



Regular article

Purchase Decisions of Local Cosmetic Products among Generation Z: The Role of Brand Awareness, Brand Trust, and Brand Attitude

Eva Syariefah Rachman^{a,*}, Dudi Amarullah^b, Nikita Astria^b, Aditya Sindu Sakti^a, Adysabzan T. Krois^b^a Faculty of Medicine and Health Sciences, Khairun University, Indonesia^b Faculty of Economics and Business, Khairun University, Indonesia

ARTICLE INFO

Article history:

Received 02 December 2025

Accepted 15 December 2025

Available online 24 December 2025

Keywords:

Brand awareness

Brand trust

Brand attitude

Purchase decision

Local cosmetics

Generation Z

ABSTRACT

The growth of the local cosmetics industry in Indonesia has shown significant growth in recent years, especially among Generation Z. This study aims to analyze the influence of brand awareness and brand trust on purchasing decisions for local cosmetic products, with brand attitude as a mediating variable. The research method uses a quantitative approach with an online survey of 164 Generation Z respondents who have purchased local cosmetics. Data analysis uses Structural Equation Modeling Partial Least Squares (SEM-PLS). The results show that brand awareness and brand trust have a significant positive effect on brand attitude. Brand attitude also has a significant effect on purchasing decisions. In addition, brand attitude is proven to mediate the influence of brand awareness and brand trust on purchasing decisions. These findings emphasize the importance of brand strengthening strategies to build positive consumer attitudes as a basis for forming purchasing decisions.

© 2025 Journal of Business Management. Published by Indonesian Journal Publisher (ID Publishing).

This is an open access article under the CC BY-NC-ND license

(<http://creativecommons.org/licenses/by-nc-nd/4.0/>).

* Corresponding author.

Email address: evasyariefah@unkhair.ac.id (E. S. Rachman)

Introduction

The development of the local cosmetics industry in Indonesia has seen significant growth in recent years, driven by growing consumer interest, particularly among Generation Z, in easily accessible beauty products that align with their lifestyle preferences (Amelia et al., 2024; Noor et al., 2025). Generation Z is known as a consumer group that actively seeks information, critically evaluates brands, and has a strong attachment to the identity of the brands they choose (Yu et al., 2025).

Furthermore, Generation Z is a group that strongly values authenticity, self-expression, and appreciation for cultural heritage, which can be represented through local products. Brands that integrate cultural symbols, narratives of local wisdom, and visual aesthetics that reflect regional identity tend to be more accepted by Generation Z, who are known as creative, critical consumers and highly sensitive to issues

of identity and sustainability (Djafarova & Bowes, 2021). Furthermore, Generation Z shows a higher preference for brands that emphasize emotional connection, local pride, and community values, making local cosmetics perceived not only as functional products but also as symbols of self-representation and support for the local economy (Azzahra et al., 2024; Suwandi & Balqiah, 2023). Understanding the factors influencing purchasing decisions among this group is crucial for the increasingly competitive cosmetics industry.

In the context of consumer behavior, brand awareness and brand trust are two crucial elements that can influence purchasing decisions (Majeed et al., 2024; Semiz & Paylan, 2023). Brand awareness helps consumers recognize and remember a brand, making it easier for them to evaluate their choices when purchasing cosmetic products (Nazmabadi & Motameni, 2024). Meanwhile, brand trust is the foundation that makes consumers feel confident that the product they

choose is safe and meets their expectations, especially since cosmetic products are directly related to skin health (Koç et al., 2024). Previous studies have demonstrated the importance of brand awareness and brand trust in determining consumer behavior in various contexts, such as the hotel industry (Foroudi, 2019), airline industry (Koech et al., 2023), and green products (Baltaci et al., 2024; Liu & Wang, 2023; Salehzadeh et al., 2023). However, in the context of local cosmetics, the influence of these two variables often does not operate directly; brand attitude is thought to be an intermediary factor explaining how brand awareness and trust can translate into purchase decisions (Kumar et al., 2024).

Brand attitude plays a crucial role because it reflects consumers' evaluation of a brand based on their perceptions, emotions, and experiences (Suriyanto et al., 2020). Consumers with a positive attitude toward a brand tend to exhibit a stronger preference and are more likely to choose that product over alternatives (Karamchandani et al., 2024). Therefore, examining the mediating role of brand attitude provides a deeper understanding of the psychological processes that occur before consumers make purchase decisions.

