# Exploring the Impact of Ewom, Brand Image, and Influencer Credibility on Men's Personal Care Repurchase Intentions: A Comparative Analysis Across Gen Z, Millennials, and Gen X

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***Abstract:*** *The growing awareness of male grooming and personal care has shifted consumer behavior, particularly among different generational cohorts. This study investigates the influence of electronic Word of Mouth (eWOM), brand image, and influencer credibility on the repurchase intention of men's personal care products, comparing responses across Generation X, Millennials, and Generation Z. Utilizing a quantitative approach with a cross-sectional design, data were collected from 300 male respondents residing in Jabodetabek, Indonesia, through an online questionnaire. The research employed Partial Least Squares (PLS) 4.1 for data analysis, examining both direct and mediated relationships among the variables. The results demonstrate that influencer credibility, eWOM, and brand image significantly affect repurchase intention across all generations. Brand image is found to mediate the relationship between both influencer credibility and eWOM with repurchase intention. Notably, the strength of influence varies by generation: Generation Z shows the highest sensitivity to influencer credibility, Millennials are more affected by brand image, while Generation X values consistent and trustworthy product reviews. This study offers insights into tailoring marketing strategies for men's personal care brands by understanding generational preferences and optimizing digital communication channels.*
***Keywords:*** *eWOM, brand image, influencer credibility, repurchase intention, generational comparison, male personal care.*

## INTRODUCTION

In today's modern era, lifestyle is not only created from what we eat, but also how we spend industrial-cultural goods. Metrosexual men are more concerned about their appearance so the products they buy are a way to protect their self-image such as the use of clothing and skincare that has a social meaning that will be transmitted to others so that it can reduce the potential inconsistency between themselves and the expected ideal self so that they gain satisfaction and a sense of security in their physical feelings (Walsh et al., 2017). However, men's skincare practices still raise some questions against different generations. These age-related differences in men's skincare use suggest that there is a construction of 'norms' in society that may be embraced by older men who still consider hegemonic masculine (Byrne & Mileston, 2023). Changing societal standards and increasing care concerns are one of the drivers of the men's skincare products market. This can be seen from a survey conducted by Precedence Research (2024) which estimates that there is growth in the "Male Personal Care" category market in Indonesia is projected to grow at a CAGR of 5.1% from 2024 to 2030. More specifically, the "Male Personal Care" market in Indonesia is estimated to reach 882 million USD in 2023 and will increase to 1,339 million USD in 2029. Nielsen data shows 13.5% of men are more concerned about their skincare in Indonesia from 2010 to 2011, with the face of cleansing, anti-aging and skin whitening products as the products with the highest market growth (Christian et al., 2021). In this era, to find and choose beauty products, you can rely on social media by determining aspects that are considered such as the results of influencer reviews, user reviews and brand branding itself. The use of social media also varies, especially in generations X, Y, and Z who show a varied perception of engagement regarding online platforms and digital marketing. The dynamics and perceptions of each of these different generational groups, which force businesses to diversify their marketing strategies (Gurunathan & Lakshmi, 2023). A study proves that Generation Z is more influenced by KOL's opinions in shopping behavior, while Generation Y (Millennials) rely more on

