

The Effect of Visual Consistency and Content Quality on Online Purchase Intention Through Brand Awareness of The Local Fashion Brand Rangkey Future

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Abstract

Rangkey Future, a locally produced casual fashion brand based in Bandung, recorded 45.08% sales growth in 2024 before its revenue contracted by 38.85% through the third quarter of 2025, a reversal that raises questions about whether its digital brand communication still succeeds in converting audience exposure into purchase behavior. This study examines the effect of visual consistency and content quality on online purchase intention, with brand awareness positioned as a mediating variable, extending the stimulus-organism-response model of Dabbous and Barakat (2020) by introducing visual consistency as an additional cognitive stimulus alongside content quality. Data were collected from 111 social media users aged 17-34 in Bandung who had been exposed to Rangkey Future's Instagram content, selected through purposive sampling, and analyzed using multiple linear regression and the Sobel mediation test in IBM SPSS Statistics version 26. The results show that visual consistency and content quality each significantly increase brand awareness, that visual consistency and brand awareness each significantly increase online purchase intention, and that content quality has no significant direct effect on online purchase intention once brand awareness is accounted for. The Sobel test confirms that brand awareness fully mediates the effect of content quality on online purchase intention and partially mediates the effect of visual consistency. These findings indicate that, for an emerging local brand, informative content builds purchase intention only through the awareness it generates, whereas a consistent visual identity drives purchase intention both directly and through awareness.

Keywords:

Visual consistency; Content quality; Brand awareness; Online purchase intention; Local fashion brand.

1. INTRODUCTION

Local fashion brands have become one of the more visible outcomes of Indonesia's creative economy, and Bandung, long regarded as the country's design and youth-culture hub, has been a natural center for this growth. Khairunnisa & Juliadi (2023) observe that the city's local fashion sector has expanded steadily over the past three decades, and that a brand's continued relevance increasingly depends on how consistently it sustains its digital marketing communication rather than on product novelty alone.

National industry data lend some support to this optimism. Indonesia's textile and apparel sector, after contracting 1.98% in 2023, grew 4.26% in 2024 and continued expanding 3.62% year-on-year through the third quarter of 2025, growth commonly attributed to rising domestic demand and a growing preference among younger consumers for local products (Badan Pusat Statistik, 2024). Rangkey Future's own performance initially tracked this trend: revenue rose from IDR 2,187,055,288 in 2023 to IDR 3,172,904,651 in 2024, a 45.08% increase. Through the third quarter of 2025, however, revenue fell to IDR 1,940,159,240, a 38.85% decline that brought sales below the prior year's level even as the wider industry continued to grow. Because

this reversal runs counter to the sector's overall trajectory, it points toward a brand-specific rather than a market-wide explanation, and directs attention to how the brand communicates itself online.

Three constructs are relevant to this question. Online purchase intention describes a consumer's willingness to complete a transaction through a website or social media channel (Pavlou, 2003; Kotler et al., 2023). Because that willingness is shaped by what consumers see and read before ever visiting a store, two upstream stimuli are of particular interest. Visual consistency refers to a brand's ability to maintain coherent design elements, color, typography, shape, and overall visual style, across the products and media it presents to consumers (Wang & Chen, 2024). Content quality refers to the accuracy, completeness, relevance, and timeliness of the information a brand delivers online (Dabbous & Barakat, 2020). Between these stimuli and the eventual purchase decision sits brand awareness, consumers' ability to recognize and recall a brand across different situations and choices (Charviandi et al., 2023), which this study treats not as an outcome in its own right but as the mechanism through which visual and informational stimuli translate into purchase intention.

This reasoning follows the Stimulus-Organism-Response (S-O-R) framework originally developed by Mehrabian & Russell (1974), in which behavior is understood as the product of cognitive and affective processing that occurs between an external stimulus and a resulting response. The framework has since been applied well beyond its origins in environmental psychology, extending into behavioral psychology (Ilmalhaq et al., 2024), education (Bui et al., 2025), and, most relevantly here, marketing contexts ranging from retail and consumer services (Dabbous & Barakat, 2020) to social commerce (Kexin & Teo, 2023), multisensory marketing (Le et al., 2024), and digital marketing more broadly (Lady et al., 2026).

