



The Role of Brand Awareness in Mediating the Influence of Promotional Content on Social Media on Purchase Intentions (A Study of Consumers of OH! SOME Brand Accessories in Denpasar City)

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ABSTRACT

This study investigates the mediating role of brand awareness in the relationship between promotional content on social media and purchase intention, focusing on consumers of OH! SOME accessories in Denpasar City. Using a quantitative approach with an associative research design, data were collected from 120 respondents through an online questionnaire and analyzed with path analysis and Sobel test. The findings reveal that promotional content on social media has a positive and significant effect on both brand awareness and purchase intention. Brand awareness also significantly influences purchase intention and plays a mediating role in bridging the impact of social media promotional content on consumers' purchase intention. These results emphasize the importance of engaging, informative, interactive, and trend-relevant social media content to enhance consumer awareness and stimulate purchasing behavior. The study contributes to marketing communication literature by highlighting how brand awareness bridges the effectiveness of digital promotional strategies with consumer purchase decisions in the accessories retail industry.

INTRODUCTION

The background of this research explains that the retail industry in Indonesia is growing rapidly in line with increasing purchasing power, changing lifestyles, and advances in digital technology. Consumers, particularly millennials and Gen Z, purchase products not only for their function but also for the emotional, aesthetic, and lifestyle value they offer. This makes social media marketing strategies increasingly important, given the significant influence online reviews and influencer recommendations have on consumer decisions.

One example of a recent phenomenon is the rebranding of KKV to OH! SOME in 2024. This name change was intended to expand the market and create a new identity, but it presented challenges because many consumers still associated the store with the old name. This situation has the potential to weaken brand awareness and decrease consumer engagement with the brand. Therefore, an appropriate marketing communications strategy is essential for the new identity to be well-received.

To address these challenges, OH! SOME leverages social media as a promotional tool to rebuild brand awareness. The promotional content distributed isn't just about selling, but also about building long-term relationships with consumers through relevant, engaging, and meaningful content. This strategy is crucial because young consumers tend to trust information from social media more than traditional advertising.

Denpasar was chosen as the research location because it has the highest internet penetration rate in Bali, at 87.54 percent. This indicates that Denpasar residents have a high potential for responding to digital promotions, making it appropriate to examine the effectiveness of social media promotional content in increasing brand awareness and driving purchase intention, particularly among consumers of OH! SOME accessories.

Previous research has extensively discussed the relationship between these three variables, consistently demonstrating that promotional content on social media positively influences purchase intention, both directly and indirectly, mediated by brand awareness. Several studies supporting these findings include those by Azura and Lubis (2022), Ramadhan (2024), and Kamilla and Yunani (2024). However, these studies focused on established product brands, while this study applies the relationship among these three variables to a rebranded accessory store or outlet, namely OH! SOME, which was previously known as KKV.

LITERATURE REVIEW

SOR (Stimulus Organism Response) Model

The SOR (Stimulus-Organism-Response) model is rooted in the study of psychology. This is understandable because psychology and communication science share the same material object: humans, with aspects encompassing attitudes, opinions, behavior, cognition (attitudes related to insight or understanding), affection (related to feelings), and conation (related to tendencies to act) (Yusuf, 2021). The main foundation of this theory lies in the assumption that behavioral changes are influenced by the quality of the stimuli

interacting with the organism, which essentially reflects the principles of communication (Hariyanto, 2021).

Marketing Communications

According to Kotler et al. (2022:290), Directly or indirectly, marketing communications are how businesses inform, convince, and remind customers about the goods and brands they sell. Marketing communications serve as a sort of spokesperson for the business and its brands. Through marketing communications, businesses can establish communication and relationships with customers. Marketing communications can help build consumer equity by enhancing client loyalty.

