

The Effect of Electronic Word of Mouth, Self-Congruity, and Brand Awareness on E-Purchase Intention in a Local Brand

Anastasia Ines Chyntia Putri¹, Surpiko Hapsoro Darpito^{2*}, Hadi Oetomo³, Hery Sutanto⁴

University of Pembangunan Nasional "Veteran" Yogyakarta^{1,2,3,4}
Jl. Padjajaran Jl. Ring Road Utara No.104, Ngropoh, Condongcatur, Kec. Depok,
Kabupaten Sleman, Daerah Istimewa Yogyakarta 55283

Corresponding Author: surpiko@upnyk.ac.id²

ORCID ID: <https://orcid.org/0000-0003-2905-5825>²

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ABSTRACT

This study aims to determine the effect of electronic word of mouth (eWOM), self-congruity, and brand awareness on e-purchase intention for the CRSL brand. The data collection technique employed is non-probability sampling with a purposive sampling method. The data analysis method in this study uses multiple regression analysis techniques through SPSS 23. This research adopts a causal associative design using a quantitative approach. The population in this study consists of all students who use TikTok Shop and are familiar with the CRSL brand in Sleman Regency, Yogyakarta. The sample size used in this study is 100 respondents. The results reveal that eWOM, self-congruity, and brand awareness collectively have a positive and significant effect on e-purchase intention. Furthermore, eWOM individually has a positive and significant effect on e-purchase intention, self-congruity has a positive and significant effect on e-purchase intention, and brand awareness also has a positive and significant effect on e-purchase intention.

Keywords: Brand Awareness; E-Purchase Intention; Electronic Word of Mouth; Self-Congruity

INTRODUCTION

The development of the textile industry in Indonesia is very good, due to the very high demand due to the annual population growth of 1% according to the Central Statistics Agency in Indonesia, and significant changes in people's lifestyles. Indonesian people see that the need for clothes is not just a function or function, but a reflection of their identity where clothes are seen as fashion.

Fashion trends in Indonesia, especially in Yogyakarta, are very diverse, including the CRSL brand which is a local brand in Yogyakarta. CRSL was founded in 2013 by Mohammad Hidayat Rifai and his partner, Mira Annisa. CRSL has launched many best-selling products and is always looking forward to its return. Initially only selling hats and stuffed animals, CRSL then developed and produced apparel, food, home living, and various kinds of bags.

As a local brand, CRSL has successfully introduced its brand to the younger generation in various regions of Indonesia. This success is also reflected in the willingness of consumers to wait for their product designs to be realized. CRSL continues to innovate by always adapting to emerging trends and prioritizing the best service for its consumers. To introduce and further develop its products, CRSL seeks to create interaction, namely in digital form through its TikTok social media platform.

TikTok has a great opportunity to become an effective promotional medium for marketing products because it has a large number of users, an easy-to-use interface, popularity among millennials, frequent use by celebrities, and advertising features that can be optimized to disseminate content. TikTok facilitates social interaction between companies and consumers so that companies can obtain consumer data for the purpose of developing and evaluating the marketing of their products.

The marketing strategy implemented by CRSL itself is in the form of digital marketing, e-commerce, advertising, discounts, sponsorships, and content on Instagram and TikTok. Not only that, CRSL also held a large music concert, and information on Instagram @crsl.concert to bring its products closer to consumers. From these various digital marketing strategies, it will encourage the emergence of an online purchase intention (e-purchase intention).

According to Kotler and Keller (2016), purchase intention is a form of behavior from consumers who want to buy or choose a product based on their experience, use, and desire for a product. Meanwhile, online purchase intention (e-purchase intention) can be defined as a factor that predicts consumer behavior toward an action to complete negotiations using the Internet (Mainardes et al., 2019).

E-purchase intention can be driven by marketing through electronic word of mouth (eWOM) because product reviews from CRSL that have been purchased by consumers can be used as consideration for other potential consumers when choosing and deciding to buy a CRSL products, self-congruity is a concept in consumers that is in accordance with or in line with the awareness of the CRSL brand formed by a product, And brand awareness is one of the factors that can affect consumers' online purchase intentions in terms of choosing and buying a product.

