

Womenpreneur: Digital Marketing Perspective and the Ethical Dilemma on the Overclaim Phenomenon

Nurlinda*¹, Nur Aisyah², Nurul Fakhriarni As'ary³

^{1, 2, 3} Sekolah Tinggi Ilmu Ekonomi Tri Dharma Nusantara, Indonesia

Article Info

Article history:

Received, 25-04-2026

Accepted, 04-05-2026

Published, 07-05-2026

Keywords:

Online Marketing,
Overclaim, Impulsive
Buying, Purchase Decision,
Women Entrepreneurship

ABSTRACT

The widespread phenomenon of overclaiming in marketing strategies influences customer purchasing decisions. This study will examine two perspectives: the factors influencing purchasing decisions from the customer perspective and the impact of overclaiming on the income of female entrepreneurs. This study uses two research approaches: a field experiment and an event study. The experimental method will be used to examine the determinants of customer purchasing decisions. Meanwhile, the event study will be used to examine the increase in business capacity in the face of the overclaiming phenomenon experienced by sellers. The research subjects were female skincare product consumers and three skincare brands experiencing overclaiming. Data analysis used path analysis and paired sample t-tests. This study shows that electronic word of mouth can influence purchasing decisions directly and indirectly. However, this does not apply to social media marketing, which requires the mediation of impulsive behavior. Other results also indicate that sellers' overclaiming strategies have a negative impact on sales revenue.

This is an open access article under the [CC BY-SA](#) license.



Corresponding Author:

Nurlinda
Sekolah Tinggi Ilmu Ekonomi Tri Dharma Nusantara, Makassar, Indonesia
Jalan Kumala II No. 51 Makassar
Email: *nurlinda2767@gmail.com

1. Introduction

The global beauty industry has grown at around 5.5% annually and is expected to continue growing until 2028. In Indonesia, the beauty industry will grow 21.9% by 2023, with 95% comprising small and medium-sized local cosmetics businesses (Limanseto, 2024). This supports national priorities, such as increasing employment through entrepreneurship programs. This specifically focuses on strengthening women's roles in generating economic growth and financial independence to reduce poverty, given that women dominate the beauty industry. Women's role in the development of the global beauty industry is quite significant, as evidenced by its consistent annual growth rate. In Indonesia, the beauty industry is also dominated by small and medium-sized local cosmetics businesses. This supports the national priority program of strengthening women's roles in achieving financial independence through entrepreneurship. However, intense competition in the skincare industry requires business owners to be creative in their business strategies (Yuan et al., 2020).

Business competition forces entrepreneurs to seek various product market strategies, even while ignoring business ethics. In Indonesia, the phenomenon of overclaiming has emerged in recent years, which is known to be carried out by several well-known brands, causing unrest in the health and economic sectors simultaneously. Overclaiming is defined as excessive claims of benefits that do not align with the product's actual conditions (Putri et al., 2024), (Pakaila et al., 2024), (Rahmanian & Esfidani, 2023), (Jerrim et al., 2023). Overclaiming often misleads customers, resulting in material and immaterial losses because the products offered promise unrealistic results [8].

Overclaiming is considered an exaggerated claim of product benefits, often accompanied by hazardous ingredients that can harm health. Some products have even been found to contain dangerous ingredients that can have adverse health effects (Retnandari, 2024). Several skincare brands deemed to contain hazardous ingredients are known to originate from South Sulawesi (Yunus, 2024). This situation reflects a gap in oversight by the authorized agency, namely the Food and Drug Monitoring Agency (BPOM), which should conduct reactive rather than preventive oversight (Piyo et al., 2025). Businesses

exploit this gap to market their products through social media and e-commerce, which offer easy advertising and sales transactions (Katsikeas et al., 2019), (Nahdi & Mukhlis, 2023), (Viva & Huda, 2023). Social media and e-commerce have become valuable tools in digital marketing (Shankar et al., 2022), offering many attractive and user-friendly features, such as live streaming, which has been proven to drive impulsive customer purchases (Nurlinda et al., 2025), (Kimiagari & Asadi Malafe, 2021), (Lee & Chen, 2021). However, the overclaiming technique used in digital marketing by businesses exploiting this gap is considered a violation of business ethics principles (Tan & Salo, 2023), (Nadeem et al., 2021).

Business ethics discusses moral right and wrong regarding policies and behavior. Most business actors only focus on giving an impression to customers to stimulate attention to advertisements offered through promises of claims of benefits from products that do not correspond to reality (Jais et al., 2022), which violates business ethics. Business ethics in the context of overclaim plays a vital role as a basis for business actors to create business sustainability (Viva & Huda, 2023). The principles of justice, transparency, and social responsibility must be prioritized in business to protect customers as consumers (Pakaila et al., 2024). The uproar surrounding this overclaim phenomenon will undoubtedly impact the income of business actors, who 25 believe that income is a benchmark for the success of a product's marketing and a turning point for financial independence for women entrepreneurs.