Hierarchy of Effects Model

Hierarchy of Effects is a model used in marketing to explain how a person goes through the purchasing process. The Hierarchy of Effects model is more often used to organize the various stages of advertising message objectives for a particular product and to establish each objective successively until a sale is finally achieved. This theory explains the phases of the psychological process of consumers in purchasing a particular product or brand and the influence of advertising on that process. (Rakhmawati et al., 2020). The Hierarchy of Effects itself was introduced by Robert J. Lavidge and Gary A Steiner in 1961. According to Robert J Lavidge and Gary A Steiner (1961), the Hierarchy of Effects model was created with the aim of showing the process, which makes advertisers assume that consumers go through the purchasing process more clearly.

Promotional Content on Social Media

Promotional content on social media is any form of marketing message or information delivered by a brand through social media platforms with the aim of attracting audience attention, building relationships, and encouraging purchases. Social media is essentially a digital platform that enables two-way interaction between users, whether in the form of text, images, or videos. With the rapid development of technology, social media now functions not only as a means of individual communication but has also evolved into a highly effective tool in the business world, particularly for promotional and marketing activities. Ease of access, broad reach, and features that support direct interaction with consumers make social media a strategic choice for businesses in introducing and marketing their products (Kurniawati and Primadini, 2022).

Brand Awareness

Brand awareness relates to how strong a brand is in the minds of consumers, This can be gauged by how well customers can identify the brand in different scenarios. Brand awareness refers to consumers' ability to recognize or remember a brand well enough to influence purchasing decisions (Kotler et al., 2022:291). Brand awareness refers to how quickly a brand is remembered by customers when they think of a specific product category (Patmawati and Miswanto, 2022). Brand awareness is important in the business world because

consumers typically purchase goods based on recognized brand names (Sutariningsih & Widagda, 2021).

Purchase Intention

The term "purchase intention" describes a consumer's desire to buy a product or service from a company and their strategy to do so (Putri, 2021). Purchase intention is an important variable for measuring potential consumer actions. Understanding consumer purchase intentions can help companies understand the market and tailor their product or service offerings, enabling them to generate more sales and profit (Agmeka et al., 2019).

Conceptual Framework

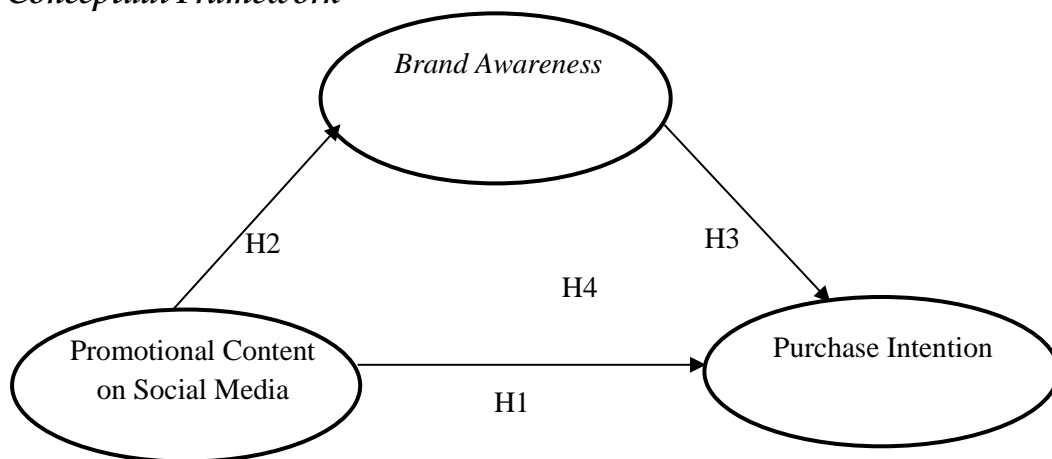


Figure 1. Conceptual Framework of the Research

Research Hypothesis

H1: Promotional content on social media has a positive and significant effect on purchase intention.

H2: Promotional content on social media has a positive and significant effect on brand awareness.

H3: Brand Awareness has a positive and significant effect on Purchase Intention.

H4: Brand Awareness plays a positive and significant role in mediating the influence of Promotional Content on Social Media on Purchase Intention.

