

Enhancing of Purchase Intention: The Role of Social Media Influencer and Brand Awareness

Ariyana Citra Dewi¹, Puspa Novita Sari²

¹Mahasiswa, UIN Raden Mas Said Surakarta

²Prodi S1 Manajemen Bisnis Syariah, Fakultas Ekonomi dan Bisnis Islam

¹citraariyana7@gmail.com, ²puspanovitasari@staff.uinsaid.ac.id

*Corresponding author: puspanovitasari@staff.uinsaid.ac.id

(Pilih penulis yang akan menjadi korespondensi author, Email: corresponding author)

Abstract

The changing consumption patterns of society need to be anticipated by businesses. The presence of social media can be utilized to boost sales. Companies need to build their corporate image through branding and marketing on social media. This can be achieved by partnering with social media influencers. This research aims to analyze the influence of social media influencers and brand awareness on purchase intention. The sample in this study consisted of 100 Scarlett Whitening consumers residing in Solo Raya, aged 15-35 years old, and actively using social media. Data were analyzed using the SPSS application. The research results indicate that social media influencers do not have a significant influence on purchase intention. However, brand awareness has a significant impact on purchase intention, meaning that the higher consumers' awareness of the brand, the greater their inclination to purchase the product. The research model indicates an adjusted R-Square value of 0.531, signifying that both social media influencer and brand awareness variables collectively contribute to a 53.1% influence on purchase intention.

Keywords : *social media influencer, brand awareness, purchase intention, cosmetics, skincare.*

INTRODUCTION

The continuously growing beauty business has brought about significant changes in the market, and the presence of various cosmetic manufacturers has created high rivalry in the skincare industry. Among the trending skincare products is a domestic brand, Scarlett Whitening. This beauty product has obtained BPOM and halal certifications. Scarlett Whitening was established in 2017 by Felicya Angelista, who is also an Indonesian actress, and it is produced by PT. Motto Beringin Abadi, located in Bogor Regency, West Java. With the ever-evolving beauty trends, Scarlett Whitening managed to secure a leading position in the sales of body lotion in Indonesia since its inception (Asmara, 2022).

In its sales, Scarlett Whitening has become the dominant brand in the beauty product market with a market share of 11.32%. According to sales statistics from Scarlett Whitening, this brand clearly leads in sales. Nivea comes in second place with a slightly different figure, 11.12%, followed by Vaseline with 7.14%. It's worth noting that Scarlett, a local face and body care brand established in 2017, has successfully outperformed its competitors, which happen to be global names. During the second quarter of 2022, Scarlett items alone generated over Rp 23.8 billion in sales.

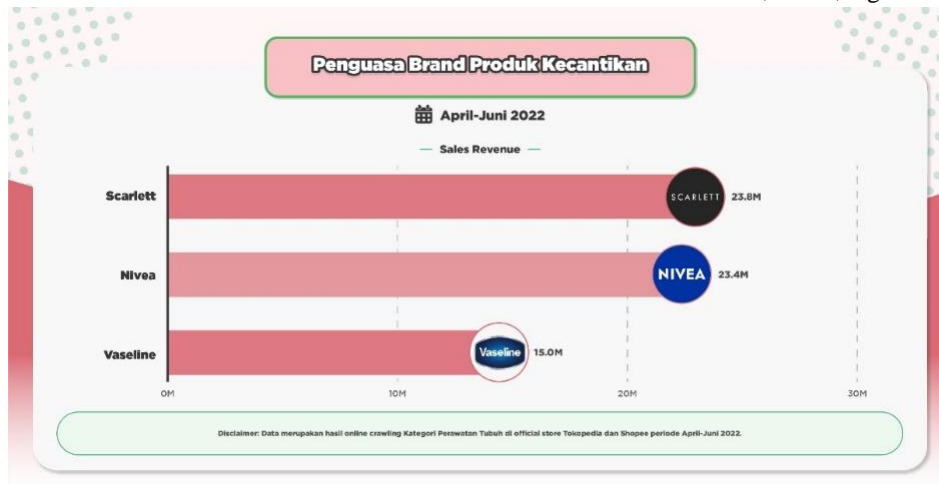


Figure 1. The local beauty brand leader
Source: (Joan, 2022).

