

THE DETERMINANTS OF WATCH PURCHASE DECISIONS (A STUDY ON CONSUMERS OF THE TIME DEPT IN DENPASAR CITY)

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Abstract

The development of the fashion industry, especially watch accessories, in Indonesia is increasing rapidly. This makes business carry out various strategies for selling, one of which is the social media advertising. This research aimed to examine and explain the effect of social media advertising on purchase decision by adding brand image as a mediating variable on The Time Dept's consumers in Denpasar. Using descriptive quantitative approach, data was gathered through non-probability sampling method by using purposive-sampling technique from 100 consumers of The Time Dept in Denpasar through questionnaires. Data analysis was conducted by using SEM-PLS with the assistance of SmartPLS software version 4. The results show that social media advertising has a significant effect on brand image, brand image has a significant effect on purchase decision, but social media advertising does not significantly affect purchase decision. However, the effect of social media advertising on purchase decision can be fully-mediated by brand image on The Time Dept's consumer in Denpasar.

Keywords: social media advertising, brand image, purchase decision, SOR Theory, consumer behavior

INTRODUCTION

The opportunity for development of the fashion industry in Indonesia is very high. Fashion contributes to the export value of the national creative economy by 17.6 percent or the equivalent of IDR 225 trillion in added value of the creative economy to the Indonesian economy in 2024. One of the fashion products is watch accessory which not only functions as a timepiece but also becomes part of a fashion product (Lady & Levenise, 2021). This is what many business people who want to use watches as a business opportunity take advantage of, one of which is The Time Dept.

The Time Dept is a watch store that sells original homage watches that utilize digital marketing advertising via social media such as Instagram, TikTok and Facebook to increase purchase decisions. However, based on the CEO, sales of The Time Dept watches declined 32,4% for three consecutive months. A decrease in sales can be caused by a decrease in purchasing decisions (Zulhelmi & Santoso, 2018). According to Xu et al. (2024), purchase decision refers to a process that is influenced by certain psychological motivations and various other factors based on the information obtained. Purchase decisions can be conceived as a sequence of phases that customers go through before completing the actual purchase, consisting of many factors, such as when to buy, what to buy, which brand or model to buy, what payment method will be utilized, and how much to spend (Hanaysha, 2022).

This research adopts Stimulus Organism Response (S-O-R) theory, AIDA theory, and information theory to understand consumer behavior, especially purchasing decisions. The S-O-R theory has been widely used in previous research on consumer behavior (Chang et al., 2014; Li & Yuan, 2018; Luqman et al., 2017; Parboteeah et al., 2009; Wang et al., 2011). The S-O-R theory has been acknowledged as a generic model for consumer purchase decisions since it initially emerged in marketing research in 1975 (Kexin & Teo, 2023). According to the S-O-R theoretical paradigm, the stimulus represents an external factor that influences the individual's psychological (Fu et al., 2021),

organism (O) represents an individual's perception or feeling (Tandon et al., 2021), and the individual's cognitive, psychological and emotional state (Huang, 2023), and response (R) represents the individual's final action from the stimulus (S) and organism (O), the result can be a positive or negative action (Sultan et al., 2021). Vidyanata (2022) and Yi et al. (2023) in their research used the purchase decision variable as a response. Response in S-O-R theory refers to the final action that appears in accordance with changes in consumer behavior from external stimuli perceived by consumers (Sherman et al., 1997). According to Santoso & Irawati (2024), personalized online ads that show up on social media are the examples of external stimuli in a digital context. Supotthamjaree & Srinaruewan (2021) in their research used social media advertising variable as a stimulus.

Social media advertisements are a form of digital advertising that has emerged as one of the most successful online advertising strategies (Shubhangam et al., 2020). Social media advertising is one of the most efficient strategies for attracting potential customers, retaining attention of current customers and influencing them through persuasive content (Nasir et al., 2021). Social media advertising has a positive and significant effect on purchase decisions (Cahayati & Wijayanti, 2024; Trisnadewi et al., 2022). However, the results is different from research conducted by Pratama & Hayuningtias (2022) and Nurhaliza (2022), which found that social media advertising had no effect on purchase decisions. There are inconsistencies in the results of previous studies regarding the influence of social media advertising on purchase decisions. Based on this, solutions and re-research are needed, using variables that can mediate the influence of social media advertising on purchase decisions.

