

The Influence of Content Marketing, E-WOM, and Brand Awareness on Purchase Intention of Eiger Products on TikTok among Generation Z

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ABSTRACT

Objective: This study aims to analyze the influence of Content Marketing, Electronic Word of Mouth (E-WOM), and Brand Awareness on the Purchase Intention of Eiger products among Generation Z on TikTok, focusing on identifying which factors most effectively drive consumer decisions in the digital-native segment. **Method:** A quantitative descriptive approach was employed using Partial Least Squares Structural Equation Modeling (PLS-SEM), with data collected from 96 Generation Z respondents who actively use TikTok and have been exposed to Eiger promotional content. A purposive sampling method was applied, and measurements were conducted using a Likert-scale questionnaire based on established indicators for each variable. **Results:** The findings reveal that Brand Awareness significantly and positively influences purchase intention, while Content Marketing and E-WOM do not show a significant impact. The R-square value of 0.778 indicates that 77.8% of the variance in purchase intention can be explained by the tested variables, with brand awareness emerging as the dominant factor. **Novelty:** Unlike many prior studies highlighting the role of content marketing and E-WOM in driving Generation Z consumer behavior, this research demonstrates that on TikTok, purchase intention is primarily shaped by brand awareness. This highlights the strategic importance of enhancing brand presence, consistent messaging, and digital engagement to strengthen consumer trust and encourage purchasing decisions.

INTRODUCTION

The rapid advancement of digital technology over the past decade has triggered profound transformations within the socio-economic landscape, particularly in the domain of marketing. One of the most salient phenomena is the significant shift in consumption and interaction patterns, largely influenced by the emergence of Generation Z. This generation, born between 1997 and 2012, is widely recognized for its strong affinity with technology, rapid information access, and heightened sensitivity to digital trends [1]. They are commonly referred to as digital natives, having been immersed in digital devices, the internet, and social media since childhood. The defining characteristics of this cohort include the ability to multitask, agility in processing information, and a strong inclination toward visual and interactive content [2]. In this regard, one of the most relevant local brands that resonates with the active lifestyle of Gen Z is Eiger, an Indonesian outdoor equipment manufacturer renowned for its products such as hiking backpacks, trekking shoes, jackets, and various adventure accessories. These products are not only functional but also embody the adventurous lifestyle values that align with the identity of Generation Z. Accordingly, Eiger represents a compelling case study for analyzing digital marketing strategies, particularly on platforms such as TikTok, which have become highly influential among this generation.

Moreover, Generation Z tends to be critical, creative, and innovation-driven, especially with respect to values related to authenticity and sustainability. Their strong connection to technology and active participation in shaping social media trends render them a particularly important subject of inquiry, especially in the context of digital marketing strategies and contemporary consumer behavior.

Digital marketing strategies have become the primary approach to reaching modern consumers in the era of information technology. This approach leverages various digital platforms to build more personal and interactive relationships between brands and audiences. One of the key channels in digital marketing today is social media, which offers tremendous potential for information dissemination and enhancing consumer engagement. Among the many platforms utilized by businesses, TikTok stands out as the fastest-growing social media platform in recent years.

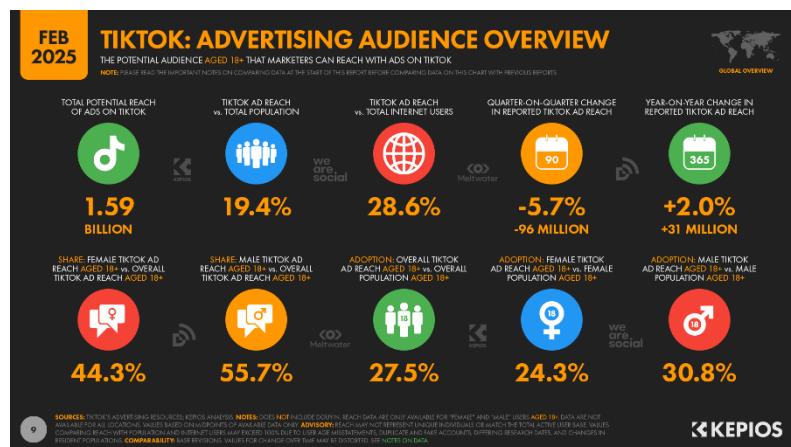


Figure 1. Digital 2025 Report by DataReportal.

