

The Influence of Brand Image, Influencer Marketing, and Electronic Word of Mouth on Purchase Intention for Mother of Pearl Beauty Makeup Primer among Generation Z in Tomohon City

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Abstract

This study examines the effects of brand image, influencer marketing, and electronic word of mouth (E-WOM) on purchase intention for Mother of Pearl Beauty makeup primer among Generation Z in Tomohon City. A quantitative approach was applied using questionnaire data from 100 respondents selected through purposive sampling. The data were analyzed using SPSS 25, including validity and reliability tests, classical assumption tests, multiple linear regression, an F-test, t-tests, and the coefficient of determination. The results indicate that brand image, influencer marketing, and E-WOM jointly have a positive and statistically significant relationship with purchase intention ($F = 1,988.870$; $p < .001$). Each predictor is also positive and significant: brand image ($B = 0.408$; $t = 74.325$; $p < .001$), influencer marketing ($B = 0.046$; $t = 6.751$; $p < .001$), and E-WOM ($B = 0.044$; $t = 6.069$; $p < .001$). The multiple correlation coefficient is 0.661, while R^2 is 0.436, indicating that the three predictors explain 43.6% of the variation in purchase intention. The findings suggest that brand perceptions, influencer communication, and online consumer reviews should be considered together when developing marketing strategies for young cosmetic consumers.

Keywords

Brand Image; Influencer Marketing; Electronic Word of Mouth; Purchase Intention; Generation Z.



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INTRODUCTION

The beauty and cosmetics market increasingly relies on digital communication to introduce products, shape consumer perceptions, and stimulate purchase intention. Generation Z is an important audience in this environment because social media allows young consumers to discover products, compare alternatives, and access recommendations before making purchasing decisions. For cosmetic products,

consumers may consider not only functional benefits but also brand identity, the credibility of promotional messages, and other consumers' experiences.

Mother of Pearl Beauty is a local cosmetics brand established by beauty influencer and makeup artist Tasya Farasya. The brand was launched in September 2021, initially offering primer, concealer, and translucent powder. The makeup primer is available in Tomohon through Cura Beauty Tomohon and other cosmetic outlets in Manado. The thesis data report sales of 1,187 units across several outlets from January to June 2026. Monthly sales fluctuated from 275 units in January to 205 in February, 162 in March, 193 in April, 156 in May, and 196 in June. This fluctuation provides a practical reason to examine factors associated with consumers' purchase intention rather than assuming that product availability or brand awareness alone guarantees interest.

Three marketing factors are relevant to this question. Brand image represents the perceptions and associations consumers hold about a brand. Influencer marketing communicates product information through social media figures whose expertise, attractiveness, or credibility may affect audiences. Electronic word of mouth (E-WOM) consists of online opinions, reviews, and recommendations shared by consumers. These factors can provide complementary information: brand image shapes overall evaluation, influencers offer promotional and social cues, and E-WOM provides peer-generated experiences.

The Theory of Planned Behavior (TPB) provides the principal theoretical foundation. Ajzen (2020) explains that behavioral intention is associated with attitudes, subjective norms, and perceived behavioral control. In the present study, brand image is relevant to consumers' evaluations of the product; influencer marketing may operate as a social influence; and E-WOM supplies information that can shape beliefs and attitudes. Social media marketing research also emphasizes the growing role of digital platforms in influencing consumer intentions (Dwivedi et al., 2021). Prior studies cited in the thesis have examined related relationships in skincare and cosmetics, including brand image and purchase intention (Jannah, 2023), influencer marketing and purchase intention among Generation Z (Amarain & Permana, 2026), and E-WOM and brand image in cosmetic purchasing contexts (Nabilah & Permatasari, 2024).

Although these studies provide a basis for expecting positive relationships, the combined effects of brand image, influencer marketing, and E-WOM need to be examined in the specific context of Mother of Pearl Beauty makeup primer among Generation Z in Tomohon City. This study therefore addresses four research

questions: (1) do brand image, influencer marketing, and E-WOM jointly affect purchase intention; (2) does brand image positively and significantly affect purchase intention; (3) does influencer marketing positively and significantly affect purchase intention; and (4) does E-WOM positively and significantly affect purchase intention? The study contributes local empirical evidence and offers practical direction for communicating product benefits to young consumers.

