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Factors Influencing Purchase Intention with Brand Awareness as a Mediator on Fabric Product in Textile Industry

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Abstract

The rapid growth of the textile and fashion industry in Indonesia is increasingly driven by digital transformation and changes in consumer behavior. MSTEX, a local textile company established in 2013, is known for its affordable prices and consistent fabric quality. However, the company faces challenges in strengthening brand awareness and attracting new customers in the online B2B market. This study aims to analyze how social media marketing, word-of-mouth, product attributes (price and quality), and brand awareness influence purchase intention. A quantitative method approach is used in this study, while quantitative data are collected through a questionnaire involving 201 active social media users, resellers, and business customers. Data are analyzed using IBM SPSS 23 and SMART PLS (PLS-SEM) to test the hypotheses and examine the structural relationships. The findings show that word-of-mouth significantly influences brand awareness, while social media marketing does not. Product quality and price also influence customer purchase intention. In addition, brand awareness has a strong positive effect on purchase intention. This study contributes theoretically by supporting existing consumer behavior and brand equity models and expands the application of digital marketing constructs in B2B textile settings. From a managerial perspective, the results offer insights into how textile businesses can prioritize marketing strategies that resonate with their target markets and enhance brand visibility in the digital space.

1. INTRODUCTION

In today's rapidly changing digital world, industries must keep up with evolving consumer behavior and increasing global competition. The textile industry, both globally and in Indonesia, plays a critical role in job creation and export performance. However, like many other sectors, the industry is undergoing a transformative shift driven by digital engagement. Digital platforms are redefining the way businesses connect with their customers, particularly in the B2B market, which traditionally places a premium on building relationships and trust.

Indonesia’s textile and textile products (TPT) sector remains a cornerstone of the national economy. As of early 2024, the sector contributed 5.84% to manufacturing GDP and employed nearly 4 million workers. However, increasing competition from new, digitally savvy players and strong demand for convenience through online platforms pose significant challenges. While B2C industries have widely adopted digital strategies, the B2B sector, especially in traditional segments (such as textiles) has lagged behind, creating a clear research gap.

Despite the sector’s potential, limited studies have explored how local B2B textile businesses are adapting to digital transformation. Previous research has largely focused on consumer-facing industries or global contexts. There is no academic literature addressing the strategic digital challenges and opportunities for Indonesian textile suppliers operating in a B2B environment. Addressing this gap is critical for both theoretical advancement and practical application.

MSTEX, a textile supplier known for its competitive pricing and consistent product quality, has faced such challenges since expanding its digital marketing efforts in 2022. Although MSTEX has established a solid offline presence in Tanah Abang and maintained a loyal customer base, its visibility and penetration in the digital B2B landscape remain limited. Compared to larger or more digitally active competitors, MSTEX struggles to stand out online.

This study builds on the existing literature by examining five marketing and behavioral constructs; Word of Mouth (WOM), Social Media Marketing (SMM), Product Attributes (price and quality), Brand Awareness, and Purchase Intention. These constructs are often associated with frameworks such as the AIDA model and consumer behavior theory. While previous research has confirmed their role in shaping B2C decisions, this study investigates their relevance in the local B2B textile context.

Ultimately, this study aims to propose targeted marketing strategies to increase MSTEX brand awareness and purchase intention among B2B customers. Using survey-based quantitative analysis and PLS-SEM modeling, this study offers a customer-oriented and data-driven approach. The findings contribute to filling the scientific gap while equipping local textile companies with actionable strategies for digital competitiveness.

2. LITERATUR REVIEW

Word of Mouth

Word of Mouth (WOM) refers to the interpersonal exchange of opinions and experiences about products and services. It is a powerful marketing communication tool, especially in trust-dependent industries. WOM contributes significantly to shaping brand perception, as customers often rely on peer recommendations over traditional advertising. According to Herlambang (2014), satisfied customers who share their experiences can positively impact a company's image and customer acquisition.