According to the 2025 DataReportal report, TikTok has more than 1.5 billion active users worldwide, with approximately 60% of them belonging to Generation Z. This indicates that TikTok is not merely a space for creative expression and entertainment, but also a strategic medium to effectively reach the younger market. Through features such as the For You Page (FYP), its personalization-based algorithm, and high interactivity among users, TikTok can rapidly and massively shape public opinion, making it a crucial tool in today's digital marketing campaigns [3].

Marketing strategies within the TikTok ecosystem have undergone significant evolution, particularly through the approaches of content marketing, electronic word of mouth (E-WOM), and brand awareness, which serve as key variables in shaping purchase intention for Eiger products among Generation Z. Content marketing on TikTok is manifested in the form of short, aesthetic, light, and entertaining videos that align with Gen Z's digital culture. This strategy is capable of subtly creating emotional engagement, thereby stimulating purchase intention for Eiger products without appearing coercive. Research [4] and [5] indicate that content marketing has a positive effect on purchase decisions, especially when supported by brand awareness. However,

[6] reports contrasting findings, showing that content marketing does not significantly influence purchase decisions on Instagram, highlighting platform and generational differences. On the other hand, E-WOM functions as a powerful psychological force influencing Gen Z's purchase decisions. They tend to trust horizontal peer opinions more than formal advertising. Reviews, comments, and testimonials on TikTok serve as organic promotional tools that foster trust in a brand. In the context of Eiger products, consumer discussions about authenticity, quality, and user experiences can have a strong impact on purchase intention. Findings from [4] and [5] reinforce the positive influence of E-WOM, although [7] shows that E-WOM has no significant effect when information is inconsistent. Lastly, brand awareness plays a strategic role, as Gen Z tends to purchase products they frequently see and hear about on social media. [4] asserts that brand awareness strengthens the effects of content marketing and E-WOM on purchase decisions, while [8] emphasizes the direct influence of brand awareness on purchase intention. However, findings from [9] suggest otherwise, stating that brand awareness does not significantly affect TikTok users who prioritize price and peer testimonials. These conflicting results highlight the existence of a research gap, making it necessary to further examine how these three variables specifically influence the purchase intention of Eiger products on TikTok among Gen Z, who possess unique characteristics in shaping modern digital consumption behavior.

Another aspect that significantly influences consumer behavior is brand awareness. Amidst the overwhelming flow of information and brand competition on social media, a brand's ability to be recognized and remembered by consumers becomes crucial. This awareness is not only established through visual presence and brand narratives on TikTok but also through the consistency of messages and values associated with the target audience's lifestyle. In this regard, Eiger strengthens its brand recall among young consumers by emphasizing narratives of adventure, quality, and Indonesian authenticity. Thus, marketing success does not solely rely on the product itself but also on how brand perceptions are shaped and continuously communicated.

Interestingly, among Generation Z, purchase intention is not only driven by functional needs but also by the desire to follow trends, build self-image, and gain social validation through participation in viral content. This phenomenon highlights that Gen Z's purchase intention is highly influenced by psychosocial dimensions that evolve within digital environments. In this context, content marketing and electronic word of mouth (E-WOM) play a pivotal role in shaping consumer perceptions and fostering emotional engagement with a brand. As noted by [4], content marketing and E-WOM significantly affect consumer perceptions and responses related to brand awareness. Therefore, effective marketing strategies must consider the psychological dynamics of young consumers, align brand messages with Gen Z aspirations, and create digital experiences that stimulate interest and enhance purchase intention toward Eiger products.

Emphasizes that Gen Z demonstrates high responsiveness to visual and social stimuli, making social media their primary space for identity exploration and

consumption preferences [10]. Meanwhile, [11] highlight that emotional engagement fostered through creative content and the power of users' social networks plays a central role in influencing purchase intention, even surpassing the impact of traditional advertising.

Digital marketing strategies such as content marketing, electronic word of mouth (E-WOM), and brand awareness enhancement thus become essential in shaping Gen Z's purchase intention toward Eiger products. Attractive creative content, positive peer reviews, and heightened brand recognition can effectively stimulate consumer interest and drive purchase decisions [12]. In conclusion, the interplay of content marketing, electronic word of mouth (E-WOM), and brand awareness plays a central role in shaping Gen Z's purchase intention for Eiger products, even surpassing the influence of traditional advertising. Accordingly, this study aims to explore and analyze the effects of content marketing, E-WOM, and brand awareness on Gen Z's purchase intention toward Eiger products, with the expectation of providing strategic recommendations for more effective digital marketing practices.

