

BRAND AWARENESS, SOCIAL MEDIA MARKETING, AND PURCHASE INTENT: DOES CREDIBILITY MEDIATE THE IMPACT?



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Abstract

This study investigates the impact of social media marketing and brand awareness on purchase intention with influencer credibility as a mediating variable. Quantitative methodologies were implemented during the investigation. All FEB UMS students comprised the population of this study. This study focused on 170 respondents through a questionnaire survey, thus collecting primary data. This study used structural equation modeling in data analysis testing. The results show that social media marketing influences purchase intention. In addition, purchase intention is heavily influenced by brand awareness. Influencer credibility is influenced by social media marketing. Influencer credibility benefits greatly from brand awareness. Purchase intention is influenced by influencer credibility. Influencer credibility does not influence social media marketing on purchase intention. Influencer credibility helps moderate the influence of brand awareness on purchase intention.

Keywords: Brand Awareness, Influencer Credibility, Purchase Intention, Social Media Marketing, Theory of Planned Behavior

INTRODUCTION

The skincare sector in Indonesia has seen a phenomenal rise in demand and expansion recently. Various factors shape this dynamic landscape, including the growing influencer marketing trend. As social media platforms dominate the digital space, influencers have emerged as powerful voices that shape consumer preferences (Toha & Supriyanto, 2023). In this context, it is essential to comprehend the effect of influencer marketing on the legitimacy of local skincare businesses in Indonesia (Subagyo et al., 2021).

The growth of influencer marketing can be linked to shifts in consumer behavior patterns (Irawan & Pu, 2020). In the digitally connected era, more and more individuals are turning to influencers for recommendations and insights, and value their authenticity and connectedness (Arief et al., 2024). The skincare industry, particularly local brands in Indonesia, has capitalized on this trend and utilized influencers as its primary ambassadors (Nisa, 2019).

Local skincare brands have found a unique position in the market, emphasizing their indigenous roots and cultural relevance. Studying how influencer marketing affects the trustworthiness of local brands is a special focus. The association of cultural elements with influencer endorsement raises the question of how authenticity and cultural alignment contribute to perceived credibility and consumer interest (Pinto & Paramita, 2021).

Social media marketing is conducted to increase brand recognition by leveraging marketing strategies on social platforms (Zulfiqar & Muzakar, 2022). Reaching more people is the goal of social media marketing, which uses online communities and social media platforms (Wijaya et al., 2021). Brand awareness refers to customers' ability to recall a brand or advertisement spontaneously or recognize specific keywords (Ilyas et al., 2020). Meanwhile, according to (Asmaul et al., 2021), brand awareness is when consumers can recall a brand as associated with a specific product.

Research into the impact of social media marketing and the trustworthiness of influencers on purchase intention has been limited. According to (Pangalila et al., 2021), public consumption on the Internet is increasing, and YouTube is the most popular platform compared to other social media. This is an opportunity for beauty vloggers and significantly attracts consumers' attention in the world of cosmetics.

REVIEW OF LITERATURE

Theory of Planned Behavior

Azjen (1998) introduced Perceived Behavior Control (PBC), a construct not yet included in TRA. The addition of this variable aims to understand a person's limitations in behavior. What influences a person to do or not do this is not only determined by attitudes and subjective norms, but a person's perception of the control that can be exercised comes from belief in this control. This additional variable changes the TRA to TPB by Azjen (1998) in (Persada et al., 2021). In planned behavior, beliefs affect attitudes toward specific activities, subjective standards, and perceived behavioral control. These three factors interact and serve as determinants of intentions, which ultimately influence whether the behavior will be performed or not (Kazaure et al., 2020).