reviews from trusted people (Utamanyu & Darmastuti, 2022). e-WOM is also considered to have an influence on a person's buying interest in skincare products, especially for Generation Z (Tanjung & Keni, 2023). Collaboration with Korean celebrities as Brand Ambassadors, as is the case with one of the brands in Indonesia, shows that there is an effective marketing strategy in Indonesia, because it has a significant influence on product purchase decisions (Susilo, et al., 2023). A study of the products of one of the personal care brands in Indonesia also showed that male influencers have a significant influence on product purchase decisions (Angellice & Irvan, 2023). Reporting from the We Are Social (2024) report, there are a total of 139 million active social media users in Indonesia, this number is equivalent to 49.9% of the total population in Indonesia today. Based on the percentage of internet users aged 16-64 years, the most widely used social media order in Indonesia is Whatsapp with a percentage of 90.9%. Followed by other social media platforms from the Meta Group such as Instagram with a total percentage of 85.3% and Facebook with a percentage of 81.6%. In fourth place is the Tiktok platform with a percentage of 73.5% and in fifth place there is the Telegram platform with a percentage of 61.3%. The differences in Gen Z, Y (Millennials), and X generations influence their behavior towards personal care products, especially in the context of eWOM and digital marketing. Generation X, who grew up in the era before the rapid development of the internet, is generally more skeptical of online information and more selective in receiving product suggestions through digital platforms (Parment, 2013). However, they are still influenced by recommendations from trusted sources, such as friends or family, and are more likely to choose products with consistently good reviews, especially those that prioritize product quality and efficiency in personal care (Williams et al., 2010). Generation Y or Millennials, who are familiar with digital technology from a young age, tend to be more responsive to eWOM on social media. They not only look for reviews before buying a product, but also actively share their own experiences on online platforms (Smith, 2011). This generation is heavily influenced by influencers, whom they consider to be a relevant and reliable source of information in determining the choice of personal care products (Djafarova & Rushworth, 2017). Millennials are also more sensitive to authentic marketing approaches, so brands that leverage influencers with a personalized approach are often more successful in capturing their attention. Gen Z, who are the first generation to grow up in the full digital era, are showing more dynamic patterns of behavior in using eWOM and digital marketing for personal care products. They are more open to new trends and are heavily influenced by visual and interactive content, such as product review videos on TikTok or Instagram (Turner, 2015; Southgate, 2017). This generation often prioritizes products that align with their personal values, such as sustainability and ethics, and relies heavily on recommendations from their online community. Compared to previous generations, Gen Z is more easily influenced by eWOMs that come from a wide network because they often rely on comments, reviews, and other user experiences to reinforce trust in a brand or product (Schweidel & Moe, 2014). The phenomenon that occurs shows that not all generations respond to digital marketing in the same way. Generation Z, for example, is more susceptible to being influenced by influencers and eWOM spread across social media such as TikTok and Instagram, as found by Vania Putri (2022). In contrast, Millennials rely more on reviews from other users they trust, while Generation X tends to be more skeptical of digital marketing and relies more on direct recommendations from people close to them. This is a challenge for men's grooming brands in designing marketing strategies that are right on target for each generation. Another problem is the social stigma that is still inherent in the older generation regarding the use of men's skincare products. The hegemonic concept of masculinity that is still strong in Generation X makes them tend to be reluctant to use skincare products openly (Byrne & Mileston, 2023). This shows that although the men's personal care industry continues to grow, there are still challenges in changing the perception of older generations towards skincare. Based on this phenomenon, this study aims to fill the research gap by analyzing how eWOM, Brand Image, and influencer credibility affect the purchase intention of men's personal care products in Generation Z, Millennials, and Generation X. By understanding these differences in consumption patterns, this study can provide insight for brands to develop more effective marketing strategies according to the characteristics of each generation.

## METHOD

The method used in this study is a quantitative method with a cross sectional design, meaning that all variables are observed at the same time when the research is taking place and data and information collection is carried out at a time without any treatment or intervention to the subject (Setia M, 2016). The design of this study was taken because it was considered easier and cheaper to implement considering the limited human and financial resources owned by researchers (Zangirolami-Raimundo et al, 2018). This research is an explanatory research, which is a type of research that aims to provide insight and understanding of the problem situation faced by the researcher (Malhotra, 2010).