The present study builds directly on Dabbous & Barakat (2020), who modeled content quality and brand interactivity as stimuli affecting brand awareness and purchase intention through hedonic and utilitarian motives and consumer engagement, and found that content quality raised brand awareness, which in turn strengthened purchase intention via deeper engagement. Two adaptations distinguish the present study from that model. First, brand interactivity is not carried over, since Rangkey Future's Instagram presence is oriented toward presenting products and information rather than sustaining two-way exchanges with followers. Second, and more substantively, Dabbous & Barakat (2020) treated brand awareness as an endpoint rather than a channel through which stimuli reach purchase intention, and did not consider visual identity as a stimulus distinct from content itself. Because a fashion brand's visual presentation is arguably its primary sensory cue, prior to any evaluation of what its content actually says, this study introduces visual consistency as a second stimulus alongside content quality, and repositions brand awareness as the mediating variable linking both stimuli to online purchase intention.

This background motivates two related questions whether visual consistency and content quality actually strengthen brand awareness and purchase intention for a brand of Rangkey Future's scale, and whether any such effect operates directly, indirectly through brand awareness, or both. Accordingly, this study aims to examine the effects of visual consistency and content quality on brand awareness and online purchase intention, and to test brand awareness as a mediating variable, in the context of the local fashion brand Rangkey Future.

Visual consistency is commonly defined as a brand's ability to sustain coherence in color, typography, shape, and overall visual style across the products and communication media it uses (Wang & Chen, 2024), a definition Anisah et al. (2025) extend to include uniformity in logo placement and layout across every communication channel as the basis for a recognizable brand identity. Keller (2013) treats this kind of consistency as a prerequisite for accumulating brand equity over time, and Wheeler (2017) describes a coherent visual identity system as a language that communicates with an audience before they read a single word of copy. Empirically, Susilawati et al. (2023) link consistently presented visual elements directly to stronger brand awareness, while Anisah et al. (2025) argue that consistent, distinctive visuals are what allow a brand to be noticed amid the volume of similar content competing for attention on social media. On this basis:

H1: Visual consistency has a positive effect on brand awareness.

Content quality, understood as the accuracy, completeness, relevance, and timeliness of information a brand delivers online (Dabbous & Barakat, 2020), works through a related but distinct mechanism: rather than being noticed, it is understood and trusted. Bui et al. (2025) find that clear, relevant, and credible content increases the perceived usefulness of the information itself, which in turn encourages consumers to adopt and rely on it. Muflichah & Muslichah (2022) report a similar pattern specifically for brand awareness, arguing that content which is clear and genuinely useful is what allows a brand to be recognized and recalled, not merely seen. Dabbous & Barakat (2020) reach the same conclusion in their original model. Accordingly:

H2: Content quality has a positive effect on brand awareness.

Within the S-O-R framework, visual consistency and content quality do not only shape how a brand is recognized; as stimuli, they can also act on purchase-related evaluation more directly, before that evaluation is fully mediated by awareness. Bui et al. (2025) find that content perceived as high in quality raises perceived usefulness sufficiently to drive online purchase intention on its own. A parallel argument applies to visual presentation: a coherent, professional visual identity can reduce the uncertainty a consumer feels about an

unfamiliar online seller, independent of whether that consumer already recognizes the brand. These considerations motivate two further hypotheses:

H3: Visual consistency has a positive effect on online purchase intention.

H4: Content quality has a positive effect on online purchase intention.

Brand awareness itself, defined as the ability to recognize and recall a brand across situations (Charviandi et al., 2023), is what Dabbous & Barakat (2020) identify as the pivot between stimulus exposure and purchase behavior: repeated contact with a brand's content and social media activity builds recognition, and that recognition is what ultimately drives purchase intention forward. This gives:

H5: Brand awareness has a positive effect on online purchase intention.

Because Dabbous & Barakat (2020) show that higher brand awareness also raises the trust a consumer places in a brand, and because trust is a recognized precondition for online purchase decisions, brand awareness is positioned in this study not merely as an outcome of visual consistency and content quality but as the channel through which each stimulus reaches purchase intention:

H6: Brand awareness mediates the effect of visual consistency on online purchase intention.

H7: Brand awareness mediates the effect of content quality on online purchase intention.

