ANALYSIS OF E-PROMOTION, PRODUCT QUALITY, AND PRODUCT INNOVATION ON SOMETHINC PRODUCT PURCHASE DECISIONS (CASE STUDY OF SOMETHINCOFFICIAL CONSUMERS OR INSTAGRAM FOLLOWERS)

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Article Info	ABSTRACT
	Background: The increasing role of e-promotion, product quality, and innovation in influencing consumer purchasing decisions has become paramount in the digital marketplace, particularly for brands like Somethinc targeting younger generations on social media platforms. **Specific Background:** Despite the growing relevance of Instagram as a promotional tool, there is a limited understanding of how these factors specifically impact purchasing decisions among Somethinc's Instagram followers. **Knowledge Gap:** Previous studies have inadequately explored the interplay between e-promotion, product quality, and product innovation in the context of consumer behavior on social media, particularly for beauty products among Generation Z and Millennials. **Aims:** This research aims to examine the effects of e-promotion, product quality, and product innovation on purchasing decisions for Somethinc products, using a sample of 103 followers of the @somethincofficial Instagram account. **Results:** Utilizing a quantitative approach and the Partial Least Square (PLS) method for data analysis, the findings reveal that e-promotion, product quality, and product innovation all have significant positive effects on purchasing decisions. **Novelty:** The study contributes new insights into the specific impact of digital marketing strategies on consumer behavior within the beauty industry, particularly among younger demographics. **Implications:** The results suggest that Somethinc should enhance its electronic promotion efforts, maintain high product quality, and focus on continuous product innovation to foster consumer satisfaction and drive purchasing decisions. The research also highlights the need for further investigation into additional platforms like TikTok and Shopee to broaden understanding of consumer behavior across various social media channels.

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INTRODUCTION

In this rapidly growing era of globalization, competition and developments in the business world are becoming tighter. Producers must innovate to be more creative and improve the quality of their products better, so that potential consumers or buyers can become more interested in making a purchase transaction [1]. The level of competition between beauty industry businesses is currently becoming fierce as well. This can be proven by the many types of beauty or skincare products that are spread on the market, both local and foreign products. With so many competing products, there are automatically many options for consumers to be able to sort and choose products that are suitable and suit their needs [2].

The use of beauty or skincare products is a need or need with a priority scale that has levels, starting with primary scale needs, then secondary, and tertiary (luxury). The increasing purchasing power of society and the increasing purchasing power of individuals can change the level of use from a secondary level to a more prioritized level, so that the volume of growth in use of make up also increases [3].

One brand of beauty and care products that originates from Indonesia and is currently popular and attracting public attention in 2020 until now is Somethingnc [4]. The Somethinc brand itself is a relatively new beauty brand on the market and was founded in May 2019. Through a survey conducted by Katadata, the Somethinc brand has become one of the top 50 top Indonesian beauty brands in 2020. Several types of beauty products are owned by some things are mascara, sunscreen, powder, coushion, lipstick, setting spray and various other beauty products. Apart from that, Somethinc also has skincare products such as serum, toner, moisturizer, cleanser and many more [4]. Somehinc also uses social media in its product marketing strategy. The number of followers of the Somethinc brand Instagram account with the username @somethincoffical currently amounts to 1.4M followers [5].
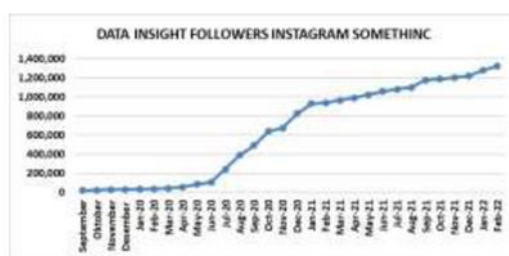