METHODOLOGY

This research methodology uses a quantitative approach with an associative research design that aims to examine the relationship between promotional content variables on social media, brand awareness, and purchase intention. The research was conducted in Denpasar City, chosen because of its high internet penetration of 87.54 percent and the presence of the OH! SOME store as the research object. The research subjects were consumers domiciled in Denpasar, especially teenagers who frequently shop for accessories at OH! SOME.

The research variables consist of promotional content on social media as the independent variable (X), brand awareness as the mediating variable (M),

and purchase intention as the dependent variable (Y). The operational definition of each variable is determined based on previous research indicators, for example, entertainment, informative, interactive, and contemporary for promotional content; brand recall, recognition, purchase, and consumption for brand awareness; and exploratory, preferential, referential, and transactional intentions for purchase intention.

The research population was the people of Denpasar City who were familiar with the OH! SOME brand, but because the exact number was unknown, a non-probability sampling technique with a purposive sampling method was used. The sample size was set at 120 respondents, calculated from the number of variable indicators (12 indicators) multiplied by 10 according to the sample determination formula.

Data collection was conducted through an online questionnaire (Google Form) distributed through the researchers' social networks. The research instrument used a 1-5 Likert scale and was tested for validity and reliability. The test results showed that all statement items were valid (correlation value > 0.30) and reliable (Cronbach's Alpha > 0.60).

Data analysis techniques included descriptive statistics to describe the characteristics of respondents and research variables, and inferential statistics in the form of path analysis to test the hypotheses. In addition, classical assumption tests (normality, multicollinearity, heteroscedasticity) and the Sobel test were conducted to examine the mediating role of brand awareness in the relationship between promotional content on social media and purchase intention.

RESEARCH RESULTS

Path Analysis Results

1. *Formulating Hypotheses and Structural Equations*

Table 1. Results of Path Analysis on Substructural 1

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4,433	0.614		7,221	0,000
Promotional Content on Social Media	0.814	0.041	0.879	19,977	0,000
R Square	0.772				

Source: Appendix 11, data processed 2025

Based on the results of substructure path analysis 1 as presented in Table 1, the following structural equation can be created.

$$M = \beta_2 X + e_1$$

$$M = 0,879X$$

Table 2. Results of Path Analysis on Substructural 2

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.263	0.739		0.355	0.723
Promotional Content on Social Media	0.181	0.085	0.176	2,119	0.036
Brand awareness	0.825	0.092	0.744	8,937	0,000
R Square	0.815				

Source: Appendix 11, data processed 2025

The structural equation that follows can be created using the substructure path analysis 2 results that are shown in Table 2:

$$Y = \beta_1 X + \beta_3 M + e_2$$

$$Y = 0.176 X + 0.744 M$$

2) Normality Test

Table 3. Results of Substructural Normality Test 1

	<i>Unstandardized Residual</i>
N	120
Test Statistics	0.068
Asymp.Sig.(2-tailed)	0.200

Source: Appendix 8, data processed 2025

Table 3 shows that the asymptotic significance level (two-tailed) is 0.200. The findings show that the regression equation model is normally distributed since the alpha value of 0.05 is less than the asymptotic significance level (2-tailed).

Table 4. Results of the Normality Test for Substructure 2

	<i>Unstandardized Residual</i>
N	120
Test Statistics	0.057
Asymp.Sig.(2-tailed)	0.200

Source: Appendix 8, data processed 2025

Table 4 shows that the asymptotic significance level (two-tailed) is 0.200. The findings show that the regression equation model is normally distributed since the alpha value of 0.05 is less than the asymptotic significance level (2-tailed).

3) Multicollinearity Test

Table 5. Multicollinearity Test Results

Equality	Model	Tolerance	VIF
Substructure 1	Promotional Content on Social Media	1,000	1,000
Substructure 2	Promotional Content on Social Media	0.228	4,382

<i>Brand Awareness</i>	0.228	4,382
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Source: Appendix 8, data processed 2025

Table 5 demonstrates that the tolerance and VIF values of the brand awareness and social media promotional content variables are less than 10 and greater than 10%, respectively, indicating that the regression equation model is free from multicollinearity.