Purchase Intention

Purchase intention is the propensity to obtain a brand or participate in actions associated with purchasing (Kotler & Keller, 2016). Purchase intentions can forecast future behavior. This implies that a consumer exhibiting a firm buying intention will likely proceed with an actual purchase (Rosyid et al, 2023). According to (Imaningsih et al., 2023), purchase intention is the deliberate plan of a customer to try to purchase a thing. Customers' propensity to buy a specific product can be gauged using purchase intention (Enrico & Kuswati, 2024). Purchase intention is one of the primary elements of consumer cognitive behavior that demonstrates how someone plans to purchase a specific brand or item (Li et al., 2021).

Social Media Marketing

Social media is a type of digital media where users may actively share and produce material, including blogs, social networks, and more. It is a digital platform that helps networking and personal interactions via the Internet (Anber Mohammad, 2022). People can share knowledge and businesses on social media using text, images, audio, and video (Kotler & Keller, 2016).

Brand Awareness

Customer brand awareness is their capacity to automatically or by recognition of particular keywords recall a brand or advertisement (Rangkuti, 2004). Brand awareness is the state in which customers may remember a portion of the brand as being associated with

a particular product, according to Najib (2016). Kotler and Keller (2009) define brand awareness as the capacity to thoroughly recognize a brand based on category before purchasing. Therefore, the capacity to identify a brand before making a purchase is known as brand awareness. Through this capacity, people will develop a belief in a brand, which will, in turn, cause them to build purchase intentions for well-known products.

Influencer Credibility

Influencers are individuals who can influence others through their words. They do not always have to be celebrities; even ordinary people can be considered influencers if they have a large following and can influence others. Companies employ influencers to enhance awareness, inform target consumers, augment follower counts, and boost sales (Marivan et al., 2022).

Hypothesis Development

Social Media Marketing on Purchase Intention

Customers use social media to communicate information with other individuals and enterprises through text, images, audio, and video (Kotler & Keller, 2016). The strategies used in product promotion through various social media platforms. Social media marketing influences consumer purchase intention. These activities include creating engaging content, interacting with customers, and using paid advertising features to reach a wider audience. This theory is predicated on data from studies by (Hendra et al., 2019), which shows that social media marketing favorably and dramatically affects purchase intention.

H₁: Purchase intention is favorable and has changed significantly through social media marketing.

Brand Awareness on Purchase Intention

According to Kotler and Keller (2009), brand awareness identifies a brand within its specific category before purchasing. Consumers' capacity to recognize and remember a brand substantially influences their purchasing inclinations. When consumers possess a heightened brand awareness, they are more inclined to contemplate it during their purchasing decisions.

This hypothesis is based on research findings from Rahmadhani and Widodo (2023), which indicates that brand awareness positively and significantly impacts purchasing intention.

H₂: Brand awareness influences purchase intention.

Social Media Marketing on Influencer Credibility

Several characteristics of social media allow for efficient use in terms of interactive information distribution, raising brand and product recognition, gathering market data, and establishing a desired image (Adriana et al., 2022). SMM and influencer credibility reinforce each other in influencing consumer behavior. Social media marketing provides a platform to reach a broad audience, while influencer credibility ensures that consumers receive and trust the message. This combination creates a powerful synergy, increases the effectiveness of marketing campaigns, and drives positive purchase decisions.

This hypothesis was developed based on research findings from Marivan et al. (2022), which indicated that social media significantly and favorably affects influencer credibility.

H₃: Social media marketing positively and significantly affects influencer credibility.

Brand Awareness to Influencer Credibility

Brand awareness is defined by Rangkuti (2004) as the degree to which consumers can, independently or with the help of particular keywords, remember a brand or commercial. According to Najib (2016), brand awareness is the capacity of consumers to identify a brand as connected with a given product. While brand awareness is the degree to which customers identify and remember a firm, influencer credibility is the degree to which followers consider an influencer educated, consistent, and appealing. High brand awareness can be enhanced through recommendations and endorsements from credible influencers. In contrast, influencer credibility can be strengthened by their involvement with brands already known and respected by consumers. This combination results in a synergy that increases visibility, positive perception, and consumer loyalty towards the brand.

