



ENDORSEMENT: ITS ROLE IN BUYING INTEREST IN COSMETICS

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ARTICLE INFO

Article history:

Received January 06, 2024

Revised February 08, 2024

Accepted February 14, 2024

Available online February 14, 2024

Keywords:

Endorsement
Interest In Purchasing
Cosmetics



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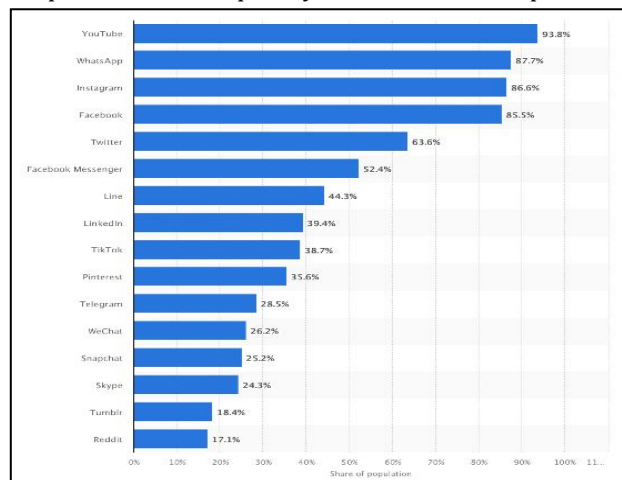
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ABSTRACT

The rapid development of technology has led to lifestyle changes, demanding humans to balance and adapt quickly. Likewise, for business practitioners, there are many modern marketing techniques emerging and proving effective in attracting consumer interest, tempting business practitioners to utilize them. Such as leveraging the opinions of others using social media to create consumer purchase interest. This research investigates the role of Instagram endorsements in stimulating consumer purchase interest in Somethinc cosmetic products. Attitude scale statements were provided to 105 respondents, who are Instagram users currently, previously, or planning to use Somethinc cosmetics, predominantly women aged 21-25 years old, to determine the extent to which Instagram endorsements play a role in arousing their purchase interest. The analysis method used is simple linear regression. The research results indicate a positive and significant role of Instagram endorsements in stimulating consumer purchase interest. Respondents revealed that the Endorsers' ability to convey product information is the most dominant factor that makes them want to know and seek further information about the products in question, followed by the relevance of the information conveyed, and the credibility of the Endorsers.

1. INTRODUCTION

The rapid development of technology has created a need for its use in everyday life, including through social media platforms such as Instagram (Nurhayati-Wolff, 2021). Instagram has become one of the popular platforms used for content sharing, especially in the context of self-promotion. A survey by Statista.com indicates that Instagram usage in Indonesia ranks highest. In February 2021, the world data and statistics portal, Statista.com, released the results of a survey on social media usage among respondents aged 16 to 64 conducted in Q3 2020 in Indonesia. The survey results mentioned that Instagram social media usage ranks among the top three most frequently used social media platforms (Nurhayati-Wolff, 2021).



Source: Statista.com

Figure 1. Penetration of leading social networks in Indonesia as of Q3 2020

Companies face pressure to communicate effectively in competitive markets. One strategy used is leveraging social media, particularly Instagram, to market products (Muhammad & I Made, 2018). The use of influencers as endorsers on Instagram is considered effective in creating consumer purchase interest,

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especially because they are perceived as credible and have strong influence among their followers (Djafarova & Rushworth, 2017). According to The Economic Times (Definition of "Endorsements," 2021), endorsement is a form of advertising that uses a well-known person with high recognition, trust, respect, and awareness among the public. Many businesses of various types of products and services use endorsers to market their products through Instagram. Starting from basic necessities, cooking equipment, health, beauty, tourism, and more. All businesses can use this technique regardless of the size of their business, including the Somethinc cosmetic brand. This cosmetics brand was founded by Irene Ursula, the owner of the BeautyHaul e-commerce platform that sells various beauty products from both domestic and international sources. Founded in 2019, this cosmetics brand is an Indonesian brand. They do not have physical stores. They rely on online sales by conducting marketing promotions, one of which is Instagram endorsements using influencers in the beauty industry, some of whom are Tasya Farasya, Tasya Sayeed, Suhay Salim, Rachel Venny, Sarah Ayu, Abel Cantika, and Andreas Lukita.

