

concluding that E-WOM positively correlated with Purchase Intention (Bhat & Bhat, 2020; Putera & Warmika, 2020; Sulthana & Vasantha, 2019).

Brand Image had a positive and significant effect on Purchase Intention. Furthermore, it was essential in influencing consumers' purchase decisions. The stronger the brand image, the greater the consumer's desire to rely on the brand based on beliefs or expectations resulting from the brand's credibility, benevolence, and performance (Chen, 2010). These results were consistent with previous studies stating that Brand Image had a positive and significant correlation with Purchase Intention (Savitria *et al.*, 2022; Benhardy *et al.*, 2020).

Brand Image mediated the effect of Online Advertising on Purchase Intention. Online marketing communications, especially E-WOM and online advertising, were effective in promoting brand loyalty and product purchase intention through company websites and social media (Balakrishnan *et al.*, 2014). This condition was supported by Martinez *et al.*, (2014), who found that a good brand image in an advertisement was essential when consumers wanted to purchase a product. Furthermore, Brand Image also mediated the effect of E-WOM on Purchase Intention. Building a good brand image through E-WOM can undoubtedly affect purchase intentions as a good move to attract customer attention and trust, which can subsequently increase sales and competitive advantage. The results of this study corroborated previous research finding that Brand Image could mediate the effect of E-WOM on Purchase Intention (Pham & Ngo, 2017; Al-Dmour *et al.*, 2022).

## 6. CONCLUSION

This study found that Online Advertising and E-WOM had an effect on Brand Image and affected Purchase Intention for local cosmetic products in Indonesia. Building a positive brand image through online advertising and E-WOM increased purchase intention, sales, and competitive advantage. Businesses, particularly those with specific brands, must constantly improve their capabilities in developing marketing strategies that leverage social media platforms to promote brand image and consumer purchase intention. Correspondingly, the company must provide accurate information to its target customers, as well as introduce the product's value, in order for the company's brand to be better recognized. Target customers may notice, appreciate, and remember its benefits and features if the company is successful. As a result, company management should consider emphasizing online advertising and E-WOM in introducing products to users or the target market for local cosmetic brands in Indonesia.

## 7. Limitation and Recommendation for Future Research

This study had several limitations that future researchers should address. First, the sample size of 210 respondents was deemed insufficient to represent the Indonesian population. As a result, extensive research with a larger sample size is suggested. Second, this study focused solely on the local cosmetics industry in Indonesia, including online advertising, electronic word of mouth, and brand image. To increase generalization, future studies can consider industry, country, and other variables concerning their effects on brand image. However, the findings were expected to support the literature review and references used by researchers to develop more in-depth and comprehensive research on purchase intention.

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