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The Influence of Social Media Advertisements And E-WOM Towards Consumer Purchase Intentions on Skintific

Dita Fathima Salsabila and Indrawati
School of Economics and Business Telkom University, Indonesia
ditafathimas@gmail.com, indrawati@telkomuniversity.ac.id

Abstract

The rapid rise in social media users has introduced social media advertising as a crucial tool for businesses. Advertisers face the significant challenge of low consumer acceptability of commercials, making it vital to identify key elements that influence consumer perceptions. In Indonesia, social media advertising ranks third with a 72% influence, particularly for skincare products, which are expected to grow annually by 4.10%. Local cosmetic companies face intense competition, necessitating innovative marketing strategies that leverage social media advertisements and the e-WOM phenomenon to increase interest, as seen with Skintific's popularity on social media. This research aims to study the influence of social media advertisement and e-WOM on the purchase intention of Skintific products. Using a quantitative method, the study analyzes internal factors of social media advertisements, including creative characteristics, celebrity endorsement, attention-grabbing details, and emotional appeal, with e-WOM as an additional variable. Data was collected from 300 respondents via a Google Form questionnaire targeting Indonesian social media users familiar with Skintific. PLS-SEM with SmartPLS was used to predict purchase intention. The results show that creative characteristics, celebrity endorsements, attention-grabbing details, emotional appeal, and e-WOM of Skintific products on social media advertisements significantly and positively influence purchase intention. Future research should explore additional features and different objects to enhance the effectiveness of social media advertisements and e-WOM in driving purchase intentions.

Keywords
Social Media Advertisements, E-WOM, Purchase Intentions

1. Introduction

Skintific is known as a brand that focuses on cosmetic products designed to improve the skin barrier or skin structure. According to their claims, Skintific's skincare products are formulated using natural ingredients such as ceramides and other active components that are safe and effective for all skin types, including sensitive skin. Skintific's embarked on its journey with a group of visionary scientists, dermatologists, and beauty experts who shared a common goal to revolutionize skincare. By focusing on skin health, Skintific not only addresses a vital aspect of well-being but also empowers individuals with the confidence that comes from healthy, radiant skin. By fostering the next generation of skincare scientists, Skintific is ensuring that its legacy of innovation will continue to evolve and flourish well into the future**.**

In the current digital era, economic growth has become very dependent on technology. Almost all areas of human life are influenced by technology which changes the lifestyle of a more modern society. One aspect that influences is communication media and information systems, including business and marketing developments. Utilizing information technology by utilizing the increasingly developing internet media is one way for a business to be able to compete in the era of globalization. Based on survey results from the Indonesian Internet Service Providers Association (APJII), internet users in Indonesia reached 215.63 million people in the 2022-2023 period. This number increased by 2.67% compared to the previous period which was 210.03 million users.

In the context of business and digital marketing, a decrease in the number of active social media users can impact the effectiveness of campaigns and brand interactions with audiences. In line with this, social media is part of digital

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marketing which has an understanding of marketing activities that use an interactive online system that connects sellers and consumers. the appropriate use of social media greatly influences a brand, especially when it is closely related to the relationship between organizations and consumers, and purchasing intentions. One product category that is widely sold through social media in marketing is skin care products. In Indonesia, the Skincare market is projected to generate a revenue of US$2.65bn in 2023. This market segment is expected to grow annually by 4.10%. The sudden growth of the skincare products market is attributed to the rapid changes in lifestyle and the easy availability of skincare products everywhere. Consumer purchasing power has increased as a result of growing urbanization and a trend of skin care products.