### Sampling Method/ Procedures and Sample Size

Data collection was carried out online using questionnaires. The population in this study is an age group of men based on Generation Z, Generation Y, and Generation X who use men-specific personal care products. The population of each generation to be researched based on the results of the 2023 APJII survey is 3 provinces with the highest internet usage in Indonesia, namely Banten, DKI Jakarta and West Java, so the population to be studied is Generation X, Y and Z who live in Greater Jakarta (Jakarta, Bogor, Depok, Tangerang, and Bekasi). Jabodetabek was chosen as the population in this study based on the number of e-commerce purchases in the Greater Jakarta area according to Sindonews (2022) Jakarta occupies the first position for 3 consecutive years as the largest e-commerce user in Indonesia, for this reason the open access of the internet is easily supported by the development of mature internet infrastructure so that access to social media is clearly more open which will make it easier for researchers to get significant results for this study. As a sampling technique in this study, a formula calculation from Sekaran Bougie (2016) is used where a good sample size is greater than 30 and less than 500 based on the size of the research. The determination of the number of samples in this study can be done by the formula of the number of questionnaire questions multiplied by ten. So that it can produce the required number of respondents as many as 310 respondents with a questionnaire question indicator of 10 x 31 = 310. So that 103 intergenerational sampling is carried out for each generation, which will get the final result of 300 samples.

### Data Collection and the Technique of Data Collection

This study uses primary data taken directly by the researcher. The primary data taken by the researcher used an online questionnaire as an instrument to obtain data from respondents. The questionnaire is divided into two, where the first part contains background information, and the second part contains items that measure the influence of Influencer credibility, e-Word of Mouth, and Brand Image on purchase intent. The researcher uploaded a questionnaire on google forms to get more accurate data. The questionnaire will be filled out by male respondents who use personal care products specifically for men with ages based on Generation Z, Generation Y, Generation X residing in major cities in Indonesia. Online surveys are considered more cost-effective and allow data collection to be faster, making it easier to analyze with limited time.

### Data Analysis

Data analysis will involve descriptive and inferential statistics. Descriptive statistics will summarize demographic characteristics and trends in the data such as age, city of residence, and types of social media used frequently. To test hypotheses related to the influence of eWOM, and the credibility of influencers on purchase intent across generations, inferential statistics such as ANOVA or regression analysis will be used. This approach makes it possible to identify significant patterns and relationships in the data and provide insights related to research questions.

## FINDINGS AND DISCUSSIONS

The respondents in this study are men with age categories based on Generation Z (1997-2012), Generation Y (1981-1996), Generation X (1965-1980) residing in Greater Jakarta, who have used personal care products specifically for men in their daily lives and have made personal care purchases online (Marketplace) and offline (Store Visit) and are active in using social media such as Tiktok, Instagram, Facebook, and X. It has been explained earlier that this study uses a survey method by distributing questionnaires to respondents. Data collection was carried out for 14 days by distributing questionnaires directly using Google Forms. Researchers spread Google Forms by sending links to close friends and

family living in Greater Jakarta and asking them to share them on their networks. The number of questionnaires distributed online and received was 310. After checking, there were 10 questionnaires that were invalid to be used as research data, because:

1. Respondents did not fill out questions or statements
2. Respondents never used men's personal care

The table below shows the number of respondents (n) in this study as many as 300. The minimum and maximum values describe the statements in answering the questionnaire items. A minimum value of 1 indicates the minimum number of respondents who give a score to each statement on four variables, namely EWOM, brand image, influencer credibility, and Repurchase Intention. Meanwhile, the number five indicates that respondents give a maximum value of 5 for each statement on all variables. The average value in Table 1 is used to find out the average opinion given by respondents on each statement item for each variable. The available data shows that the average value for each variable is greater than 3.00. This shows that the average respondent agrees with the overall statement on each variable. The standard deviation value indicates the size of the deviation between responses to questions in the questionnaire. A small value indicates that the data used will cluster around the average value. If the magnitude of the standard deviation does not exceed the average value, then there is no outlier (Sujianto, 2009). Based on Table 1, the standard deviation does not have a value that exceeds the mean value or average value in each construct. Thus, it can be concluded that there is no outlier or a long difference between the answers and the questions between the respondents.