This research also aligns with SDG 12 (Responsible Consumption and Production) by promoting digital marketing strategies that not only enhance purchase intention but also foster consumer awareness of sustainability values and responsible production practices.

Research Questions

1. Does content marketing influence the purchase intention of Eiger products on TikTok among Generation Z?
2. Does electronic word of mouth (E-WOM) influence the purchase intention of Eiger products on TikTok among Generation Z?
3. Does brand awareness influence the purchase intention of Eiger products on TikTok among Generation Z?

Research Objectives

1. To analyze the influence of content marketing on the purchase intention of Eiger products on TikTok among Generation Z.
2. To analyze the influence of electronic word of mouth (E-WOM) on the purchase intention of Eiger products on TikTok among Generation Z.
3. To analyze the influence of brand awareness on the purchase intention of Eiger products on TikTok among Generation Z.

Generation Z and Their Consumption Behavior on Social Media

Generation Z, consisting of individuals born between 1997 and 2012, grew up in a fast-paced digital ecosystem. They are recognized as digital natives who heavily rely on technology, possess strong digital multitasking skills, and tend to be skeptical toward conventional marketing methods. Social media platforms such as TikTok, Instagram, and YouTube are not merely spaces for entertainment, but also serve as primary sources of information, social interaction, and consumption decisions.

TikTok has become the dominant medium for Gen-Z due to its visual, fast-paced, and trend-driven nature. They are drawn to short, entertaining, creative, and easily

consumable content. In terms of purchasing behavior, many Gen-Z consumers admit to buying products—including Eiger products—after watching reviews, testimonials, or haul videos on TikTok, even before visiting the brand's official website. Purchase intention can be defined as an individual's tendency to buy a product they have encountered. For Gen-Z, purchase intention is strongly triggered by social interactions, content aesthetics, and the credibility of information received through influencers, brands, or peers [13]. With its algorithm driven by the *For You Page (FYP)*, TikTok allows commercial content to spread quickly and organically, reaching millions of users without the need for paid advertising.

Relationship Between Variables

The Influence of Content Marketing on Purchase Intention

Content marketing is a strategic approach in digital marketing that focuses on providing valuable content to attract consumer attention. On TikTok, forms of content marketing are highly diverse, ranging from light educational videos and product unboxing to emotional storytelling. For Generation Z, such content is not only a source of information but also a form of entertainment that can influence their perception of a brand and its products, including Eiger.

When the displayed content marketing is able to trigger visual interest, evoke emotions, or resonate with Gen-Z's personal values, it is highly likely to foster trust and stimulate their intention to try the product. Content marketing also provides brands with the opportunity to deliver messages subtly, without appearing coercive.

A study by [14] found that content marketing has a positive and significant effect on purchase intention among TikTok users. Content packaged in the form of user-generated content has been shown to increase interaction and the willingness to purchase because it is perceived as more authentic.

Conversely, [15] argued that content marketing does not significantly influence purchase intention when the content is monotonous, repetitive, and misaligned with the audience's identity. In this case, Generation Z tends to become easily bored with content that lacks variation.

The Influence of Electronic Word of Mouth (E-WOM) on Purchase Intention

Electronic Word of Mouth (E-WOM) plays a crucial role in shaping modern consumers' purchasing decisions, particularly Generation Z, who heavily rely on online opinions and recommendations. On TikTok, E-WOM appears in the form of comments, video stitching, reactions, or user-generated content duplication that discusses experiences with certain products, such as Eiger's outdoor equipment.

found that E-WOM on social media has a positive influence on consumers' purchase intention due to the social perception formed by authentic user comments and reviews [16]. Meanwhile, [17] reported that E-WOM did not significantly affect purchase intention for skincare products on TikTok. This was attributed to the prevalence of fake reviews and endorsements perceived as inauthentic, leading to a decline in trust among Gen-Z consumers.

The Influence of Brand Awareness on Purchase Intention

Brand awareness refers to consumers' recognition and recall of a brand's existence. Within the TikTok ecosystem, brand awareness is cultivated through consistent visual exposure, distinctive communication styles, and participation in viral trends such as hashtag challenges. Generation Z often forms their initial perception of product quality based on how frequently a brand appears on their feed. Brands that are recognized and familiar to Gen-Z are more likely to be chosen when they require products from a particular category, such as Eiger products, which are known for their robust image as outdoor equipment and active lifestyle gear. Higher levels of brand awareness influence consumer preferences, foster loyalty, and ultimately drive purchase decisions.