According to Litvin et al. (2008), eWOM is an online social communication that allows Internet users to send and receive information related to products online. The eWOM of the user is a consideration for a person or potential consumer to choose or buy a product (Sultan & Safitri, 2024). Currently, many users use eWOM in the product marketing

process, because it is considered effective and efficient enough for business people to make profits without large costs.

Self-congruity is defined as a match or incompatibility between the perceived image of a product and the consumer's self-image (Sirgy, 1982). People tend to protect or improve their self-concept (Adcroft et al., 2009). In addition, consumers are significantly influenced by the symbolic image they perceive in the market. True self-congruity refers to the degree of compatibility between a person's actual self-image (how people perceive themselves) and the product (Sirgy, 1982). In contrast, ideal self-congruity indicates the degree of compatibility between a person's ideal self-image (how they want to see themselves) and the product (Sirgy, 1982).

Brand awareness or brand awareness is the ability of potential buyers or consumers to recognize and remember that a brand belongs to a certain product category (Humdiana, 2015). A brand can be widely known by the public depending on the existence of the brand in the market. Proper communication can help increase brand awareness optimally. In supporting its brand awareness, CRSL seeks to communicate its brand to consumers so that it is embedded in their minds and the existence of the brand can appear.

LITERATURE REVIEW

Electronic Word of Mouth (eWOM)

According to Goyette et al. (2010), eWOM is an informal online communication that is non-commercial in nature, conveying opinions about a service or product through telephone, e-mail, or other communication methods. Similarly, Hennig-Thurau et al. (2004) define eWOM as an electronic form of word-of-mouth communication conducted by consumers to express their personal experiences or emotions regarding a specific product or organization through social media platforms, which can significantly influence consumer behavior. eWOM promotion occurs online and takes place on social platforms, brand communities, blogs, chat rooms, and tweets (Schiffman & Wisenblit, 2019).

Self-congruity

Self-congruity refers to the degree of compatibility or mismatch between an individual's perception of a brand or product and the perception they hold of themselves (Sirgy, 1980). This conformity is based on the similarity between the product's value-expressive attributes, which correspond to the product-user image, and the user's self-concept (Johar & Sirgy, 1991). The theory of self-congruity postulates that the greater the similarity between these two concepts, the stronger the preference for that brand, as its symbolic characteristics reinforce and validate the individual's self-perception (Swann et al., 1992).

Brand Awareness

Brand awareness is the ability of consumers to remember or recognize a brand under different conditions (Keller & Swaminathan, 2020). According to Chandra and Keni (2019), brand awareness is the ability of consumers to recognize and recall a brand in sufficient detail to make a purchase. Brand awareness also reflects consumers' understanding of the existence of a brand in their minds. Consumers will generally choose or purchase a product from a brand they are familiar with because there is a belief that a well-known brand can provide more comfort to consumers compared to a brand that is entirely unfamiliar (Chandra & Keni, 2019).

E-Purchase Intention

E-purchase intention, as explained in a journal by Putro and Haryanto (2015), refers to a person's desire to engage in online transactions and shop for certain brand products that they have previously evaluated online. E-purchase intention reflects consumers' criteria for shopping online, such as the availability of information, website quality, and product evaluation. In another journal by Rozekhi et al. (2014), online Purchase Intention is described as encouraging consumers to have the desire to shop for the same product again. This process can occur when consumers develop positive intentions, search for information about the product they wish to purchase, feel satisfied with the product, and subsequently decide to buy it.

Hypotheses Development

This research builds upon studies conducted by previous researchers. By integrating several models and hypotheses from prior research, the conceptual model proposed in this study is illustrated in Figure 1. Based on the conceptual framework, the hypotheses for this research are as follows:

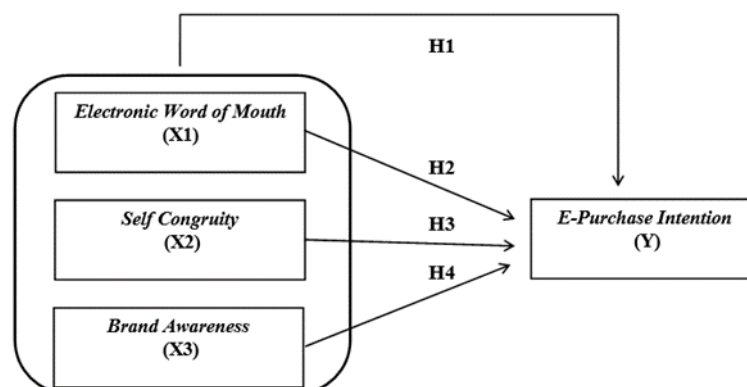
H1: eWOM, self-congruity, and brand awareness have a positive and significant effect on e-purchase intention among TikTok Shop user students in Sleman Regency, Yogyakarta, for the CRSL brand.