Research findings from Novierra (2023) support this theory since brand awareness greatly and favorably influences influencer credibility.

H₄: Brand awareness has a positive and significant effect on influencer credibility.

Influencer Credibility on Purchase Intention

Influencers are individuals who can influence others through their words. They do not always have to be celebrities; even ordinary people can be considered influencers if they have a large following and can influence others. Influencer credibility increases consumer

purchase intentions through three main mechanisms: expertise that provides legitimacy, trustworthiness that reduces risk, and attractiveness that builds emotional connections. Credible influencers can bridge the gap between brands and consumers, making the products or services they promote more reliable and desirable. Therefore, companies that partner with credible influencers can see a significant increase in consumer purchase intent, ultimately contributing to increased sales and brand loyalty.

Research findings by Mewengkang and Hidayah, who found that influencer credibility favorably and dramatically influences purchase intention, supports this theory.

H₅: Influencer credibility has a favorable and considerable impact on purchase intentions.

Social Media Marketing on Purchase Intention Mediated by Influencer Credibility

Blogs, social networks, and other forms of content allow social media users to share and create, strengthening personal relationships (Anber Mohammad, 2022). Social media is a platform where individuals can exchange information with others and businesses (Kotler & Keller, 2016). Social media marketing consists of several techniques and actions on social media platforms to grab audience attention, strengthen bonds, and inspire audience action. Influencer credibility, including expertise, trustworthiness, and attractiveness, is crucial in delivering and amplifying marketing messages and influencing consumer purchase intentions.

According to research findings (Anggrenita & Sander, 2022), influencer credibility can mediate the interaction between purchase intention and social media marketing.

H₆: Social media marketing affects purchase intention mediated by influencer credibility.

Social Media Marketing on Purchase Intention Mediated by Influencer Credibility

Brand awareness refers to the ability to comprehensively identify a brand within its category before purchasing. Consequently, the ability to recognize a brand before making a purchase is referred to as brand awareness. People will develop a belief in a brand due to this capacity, which can lead to the development of purchase intentions for the products they are familiar with. Credible influencers can bridge the gap between brands and consumers, make marketing campaigns more convincing and compelling, and encourage consumers to purchase.

This hypothesis is founded on the findings of Mewengkang and Hidayah (2023), which indicates that influencer credibility may mediate the relationship between brand awareness and purchase intention.

H7: Brand awareness affects purchase intention mediated by influencer credibility.