A study by [18] indicates that brand awareness significantly affects purchase intention due to positive perceptions formed from frequent brand exposure. However, research by [19], reveals that brand awareness does not necessarily influence purchase intention if it is not accompanied by authentic user experiences or supportive reviews. Familiarity with a brand does not always translate into purchase behavior when the perceived value remains low.

Theoretical Review

Content Marketing Theory

Content marketing is a marketing communication strategy that emphasizes the creation and distribution of valuable information for target audiences. This concept has evolved alongside the shift in digital consumer behavior, where audiences no longer respond effectively to direct advertisements but instead prefer content that is informative, entertaining, and relevant to their needs[20] defines content marketing as a strategic marketing technique focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience segment, with the ultimate goal of driving profitable consumer action.

According to [21], content marketing is a form of marketing communication designed to build long-term relationships with customers through engaging narratives rather than hard selling. Meanwhile, [22] highlights that content marketing is the art of speaking to consumers without explicitly selling, but instead providing them with reasons to trust the brand through the delivery of specific values.

As summarized by [23], the key indicators of content marketing include:

1. Relevance - the information provided must align with consumer needs and problems.
2. Accuracy - the data within the content must reflect the actual situation and reality.
3. Value - the content must deliver tangible benefits for consumers.
4. Clarity - the content must be easily understood by the audience.
5. Accessibility - the content should be distributed through appropriate channels to ensure ease of reach.

In the context of TikTok, content that meets these indicators has a high potential to build emotional connections and strengthen purchase intention among Gen-Z. This is particularly relevant for Eiger's promotional strategies, which leverage short videos,

unboxing clips, and adventure-themed content aligned with the lifestyle of its target audience.

Electronic Word of Mouth (E-WOM) Theory

Electronic Word of Mouth (E-WOM) is an evolution of traditional word-of-mouth communication that now takes place through digital platforms. [24] define E-WOM as an informal form of communication among consumers about their experiences with a product, which is shared online and can be widely accessed by the public. This type of information is generally perceived as more credible by potential buyers because it originates from fellow users rather than from producers.

expands this understanding by emphasizing that E-WOM has a significant influence on lifestyle and tourism behaviors, including purchasing decisions, due to its personal and non-commercial nature [25]. Meanwhile, [26] highlights that E-WOM functions as an online reference consumers use to evaluate a product's value based on reviews, comments, and shared experiences of others.

According to [27], the indicators that can be used to measure the strength of E-WOM include:

1. Online reviews related to a specific product.
2. Online recommendations of a specific product.
3. Frequency of reading online reviews of a specific product.
4. Confidence level after reading positive online reviews.

In the context of promoting Eiger products, E-WOM may take the form of authentic reviews from TikTok users about their experiences using backpacks, hiking boots, or other outdoor gear. Such organic testimonials can significantly enhance the confidence of potential Gen-Z consumers and increase their purchase intention.

Brand Awareness Theory

Brand awareness represents the initial stage in the consumer decision-making process, where individuals recognize and recall a brand when considering a purchase. [28] defines brand awareness as the consumer's ability to identify or remember a brand as part of a specific product category. A brand that is easily recognized tends to occupy a stronger position in the consumer's mind when evaluating purchase alternatives.

According to [29], brand awareness involves the ability of consumers to associate a brand name with certain product attributes and values. Similarly, [30] views brand awareness as a crucial foundation that determines whether a brand is included in the consumer's "evoked set," which refers to the set of brands actively considered during the purchase decision process. [31] outlines four key indicators of brand awareness:

1. Recognition – the extent to which consumers can recognize a brand when presented with its logo or name.
2. Recall – the ability to remember a brand name without external cues.
3. Purchase – the degree to which consumers include a brand in their list of alternatives when planning to buy a product or service.
4. Consumption – the extent to which consumers still recall a brand while using the product or service.

In the case of Eiger, brand awareness is strengthened through a strong visual presence on TikTok. This is achieved via its distinctive logo, adventurous lifestyle imagery, and consistent narrative about product quality and durability, all of which are communicated through creative short-form content that resonates with Gen-Z consumers.

Purchase Intention Theory

Purchase intention reflects the consumer's mental readiness to engage in a buying action toward a particular product. [32] defines purchase intention as part of an individual's affective response that describes the desire and intention to own a product. Within the framework of modern consumer behavior, purchase intention is considered an early indicator prior to the actual transaction.