Based on this description, this study aims to analyze the influence of brand awareness and brand trust on purchasing decisions for local cosmetic products among Generation Z and examine the role of brand attitude as a mediating variable. This research is expected to provide empirical and practical contributions to local cosmetic companies in formulating more effective marketing strategies tailored to the characteristics of young consumers in Indonesia.

Literature Review

Purchase Decision

The purchase decision is the final stage in the consumer behavior process, where individuals choose one brand from various alternatives based on an evaluation of needs, preferences, and available information (Muqarrabin et al., 2022). The literature shows that purchasing decisions are influenced by internal factors such as motivation, perception, and attitude, as well as external factors such as brand image, promotion, and social recommendations (Rahmah & Satyaninggrat, 2023). Furthermore, purchasing decisions emerge after consumers go through the process of need recognition, information search, alternative evaluation, and purchase intention formation (Giovani & Berlianto, 2022). Research also found that variables such as brand attitude, brand trust, and brand awareness have a significant influence on purchasing decisions because they increase confidence and reduce perceived risk (Guerra-Tamez et al., 2024; Khan et al., 2022; Thomas et al., 2020). Therefore, purchasing decisions are seen as the result of a combination of rational and emotional assessments formed by consumers' interactions with the brand and its environment (Said et al., 2023).

Brand Awareness

Brand awareness is a consumer's ability to recognize and recall a brand and place it in long-term memory as part of a specific product category (Koech et al., 2023). High levels of brand awareness create a sense of familiarity, reduce perceived risk, and foster confidence in the brand's credibility and reliability (Ahmed et al., 2017). Based on brand equity theory and consumer psychology, familiarity gained from repeated exposure to a brand fosters positive perceptions, which in turn form the basis for consumer evaluations of the brand's quality, benefits, and image (Khan et al., 2022).

Several studies have shown that brand awareness determines brand attitude (Baltaci et al., 2024; Sudhana et al., 2023). Brand awareness influences brand attitude because the higher a consumer's level of recognition and recall of a brand, the greater the likelihood of forming a positive evaluation. When consumers are familiar with a brand, they more easily associate it with valued attributes and experiences, thereby reducing perceived risk and uncertainty (Foroudi, 2019). Repeated exposure also fosters a sense of comfort and emotional preference, which encourages consumers to favor the brand. Thus, brand awareness not only increases trust and perceived quality but also strengthens consumers' tendency to have a more positive attitude toward the brand (Lin et al., 2025).

H1: Brand awareness has a positive effect on brand attitude

Brand Trust

Brand trust refers to consumers' belief that a brand has integrity, reliability, and the ability to deliver on its promises (Koç et al., 2024). The literature shows that brand trust is a key element in forming long-term relationships between consumers and brands, as it reduces perceived risk, increases feelings of security, and fosters emotional attachment (Salehzadeh et al., 2023). According to Han et al. (2019) trust in a brand grows through consistent positive experiences, stable product quality, and transparent brand communication. Other research confirms that brand trust serves as a key foundation in the consumer evaluation process, influencing preferences, loyalty, and overall consumer behavior (Hanaysha, 2022). Thus, brand trust is not only an important indicator in building brand equity but also plays a crucial role in predicting consumer behavior and the formation of positive attitudes toward a brand (Walean et al., 2025).

Furthermore, a study by Liu & Wang (2023) revealed that brand trust is a significant determinant of brand attitude. Brand trust plays a crucial role in shaping brand attitude because it gives consumers confidence that a brand will meet expectations and deliver consistent value. When consumers trust a brand, they perceive it as having high integrity, competence, and reliability (Guerra-Tamez et al., 2024). This sense of security reduces perceived risk and increases psychological well-being, making it easier for consumers to develop positive brand judgments (Lacap et al., 2025). Trust also creates stable emotional connections,

fosters preference, and strengthens consumers' tendency to maintain positive attitudes. Therefore, the higher a consumer's level of trust in a brand, the more positive their attitude toward that brand will be (Semiz & Paylan, 2023).

H2: Brand trust has a positive effect on brand attitude.