In increasing product sales, Scarlett Whitening has employed another strategy by addressing another common issue, which is brand awareness. The use of the wrong media platforms is also something to be observed in terms of consumer habits in building brand awareness. This includes understanding consumers' habits regarding which social media applications are popular and whether most people prefer video content over photos when they view products, as this influences how products are perceived compared to other choices (Pramadyanto, 2022). In this context, social media influencers become a crucial element in enhancing brand awareness, with the hope that this will subsequently lead to the development of purchase intention (Uyuun, 2022).

Social media has transformed the way we communicate, connect with others, and access information (da Silva Nogueira & Papageorgiou, 2020). It has seamlessly integrated into our daily routines, influencing our social interactions and our perception of the world (Bint-e-Nasir et al., 2021). From sharing personal updates to keeping abreast of global developments, social media platforms have become the primary source of news and information for a significant majority of individuals (Danbaki et al., 2020). In the contemporary digital era, the ascent of social media influencers has emerged as a prominent phenomenon in molding consumer behavior and brand image (Wang & Tsai, 2023). These social media influencers, often known as "Insta-famous" figures or bloggers, have stepped into the role of the next generation of brand representatives (Silalahi, 2021). They have achieved public recognition not through traditional professional talents but by adeptly establishing themselves as authorities on various social media platforms (Setiawan & Natalie, 2022).

Based on the research conducted by (Cahya, 2022) the study found that social media influencers have a positive and significant influence on purchase intention. However, despite this, a study by (Rimadiaz et al., 2022) showed that influencers do not affect purchase intention. Furthermore, a subsequent study by (Taufik et al., 2022) who had conducted research earlier, demonstrated that social media influencers have a significant and positive influence on purchase intention (Cahya, 2022). Nevertheless, in contrast to these findings, a study by (Pratiwi & Sidi, 2022), indicated that Influencer Marketing has a positive but not significant impact on Purchase intention.

Based on the background information presented, the author acknowledges the

inconsistency in previous research results regarding the influence of social media influencers on the purchase intention of Scarlett Whitening products. Additionally, the emergence of competitor products can set standards for broader competition and require Scarlett Whitening to maintain marketing strategies, whether through social media influencers or brand awareness, in influencing purchase intentions of consumers. In light of these considerations, the author is motivated to conduct research on "The Analysis of the Influence of Social Media Influencers and Brand Awareness on Purchase Intention (A Case Study on Scarlett Whitening Consumers in the Solo Raya Region)".

Literature Review

The Influence of Social Media Influencers on Purchase Intention

The emergence of social media influencers has exerted a notable influence on consumers' buying patterns, particularly within the cosmetics sector. These influencers, who have garnered substantial followings on platforms such as Instagram, YouTube, and TikTok, have become reliable sources of information and inspiration for consumers regarding beauty and cosmetic products (Castillo-Abdul et al., 2021). Research has indicated that social media communities fostered by these influencers play a pivotal role in molding consumer preferences and motivating product purchases.

A particular study focused on millennial students and their utilization of social media communities as information sources for cosmetic products (Rungruangjit et al., 2023). The research unveiled that these students heavily relied on social media influencers for product recommendations and reviews, which in turn influenced their purchase decisions. This underscores the substantial sway and impact that social media influencers wield over consumer behavior within the cosmetics industry. Another study underscored the effect of social media communities on the expansion of the cosmetics market (Abbasi et al., 2022). This study revealed that the surge in internet usage and online activities has significantly contributed to the proliferation of social media communities, subsequently influencing consumer interest and purchasing trends within the cosmetics market.