According to [33], purchase intention is a reflection of motivation and perception that develops within consumers after receiving information and being exposed to promotional stimuli. In a broader perspective, [34] states that purchase intention is part of the purchasing decision-making process, which includes awareness, interest, evaluation, intention, and finally, the act of purchasing. [35] identifies four main indicators of purchase intention:

1. Explorative Intention – the tendency of consumers to actively seek information about a product of interest and to find supporting attributes that reinforce its positive qualities.
2. Transactional Intention – the consumer's inclination to purchase the product.
3. Referential Intention – the tendency of consumers to recommend the product to others.
4. Preferential Intention – the consumer's attitude of prioritizing a specific product over others, which can only be altered if issues arise with the preferred product.

In the context of this study, purchase intention refers to the extent to which Gen-Z consumers demonstrate a tendency to purchase Eiger products after being exposed to marketing content and digital discussions on the TikTok platform.

Hypotheses

H1 : Content marketing has a positive effect on the purchase intention of Eiger products on TikTok among Generation Z.

H2 : Electronic Word of Mouth (E-WOM) has a positive effect on the purchase intention of Eiger products on TikTok among Generation Z.

H3 : Brand awareness has a positive effect on the purchase intention of Eiger products on TikTok among Generation Z.

Conceptual Framework

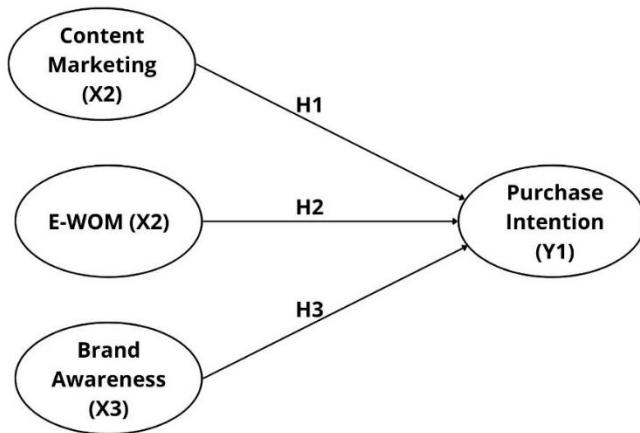


Figure 2. Conceptual Framework.

RESEARCH METHOD

Type and Approach of Research

This study employs a quantitative descriptive approach to examine the influence of content marketing, electronic word of mouth (E-WOM), and brand awareness on purchase intention of Eiger products on the TikTok application among Generation Z. Data analysis was conducted using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method with the assistance of the SmartPLS application.

Population and Sample

The population of this study consists of Generation Z TikTok users in Indonesia, aged 15–26 years. The sampling technique employed was purposive sampling, with the following criteria: respondents must be active TikTok users and have been exposed to promotional content of products on the platform.

To determine the sample size, this study used the Lemeshow formula, which is commonly applied when the exact population size is unknown, in order to obtain a representative number of respondents. According to [36], the Lemeshow formula is expressed as follows:

$$n = \frac{Z^2 \cdot P \cdot (1 - P)}{L^2}$$

Note:

n = Sample Size

Z = Standard normal value at 95% confidence level = 1.96

P = Maximum estimated proportion = 0.5

D = Alpha (0.10) or sampling error = 10%

$$n = \frac{(1,96)^2 \cdot 0,5 \cdot (1-0,5)}{(0,1)^2} n = \frac{3,8416 \cdot 0,25}{0,01} n = \frac{0,9604}{0,01} n = 96,04$$

Based on the Lemeshow formula and the above calculation, the minimum required sample size for this study is 96 respondents.

Data Collection Technique

The data were collected through a Google Form-based questionnaire using a 5-point Likert scale. The statements were constructed based on the predetermined indicators of each variable.

Operational Definition of Variables

1. Content Marketing (X1): Promotional content that is attractive and relevant.
Indicators: Relevance, Accuracy, Value, Ease of Understanding, Ease of Accessibility.
2. Electronic Word of Mouth (E-WOM) (X2): Digital reviews provided by users.
Indicators: Reviews, Recommendations, Frequency, Trust.
3. Brand Awareness (X3): The level of consumer awareness toward a brand.
Indicators: Recognition, Recall, Purchase Consideration, Consumption.
4. Purchase Intention (Y): The tendency or willingness of consumers to buy a product.
Indicators: Explorative Intention, Transactional Intention, Referential Intention, Preferential Intention

Data Analysis Technique

This study employs hypothesis testing using the Partial Least Squares (PLS) method with the aid of SmartPLS version 4.0. The analysis is conducted in two stages, namely the Outer Model analysis and the Inner Model analysis.