Brand Attitude

Brand attitude refers to a consumer's overall evaluation of a brand (Ahn, 2024). Literature shows that brand attitude plays a key role in the consumer decision-making process because a positive attitude will increase preference and the tendency to choose that brand (Yu et al., 2025). Attitudes are formed through the assessment of consumers' beliefs about the brand's benefits and their evaluation of those benefits (Razak et al., 2020). Consistently, various studies have shown that brand attitude has a significant influence on purchasing behavior (Baltaci et al., 2024; Thomas et al., 2020). Brand attitude has a positive effect on purchasing decisions because consumer attitudes formed through cognitive and affective evaluations will form the basis for assessing the suitability of a brand to be chosen (Hmoud et al., 2022). When consumers have a positive attitude toward a brand, they tend to perceive that brand as superior to other alternatives. This positive attitude creates a belief that the brand can meet needs and provide expected benefits, thus encouraging the tendency to purchase (Kumar et al., 2024). Arachchi & Samarasinghe (2023) revealed that brand attitude serves as a strong predictor in the decision-making process, as a favorable attitude shortens the evaluation process and directs consumers toward choices consistent with their preferences. Therefore, the more positive a consumer's attitude toward a brand, the more likely they are to make a purchase.

Furthermore, brand attitude also acts as a consequence of driving factors such as brand awareness and brand trust (Liu & Wang, 2023; Nazmabadi & Motameni, 2024). In other words, brand attitude can act as an intermediary linking the influence of brand awareness and brand trust on purchasing decisions. This is because consumer attitudes toward a brand are usually formed before they make a purchase decision (Majeed et al., 2024). When consumers have strong brand awareness and

trust, it doesn't immediately lead them to purchase. This information and trust first form a positive attitude toward the brand, such as feeling that the brand is good, suitable, or enjoyable. Only after a positive attitude develops does the consumer become motivated to purchase (Sudhana et al., 2023).

H3: Brand attitude has a positive effect on purchasing decisions

H4: Brand attitude mediates the effect of brand awareness on purchasing decisions

H5: Brand attitude mediates the effect of brand trust on purchasing decisions

Figure 1 displays the conceptual framework of this study.

Method

This study used a quantitative approach with an explanatory design to analyze the influence of brand awareness and brand trust on purchasing decisions for local cosmetic products among Generation Z, incorporating brand attitude as a mediating variable. This approach was used because the study focused on examining causal relationships between variables measurably and systematically. Data collection was conducted using a purposive sampling method, with respondents being Generation Z individuals aged 18–27 who had purchased and used local cosmetic products. The questionnaire was distributed online and obtained 164 responses that met the research criteria. Table 1 displays the demographic data of the respondents.

The research instrument was constructed using a five-point Likert scale (1 = strongly disagree to 5 = strongly agree) and included four main variables: brand awareness, consisting of six measurement items (Koech et al., 2023); brand trust, consisting of four measurement items (Salehzadeh et al., 2023); brand attitude, consisting of four measurement items (Ahn, 2024) and purchase decision, consisting of three measurement items (Amarullah et al., 2025). Indicators for each variable were adapted from literature and previous research that had been tested for validity and reliability. The collected data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS).

Table 1. Demographic Data of Respondents

Index	Frequency	Percentage (%)
<i>Gender</i>		
Male	74	45.1
Female	90	54.9
<i>Education</i>		
High School	61	37.2
Bachelor degree	73	44.5
Master Degree	30	18.3
<i>Occupation</i>		
Student	81	49.4
Self-Employed	34	20.7
Civil Servant	22	13.4
Others	27	16.5

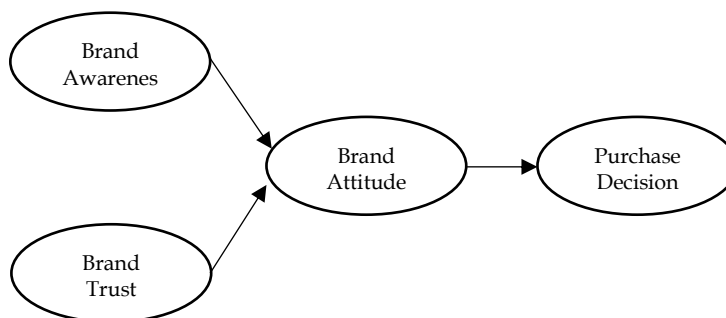


Figure 1. Conceptual Framework

Results and Discussion

Measurement Model Evaluation

Measurement model evaluation was conducted to ensure that the indicators used were able to represent the constructs validly and reliably. Tables 2 and 3 present the results of the measurement model evaluation. First, convergent validity was assessed through loading factors, Average Variance Extracted (AVE), and Composite Reliability (CR). As shown in Table 2, all indicators had loading factor values above 0.70, thus meeting the criteria for measurement feasibility. The AVE