Furthermore, many of the business actors engaging in overclaiming are healthcare workers. This situation will undoubtedly impact the development of both the health sector and the economy simultaneously. Using two approaches: a field experiment and an event study, this research will analyze customer perspectives on the overclaim phenomenon currently occurring in Indonesia and the impact of the overclaim phenomenon on entrepreneurs' incomes.

The uproar surrounding this overclaim phenomenon will undoubtedly impact the income of business actors, as revenue (Aisyah et al., 2023) is a benchmark for the success of

product marketing and a turning point for financial independence for women entrepreneurs. Furthermore, this overclaim phenomenon has also undermined public trust in the products marketed and the Indonesian Food and Drug Authority as the authorized supervisory agency. Furthermore, many of the business actors engaging in overclaiming are healthcare professionals. This situation will undoubtedly impact the development of both the health sector and the economy simultaneously.

This research is a development of previous research which also examined the determining factors of customer decisions, but in the context of this research, the focus is on the phenomenon of overclaiming, which is used as a marketing strategy that is considered to violate ethics. This research will use two approaches: a field experiment and an event study. The field experiment was conducted to analyze customer perspectives on the overclaim phenomenon in Indonesia by analyzing consumer behavior and considering influencing factors. These factors include social media marketing, electronic word of mouth, and impulsive buying behavior (Rifaldi et al., 2024). Meanwhile, the event study approach will analyze the impact of the overclaim phenomenon on entrepreneurs' income.

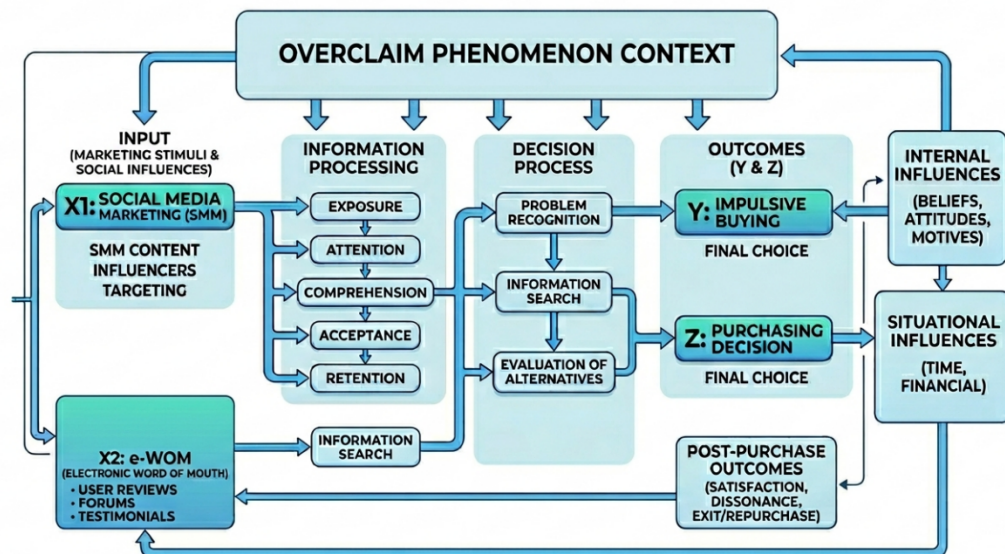
There are three differences between this study and previous research: First, the approach used. Generally, previous researchers have only examined social media marketing and e-WOM directly or through mediation on purchasing decisions. In contrast, this study considers customer impulsive buying behavior as a mediating factor. Second, this study uses a field experiment method with strong external validity. Third, this study goes beyond purchasing decisions and further analyzes seller revenue generation through an event study approach in the context of overclaims. Therefore, the research results will have practical implications for customers and businesses and can be considered in policymaking for the BPOM (Indonesian Food and Drug Authority), which is authorized to conduct oversight.

Purchasing Decision Model (Engel-Blackwell-Miniard)

The Engel-Blackwell-Miniard (EBM) Purchase Decision Model is one of the most comprehensive consumer behavior frameworks because it views the purchasing process as a

systematic problem-solving activity. This model divides the behavioral process into four main stages, namely information input (stimulus), information processing (exposure to retention), the decision process, and variables that influence the process, such as internal and environmental factors. EBM is very prominent because it emphasizes the cognitive aspect, where consumers do not just buy passively, but actively process information to form certain beliefs and attitudes towards a product. In the context of research involving Social Media Marketing and e-WOM variables, the EBM model explains how digital information acts as a stimulus that triggers rapid problem recognition. In the overclaim phenomenon, excessive marketing messages often manipulate the information processing and alternative evaluation stages, thereby creating a false urgency that encourages Impulsive Buying. The purchase decision (\$Z\$) in this model is not an endpoint, but rather a dynamic process in which post-purchase outcomes—either satisfaction or dissatisfaction—will serve as feedback that reinforces or changes future consumer behavior through stored memory.