While social media influencers have gained significant popularity in recent years, there are studies that suggest they may not have a strong impact on consumers' interest in purchasing cosmetic products (Rungruangjit et al., 2023). Many researchers have conducted studies on the influence of social media influencers on cosmetic purchasing interest. According to (Aditi et al., 2023), it has been found that social media influencers do not have a significant impact on consumers' interest in purchasing cosmetic products. This finding is supported by other studies such as (Endah et al., 2017). Additionally, a study on the impact of social media on consumers also indicates that social media influencers may not play a major role in shaping consumers' purchasing decisions when it comes to cosmetics (Lee & Chen, 2021). Furthermore, although social media communities have a long-term impact on cosmetic product purchasing behavior, they do not necessarily encourage consumers' interest in purchasing cosmetic products (Rungruangjit et al., 2023).

The Influence of Brand Awareness on Purchase Intention

Brand awareness has a significant role in shaping consumers' inclination to buy cosmetic products (Sepehrian et al., 2021). Consumers tend to prefer products from brands they recognize and trust (Ratnadewi et al., 2022). This is because brand awareness offers consumers insights into the brand's reputation, quality, and dependability (Fârte & Obadă, 2021). It can substantially affect consumer behavior and purchase choices (Rezkiyah et al., 2017). Research indicates that brand awareness can directly influence consumers' purchase decisions (Ishmah et al., 2021).

High brand awareness among consumers increases the likelihood of them considering

products from that specific brand (Łukasik & Schivinski, 2015). This is due to brand awareness assisting consumers in recognizing and recalling a brand when they shop (Zailskaite-Jakste & Minelgaite, 2021).

Beyond recognition and recall, brand awareness also shapes consumers' perceptions of a brand and their attitudes towards it (Zhu, 2019). Consumers who are familiar with a brand are more likely to hold positive perceptions and attitudes toward that brand, further boosting their inclination to make a purchase (Primanto & Dharmmesta, 2019). Another study supports this concept, indicating that well-known brands are often considered in the decision-making process, with brand awareness playing a crucial role (Chen, 2019).

Conceptual Framework

The following hypotheses have been employed in this research:

H1: There is a significant influence of social media influencers on the purchase intention

H2: There is a significant influence of brand awareness on the purchase intention

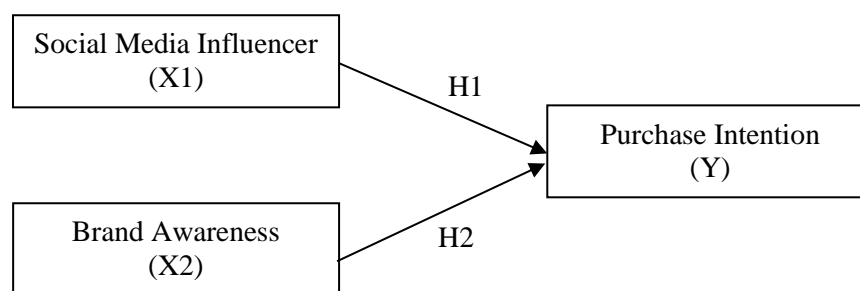


Figure 2. Conceptual Framework

Research Method

This research employs a quantitative approach to analyze the influence of social media influencers and brand awareness on purchase intention. The study population comprises all Scarlett Whitening consumers, and the sample consists of Scarlett Whitening consumers residing in the Solo Raya region, aged 15-35 years old, and actively using social media. There were 100 respondents in this study. Data collection was carried out using a questionnaire, and data analysis techniques were applied using the SPSS software. The study focuses on three variables: social media influencers (X1), brand awareness (X2), and purchase intention (Y). Data analysis is carried out using the SPSS 25 software.

Results and Discussion

The Statistical Test

To ensure the quantitative data generated by an instrument are correct, they should be straightforward to collect and test for validity and reliability. Each instrument must have a measurement scale. If $r_{\text{calculated}} > r_{\text{table}}$, the observations on the data sheet are considered valid. Based on the statistical table, it is obtained that the r_{table} is 0.1966, and all the r_{values} calculated are greater than the r_{table} , indicating that all statement items for the three variables are considered valid.