Research Framework

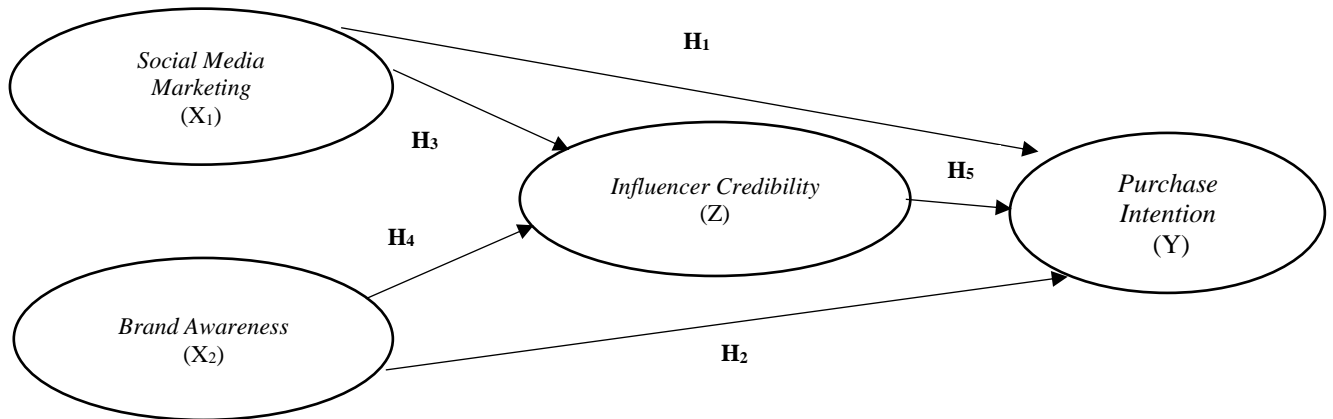


Figure 1.
Research Framework

RESEARCH METHOD

The investigation utilized a quantitative methodology. The population comprised all FEB UMS students. The employed sample approach was non-probability sampling. Sugiyono (2017) defines non-probability sampling as a procedure in which not all elements or members of the population have an equal likelihood of being chosen as a sample.

Malhotra's computation is required to establish the minimum sample size because the population is unknown. Malhotra (2006: 291) determines that the sample size must be at least four to five times the number of questions. This study comprises 17 indicators of questions; the requisite minimum sample size is determined by multiplying the number of indicators by 10. According to Malhotra's calculations, 170 responders are the minimum sample size required.

Purposive sampling is the method that selects the study sample based on specific criteria or factors to obtain representative data (Sugiyono, 2017). The following criteria were used to choose the study's sample:

- a. FEB UMS Student
- b. Aged 17-30 years old
- c. Knowing scientific products
- d. Have you seen or heard of scientific product advertisements on social media?

The data for this study were obtained from primary sources through respondents' answers to a closed-ended questionnaire. The chosen data collection method was the dissemination of questionnaires. The study employed Partial Least Squares (PLS) for data analysis, utilizing SMART-PLS software. PLS-SEM analysis has the Outer and Inner models (Ghozali & Latan, 2014).

RESULTS AND DISCUSSION

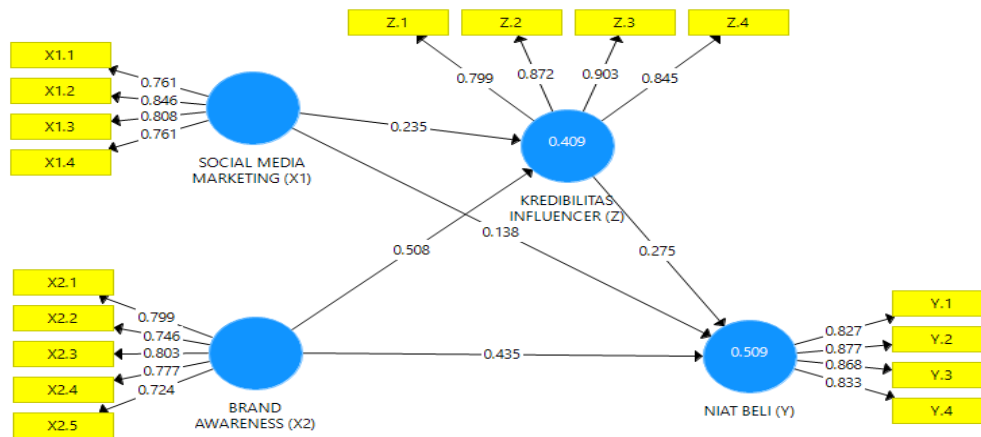


Figure 2.
Outer Model

Outer Model Analysis

Convergent Validity

Should the outer loading value exceed 0.7, the indicator is considered to meet convergent validity in a good category. The outer loading values of every indicator on the study variables are as follows:

Table 1 .
Outer Loading Value

Variables	Indicator	Outer Loading
Social Media Marketing (X1)	X1.1	0,761
	X1.2	0,846

	X1.3	0,808
	X1.4	0,761
	X2.1	0,799
	X2.2	0,746
Brand Awareness (X2)	X2.3	0,803
	X2.4	0,777
	X2.5	0,724
	Z.1	0,799
Influencer Credibility (Z)	Z.2	0,872
	Z.3	0,903
	Z.4	0,845
	Y.1	0,827
Purchase Intention (Y)	Y.2	0,877
	Y.3	0,868
	Y.4	0,833