4) *Heteroscedasticity Test*

Table 6. Results of Heteroscedasticity Test for Substructure 1

Variables	T	Sig.
Promotional Content on Social Media	-1,877	0.063

Source: Appendix 8, data processed 2025

According to Table 6, the variable pertaining to promotional content on social media has a significant value of 0.063. Since this result is higher than 0.05, it can be concluded that the independent variables have no effect on the absolute residual. Heteroscedasticity is hence not present in the developed model.

Table 7. Results of Heteroscedasticity Test for Substructure 2

Variables	T	Sig.
Promotional Content on Social Media	-0.506	0.614
<i>Brand Awareness</i>	1,336	0.184

Source: Appendix 8, data processed 2025

Table 7 shows that the significance value of the promotional content variable on social media is 0.614 and brand awareness is 0.184. These values are greater than 0.05, indicating no influence between the independent variables on the absolute residual. Therefore, the model does not exhibit heteroscedasticity.

Sobel Test Results

1) Hypothesis Formulation

Ho: Brand awareness does not mediate the influence of promotional content variables on social media on purchase intention for OH! SOME products.

H1: Brand awareness mediates the influence of promotional content variables on social media on purchase intention for OH! SOME products.

2) Testing Criteria

The testing criteria used are as follows:

If $Z \text{ count} \leq 1.96$ then H_0 is accepted, meaning brand awareness is not a mediating variable.

If $Z \text{ count} > 1.96$ then H_0 is rejected, meaning brand awareness is a mediating variable.

3) Calculating Test Statistics

To test the significance of the indirect effect, the z value of the ab coefficient is calculated using the following formula:

$$S_{b_1b_3} = \sqrt{(0,825)^2(0,041)^2 + (0,814)^2(0,092)^2}$$

$$S_{b_1b_3} = 0.082173$$

Information:

S_{b₁b₃} = the magnitude of the indirect standard error

S_{b₁} = standard error of coefficient b₁

S_{b₃} = standard error of coefficient b₃

b₁ = path X₁ to M

b₃ = path M to Y

b₁b₃ = path X₁ to M (b₁) with path M to Y (b₃)

Utilizing the subsequent formula, get the z value of the ab coefficient in order to assess the significance of the indirect effect:

$$Z = \frac{b_1b_3}{S_{b_1b_3}}$$

$$Z = \frac{(0,814)(0,825)}{0,082173}$$

$$Z = 8.172 \text{ with a significance of } 0.000$$

4) Conclusion

Since Z count is 8.172 > 1.96. This means that brand awareness (M) is a variable that mediates promotional content on social media (X₁) towards purchase intention (Y) on OH! SOME products or in other words, promotional content on social media has an indirect effect on purchase intention through brand awareness.

Table 8. Direct Influence, Indirect Influence, and Total Influence of Promotional Content on Social Media (X), Brand Awareness (M), and Purchase Intention (Y)

Influence of Variables	Direct Influence	Indirect Influence		Total Influence	Significant	Results
		Through Brand Awareness (M)				
X → M	0.879	-		0.879	0,000	Significant
X → Y	0.176	8.172		0.830	0.036	Significant
M → Y	0.744	-		0.744	0,000	Significant

Source: Appendix 11, data processed 2025

Table 8, shows that the influence of promotional content on social media on purchase intention through the brand awareness variable is 8.172, while the direct influence of promotional content on social media on purchase intention is 0.176. This means that the indirect influence of promotional content on social media on purchase intention is greater than its direct influence on purchase intention.

DISCUSSION

The Influence of Promotional Content on Social Media on Purchase Intention

The results of the analysis show that promotional content on social media has a positive and significant effect on purchase intention. This means that the better and more engaging the promotional content on OH!SOME's social media, the higher the consumer's purchase intention for OH!SOME products. Likewise,

the more unfavorable or unattractive the promotional content on OH!SOME's social media, the lower consumers' purchase intention for those OH!SOME products tends to be.