Image 1. Instagram Follower Insight Data @somethincofficial in 2019-2022

The image above shows that the number of followers on the @somethincofficial Instagram account from 2019 until now continues to increase. Apart from that, Somethinc is also one of the most popular and best-selling skincare or beauty products in Indonesia. In 2022, according to statements and Markethac survey results, the most sold skincare or beauty product brand will occupy the first position, namely the MSGlow brand, then the

second position will be the Scarlett brand, and the third position will be Somethinc. Through this, we can also see the problems experienced by the Somethinc brand itself by being in third position, where the products sold from Somethinc are lower when compared to two other similar competing brand products such as MSGlow and Scarlett. According to Markethac, in 2021-2023, the percentage of total revenue or sales of the Somethinc brand will also decrease. In 2021 the market share reached 9%, then in 2022 it decreased to 8%, and in 2023 it decreased again to 6%. Even though it is not significant, there is a decrease in market share or sales and income for Somehinc products. The following is a picture of market share data for 2021-2023:
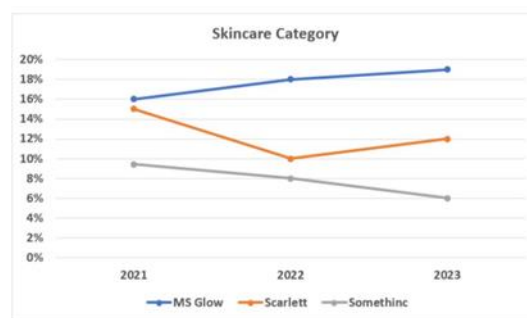

Image 2. Market Share Data in 2021-2023

The image above shows that the Somethinc brand has experienced a decline in percentage from year to year. With the decline in the percentage of Somethinc which is continuously allowed to fall and not repaired, the result is that the Somethinc brand will be unable to compete with brand competitors from other similar products [6].

The beauty or skincare industry company itself is one of the industries that continues to innovate creatively. Irene Ursula as the founder of Somethinc also said that Somethinc does not only focus on sales, but also prioritizes the quality of its products so that Somethinc is able to continue to compete with the phenomenon of business competition in competing products from other make up or beauty brands in order to attract purchasing decisions for Somethinc products [7] . When a business wants to increase sales and achieve high profits, it must take into account consumer purchasing decisions for the goods or products. A business or company that has the right marketing strategy will automatically make the company have the right goals and direction, so that it can increase consumer purchasing decisions [4]. Somethinc itself is a relatively new product and brand whose marketing is using Electronic Promotion or E-Promotion by utilizing social media such as Instagram or Tiktok and of course it must also be in line with high Product Quality, as well as the existence of Product Innovation or Innovation. Products are one of many things that can increase sales or consumer purchasing decisions in a company [5].

In this context, Consumer Behavior Theory is used as an approach to understanding how purchasing decisions are made by consumers. According to Hawkins &

Mothersbaugh Consumer Behavior Theory is an individual or organization in the process of sorting or selecting, obtaining, using and selling services or products and their experiences to meet their needs. Consumer behavior describes someone making decisions and using them to spend resources (material and time) on products being marketed [8].

Consumers who make purchasing decisions on a product will relate to consumer behavior. Consumer behavior is the most important thing for business activities that is needed and understood by the beauty or skincare industry, because companies do not know what is on consumers' minds in the period before and after purchasing a product [9]. High purchasing decisions can also lead to high sales volumes, so that the income generated by a business will also be higher [10]. A business makes consumer purchasing decisions the focus for determining influence in a business. The main factor that determines the success of a business in producing a product or good is the consumer, therefore companies must know what consumers need or want. The purchasing decision is the final stage carried out by consumers in obtaining a product after considering various factors [11], several factors in the purchasing decision process, namely, e-promotion, product quality, and product innovation [1].

Factors that can influence purchasing decisions are e-promotion or electronic promotions. E-Promotion is an online promotional activity carried out by a business through social media. In the era of globalization with advances in internet networks, consumers can now have social media easily and can see the beauty or skincare products they want to buy. Promotion is one of the factors and variables determined by consumers in deciding to buy a product. Promotion is also an important variable in the marketing mix carried out by businesses to market their services or products. Promotional activities have a function or tool to influence consumers to make purchases, and can be a communication tool between consumers and companies [12]. Examples of promotional social media that are often used today are Instagram and TikTok. E-Promotion activities carried out by a business on products to be marketed must be related to and in accordance with the quality of the product to be marketed, because many businesses are competing, it is necessary to be able to create products that are useful and of high quality [13].