Source: Primary Data Processed, 2024

Based on Table 1, it is obtained that all variables in this study have an outer loading value > 0.7 . This means that all indicators can be used for further research

Discriminant Validity

Discriminant validity is deemed valid in convergent validity when the AVE method exceeds 0.5. The AVE value for every variable in this study is as follows:

Table 2.
Average Variance Extracted Value

Variables	AVE	Description
Social Media Marketing (X1)	0,631	Valid
Brand Awareness (X2)	0,594	Valid
Influencer Credibility (Z)	0,732	Valid
Purchase Intention (Y)	0,725	Valid

Source: Primary data processed, 2024

The values of each variable in this study are as follows: buy intention is 0.725, influencer credibility is 0.732, brand awareness is 0.594, and social media marketing is 0.631. This demonstrates that, in terms of discriminant validity, every variable in this study is legitimate.

Composite Reliability

When evaluating the dependability of indicators on a variable, the constructivist research method known as composite reliability is utilized to determine the reliability of the indicators

Table 3.
Composite Reliability

Variables	Composite Reliability	Description
Social Media Marketing (X1)	0,872	Reliable
Brand Awareness (X2)	0,880	Reliable
Influencer Credibility (X3)	0,916	Reliable
Purchase Intention (Y)	0,913	Reliable

Source: Primary data processed, 2024

Table 3 demonstrates that all research variables possess a composite reliability value exceeding 0.7. Purchase intention is 0.913, influencer credibility is 0.916, brand awareness is 0.880, and social media marketing value is 0.872. This indicates that all variables have high reliability since each has satisfied the composite reliability.

Cronbachs Alpha

Cronbach's Alpha assesses internal consistency in reliability testing. A construct is considered reliable if its score exceeds 0.60. The Cronbach's Alpha values for this study are presented below.

Table 4.
Cronbachs Alpha

Variables	Cronbachs Alpha	Description
Social Media Marketing (X1)	0,805	Reliable
Brand Awareness (X2)	0,831	Reliable
Influencer Credibility (Z)	0,877	Reliable
Purchase Intention (Y)	0,873	Reliable

Source: Primary Data Processed, 2024

Table 4 demonstrates that every variable in this study has a Cronbach alpha value of > 0.6, indicating that the Cronbach alpha value has satisfied the necessary criteria to be considered reliable for all constructs.

Multicollinearity Test

The tolerance value and variance inflation factor (VIF) indicate a multicollinearity test. To detect multicollinearity, use a cut-off value with a tolerance value greater than 0.1 or a VIF value below 5. The VIF value for this study is provided below.

Table 5.
Collinearity Statistic (VIF)

	Purchase Intention	Influencer Credibility
Social Media Marketing (X1)		1,193
Brand Awareness (X2)		1,193
Influencer Credibility (Z)	1,692	
Purchase Intention (Y)		

Source: Primary data processed, 2024

Table 5 presents the VIF results for the multicollinearity test with the social media marketing variable on influencer credibility of 1.692. The brand awareness variable has a value of 1.193 for influencer credibility. Furthermore, the influencer credibility variable has a value of 1.692 in terms of buy intention. The multicollinearity test is not violated because each variable has a cut-off value of more than 0.1, which is also the same as the VIF value of less than 5.