Social Media Marketing

Social Media Marketing (SMM) has significantly evolved in the past five years, transforming how businesses engage with their audiences—especially in the B2B sector. Unlike traditional one-way advertising, modern SMM emphasizes two-way communication, storytelling, and content personalization. Recent studies by Zhou et al. (2023) highlight that while SMM can increase brand engagement and visibility, its effectiveness is conditional on content relevance and platform strategy. Narwani (2023) notes that without a strategic fit between the brand message and the chosen platform, SMM efforts often fail to convert awareness into purchase intent. This insight aligns with MSTEX's context, where engagement levels remain low due to under-optimized content strategies.

Brand Awareness

Brand awareness is a key precursor to customer consideration and loyalty, particularly in saturated markets. Fitriani and Santoso (2024) argue that in B2B environments, building awareness requires not just visibility but repeated, trust-based interactions. Unlike B2C, where emotional appeal dominates, B2B branding strategies should emphasize product reliability, service history, and peer recommendations. The findings from Febrianti and Fahlevi (2023) further reinforce the role of awareness in driving customer retention and satisfaction, especially when supported by consistent product quality.

Product Quality

Recent literature continues to affirm product quality as a critical determinant of brand equity and purchase decision-making. In their study of Southeast Asian fashion SMEs, Fitriani and Santoso (2024) confirm that perceived quality significantly influences trust and repeat buying behavior. However, quality perception remains subjective and may be influenced by marketing communication, customer expectations, and prior experiences—making consistent delivery and documentation of quality crucial for companies like MSTEX.

Product Price

Price plays a nuanced role in purchase decision-making. In a recent cross-country comparison, Chang and Lin (2023) find that perceived price fairness—rather than low pricing alone—drives higher purchase intentions. In B2B, this implies that transparent pricing, bulk incentives, and value-based bundling are more effective than simple discounting tactics. Moreover, Febrianti and Fahlevi (2023) note that pricing strategies must align with perceived quality to avoid undermining brand credibility.

Purchase Intention

Purchase intention, while central to predicting consumer behavior, is still moderated by various cognitive and contextual variables. Zhou et al. (2023) integrate behavioral theory and machine learning to show that social proof, trust, and perceived fit influence whether intention becomes action. These findings suggest that MSTEX must build more than functional appeal—it must also foster emotional and relational trust to drive actual conversion.

Theoretical Framework and Relationships

To integrate these constructs, the study adopts insights from the AIDA (Attention-Interest-Desire-Action) model and consumer behavior theory.

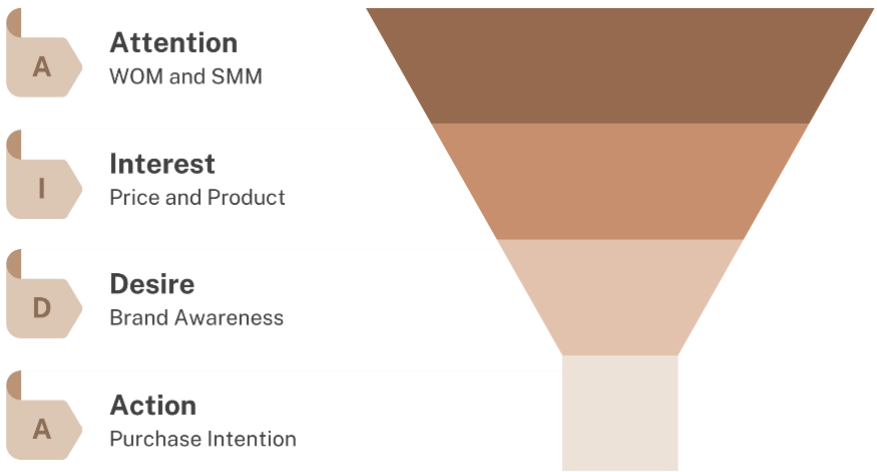

Figure 1. AIDA Funnel Diagram

The AIDA model in figure 1 suggests that effective marketing begins with capturing attention (WOM and SMM), then builds interest (price and product attributes), leading to desire (brand awareness) and resulting in action (purchase intention).

While previous studies have examined these constructs independently, few have explored their interrelations within the Indonesian B2B textile industry. This study addresses that gap by testing a model where brand awareness mediates the influence of marketing communication and product attributes on

purchase intention. In doing so, it provides a more holistic view of how digital and relational marketing tools affect customer behavior in a traditionally offline market.

