

ABSTRACT

VUCA or Volatility, Uncertainty, Complexity, and Ambiguity are conditions whose presence that businesses cannot escape from. Likewise with local cosmetic brands, changes and developments in the unpredictable business environment demand continuous adaptation to maintain the continuity and position of a brand. The rapid advancement of technology and information is often the background for changes in consumer behavior. In analyzing consumer behavior in the digital era related to purchasing decision-making, companies need to pay attention to the potential existence of diverse stimuli that impact consumer behavior. In this regard, this study aims to examine how content marketing, e-WOM, and sales promotion affect encouraging purchasing decisions for local cosmetic products at the PIXY Cosmetics brand through brand image.

Concepts and research framework models related to content marketing, e-WOM, sales promotion, brand image, and purchasing decisions are formulate based on theoretical frameworks and prior research. The process of gathering data for this study involved the distribution of questionnaires with a purposive sampling technique. The research data were collected from PIXY Cosmetics Generation Z consumers in Indonesia who conducted online purchases through e-commerce. Total 120 respondent data were processed and analyzed quantitatively using the PLS-SEM method with SmartPLS 3.2.9 software.

The findings of this study indicate that content marketing, e-WOM, and sales promotion directly and significantly influence purchasing decisions. Furthermore, the study's findings also demonstrate the mediating role of brand image in influencing purchasing decision, by mediating the effects of content marketing, e-WOM, and sales promotion.

Keywords: *Content Marketing, e-WOM, Sales Promotion, Brand Image, Purchase Decision.*