**Table. 1 Descriptive Statistics of Research Variable**

| Generation X | | | | | |
|---|---|---|---|---|---|
| **Variable** | **N** | **Min** | **Max** | **Mean** | **Std. Deviation** |
| EWOM | 100 | 1 | 5 | 4.24 | 0.857 |
| *Brand Image* | 100 | 1 | 5 | 4.23 | 0.875 |
| *Influencer credibility* | 100 | 1 | 5 | 4.05 | 0.897 |
| *Repurchase Intention* | 100 | 1 | 5 | 4.24 | 0.864 |
| **Millennial Generation** | | | | | |
| **Variable** | **N** | **Min** | **Max** | **Mean** | **Std. Deviation** |
| EWOM | 100 | 1 | 5 | 4.21 | 0.870 |
| *Brand Image* | 100 | 1 | 5 | 4.36 | 0.865 |
| *Influencer credibility* | 100 | 1 | 5 | 4.03 | 0.801 |
| *Repurchase Intention* | 100 | 1 | 5 | 4.22 | 0.883 |
| **Generation Z** | | | | | |
| **Variable** | **N** | **Min** | **Max** | **Mean** | **Std. Deviation** |
| EWOM | 100 | 1 | 5 | 4.19 | 0.859 |
| *Brand Image* | 100 | 1 | 5 | 3.95 | 0.819 |
| *Influencer* | 100 | 1 | 5 | 4.15 | 0.801 |

| | | | | | |
|---|---|---|---|---|---|
| *credibility* | | | | | |
| *Repurchase Intention* | 100 | 1 | 5 | 4.01 | 0.843 |

The evaluation model analysis in this study used Partial Least Square (PLS) 4.1 to assess parameters and predict causality relationships. Model evaluation is carried out in three stages, including convergent validity testing, discriminant validity testing, and reliability testing.

**Convergent Validity**

The assessment of the convergent validity test was carried out based on the Average Variance Extracted (AVE) value and the factor loading value. The AVE parameter must be y more than > 0.50, and more than > 0.708 for the loading factor value. In addition, indicators with a loading factor value between 0.5 - 0.7 should not be removed as long as the AVE value is still above 0.5 (Abdillah and Hartono, 2015).

**Table 2 Table of Algorithm**

| Generasi X | | | |
|---|---|---|---|
| | **AVE** | **Composite Reliability** | **Cronbachs Alpha** |
| EWOM | 0.651 | 0.918 | 0.893 |
| *Brand Image* | 0.647 | 0.917 | 0.891 |
| *Influencer credibility* | 0.610 | 0.916 | 0.893 |
| *Repurchase Intention* | 0.726 | 0.941 | 0.924 |

**Millennial Generation**

| | **AVE** | **Composite Reliability** | **Cronbachs Alpha** |
|---|---|---|---|
| EWOM | 0.695 | 0.932 | 0.912 |
| *Brand Image* | 0.668 | 0.924 | 0.901 |
| *Influencer credibility* | 0.594 | 0.911 | 0.886 |
| *Repurchase Intention* | 0.712 | 0.937 | 0.918 |

**Generation Z**

| | **AVE** | **Composite Reliability** | **Cronbachs Alpha** |
|---|---|---|---|
| EWOM | 0.839 | 0.772 | 0.868 |
| *Brand Image* | 0.614 | 0.903 | 0.881 |
| *Influencer credibility* | 0.659 | 0.930 | 0.910 |
| *Repurchase Intention* | 0.608 | 0.897 | 0.856 |

**Discriminant Validity**

After conducting a convergent validity assessment, the next step is to measure the discriminant validity. The assessment of discriminant validity is based on the Heterotrait-Monotrait value. For the Heterotrait-Monotrait value we need to get the HTMT HTMT value > 0.85. In this study, the HTMT value in generation X was 0.985 > 0.85, in the millennial generation it was 0.988 > 0.85, and in generation Z it was 0.900 > 0.85.