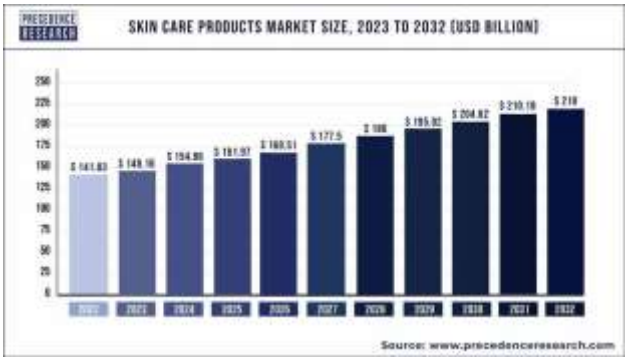

Figure 1. Skincare Product Market Size

It can be seen that the graph shows a fairly stable increase. The global skin care products market plays around the discovery, manufacturing, sale, and marketing of various facial, body care, lip care, and other personal care products. The global skincare products market is growing as people focus on physical appearance. More individuals are aware and conscious of skin care products as a result of the growing working population, rising public knowledge, and growing disposable income.

Skintific is one skincare brand that has effectively used social commerce to grow income in Indonesia. This Canadian brand arrived in Indonesia in August 2021 and has swiftly become one of the most sought-after skincare brands in the country. Skintific has used some marketing techniques since entering Indonesia's cosmetic and beauty business in late 2021, one of which is the optimal use of social media. By staying in tune with current trends and relevant topics, Skintific maintains its brand appeal and relevance in the dynamic skincare market. In conjunction with the escalating online interest in Skintific, the impact of this heightened search activity becomes even more pronounced when considering the power of word-of-mouth (WOM) in shaping consumer choices. The existence of eWOM helps consumers avoid difficulties in finding information about products, especially Skintific skincare branded products.

The skincare industry is increasingly influenced by the rise of social media, highlighting the impact of digitization and the marketing strategies of local businesses. Skintific's social media marketing strategy is central, with an analysis of visit fluctuations and user engagement over recent months. Key aspects include changes in consumer preferences and behavior towards social media advertising and electronic word of mouth (e-WOM). The study underscores the importance of adapting to evolving marketing trends to stay competitive and effectively reach consumers.

2. Literature Review (12 font)

2.1 Marketing

Marketing has grown in popularity in recent decades as a result of its impact on brand value, value creation for customers, customer base profitability, and organizational results (Achrol & Kotler, 2020). The role of marketing in competitive strategy has been the subject of ongoing debate, particularly when determining how the presence of a strong and influential marketing branch can positively contribute to companies (Wirtz, Tuzovic, & Kuppelwieser, 2017). Marketing, according to Kotler and Keller (2012), is the act of identifying and meeting human and social needs. Meanwhile, according to Kotler et al., (2005), marketing is the social and managerial process by which individuals and groups obtain what they require and desire by creating and exchanging products and their value with others.

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2.2 Digital Marketing

Digital marketing is the use of technologies to assist marketing activities to improve customer knowledge by matching their needs (Chaffey, 2017). Companies in the developed world have recognized the value of digital marketing. To meet the needs of customers more precisely, businesses will need to combine online and traditional methods (Fedeli & Giancarlo, 2020). According to Fedeli & Giancarlo (2020), digital marketing is the use of internet facilities and the use of other interactive technologies to create and connect dialogue between identified companies and consumers. The development of digital marketing has changed the way brands and businesses use digital technologies and channels for marketing activities (Al- Azzam & Al-Mizeed, 2021).

2.3 Social Media Marketing

According to Farzin (2022), social media marketing is a type of direct or indirect marketing that uses tools from the social web to increase awareness, recognition, memory, and action for brands, businesses, products, people, or other entities. Social Media Marketing is an online media that is used for long-distance communication, interaction between users, and information retrieval via special application devices connected to the internet network. Social media marketing refers to the activities, practices, and behavior of online communities to share information, knowledge, and opinions (Rafika & Satria Bangsawan, 2023).

2.4 Social Media Advertisement

Social media advertising, also known as social media ads, is a digital growth strategy in the online advertising industry. There are still many people who believe that social media ads have a significant impact on business growth. One type of interactive marketing has emerged as a critical business strategy for gaining the attention of more customers and increasing market share. Social media ads can help businesses achieve a variety of goals, such as increasing customer satisfaction, developing customer knowledge, improving customer loyalty, and motivating customers to buy products regularly (Shareef & Mahmud A, 2019). According to Hartawan & Erick (2021), information, images, and promotions in social media advertisements can increase consumer purchase intention.