H2: eWOM has a positive and significant effect on e-purchase intention among TikTok Shop user students in Sleman Regency, Yogyakarta, for the CRSL brand.

H3: Self-congruity has a positive and significant effect on e-purchase intention among TikTok Shop user students in Sleman Regency, Yogyakarta, for the CRSL brand.

H4: Brand awareness has a positive and significant effect on e-purchase intention among TikTok Shop user students in Sleman Regency, Yogyakarta, for the CRSL brand.

Figure 1. Research Model



RESEARCH METHOD

This research employs a quantitative research method with a survey approach. The method is based on reality or phenomena within a specific population or sample by collecting data using research instruments. The analysis in this research is quantitative or statistical, aimed at testing the predetermined hypotheses (Sugiyono, 2019). The population in this research consists of all TikTok Shop users who are familiar with the CRSL brand in Sleman Regency, Yogyakarta. The sample in this research is a subset of the population, comprising 100 respondents selected using the purposive sampling method. The data analysis technique applied in this research is multiple linear regression analysis, performed using SPSS 23 software. The independent variables in this study

are eWOM (X1), self-congruity (X2), and brand awareness (X3). Meanwhile, the dependent variable in this research is e-purchase intention (Y).

RESULTS

Validity Test

Table 1. Validity Test Results

Variable	Item	Correlation Coefficient	R. Table	Information
eWOM (X1)	X1.1	0.839	0.361	Valid
	X1.2	0.857	0.361	Valid
	X1.3	0.743	0.361	Valid
	X1.4	0.756	0.361	Valid
	X1.5	0.758	0.361	Valid
	X1.6	0.743	0.361	Valid
Self-congruity (X2)	X2.1	0.834	0.361	Valid
	X2.2	0.874	0.361	Valid
	X2.3	0.838	0.361	Valid
	X2.4	0.819	0.361	Valid
Brand Awareness (X3)	X3.1	0.656	0.361	Valid
	X3.2	0.719	0.361	Valid
	X3.3	0.892	0.361	Valid
	X3.4	0.852	0.361	Valid
E-Purchase Intention (Y)	Y.1	0.690	0.361	Valid
	Y.2	0.732	0.361	Valid
	Y.3	0.544	0.361	Valid
	Y.4	0.824	0.361	Valid
	Y.5	0.779	0.361	Valid
	Y.6	0.694	0.361	Valid
	Y.7	0.682	0.361	Valid

Source: Processed Data (2024)

The results of the validity test in Table 1 show that all statement items in this study are valid. A valid statement item states that the statement item can be used as a measurement tool in this study.

Reliability Test

Table 2. Reliability Test Results

Variable	Item	Cronbach's Alpha	Say.	Information
eWOM	X1	0.793	>0.70	Reliable
Self-congruity	X2	0.825	>0.70	Reliable
Brand Awareness	X3	0.810	>0.70	Reliable
E-Purchase Intention	And	0.770	>0.70	Reliable

Source: Processed Data (2024)

From the results of the reliability test in Table 2, it is known that all statement items in this study are reliable. A reliable statement item states that the statement item is consistent in its use over time

Multiple Linear Regression Analysis

Table 3. Multiple Linear Regression Analysis Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		

1	(Constant)	11,620	1.637		7.098	0.000
	X1	0.241	0.083	0.286	2.916	0.004
	X2	0.131	0.065	0.161	2.011	0.047
	X3	0.623	0.141	0.428	4.509	0.000

Source: Processed Data (2024)

Based on the regression analysis test above, the regression model in this study is as follows:

$$Y = 11.620 + 0,241X1 + 0,131X2 + 0,623X3 + e$$

The regression coefficient of the eWOM variable (X1) is 0.241, as shown in Table 3, indicating a positive relationship. This result signifies that as the eWOM variable becomes more favorable, the e-purchase intention of CRSL consumers increases accordingly. Similarly, the regression coefficient for the self-congruity variable (X2) is 0.131, also demonstrating a positive direction. This finding implies that an increase in the preference for self-congruity leads to a corresponding rise in the e-purchase intention among CRSL consumers. The brand awareness variable (X3) has a regression coefficient of 0.623, which is the highest among the three variables. This result suggests that brand awareness exerts the most significant positive impact on the e-purchase intention of CRSL consumers when it becomes more attractive.