Consumers or buyers consider many options before deciding to buy a product. Product quality or product quality according to Kotler and Keller is a product that is able to carry out its overall function, including product durability, reliability, accuracy, use, operation and repair, as well as other product characteristics [14]. Consumers will be able to better assess the quality of the products they want to buy. The higher the quality of the product you have, the higher the chance that consumers will buy it. Every manufacturer of beauty or skincare products must offer product quality that is higher than its competitors so that consumers can choose the product that best suits their needs and desires. Apart from that, the producer must also pay attention to product quality, because by improving product quality, consumers will be more loyal. and the resulting products

can increase [15]. Apart from that, to win the competition Companies must update or innovate their products [16].

In tight business competition, companies must carry out product innovation to increase profits and win the competition [17]. Product Innovation according to Kotler & Keller is a form of various kinds which will then be processed to create new products [18]. Currently there are various kinds of products that have different advantages compared to the products offered by the company. Through this, consumers must be more selective in sorting and choosing which products they want. To face competition and keep consumers from getting bored, companies are competing to innovate their products which will also attract consumers to make purchasing decisions [16].

According to research conducted by Khalid, the E-Promotion variable has a significant positive effect on purchasing decisions [12]. Meanwhile, according to Lidiastuty, the E-Promotion variable has no effect and is not significant on the purchasing decision variable [13]. According to research by Dyah Ayu Rara Sukmawati, the Product Quality variable has a positive and significant effect on purchasing decision variables [9]. Meanwhile, according to Fiksi Maiza, the Product Quality variable has a negative and insignificant effect on purchasing decisions [19]. According to Pande Rantika's research, the Product Quality variable has a positive and significant effect on purchasing decision variables [16]. Meanwhile, according to Nasir Ma'ruf, the Product Innovation variable does not have a significant effect on the purchasing decision variable [18].

Based on the background that has been explained and with the Research Gap, the author is interested in conducting research with the title "Analysis of E-Promotion, Product Quality, and Product Innovation on Purchase Decisions for Somethinc Products (Case Study of Somethincofficial Consumers or Instagram Followers)". The aim of the research is to determine the influence of e-promotion, product quality, and product innovation on purchasing decisions.

LITERATUR REVIEW

Grand Theory

The grand theory in this research is Consumer Behavior Theory. According to Hawkins & Mothersbaugh Consumer Behavior is an individual or organization in the process of sorting or selecting, obtaining, using and selling services or products and their experiences to meet their needs. Consumer behavior describes someone making decisions and using them to spend resources (material and time) on products being marketed [8].

E-Promotion

According to Tjiptono, promotion is a marketing mix whose composition is diverse and is aimed at making consumers interested in the products offered. Business development efforts can utilize existing information technology such as promotions to encourage business progress [20]. E-Promotion or Electronic Promotion is an online promotional activity carried out through social media such as Instagram, TikTok and Twitter using internet media and will have an influence on online purchasing decisions

[13]. Indicators used as measuring tools for E-Promotion variables include: (1) Promotion Reach, (2) Quantity of Promotional Updates, (3) Quality of Promotional Messages [21].
Product Quality

According to Kotler & Armstrong, Product Quality is the product's ability to carry out its function. This includes overall durability, reliability, accuracy, ease of use, product repairability, and other product characteristics.

If a product can perform its function satisfactorily, it can be said to be of good quality [9]. It can be concluded that product quality is the ability of a product to maximize product performance according to its function [14]. Product quality can also be measured through several indicators, namely: (1) Performance, (2) Durability, (3) Conformity to specifications, (4) Additional features, (5) Reliability (6) Aesthetics [9].
Product Innovation

According to Kotler & Keller, Product Innovation is a process that is diverse and influences each other and then combined so that it can create a new product or through a combined process that innovates to become more creative than previously existing products [18]. Product innovation carried out by companies can make consumers feel that there are many product choices to choose from. Product Innovation can also be measured through several indicators, namely: (1) Design changes, (2) Technical innovation, and (3) Product development [16].
Purchase Decisions