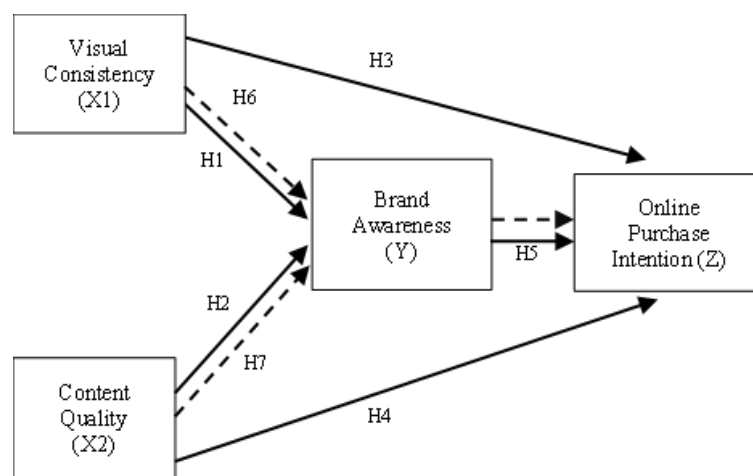


Figure 1. Conceptual Framework

2. RESEARCH METHOD

This study uses a quantitative survey design (Sugiyono, 2023) to test the hypothesized relationships among visual consistency, content quality, brand awareness, and online purchase intention for the local fashion brand Rangkey Future, a casual-wear brand based in Bandung whose marketing is conducted primarily through Instagram, with an emphasis on consistent visual branding and product-information content.

The target population of this study consisted of social media users aged 17-34 years in Bandung City, Indonesia, who had previously searched for product information and engaged in online shopping. This age group, comprising Generation Z and Millennials, was selected because it represents the most technologically adaptive consumer segment, characterized by intensive social media usage and a high frequency of online purchasing behavior. The sample was determined using the guideline proposed by Hair et al. (2019) for an unknown (infinite) population, which recommends a minimum sample size of 5-10 respondents per measurement indicator. The respondents were selected using a non-probability sampling approach, specifically purposive sampling, to ensure that participants met the predefined research criteria. This technique enables researchers to intentionally recruit individuals who possess characteristics relevant to the research objectives, thereby providing data that accurately represent the phenomenon under investigation (Creswell & Creswell, 2023). Consequently, only respondents who fulfilled the established eligibility criteria were included in the final sample.

Following the rule of thumb proposed by Hair et al. (2019) of five to ten times the number of indicators, and with 14 indicators across the four constructs, 111 valid responses were ultimately obtained through a single cross-sectional online questionnaire (Paramita et al., 2021) using a five-point Likert scale, processed through editing, coding, entry, and cleaning prior to analysis in IBM SPSS Statistics version 26. The measurement items used in this study are presented in the following table:

Table 1. Questionnaire and Measurement Items

Construct	Item Code	Item
Visual Consistency	VC1	I can easily recognize the Rangkey Future brand through the colors used in its digital content.
Visual Consistency	VC2	I can recognize the Rangkey Future brand through its typography or writing style.
Visual Consistency	VC3	The Rangkey Future logo is displayed consistently across different digital platforms.
Visual Consistency	VC4	The visual appearance of the Rangkey Future brand has a distinctive casual identity.
Content Quality	CQ1	The product information provided by Rangkey Future is accurate.
Content Quality	CQ2	The content shared by Rangkey Future is visually appealing and engaging.
Content Quality	CQ3	The information provided by Rangkey Future helps me understand its products clearly.
Brand Awareness	BA1	I can easily identify Rangkey Future among other local fashion brands
Brand Awareness	BA2	I am familiar with the Rangkey Future brand name.
Brand Awareness	BA3	I can easily recall the distinctive visual identity of Rangkey Future.
Brand Awareness	BA4	I can easily recognize the Rangkey Future logo.
Online Purchase Intention	OPI1	I intend to purchase Rangkey Future products online.
Online Purchase Intention	OPI2	I intend to search for information about Rangkey Future products through social media.
Online Purchase Intention	OPI3	I am confident in my decision to purchase Rangkey Future products based on the online information available.

Source: Adapted from Anisah et al. (2025); Dabbous & Barakat (2020); Chen et al. (2009).