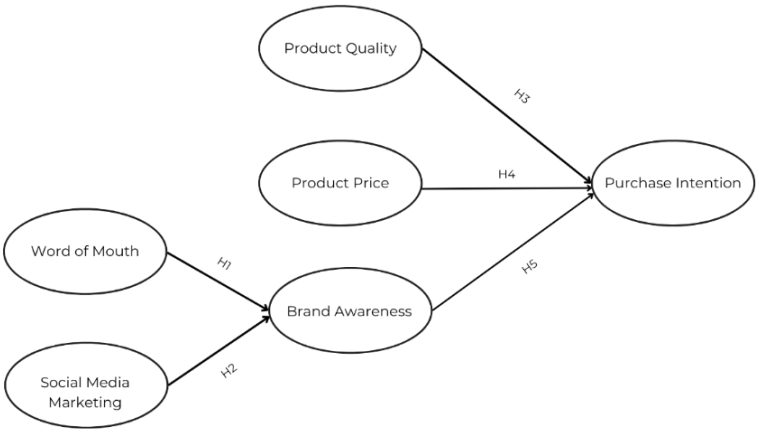

Figure 2. Conceptual framework of research
Source: Data by the author (2025)

From this explanation, the present study hypothesized that:

H1: Word of Mouth has a significant influence on brand awareness.
H2: Social Media Marketing has a significant effect on brand awareness.
H3: Product Quality has a significant effect on purchase intention.
H4: Product Price has a significant effect on purchase intention.
H5: Brand Awareness has a significant effect on Purchase Intention.

3. METHODS

This study used a descriptive quantitative research design with a cross-sectional approach. Data were collected through an online questionnaire addressed to current and prospective B2B MSTEX customers. A total of 201 valid responses were collected from business customers, fabric retailers, and designers aged 15–50 years, residing in major cities across Indonesia.

Sampling Technique

This study used non-probability purposive sampling. This method was chosen to focus on individuals who are most relevant to the research objectives that they have experience or interest in purchasing MSTEX fabrics. Although purposive sampling offers directional insights, this method can introduce sampling bias due to subjective participant selection. Therefore, the results of the study should be interpreted with caution and not generalized beyond the specified sample population.

Questionnaire Development

The questionnaire used in this study contained 23 items, which were adapted and refined from previous studies that had been validated to ensure content validity. Each item measures constructs related to Word of Mouth, Social Media Marketing, Product Quality, Product Price, Brand Awareness, and Purchase Intention. An initial pilot test was conducted on 30 respondents to assess the validity and reliability of the instrument. Feedback from this stage helped refine the language and clarity of the questions. Expert validation was also conducted by marketing academics to ensure the theoretical robustness of the constructs. The final version of the questionnaire was distributed online via WhatsApp and Instagram. Responses were measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

Analysis Method

Data analysis was conducted in two stages. First, preliminary statistical testing was conducted using IBM SPSS 23 on the initial 30 respondents. This stage included validity and reliability testing. Validity was assessed by calculating the Pearson correlation between each item and its total score. Items with a correlation coefficient greater than 0.37 were considered valid. Reliability was evaluated using Cronbach's Alpha, with a threshold of 0.6 considered acceptable. This analysis ensured that the questionnaire items were statistically sound and internally consistent before full distribution.

In the second stage, data from all 201 respondents were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) through SmartPLS software. PLS-SEM was chosen because it allows modeling of complex latent variables and is suitable for exploratory studies with small to medium sample sizes. Unlike covariance-based SEM methods such as AMOS, PLS-SEM does not require multivariate normality and is more suitable for prediction-oriented research. This approach allows the evaluation of direct and indirect relationships among constructs such as brand awareness, word-of-mouth, and purchase intention.