CONCEPTUAL FRAMEWORK: THE EBM MODEL IN THE OVERCLAIM PHENOMENON



Picture 1. Framework

Purchasing Decision

This research draws on the purchasing decision-making process theory, which involves uncertain conditions (e.g., risky choices) but presents potential opportunities (Puto et al., 1987). In purchasing, buyers must assess the relative value of various alternatives. Therefore, it is necessary to consider several factors, such as contextual effects, that influence the perceived value of the product/service. Products/services will be sold using various marketing methods, where marketing content must emphasize positive aspects and avoid harmful elements.

The rapid growth of online sales indicates that many entrepreneurs plan to participate in e-commerce, creating intense competition in every market segment. Therefore, understanding online consumer behavior is crucial for entrepreneurs to strengthen competitiveness and increase profits (Lo et al., 2016); (Redine et al., 2023). Revenue is directly related to consumer spending behavior, while online shopping is a combination of rational and irrational behavior. This manifestation is commonly known as impulsive buying (Lo et al., 2016).

A product or service marketing activity in the form of creative and persuasive content to attract attention and interact with potential consumers (Rifaldi et al., 2024), (Bazari & Zabihi, 2023). Innovative and compelling social media content will influence customers to behave impulsively when making purchases. Live streaming is one form of social media marketing that has been proven to affect customer impulsive buying behavior (Nurlinda et al., 2025). The more engaging the content presented, the greater the chance of spontaneous customer purchases.

Social Media Marketing

Disseminating content from various social media platforms can improve communication skills, distribute news, and even engage in buying and selling activities. Based on this situation, e-commerce can significantly increase buying and selling activities easily because people can access information about a product they want (Rifaldi et al., 2024).

Thus, social media marketing will influence product purchasing decisions both directly and through customer impulsive buying behavior. The hypothesis formulation is as follows:

H1: Social Media Marketing will influence customer impulsive behavior

H2: Social Media Marketing will influence customer purchasing decisions

H3: Social Media Marketing will influence customer purchasing decisions through impulsive buying behavior

Electronic word of mouth (eWOM)

Electronic word of mouth (eWOM) is a promotional activity carried out by a customer for goods or services they have purchased, either through writing, verbally, person-to-person, or digitally/online (Vo et al., 2022). Online social communication helps customers share their experiences with products or services and makes finding information about the products/services they want easier. Electronic word of mouth (eWOM) has three dimensions: intensity, opinion, and content. The more frequently a seller interacts with a customer, the more likely the customer will make an impulsive purchase decision (Al-Gasawneh & Al-Adamat, 2020).

One form of eWOM that plays a role in influencing customer purchasing decisions is positive reviews from other customers. The more positive the reviews, the greater the likelihood that the customer will decide to purchase the product/service, directly or through mediated influence on the customer's impulsive buying behavior (Dyego & Oktavianti, 2020). Therefore, the following hypotheses are formulated:

H4: Electronic word of mouth influences customer impulsive buying behavior

H5: Electronic word of mouth influences customer purchasing decisions

H6: Electronic word of mouth influences customer purchasing decisions through impulsive buying behavior

A person's purchasing decisions are tailored to their needs and desires and are a review process combining knowledge of two options: buying or not buying (Nurlinda et al., 2025), (Kimiagari & Asadi Malafe, 2021). However, under certain conditions, buyers

actually feel irrational when shopping. This can be considered impulsive behavior, namely, spontaneous buying behavior without prior planning (Lee & Chen, 2021). Someone who has a habit of spontaneous shopping tends to be more likely to spend money on products/services that are not really needed (Nurlinda et al., 2024). This means that the greater a person's tendency to behave impulsively, the greater their desire to purchase a product/service. The formulated hypothesis is as follows.

H7: Impulsive buying behavior influences customer purchasing decisions

Impulsive Buying

Customer purchases of a product or service will certainly increase entrepreneurs' sales. In the context of this research, skincare sales by womenpreneurs are one measure of entrepreneurial success. Sales are entrepreneurs' total revenue from their primary business, namely selling beauty products on social media and e-commerce (Lee & Chen, 2021), (Nurlinda et al., 2025). However, overclaiming weakens sales movements and tends to be negative. Overclaiming is essentially a marketing strategy employed by entrepreneurs to attract customer attention. Overclaiming is considered an unethical marketing practice because it makes excessive, inaccurate, or unsupported claims without scientific evidence (Pakaila et al., 2024). Therefore, entrepreneurs engaging in overclaiming marketing practices will experience a decrease in revenue due to decreased customer interest in purchasing their products/services. Thus, the hypothesis is formulated as follows:

H8 : The practice of overclaiming will decrease the income of women entrepreneurs.