Data were analyzed in stages. Instrument validity was assessed using Pearson product-moment correlation, with an item considered valid when its *r*-count exceeded the *r*-table value of 0.1874 at *df* = 109, and reliability was assessed using Cronbach's Alpha with a threshold above 0.60 (Sekaran & Bougie, 2016). Classical assumption tests, comprising Kolmogorov-Smirnov normality, tolerance/VIF multicollinearity, and Glejser heteroscedasticity. Were then conducted prior to multiple linear regression. Multiple linear regression analysis was employed to examine the direct effects of the independent variables on the dependent variable and to estimate the contribution of each predictor (Sekaran & Bougie, 2016). Because this study incorporates a mediating variable, the analysis was conducted using two regression models. Where *X*₁ denotes visual consistency, *X*₂ content quality, *Y* brand awareness, and *Z* online purchase intention, with each path accepted when *t*-count exceeded the *t*-table value of 1.982 (*df* = 108, α = 0.05) and significance fell below 0.05. Mediation was tested using the Sobel test (Preacher & Hayes, 2004), with an indirect effect considered significant when the resulting Sobel *z* *t*-statistic exceeded 1.96.

3. RESULTS AND DISCUSSION

3.1. Results

Table 2. Characteristics Respondent

Characteristics	Variable	Frequency	Percentage
Age	17-28 years	56	50%
	29-34 years	55	50%
	Total	111	100%
Gender	Male	53	48%
	Female	58	52%
	Total	111	100%
Occupation	Civil servant (PNS)	47	42%
	Student	23	21%
	Freelancer	17	15%
	Self-employed	15	14%
	Other	9	8%
	Total	111	100%
Monthly Income	IDR 1.000.000 - IDR 3.500.000	28	25%
	IDR 3.500.000 - IDR 10.000.000	82	74%
	> IDR 10,000,000	1	1%

Total	111	100%
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Source: Primary data processed by the author (2026)

The sample is evenly split between the 17-28 and 29-34 age brackets and skews slightly female, but is dominated occupationally by civil servants rather than students, a profile that differs from the typical young-consumer sample seen in comparable social media studies. The great majority of respondents (87%) had already seen Rangkey Future's content on social media prior to the survey, and 80% reported shopping online "often" or "very often," indicating that the sample's responses to visual consistency and content quality reflect actual, not hypothetical, exposure to the brand's digital communication.

3.1.1. Validity and Reliability

Prior to the main data analysis, the validity and reliability of the research instrument were evaluated to ensure that all questionnaire items accurately and consistently measured their intended constructs. Construct validity was assessed using the Pearson product-moment correlation, with an item considered valid when its correlation coefficient exceeded the critical value (*r*table). Based on a sample of 111 respondents ($df = n - 2 = 109$), the critical (*r*table) value was 0.1874. Instrument reliability was examined using Cronbach's Alpha coefficient, where a value greater than 0.60 indicates acceptable internal consistency (Sekaran & Bougie, 2016). The results of the validity and reliability tests for all research variables are presented in the following section.

Table 3. Measurement Model Evaluation

Construct	Item Code	Person Correlation	Cronbach's Alpha	Conclusion
Visual Consistency	VC1	0.931	0.923	Valid and Reliable
	VC2	0.879		Valid and Reliable
	VC3	0.915		Valid and Reliable
	VC4	0.881		Valid and Reliable
Content Quality	CQ1	0.947	0.934	Valid and Reliable
	CQ2	0.939		Valid and Reliable
	CQ3	0.933		Valid and Reliable
Brand Awareness	BA1	0.916	0.930	Valid and Reliable
	BA2	0.912		Valid and Reliable
	BA3	0.915		Valid and Reliable
	BA4	0.893		Valid and Reliable
Online Purchase Intention	OPI1	0.940	0.929	Valid and Reliable
	OPI2	0.938		Valid and Reliable
	OPI3	0.929		Valid and Reliable

Source: Data Processed by Author

All 14 items produced Pearson correlation coefficients between 0.879 and 0.947, comfortably exceeding the *r*-table value of 0.1874, so every indicator is retained as a valid measure of its intended construct. Cronbach's Alpha values were 0.923 for visual consistency, 0.934 for content quality, 0.930 for brand awareness, and 0.929 for online purchase intention; all four exceed the 0.80 threshold Sekaran & Bougie (2016) associate with good reliability, indicating an unusually internally consistent instrument across all constructs.