1. Outer Model Analysis:

This stage is used to evaluate the validity and reliability of the latent variables. It includes testing convergent validity, discriminant validity, and construct reliability to ensure that the measurement indicators accurately represent the underlying constructs.

2. Inner Model Analysis:

This stage assesses the structural model's feasibility and tests the research hypotheses. It involves examining the R-Square (R^2) value to measure the model's explanatory power, the F-Square (F^2) effect size to assess the substantive impact of each variable, and the Path Coefficients to evaluate the strength and significance of relationships between constructs [37].

RESULTS AND DISCUSSION

Results

Based on the questionnaire distribution carried out in this study, the total number of respondents successfully collected was 96 individuals, with 78% female respondents and 28% male respondents. All respondents belong to Generation Z, actively using the TikTok application and being familiar with promotional content related to Eiger products. Therefore, the respondents in this study are considered relevant to evaluate the variables under investigation, namely Content Marketing, Electronic Word of Mouth (E-WOM), Brand Awareness, and Purchase Intention.

Outer Model Analysis

As illustrated in Figure 3, most of the loading factor values are above 0.6, indicating that the latent variable indicators in this study have achieved good convergent validity. This means that each indicator is able to sufficiently explain the construct it represents.

1. The results of the path coefficient analysis show that:
2. The Content Marketing (X1) variable contributes 0.160 to Purchase Intention (Y1).
3. The E-WOM (X2) variable contributes 0.228 to Purchase Intention (Y1).

The Brand Awareness (X3) variable contributes the most, with a coefficient of 0.536 to Purchase Intention (Y1).

Therefore, it can be concluded that among the three tested variables, Brand Awareness (X3) exerts the dominant influence in increasing the purchase intention of Eiger products among Generation Z TikTok users.



Figure 3. Convergence Validity Test.

Table 1. Reliability Testing.

| | Cronbach's Alpha | Composite Reliability |
|------------------------|------------------|-----------------------|
| Content Marketing (X1) | 0.861 | 0.892 |
| E-WOM (X2) | 0.903 | 0.919 |
| Brand Awareness (X3) | 0.875 | 0.901 |
| Purchase Intention(Y1) | 0.900 | 0.920 |

Reliability Test

Table 1 shows that the results of the reliability test, both using Cronbach's Alpha and Composite Reliability, indicate values greater than 0.7. This demonstrates that the research instrument has very good reliability. In addition, the Average Variance Extracted (AVE) values are also greater than 0.5, which confirms that the indicators in

this study have met the requirements of convergent validity and are able to adequately explain the latent variables.

Table 2. Discriminant Validity.

| | Brand Awareness (X3) | Content Marketing (X1) | E-WOM (X2) | Purchase Intention (Y1) |
|-------------------------|----------------------|------------------------|------------|-------------------------|
| Brand Awareness (X3) | 0.714 | | | |
| Content Marketing (X1) | 0.839 | 0.731 | | |
| E-WOM (X2) | 0.851 | 0.827 | 0.730 | |
| Purchase Intention (Y1) | 0.865 | 0.799 | 0.817 | 0.768 |

Dicsrimination Validity Test

Based on the results shown in Table 2 on Discriminant Validity, if the square root of the AVE (Average Variance Extracted) value located on the diagonal exceeds the correlation value with other latent variables, then the construct can be considered to have adequate discriminant validity.

However, the analysis results show otherwise. Brand Awareness has a square root AVE value of 0.714, which is lower than its correlations with Content Marketing (0.839), E-WOM (0.851), and Purchase Intention (0.865). Similarly, Content Marketing with a square root AVE of 0.731, E-WOM with 0.730, and Purchase Intention with 0.768 also demonstrate values lower than their correlations with other variables.

Therefore, it can be concluded that each latent variable in this study does not demonstrate sufficient discriminant validity, as the square root AVE values for all variables are lower than their inter-variable correlations. This condition suggests that there is still an overlap between constructs, which may indicate measurement redundancy or conceptual similarities among the studied variables.

Table 3. R Square.

| R Square | R Square Adjusted |
|-------------------------|-------------------|
| Purchase Intention (Y1) | 0.778 |

Inner Model Analysis

R square Test

According to the information presented in Table 3 (R-Square results), the obtained R-Square value is 0.778, indicating that 77.8% of the variation in purchase intention is explained by Content Marketing, Electronic Word of Mouth (E-WOM), and Brand Awareness. Meanwhile, the remaining 22.2% is explained by other factors not addressed in this study.