According to Philip Kotler, purchasing decisions are a form of choosing and interested in buying the most preferred brand compared to the many different brands. Apart from that, purchasing decisions also suggest that there are five stages of the purchasing process, namely problem recognition, information search, alternative evaluation, purchase decision, post-purchase behavior [22]. There are several factors that influence consumers in the purchasing decision process, the first factor is income and the second is price, then the third is product benefits that meet expectations. Business people must be able to have products that are superior to their competitors so that consumers are interested in trying them and making purchasing decisions. Purchasing decisions can be measured by three indicators, namely: (1) Trial purchases, (2) Repeat purchases, and (3) Long-term commitment purchases [23].
HYPOTHESIS DEVELOPMENT

According to Echo Perdana E-Promotion, three parts of the strategy are needed for online promotional activities using the internet, namely product and service promotion, website promotion, and domain promotion. The use of the internet has led and created marketing strategies and increased marketing effectiveness or efficiency [24]. The relationship between E-Promotion variables on purchasing decisions according to the research results of Sugeng Lubar Prastowo has a significant positive influence on purchasing decisions [21], and is supported by the results of Aditia Sovia Pramudita's research that E-Promotion partially or simultaneously influences purchasing decisions

[25] , and Khalid's research results also stated that the E-Promotion variable had a positive and significant effect on purchasing decisions [12]. So, it can be concluded that the E-Promotion variable has a positive and significant influence on purchasing decisions.

H1: E-Promotion has a significant positive effect on purchasing decisions

According to Kotler and Armstrong, Product Quality or product quality is a product that is able to carry out its overall function, including product durability, reliability, accuracy, use, operation and repair, as well as other product characteristics [14]. The relationship between Product Quality variables on purchasing decisions according to the research results of Fransiska Lintang Sandya Peni Kristyani, there is a significant positive influence between variables on purchasing decisions [10] and is supported by the research results of Isna Khoniatur Rohmah that Product Quality has a positive and significant influence on Purchase Decisions [2], as well as the results of Sari Ismayana's research which also states that Product Quality has a positive and significant influence on purchasing decisions [1]. So, it can be concluded that the Product Quality variable has a positive and significant influence on purchasing decisions.

H2: Product Quality has a significant positive effect on Purchasing Decisions

According to Pande Rantika, Product Innovation is a marketing variable that is carried out by distributing information about products honestly through social media or the internet with the aim of making other potential consumers interested in buying the product [26]. The relationship between Product Innovation variables on purchasing decisions according to the results of Pande Rantika's research has a positive and significant influence on purchasing decisions [16], and is supported by the results of Reni Indriani's research that Product Innovation has a positive and significant influence on purchasing decisions [17], as well as the results of research Susi Rahayu also said that Product Innovation has a positive and significant influence on Purchasing Decisions [18]. So, it can be concluded that the Product Innovation variable has a positive and significant influence on purchasing decisions.

H3: Product Innovation has a significant positive effect on Purchasing Decisions

METHODS

The approach used in this research is a quantitative research approach, namely a research procedure that uses quantitative data to analyze a particular phenomenon, event or problem [27]. The research population taken was followers of the Instagram account @somethincofficial, totaling 1.4 million followers. The sample size was taken using the Slovin formula with a tolerance error limit of 10%. As follows :

$$n = \frac{N}{1 + N\,(e^2)}$$

$$n = \frac{1400000}{1 + 1400000(0{,}1^2)}$$

$$n = 99{,}992857653$$

Information :

n = Number of samples

N = Number of population

e = Error tolerance limit (10%)

The result of the Slovin formula calculated above is that the sample size is 99 respondents, then it will be rounded up to 100 respondents due to anticipating invalid data.

The data collection technique uses a non-probability sampling technique with a purposive sampling method, namely a sampling method where subjects are selected based on certain objectives or criteria that are relevant to the research [28]. The purpose of purposive sampling is to select subjects who are considered most informative or representative of the population studied. The criteria in this research are generation Z (aged 12-23 years) and Millennial generation (aged 24-39 years), then there are several other criteria, namely: (1). Instagram users, (2). Have made a transaction to purchase somethinc products, and (3). Active followers of the Instagram account @somethincofficial. The research was carried out by distributing questionnaires to Instagram account followers randomly or at random via DM (Direct Massage). The Likert scale for measuring data is 5 points, namely scale 1). Strongly Disagree (STS), 2). Disagree (TS), 3). Neutral (N) 4). Agree (S), 5). Strongly Agree (SS).