METHOD

This research used a quantitative explanatory approach to examine the relationships between three independent variables—brand image (X1), influencer marketing (X2), and electronic word of mouth (X3)—and purchase intention (Y). The research object was Mother of Pearl Beauty makeup primer, and the study population was Generation Z residing in Tomohon City. Primary data were collected through a structured questionnaire using a five-point Likert scale, ranging from strongly disagree to strongly agree. The analysis was conducted with SPSS version 25.

A purposive sampling technique was used to recruit 100 respondents. Eligibility criteria included being a female member of Generation Z (born between 1997 and 2012), residing in Tomohon City, knowing, having seen, or having used Mother of Pearl Beauty makeup primer, actively using social media, having encountered influencer promotion or online reviews about the product, and being willing to participate. The thesis reports that the minimum sample estimate using the Lemeshow formula was 96.04; the sample was increased to 100 respondents.

The questionnaire measured brand image through brand identity, brand personality, brand association, brand attitude and behavior, and brand benefit and competence. Influencer marketing and E-WOM were measured through questionnaire indicators described in the thesis, while purchase intention was treated as the dependent variable. Instrument testing included validity and reliability tests. The analysis further included descriptive statistics, classical assumption tests (normality, multicollinearity, and heteroscedasticity), multiple linear regression, multiple correlation, the simultaneous F-test, partial t-tests, and the coefficient of determination (R^2). Statistical significance was assessed at 0.05. The findings are interpreted as associations within this sample and design; the purposive sample and self-reported questionnaire data limit broad generalization and do not establish causal effects beyond the study model.

FINDINGS AND DISCUSSION

Respondent and descriptive findings

The sample consisted of 100 respondents. The largest age group was 22–25 years (35%), followed by 18–21 years (33%), 26–29 years (25%), and 14–17 years (7%). In terms of education, 64% had completed senior high school, 30% held a bachelor's degree, 5% had completed junior high school, and 1% held a diploma. Students and university students formed the largest occupational group (47%). These characteristics are relevant because the study focused on young consumers who use social media and may encounter cosmetic product information through digital channels.

Descriptive responses were generally positive. For brand image, 73.50% of item responses were “agree” and 9.83% were “strongly agree.” For influencer marketing, 71.60% were “agree” and 10.60% were “strongly agree.” These distributions indicate broadly favorable respondent assessments of the brand and influencer-related communication. The principal regression results are summarized below; significance values reported as 0.000 in SPSS are expressed as $p < .001$.

Joint effect of brand image, influencer marketing, and E-WOM on purchase intention

The simultaneous test showed a statistically significant model ($F = 1,988.870$, $p < .001$). The multiple correlation coefficient was $R = 0.661$, categorized in the thesis as a strong relationship. The model R^2 was 0.436 and adjusted R^2 was 0.419. Accordingly, brand image, influencer marketing, and E-WOM together explained 43.6% of the variation in purchase intention among the respondents, while 56.4% was associated with factors outside the model.

This finding answers the first research question: the three predictors jointly have a positive and significant relationship with purchase intention. The result is consistent with the TPB framework because purchase intention can be informed by product evaluation, social influence, and beliefs formed through available information (Ajzen, 2020). Brand image can shape a consumer's overall evaluation, influencer content can provide a socially salient product message, and online reviews can supply experiences from other consumers. In combination, these sources may help consumers evaluate whether the product is relevant to their needs. The result also aligns with prior research reported in the thesis on the combined relevance of brand image and E-WOM to cosmetic purchase interest (Nabilah & Permatasari, 2024).

The R^2 value also indicates that the three variables do not account for all differences in purchase intention. Price, perceived product quality, product suitability, availability, prior experience, and other factors may also matter, but these factors were not tested as predictors in this model. Therefore, the findings support an

integrated marketing approach while leaving room for future studies to test additional variables and samples.

