical practices, and user-generated content like testimonials. The final hypothesis (H5) tested the relationship between Perceived Quality (PQ) and Purchase Intention (PI). With a path coefficient of 0.393, t-value of 7.606, and p-value of 0.000, Perceived Quality significantly impacted Purchase Intention. This supports Aaker's (2020) framework, which links quality perception to consumer preferences. However, Li et al. (2020) found a stronger effect in the luxury market, while Huang et al. (2019) observed a reduced impact for mid-range products. Brand X can highlight quality through professional photos, ingredient info, expert reviews, and engaging Instagram content. The structural model showed strong explanatory power with an R-square of 0.579, meaning 57.9% of the variance in Purchase Intention is explained by the analyzed constructs. This aligns with Kumar et al. (2021), who reported an R-square of 0.56, though slightly lower than Rahman et al. (2020) at 0.62 for high-involvement products. Future research could improve the model's power by including variables like emotional attachment or social influence.

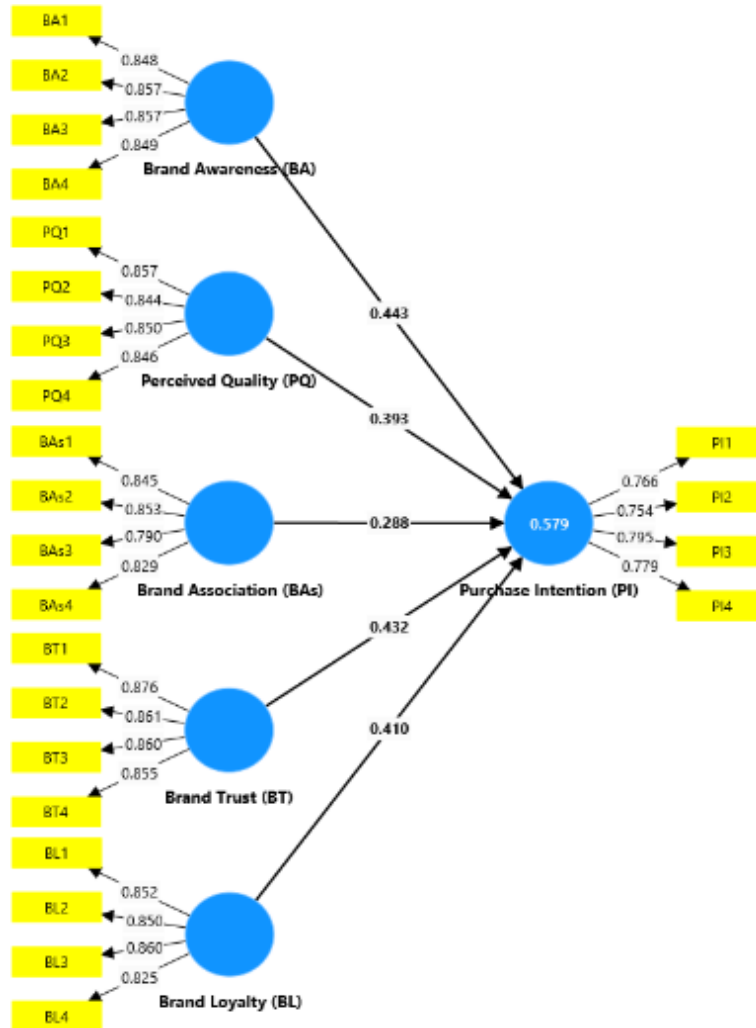


Figure 2.
Path Diagram

This study, though focused on the beauty industry, offers insights for other sectors like fashion and electronics, where social media drives brand-consumer interactions. These industries can use Instagram’s visual appeal to build trust, loyalty, and awareness. For Brand X, efforts should prioritize trust and awareness through transparent Instagram campaigns. While brand association and perceived quality had weaker effects, they present opportunities to strengthen emotional connections with consumers.

Theoretical Implications

This study contributes to marketing theory by identifying factors that influence purchase intention in competitive markets. It confirms that Brand Awareness, Brand Association, Brand Loyalty, Brand Trust, and Perceived Quality significantly impact

Purchase Intention, aligning with brand equity theories. The strong link between Brand Awareness and Purchase Intention supports the importance of consumer recognition in decision-making. Interestingly, Brand Trust was found to be more influential than Perceived Quality, highlighting its growing significance in digital markets. The moderate impact of Brand Association suggests it strengthens brand recall but may be less effective without trust and loyalty, warranting further exploration of cognitive and emotional drivers of brand preference.

Practical Implications

The study offers practical guidance for marketers aiming to boost purchase intention through brand management. The key role of brand awareness highlights the need for high-visibility campaigns, including digital ads, influencer partnerships, and experiential marketing. Consistent messaging across platforms strengthens emotional connections and drives purchase decisions (Shahid et al., 2020). Brand trust, with a path coefficient of 0.432, underscores the need for transparency, third-party endorsements, and reliable after-sales service. Brands that address customer concerns and demonstrate accountability build lasting trust (Lau & Lee, 2019).

Perceived quality (path coefficient 0.393) suggests businesses should improve product quality and communicate these enhancements. Packaging innovations, certifications, and customer testimonials emphasize quality. Premium brands often use storytelling to connect products with craftsmanship and innovation (Huang et al., 2019). Although brand associations had a lower path coefficient (0.288), companies should link brand messages with tangible benefits and real experiences. Interactive marketing campaigns can deepen consumer engagement and emotional connections (Park et al., 2022). By optimizing these CBBE dimensions, beauty brands can strengthen brand equity, boost purchase intention, and foster long-term consumer loyalty.

CONCLUSION

This study has several limitations that suggest future research directions. Its cross-sectional design captures consumer attitudes at a single point, missing potential changes over time. A longitudinal approach could reveal how brand constructs influence purchase

intention long-term. The study's focus on one cultural context limits generalizability; cross-cultural comparisons could test the findings in diverse markets. Including additional factors like emotional attachment, social influence, and personality traits could enrich future models of consumer behavior. Given the rising role of digital media, exploring its impact on brand awareness, trust, and loyalty would also be beneficial. Addressing these gaps could enhance the understanding of brand equity and its effect on consumer decisions.

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