**Reliability Testing**

After the validity of the construct is achieved and valid data is obtained, a reliability test is carried out for further testing. The reliability test can be carried out using two methods, namely the Cronbach's Alpha value which must be more than > 0.7 and the Composite Reliability value which must be more than > 0.7. Based on the algorithm table above, all variables have a Cronbach's Alpha value of more than > 0.7 and a Composite Reliability value of more than > 0.7. Thus, the data and measurement results are said to be reliable. Based on the results of the convergent validity test, discriminant validity, and reliability testing can be concluded using the algorithm model in Figure 1 below.
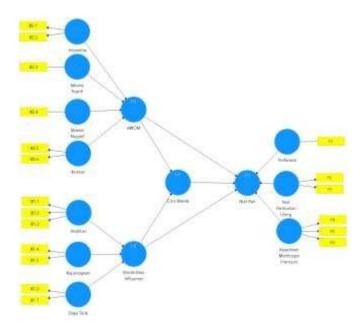


**Figure 1**

After the convergent validity test, discriminant validity, and reliability test are carried out, the next step is to test the hypothesis. Based on data processing, the form of total influence is illustrated in Table 3 below.

**Table 3 Table Of Hypothesis**

**Generation X**

|  | Original sample (O) | Sample mean (M) | Standard deviation (STDEV) | T statistics (\|O/STDEV\|) | P values |
|---|---|---|---|---|---|
| EWOM -> RI | 0.302 | 0.358 | 0.199 | 4.163 | 0.002 |
| IC -> RI | 0.116 | 0.145 | 0.100 | 4.608 | 0.009 |
| EWOM -> BI -> RI | 0.055 | 0.048 | 0.168 | 4.329 | 0.003 |
| IC -> BI -> RI | 0.324 | 0.271 | 0.177 | 4.836 | 0.003 |
| BI -> RI | 0.509 | 0.517 | 0.095 | 5.358 | 0.000 |

**Millennial Generation**

|  | Original sample (O) | Sample mean (M) | Standard deviation (STDEV) | T statistics (\|O/STDEV\|) | P values |
|---|---|---|---|---|---|
| EWOM -> RI | 0,312 | 0,308 | 0,099 | 3,163 | 0,002 |

| | | | | | |
|---|---|---|---|---|---|
| IC -> RI | 0,160 | 0,145 | 0,100 | 4,608 | 0,011 |
| EWOM -> BI -> RI | 0,378 | 0,364 | 0,090 | 4,187 | 0,000 |
| IC -> BI -> RI | 0,055 | 0,074 | 0,068 | 3,817 | 0,041 |
| BI -> RI | 0,409 | 0,417 | 0,195 | 6,358 | 0,000 |

**Generation Z**

| | Original sample (O) | Sample mean (M) | Standard deviation (STDEV) | T statistics (|O/STDEV|) | P values |
|---|---|---|---|---|---|
| EWOM -> RI | 0,178 | 0,185 | 0,060 | 2,940 | 0,003 |
| IC -> RI | 0,780 | 0,779 | 0,046 | 17,084 | 0,000 |
| EWOM -> BI -> RI | 0,068 | 0,062 | 0,042 | 2,604 | 0,011 |
| IC -> BI -> RI | 0,009 | 0,006 | 0,011 | 1,791 | 0,043 |
| BI -> RI | 0,083 | 0,075 | 0,051 | 2,625 | 0,010 |

*EWOM: Electronic Word of Mouth; BI: Brand Image; IC:Influencer credibility; RI: Repurchase Intention*

In the one-sided hypothesis test, if the value of the path coefficient shown by the T-Statistic is greaer than or equal to $\leq$ 1.64, then the alternative hypothesis can be declared supported. However, if the statistical value of T-Statistic is less than or equal to $\geq$ 1.64, then the alternative hypothesis is declared unsupported.
**H1** Influencer credibility has a positive effect on the intention to repurchase men's personal care products in Generation X

Based on the statistical table that has been done, it is found that the path coefficient is 0.116 where the value is close to 1 or -1, the stronger the relationship between variables so that the value of 0.116 shows that *Influencer credibility* has a very weak influence on *Repurchase Intention*, the T value of statistics is 4.163 > T table 1.64 which states that influencer credibility has a positive effect on repurchase intention Men's personal care products with a P value of 0.009 < 0.05 indicate that this effect is significant. So it can be concluded that hypothesis 1 is accepted.