4. RESULT AND DISCUSSION

Result

There are several steps taken before evaluating the measurement model and structural model, namely through validity and reliability tests using the SPSS 23 tools for 30 respondents first. The author determine the validity criteria by analyzing each item and calculating the correlation between the individual item score and the total score (Sugiyono, as cited in Kusnadi, 2016). According to this method, a Pearson Correlation value greater than 0.3 indicates validity. The specific criteria for interpreting validity are: 1) If the Pearson Correlation value is > 0.3, then the item is considered valid (Sugiyono, as cited in Kusnadi, 2016). 2) If the Pearson Correlation value is ≥ 0.3, then the item is considered valid (Malhotra, 2010). 3) If $r_{calculated} > r_{table}$, then the item is considered valid. For n=30 and a 5% level of significance, r_{table} is 0.37. The following section presents the results of the questionnaire's validity test for each variable.

Table 1. Validity test for 30 respondents
Source: Data by the author (2025)

Variable	Question Item	Pearson Correlation Score	Description
Word of Mouth	X1.1	0,806	Valid
	X1.2	0,618	Valid
	X1.3	0,557	Valid
	X1.4	0,767	Valid
Social Media Marketing	X2.1	0,806	Valid
	X2.2	0,712	Valid
	X2.3	0,761	Valid
Product Quality	X3.1	0,765	Valid
	X3.2	0,584	Valid
	X3.3	0,655	Valid
Product Price	X4.1	0,654	Valid
	X4.2	0,795	Valid
	X4.3	0,828	Valid
Brand Awareness	X5.1	0,85	Valid
	X5.2	0,523	Valid
	X5.3	0,69	Valid
	X5.4	0, 725	Valid
Purchase Intention	Y1.1	0,794	Valid
	Y1.2	0,729	Valid
	Y1.3	0,601	Valid
	Y1.4	0,618	Valid
	Y1.5	0,548	Valid

Based on Table 1, all the question items are from the variables, namely Word of Mouth, Social Media Marketing, Product Quality, Product Price, Brand Awareness and Purchase Intention. All the 23 question items are declared valid because they have a Pearson Correlation Score (r) more than 0.37 as r table.

Reliability testing is carried out to evaluate the internal consistency of the questionnaire, determining the extent to which the items produce consistent results across instances. Sekaran and Bougie (2016: 202) define reliability as a measure of how consistently a measurement instrument assesses a particular concept. Cronbach's Alpha is a reliability coefficient that indicates the degree of positive correlation between items in a set, while an estimate between 0.6 and 0.7 is acceptable if the model validity estimate is good.

Table 2. Reliability test for 30 respondents
Source: Data by the author (2025)

Variable	N of Items	Cronbach Alpha	Description
Word of Mouth	4	0,641	Reliable
Social Media Marketing	3	0,625	Reliable
Product Quality	3	0,651	Reliable
Product Price	3	0,601	Reliable
Brand Awareness	4	0,626	Reliable
Purchase Intention	6	0,628	Reliable

For reliability test in table IV.7, Cronbach's alpha coefficient was calculated to measure the internal consistency of the questionnaire items. A Cronbach's alpha value above 0.6 is generally considered acceptable, indicateng a reasonable level of reliability. In this study, all the variables are reliable, because the Cronbach's alpha result are more than 0.6.

After conducting validity and reliability testing on 30 respondents, the author process the 201 respondents use SEM-PLS to gain insight into the factors that have the greatest impact on purchase intentions regarding the attributes. The initial stage of the analysis involves conducting reliability and validity assessments, followed by hypothesis testing using structural models. The figure below illustrates the path model employed in this study.