Brand image is an asset that forms customer trust in a brand (Tahir et al., 2024). Brand image is an identity used to differentiate products from other companies. Consumers will tend to use a brand image as a basis or reference before making the buying process for a product or service (Stiawan & Jatra, 2022). Brand image as a mediating variable can be explained through the S-O-R theory as an organism. In this theory, organism (O) refers to the consumer's perception of external environmental stimuli (S), consisting of cognitive and psychological behavior such as thoughts and emotions which will mediate the environment (S) and behavior (R) (Cho & Yoon-Hwang, 2024). Mukti & Santosa (2023) in their research which using the S-O-R theory said that brand image can be referred as an organism. Park & Lennon (2009) in their research also used the brand image variable as an organism. The S-O-R theory holds that behavior is created by the organism in the presence of particular sensory circumstances (Mehrabian & Russell, 1974).

Research conducted by Supotthamjaree & Srinaruewan (2021) states that social media advertising features, such as interactivity and relevance, influence brand engagement, which then influences purchasing activity. The relationship between social media advertising and brand image is supported by several studies conducted by Bistara & Sholahuddin (2023); Dehghani (2013); Dulek & Saydan (2019); Khan et al. (2023); Savitri & Wibisono (2022), who stated that social media advertising has a positive and significant effect on brand image. Meanwhile, the relationship between brand image and purchase decision is shown by research from Imamah et al., (2022); Jusuf, (2023); Sari & Wahjoedi, (2022); Subakti et al., (2024); Widjaya & Nursal, (2023), who stated that brand image has a positive and significant effect on purchase decisions. Brand image influences purchase decision (Havidz & Mahaputra, 2020), the more positive brand image associated from The Time Dept, the more likely consumers are to buy, even to the point of making a purchasing decision.

The urgency of this research lies in the empirical results regarding the application of social media advertising as one of the strategies to enhance purchase decisions mediated by brand image. Scientific study on the influence of social media advertising on purchase decisions with brand image as mediation variable provides a deeper understanding for the management of The Time Dept store to evaluate its product sales strategy. This research also aims to provide solutions to the research gap regarding the influence of social media advertising on purchase decisions and to expand the scope of the research beyond a single research location, thereby offering a new perspective that can be implemented more broadly. The theoretical implication of the study is to strengthen the S-O-R

theory, AIDA theory and information theory in explaining purchase decision behavior. Meanwhile, the practical implication of this study is the importance of strategy for businesses, especially in the fashion sector, in implementing a good social media advertising strategy to improve brand image, which is then expected to improve consumer purchase decisions.

LITERATURE REVIEW AND HYPOTHESIS FORMULATION

SOR Theory

The S-O-R model theory has been widely used in previous research on consumer behavior (Chang et al., 2014; Li & Yuan, 2018; Luqman et al., 2017; Parboteeah et al., 2009; Wang et al., 2011). The Stimulus-Organism-Response (S-O-R) theory is employed as an approach to study consumer behavior and purchase decisions (Ching Tan et al., 2017). Since its application in marketing research in 1975, the S-O-R model has been recognized as a general model for purchase decisions (Kexin & Teo, 2023). From a marketing perspective, S-O-R is a behavioral response theory based on information processing (Ching Tan et al., 2017). In the process of receiving information and making final decisions, consumers are constantly stimulated by external environmental factors, which lead to psychological and sensory changes. These changes then manifest as specific behavioral tendencies (Donovan et al., 1994). The S-O-R theoretical framework suggests that certain environmental stimuli (S) influence an individual's internal state (O), which subsequently leads to specific behavioral responses (R) (Mustika & Wahyudi, 2022).

AIDA Theory

In 1898, E. St. Elmo Lewis proposed a communication theory known as the AIDA model, an acronym that stands for attention, interest, desire, and action. This theory was developed based on a study of the life insurance industry, which describes the four cognitive phases a person experiences when encountering a new idea or a newly purchased product (Hassan et al., 2015). The AIDA model was developed to represent the stages that consumers must go through (Belch et al., 2020:122). The AIDA model theory indicates that advertising helps capture attention by generating interest in the advertised product and subsequently shaping the customer's desire to take action, meaning that advertising can create a behavioral response (Garg et al., 2023). The message in an advertisement must attract attention, sustain interest, create desire, and ultimately lead the customer to take action (Tobi et al., 2020).

