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Analysis of The Influence of Electronic Word of Mouth, Brand Awareness and Digital Accessibility on Purchase Decision of Sayurbox Consumers

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Abstract

Based on variables related to consumer behavior, the purpose of this study is to examine how brand awareness, electronic word-of-mouth (eWOM), and digital accessibility affect purchase decisions. Both quantitative and qualitative data are the kind of data that are employed. Both primary and secondary data sources are utilised. Customers of e-grocery who purchase fruit are sent a questionnaire via Google Form as part of the data collection process. The researcher came to the conclusion that there were 100 respondents in the sample. Both qualitative and quantitative analysis will be performed on the data collected from the questionnaire. In order to test the research concurrently, structural equation modeling (SEM) and partial least squares (PLS) analysis are utilized, with the smartPLS program. Drawing from the analysis and explanation presented above, the following deductions can be made: The behavior of consumers is not really impacted by brand awareness. Digital accessibility and electronic word-of-mouth (eWOM) have a genuine and substantial impact on e-grocery consumer behavior. It's probable that customer behavior is influenced by the lifestyle of internet buying. Purchase decisions are actually and significantly influenced by digital accessibility and brand awareness. Digital accessibility and electronic word-of-mouth have a genuine and substantial impact on customer behavior. Opinion leaders and reference groups may have an impact on customer behavior when it comes to emotional factors influencing purchase decisions.

Keywords: Brand Awareness, Electronic Word Of Mouth, Digital Accessibility, Consumer Behavior.

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1. Introduction

Rapid technological change has accompanied human development over the past few decades. Developing technology not only includes hardware but also software in the form of digital information technology [1]. The management of information technology in digital form makes it easier for humans to communicate [2]. This communication provides space to bring individuals closer to other individuals who are not limited by distance or time. This is marked by the emergence of the internet as a phenomenon of technological disruption in interpersonal communication [3]. Therefore, the communication space through digital technology disrupts not only relationships between individuals but also the way of connecting large and varied data and information in the form of big data [4]. Technological disruption provides opportunities for business actors to adapt quickly. Since the COVID-19 pandemic's advent, unforeseen developments have caused this illness to worsen more quickly [5]. It is estimated that 60% of Indonesians have accessed the internet based on data gathered from the country's socioeconomic survey. The public's acceptance of technological advancements and the shift towards an information society, as well as the high degree of internet use, are indicative of an environment of openness to information [6]. It is impossible to divorce Indonesia's internet user base from the country's explosive growth in mobile phone usage [7].

Based on age groups during the COVID-19 pandemic, 40% of internet users were residents aged 25–49 years. This situation is increasingly changing not only relationship patterns between individuals but also shopping lifestyle patterns [8]. This age range indicates that the Millennial generation has experienced shifts in their ability to shop online [9]. This is increasingly triggered by the strict prohibition of governments in various countries to reduce crowd interactions while daily needs need to be met [10]. Consumer behavior when buying online is also used to access fruit needs [11]. The aim of utilizing digital technology is to speed up and simplify the value chain management process through a series of activities to meet consumer needs [12]. Fruit products, from farmers as producers to consumers who need local fruit, use digital tools in the form of mobile applications [13]. Mobile

applications are computer programs on smartphones that require an internet network to use. Utilization of the internet network in fruit marketing can be done through electronic trading. Electronic commerce is carried out through e-commerce, one of the variants of which is e-grocery [14].

E-grocery is a retail electronic commerce platform focused on selling groceries online, offering more shopping convenience and fast delivery. E-grocery consumers prioritize the quality or freshness of perishable products, such as fruit. Apart from that, it also focuses on the availability of certain products that are needed [15]. The use of e-grocery as a C2C-based trading platform is developing through a local start-up ecosystem in the form of a group of people or organizations that work as a system by expanding into business-to-customer (B2C) and business-to-business (B2B) e-grocery, some of which are still largely implemented in the Jabodetabek area [16]. This can be influenced by the demographic profile of the emerging market population, which is younger, more productive, and growing in terms of income levels [17]. The development of the demographic profile underlies the shift in consumer behavior with reference to human resource capabilities. Therefore, its use is able to penetrate consumer needs [18]. Fulfilling consumer needs during the COVID-19 pandemic is a driving factor that shifts consumer behavior from offline to online practices, which is the key to e-grocery penetration in Indonesia [19]. E-grocery penetration is also growing by looking at the demographics of the millennial and Gen-Z generations and the shift in behavior of younger, upper-middle-class consumers buying products online through the use of digital technology [20]. Purchasing products online can increase user convenience and provide added value in serving consumer needs. The emergence of online shopping methods is a result of disruptive technological changes in the form of innovation, replacing old systems with new ones [21]. Consumers provide encouragement for business actors to use it as a means of marketing products through digital marketing using digital technology via the internet, social media, and so on [22]. The availability of digital technology makes it easier for consumers to find references for buying fruit products and compare similar products from different companies. This can be seen on the mobile application platform in the form of a computer program designed for use on devices such as cellphones. Fruit shopping methods can be found in the local e-grocery ecosystem with a start-up model, such as Sayurbox, HappyFresh, GoMart, and TaniHub [23].