H9 : There is a difference in sales between the period before and after the overclaim phenomenon

Overclaim

Customer purchases of a product or service will certainly increase entrepreneurs' sales. In the context of this research, skincare sales by womenpreneurs are one measure of entrepreneurial success. Sales are entrepreneurs' total revenue from their primary business,

namely selling beauty products on social media and e-commerce (Lee & Chen, 2021), (Nurlinda et al., 2025). However, overclaiming weakens sales movements and tends to be negative. Overclaiming is essentially a marketing strategy employed by entrepreneurs to attract customer attention.

Overclaiming is considered an unethical marketing practice because it makes excessive, inaccurate, or unsupported claims without scientific evidence (Pakaila et al., 2024). Therefore, entrepreneurs engaging in overclaiming marketing practices will experience a decrease in revenue due to decreased customer interest in purchasing their products/services. Thus, the hypothesis is formulated as follows:

H8: The practice of overclaiming will decrease the income of women entrepreneurs.

H9 : There is a difference in sales between the period before and after the overclaim phenomenon

2. Methods

Research Design

This quantitative research uses a field experiment and event study approach. First, a field experiment is conducted in a real-life environment or location, allowing respondents to engage in activities naturally. Field experiments were chosen because they offer stronger external validity than laboratory experiments. Therefore, this study will utilize a field experiment, randomly assigning control and treatment groups, resulting in more naturalistic results. Second, an event study is a research method that focuses on an event and its impact on the market or economy. In the context of this research, the event in question is the overclaim phenomenon in the Indonesian beauty industry. This study examines market conditions, specifically seller income, before and after the overclaim phenomenon.

The experimental method was used to analyze the factors influencing customer purchasing decisions. Experimental treatments were administered based on case manipulations based on the independent variables used. In short, the experimental method

yields analysis from the customer's perspective. Meanwhile, the event study method was used to gauge the business owner's perspective. The analysis was conducted on entrepreneurs found to have overclaimed and faced ethical dilemmas.

Population and Sample

The population used in the experimental approach was all female skincare users in Makassar. The sample was determined using convenience sampling, a non-probability sampling technique based on availability and convenience. This method was chosen due to the large and uncertain population size and the wide distribution of locations, making it the appropriate choice for this study. However, the minimum sample size was determined using the G-Power calculation (Sofyani, 2023), resulting in 111 respondents in this field experiment.

The event study approach used in this study was on three Indonesian skincare brands. The sample was selected using purposive sampling, with the following criteria: (1) being in the top 10 online sales on TikTok Shop before the overclaim issue arose, (2) being a skincare brand owned by a female doctor/entrepreneur, and (3) being a local brand originating from Indonesia. The sample size was 30, using daily income data from five months before and after the overclaim issue. Here are the three skincare brands:

Table 1. Skincare Brands in the Event Study Sample

No	Brand	Owner
1	SS Skin	Shella Saukia
2	Glafidsya Skincare	Reza Gladys
3	Daviena	Melvianty Hustanti

Source: Processed Data, The Fastmoss Analytics (2025)

Data Collection and Analysis Methods

Data collection was conducted in two stages: (1) a field survey using a questionnaire and a scenario (experimental treatment) related to overclaim cases by several skincare brands in Indonesia. (2) data collection on daily online revenue from skincare brands from the

Fastmoss TikTok Analytics website. The observation period for the event study was five months before the overclaim issue and five months after. The analytical method used in this study was quantitative analysis using Path Analysis to test the experimental results. Meanwhile, the event study results were analyzed using the Paired Samples T-Test.

3. Results

Descriptive

This study used data from 125 female skincare users. These respondents followed the experimental procedures specified in the survey and responded to the treatments. The average age of the respondents was 24,84 (25) with the youngest respondent being 26 and the oldest female 52.

Table 2. Descriptive Statistic

	N	Min	Max	Mean	Std. Dev.
Age	125	16	52	24,84	6,1754
Valid N (listwise)	125				

Source: Data Processed, SPSS (2025)

In addition to the customers who were the experimental subjects, this study also used event study analysis to examine the changes in income of womenpreneurs in the skincare sector amidst the overclaim phenomenon. Three brand samples were used, based on the characteristics established in the sampling method. The observation period was May–September 2024 (before category) and October 2024–January 2025 (after category). Thus, the data observation period was 15 before and 15 after.

Correlation and Determinan

This study used two models, with the R-squared value for the first model being 0.534. This means that the two independent variables (X) can influence the mediating variable (Y)

by 53.4%, while other variables affect the remainder. This value also produces an e1 value of 0.683. Furthermore, in the second model, the R-squared value is 0.655, meaning that the independent variables (X) and the mediating variable (Y) directly influence the dependent variable (Z) by 65.5%. This value also produces an e2 value of 0.587.

Table 3. R-square Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.731	.534	.526	1.51485
2	.809	.655	.646	1.53948

Source: Data Processed, SPSS (2025)

Hypothesis Testing

This study tested eight hypotheses to examine the direct and indirect effects between all variables used. Overall, one variable was insignificant, while the other showed significant relationships, as shown in the table below.