**H2**: eWOM has a positive effect on the intention to buy back men's personal care products in Generation X

Based on the statistical table that has been carried out, it was found that the path coefficient of 0.302 indicates that EWOM has a weak influence on *Repurchase Intention*, then a statistical T value of 4.163 > T table 1.64 which states that influencer credibility has a positive effect on the intention to repurchase male personal care products and a p value of 0.002 < 0.05 indicates that the influence of eWOM on repurchase intention Men's Grooming Products. So it can be concluded that hypothesis 2 is accepted.

**H3**: Brand image has a positive effect on the intention to repurchase men's personal care products in Generation X

Based on the statistical table that has been done, it was found that the path coefficient of 0.509 indicates that brand image has a strong influence on *Repurchase Intention*, then a statistical T value of 5,358 > T table 1.64 which states that influencer credibility has a positive effect on the intention to repurchase men's

personal care products and a p value of 0.000 < 0.05 shows that the influence of image on purchase intention Back to the men's care products significantly. So it can be concluded that hypothesis 3 is accepted.

**H4**: Brand image mediates the relationship between influencer credibility and intention to repurchase men's personal care products in Generation X

 Based on the statistical table that has been done, it was found that the path coefficient of 4.836 > T table 1.64 shows that there is a significant influence of influencer credibility on *Repurchase Intention* through brand image, this is strengthened by a p-value of 0.003 less than 0.05. So it can be concluded that hypothesis 4 is accepted.

**H5**: Brand image mediates the relationship between eWOM and the intention to buy back men's personal care products in Generation X

 Based on the statistical table that has been done, it was found that the path coefficient of 4.329 > T table 1.64 shows that there is a significant influence of eWOM on *Repurchase Intention* through *Brand Image*, this is strengthened by a p-value of less than 0.003 from 0.05. So it can be concluded that hypothesis 5 is accepted.

**H6**: Influencer credibility has a positive effect on the intention to repurchase men's personal care products in the Millennial Generation

Based on the statistical table that has been done, it is found that the path coefficient is 0.160 where the value is close to 1 or -1, the stronger the relationship between variables so that the value of 0.160 shows that *Influencer credibility* has a very weak influence on *Repurchase Intention*, the T value of statistics is 4.608 > T table 1.64 which states that influencer credibility has a positive effect on the intention to buy back men's personal care products and a p value of 0.011 < 0.05 shows that this influence is significant. So it can be concluded that hypothesis 6 is accepted.

**H7**: eWOM has a positive effect on men's personal care product repurchase intentions in millennials

Based on the statistical table that has been carried out, it was found that the path coefficient of 0.312 indicates that EWOM has a weak influence on *Repurchase Intention*, then a statistical T value of 3.163 > T table 1.64 which states that influencer credibility has a positive effect on the intention to repurchase male personal care products and a p value of 0.002 < 0.05 shows that the influence eWOM against the intention to buy back significant men's care products. So it can be concluded that hypothesis 7 is accepted.

**H8**: Brand image has a positive effect on the intention to repurchase men's personal care products in millennials

Based on the statistical table that has been done, it was found that the path coefficient of 0.409 indicates that brand image has a strong influence on *Repurchase Intention*, then a statistical T value of 6.358 > T table 1.64 which states that influencer credibility has a positive effect on the intention to repurchase male personal care products and a p value of 0.000 < 0.05 shows that The Influence of Image on the Intention to Buy Back Significant Men's Care Products. So it can be concluded that hypothesis 8 is accepted.