These results indicate that the values contained in promotional content on social media OH! SOME able to be perceived well and have a real impact on Purchase intention. Promotional content on social media variable which is measured based on the indicators: entertainment, information, interactive, and contemporary, proven to be able to increase purchase intention for OH! SOME products. This finding can be interpreted to mean that if OH! SOME content is able to entertain the audience and create emotional interest, then OH! SOME content provides relevant, clear, and useful information related to products and promotions, then OH! SOME content encourages consumer engagement through two-way interactions, such as comments and OH! SOME content follows the latest trends and is relevant to the lifestyle of young audiences, improved, it will be able to provide a significant contribution to improving consumer purchase intention for the OH! SOME product.

This research supports the results of previous research Tran et al. (2024) stated that promotional content on social media influences purchase intention. This is in line with research conducted by Kurniawati and Primadini (2022) that there is a positive and significant influence between promotional content and purchase intention. Research conducted by Xia et al. (2024) stated that effective marketing strategies, such as promotional content on social media, have a significant influence on purchase intention. This is in line with research conducted by Setianingsih and Aziz (2022) that there is a positive and significant influence between marketing through social media on purchase intention. Research conducted by Aliyah and Mardinata (2024) stated that there is an influence of promotional content on purchase intention. This is in line with research conducted by Adelia and Cahya (2023) that there is a positive and significant influence between marketing through social media on purchase intention.

This study also supports the SOR theory which states that the stimulus delivered by OH! SOME management is able to generate responses according to expectations. In this case, promotional content on OH! SOME's social media is a good stimulus, while the response given by consumers is a purchase intention that is in the high category. This shows that effective stimulus from OH! SOME management has succeeded in forming a positive perception and encouraging consumers to have a strong purchase intention. When linked to the concept of marketing communications, this finding explains that OH! SOME management has succeeded in communicating its products through social media effectively, so that it is able to foster high purchase intentions in consumers.

The Influence of Promotional Content on Social Media on Brand Awareness

The results of the analysis show that promotional content on social media has a positive and significant effect on *brand awareness*. This means that the better and more engaging the promotional content on OH!SOME's social media, the higher the brand awareness it generates. Likewise, the less effective or engaging

the promotional content on OH!SOME's social media platforms, the lower the resulting brand awareness tends to be.

These results indicate that the values contained in promotional content on social media OH! SOME able to be perceived well and have a real impact on *brand awareness*. Promotional content variables on social media which is measured based on the indicators: entertainment, information, interactive, and contemporary, proven to be able to increase brand awareness of OH! SOME. This finding can be interpreted to mean that if OH! SOME content is able to entertain the audience and create emotional interest, then OH! SOME content provides relevant, clear, and useful information related to products and promotions, then OH! SOME content encourages consumer engagement through two-way interactions, such as comments and OH! SOME content follows the latest trends and is relevant to the lifestyle of young audiences, improved, it will be able to provide a significant contribution to improving brand awareness those OH! SOME products.

This research supports the results of previous research by Hussain et al. (2024) who stated that there is a relationship between promotional content on social media and brand awareness. This is in line with research conducted by Hafez (2022) who showed that promotional content on social media can increase brand awareness. Research conducted by Swimbara and Lemy (2023) stated that social media content and interactions can significantly increase consumer awareness. In line with research conducted by Kamilla and Mesir (2024), there is a positive and significant influence between promotional content and brand awareness. Research conducted by Sinaga et al. (2025) stated that digital marketing, such as promotional content on social media, can significantly increase consumer awareness.

This study also supports the SOR theory which states that the stimulus delivered is able to produce a response according to expectations through a process that occurs within the consumer. In this case, promotional content on OH! SOME's social media is a good stimulus, while the brand awareness formed is part of the organism, namely the result of perception, understanding, and information processing carried out by consumers on the stimulus. This shows that good stimuli from OH! SOME management have succeeded in forming high brand awareness in the minds of consumers.