Tabel 4. Path Coefficient Test

Variable	Std. Coef. Beta	T-Test	P-Value	Confirmation
Social Media Marketing → Impulsive Buying	0,476	5,480	0,000	Significant
Social Media Marketing → Purchase Decision	0,077	0,920	0,359	Insignificant
Social Media Marketing → Impulsive Buying → Purchase Decision	0,166	3,451	0,000	Significant
Electronic Word of Mouth → Impulsive Buying	0,313	3,607	0,000	Significant
Electronic Word of Mouth → Purchase Decision	0,475	6,016	0,000	Significant
Electronic Word of Mouth → Impulsive Buying → Purchase Decision	0,109	2,803	0,003	Significant
Impulsive Buying → Purchase Decision	0,348	4,443	0,000	Significant

Source: Data Processed, SPSS, Sobel Test (2025)

As the first independent variable (X1), social media marketing shows a t-value of 5.480; a p-value of 0.000 for its influence on impulsive buying, which is the mediating variable (Y). This means that social media marketing has a positive impact on impulsive buying, thus the first hypothesis (H1) in this study is supported by the study's results. However, the direct influence of social media marketing (X1) on purchasing decisions as the dependent variable (Z) shows opposite results. The t-value of 0.920; p-value of 0.359 > 0.05 indicates no significant relationship between the two variables. Thus, the second hypothesis (H2) proposed in this study is rejected. However, the indirect relationship between social media marketing (X1) and purchasing decisions (Z) through impulsive buying behavior (Y) actually shows a significant influence. This indicates that social media marketing cannot influence purchasing decisions if customers do not behave impulsively. Thus, the third hypothesis (H3) in this study can be accepted.

The fourth hypothesis (H4) tests the influence of Electronic Word of Mouth (X2) on Impulsive buying (Y), which shows a t-value = 3.607; p-value 0.000, which means that both have a positive and significant influence on each other. Thus, the research results can prove the fourth hypothesis in this study. The same results were also obtained from the direct relationship of Electronic Word of Mouth (X2) with purchasing decisions (Z), which shows a t-value = 6.016; p-value 0.000, and indirectly with a t-value = 2.803; p-value 0.003 < 0.05. Thus, this study's fifth (H5) and sixth (H6) hypotheses are accepted. The same results are also shown by the direct influence between the mediating variable (Y), impulsive buying, and the dependent variable (Z), purchasing decisions. The results show that both have a significant influence, so the research results can also prove this study's seventh hypothesis (H7).

Table 5. Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Volume - Before	124.507,6000	15	127.189,93013	32.840,29875
	Volume - After	31.378,1333	15	42.775,53309	11.044,59515

Pair 2	Revenue - Before	23,2313	15	2,75856	0,71226
	Revenue - After	20,8020	15	2,50577	0,64699

Source: Data Processed, SPSS, Sobel Test (2025)

Hypotheses 8 and 9 examine the differences in sales revenue earned by women entrepreneurs in Indonesia's beauty industry involved in overclaim cases. Based on the observation period, sales volume and revenue for women entrepreneurs experienced significant declines. This is evident in the mean volume, which decreased from 124,507.60 to 31,378.13, and revenue from 23.23 to 20.80. This decline indicates that the revenue earned before the overclaim phenomenon was greater than that earned after involvement in the overclaim case. Therefore, Hypothesis 8 (H8) in this study aligns with the research findings.

Furthermore, Table 6 presents significant differences between the two variables, volume and revenue, between the periods before and after the phenomenon. Both pairs of observed variables exhibit p-values of 0.007 and 0.001, respectively, indicating a significant difference between revenues across the two periods. Therefore, the results also support this study's ninth hypothesis (H9).

Table 6. Paired Sample T-Test

		Mean	Std. Deviation	Std. Error Mean	t	df	Sig.
Pair 1	Volume (Before-After)	93.129,47	113.140,690	29.212,800	3,188	14	0,007
Pair 2	Revenue (Before-After)	2,429	2,146	0,554	4,384	14	0,001

Source: Data Processed, SPSS, Sobel Test (2025)

4. Discussion

The influence of social media marketing on impulsive buying behavior

The results of this study indicate that marketing using social media can encourage consumers to make spontaneous and unplanned purchases. Social media seems to rely on the power of visuals and their content. Visually appealing content, such as aesthetically pleasing product photos and videos, persuasive product demos, and influencer reviews, can trigger emotions and consumer desire to buy. Continuous content presentation by sellers creates a need that previously didn't exist and encourages consumers to make spontaneous purchases. Furthermore, social media often creates a shopping experience oriented toward entertainment and pleasure (hedonic shopping).

The more widespread and effective social media marketing is, the greater the tendency for consumers to make unplanned purchases. Several studies have also shown that the more frequently a person uses social media, the greater their tendency to make impulse purchases. In short, social media has transformed marketing by creating an environment conducive to impulsive buying behavior. Visuals, social influence, and emotions are highly effective in encouraging consumers to purchase products/services spontaneously.