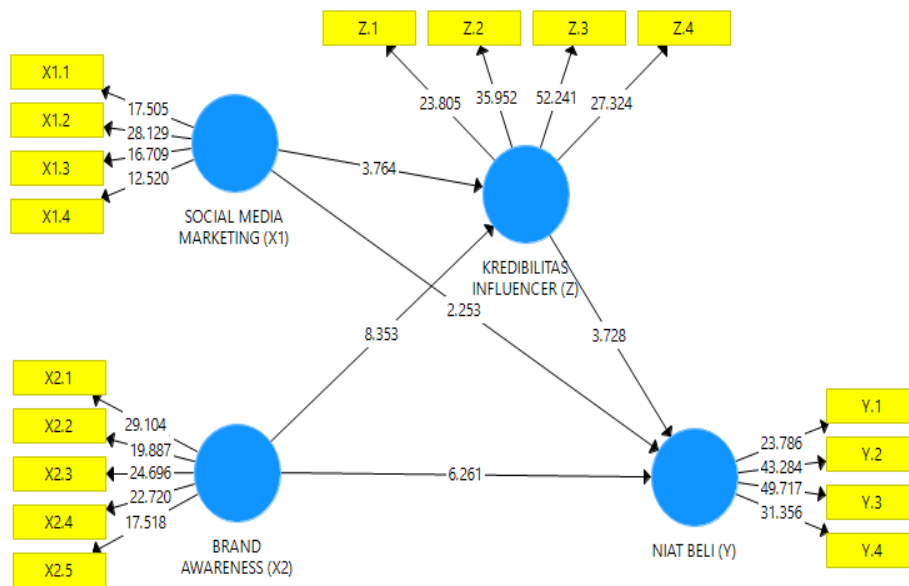


Figure3 .
Inner Model

Inner Model Analysis

The Goodness of Fit Test

R-Square Value

The R^2 value shows how factors from outside the study affect variables inside the study. An R^2 score above 50 means that the person is more determined. If the R^2 number is 0.75, 0.50, or 0.25, the model is strong, moderate, or weak

Table 6.
R-Square Value

	R-Square	Adjusted R-square
Influencer Credibility (Z)	0,409	0,402
Purchase Intention (Y)	0,509	0,500

Source: Primary data processed, 2024

The result of 0.409, or 40.9%, indicates a weak association. The R-Square value for the impact of social media marketing and brand awareness on purchase intention is 0.509 (50.9%), indicating a moderate association. The results showed that the Q-Square value was 0.709819. This model explains 70.98% of the variation in the data, while external factors influence the remaining 29.02%. Thus, this research model is considered appropriate.

F-Square Value (F^2)

The predictive relevance, or Q^2 , is considered when evaluating the structural model. The purpose of this test is to determine whether or not the values that were obtained, which were 0.002 (small), 0.15 (medium), and 0.35 (big), had the ability to forecast the structural level accurately. F-Square (F^2) findings were obtained by the analysis of data using Smart PLS 3.0, which were as follows:

Table 7.
F-Square (F^2)

	Purchase Intention	Influencer Credibility
Social Media Marketing (X1)		0,078
Brand Awareness (X2)		0,366
Influencer Credibility (Z)	0,091	
Purchase Intention (Y)		

Source: Primary data processed, 2024

Table 7 indicates that social media marketing's predictive power on influencer credibility, which stands at 0.078, is rather weak. Brand awareness's 0.366 influencer

credibility value is categorized as large or strong. Furthermore, the influencer credibility rating of 0.091 on purchase intention is categorized as weak or tiny.

Hypothesis Test

The path coefficient value table for direct effects and specific indirect effects for indirect effects (mediation) can be used to test the hypotheses in this study.

Path Coefficient

When the p-value is less than 0.05, a direct influence between variables is indicated, whereas no influence is observed when the p-value exceeds 0.05. This study utilizes the t-statistic of 1.96, corresponding to a significance level of 5%. A t-statistic value exceeding 1.96 indicates a significant influence. SmartPLS 3.0 was employed to evaluate the hypotheses. Table 8 presents the path coefficient values derived from the test findings.