Efforts to reach a wider range of customers by building brand awareness are important. This happens when customers buy products. Most customers tend to choose brands that are known rather than brands that they have never heard of. Apart from being important to recognize, it is also important to remember and believe in order to increase purchases at e-grocery [24]. The highest stage of brand awareness can occur when someone is directly given a reminder, followed by the mention of a brand that is inherent in the midst of a lot of similar e-grocery competition. The attachment is followed by the mention of the name of a brand. The mention of a brand name cannot be separated from product introductions through digital marketing [25]. Digital accessibility refers to how online channels, such as social media channels, that customers use to discover, evaluate, and interact with products and services can be powerfully felt, seen, and understood. This is what makes it easier for product introduction activities to become top of mind by forming conversations that spread quickly through word of mouth. Word of mouth (WOM) can be done digitally without face-to-face, known as electronic word of mouth. Through eWOM on any channel in the form of social media, electronics, and so on, it is possible for consumers to exchange information and provide positive or negative messages or reviews. These reviews can have a strong impact on customer purchasing behavior [26]. Positive comments given by internet users can increase customer purchasing decisions [27].

Similar e-grocery competition has given rise to the bubble burst start-up phenomenon, where the dissemination of product information via electronic word-of-mouth creates a bubble in which sales volume increases. Consumers take advantage of these various preferences so that they can influence purchasing decisions [28]. This phenomenon has caused a number of start-up companies in Indonesia to stop operating. However in 2022, the offline shop was closed due to poor sales performance. In addition, e-grocery implemented layoffs for 5% of its total employees in 2022, to maintain the company's growth rate and sustainability [29]. The level of growth and sustainability of the company is a reliable aspect of the additional funding for e-grocery, which reached USD 120 million. E-grocery experienced a surge in orders for agricultural products, even four times compared to the situation before the COVID-19 pandemic. Therefore, e-grocery has changed its sales focus to only touch B2B and B2C through profitable online channels. This was done as a form of adaptation to the purchasing decisions of consumers who use new online shopping methods [30]. Referring to the trend of sales spikes, the use of e-grocery, and the bubble burst phenomenon above, the author is interested in examining brand awareness of the farm-to-table concept and eWOM on social media channels to find out the extent to which consumers obtain information related to products and digital accessibility influencing consumer behavior in making decisions to purchase fruit online at e-grocery.

2 Research Methods

Both quantitative and qualitative data are the kind of data that are employed. Both primary and secondary data sources are utilized. A Google form was used to collect primary data from e-grocery customers. Secondary data is gathered from pertinent sources including publications, journals, and information from associated organizations.

Customers that shop for fruit are emailed a questionnaire via Google Form as part of the data collection technique. The researcher came to the conclusion that there were 100 respondents in the sample. Both qualitative and quantitative analysis will be performed on the data collected from the questionnaire. Structural equation modeling (SEM)-partial least squares (PLS) analysis is utilized to analyze the data in order to address the first and third objectives. The smartPLS application is used to evaluate the research concurrently. Supporting data is qualitative information that is measured using an ordinal scale. Based on customer behavior characteristics pertaining to fruit purchasing decisions through e-grocery, qualitative data in this data is utilized to determine brand awareness, electronic word of mouth (eWOM), and digital accessibility.

3. Results and Discussion

The estimated effect of electronic word of mouth on consumer behavior is 0.4, and the coefficient value is positive. This means that if information is shared over the internet between potential customers, actual customers, or customers who have bought fruit products sold online through e-grocery, then consumer behavior will change in ways that make them more likely to buy and use fruit products bought online through e-grocery. The relationship between the two constructs is getting stronger. In testing electronic word of mouth on consumer behavior, the 95% confidence level shows that the t-count value is 3.1, which is greater than the t-table ($3.1 > 1.960$) and has a significance value smaller than the p value. This indicates that the intervening variable of fruit buyers' consumer behavior through e-grocery is truly and significantly impacted by the latent variable of electronic word of mouth. This is in accordance with previous research, where delivering eWOM messages shared via unpaid social media can become free promotion for products being bought and sold. Apart from that, the results above are also in line with other research where understanding consumer behavior in online shopping requires trust in reviews and identifying eWOM messengers. It is possible for consumer behavior to be influenced by aspects of opinion leaders and reference groups where product choices for e-grocery fruit products are offered through influencers and brand ambassadors who are well known and trusted by the public. Therefore, this can change the behavior of consumers who are used to buying fruit offline to buying it online.