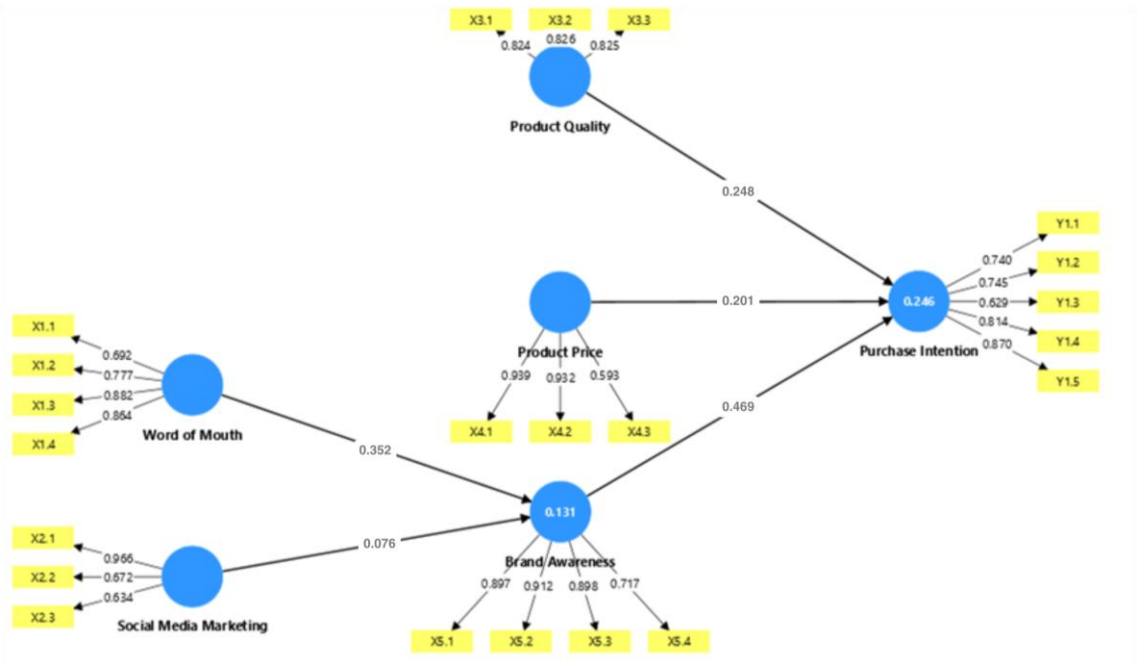

Figure 3. SEM-PLS Structure

Source: Data by the author (2025)

Based on the SEM-PLS in figure 3, the measurement model shows that each latent construct is represented by indicators with generally high outer loading values. For example, several indicators have outer loading values of around 0.682 and 0.792, indicating that the measurement for constructs such as Word of Mouth, Social Media Marketing, Product Quality, and Product Price is valid and reliable. Convergent validity testing appears to be met if each indicator shows a measurement load (loading) above the threshold value which is usually 0.70.

Table 3. Descriminant Validity Result
Source: Data by the author (2025)

Construct	Brand Awareness	Product Price	Product Quality	Purchase Intention	Social Media Marketing	Word of Mouth
Brand Awareness						
Product Price	0.366					
Product Quality	0.145	0.075				
Purchase Intention	0.379	0.123	0.241			
Social Media Marketing	0.090	0.452	0.183	0.129		
Word of Mouth	0.350	0.067	0.385	0.098	0.166	

Based on table 3, the correlation value between constructs is in the low to moderate range with the highest value of 0.452 between Product Price and Social Media Marketing.

Table 4. R Square Result
Source: Data by the author (2025)

	R-square	R-square adjusted
Brand Awareness	0.131	0.122
Purchase Intention	0.246	0.235

Table 4 explain that the relatively small R^2 values (e.g. 0.131 for Brand Awareness and 0.246 for Purchase Intention) indicate that the independent variables in the model are only able to explain about 13.1% and 24.6% of the variation in the dependent variable respectively.

Table 5. Path Coefficient Result
Source: Data by the author (2025)

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Brand Awareness -> Purchase Intention	0.469	0.453	0.065	7.193	0.000
Product Price -> Purchase Intention	0,201	0,107	0.120	2.164	0,008
Product Quality -> Purchase Intention	0.248	0.244	0.101	2.449	0.014
Social Media Marketing -> Brand Awareness	0.076	0.080	0.103	0.742	0.458

Word of Mouth -> Brand Awareness	0,352	0.359	0.051	6.875	0.000

Based on the path coefficient result in table 5, in the current conditions at MSTEX there is a significant influence of several variables on the dependent variable. For example, Brand Awareness has a significant positive influence on Purchase Intention with a coefficient of 0.469 (p-value = 0.000), which means that the higher the brand awareness, the higher the purchase intention. In addition, Product Price and Product Quality also have a significant effect on Purchase Intention, each with a coefficient of 0.201 (p-value = 0.008) and 0.248 (p-value = 0.014). This shows that consumer perceptions of competitive product prices and good product quality significantly increase their intention to buy.