The influence of social media marketing on purchasing decisions

This research shows that social media marketing does not impact customer purchasing decisions. This can occur due to several factors, including incomplete product information, such as product details, which makes consumers hesitant to purchase. Furthermore, poor communication between sellers and consumers sometimes leads to dissatisfaction and a tendency to switch to other brands.

Furthermore, unengaging content presentation also makes this strategy unsuccessful. Content boring or irrelevant to the target audience will not appeal to customers. Sellers also often focus too much on hard selling without providing added value, such as education or entertainment, as is typical with soft selling strategies. Sometimes, content is produced that is low quality and unprofessional.

The influence of social media marketing on buying decisions through impulsive buying behavior

Social media marketing doesn't always influence purchasing decisions directly, but rather through impulse buying. This means that social media marketing strategies trigger impulsive buying, which leads to buying decisions, as seen in the results of this study. Social media marketing is designed to create emotional urges and urgency in consumers, often the primary triggers for impulsive buying. This is because the more time people spend on these platforms, the more they are exposed to various stimuli and advertisements designed to trigger impulse buying. Exploring products, interacting with them, and following trends excite consumers, thus fueling their desire to shop. Consumers aren't just buying products; they're also buying "experiences" and the positive feelings associated with them.

The influence of electronic word of mouth on impulsive buying behavior

This study shows a positive influence between electronic word of mouth (e-WOM) and impulsive buying, meaning that the stronger or more positive the e-WOM received by consumers, the more likely they are to make an impulsive purchase. Typical forms of e-WOM include reviews, ratings, and recommendations from other users on online platforms like social media and e-commerce. This e-WOM usually triggers customers' desire to shop spontaneously and unplanned. When someone sees positive reviews or convincing testimonials about a product/service, consumers will feel more confident and encouraged to buy, even if they had no initial intention. e-WOM creates a kind of "social pressure" or social proof. When many people discuss and recommend a product, it can create a feeling of FOMO (Fear of Missing Out) in potential buyers. This feeling encourages them to make a purchase immediately to avoid missing out on trends or offers.

The influence of electronic word of mouth on buying decisions

Electronic word of mouth (e-WOM) significantly influences consumer purchasing decisions. This phenomenon emerged with the rapid development of the internet and social media, which allow consumers to share experiences and opinions about a product or service online. Consumers tend to trust e-WOM from fellow consumers more than traditional advertising from companies. Reviews, testimonials, and recommendations from strangers with similar experiences are perceived as more honest and objective. E-WOM is a credible information source and can reduce consumers' perceived risk, especially when shopping online, where they cannot see or touch the product directly. E-WOM can trigger consumer need recognition by introducing new products or services they may not have previously been aware of. Reviews from other consumers help them evaluate and compare different brands or products before deciding.

The influence of electronic word of mouth on buying decisions through impulsive buying behavior

E-WOM is any form of verbal and written communication conducted by consumers about their experiences with a product, service, or brand via the internet. This can be product reviews, comments on social media, blogs, forums, or video testimonials. Conversely, impulse buying is an unplanned, sudden purchase triggered by a strong and urgent urge. Impulsive buyers often don't consider the consequences of the purchase and tend to be driven by emotional factors.

Research shows that e-WOM influences purchasing decisions not only directly, but also indirectly through impulse buying. E-WOM, especially positive ones, can create a strong emotional drive in consumers. When someone sees a positive review, testimonial, or convincing recommendation from another person (even if they are unfamiliar), it can trigger feelings of pleasure and a desire to purchase the product immediately. These feelings, which are often urgent, drive impulsive buying behavior.

Once the urge to buy impulsively arises, consumers purchase immediately without much deliberation. What should be a lengthy decision-making process (searching for information, comparing prices, etc.) is shortened. In this context, impulsive buying acts as a mediator that accelerates the process from simply being exposed to E-WOM information to finally making a transaction.

Analysis of the impact of overclaim cases on declining sales

Excessive marketing, or overclaiming, can significantly negatively impact a company's revenue. This practice, in which a product or service is portrayed as far superior to its reality, ultimately erodes consumer trust. Trust is the foundation of customer loyalty. Once lost, it is tough to regain. Distrustful customers will not make repeat purchases and may even switch to competitors.

Disappointed customers will share their negative experiences through online reviews, comments, and posts. These negative reviews can have a far-reaching and lasting impact, damaging the brand image and discouraging potential customers from trying your product or service. A damaged reputation directly reduces the product's appeal and decreases sales. Instead of building a loyal customer base, overclaiming marketing actually drives customers to seek alternatives. Disappointed customers not only stop purchasing, but they also won't recommend your product to others. Ultimately, a company's revenue depends heavily on honest and transparent customer relationships. Overclaiming marketing is a short-term strategy that can lead to much greater long-term losses.