**H9**: Brand image mediates the relationship between influencer credibility and men's personal care product repurchase intent in millennials

 Based on the statistical table that has been done, it was found that the path coefficient of 3.817 > T table 1.64 shows that there is a significant influence of influencer credibility on *Repurchase Intention* through brand image, this is strengthened by a p-value of 0.041 less than 0.05. So it can be concluded that hypothesis 9 is accepted.

**H10**: Brand image mediates the relationship between eWOM and men's personal care product repurchase intent in millennials

Based on the statistical table that has been done, it was found that the path coefficient of 4.187 > T of this table 1.64 shows that there is a significant influence of eWOM on *Repurchase Intention* through *Brand Image*, this is strengthened by a p-value of less than 0.000 from 0.05. So it can be concluded that hypothesis 10 is accepted.

**H11**: Influencer credibility has a positive effect on men's personal care product repurchase intentions in Generation Z

Based on the statistical table that has been done, it was found that the path coefficient of 0.780 indicates that *influencer credibility* has a strong influence on *Repurchase Intention*, the T value of the statistics is 17.084 > T table 1.64 which states that influencer credibility has a positive effect on the intention to repurchase men's personal care products and a p value of 0.000 < 0.05 indicates that this influence is significant. So it can be concluded that hypothesis 11 is accepted.

**H12**: eWOM has a positive effect on men's personal care product repurchase intentions in Generation Z

Based on the statistical table that has been carried out, it was found that the path coefficient of 0.178 indicates that EWOM has a weak influence on *Repurchase Intention*, then a statistical T value of 2.940 > T table 1.64 which states that influencer credibility has a positive effect on the intention to repurchase men's personal care products and a p value of 0.003 < 0.05 shows that the effect of eWOM on the intention to buy back men's care products is significant. So it can be concluded that hypothesis 12 is accepted.

**H13**: Brand image has a positive effect on men's personal care product repurchase intent in Generation Z

Based on the statistical table that has been done, it was found that the path coefficient of 0.409 shows that the brand image has a strong influence on *Repurchase Intention*, then a statistical T value of 2.625 > T table 1.64 which states that influencer credibility has a positive effect on the intention to repurchase men's personal care products and a p value of 0.010 < 0.05 shows that the influence of image on the intention to repurchase men's care products is significant. So it can be concluded that hypothesis 13 is accepted.

**H14**: Brand image mediates the relationship between influencer credibility and intention to repurchase men's personal care products in Generation Z

Based on the statistical table that has been done, it was found that the path coefficient of 1.791 > T of this table 1.64 shows that there is a significant influence of influencer credibility on *Repurchase Intention* through brand image, this is strengthened by a p-value of 0.043 less than 0.05. So it can be concluded that hypothesis 14 is accepted.

**H15**: Brand image mediates the relationship between eWOM and men's personal care product buyback intentions in Generation Z

Based on the statistical table that has been done, it was found that the path coefficient of 2.604 > T of table 1.64 shows that there is a significant influence of eWOM on *Repurchase Intention* through *Brand Image*, this is strengthened by a p-value of less than 0.011 from 0.05. So it can be concluded that hypothesis 15 is accepted.

**Table 4 Table of Comparative**

|  | **Generation X** | **Millennial Generation** | **Generation Z** |
|---|---|---|---|

| EWOM -> RI | 4.163 (Influential) | 3,163 (Influential) | 2,940 (Influential) |
|---|---|---|---|
| IC -> RI | 4.608 (Influential) | 4,608 (Influential) | 17,084 (Influential) |
| EWOM -> BI -> RI | 4.329 (Influential) | 4,187 (Influential) | 2,604 (Influential) |
| IC -> BI -> RI | 4.836 (Influential) | 3,817 (Influential) | 1,791 (Influential) |
| BI -> RI | 5.358 (Influential) | 6,358 (Influential) | 2,625 (Influential) |

Based on table 4, it can be seen that in the generation category there are various influences. To find out whether the generation can moderate the results of the research that has been carried out, it is necessary to make a comparison of the following.