The data analysis technique used in this research is multiple regression analysis using the PLS (Partial Least Square) Statistical Analysis method, namely the model produced by the Partial Least Square (PLS) method optimizes the relationship between two groups of variables [29]. The data analysis technique is carried out in 2 stages (Outer Model and Inner Model). At the Outer Model stage, tests were carried out using convergent validity tests, discriminant validity tests, and construct reliability tests. Meanwhile, at the Inner Model stage, testing was carried out using the R-square test, hypothesis testing with the T, Q2 & SRMR tests. The software used in research data analysis is SmartPLS software [30].

RESULTS AND DISCUSSION

Respondent Identity

Respondent identity is a process of describing respondents based on age, education, income, gender and the number of purchases made by respondents who use

Somethinc products. In this study there were 103 respondents with various characteristics. The following are the results of the analysis of respondent identity.

Tabel 1. Respondent Identity

Respondent Characteristics	Frequency	Percent
Age		
12 - 23 Tahun	85	82,5%
24 - 39 Tahun	18	17,5%
Education		
SMP	2	1,9%
SMA	14	13,6%
D3	5	4,9%
S1	79	76,7%
S2	3	2,9%
Income		
<Rp. 2.000.000	79	76,7%
>Rp. 2.000.000	24	23,3%
Gender		
Man	26	25,2%
Woman	77	74,8%
purchased Somethinc products		
1-2	60	58,3%
3-4	20	19,4%
>5	23	22,3%

Source: Data Processing Results (2024)

The results of the analysis of respondent identities show that in this study there were 103 respondents with various characteristics. In terms of age, the majority of respondents were in the age range 12 - 23 years with 85 people reaching a percentage of 82.5%, while those aged 24-39 years were 18 people with a percentage of 17.5%. In terms of education, 2 people have junior high school education with a percentage of 1.9%, 14 people have high school education with a percentage of 13.6%, 5 people have D3 education with a percentage of 4.9%, 79 people have bachelor's education with a percentage of 76, 7%, and 3 people had master's degrees with a percentage of 2.9%. In terms of income, having <Rp. 2000,000 as many as 79 people with a percentage of 76.7% and >Rp. 2,000,000 as many as 24 people with a percentage of 23.3%. Regarding the gender of the respondents,

there were 26 people with a percentage of 25.3% men and 77 people with a percentage of 74.8% women. In term how many time have purchased product somethinc, having 1-2 as many as 60 people with a precentage of 58,3%, 20 people purchased 3-4 with precetage 19,4%, and 23 people purchased >5 with precentage 22,3%.

Measurement Evaluation (Outer Model) Outer model analysis is a model of measuring the relationship between manifest variables (indicators) and construct variables. The Loading Factor describes how much the indicator relates to each of its variables. Convergent validity of measurement models with indicators of reflection can be detected from the correlation between the score items/indicator and the construct score. Individual indicators are reliable if they have a value of correlation above 0.70, but loading 0.50-0.60 is still acceptable.

Table 2. Convergent Validity

	E-Promotion	Product Quality	Product Inovation	Purchase Desicion
EP1	0,819			
EP2	0,893			
EP3	0,860			
KP1		0,860		
KP2		0,897		
KP3		0,764		
KP4		0,820		
IP1			0,904	
IP2			0,884	
IP3			0,875	
KPN1				0,887
KPN3				0,887

Source: Processing output with SmartPLS 3.0

From the table above, it shows that, all indicators give a loading factor value above 0.70, it can be concluded that all indicators meet convergent validity.

Table 3. Convergent Validity (AVE)

	Average Variance Extracted (AVE)	**Information**
E-Promotion	0,736	Valid
Product Quality	0,700	Valid
Product Innovation	0,788	Valid
Purchase Desicion	0,787	Valid

Source: Processing output with SmartPLS 3.0

The AVE output results from Smart PLS in table 2 show that all constructs have a value of > 0.50, meaning that each construct has fulfilled its meaning.