5. Conclusion

Marketing strategy determines a customer's purchasing decision for a product/service. Mistakes in choosing a marketing strategy can impact customer behavior. Social media-based marketing can be a brilliant marketing concept. Social media can

significantly influence purchasing decisions if it addresses customer impulsive behavior. Social media, which relies on engaging content, will be a key factor in influencing customers' emotional choices when considering a product or service. Furthermore, social media also contains a variety of information customers need, including product/service information, reviews, and testimonials from other customers. Positive testimonials presented on social media or digital sales platforms will influence customer purchasing decisions. This research has clearly examined the concept of social media as both a marketing medium and its electronic word of mouth element. Furthermore, this study has illustrated the negative impacts of choosing the wrong marketing strategy, such as overclaiming. This research has implications for the development of marketing theory, particularly in terms of marketing strategies that can be employed by business actors to maintain consumer trust. This study is limited to the case of overclaiming; therefore, future research should consider other factors that require more in-depth analysis from an entrepreneurial perspective.

6. Acknowledgement

Thanks are extended to the Ministry of Education, Culture, Science, and Technology for funding research grants, and to the Institute for Research and Community Service of STIE Tri Dharma Nusantara

7. References

- Aisyah, N., Basar, N. F., & R, H. (2023). Analisis Perhitungan Pendapatan Petani Jagung Di Desa Bontolempangan. *Tangible Journal*, 8(1), 45–54. <https://doi.org/10.53654/tangible.v8i1.342>.
- Al-Gasawneh, J. A., & Al-Adamat, A. M. (2020). The mediating role of e-word of mouth on the relationship between content marketing and green purchase intention. *Management*

- Science Letters*, 10(8), 1701–1708. <https://doi.org/10.5267/j.msl.2020.1.010>.
- Bazari, M. A., & Zabihi, M. (2023). The Effect of Digital Content Marketing on Electronic Word-Of-Mouth Marketing Through Social Effects. *Journal of Studies in Management*, 3(1), 119–138. <https://doi.org/10.22034/jsm.2023.418382.1024>.
- Dyego, A., & Oktavianti, R. (2020). *The Impact of Electronic Word-of-Mouth on the Purchase Intention*. 478(Ticash), 410–415. <https://doi.org/10.2991/assehr.k.201209.063>.
- Jais, Z., Azmi, S. N. S., Nazim, S. N. A. M., & Izhar, N. I. (2022). Peranan Etika Pemasaran Terhadap Elemen Campuran Pemasaran (Produk Dan Promosi). *Jurnal ILMI*, 12, 134–143. <http://www.unimel.edu.my/journal/index.php/JILMI/article/viewFile/1228/992>.
- Jerrim, J., Parker, P. D., & Shure, N. (2023). Overclaiming. An international investigation using PISA data. *Assessment in Education: Principles, Policy and Practice*, 30(5–6), 351–371. <https://doi.org/10.1080/0969594X.2023.2238248>.
- Katsikeas, C., Leonidou, L., & Zeriti, A. (2019). Revisiting international marketing strategy in a digital era. *International Marketing Review*, 37(3), 405–424. <https://doi.org/10.1108/imr-02-2019-0080>.
- Kimiagari, S., & Asadi Malafe, N. S. (2021). The role of cognitive and affective responses in the relationship between internal and external stimuli on online impulse buying behavior. *Journal of Retailing and Consumer Services*, 61(March), 102567. <https://doi.org/10.1016/j.jretconser.2021.102567>.
- Lee, C. H., & Chen, C. W. (2021). Impulse buying behaviors in live streaming commerce based on the stimulus-organism-response framework. *Information (Switzerland)*, 12(6), 1–17. <https://doi.org/10.3390/info12060241>.
- Limanseto, H. (2024). *Hasilkan Produk Berdaya Saing Global, Industri Kosmetik Nasional Mampu Tembus Pasar Ekspor dan Turut Mendukung Penguatan Blue Economy*. <https://www.ekon.go.id/publikasi/detail/5626/hasilkan-produk-berdaya-saing-global-industri-kosmetik-nasional-mampu-tembus-pasar-ekspor-dan-turut-mendukung->

penguatan-blue-economy.