Information Theory

Claude Elwood Shannon was an American mathematician known as "The Father of Information Theory." Shannon is renowned for developing the theory of information in "*A Mathematical Theory of Communication*," which he published in 1949. In this theory, the term *information* is used in a specific sense that must not be ambiguous in its usage. Specifically, information should not be confused with meaning (Shannon and Weaver, 1949:8).

Cahayati & Wijayanti (2024) and Fathia Salsabila & Harti (2021) found in their studies that social media advertising has a positive and significant partial effect on purchase decision. The study conducted by Sundari et al. (2020) also stated that social media advertising has a significant influence on purchase decision. Similarly, Yosepha et al. (2021) found that social media advertising significantly affects purchase decision, both partially and collectively. These findings are in line with research conducted by Imamah et al. (2022); Kurniawan & Effendi (2020); Richardinata & Astitiani (2021); Trisnadewi et al. (2022), who also found that social media advertising has a positive and significant influence on purchase decision.

H1: Social Media Advertising has a positive and significant influence on Purchase Decision.

The study conducted by Bistara & Sholahuddin (2023) found that social media advertising has a positive and significant influence on brand image. Khan et al. (2023) stated in their research that social media advertising has a direct impact on brand image. The findings of Hairani (2016) similarly indicate that social media advertising positively influences brand image. Savitri & Wibisono (2022) also discovered that social media advertising has a positive and significant effect on brand image.

H2: Social Media Advertising has a positive and significant influence on Brand Image.

The better the quality and brand image in the eyes of consumers, the more it will enhance their purchase decision toward a brand (Febriani & Sudarwanto, 2023). This is in line with the research conducted by Imamah et al. (2022) and Pratama & Hayuningtias (2022), which stated that brand image has a positive and significant influence on purchase decision. The study by (Deatami & Khasanah, 2019) also found that brand image positively and significantly affects purchase decision. Similarly, research by (Astuti et al., 2021) and Febriani & Sudarwanto (2023) supports the conclusion that brand image has a positive influence on purchase decision.

H3: Brand Image has a positive and significant influence on Purchase Decision.

The study conducted by Supotthamjaree & Srinaruewan (2021) stated that features of social media advertising, such as interactivity and relevance, influence brand engagement, which in turn affects purchasing activity. This supports the idea that brand image, as part of brand engagement, mediates the relationship between social media advertising and purchase decision. This finding is also supported by research from Angelina & Debby (2024) and Mahardhika & Tjahyadi (2022) which concluded that brand image is capable of mediating the effect of social media advertising on purchase decision.

H4: Brand Image is capable of mediating the influence of Social Media Advertising on Purchase Decision.

RESEARCH METHODS

Table 1. Definition of Operational Variables

Variabels	Code	Question
Social Media Advertising (SMA) (Angkasa et al., 2021)	SMA1	The Time Dept's social media advertisement managed to catch my attention.
	SMA2	The Time Dept's social media advertisement piqued my curiosity about The Time Dept's watch products more deeply.
	SMA3	I feel that The Time Dept's social media advertisement sparked my desire to try The Time Dept's watch products.
	SMA4	The Time Dept's social media advertisement made me purchase The Time Dept's watch product.
Brand Image (BI) (Candra & Suparna, 2019)	BI1	The Time Dept consistently has an affordable identity
	BI2	The Time Dept has a good corporate image in the wider community.
	BI3	The Time Dept has a product of watches that are original
	BI4	homages. The Time Dept has branding with a good design.
Purchase Decision (PI) (Mewoh et al., 2019; Schiffman & Kanuk, 2012)	PD1	I choose The Time Dept watch products as my primary option when buying a watch.
	PD2	I bought The Time Dept products of my own accord.
	PD3	I feel confident when buying products from The Time Dept.