The estimated result of the influence of digital accessibility on consumer behavior is 0.3, and the coefficient value is positive, meaning that consumers are becoming more familiar with, interested in, trying to find out, buying, and recommending more fruit products marketed online via e-grocery. So, consumer behavior in processing decisions that encourage consumers to buy and use fruit products purchased online via e-grocery will be higher. The value of 0.3 is close to +1, indicating that the relationship between the two constructs is getting stronger. In testing digital accessibility on consumer behavior, the 95% confidence level shows that the t-count value is 2.8, which is greater than the t-table ($2.8 > 1.960$) and has a significance value smaller than the p value ($0.006 < 0.05$). This means that the intervening variable of consumer behavior is actually and significantly impacted by the latent variable of digital accessibility. This is in accordance with previous research where digital marketing can change consumer behavior from physical-oriented offline to digital-oriented online. Apart from that, the results above are also in line with other research where customers use mobile applications for products online to save time. It is possible that consumer behavior is influenced by online lifestyles because the visual identity of e-grocery fruit products is known through logos that are disseminated via social media. Apart from that, product diversity and product visuals can also be seen on the website. Based on the results of calculating website visit rankings, it is known that the website was visited by around 423k visitors in 2023. This figure has increased by 11% when compared to the number of website visits in 2023. This is possible due to the holy month of Ramadan, where consumers are more likely to choose to make purchases of e-grocery fruits online because of the ease of ordering.

The estimated result of the influence of brand awareness on consumer behavior is 0.100, and the coefficient value is positive, meaning that if buyers increasingly have the ability to recognize and recall fruit products marketed online via e-grocery, then consumer behavior in processing decisions will encourage consumers to buy and use fruit products purchased online via e-grocery. The 95% confidence level indicates that the t-value in the brand awareness of consumer behavior test is 0.997, which is less than the t-table ($0.997 > 1.960$) and has a significant value higher than the p-value ($0.3 < 0.05$). This means that the intervening variable of customer behavior is not significantly affected by the latent variable of brand awareness. This is not in accordance with previous research, where consumers prefer to buy brands, they know well. Consumers are always hesitant to buy products that tend to be new. It is possible that consumer behavior is influenced by the online lifestyle because both existing and potential consumers know the e-grocery brand. It cannot be denied that e-grocery competition is getting tougher by offering fruit products with online ordering and delivery. Similar e-grocery competition gives rise to the start-up bubble burst phenomenon, where the increase in start-up growth increases sharply along with the dissemination of product information through eWOM. This creates a bubble in sales volume.

However, the variety of e-grocery brands ultimately makes it easier for buyers to find out and compare prices, quality, service, and availability of product options. This is what makes e-grocery have a distinctive appearance by providing some information with photos, colors, attractive fonts, and descriptions so that consumers do not easily switch their search for fruit products to another e-grocery. This condition can be seen based on the ranking

of website visits, where in April 2023 the level of website visits decreased to 303k visitors. Consumers take advantage of these various preferences so that they can influence purchasing decisions. Despite the fact that this is also a result of the increased competition in the e-grocery market this month, there aren't any noteworthy major events that would boost sales in comparison to Ramadan in March 2023. Therefore, e-grocery can develop a positive image through review services or ratings on e-grocery applications or on social media accounts in the hope that consumer behavior that is used to buying fruit offline will change to buying online.

The estimated effect of electronic word of mouth on purchasing decisions through consumer behavior is 0.1, and the coefficient value is positive. This means that when potential or actual consumers or consumers who have bought fruit products online through e-commerce share information with each other over the internet, that information affects consumer behavior in ways that make them more likely to buy and use fruit products that bought online. In testing electronic word of mouth on consumer behavior, the 90% confidence level shows a t-value of 2.1, which is greater than t-1.645 and has a significance value smaller than the p-values ($0.04 < 0.1$). Accordingly, through the intervening variable of consumer behavior, the latent variable of electronic word of mouth has a genuine and noteworthy impact on the purchasing decision variable. This is consistent with other research showing that electronic word-of-mouth significantly affects purchase decisions. This is feasible when the online fruit product exchange is assessed by the purchasing behavior of customers, i.e., whether or not they feel profitable or satisfied after making a purchase. This consumer behavior can result in consumers interacting via social media in the form of reviews and questions that appear on every social media channel provided by e-grocery. Then, after going through a series of processes, consumers can evaluate products according to their purchasing motives.