When linked to the Hierarchy of Effects, this study shows that promotional content can increase consumer awareness. This indicates that OH! SOME management has successfully communicated its products through social media, not only creating brand awareness but also encouraging consumers to enter the purchasing behavior stage.

The Influence of Brand Awareness on Purchase Intentions

The results of the analysis show that brand awareness has a positive and significant effect on purchase intention. This means that the higher the OH!SOME brand awareness, the higher the consumer's purchase intention for OH!SOME products. Likewise, the lower the brand awareness of OH!SOME, the lower the consumer's purchase intention for OH!SOME products tends to be.

These results indicate that the values contained in *brand awareness* OH! SOME able to be perceived well and have a real impact on Purchase intention. Brand awareness variable as measured by the following indicators: brand recall, brand recognition, brand purchase, and brand consumption, it has been proven to increase purchase intention for OH! SOME products. This finding can be interpreted to mean that if consumers have the ability to spontaneously recall the OH! SOME brand when they think of where to shop for lifestyle, beauty, and other necessities. Then have the ability to recognize the OH! SOME brand when they see the logo or hear the brand name. Then, consumers consider shopping at OH! SOME compared to other retail stores when they want to buy a particular product and also consumers continue to remember and consider OH! SOME as a preferred shopping place, even though they are currently shopping at other retail stores, then this shows that there is brand awareness the tall and able to make a significant contribution to improving consumers purchase intention for the OH! SOME product.

This research supports the results of previous research by Atito et al. (2023) which states that brand awareness has a positive and significant effect on purchase intention. This is in line with research conducted by Riyadini and Krisnawati (2022) which states that there is a positive and significant effect between brand awareness and purchase intention. In line with research conducted by Setiawan and Aksari (2020) that there is a positive and significant effect between brand awareness and purchase intention. Research conducted by Sutariningsih and Widagda (2021) states that there is a positive and significant effect between brand awareness and purchase intention. In line with research conducted by Aileen et al. (2021) states that there is a positive and significant effect between brand awareness and purchase intention. Research conducted by Patmawati and Miswanto (2022) states that there is a positive and significant effect between brand awareness and purchase intention. Research conducted by Hasan et al. (2025) states that there is a positive and significant effect between brand awareness and purchase intention.

This study also supports the SOR theory, which states that the stimulus delivered can produce a response in accordance with expectations through a process that occurs within the consumer. In this case, brand awareness is part of the organism, namely the result of consumer perception and understanding of the stimulus in the form of promotional content on social media. Meanwhile, the response shown is consumer purchase intention which is in the high category, so it can be concluded that good brand awareness is proven to be able to encourage consumers to have purchase intention for OH! SOME products.

When associated with the Hierarchy of Effects, brand awareness plays a role in the initial stage, namely awareness, which then influences the next stage until it finally drives purchase intention. Thus, the findings of this study confirm that the higher the brand awareness that consumers have, the stronger their drive to continue to the next stage, namely purchase intention for OH! SOME products. From a marketing communications perspective, this shows that OH! SOME management has succeeded in building strong brand awareness in the minds of

consumers, thus being able to create high purchase intention for the products offered.

The Role of Brand Awareness in Mediating the Influence of Promotional Content on Social Media on Purchase Intention

The results of the mediation test using Sobel analysis indicate that brand awareness plays a positive and significant role in mediating the influence of promotional content on social media on purchase intention. This result indicates that effective promotional content on social media not only directly increases brand awareness but also acts as a bridge between brand awareness and consumer purchase intention.

Consumers who have high brand awareness through relevant content are more likely to choose that brand when making a purchase. In other words, brand awareness is a mediator that channels the influence of promotional content on social media on purchase intention. In other words, brand awareness plays a crucial role as an intermediary variable that bridges the relationship between social media marketing activities and consumer behavior that leads to purchase intention or purchasing decisions.