Source: Data processed, 2025

This type of research is associative research which aims to describe and test the hypothesis of the relationship between two or more variables using a quantitative approach through hypothesis testing. This research uses a non-probability sampling technique with a purposive sampling method. The criteria for respondents are that they live in Denpasar City, have completed high school/equivalent education, have seen The Time Dept social media advertisements, and have purchased The Time Dept watch products at least once. Data collection was carried out from December 2024 to January 2025 via questionnaire. The data obtained will later be analyzed using the Structural Equation Modeling (SEM) analysis tool based on Partial Least Square (PLS). PLS is an analysis method that can be applied to all data, does not require many assumptions, does not need

a large sample size, can be used to prove theories, and can develop relationships that do not yet have a strong theoretical foundation.

RESULTS AND DISCUSSION

Table 2. The Results of Convergent Validity and Reliability Tests

Variables	Indicator	Cronbach's Alpha	AVE	Outer Loading	Composite Reliability
Social Media Advertising (SMA) (Angkasa, <i>et al.</i> , 2021)	The Time Dept's social media advertisement managed to catch my attention.	0,907	0,782	0,850	0,935
	The Time Dept's social media advertisement piqued my curiosity about The Time Dept's watch products more deeply.			0,905	
	I feel that The Time Dept's social media advertisement sparked my desire to try The Time Dept's watch products.			0,929	
	The Time Dept's social media advertisement made me purchase The Time Dept's watch product.			0,852	
Brand Image (BI) (Candra & Suparna, 2019)	The Time Dept consistently has an affordable identity	0,921	0,809	0,885	0,944
	The Time Dept has a good corporate image in the wider community.			0,891	
	The Time Dept has a product of watches that are original homages.			0,934	
	The Time Dept has branding with a good design.			0,888	
Purchase Decision (PI) (Mewoh <i>et al.</i> , 2019 and Schiffman & Kanuk 2012)	I choose The Time Dept watch products as my primary option when buying a watch.	0,879	0,808	0,810	0,926
	I bought The Time Dept products of my own accord.			0,938	
	I feel confident when buying products from The Time Dept.			0,943	

Source: Data processed, 2025

Before conducting hypothesis testing, the outer model or measurement model evaluation is carried out to assess whether the measurements used are suitable to be considered valid and reliable measurements. The outer model is measured through convergent validity and discriminant validity of the latent construct indicators, as well as composite reliability and Cronbach's alpha for the indicator blocks (Ghozali & Latan, 2015:73). Convergent validity uses the loading factor value; if it is more than 0.7, the indicator is considered valid. Discriminant validity testing can be seen in the cross-loading values between indicators and their constructs. Considered valid if the loading factor value of the construct with the measurement item is greater than the size of other constructs, and the average variance extracted (AVE) value must be greater than 0.5. The construct reliability test is conducted with composite reliability and Cronbach's alpha, which values must be greater than 0.7. Next, for the inner model, it can be assessed by looking at the coefficient of determination (R^2), path coefficient values, and t-statistic values (bootstrapping) (Hair *et al.*, 2017:192). Hypothesis testing is conducted using the p-value test; if the p-value < 0.05, it means the test is significant, and conversely,

if the p-value > 0.05, it means it is not significant. Table 2 shows that each variable has met the criteria for validity and reliability testing.

Table 3. The Results of R-square Tests

Variable	Coefficient of Determination (R^2)	Notes
Brand Image	0,421	Moderate Effect
Purchase Decision	0,361	Moderate Effect

Source: Data processed, 2025

Next is the hypothesis testing using bootstrapping, which produces the t-statistic value for each path. The value will be compared with the t-table value, and for research using a 95% confidence level or an accepted error rate of 5%, the t-table value is 1.96. Next, if the p-value < 0.05, then the effect is significant, whereas if the p-value > 0.05, then the effect is not significant.