3.1.2. Classical Assumption Tests

The Kolmogorov-Smirnov test returned an Asymp. Sig. of 0.200 for both regression equations, above the 0.05 threshold, confirming normally distributed residuals in each model. Multicollinearity was within acceptable limits for the first equation, in which visual consistency and content quality predict brand awareness (tolerance 0.148, VIF 6.739), but not for the second, in which visual consistency (VIF 12.129) and brand awareness (VIF 13.119) both exceeded the conventional threshold of 10 once brand awareness, itself formed from the two stimulus variables, was added as a third predictor of online purchase intention. The Glejser test found no heteroscedasticity in the first equation (Sig. 0.598 for visual consistency, 0.498 for content quality) or for visual consistency and content quality in the second equation (Sig. 0.483 and 0.129), but did find a significant result for brand awareness in the second equation (Sig. 0.031), indicating mild heteroscedasticity on that path. Both irregularities in the second equation stem from the same source, brand awareness being a function of the two variables it is regressed alongside, and are reported here as limitations of the ordinary least squares approach used rather than as grounds for discarding the model; a structural equation approach would be better suited to isolating these paths cleanly, a point returned to in the conclusion.

3.1.3. Multiple Regression

Multiple linear regression analysis was conducted in two stages. The first regression model examined the effects of visual consistency (X1) and content quality (X2) on brand awareness (Y) as the mediating variable. The multiple linear regression model employed in this study is expressed as follows:

$$Y = a_1 + b_1X_1 + b_2X_2$$

The second regression model assessed the effects of visual consistency (X1), content quality (X2), and brand awareness (Y) on online purchase intention (Z) as the final dependent variable. The results of these two regression models were subsequently used as the basis for testing the mediating effect of brand awareness.

$$Z = a_2 + b_3X_1 + b_4X_2 + b_5Y$$

Where:

Z = Online Purchase Intention

Y = Brand Awareness

X1 = Visual Consistency

X2 = Content Quality

3.1.4. Hypothesis Testing

Hypothesis testing was conducted to examine the relationships among visual consistency, content quality, brand awareness, and online purchase intention. The proposed hypotheses were evaluated using the partial significance test (t-test) at a significance level of 5% (0.05). The t-test was employed to assess the individual effect of each predictor variable on its corresponding endogenous variable within the proposed research model. A hypothesis was considered supported when the significance value (p-value) was less than 0.05, indicating that the predictor had a statistically significant effect on the outcome variable.

Table 4. Multiple Linear Regression Analysis Equation 1

Variable	Coefficient (B)	t-test	Sig. (p-value)	Hypothesis	Result
(Constant)	0.406	-	-	-	-
Visual Consistency	0.643	9.299	0.000	H1	Accepted
Content Quality	0.430	4.890	0.000	H2	Accepted

Source: Processed Data by Author

Table 5. Multiple Linear Regression Analysis Equation 2

Variable	Coefficient (B)	t-test	Sig. (p-value)	Hypothesis	Result
(Constant)	-0.572	-	-	-	-
Visual Consistency	0.434	5.485	0.000	H3	Accepted
Content Quality	0.084	1.020	0.310	H4	Rejected
Brand Awareness	0.276	3.365	0.001	H5	Accepted

Source: Processed Data by Author

The first equation, $Y = 0.406 + 0.643X_1 + 0.430X_2$, shows visual consistency exerting nearly one and a half times the effect of content quality on brand awareness. In the second equation, $Z = -0.572 + 0.434X_1 + 0.084X_2 + 0.276Y$, visual consistency retains a significant direct effect on online purchase intention even after brand awareness enters the model, whereas content quality's coefficient shrinks to a non-significant 0.084, indicating that whatever influence content quality has on purchase intention does not survive as a direct path once awareness is controlled for.

3.1.5. Sobel Test

Table 6. Sobel Test Result

Mediation Path	Sobel t-statistic	p-value	Hypothesis	Result
VC → BA → OPI	3,165	0,001	H6	Accepted
CQ → BA → OPI	2,771	0,005	H7	Accepted

Source: Processed Data by Author

Both indirect paths are significant, but they carry different substantive meanings given the direct-effect results above. Because visual consistency remains significant as a direct predictor of online purchase intention (H3), its significant Sobel result indicates partial mediation, brand awareness is one channel among at least two through which visual consistency reaches purchase intention. Because content quality's direct path is not significant (H4 rejected), while its Sobel path is (H7 accepted), brand awareness functions as a full mediator for content quality specifically: content quality affects online purchase intention only by first building brand awareness.