Reliability demonstrates that the instrument is dependable as a means of collecting data. According to (Rahmi et al., 2017) a variable is deemed reliable when its Alpha value is positive, surpasses the r_{table} value, and possesses a Cronbach's Alpha exceeding 0.60. Consequently, the statement is considered reliable. In the findings of this study, the Cronbach's

Alpha value exceeds 0.60, confirming the research's reliability and trustworthiness.

Table 1. Reliability Test

Variable	Cronbach's Alpha
<i>Social media influencer</i> (X1)	0.823
<i>Brand awareness</i> (X2)	0.908
<i>Purchase intention</i> (Y)	0.927

Source: Primary data (processed), 2023

The normality test is employed to ascertain whether an independent variable, dependent variable, or both follow a normal distribution or not, as explained by (Izzi & Alfiquil, 2021). The One-Sample Kolmogorov-Smirnov test can be applied to assess the normal distribution of data when its significance value exceeds 5% or 0.05. In this study, the one-sample Kolmogorov-Smirnov test resulted in a value of 0.057, which surpasses the 0.05 threshold.

Table 3. Normality Test

Unstandardized Residual	
N	100
Test Statistic	0.057

Source: Primary data (processed), 2023

The multicollinearity test is conducted to determine whether there is a correlation among independent factors or independent variables within a regression model. If the VIF value is < 10 , it indicates the absence of multicollinearity, whereas if the VIF value is > 10 , multicollinearity is present. If the Tolerance value is > 0.10 , it signifies no multicollinearity, whereas if the Tolerance value is < 0.10 , it suggests multicollinearity exists. In this study, the test outcomes reveal that both variables possess VIF values < 10 and Tolerance values > 0.10 , confirming the absence of multicollinearity.

Table 4. Multicollinearity Test

Variable	Tolerance	VIF	Note
<i>Social media influencer</i> (X1)	0.509	1.967	There is no multicollinearity
<i>Brand awareness</i> (X2)	0.509	1.967	There is no multicollinearity

Source: Primary data (processed), 2023

The heteroskedasticity test is performed to assess whether there is uneven variance of residuals between different observations within a regression model. The Glejser test is a hypothesis test used to detect signs of heteroskedasticity in a regression model by regressing the absolute residuals. The decision criteria for the Glejser test are that if the significance value is > 0.05 , there is no heteroskedasticity in the data; and if the significance value is < 0.05 , there is heteroskedasticity in the data (Sugiyono, 2018). The findings of this study indicate that the absolute residuals have significance values of 0.796 and 0.222, both of which are greater than 0.05. Consequently, it can be concluded that there is no heteroskedasticity in the regression estimation.

Table 5. Heteroskedasticity Test

		B	Std. Error	Beta		
1	(Constant)	-.084	1.437		-.058	.953
	Social Media Influencer	.021	.082	.036	.260	.796
	Brand Awareness	.062	.050	.172	1.230	.222

a. Dependent Variable: ABS

Source: Primary data (processed), 2023

The significant alteration in the dependent variable's value that can be elucidated by the regression model, incorporating the variability of the independent variables, is gauged using a metric expressed as a percentage. This metric serves as an indicator of the model's precision. In the present study, the Adjusted R-Square result is 0.531, signifying that the combined influence of both variables accounts for 53.1% of the fluctuations in variable Y.

Table 6. Coefficient of Determination Test (R^2)

Model	R	R Square	Adjusted R Square	Std. error of the Estimate
1	0.735	0.541	0.531	3.02916

Source: Primary data (processed), 2023

Multiple linear regression analysis is employed when there are two or more independent variables. If the independent variables have a value > 2 , regression analysis is carried out to ascertain the influence of changes in independent variables on the dependent variable. In this study, adhering to the general equation of multiple linear regression analysis, we have $Y = 2.009 + 0.015 X_1 + 0.626 X_2 + e$. The regression coefficient for the social media influencer variable is 0.015, while for the brand awareness variable, it's 0.626, indicating that both variables have a positive effect.