Table 4. Path Coefficient and The Results of Hypothesis Testings

Hypothesis	Path Coeff.	T-statistics	P-values	Result
H1: Social Media Advertising -> Purchase Decision	-0,117	1,141	0,254	Not Significant
H2: Social Media Advertising -> Brand Image	0,649	8,577	0,000	Significant
H3: Brand Image -> Purchase Decision	0,670	6,962	0,000	Significant
H4: Social Media Advertising -> Brand Image -> Purchase Decision	0,435	4,982	0,000	Significant

Source: Data processed, 2025

The results of the first hypothesis (H1) test show that social media advertising has a negative and insignificant effect on purchase decisions. In the S-O-R theory, stimulus does not always result in a positive response, but it can also lead to negative actions (Sultan et al., 2021). Furthermore, the S-O-R theory also explains that to generate a response, we must consider the process of an organism or perception, emotional condition, and psychological state of an individual. In line with the AIDA theory, which is considered to only explain the process of purchasing high-involvement products (Hackley, 2005). According to the AIDA theory, most buyers with high-involvement purchases always go through the four stages of AIDA (attention, interest, desire, action) (Poyraz & Cetinturk, 2017). This is in line with research findings that social media advertising conducted in the attention phase cannot directly lead to the final phase, which is action in the form of a purchase decision, because the watches sold by The Time Dept are high-involvement products. The results of the hypothesis test also illustrate a negative effect between social media advertising and purchase decision. This can be explained through information theory. In that theory, it is stated that in the process of transmitting a message to the signal that will be received, there are certain unwanted elements, referred to as disturbances or "noise" (Shannon & Weaver, 1949:7). If the advertisements are excessive and repetitive, they will create disturbances or noise that lead to negative feelings among consumers, causing them to tend to avoid the advertisements themselves (Prendergast et al., 2014). The results of this study further strengthen the findings of previous research conducted by Pratama & Hayuningtias (2022) and Nurhaliza (2022), which state that social media advertising had no effect on purchase decisions.

The results of the second hypothesis (H2) test show that social media advertising has a positive and significant impact on brand image. The results are consistent with the S-O-R theory used in this study, where social media advertising can be referred to as a stimulus (Suppotthamjaree & Srinaruewan, 2021), which will ultimately affect the organism, perception (Wang et al., 2022), the cognitive, psychological, and emotional state of an individual (Cho & Yoon-Hwang, 2024), thereby creating a positive brand image perception when receiving the stimulus in the form of social media advertising from The Time Dept. When connected to the AIDA theory, this will relate to the affective

stage, which is the formation of interest and desire as a response to attention by social media advertising. Interest is when consumers or potential consumers begin to have an interest in the presented advertisement, while desire is the phase when potential consumers or consumers start to develop a desire for the brand after obtaining information about the brand or additional information related to the advertised product (Arniessa & Dwiridotjahjono, 2024). Therefore, if the social media advertising conducted is able to provide information about the brand effectively, it will certainly create a positively perceived brand image, which in turn can generate strong interest and desire as well. The results of this study further strengthen the findings of previous research conducted by (Bistara & Sholahuddin, 2023; Dehghani, 2013; Dulek & Saydan, 2019; Khan et al., 2023; Savitri & Wibisono, 2022).

The results of the third hypothesis (H3) test show that brand image has a positive and significant effect on purchase decision. The results are consistent with the S-O-R theory used in this study, where brand image or perception that emerges as an organism process generates a response in the form of purchase decisions by The Time Dept consumers in Denpasar City. If connected with the AIDA theory, this will relate to the affective stage, interest and desire, to the behavioral stage, action. If strong interest and desire are created as a result of a positive brand image perception, it will lead to an action, a purchase decision. The message in the advertisement must be able to maintain interest, create desire, and ultimately direct consumers to take action (Tobi et al., 2020). The results of this study further strengthen the findings of previous research conducted by Imamah et al., (2022); Jusuf, (2023); Sari & Wahjoedi, (2022); Subakti et al., (2024); Widjaya & Nursal, (2023).

The results of the fourth hypothesis (H4) testing, as indicated by the indirect effect test value and the mediation model test, show that brand image is able to fully-mediate the influence of social media advertising on purchase decision. The result is consistent with the S-O-R theory used in this study, where social media advertising, as a stimulus, is able to influence an individual's organism, in this case, the creation of a positively perceived brand image, thereby resulting a response in the form of a purchase decision. Organism in the S-O-R theory refers to the consumer's perception of the stimulus, consisting of cognitive and psychological behavior that will mediate the stimulus and response. This illustrates that social media advertising cannot directly influence purchase decisions, but must through its impact on the brand image perceived by consumers, which then mediates the relationship between social media advertising and purchase decisions.