Uji Estimate for Path Coefficients

Based on the results of the bootstrapping test conducted using SmartPLS, as shown in the illustration above, the T-Statistics values for each relationship between the latent

variables were obtained. If the T-Statistics value is greater than 1.96, the relationship can be considered significant.

From the analysis, it can be concluded that:

1. Content Marketing (X1) does not have a significant effect on Purchase Intention (Y1), with a T-Statistics value of 1.386.
2. E-WOM (X2) also shows no significant effect on Purchase Intention (Y1), with a T-Statistics value of 1.744.
3. Meanwhile, Brand Awareness (X3) has a significant effect on Purchase Intention (Y1), with a T-Statistics value of 4.851. This indicates that among the three exogenous variables, only Brand Awareness is proven to have a significant influence on the endogenous variable Purchase Intention.

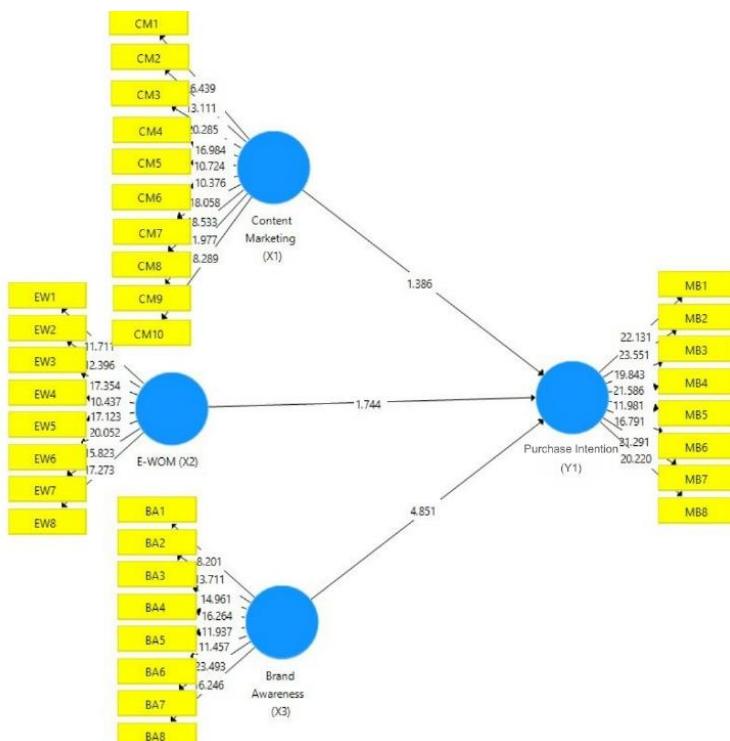


Figure 4. Boothstrapping.

Table 4. F Square.

| Brand Awareness (X3) | Content Marketing (X1) | E-WOM (X2) | Purchase Intention (Y1) |
|-------------------------|------------------------|------------|-------------------------|
| Brand Awareness (X3) | | | 0.281 |
| Content Marketing (X1) | | | 0.029 |
| E-WOM (X2) | | | 0.054 |
| Purchase Intention (Y1) | | | |

Effect Size Test (f^2)

Based on the Effect Size (f^2) analysis in Table 4, as shown in the figure above, the variable Brand Awareness on Purchase Intention recorded a value of 0.281, which falls into the medium category since it lies within the range of 0.15 to 0.35. Meanwhile, the Content Marketing variable on Purchase Intention showed a value of 0.029, which belongs to the small category, as it is greater than 0.02 but still far below 0.15. Similarly, the E-WOM variable on Purchase Intention obtained a value of 0.054, which is also categorized as small, as it is above 0.02 but has not yet reached 0.15.

Therefore, it can be concluded that the effect of Brand Awareness on Purchase Intention is at a moderate level, whereas the effects of Content Marketing and E-WOM on Purchase Intention remain at a small level.

Table 5. Hypothesis Test.

| | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics ($ OSTDEV $) | P Value |
|---------------------------------------|---------------------|-----------------|----------------------------|-----------------------------|---------|
| Brand Awareness | | | | | |
| (X3) -> Purchase Intention(Y1) | 0.536 | 0.519 | 0.110 | 4.851 | 0.000 |
| Content Marketing | | | | | |
| (X1) -> Purchase Intention (Y1) | 0.160 | 0.182 | 0.116 | 1.386 | 0.166 |
| E-WOM (X2) -> Purchase Intention (Y1) | 0.228 | 0.227 | 0.131 | 1.744 | 0.082 |

Hypothesis Testing

Based on the results shown in Table 5, it was found that only the Brand Awareness variable has a significant effect on purchase intention for Eiger products, while the other two variables were not significant because their *t-count* values were below the *t-table* threshold and their *p-values* were greater than 0.05. This indicates that not all proposed hypotheses were supported.