Table 8.
Path Coefficient (Direct Effect)

	Hypothesis	Original Sample	t-Statistics	P Values	Description
Social Media Marketing (X1) -> Purchase Intention (Y)	H1	0,138	2,253	0,025	Positively Significant
Brand Awareness (X2) -> Purchase Intention (Y)	H2	0,435	6,261	0,000	Positively Significant
Social Media Marketing (X1) -> Influencer Credibility (Z)	H3	0,235	3,764	0,000	Positively Significant
Brand Awareness (X2) -> Influencer Credibility (Z)	H4	0,508	8,353	0,000	Positively Significant
Influencer Credibility (Z)->Purchase Intention (Y)	H5	0,275	3,728	0,000	Positively Significant

Source: Primary data processed, 2024

1. The first hypothesis examines whether social media marketing considerably and favorably impacts influencer credibility. with T-Statistics = 2.253 > 1.96 and P-Values = 0.226 > 0.05, which means the first hypothesis is accepted.
2. The second hypothesis examines the positive and notable influence brand awareness has on influencer credibility. with T-Statistics = 6.261 > 1.96 and P-Values = 0.435 > 0.05, which means the second hypothesis is accepted.

3. The third hypothesis is that social media marketing affects purchase intention. with T-Statistics = 3.764 > 1.96 and P-Values = 0.235 > 0.05, which means the third hypothesis is accepted.
4. The fourth hypothesis examines brand awareness's positive and significant effect on purchase intention. The table presents a t-statistic of 8.353, an effect size of 0.508, and a p-value of 0.000. The fourth hypothesis is accepted.
5. The fifth hypothesis examines the positive and significant effect of influencer credibility on purchase intention. With a t-statistic of 3.728 > 1.96, a p-value of 0.000 < 0.05, the fifth hypothesis is accepted.

Specific Indirect Model

The next stage is testing the indirect effect based on the specific indirect impact data. With a p-value less than 0.05, the mediator variable has a substantial impact on the link between the exogenous and endogenous variables. A p-value above 0.05 implies a direct association without mediation, which indicates that the influence is small. Table 9 shows the specific value for the indirect model.

Table 9.
Indirect Effect Test

Indirect Effect	Original Sample	t-Statistics	P Values	Description
Social Media Marketing (X1) -> Influencer Credibility (Z) -> Purchase Intention (Y)	0,065	2,961	0,003	Positively Significant
Brand Awareness (X2) -> Influencer Credibility (Z) -> Purchase Intention (Y)	0,140	3,065	0,002	Positively Significant

Source: Primary data processed, 2024

1. The sixth hypothesis investigates how influencer credibility affects the relationship between social media marketing and purchase intention. The table shows a t-statistic value of 2.961, greater than 1.96, and a p-value of 0.003, less than 0.05. Influencer credibility may act as a partial mediator in this relationship.
2. The seventh hypothesis investigates how influencer credibility affects the relationship between brand awareness and purchase intention. The table shows a t-statistic value of

3.065, greater than 1.96, with a p-value of 0.002, less than 0.05. The trustworthiness of influencers may mediate the relationship between brand awareness and purchase intent.

The Influence of Social Media Marketing on Purchase Intention

Social media marketing greatly influences consumer purchase intentions. These activities include creating engaging content, interacting with customers, and using paid advertising features to reach a wider audience. Consumers usually have a high purchase intention towards innovative products or services because they perceive it as a way to express their personality, lifestyle, or preferences (Riza et al., 2022). The analysis indicates that social media marketing substantially and positively impacts customers' purchasing intentions. The study's findings match those of Hendra et al. (2019), Mewengkang & Hidayah (2023), and Savitri et al. (2021), which shows that social media marketing significantly and favorably influences purchase intention.

The Effect of Brand Awareness on Purchase Intention

Brand awareness is the degree of brand identification and memory among people. It greatly affects client buying intentions. When consumers have strong brand awareness, they are more likely to consider that brand when purchasing. The findings line with studies by (Rahmadhani and Widodo, 2023) and (Hutter et al., 2019), which also found a positive and significant link between brand awareness and purchase intention.