The results of this study are also in line with the AIDA theory known for product advertising (Baber, 2022). The AIDA theory is considered to only explain the process of purchasing high-involvement products (Hackley, 2005). High-involvement products are products that require more effort from consumers and are perceived to have higher risks (Ugalde et al., 2024). High-involvement products usually have a higher selling price (Hikmah & Nugraha, 2023). The Time Dept watches is high-involvement product category because they have a high price. According to the AIDA theory, most buyers with high-involvement purchases always go through the four stages of AIDA (attention, interest, desire, action) (Poyraz & Cetinturk, 2017). This is in line with research findings that social media advertising conducted in the attention phase cannot directly lead to the final phase, which is action in the form of a purchase decision, because the watches sold by The Time Dept are high-involvement products. Before reaching the behavioral stage, action, consumers must go through the affective stage first, which involves the creation of strong interest and desire. Interest is when consumers or potential consumers start to show interest in the presented advertisement, while desire is the phase when potential consumers or consumers begin to develop a desire for the brand after obtaining information about the brand or additional information related to the advertised product (Arniessa & Dwiridotjahjono, 2024). Therefore, it is important to create an engaging social media advertisement that can provide all the necessary information and present a good brand image to generate an action in the form of a purchase decision. The message in the advertisement must capture attention, maintain interest, create desire, and ultimately lead consumers to take action (Tobi et al., 2020).

In information theory, excessive advertising will create disturbances or noise that cause consumers to tend to avoid the advertisements themselves (Prendergast et al., 2014). In addition, ad avoidance behavior can also arise for various reasons, such as mismatched needs, inappropriate timing, functional mismatches, lack of appeal, ambiguity, excessiveness, and being too loud, long, or repetitive (Sharma et al., 2022). These factors contribute to negative feelings towards advertisements, causing consumers to avoid them and negatively affecting their attitudes towards advertisements and purchasing behavior (Campbell et al., 2017; Kang et al., 2022). Other research has also found that high exposure to advertisements will evoke negative feelings and emotions among consumers (advertisement irritation) (Loureiro, 2018; Niu et al., 2021). Based on this, the use of social media advertising, which is currently popular, it is important to pay attention to consumer annoyance when they see it (Niu et al., 2021). The research conducted by Sharma et al. (2022) investigated the impact of ad irritation (negative feelings and emotions towards ads) on the effectiveness of digital ads and found that credibility and informativeness play an important role in developing ad value, which in turn will affect consumer attitudes towards ads and purchasing behavior. Credibility and informativeness can arise when the brand image perceived by consumers is positive. Brand image plays an important role in the development of a brand because brand image is closely related to credibility, which will later guide consumers to try and use the product or service (Wijaya, 2013). The results of this study further strengthen the findings of previous research conducted by Mahardhika & Tjahyadi, (2022) and Supotthamjaree & Srinaruewan (2021) which state that brand image can mediate the influence of social media advertising on purchase decisions.

CONCLUSION

Based on the results of the study, it can be concluded that social media advertising has no significant effect on purchase decision, social media advertising has a positive and significant effect on brand image, brand image has a positive and significant effect on purchase decision, and brand image fully mediates the influence of social media advertising on the purchase decision of The Time Dept consumers in Denpasar City. This study also emphasizes the importance of considering emotional, psychological, and individual perception dimensions in designing marketing strategies, highlighting the need to build a strong brand image in the minds of consumers to encourage the desired purchasing behavior. This research strengthens the S-O-R theory in explaining purchase decision behavior, reinforces the AIDA model in describing the stages consumers go through in making purchasing decisions, particularly for high-involvement products and supports information theory in explaining the interference or noise that may arise if social media advertising is overused, which can lead to negative effects perceived by consumers.

This study has several limitations that should be noted, one of which is the limited scope of the research, which only focuses on consumers of The Time Dept in Denpasar City. Therefore, the findings cannot yet be generalized to consumers in other regions or those of different watch brands. Moreover, this study only uses three main variables: social media advertising, brand image, and purchase decision, without considering other factors that may also influence purchase decisions, such as price, product quality, or customer reviews. Therefore, future research is recommended to expand the geographical scope of respondents and include other relevant variables. Future researchers may also consider comparing various brands or product categories, especially high-involvement products, to examine the consistency of the relationships between variables in different contexts.

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