The estimated outcome of the impact of digital accessibility on consumer behavior-based purchasing decisions is 0.1, with a positive coefficient value. This means that consumers' behavior will increase if they become more interested in, familiar with, and try to find out about, buy, and recommend fruit products marketed online via e-grocery. Customers are more likely to process choices that motivate them to purchase and use fruit goods they get online from e-grocery. When examining the impact of digital accessibility on customer behavior, a t-value of 1.9 at 90% confidence level is displayed, exceeding the 1.6 t-table and possessing a significant value lower than the p-values ($0.05 < 0.1$). Thus, through the intervening variable of consumer behavior, the latent variable of digital accessibility has a meaningful and considerable impact on the purchasing decision variable. This is in accordance with previous research, which shows that digital accessibility is able to change consumer behavior when information in the form of advertising connects with buyers emotionally. Meanwhile, 90 respondents have made purchases more than once. This is possible when buyers already have feelings of pleasure or benefit from making a purchase. By selecting the activity dimension of interest in shopping for fruit products online via e-grocery, they can make more attractive promotional offers so that consumers buy fruit products again.

Brand awareness is a condition where potential buyers are able to recognize and recall fruit products marketed online via e-grocery until they reach the brand at the top of their minds without being given any instructions. Consumer behavior in processing decisions will be better if consumers are able to identify and recall fruit products marketed online via e-grocery, as indicated by the estimated result of 0.03 and positive coefficient value of brand awareness on purchasing decisions through consumer behavior. Encourage consumers to buy and use fruit products purchased online via e-grocery to a greater extent. In testing brand awareness of consumer behavior, the 90% confidence level shows a t-value of 1.03, which is smaller than the t-table of 1.6 and has a significance value greater than the p-value ($0.3 < 0.05$). Accordingly, through the intervening variable of customer behavior, the latent variable of brand awareness has no actual and negligible impact on the purchasing decision variable. This contradicts earlier studies that found a genuine and substantial relationship between brand awareness and purchase decisions. This is possible because the behavior of consumers who purchase fruit products online makes it very easy to compare one e-grocery brand with another e-grocery brand. This condition is in line with research, which suggests that fresh fruit is mostly sold as a general product without considering brand character. This can erode the level of product recognition, recall, and top-of-mind awareness among consumers amidst the rise of e-grocery offering similar products.

Different conditions do occur where the latent variable of brand awareness, which does not go through the connecting variable of consumer behavior, has a real and significant influence on purchasing decisions. This indicates the need for additional stimulus to convince consumers who have a tendency to compare one product with other fruit products in e-grocery through logical evaluation perceptions in the form of affordability in purchasing products through various available e-commerce platforms. For example, currently, e-grocery is no longer a platform that can be accessed via Gojek ride handling. This is because Gojek has worked together to form a new ecosystem with e-commerce Tokopedia. As a ride-handling platform that has been downloaded by more than 100 million users in Indonesia. The Gojek platform is an option to expand the reach of e-grocery services. Currently, from the aspect of e-grocery payment methods, access is still open for GoPay e-money users who are affiliated with the Gojek platform as a payment method. This makes e-grocery promote cashback with applicable terms and conditions.

4. Conclusion

Drawing from the analysis and explanation presented above, the following deductions can be made: The behavior of consumers is not really impacted by brand awareness. Digital accessibility and electronic word-of-mouth (eWOM) have a genuine and substantial impact on e-grocery consumer behavior. It's probable that customer behavior is influenced by the lifestyle of internet buying. Purchase decisions are actually and significantly influenced by digital accessibility and brand awareness. Purchasing decisions may be influenced by emotional considerations. Through customer behavior, brand awareness has a negligible and unreal impact on purchasing decisions. Through consumer behavior, digital accessibility and electronic word-of-mouth (eWOM) have a genuine and substantial impact on purchase decisions. It is possible that consumer behavior is influenced by aspects of opinion leaders and reference groups regarding purchasing decisions that are influenced by emotional motives. Suggestions that can be given by researchers as input and consideration include: e-grocery management to increase brand awareness; delivery of electronic word-of-mouth (eWOM) information; and digital accessibility to decisions to purchase fruit via e-grocery because they have a real and significant influence. This can be done by encouraging customers to spread positive eWOM message communications about products, services, and brands through reminder notifications on applications to write online reviews by offering free shipping incentives, for example. Apart from that, it is also hoped that it will be able to prevent them from spreading negative eWOM message communications. E-grocery management can effectively penetrate brand awareness into consumer behavior and fruit purchasing decisions through consumer behavior variables because they have an unreal and insignificant influence. This can be done by providing various communication channels for customers to share negative experiences directly and respond to and resolve complaints quickly, such as 24/7 customer care via telecommunications media such as the WhatsApp and Chatbot Live applications.

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