2.5 Creative Characteristics

Creativity is essential in marketing and is frequently regarded as the heart of the advertising industry. Creativity is a broad concept that has been extensively studied in fields such as psychology, organizational behavior, and marketing (Im and Workman 2004; Sasser and Koslow 2008). Individuals (e.g., an art director at an advertising agency), processes (e.g., design thinking methods used to brainstorm advertising campaigns), or outputs (e.g., the actual ad executions used in a marketing campaign) can all be described as creative.

2.6 Celebrity Endorsement

Many marketers are turning to celebrities (both traditional and new social media influencers) to spread product awareness in less intrusive and more trustworthy ways. Simultaneously, consumers are increasingly turning to social media to learn about new products. As a result, both traditional celebrity and influencer endorsements have seen significant growth. Endorsers represent a set of meanings that are transferred to brands/products via various marketing efforts and are eventually passed on to consumers through purchase and consumption (Jain and Roy, 2016). The celebrity endorsement literature has placed a strong emphasis on identifying the celebrity characteristics that explain the effectiveness of celebrity endorsement (Schimmelpfennig and Hunt, 2020).

2.7 Attention Grabbing Details

Advertisements that easily draw attention to themselves are controversial advertisements. Controversial advertisements may contain offensive content, which can result in a variety of actions such as negative publicity, negative word of mouth, complaints to advertising regulatory bodies, a drop in sales, and the products or brands in question being boycotted (Crosier & Erdogan, 2001). Controversial advertisements can be very effective when designed and implemented correctly (Martins et al., 2019).

2.8 Emotional Appeal

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Emotions have also been shown to have a significant impact on an individual's response to a message (Mai and Schoeller, 2009; Lewinski et al., 2014). an emotional message in advertising draws the audience's attention to the advertisement, and the product improves its appeal and generates a higher level of brand recall. Indeed, emotional advertisements are more likely to be remembered than news advertisements (Page et al., 1990). Advertisements with emotional content have also been shown to generate more word of mouth and to be shared online more than advertisements with no emotional appeal (Alhabash et al., 2013; Jain et al., 2018).

2.9 Electronic Word of Mouth

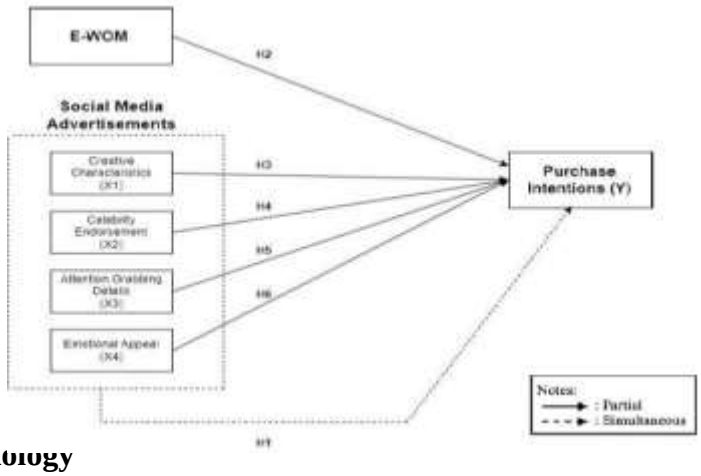
E-WOM is the negative and/or positive aspects of a brand, product, or service expressed by former, current, and potential customers and shared on the internet for anyone to see (Sulthana et al., 2019). According to Ismagilova & Dwivedi (2017), eWOM as the process of exchanging dynamic and continuous information about a brand, product, company, or service created by former, current, and potential consumers and shared on the internet and accessible to anyone. EWOM can occur in a variety of formats and settings, such as blogs, social media, discussion forums, and review websites. EWOM is strongly related to consumer purchasing decisions and the reduction of purchasing decision risks (Miremadi et al., 2022).