**H16**: Influencer credibility has a positive effect on the intention to buy back men's personal care products moderated by generations.

In generation X, influencer credibility has a significant influence on repurchase intentions, as well as in millennials and generation Z. However, when compared between the existing statistical T-values, it will be seen that generation Z has a T value of 17,084. higher than millennial generation 4,608 and generation X 4,608. Different perceptions between generations will make the results of research different between generations. So it can be concluded that generations can strengthen or weaken the influence of influence credibility on buyback intentions. Hypothesis 16 is accepted.

**H17**: eWOM has a positive effect on generation-moderated repurchase intentions of men's personal care products.

In generation X, eWOM has a significant influence on purchase intentions, as well as millennials and generation Z. However, if you compare the existing statistical T-values, it will be seen that generation X has a T value of 4,163 higher than the millennial generation 3,163 and generation Z 2,940. Different perceptions between generations will make the results of research different between generations. So it can be concluded that generation can strengthen or weaken the influence of eWOM on repurchase intentions. Hypothesis 17 is accepted.

**H18**: Brand image has a positive effect on generation-moderated buyback intentions of men's personal care products.

In generation X, brand image has a significant influence on repurchase intentions, as well as in millennials and generation Z. However, if you compare the existing statistical T-values, it will be seen that the millennial generation has a T value of 6,358 higher than generation X 5,358 and generation Z 2,625. Different perceptions between generations will make the results of research different between generations. So it can be concluded that generations can strengthen or weaken the influence of brand image on repurchase intentions. Hypothesis 18 is accepted.

## CONCLUSION

The results of the study show that influencer credibility has a positive and significant influence on repurchase intentions. The higher the level of influencer credibility—which includes the dimensions of trustworthiness, expertise, and attractiveness—the stronger the consumer's desire to make a repeat purchase. This indicates that credible influencers are able to build a positive perception of the brand and strengthen the emotional connection between the brand and its audience. Furthermore, it was found that brand image mediates the relationship between influencer credibility and repurchase intent. This means that the high credibility of influencers is able to form a positive brand image, which in turn strengthens consumers' intention to return to buying men's personal care products. A strong brand image encourages higher trust and loyalty to the product.

This study also reveals that brand image or brand image directly has a significant influence on repurchase intention. When a brand image is positively formed, consumers tend to have a stronger drive to trust and want products that fall under the brand. On the other hand, eWOM or electronic word of mouth has also been proven to have a significant influence on repurchase intentions. Positive information disseminated online through reviews, testimonials, or other consumer experiences can strengthen brand image and build trust, ultimately driving consumer intent to repurchase the product.

Furthermore, brand image also acts as a mediator in the relationship between eWOM and repurchase intent. The information obtained from eWOM shapes consumers' perception of the brand and, if the information is positive, will have a strong influence in attracting consumers' attention and interest. This indirectly increases the likelihood of consumers buying back the product in question. From the results of the comparative analysis between generations, it is known that Generation X prioritizes brand image in choosing products, as shown by the higher value of brand image indicators than other variables. The millennial generation also shows a similar tendency, namely caring more about brand image in purchasing decisions. However, it is different from Generation Z, who prioritize the credibility of influencers over brand image and eWOM. This reflects differences in preferences between generations in responding to digital and social-based marketing strategies. Thus, it can be concluded that each variable has a contribution to repurchase intentions, either directly or through the mediating role of brand image, with different variations in influence in each generation segment.

**Author's Contributionship:**

Dinda Dara Purwanto: Contributed to writing and editing the manuscript, questionnaire design as well as data analysis.

Emma Fawzia Hafsari: Contributed to data collection, designed the questionnaire, writing and editing the manuscript.

Miftakhul Janah: Contributed to data collection, designed the questionnaire, data analysis, and writing the manuscript.

Pantri Heriyati: Contributed to paper copyediting and progress monitoring.

**Open data access:**

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