This research supports the results of previous research Prasetya and Susilo (2022) stated that content marketing through social media has a positive and significant effect on purchase intention. This is in line with research conducted by Azura and Lubis (2022) which found a positive and significant direct effect between promotional content on social media and purchase intention. Research conducted by Wijaya et al. (2021) stated that there is a positive and significant direct effect between brand awareness and purchase intention. This is in line with research conducted by Jian et al. (2021) which found a positive and significant direct effect between brand awareness and purchase intention. Research conducted by Ramadhan (2024) stated that there is a positive and significant direct effect between marketing through social media and brand awareness. The use of brand awareness mediation is also supported by a study by Kamilla and Mesir (2024) which stated that brand awareness has a positive and significant role in mediating the influence of content marketing, such as promotional content on social media, on purchase intention.

This research also supports the SOR theory. In this study, promotional content on social media acts as a stimulus that can influence organisms in the form of *brand awareness* within consumers, which then generates a response in the form of purchase intention. This means that promotional content not only has a direct impact on consumers but also through the resulting brand awareness.

When associated with *Hierarchy of Effects*, then the role *brand awareness* as a mediator shows that consumers are first at the stage *awareness* through exposure to promotional content, before finally reaching the stage of purchasing intent. Thus, *brand awareness* functions as a bridge that connects marketing communications to consumer behavior, namely the intention to purchase OH! SOME products.

CONCLUSION

- 1) Promotional content on social media has a positive and significant effect on purchase intention. This means that the better and more engaging the promotional content on OH!SOME's social media, the higher the consumer's purchase intention for OH!SOME products.
- 2) Promotional content on social media has a positive and significant effect on *brand awareness*. This means that the better and more interesting the promotional content on OH! SOME's social media, the higher the brand awareness generated.
- 3) *Brand awareness* has a positive and significant effect on purchase intention. This means that the higher the OH!SOME brand awareness, the higher the consumer's purchase intention for OH!SOME products.
- 4) *Brand awareness* plays a positive and significant role in mediating the influence of promotional content on social media on purchase intention. This result indicates that effective promotional content on social media not only directly increases brand awareness but indirectly influences the consumer's intention or desire to purchase a product.

RECOMMENDATION

- 1) All four indicators of promotional content variables on social media are classified as good, therefore, OH! SOME management still needs to improve so that each indicator can reach the excellent category. This can be done by creating more entertaining content, providing clear product information, encouraging consumer interaction, and more consistently following popular social media trends. Improvements across these indicators will help create more effective promotional content in attracting consumer attention, strengthening brand awareness, and driving purchase intent.
- 2) Two brand awareness variable indicators are already in the very high category, namely the ability of consumers to remember the brand and recognize the brand, so it is necessary to maintain consistency, but there are still two other indicators that are in the high category, namely consumers in considering the brand when purchasing and still remembering the brand even though shopping at other stores. Therefore, OH! SOME management is advised to further strengthen these two aspects so that all brand awareness indicators can increase to the very high category and have a greater influence on consumer purchasing intentions.
- 3) One indicator of purchase intention is already in the very high category, namely consumers' willingness to immediately purchase OH! SOME products in the near future, so this condition needs to be maintained consistently. Three other indicators are still in the high category, namely consumers like to find out about OH! SOME products, choose to shop at OH! SOME stores when they need accessories, and rate OH! SOME better than other stores. Therefore, OH!SOME management is advised to further strengthen these three aspects so that all purchase intention indicators can rise to the very high category.

- 4) The only factors influencing purchase intention in this study were promotional content on social media and brand awareness, while many other factors influence purchase intention. Therefore, it is recommended that future researchers add other variables, such as price, product quality, promotions, trust, and previous purchasing experience.

ADVANCED RESEARCH

According to the research that has been done, this study has a number of drawbacks, including:

- 1) The scope of the research is limited to the area of Denpasar City, so this research cannot be generalized to other areas.
- 2) This study only discusses promotional content on social media and brand awareness as factors that influence purchase intention, so it does not cover other factors that also have the potential to influence purchase intention.
- 3) Due to the fact that the environment is dynamic and always changing, this research should be repeated because it was only done once (cross section).

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