The Influence of Social Media Marketing on Influencer Credibility

Social media is useful for interactive information sharing, brand and product awareness, market research, and image shaping (Kuswati et al., 2021). SMM and influencer credibility reinforce each other in influencing consumer behavior. Social media marketing provides a platform to reach a broad audience, while influencer credibility ensures that consumers receive and trust the message. This combination creates a powerful synergy, increasing the effectiveness of marketing campaigns and driving positive purchase decisions. The data shows that social media marketing boosts influencer credibility dramatically. The findings of this study corroborate those of (Marivan et al., 2022) and Khan, (2020), which found that social media positively affects influencer credibility.

The Influence of Brand Awareness on Influencer Credibility

Brand awareness is when consumers recall part of the brand as part of a particular product. Brand awareness refers to how consumers recognize and remember a brand. In contrast, influencer credibility refers to the extent to which an influencer is perceived as having expertise, trustworthiness, and attractiveness by their followers (Indiana et al., 2022). High brand awareness can be enhanced through recommendations and endorsements from credible influencers. In contrast, influencer credibility can be strengthened by their involvement with brands already known and respected by consumers. This combination results in a synergy that increases visibility, positive perceptions, and consumer loyalty towards the brand.

The analysis results show that brand awareness positively and significantly influences influencer credibility. In line with the findings by (Novierra, 2023), that brand awareness affects influencer credibility.

The Influence of Influencer Credibility on Purchase Intention

Influencers are individuals who can influence others through their words. They do not always have to be celebrities; even ordinary people can be considered influencers if they have a large following and can influence others. Influencer credibility increases consumer purchase intentions through three main mechanisms: expertise that provides legitimacy, trustworthiness that reduces risk, and attractiveness that builds emotional connections. Credible influencers can bridge the gap between brands and consumers, making the products or services they promote more reliable and desirable. Therefore, companies that partner with credible influencers can see a significant increase in consumer purchase intent, ultimately contributing to increased sales and brand loyalty (Kuswati et al., 2024).

The analysis results show that influencer credibility positively and significantly influences purchase intention. This study's results align with research conducted by (Mewengkang & Hidayah, 2023) and Khan, (2020), finding that influencer credibility positively and significantly affects purchase intention.

The Influence of Social Media Marketing on Purchase Intention Mediated by Influencer Credibility

Social media marketing encompasses various marketing strategies and activities conducted through social media platforms to attract attention, build relationships, and drive action from audiences. Influencer credibility, which consists of expertise, trustworthiness, and attractiveness, is essential in channeling and amplifying such marketing messages to impact consumer purchase intentions. The analysis shows that influencer credibility mediates the relationship between social media marketing and purchase intention. In line with research by (Anggrenita and Sander, 2022), that influencer credibility can mediate the relationship between social media marketing and purchase intention.

The Effect of Brand Awareness on Purchase Intention Mediated by Influencer Credibility

Brand awareness is recognizing a brand as part of a product before purchasing. This ability triggers trust in a brand, which triggers purchase intentions in individuals' minds for the products they recognize. Credible influencers can bridge the gap between brands and consumers, make marketing campaigns more convincing and compelling, and encourage consumers to purchase. The analysis shows that influencer credibility mediates the relationship between brand awareness and purchase intention. In line with the findings by (Mewengkang and Hidayah, 2023), influencer credibility can mediate the relationship between brand awareness and purchase intention.

CONCLUSION

The data indicates that marketing through social media has a positive and substantial effect on the intention to make a purchase, similar to the effect of brand awareness. Influencers' credibility is significantly and positively influenced by social media marketing, while it is equally influenced by brand recognition. This study implies that future research should encompass a cohort of more substantial and diverse people to improve the generalizability of the findings.

Additionally, future studies could explore other variables not covered in this research to identify additional factors that may influence purchase intention. Customers: Customers

who plan to buy Scientific products should be given more in-depth information about the product's advantages through comparisons with similar products in the market, case studies, or proven user testimonials. An emphasis on product quality and effectiveness will increase purchase intent. Scientific companies must focus more on communicating their products' unique selling points (USPs), differentiating them from competitors.

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