values for all constructs were also above the minimum threshold of 0.50, indicating that each variable was able to explain more than half of the indicator's variance. Construct reliability was declared very good with CR values exceeding 0.70 and Cronbach's Alpha within the acceptable range; the constructs were considered consistent in measuring the same concept. Next, discriminant validity was tested using the Heterotrait Monotrait Ratio (HTMT) criterion. As shown in Table 3, the results showed that the HTMT value was below the threshold of 0.85, confirming that there were no discrimination issues between the constructs.

Table 2. Validity and Reliability Results

Items	Loadings	AVE	α	CR
Brand Awareness				
BA1	0.715	0.612	0.873	0.904
BA2	0.743			
BA3	0.791			
BA4	0.789			
BA5	0.788			
BA6	0.859			
Brand Trust				
BT1	0.845	0.760	0.900	0.930
BT2	0.851			
BT3	0.904			
BT4	0.903			
Brand Attitude				
ATT1	0.828	0.708	0.862	0.906
ATT2	0.845			
ATT3	0.848			
ATT4	0.843			
Purchase Decision				
PD1	0.840	0.751	0.834	0.901
PD2	0.873			
PD3	0.886			

Table 3. Discriminants Validity Results (HTMT)

Constructs	(1)	(2)	(3)	(4)
(1) Brand Awareness	-	-	-	-
(2) Brand Trust	0.473	-	-	-
(3) Brand Attitude	0.777	0.739	-	-
(4) Purchase Decision	0.679	0.722	0.750	-

Structural Model Evaluation

A structural model evaluation was conducted to assess the strength of the relationships between latent variables and the model's ability to explain the phenomena under study. Table 4 displays the results of the structural model evaluation. First, the structural model evaluation indicates that this study has good explanatory power for endogenous

variables. An R-square value of 0.628 for the brand attitude variable indicates that brand awareness and brand trust can explain 62.8% of the variation in consumer attitudes toward local cosmetic brands, which is considered moderate. Meanwhile, the remaining 37.2% is explained by other factors not included in the model. Furthermore, an R-square value of 0.407 for the purchase decision variable indicates that brand

awareness, brand trust, and brand attitude together can explain 40.7% of the variation in Generation Z's purchase decisions, which is considered substantial. Meanwhile, the remaining 59.3% is explained by other factors not included in the model.

Furthermore, the results of the path coefficient test using bootstrapping showed that brand awareness ($\beta=0.486$; $p=0.000$) and brand trust ($\beta=0.450$; $p=0.000$) have a positive and significant effect on

brand attitude, thus accepting H1 and H2. In addition, brand attitude has a positive and significant influence on purchasing decisions ($\beta=0.638$; $p=0.000$), so that H3 is accepted. Finally, the results show that brand attitude acts as a mediator that strengthens the relationship between brand awareness ($\beta=0.310$; $p=0.000$) and brand trust ($\beta=0.287$; $p=0.000$) on purchasing decisions, so that H4 and H5 are accepted.

Table 4. Structural Model Evaluation Results

Path	Coefficients	P values	R ²
<i>Direct Effects</i>			
Brand Awareness -> Brand Attitude	0.486	0.000	0.628
Brand Trust -> Brand Attitude	0.450	0.000	
Brand Attitude -> Purchase Decision	0.638	0.000	
<i>Indirect Effects</i>			
Brand Awareness -> Brand Attitude -> Purchase Decision	0.310	0.000	-
Brand Trust -> Brand Attitude -> Purchase Decision	0.287	0.000	-