Table 7. Multiple Linear Regression Analysis

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1 (Constant)	2.009	2.371		0.847	0.399
Social Media Influencer	0.015	0.135	0.010	0.108	0.914
Brand Awareness	0.626	0.083	0.728	7.543	0.000

Source: Primary data (processed), 2023

(Dewanti et al., 2022) explained that the t-test is utilized to compare two mean differences along with the standard error of the mean difference between the two samples. This criterion is based on the assertion that H_0 is accepted, and H_1 is rejected if the probability significance value > 0.05 , and H_0 is rejected, and H_1 is accepted if the probability significance value < 0.05 . For the variable social media influencer, the t-value is 0.108, which is less than the t-table value of 1.984 with a significance level of 0.914, which is greater than 0.05. Therefore, H_0 is accepted, and H_a is rejected.

Table 8. T Test

Model		Unstandardized B	t	sig
1	(Constant)	2.009	0.847	0.399
	Social Media Influencer	0.15	0.108	0.914
	Brand Awareness	0.626	7.543	0.000

Source: Primary data (processed), 2023

Discussion

Influence of Social Media Influencer on Purchase Intention

Social media influencers do not significantly influence the purchase intention for cosmetic products. The influence of influencers may be more effective for certain products if consumers have a high level of engagement in that product category. For cosmetics, some consumers may prefer to seek reviews and recommendations from other sources, such as friends or beauty product review websites.

Some social media influencers may lose their credibility if they excessively promote products without providing honest reviews or if they appear too much like part of marketing efforts. Consumers tend to trust honest and authentic reviews more. Additionally, social media influencers have various personalities and styles that may not always resonate with all consumers. An influencer who is popular with one group may not be as appealing to another, which can affect the extent of the influencer's impact on purchase decisions.

Sometimes, the messages conveyed by influencers may not align with individual consumer needs or preferences, which can reduce the influencer's impact on purchase decisions. With a plethora of information and advertisements on social media, consumers can be exposed to various influences from different sources. In many cases, the influence of influencers can be diluted by other messages received by consumers. Based on the above explanation, it is evident that social media influencers have a positive but not significant influence on the purchase intention of Scarlett Whitening consumers in the Solo Raya area.

Influence of Brand Awareness on Purchase Intention

A well-known brand is generally perceived to have good value by consumers. Although cosmetic products may have a higher price, consumers who are aware of the brand are likely to feel that the product offers value commensurate with their investment. Consumers tend to have more trust in brands that are already familiar and have a good reputation. Brand awareness provides consumers with a sense of security because they know that the brand is well-known and used by many people. Well-known brands are often considered to be more trustworthy and of high quality.

Consumers who have had positive experiences with a particular cosmetic brand are more likely to repurchase products from that brand. Brand awareness creates opportunities for brands to build long-term relationships with consumers through product quality and good service. In the midst of the abundance of cosmetic products available in the market, brand awareness helps consumers identify brands that are already known and trusted. This simplifies the product selection process and reduces the risk associated with purchases.

Consumers often take into account the opinions of others and social media trends when making purchasing decisions. Brand awareness can generate greater exposure on social media, which in turn can enhance the brand's influence on purchasing decisions. Therefore, brand awareness plays a crucial role in shaping consumers' perceptions and preferences regarding

cosmetic brands, ultimately influencing their inclination to purchase those products.

Conclusion and Suggestions

Based on the research findings, it can be concluded that social media influencers exert a positive yet insignificant influence on purchase intention. This suggests that while social media influencers possess substantial potential to impact purchase decisions, their influence may not always be statistically significant in every scenario. The effectiveness of their influence hinges on various factors such as credibility, relevance, and the individual preferences of consumers. Therefore, companies often need to conduct comprehensive market research and consumer analyses to comprehend how influencer marketing can be effectively integrated into their cosmetic product marketing strategies.

Furthermore, the results indicate that brand awareness significantly and positively affects purchase intention. Established brands typically have a track record of delivering quality products or services, instilling consumer confidence that products from recognized brands will meet their expectations, thereby enhancing their inclination to make a purchase.

For future research endeavors, it could be valuable to delve into other factors suspected of influencing the purchase intent of cosmetic products. Given the escalating competition in the cosmetic brand market, a more thorough examination is essential for potential implementation within the industry.

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