3.2. Discussion

Visual consistency has the strongest effect on brand awareness (H1) $t = 9.299$, consistent with Wang & Chen (2024) and Susilawati et al. (2023), who found that consistently displayed visual elements strengthen

brand recognition. Notably, color recognition scored highest among all indicators (4.17), suggesting that consistent color usage is the strongest contributor to Rangkay Future's brand awareness among consumers. Compared with Dabbous & Barakat (2020), who did not include visual consistency as a distinct predictor, this study confirms that visual consistency exerts a stronger influence on brand awareness than content quality.

Content quality also significantly affects brand awareness (H2) $t = 4.890$, consistent with Dabbous & Barakat (2020) and Muflichah & Muslichah (2022). Notably, while content attractiveness (CQ2) scored lowest among content quality indicators (3.88), the overall effect remained significant, suggesting that information accuracy and precision compensate for a relatively weaker aesthetic appeal. Unlike Dabbous & Barakat (2020), where this effect was mediated by hedonic and utilitarian motives and consumer engagement, the relationship in this study operates more directly, plausibly because Rangkay Future, as a smaller brand still building its digital reputation, is more directly reliant on the information it provides.

Visual consistency also directly and significantly affects online purchase intention (H3) $t = 5.485$, even after accounting for brand awareness, suggesting that a consistent, professional visual presentation reduces the uncertainty inherent in online purchases and encourages purchase intention independent of its effect through brand awareness.

In contrast, content quality shows no significant direct effect on online purchase intention (H4) $t = 1.020$; Sig. = 0.310, even though it significantly affects brand awareness. Combined with the significant Sobel test result for H7 ($t = 2.771$), this establishes brand awareness as a full mediator between content quality and online purchase intention: quality content builds awareness first, and that awareness subsequently drives purchase intention, rather than content directly converting into purchase intention. This differs from Dabbous & Barakat (2020), where content quality's effect on purchase intention passed through consumer engagement and hedonic/utilitarian motives as additional mediating mechanisms; for Rangkay Future, brand awareness appears to be the sole bridging mechanism, plausibly reflecting the brand's earlier stage of digital identity development.

Brand awareness itself significantly and positively affects online purchase intention (H5) $t = 3.365$, consistent with Dabbous & Barakat (2020), reinforcing that stronger brand recognition and recall reduce perceived transaction risk and facilitate purchase intention. The Sobel test further confirms that brand awareness significantly mediates the effect of visual consistency on online purchase intention (H6) $t = 3.165$, indicating that visual consistency contributes to purchase intention through two complementary pathways: directly, and indirectly via brand awareness.

4. CONCLUSION

This study examined the effects of visual consistency and content quality on online purchase intention through brand awareness in the context of the local fashion brand Rangkay Future. The findings indicate that visual consistency and brand awareness directly increase online purchase intention, whereas content quality influences purchase intention only indirectly through brand awareness. In addition, visual consistency affects purchase intention both directly and indirectly through brand awareness. These results extend the Stimulus–Organism–Response (S-O-R) framework by positioning visual consistency and content quality as stimuli, brand awareness as the organism, and online purchase intention as the response, while introducing visual consistency as an additional stimulus and repositioning brand awareness as the mediating mechanism.

This study is limited by its focus on a single local fashion brand in one city, which restricts the generalizability of the findings. Future studies are encouraged to examine different local fashion brands across broader geographical areas and apply Partial Least Squares Structural Equation Modeling (PLS-SEM) to better address the multicollinearity identified in this study. Future research may also incorporate additional variables, such as brand trust, perceived quality, or social media engagement, to enrich the explanatory model. From a managerial perspective, the findings suggest that Rangkay Future should prioritize maintaining a consistent visual identity through standardized use of colors, typography, and logo presentation while ensuring the accuracy and clarity of its digital content. Strengthening brand awareness should become a strategic objective because it serves as the primary mechanism through which digital branding efforts translate into higher online purchase intention. By consistently integrating visual identity with high-quality content, local fashion brands can strengthen consumer recognition, reduce purchase uncertainty, and encourage sustainable online purchasing behavior.

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