Despite not having physical stores, this brand is highly favored, and their products are often sold out on various online sales platforms. Quoting from Kompas.co.id (Top 5 Facial Care Brands in Indonesian E-Commerce with Sales Over Rp 10 Billion, 2021), currently Somethinc ranks third in the "Top 5 Facial Care Brands in Indonesian E-Commerce with Sales over Rp10 Billion" with sales totaling Rp22.4 billion in May 2021. This shows that using endorsers as a marketing technique through social media can create increased consumer purchase interest (Cooley & Parks-yancy, 2019).



Source: kompas.co.id

Figure 2. Top 5 Facial Care Brands in E-commerce in May 2021

Previous research on Wardah cosmetics conducted in 2019 in Semarang (Desy & Amie, 2019) stated that marketing through social media and using endorsers within it positively influences eWom and has the greatest influence on consumer purchase interest. Research on Maybelline cosmetic products conducted in Purwokerto (Anggita & Herni, 2021) proved that endorsements can create a significant positive influence on purchase interest after consumers see reviews from endorsers. Therefore, it is not impossible for Somethinc cosmetics to also experience increased purchase interest after their products are endorsed by many influencers on Instagram who promote the products by reviewing them after using them directly.

Although many studies state that endorsements can stimulate consumer purchase interest, there are other studies that state that endorsements do not affect consumer purchase interest (Gayatri & Bhina Patria, 2018). There is also other information indicating negative issues, such as some endorsers abusing the Instagram platform and exploiting endorsement activities to profit for themselves without knowing the exact impact or effect of the products they endorse, such as Shandy Aulia endorsing online gambling (Khoiri, 2021), Via Valen endorsing illegal cosmetics (Ilusi, 2018), and Gisella Anastasia endorsing a travel agency run by credit card fraudsters. As a result, the artists who became endorsers were dealt with by the police. This can show that there are still endorsers who do not accurately know the information from the endorsements they receive, so their credibility can also be doubted.

In the field of cosmetics and beauty, there are certain ingredients that should not be applied to the skin, especially on the face, both generally and in certain conditions, such as petroleum, chlorine, chloroform, and so on. There are also ingredients that can only be used in certain amounts and are strictly limited, such as mercury, active sunscreen ingredients, and hexachlorophene (Agustin, 2021). Therefore, misinformation conveyed by endorsers can cause material and moral losses to consumers, such as the amount of money paid for cosmetics that are not suitable for their skin type, skin damage such as irritation, rash, acne, wounds, and even cancer. Even fatal errors can occur in fetuses if pregnant women use cosmetics with certain prohibited ingredients in health science. According to dr. Meva Nareza (Meva Nareza, 2021) in her post on the Alodokter.com website, there are several cosmetic ingredients that are harmful to pregnant

women such as parabens, retinol, lead, diazolidinyl urea, phthalates, and oxybenzone. In this case, the information conveyed by influencers plays an important role in the health and safety of consumers.

2. METHODS

The research on the role of Instagram endorsement in stimulating consumer purchase interest in Somethinc cosmetic products employs a quantitative study because the researcher utilizes a survey as the data collection tool, where the assessment results are numerical values provided by respondents. A list of attitude scale statements will be distributed through a third party, namely Google Form. The author uses a prospective analysis unit, which means making consumers of Somethinc products as the analysis unit. Hypothesis testing will be conducted using simple linear regression analysis with the assistance of the Statistical Package for the Social Sciences (SPSS) software.