Discussion

The results of the study indicate that brand awareness has a positive effect on brand attitudes, meaning that the higher the level of consumer recognition and recall of local cosmetic products, the more positive the resulting attitude. This finding aligns with previous studies that suggest that familiarity and ease of brand identification lead consumers to have a more favorable perception and a sense of comfort with the brand (Baltaci et al., 2024; Sudhana et al., 2023). Compared to brand trust, brand awareness is the factor with the greatest influence on brand attitude. This finding indicates that Generation Z, as digital natives who grew up in an environment with rapid information flow and very high brand exposure, are highly sensitive to brand visibility and presence in their social media space and digital ecosystem. The high influence of brand awareness reflects that Gen Z tends to evaluate a brand positively when they feel familiar with it, frequently see the brand's content, or can easily recognize the brand. This familiarity creates cognitive comfort and the perception that the brand is relevant and in line with their lifestyle preferences. Furthermore, high exposure to social media and various information sources strengthens the influence of brand awareness in shaping attitudes, as they tend to be responsive to brands that are frequently featured and easily found in digital channels.

Brand trust has also been shown to have a positive influence on brand attitudes. Consumers who believe a brand can deliver the benefits it claims, is safe to use, and maintains consistent quality will form more positive affective and cognitive evaluations. These results are consistent with the literature emphasizing that trust is a key foundation for long-term relationships between consumers and brands (Liu & Wang, 2023; Semiz & Paylan, 2023), particularly in product categories related to skin health, such as cosmetics. For Generation Z, transparency, ingredient safety, and brand reputation are important factors that strengthen trust

and result in a better attitude towards local cosmetic products. Generation Z is known to be critical of marketing practices and highly sensitive to issues of transparency, authenticity, and consistency of brand values. Therefore, brand trust is a crucial element in ensuring that positive perceptions stemming from brand awareness are not superficial but develop into deeper and more stable evaluations. However, the fact that trust ranks second indicates that Gen Z tends to base their initial judgment on familiarity before further considering the brand's reliability.

Research also shows that brand attitude positively influences purchasing decisions, confirming that consumers' positive evaluations of a brand increase their likelihood of purchasing that product. This finding is consistent with previous studies that have demonstrated the important role of attitude in determining purchasing behavior (Baltaci et al., 2024; Thomas et al., 2020). Positive attitudes arise from perceived quality, user experience, and emotional comfort with the brand. For Generation Z, purchasing decisions are driven not only by functional needs but also by the fit with the values, identity, and self-image they build through brand choice. Furthermore, Generation Z tends to make decisions based on how a brand aligns with their identity, personal values, and lifestyle preferences. When they have a positive attitude—such as liking a brand, being confident in their assessment of it, and perceiving it as relevant—they are more motivated to purchase because they feel their choice reflects who they are.

Furthermore, research findings indicate that brand attitude mediates the effect of brand awareness and brand trust on purchasing decisions. This means that brand awareness and trust do not directly lead to a purchase decision but rather first form a positive attitude, which then drives consumers to purchase. This mediation role is important because it clarifies the psychological processes that occur before consumers make

decisions, particularly for Generation Z, who are known to be more reflective, consider emotional values, and be selective in choosing cosmetic products. Thus, the research results confirm that strategies to increase awareness and trust must focus on creating brand experiences that can build positive attitudes so that their influence on purchasing decisions becomes stronger.

Conclusion

This study aims to analyze the influence of brand awareness and brand trust on purchasing decisions for local cosmetic products among Generation Z, and to examine the mediating role of brand attitude. Based on the analysis, this study shows that both brand awareness and brand trust have a positive influence on brand attitude, and brand attitude, in turn, has been shown to have a positive influence on purchase decisions. Furthermore, brand attitude acts as a mediating variable, strengthening the relationship between brand awareness, brand trust, and purchase decisions. These findings confirm that the purchasing process among Generation Z is determined not only by brand recognition and trust but also by positive evaluations and feelings formed toward the brand.