Effect of brand image on purchase intention

Brand image had a positive and statistically significant coefficient ($B = 0.408$, $\beta = 0.977$, $t = 74.325$, $p < .001$). Thus, the second research question is answered affirmatively: a more favorable brand image was associated with higher purchase intention in the study sample. Among the reported standardized coefficients, brand image had the largest value, suggesting that it was the strongest predictor in this particular regression model. This comparison should be interpreted in the context of the measures and sample used in the thesis.

The result is consistent with the attitudinal component of TPB. When consumers hold favorable beliefs and evaluations about a brand, they may also evaluate the product more positively and become more willing to consider purchasing it. The descriptive responses also showed that most brand-image item responses fell in the “agree” category. The finding is in line with Jannah (2023), whose study of DRW Skincare reported a positive and significant relationship between brand image and purchase intention. For Mother of Pearl Beauty, marketing communication should therefore maintain a recognizable identity and clearly communicate the primer’s benefits and competencies. The thesis specifically recommends giving greater attention to explaining the product’s benefits and advantages through informative demonstrations, tutorials, and realistic presentations of product use.

Effects of influencer marketing and E-WOM on purchase intention

Influencer marketing showed a positive and significant relationship with purchase intention ($B = 0.046$, $\beta = 0.088$, $t = 6.751$, $p < .001$). This answers the third research question. Influencer content may help audiences discover the product, understand how it is used, and evaluate its relevance. In TPB terms, influencers may provide social cues and recommendations that contribute to consumers’ beliefs and subjective norms. This result is consistent with the study by Amarain and Permana (2026), cited in the thesis, which found an influence of influencer marketing on purchase intention among Generation Z TikTok users considering Skintific products. For practical communication, influencers should be selected not only for reach but also for relevance, credibility, and the ability to demonstrate product benefits clearly.

E-WOM also had a positive and statistically significant coefficient ($B = 0.044$, $\beta = 0.080$, $t = 6.069$, $p < .001$), answering the fourth research question. Online reviews, recommendations, and consumer experiences can reduce information gaps and provide social evidence for people who have not yet tried a product. The result is

consistent with Nabilah and Permatasari (2024), who reported a positive and significant relationship between E-WOM and purchase intention for Somethinc. For Mother of Pearl Beauty, consumer feedback should be monitored and addressed transparently, while potential buyers should be able to access clear and accurate product information. The purpose should be to encourage authentic reviews and respond constructively to concerns, rather than manufacture positive comments.

Although influencer marketing and E-WOM were both statistically significant, their estimated coefficients were smaller than that of brand image in this model. This suggests that influencer communication and peer reviews may complement rather than replace a favorable overall brand perception. Marketing decisions should therefore integrate the three dimensions: build a coherent brand image, provide credible influencer-led demonstrations, and support trustworthy consumer-to-consumer information. Because the data are cross-sectional and based on self-reports, the findings should not be interpreted as proof that changing one factor alone will necessarily cause a corresponding change in actual purchasing behavior.

CONCLUSION

This study examined brand image, influencer marketing, and electronic word of mouth as predictors of purchase intention for Mother of Pearl Beauty makeup primer among Generation Z in Tomohon City. Based on questionnaire data from 100 purposively selected respondents, all three variables were positive and statistically significant both jointly and individually. The overall model was significant ($F = 1,988.870$, $p < .001$), with $R = 0.661$ and $R^2 = 0.436$. Brand image had $B = 0.408$ ($t = 74.325$, $p < .001$), influencer marketing had $B = 0.046$ ($t = 6.751$, $p < .001$), and E-WOM had $B = 0.044$ ($t = 6.069$, $p < .001$). The predictors explained 43.6% of the variation in purchase intention; the remaining 56.4% was outside the model. Brand image had the largest standardized coefficient in the reported analysis.

The practical implication is that Mother of Pearl Beauty should communicate the primer's benefits and competencies clearly, use relevant and credible influencers to demonstrate the product, and maintain transparent engagement with consumer reviews. The study is limited by its focus on one product and one city, the purposive sample of 100 respondents, and self-reported questionnaire data. Future research could include more locations, different cosmetic products, probability-based sampling where feasible, and additional predictors such as price perception, product quality, trust, and perceived value. Longitudinal or experimental designs could also examine whether these marketing factors are associated with actual purchasing behavior over time.

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