Discriminant validity is the level of construct validity which can be measured in the second way, namely using discriminant validity which is presented in table 4 :

Table 4. Discriminant Validity Test Results (Fornell-Larcker Criterion)

	E-Promotion	Product Quality	Product Innovation	Purchase Desicion
E-Promotion	**0,858**			
Product Quality	0,650	**0,837**		
Product Innovation	0,679	0,806	**0,888**	
Purchase Desicion	0,854	0,731	0,870	**0,887**

Source: Processing output with SmartPLS 3.0

From the table above, it can be seen that the diagonal value (in bold) is the square root of AVE and its value below is the correlation between constructs, the square root value of AVE is greater than the correlation between constructs, so it can be concluded that the model is valid because it meets discriminant validity.

Composite Reliability, The values of composite reliability and cronbach's alpha for each construct are presented in the following table 4 :

Table 5. Composite Reliability test results and C ronbach's Alpha

	Cronbach's Alpha	Reliabilitas Komposit	Information
E-Promotion	0,825	0,893	*Reliable*
Product Quality	0,857	0,918	*Reliable*
Product Innovation	0,865	0,903	*Reliable*
Purchase Desicion	0,729	0,881	*Reliable*

Source: Processing output with SmartPLS 3.0.

The Cronbach's Alpha value is very good due to the value that showed above >0.70 which ensures the reliability of the cosnstruction indicator to meet the reliability test. The Composit Reliability value produced by all constructsis not good due to its value that shows above >0.70 which means construct indicators meet the standard of reliability tests.

The next stage is testing the structural model (Inner model). The inner model is to predict the relationship between latent variables. When assessing the inner model with SmartPLS, look at the R-Square (R2) value for each endogenous latent variable. Coefficient of determination R-square (R2) shows how much the exogenous variable explains the endogenous variable. The R-Square (R2) value is zero to one.

Table 6. R-Square Test Results (R2)

	R Square	Adjusted R Square
Purchase Desicion	0,886	0,883

Source: Processing output with SmartPLS 3.0.

Table shows that R-Square value for the Purchase Decision variable is 0,886, means that it is included in the category of quite strong.

Table 7. Relevance Predictive Test

	SSO	SSE	Q² (=1-SSE/SSO)
E-Promotion	309,000	309,000	
Produck Inovation	309,000	309,000	
Produk Quality	412,000	412,000	

Purchase Desicion	206,000	72,440	0,648

Source: Processing output with SmartPLS 3.0

Predictive Relevance calculations (Q2) in table 7 shows the values of 0.648 then it can be concluded that the model has a relevant value.

Evaluation of the fit model in this study, using the Normal Fit Index (NFI) test model.

Table 8. Fit Model Evaluation Test

	Saturated Model	Model Estimation
SRMR	0,099	0,099

Source: Processing output with SmartPLS 3.0

The results showed how saturated model fit value and the estimated model value (structural model) have the similar value. The result indicates that the model in the study has a SRMR value which shows that the model in this study is 0,099.

Table 9. Hypothesis testing - T test

	Sampel Asli (O)	T Statistik (| O/STDEV |)	P Values
E-Promotion -> Purchase Desicion	0,500	9,913	0,000
Produk Quality -> Purchase Desicion	0,580	7,596	0,000
Produck Inovation -> Purchase Desicion	-0,061	0,826	0,409