Theoretically, this study contributes by strengthening the understanding of the role of brand attitude as a mediator in consumer behavior models, particularly in the context of local cosmetic products and the Generation Z segmentation. This study also adds empirical evidence regarding the relationship between brand awareness, brand trust, and purchase decisions and demonstrates that a theoretical model incorporating brand attitude variables can provide a more comprehensive explanation of the consumer decision-making process. Practically, the results of this study have important implications for the local cosmetic industry. First, increasing brand awareness can be achieved through a consistent branding strategy, the use of social media, and collaboration with influencers relevant to the Generation Z lifestyle. Second, building brand trust can be achieved through providing transparent product information, improving quality, and emphasizing safety and certification. Third, companies need to strengthen positive consumer attitudes by creating a pleasant brand experience, engaging product designs, and communicating messages that align with Generation Z values. With these steps, companies have a significant opportunity to increase purchasing decisions and loyalty among young consumers towards local cosmetic products.

This study has several limitations, including the use of purposive sampling techniques and online questionnaires, which limit the generalizability of the findings because the sample does not fully represent the entire Generation Z population in Indonesia. Furthermore, the use of self-report data has the potential to introduce perceptual bias, while the research variables, which are limited to brand awareness, brand trust, brand attitude, and purchase decisions, fail to capture other

factors such as price, product quality, or social influence. This study is also cross-sectional in nature, thus unable to examine changes in consumer behavior over time. For further research, it is recommended to use more representative sampling methods, combine data collection methods such as interviews or observations to reduce bias, expand the model with additional relevant variables, and consider longitudinal designs so that the dynamics of consumer attitudes and behavior can be observed more comprehensively.

Acknowledgements

The authors would like to thank all parties who have assisted in this research process.

References

- Ahmed, R. R., Vveinhardt, J., & Streimikiene, D. (2017). Interactive digital media and impact of customer attitude and technology on brand awareness: evidence from the South Asian countries. *Journal of Business Economics and Management*, 18(6), 1115–1134. <https://doi.org/10.3846/16111699.2017.1400460>
- Ahn, J. (2024). The role of multidimensional country-of-origin attributes: Exploring the antecedents of international brand attitude and image. *Journal of Marketing Communications*, 30(8), 910–925. <https://doi.org/10.1080/13527266.2023.2191607>
- Amarullah, D., Bailusy, M. N., Jabid, A. W., Bachmid, F., & Saputra, J. C. (2025). Determinants of luxury fashion purchase behavior: an integration of the theory of planned behavior and generational cohort theory. *Journal of Fashion Marketing and Management*, 29(7), 1179–1194. <https://doi.org/10.1108/JFMM-10-2024-0407>
- Amelia, A., Purwanto, N., Rofiah, C., & Ronald, R. (2024). Green Marketing Perspective: Enhancing Green Customer Loyalty with Environmental Knowledge as a Moderating Factor in the Local Cosmetic Industry in Indonesia. *Review of Integrative Business and Economics Research*, 13(4), 148–160.
- Arachchi, H. A. D. M., & Samarasinghe, G. D. (2023). Influence of corporate social responsibility and brand attitude on purchase intention. *Spanish Journal of Marketing - ESIC*, 27(3), 389–406. <https://doi.org/10.1108/SJME-12-2021-0224>
- Azzahra, S., Sanjaya, I., Lukman, J., & Ermanda, J. (2024). Factors influencing overall brand equity and identification in local cultural heritage products: a case study on Indonesian Millennial and Gen Z generations. *COSTING: Journal of Economic, Business and Accounting*, 7(4), 7269–7282.
- Baltaci, D. Ç., Durmaz, Y., & Baltaci, F. (2024). The relationships between the multidimensional planned behavior model, green brand awareness, green marketing activities, and purchase intention. *Brain and Behavior*, 14(6), e3584. <https://doi.org/10.1002/brb3.3584>
- Djafarova, E., & Bowes, T. (2021). 'Instagram made me buy it': Generation Z impulse purchases in the fashion industry. *Journal of Retailing and Consumer Services*, 59, 102345. <https://doi.org/10.1016/j.jretconser.2020.102345>