- Lo, L. Y. S., Lin, S. W., & Hsu, L. Y. (2016). Motivation for online impulse buying: A two-factor theory perspective. *International Journal of Information Management*, 36(5), 759–772. <https://doi.org/10.1016/j.ijinfomgt.2016.04.012>.
- Nadeem, W., Juntunen, M., Hajli, N., & Tajvidi, M. (2021). The Role of Ethical Perceptions in Consumers' Participation and Value Co-creation on Sharing Economy Platforms. *Journal of Business Ethics*, 169(3), 421–441. <https://doi.org/10.1007/s10551-019-04314-5>.
- Nahdi, M. R., & Mukhlis, I. (2023). Prinsip Etika Bisnis pada Digital Marketing: Literature Review. *Jurnal Studi Manajemen Dan Bisnis*, 10(2), 188–197. <https://doi.org/10.21107/jsmb.v10i2.23439>.
- Nurlinda, N., Alam, A. R. P., & Irawan, I. (2025). Two-Way Approach in The Concept of Improving Digital Selling for Typical Bugis-Makassar Female Entrepreneurs. *Jurnal Sentralisasi*, 14(1), 27–44.
- Pakaila, J. R., Aydin, rafael M., & Abbiyya, S. W. (2024). Trend Overclaim dalam Iklan Industri Kecantikan: Analisis Etika Terapan pada Produk Skincare di Indonesia. *Kabilah: Journal of Social Community*, 9(2), 504–510.
- Piyo, S., Munawwarah, S., & Kadir, M. K. K. K. (2025). Rekonstruksi Peran Reaktif BPOM terhadap Pengawasan Overclaim Produk Skincare. *Jurnal Hukum Bisnis*, 3(1), 33–44.
- Puto, C. P., BeUman, J., Payne, J., Huber, J., Edell, J., Staelin, R., & Russo, J. (1987). The Framing of Buying Decisions * Downloaded from. © *Journal of Consumer Research*, 14(December), 301–315. <http://jcr.oxfordjournals.org/>.
- Putri, A. N. H., Purwaningrum, N. S., Dewi, R. S., Pangestuti, E., & Eko S, B. S. (2024). Influencers Liability Towards Consumers for Product Proven to be Overclaimed. *International Proceedings Universitas Tulungagung*, 1–9.
- Rahmanian, E., & Esfidani, M. R. (2023). It Is Probably Fake but Let Us Share It! Role of Analytical Thinking, Overclaiming and Social Approval in Sharing Fake News. *Journal*

- of *Creative Communications*, 18(1), 7–25.
<https://doi.org/10.1177/09732586221116464>.
- Redine, A., Deshpande, S., Jebarajakirthy, C., & Surachartkumtonkun, J. (2023). Impulse buying: A systematic literature review and future research directions. *International Journal of Consumer Studies*, 47(1), 3–41. <https://doi.org/10.1111/ijcs.12862>.
- Retnandari, R. (2024). Overclaim Produk Skincare Apakah Berbahaya? *RRI*. <https://www.rri.co.id/ranai/kesehatan/1131372/overclaim-produk-skincare-apakah-berbahaya>.
- Rifaldi, M. F., Dedy Ansari Harahap, & Mochamad Malik Akbar Rohandi. (2024). Pengaruh Content Marketing, Influencer Marketing dan Electronic Word of Mouth terhadap Purchase Decision produk House of Smith. *Bandung Conference Series: Business and Management*, 4(1), 729–738. <https://doi.org/10.29313/bcsbm.v4i1.11893>.
- Shankar, V., Grewal, D., Sunder, S., Fossen, B., Peters, K., & Agarwal, A. (2022). Digital marketing communication in global marketplaces: A review of extant research, future directions, and potential approaches. *International Journal of Research in Marketing*, 39(2), 541–565. <https://doi.org/10.1016/j.ijresmar.2021.09.005>.
- Sofyani, H. (2023). Penentuan Jumlah Sampel pada Penelitian Akuntansi dan Bisnis Berpendekatan Kuantitatif. *Reviu Akuntansi Dan Bisnis Indonesia*, 7(2), 311–319. <https://doi.org/10.18196/rabin.v7i2.19031>.
- Tan, T. M., & Salo, J. (2023). Ethical Marketing in the Blockchain-Based Sharing Economy: Theoretical Integration and Guiding Insights. *Journal of Business Ethics*, 183(4), 1113–1140. <https://doi.org/10.1007/s10551-021-05015-8>.
- Viva, R. J., & Huda, Q. (2023). E-Commerce dan tanggung jawab sosial: Merangkul sustainability business dalam etika bisnis Islam (Studi multisitus pada Zaidan Mall dan Delfybroscantik). *Jurnal Ekonomi Dan Bisnis Islam*, 7(2), 399–414. <https://doi.org/10.30868/ad.v7i02.4619>.
- Vo, M. S., Huynh, D. Q. V., Nguyen, G. H., Dang, G. H. N., Huynh, D. D., Le, B. Q., &

- Dang, N. M. (2022). The impact of Marketing Communication Content Distributed on Social Networks on Electronic Word-of-Mouth. *Journal of Distribution Science*, 20(5), 65–74. <https://doi.org/10.15722/jds.20.05.202205.65>.
- Yuan, Y., Yi Lu, L., Tian, G., & Yu, Y. (2020). Business Strategy and Innovative Corporate Social Responsibility. *Journal of Business Ethics*, 162, 359–377. <https://doi.org/https://doi.org/10.1007/s10551-018-3952-9>.
- Yunus, M. (2024). Kepala BPOM Sebut Sulsel Bukan Lumbung Skincare Abal-Abal, Lalu di Mana? *Suarasulsel.Id*. <https://sulsel.suara.com/read/2024/12/23/132043/kepala-bpom-sebut-sulsel-bukan-lumbung-skincare-abal-abal-lalu-di-mana>.