Table 6. Hypothesis Result
Source: Data by the author (2025)

Hypothesis	Path	P-value	Conclusion
H1	Word of Mouth → Brand Awareness	Accepted	Word of Mouth has a significant influence on Brand Awareness.
H2	Social Media Marketing → Brand Awareness	Rejected	Social Media Marketing does not significantly influence Brand Awareness.
H3	Product Quality → Purchase Intention	Accepted	Product Quality significantly influences Purchase Intention.
H4	Product Price → Purchase Intention	Accepted	Price significantly influences Purchase Intention.
H5	Brand Awareness → Purchase Intention	Accepted	Brand Awareness significantly influences Purchase Intention.

Discussion

The results confirm that Word of Mouth (WOM) plays a significant role in influencing Brand Awareness, particularly in the B2B textile market where relationships and reputational trust drive decision-making. This supports consumer behavior theory, which emphasizes the role of personal recommendations in high-involvement purchases. In the context of MSTEX, this can be attributed to the company's long-standing offline presence and loyal customer base who share experiences informally, building credibility among peers. Such trust-based recommendations are often more persuasive than company advertising.

In contrast, Social Media Marketing (SMM) did not show a significant impact on Brand Awareness. This finding could stem from several possible factors specific to MSTEX. First, the company's social media content may not be tailored to the expectations of B2B buyers, who often demand technical product information, industry use cases, and reliability assurance rather than aesthetic-focused visuals or extensive promotional content. Second, MSTEX's audience engagement on social platforms may be relatively low, possibly due to inconsistent posting schedules, lack of interactive campaigns, or inadequate targeting. Finally, B2B customers often use different channels; such as direct referrals, supplier directories, or trade shows to find textile vendors, which makes traditional SMM less effective unless integrated into a more comprehensive digital strategy.

The significant influence of product quality and price on purchase intention is consistent with the existing literature. This finding reinforces the AIDA model: attributes such as quality and price attract attention and build desire, which then translates into purchase decisions. In the case of MSTEX, the emphasis on product performance and affordability confirms its alignment with market expectations. However, the moderate R-square for Purchase Intention suggests that while quality and price are important, other influential variables remain under-reported.

Factors such as customer service responsiveness, ease of ordering, payment flexibility, and post-purchase support may also influence decision making and should be examined in future research.

This study validates consumer behavior models such as AIDA and supports the relevance of interpersonal influence theory in B2B marketing. It also challenges the assumption that digital marketing tools such as social media inherently drive awareness across all types of markets. The results suggest that digital tools should be applied contextually and strategically, especially in markets dominated by trust, expertise, and relationship-based selling processes.

For MSTEX, the results highlight the need to enhance its digital strategy while leveraging its strengths. Building a structured referral or ambassador program can strengthen word-of-mouth. Additionally, investing in digital educational campaigns, such as short videos, case studies, or customer reviews, can enhance the credibility of MSTEX's social media presence. On the operational side, maintaining product quality and competitive pricing should remain a primary focus. As the company scales, incorporating feedback mechanisms and building digital trust assets (e.g., verified buyer testimonials or expert endorsements) can enhance brand appeal and customer retention in the B2B space.

5. CONCLUSION

Based on the results of the previous tests and discussions, there are several conclusions that can be drawn in this study, namely: word of mouth has a significant influence on brand awareness, social media marketing does not have a significant effect on brand awareness, product quality has a significant effect on purchase intention, product price has a significant effect on purchase intention, and brand awareness has a significant effect on purchase intention.

The author also give the suggestion that MSTEX needs to carry out quality control more consistently, starting from the selection of raw materials, packaging, to catalog documentation. This strategy can also be strengthened by presenting visual and educational narratives regarding the technical advantages of each type of fabric, both through social media content and digital catalogs. MSTEX also start focusing on building online distribution channels, because it is very relevant considering changes in consumer behavior who now shop more through e-commerce and social media. MSTEX can start this digital transformation by optimizing the website as a product showcase, integrating the store into popular marketplaces such as Tokopedia or Shopee, and utilizing chat platforms such as WhatsApp Business for customer service.

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