- Foroudi, P. (2019). Influence of brand signature, brand awareness, brand attitude, and brand reputation on the hotel industry's brand performance. *International Journal of Hospitality Management*, 76, 271–285. <https://doi.org/10.1016/j.ijhm.2018.05.016>
- Giovani, C., & Berlianto, M. P. (2022). Faktor yang mempengaruhi purchase decision konsumen yang menggunakan platform Tokopedia. *Jurnal Ilmiah MEA (Manajemen, Ekonomi, Dan Akuntansi)*, 6(3), 2148–2170.
- Guerra-Tamez, C. R., Flores, K. K., Serna-Mendiburu, G. M., Robles, D. C., & Cortés, J. I. (2024). Decoding Gen Z: AI's influence on brand trust and purchasing behavior. *Frontiers in Artificial Intelligence*, 7, 1323512. <https://doi.org/10.3389/frai.2024.1323512>
- Han, H., Yu, J., Chua, B. L., Lee, S., & Kim, W. (2019). Impact of core-product and service-encounter quality, attitude, image, trust and love on repurchase: Full-service vs low-cost carriers in South Korea. *International Journal of Contemporary Hospitality Management*, 31(4), 1588–1608. <https://doi.org/10.1108/IJCHM-05-2018-0376>
- Hanaysha, J. R. (2022). Impact of social media marketing features on consumer's purchase decision in the fast-food industry: Brand trust as a mediator. *International Journal of Information Management Data Insights*, 2(2), 100102. <https://doi.org/10.1016/j.ijime.2022.100102>
- Hmoud, H., Nofal, M., Yaseen, H., Al-Masaeed, S., & Alfawwaz, B. M. (2022). The effects of social media attributes on customer purchase intention: The mediation role of brand attitude. *International Journal of Data and Network Science*, 6(4), 1543–1556. <https://doi.org/10.5267/j.ijdns.2022.4.022>
- Karamchandani, S., Karani, A., & Jayswal, M. (2024). Linkages Between Advertising Value Perception, Context Awareness Value, Brand Attitude and Purchase Intention of Hygiene Products During COVID-19: A Two Wave Study. *Vision*, 28(5), 607–620. <https://doi.org/10.1177/09722629211043954>
- Khan, F., Mehmood, A., & Talat, A. (2022). The Impact of Social Media Marketing, Perceived Quality and Brand Awareness on Consumer's Brand Loyalty in Pakistan. *Pakistan Journal of Psychological Research*, 37(4), 533–550. <https://doi.org/10.33824/PJPR.2022.37.4.32>
- Koç, F., Efendioğlu, İ. H., Özkan, B., Uğurtan, H., & Baran, T. (2024). Effects of brand awareness and feminist message level in femvertising: An experimental study. *Women's Studies International Forum*, 106, 102957. <https://doi.org/10.1016/j.wsif.2024.102957>
- Koech, A. K., Buyle, S., & Macário, R. (2023). Airline brand awareness and perceived quality effect on the attitudes towards frequent-flyer programs and airline brand choice - Moderating effect of frequent-flyer programs. *Journal of Air Transport Management*, 107, 102342. <https://doi.org/10.1016/j.jairtraman.2022.102342>
- Kumar, S., Rajaguru, R., & Yang, L. (2024). Investigating how brand image and attitude mediate consumer susceptibility to eWOM and purchase intention: Comparing enterprise-owned vs. third-party online review websites using multigroup analysis. *Journal of Retailing and Consumer Services*, 81, 104051. <https://doi.org/10.1016/j.jretconser.2024.104051>
- Lacap, J. P., Discartin, C. M., Salac, R. A. K., & Rosario, J. A. M. R. Del. (2025). How TikTok videos from local fashion brands influence Generation Z's purchase intentions: the roles of attitude and trust. *Young Consumers, ahead-of-print*. <https://doi.org/10.1108/YC-02-2025-2436>
- Lin, W., Cai, Y., Zhang, L., & Weng, Z. (2025). Humor as excellence? A study of the effect of self-enhancing humor on consumer brand attitude. *Asia Pacific Journal of Marketing and Logistics*, 37(11), 3482–3498. <https://doi.org/10.1108/APJML-08-2024-1175>
- Liu, Q., & Wang, X. (2023). The impact of brand trust on consumers' behavior toward agricultural products' regional public brand. *PLoS ONE*, 18(11), e0295133. <https://doi.org/10.1371/journal.pone.0295133>
- Majeed, M. U., Aftab, H., Arslan, A., & Shakeel, Z. (2024). Determining online consumer's luxury purchase intention: The influence of antecedent factors and the moderating role of brand awareness, perceived risk, and web atmospherics. *PLoS ONE*, 19(2), e0295514. <https://doi.org/10.1371/journal.pone.0295514>
- Muqarrabin, R., Zebua, Y., & Lam'ah Nasution, S. (2022). Analysis Of Product Quality, Price, Promotion, And Location Toward Purchase Decision. *Indonesian Interdisciplinary Journal of Sharia Economics (IJSE)*, 5(2), 2621–606.
- Nazmabadi, K., & Motameni, A. (2024). The chain coffee shop brand equity and the differences of the consumer segments' responses to its dimensions based on their brand usage frequency. *Journal of Foodservice Business Research*, 27(5), 601–631. <https://doi.org/10.1080/15378020.2022.2109373>
- Noor, M. A. A., Wirayudha, R. A., & Fatimah, S. E. (2025). Digital storytelling and brand trust drive Generation Z in skincare purchase decisions. *Indonesian Interdisciplinary Journal of Sharia Economics (IJSE)*, 8(3), 7523–7538.
- Rahmah, K., & Satyaningrat, L. M. W. (2023). The The Effect of Consumer Characteristics and Lifestyle toward Purchase Decision. *Journal of Consumer Sciences*, 8(3), 395–413. <https://doi.org/10.29244/jcs.8.3.395-413>
- Razak, M., Hidayat, M., Launtu, A., Putra, A. H. P. A. K., & Bahasoan, S. (2020). Antecedents and consequence of brand management: empirical study of Apple's brand product. *Journal of Asia Business Studies*, 14(3), 307–322. <https://doi.org/10.1108/JABS-01-2019-0030>
- Said, L. R., Anggela, M., & Fariany, G. R. (2023). Online Purchase Decision of Gen Z Students at Shopee Marketplace. *International Journal of Professional Business Review*, 8(5), e01187. <https://doi.org/10.26668/businessreview/2023.v8i5.1187>
- Salehzadeh, R., Sayedan, M., Mirmehdi, S. M., & Heidari Aqagoli, P. (2023). Elucidating green branding among Muslim consumers: the nexus of green brand love, image, trust and attitude. *Journal of Islamic Marketing*, 14(1), 250–272. <https://doi.org/10.1108/JIMA-08-2019-0169>
- Semiz, B. B., & Paylan, M. ali. (2023). A study on the mediating effect of brand trust between perceived legitimacy of influencers and attitude toward brand: evidence from Turkey. *Asia Pacific*