Regarding the beta coefficients, the beta coefficient of the eWOM variable (X1) is 0.286, indicating that eWOM contributes an influence of 28.6% to the e-purchase intention of CRSL consumers. The beta coefficient for self-congruity (X2) is 0.161, which is the smallest among the three variables, signifying that self-congruity exerts the least influence, contributing 16.1% to e-purchase intention. In contrast, the brand awareness variable (X3) has the largest beta coefficient of 0.428, indicating that it has the most substantial influence, contributing 42.8% to the e-purchase intention of CRSL consumers. These findings collectively highlight the varying degrees of impact that eWOM, self-congruity, and brand awareness exert on consumer purchase intentions, with brand awareness being the most influential factor.

Coefficient of Determination (R²)

Table 4. Coefficient of Determination Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.763a	0.581	0.568	2.650

Source: Processed Data (2024)

Based on Table 4, it is known that the value of the determination coefficient (adjusted R square) is 0.568, this shows that the variable e-purchase intention (Y) is influenced by the variables eWOM (X1), self-congruity (X2) and brand awareness (X3) by 56.8%, while the remaining 43.2% is influenced by other variables that are not explained in this study.

Hypothesis Test

F Test

Table 5. F Test Result

	Model	Sum of Squares	d	Mean Square	F	Say.
1	Regression	936.778	3	312.259	44.461	.000b
	Residual	674.222	96	7.023		
	Total	1611.000	99			

Source: Processed Data (2024)

Based on the results of the F test in Table 5, it can be seen that the calculated value of F is 44,461 with a significance of 0.000. This means that the significance value of $F = 0.000 < 0.05$, so it can be concluded that H_0 is rejected and H_1 is accepted, which means that the variables eWOM (X1), self-congruity (X2) and brand awareness (X3) together have a significant effect on e-purchase intention (Y) which means that eWOM is increasingly preferred, self-congruity is increasingly preferred, and brand awareness is increasingly attractive, which will increase the e-purchase intention of CRSL product consumers

t-Test

Table 6. Test Results t

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
1 (Constant)	11,620	1.637		7.098	0.000
X1	0.241	0.083	0.286	2.916	0.004
X2	0.131	0.065	0.161	2.011	0.047
X3	0.623	0.141	0.428	4.509	0.000

Source: Processed Data (2024)

The partial test results, as shown in Table 6, demonstrate that the eWOM variable has a calculated t value of 2.916 with a probability value (p) of 0.004, which is less than the significance level of 0.05. This indicates that eWOM has a positive and significant influence on e-purchase intention, leading to the acceptance of Hypothesis 2. Consequently, it can be concluded that eWOM has a positive and significant effect on e-purchase intention in a partial context. Similarly, the partial test for self-congruity (X2) reveals a calculated t value of 2.011 and a probability value (p) of 0.047, which is also less than 0.05. This supports the acceptance of Hypothesis 3, confirming that self-congruity has a positive and significant effect on e-purchase intention. Lastly, the partial test for brand awareness (X3) shows a calculated t value of 4.509 with a probability value (p) of 0.000, which is well below the significance threshold of 0.05. This proves that brand awareness has a positive and significant effect on e-purchase intention, leading to the acceptance of Hypothesis 4. In summary, all three variables—eWOM, self-congruity, and brand awareness—exhibit a positive and significant influence on e-purchase intention, which supports the hypotheses presented in the study.