3. RESULTS AND DISCUSSIONS

Endorsement

The Instagram endorsement variable for Somethinc cosmetic products is an independent variable in this study. Measured using 5 statement items, research on this variable is divided into 3 indicators, namely Endorser credibility, information relevance, and Endorser skill in delivering information. The results of the research on this variable are as follows:

Tabel 1 Calculation Results for Respondent Endorsement Variables via Instagram

No	Indicator	Skor Likert					Skor Interval
		1	2	3	4	5	
1.	<i>Endorser credibility</i>	Very Not Credible	Not Credible	Neutra l	Credible	Very Credible	442
		1	3	15	39	47	
2.	Conformity of Product Information	Sangat Tidak Sesuai	Tidak Sesuai	Netral	Sesuai	Sangat Sesuai	449
		1	1	15	39	49	
3.	Endorser Skills in Conveying Information	Very not Skilled	Not Skilled	Netral	Skilled	Very Skilled	471
		0	1	4	43	57	

Based on the table above, it can be observed that for the Instagram endorsement variable, the Endorser credibility indicator obtained a total score of 442, the product information relevance indicator received a total score of 449, and the Endorser's skill in delivering product information indicator garnered a total score of 471.

Based on the assessment of the three indicators, the results show that all three indicators are above 80%. This means that, overall, respondents consider the Instagram endorsement content published by Endorsers for Somethinc cosmetic products to be very appealing based on the assessment of Endorser credibility, which refers to the good image held by the Endorser and the relevance of their expertise, thus creating consumer trust; the relevance of information between what the Endorser conveys and the product; and the Endorser's skill in delivering product information. Therefore, Instagram endorsement can be said to play a significant role for Somethinc cosmetic products. This is further supported by the survey results from Statista.com (Statista Research Department, 2021) in Figure 1.2, which shows that Indonesia is the second country with many Internet users following Endorsers, particularly those who have been recognized as Influencers.

Purchase Intention

The consumer purchase interest variable is included as a dependent variable in this study. Measured using 4 statement items, this variable is divided into 4 indicators: interest in knowing about the product, interest in seeking information, interest in purchasing, and willingness to purchase. The results of the research on this variable are as follows:

Table 2 Calculation Results of Respondents Consumer Purchase Interest Variables

Indicator	Skala Likert					Skor Interval
	1	2	3	4	5	
	Very not interested	not interested	Netral	interested	very interested	
Interest in knowing the product	0	3	16	40	46	444
Interest in finding product information	0	6	21	37	41	428
Interest in buying the product	1	5	20	33	46	433
Willingness to buy the product	Very not available	not available	Netral	available	Very available	Skor Interval
	1	9	28	38	29	

Based on the table above, it can be seen that for the consumer purchase interest variable, the interest in knowing about the product indicator obtained a total score of 444, the interest in seeking product information indicator received a total score of 428, the interest in purchasing the product indicator obtained a total score of 433, and the willingness to purchase the product indicator garnered a total score of 400. Based on the assessment of the four indicators, the results indicate that all indicators fall within the range of 70% - 80%, thus it can be stated that the consumer purchase interest variable for Somethinc cosmetic products is in the high category. This can be interpreted as overall, respondents are interested in purchasing Somethinc cosmetic products. These results are reinforced by the numerous discussions among consumers and prospective consumers with the administrators of the Somethinc brand regarding product characteristics, product safety, and consumer consultations on products that pique their interest on the Tokopedia marketplace; these discussions can be seen in Appendix 3. Furthermore, this research's findings are strengthened by Somethinc's victory as the Top Skincare Brand for seven consecutive months in 2021 (Harris Maulana, 2021).

Relation Between Endorsement and Purchase Intention

Simple linear regression analysis is conducted to determine the role of Instagram endorsement in stimulating consumer purchase interest in Somethinc cosmetic products. In this study, Instagram endorsement is the explanatory variable, while purchase interest is the response variable. The analysis is performed using the assistance of SPSS v28 software, which also displays correlation coefficients and determination coefficients. The results of the analysis are revealed through the following table:

Tabel 3. Results of Simple Linear Regression Analysis Using SPSS v28

Koefisien	Nilai
Konstanta	2,729
Regresi	0,632
Korelasi (R)	0,589
Determinasi (R ²)	0,347
Nilai thitung	7,399
Nilai signifikansi	<0,001

Referring to the table of simple linear regression analysis above, the regression analysis can be calculated by inserting the constant coefficient value and the regression coefficient value into the formula of the simple linear regression equation as follows:

$$\hat{y} = a + bx$$
$$\hat{y} = 2,729 + 0,632x$$

From the equation above, it can be explained that the constant value of 2.729 represents the consistent value of consumer purchase interest in Somethinc cosmetic products, while the regression coefficient value of 0.632 indicates that for every 1% increase in the Instagram endorsement variable for Somethinc cosmetic products, the consumer purchase interest will also increase by 0.632. The regression coefficient value is positive, indicating that the direction of the relationship between Instagram endorsement and consumer purchase interest in Somethinc cosmetic products is positive.