- Journal of Marketing and Logistics*, 35(9), 2181–2197. <https://doi.org/10.1108/APJML-08-2022-0702>
- Sudhana, P., Noermijati, N., Hussein, A. S., & Indrawati, N. K. (2023). Explaining the unsuccessful relationships between brand awareness and behavioral intention: a serial mediation study. *Management Research Review*, 46(12), 1852–1864. <https://doi.org/10.1108/MRR-09-2021-0689>
- Surianto, M. A., Setiawan, M., Sumiati, & Sudjatno. (2020). Cause-related marketing campaigns and repurchase intentions: The mediating role of brand awareness, consumer attitude and corporate image. *Management Science Letters*, 10(14), 3235–3242. <https://doi.org/10.5267/j.msl.2020.6.015>
- Suwandi, D. S., & Balqiah, T. E. (2023). Factors Increasing Loyalty of Local Cosmetic Brands: A Study on Generation Z in Indonesia. *Binus Business Review*, 14(3), 285–296. <https://doi.org/10.21512/bbr.v14i3.9742>
- Thomas, T., Singh, N., & Ambady, K. G. (2020). Effect of Ethnocentrism and Attitude Towards Foreign Brands in Purchase Decision. *Vision*, 24(3), 320–329. <https://doi.org/10.1177/0972262919867509>
- Walean, R. H., Gerungan, C. A., & Mandagi, D. W. (2025). The Triple Play: Social Media Marketing, Brand Trust, and Smartphone Purchase Decisions in Emerging Market. *International Review of Management and Marketing*, 15(6), 287–301. <https://doi.org/10.32479/irmm.19203>
- Yu, U. J., Kim-Vick, J., & Cho, E. (2025). Which sources matter? Investigating the impact of diverse information sources on Gen Z consumers' attitudes and purchase intentions toward luxury fashion brands. *Asia Pacific Journal of Marketing and Logistics, ahead-of-print*(ahead-of-print). <https://doi.org/10.1108/APJML-04-2025-0587>