DISCUSSION

eWOM, Self-Congruity, and Brand Awareness Have a Significant Effect on E-Purchase Intention in TikTok Shop User Students

The results of the hypothesis test analysis conducted through the F test show that the variables eWOM, Self-congruity, and Brand Awareness together have a significant effect on the e-purchase intention of CRSL products. The test results, obtained from the F test in Table 5, show a significance level of 0.000, which is less than 0.05 (the significance level), indicating that the variables collectively have a significant impact. Therefore, it can be concluded that H_1 is accepted. The testing of this hypothesis is further supported by the descriptive analysis results, which show that the eWOM variable is in the good category, self-congruity is in the good category, and brand awareness is in the good category. This means that CRSL products are perceived positively by consumers, which is reflected in the e-purchase intention being categorized as very good.

eWOM Has a Significant Effect on E-Purchase Intention in Students Using TikTok Shop

The results of the hypothesis test analysis conducted through the t-test showed that eWOM had a positive and significant effect on e-purchase intention. These results are in

line with research conducted by Setianingsih and Hidayat (2021) and Winarno and Indrawati (2022), who stated that eWOM has a positive and significant effect on e-purchase intention.

The eWOM related to CRSL is created from various comments, product reviews, and recommendations shared from one consumer to another, or simply experiences posted on TikTok Shop. eWOM consists of positive or negative statements made by potential customers, actual customers, and previous customers about a product (Bahi et al., 2020). With numerous positive statements from CRSL consumers, potential customers are encouraged to purchase products from CRSL. Consumers today trust online reviews, with many reading them before making a purchase decision (Indiyatno et al., 2022).

Self-Congruity Has a Significant Effect on E-Purchase Intention in TikTok Shop User Students

The results of the hypothesis test analysis conducted through the t-test showed that self-congruity had a positive and significant effect on e-purchase intention. These results are in line with research conducted by Celica and Ferdinand (2021) and research by Khalid et al. (2018), which stated that self-congruity has a positive and significant effect on e-purchase intention.

Self-congruity involves self-assessment and self-concept that can be reflected in various aspects of life, including in the decision to purchase certain products or services. Based on data, one of the reasons consumers buy a product is because they feel that the product can improve their self-image.

A unique self-image is owned by each individual, and this distinctive self-image is the result of the development of the individual's background and experience (Widjiono & Japariato, 2014). Self-image conformity shows the extent to which consumers see themselves as individuals who are in accordance with the purpose of the product produced by Hanggara et al. (2015). Zafar and Rafique (2012) stated that purchase intention is the desire and tendency to buy a product because there is a possibility that consumers will buy the product in the future. E-purchase intention is also a consumer's self-instruction to make a purchase of a product, plan, or take action online.

Brand Awareness Has a Significant Effect on E-Purchase Intention in TikTok Shop User Students

The results of the hypothesis test analysis conducted through the t-test showed that brand awareness had a positive and significant effect on e-purchase intention. These results are in line with research conducted by Riyadini & Krisnawati (2022) and Machi et al. (2022), who stated that brand awareness has a positive and significant effect on e-purchase intention.

To support its brand awareness, CRSL seeks to communicate its brand to consumers so that it is embedded in their minds, and the existence of the brand can be recognized. The form of communication carried out by CRSL is through interesting content shared on its TikTok account. These contents encourage communication between the company and consumers, thereby fostering brand awareness. Additionally, the existence of five animal characters that serve as icons for each product further contributes to the formation of brand awareness for the CRSL brand.

CONCLUSION

Based on the results of testing and data analysis contained in this study to determine the influence of eWOM, self-congruity, and brand awareness on e-purchase intention, the

following conclusions can be drawn: eWOM, self-congruity, and brand awareness all have a positive and significant effect on e-purchase intention in CRSL brands. Specifically, eWOM has a positive and significant effect on e-purchase intention in CRSL brands, self-congruity also has a positive and significant effect on e-purchase intention in CRSL brands, and brand awareness has a positive and significant effect on e-purchase intention in CRSL brands.

The researchers recommend that CRSL develop strategies to improve the customer service system at TikTok Shop, which could strengthen consumers' actual self-image. Additionally, CRSL should create a creative and consistent marketing strategy on TikTok Shop, ensuring the use of a consistent and easily identifiable brand identity. Collaborating with relevant personalities or influencers can help increase brand awareness. Furthermore, CRSL should focus on improving responsive and effective service to assist consumers in considering purchasing CRSL products.

LIMITATION

The researchers were limited to three dependent variables: eWOM, self-congruity, and brand awareness. Additionally, the researchers were also limited by the existing literature, which was not comprehensive enough. This resulted in the research still having several limitations

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DECLARATION OF CONFLICTING INTERESTS

The author(s) declared no potential conflicts of interest.

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