The results of the T hypothesis test show that the product innovation variable does not have a significant and negative effect on purchasing decisions.
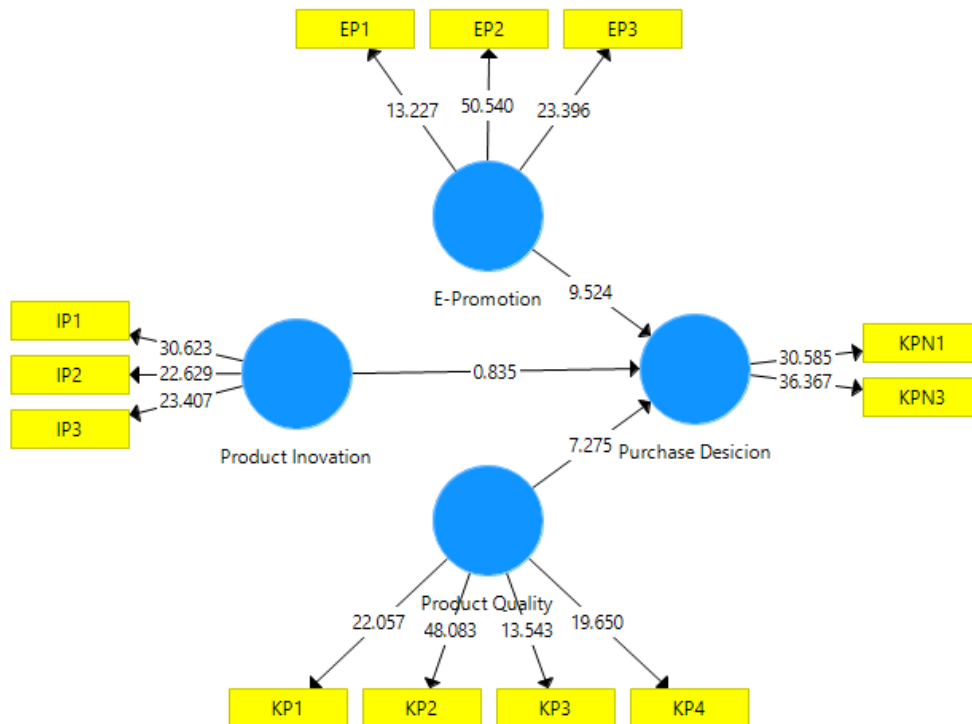
Figure 1. Bootstrapping Test Results

Effect of E-Promotion on Purchasing Decisions

The Effect of E-Promotion on Purchasing Decisions. The first hypothesis states that E-Promotion has a significant effect on Purchasing Decisions. The path coefficient produces a significant positive value so that it shows a unidirectional relationship, the more Somethinc carries out E-Promotions, it can be said to increase Purchasing Decisions on Somethinc products. Somehinc has carried out various promotions on its products, such as making promotions via electronic media or Instagram social media. The results of this research are in line with research conducted by Askar Halid [12] to improve purchasing decisions, including through E-Promotion and prove that E-Promotion has a positive and significant effect on purchasing decisions.

Effect of Product Quality on Purchasing Decisions

The second hypothesis state that product quality has a significant effect on Purchase Decisions. The path coefficient produces a significant and positive value so that it shows a unidiretional relationship, higher the quality of the product, the higher the purchasing decision for the product. Somethinnc has maintained and improved the quality of its products, both skincare and other beauty products. The results of this research are in line with research conducted by Fransiska Lintang [10] that to improve purchasing decisions, among others, is through Product Quality and shows that there is a positive and significant influence of Product Quality on Purchasing Decisions.

Effect of Product Innovation on Purchasing Decisions

The Third hypothesis state that Product Innovation has no significant effect on Puchase Decisions. This means that the existence of Oruduct Innovation does not have a significant influence on purchasing decisions for Somethinc products. For product innovation, some things must innovate their products better in order to attract consumers and increase purchasing decisions. The results of this research are in line with research conducted by Nasir Ma'ruf [18] the Product Innovation variable does not have a significant effect on the purchasing decision variable that to improve purchasing decisions, among others, is through Product Innovation and shows that there is a negative and no significant influence of Product Innovation on Purchasing Decisions.

CONCLUSION

Fundamental Finding: This research establishes that e-promotion, product quality, and product innovation significantly influence purchasing decisions for Somethinc products among Instagram followers. Each of these factors plays a crucial role in enhancing consumer engagement and driving sales, underscoring the importance of a comprehensive marketing strategy that effectively integrates these elements. **Implication:** The findings suggest that Somethinc should prioritize and refine its e-promotion strategies, maintain high product quality, and pursue continuous innovation to meet consumer expectations and enhance purchasing decisions. This approach will likely foster customer loyalty and strengthen the brand's competitive position in the market. **Limitation:** This study is limited to analyzing the influences on purchasing decisions for Somethinc products solely through the Instagram platform, which may not fully capture the complexities of consumer behavior across other social media channels or sales platforms. **Further Research:** Future studies should explore the impact of e-promotion, product quality, and innovation on purchasing decisions across a wider array of platforms, such as TikTok and Shopee, to provide a more comprehensive understanding of consumer behavior in the digital marketplace. Additionally, investigating demographic variations in responses to these factors could yield valuable insights for tailored marketing strategies.

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