Based on the values obtained in Table 3, hypothesis testing decisions can be made as follows: Based on significance. The significance value in Table 3 shows a value of < 0.001 , which is less than the p-value of < 0.05 , indicating that H_0 is rejected. Therefore, Instagram endorsement has a significant role in stimulating consumer purchase interest in Somethinc cosmetic products. Based on t-value. In Table 3 of simple linear regression analysis, it is known that the t-value is 7.399. Based on the distribution of t-table values, with 103 degrees of freedom and a t-value of 1.986 at 0.025, it is obtained that the t-value of 7.399 $>$ t-table 1.986, thus it can be decided that H_0 is rejected. Therefore, Instagram endorsement plays a role in stimulating consumer purchase interest in Somethinc cosmetic products. The table of linear regression analysis shows the magnitude of the correlation coefficient (R) to be 0.589. The correlation coefficient value approaches 1 and is positive, indicating a strong relationship. This means that the role of Instagram endorsement in stimulating consumer purchase interest in Somethinc cosmetic products can be considered quite strong and positive, namely 0.589. According to the theory of (Djafarova & Rushworth, 2017), consumer self-esteem increases when they follow endorsements because of their lack of confidence in decision-making.

From this output, the coefficient of determination (R^2) is obtained as 0.347. This indicates that the role of Instagram endorsement in stimulating consumer purchase interest in Somethinc cosmetic products is valued at 34.7%. This can be interpreted as the remaining 65.3% is influenced by factors other than Instagram endorsement. The coefficient of determination obtained is lower than a similar study conducted by Sokolova & Kefi (2020) in France, which had a result of 48.5%. Instagram endorsement can stimulate consumer purchase interest in Somethinc cosmetic products because the Endorsers used by the Somethinc brand to endorse its products are very capable of convincing their followers on Instagram that Somethinc cosmetic products are good and beneficial to use by conveying the product characteristics as they are in the products. The Endorsers have high credibility and have gained the trust of their followers, so the followers immediately process the information provided by the Endorsers in their behavior.

Overall, the results of this study are consistent with previous research conducted by Anggita & Herni (2021), Desy & Amie (2019), Djafarova & Rushworth (2017), and Sokolova & Kefi (2020), which state that Instagram endorsement has a positive impact on creating consumer purchase interest and when consumers receive sufficient information on a product, purchase interest will arise. However, these research findings are not consistent with the findings from Atika, Ujang, & Netti (2019), which state that there is no significant influence from endorsements in creating purchase interest in consumers because Endorsers influence consumer behavior indirectly through brand image. The difference in research results may be due to differences in the research objects and indicators used.

4. CONCLUSION

Based on the discussion of the research results "The Role of Instagram Endorsement in Stimulating Consumer Purchase Intent for Somethinc Cosmetic Products," it can be concluded that. The Instagram endorsement variable falls into the category of being highly influential for Somethinc cosmetic products, meaning that respondents perceive endorsement content published by endorsers as highly appealing. This is evidenced by research results showing values of over 80% for all three indicators used. The consumer purchase intent variable for Somethinc cosmetic products falls into the category of being high. Consumers are highly interested in knowing about the products, seeking further information, and being willing to purchase them. However, consumers' willingness to purchase the products is lower than their interest in buying them. This is supported by research results showing values between 70-80% for all four indicators used. To determine the relationship between these two variables, a simple linear regression analysis was conducted, with results showing a positive role of Instagram endorsement in stimulating consumer purchase intent for Somethinc cosmetic products with a strength of 0.589. The determination value, or the influence of Instagram endorsement in stimulating consumer purchase intent for Somethinc cosmetic products, is 34.7%, while the remaining 65.3% is attributed to factors other than Instagram endorsement.

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