2.10 Consumer Purchase Intentions

According to Priansa (2017), consumer purchase intention is the attitude of an individual wanting to buy a product because they feel pleased and interested, perceiving that the product serves a purpose. In contrast, Indika & Jovita (20170 define purchase intention as a phase that determines a consumer's willingness to buy a product or service and is influenced by the consumer's inclination to purchase that product or service. According to Kotler & Keller (2016), the buying stage is when "the consumer forms preferences among the brands in the choice set and may also form an intention to buy the most preferred brand.

2.11 Theoretical Framework

Understanding social media users' behavior and reactions is crucial for effective marketing (Bond et al., 2010; Sanny et al., 2020). Effective advertising strategies positively influence consumer behavior. Sriram (2021) found that creative characteristics, celebrity endorsements, attention-grabbing elements, and emotional appeal enhance the perceived value of social media ads, boosting online purchase intention. Kudeshia & Kumar (2017) noted that electronic word of mouth (eWOM) significantly affects purchasing decisions, with customers seeking feedback from others. The modified theoretical framework, based on Sriram et al. (2021), examines the relationships between social media advertisements, creative characteristics, celebrity endorsements, attention-grabbing details, emotional appeal, and eWOM on purchase intention.



3. Research Methodology

This research utilized a quantitative nFigure 2 Theoretical Framework uestionnaires distributed through Google Forms. A non-probability purposive sampling method, as defined by (Indrawati, 2015), was employed, where specific

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sample members were deliberately selected based on set criteria, rather than giving every member of the population an equal chance of selection. The study emphasized the importance of data validity and reliability. To ensure validity, which measures how accurately a tool targets its intended measure, the researcher conducted content validity checks. Reliability, focusing on the consistency and stability of measurement results, was also assessed to eliminate measurement errors and ensure trustworthy results (Indrawati, 2015).

The authors have appropriated and revised the survey question from a prior investigation conducted (Sriram 2021), (Indrawati, Yones, & Muthaiyah, 2022). The purpose of this assessment is for the writers to acquire expert feedback in order to enhance the questionnaire items to align with the research requirements. Following this, in order to confirm the clarity of each questionnaire item, the researcher must perform a readability assessment with the participants. The items for each factor are outlined in the table below.

Table 1. Questionnaire Item

Variable	Items
Creative Characteristics (X1)	CC1: I consider Skintific ads creative since they stand out from their competitors.
	CC2: I find Skintific ads with original ideas more engaging.
	CC3: I find Skintific's image-based ads more engaging than their text-based ads.
	CC4: I find that Skintific products/services provide understandable information.
	CC5: I find Skintific ads are creative since they motivate me to explore its features.
	CC6: I trust the content of Skintific ads.
	CC7: I trust the platform where Skintific advertised.
	CC8: Skintific ads are creative since they utilize new technologies (e.g., Virtual Reality) to convey their message.
	CC9: I find Skintific video-based ads more engaging than text-based ads.
Emotional Appeal (X2)	EA1: I find Skintific ads have more emotional appeal.
	EA2: I find Skintific ads more emotionally appealing even when I lack motivation.
	EA3: I find Skintific ads more emotionally appealing, thus it is easy for me to understand the message.
	EA4: I find Skintific ads more entertaining due to their characteristics, (i.e., color, sounds, music, or graphics).
Attention-Grabbing Details (X3)	AGD1: I find Skintific ads more attractive, thus reducing my need to gather information.
	AGD2: Skintific ads include information about peer behaviors (i.e., social cues like facial expressions, body language, etc.), so they are more engaging.
	AGD3: If Skintific ads mention the price, it will motivate me to look into the content of the ads.
Celebrity Endorsement (X4)	CE1: I think the pairing of the Skintific brand and the celebrity is aligned with a positive effect.
	CE2: The presence of a celebrity in Skintific ad has a positive effect on my attitude.
	CE3: I often read celebrity influencer reviews to understand impressions of Skintific products.
	CE4: I often read celebrity influencer reviews to ensure I buy the right product from Skintific.
Electronic Word-of-Mouth (eWOM) (X5)	EWM1: I think the information of Skintific is high in quality.
	EWM2: The amount of information of Skintific can help me understand the product performance.
	EWM3: I think the information from Skintific is credible.
	EWM4: The information on Skintific ads is helpful for me to evaluate the product.
	EWM5: The information on Skintific ads eliminates my information gap about the skincare brand.
Purchase Intentions (Y)	PI1: Skintific becomes my consideration to buy in the future.