- X3 (Brand Awareness) significantly affects purchase intention. This can be seen from the path coefficient output where the *t-count* is greater than the *t-table* ($4.851 > 1.96$) and the *p-value* is less than the significance level ($0.000 < 0.05$). Thus, the hypothesis is accepted.
- X1 (Content Marketing) does not affect purchase intention. The output of the path coefficient shows that the *t-count* is smaller than the *t-table* ($1.386 < 1.96$) and the *p-value* is greater than the significance level ($0.166 > 0.05$). Therefore, the hypothesis is rejected.
- X2 (E-WOM) does not affect purchase intention. The path coefficient output indicates that the *t-count* is smaller than the *t-table* ($1.744 < 1.96$) and the *p-value* is

greater than the significance level ($0.082 > 0.05$). Consequently, the hypothesis is rejected.

Discussion

The Influence of Content Marketing on Purchase Intention

Based on the results of the analysis conducted through the t-test, it was found that the Content Marketing strategy does not have a significant impact on the purchase intention of Eiger products among Generation Z who are active on TikTok. This indicates that although Eiger has implemented content-based marketing on TikTok, the material presented has not been strong enough to motivate consumers to make purchasing decisions. In other words, the presence of such content serves more as an informational or entertainment tool, but does not necessarily drive direct purchase intention. This situation may occur if the content presented is not relevant to consumer needs, is overly promotional, or has not successfully created an emotional connection. These findings highlight the need for companies to reconsider their content marketing strategies to make them more innovative, engaging, and aligned with the preferences of Generation Z. This result is also consistent with previous studies by [38] and [23] Both of which found that Content Marketing does not have a significant influence on purchase intention.

The Influence of Electronic Word of Mouth (E-WOM) on Purchase Intention

Based on the analysis using the t-test, it was found that Electronic Word of Mouth (E-WOM) does not have a significant impact on the purchase intention of Eiger products among Generation Z users on TikTok. This finding suggests that although consumers are exposed to reviews, recommendations, and comments about Eiger products on social media platforms, such information is not sufficient to directly motivate them to make a purchase. One possible explanation is that Generation Z tends to be more discerning in filtering digital information, and therefore they do not simply trust other people's opinions without conducting their own evaluations. Additionally, consumers are likely to give greater consideration to other factors such as brand image or personal experience, rather than relying solely on online recommendations. This implies that while E-WOM may play a role in shaping perceptions, its influence on purchase intention is not always significant. These results are also consistent with previous research by [39] and [40], which similarly found that the E-WOM variable did not significantly affect purchase intention.

The Influence of Brand Awareness on Purchase Intention

Based on the analysis conducted using the t-test, it was found that Brand Awareness has a positive and significant impact on the purchase intention of Eiger products among Generation Z TikTok users. This finding demonstrates that the higher the level of consumer awareness of the Eiger brand—through recognition, recall, or personal experiences—the greater the likelihood of making a purchase. In other words, brand awareness functions not only as a supporting factor but also as a primary driver in the purchasing decision process, especially when consumers trust the brand's reputation and credibility. This highlights the importance of digital marketing strategies that enhance

brand exposure and recall among young consumers. These results are also consistent with the findings of [41] and [42], who emphasized that brand awareness significantly influences purchase intention.

CONCLUSION

Fundamental Findings : This study shows that among the three variables tested Content Marketing, E-WOM, and Brand Awareness only Brand Awareness has a positive and significant impact on the purchase intention of Eiger products among Generation Z TikTok users, while Content Marketing and E-WOM do not show significant effects. **Implications :** This finding emphasizes the importance of strengthening brand awareness through consistent narratives, visual exposure, and engagement with digital trends to build consumer trust and encourage purchasing decisions. **Limitations :** This study is limited by a relatively small sample size and a focus only on TikTok users, thereby neglecting other factors that could potentially influence such as price, product quality, or influencer support. **Future Research:** Therefore, future research is recommended to expand the number of respondents, compare across various social media platforms, and include additional variables such as brand trust, perceived quality, and influencer marketing to provide more comprehensive insights into the factors influencing purchase intention among Generation Z.

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