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	PI2: Next time I need skincare, it is likely I consider purchasing Skintific.
	PI3: Next time I need skincare, it is likely I will use Skintific.
	PI4: It is very likely that I will buy the Skintific product.
	PI5: I will try Skintific product.

4. Research Method and Analysis

The authors initially conducted a pilot study to test the questionnaire's validity for further research. This pilot study included 73 respondents who were Skintific's consumers. The collected data were used for validity and reliability tests. The importance of validity is emphasized as it measures how accurately a tool assesses its intended target. A higher validity level indicates a stronger correlation between what the tool measures and its intended purpose (Indrawati, 2015). In this study, the validity of the questionnaire was tested using the Pearson Product Moment (r-count) correlation with a significance level (α) of 0.05 and a sample size (n) of 73, yielding a correlation rate (r-table) of 0.230.

Table 2 Validity Test Results

Variables	Items	r-Statistics	Test
Creative Characteristics (X1)	CC1	0.509	Valid
	CC2	0.434	Valid
	CC3	0.236	Valid
	CC4	0.385	Valid
	CC5	0.393	Valid
	CC6	0.347	Valid
	CC7	0.353	Valid
	CC8	0.494	Valid
	CC9	0.238	Valid
Emotional Appeal (X2)	EA1	0.555	Valid
	EA2	0.490	Valid
	EA3	0.464	Valid
	EA4	0.376	Valid
Attention-Grabbing Details (X3)	AGD1	0.487	Valid
	AGD2	0.498	Valid
	AGD3	0.392	Valid
Celebrity Endorsement (X4)	CE1	0.331	Valid
	CE2	0.472	Valid
	CE3	0.557	Valid
	CE4	0.624	Valid
Electronic Word-of-Mouth (eWOM) (X5)	EWM1	0.294	Valid
	EWM2	0.390	Valid
	EWM3	0.507	Valid
	EWM4	0.475	Valid
	EWM5	0.543	Valid
Purchase Intentions (Y)	PI1	0.509	Valid
	PI2	0.368	Valid
	PI3	0.388	Valid
	PI4	0.319	Valid

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	PI5	0.542	Valid

Based on the data in the table, the validity test conducted with SPSS is deemed valid. This indicates that the questionnaire items passed the validity test.

The significance of reliability in research cannot be overstated, as it ensures the confidence, consistency, and stability of measurement results, establishing their trustworthiness and reducing measurement errors (Indrawati, 2015). Cronbach's Alpha is commonly used to assess reliability of multiple-item questionnaires. A Cronbach's Alpha value greater than 0.70 indicates that the results are reliable. This measure is commonly used to assess the reliability of questionnaires with multiple items, and indicators are considered reliable if they have a Cronbach's Alpha score greater than 0.70.

Table 3. Reliability Test Results

Variables	**Cronbach's Alpha**	**Test**
Creative Characteristics (X1)	0.954	Valid
Celebrity Endorsement (X2)	0.903	Valid
Attention Grabbing Details (X3)	0.886	Valid
Emotional Appeal (X4)	0.903	Valid
Electronic Word of Mouth (X5)	0.924	Valid
Purchase Intention (Y)	0.927	Valid

From table 3, it can be seen that the values of Cronbach's Alpha show results that are higher than 0.70 which can be concluded that the questionnaire for this research has fulfilled the reliability criteria.

5. Conclusion

The measurement instruments were assessed using data from 73 Skintific's consumers who had purchased the product. The findings confirm that all variables and items are valid and reliable, indicating that the proposed measurements are ready for subsequent research. The validity test results show that all items have correlation values above the r-table threshold, affirming their validity. Moreover, the reliability test results demonstrate that the Cronbach's Alpha values exceed 0.70, ensuring the reliability of all variables.

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