

Using Social Media and Endorsement for Increasing the Transaction of Skincare Products

C N Winata¹, A P Widhiani^{1*} and M Bachtiar¹

¹IPB University (Institut Pertanian Bogor), Kampus IPB Dramaga, Jl. Raya Dramaga, Babakan, Kecamatan Dramaga, Kabupaten Bogor, Jawa Barat 16680, Indonesia.

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ABSTRACT

The Indonesian skincare industry is growing and attracting many players. Many players face increasingly cutthroat competition among industry players. The rise of social media has led to a boom in online sales. So, endorsement comes into play. Endorsers' popularity will increase brand reputation. The purposes of this research are 1) to analyse the effect of social media and endorsement on skincare transactions, and 2) to propose a strategy using social media and endorsement for skincare industry players. Social media and endorsement have a significant and positive influence on transactions. Social media dimensions influencing purchase transactions include context, collaboration, and connection. The endorsement dimensions that have a substantial impact on purchase transactions are trustworthiness, expertise, and similarity. Through social media, companies can expand their communication with consumers by creating a space for exchanging opinions/discussions, as well as providing useful, complete, and precise information. With endorsements, the company is expected to enhance its attractiveness by selecting attractive endorsers and its respect by choosing endorsers with good personalities, achievements, and prestige.

Keywords: Digital Marketing, Endorsement, Purchase Transaction, Social Media Marketing, Skincare Industry.

1. INTRODUCTION

The cosmetics industry (including facial care/skincare products) in Indonesia shows quite a significant increase [1]. The Gross Domestic Product at constant prices for the chemical, pharmaceutical, and traditional medicine industries, including cosmetics, in the 4th quarter of 2021 was IDR 60.77 trillion. This opportunity attracts new players in the industry, where there was a 20.6% increase from 2020 to 2021, and by July 2022, the number of players had reached 913 [2]. Consequently, the competition is tough. To win, a company must strive to increase its sales volume.

Social media users in Indonesia are increasing every year, and by 2022, the number is expected to reach 191 million [3], creating an opportunity for social media marketing. The rise of endorsers due to social media brings more marketing opportunities as well. Endorsements from popular public figures can boost a business's reputation, making the product more well-known to the public [4].

Information technology in the data-driven era shows rapid progress. This development makes Indonesia have enormous digital market potential. This also has an impact on improving the Indonesian economy in every industrial sector [5], including the skincare industry. In the era of digitalization, the use of social media and endorsements can make it easier for consumers to

*Corresponding author: anitawi@apps.ipb.ac.id

access information and increase the attractiveness of skincare products, thereby influencing consumers to make purchase transactions. The respondents selected in this study were students aged 17–23 years, as this age group was considered capable of making their own choices. Ages 17 – 23 years are included in the late adolescent or young adult phase. At this age, they fall into the college/university age group, many of them have wide social circles, are following the rapid era of digitalization, and are already generating their own income through part-time work, becoming teaching assistants, or taking part in competitions [6]. The income they generate is not yet substantial or stable, but it tends to make them consumptive and impulsive [7]. Therefore, an analysis is needed regarding the use of social media and endorsements in skincare product purchase transactions by customers, which is expected to encourage consumer purchase transactions for skincare products. Based on this phenomenon, researchers are interested in investigating the impact of social media use and endorsements on skincare product purchasing decisions. This research aims to 1) analyse the influence of social media and endorsements on skincare product transactions, 2) analyse the influence of social media and endorsements dimensions on skincare product transactions, and 3) give managerial recommendations for skincare companies on using social media and endorsements.

2. LITERATURE REVIEW

2.1 Social Media

Social media is a media revolution that empowers users to obtain and convey information [8]. It is used as a marketing medium by utilizing online communities, social networks, blogs, and other online media to support marketing, sales, and establish services and relationships with consumers [9]. Based on research by the Indonesian Internet Service Providers Association (2016), as many as 62% of social media users use it for online business.

There are 4 dimensions in using social media, which are 1) Context: presenting an interesting message or information with content, design, and delivery time so that it is easy for the audience to understand; 2) Communication: conveying a story or information, listens and responds to consumers; 3) Collaboration: interaction, involvement, suitability and benefits that a company can provide to consumers can make things better, more effective and efficient; 4) Connection: establishing and maintaining a relationship so that it remains sustainable so that users feel closer to the company through social media [10].

The use of the 4C dimensions (context, communication, collaboration, and connection) in this research is strengthened by a previous study that used a similar theory. The use of social media has a positive and significant influence on consumer purchasing decisions during product purchase transactions. The connection and context dimensions have a greater impact on product purchase transactions [11-13].

2.2 Endorsement

5 important attributes are used as a reference in selecting endorsers to star in an advertisement to be more effective in influencing consumers (TEARS model): 1) Trustworthiness, which refers to the extent to which a source is considered honest, reliable, and trustworthy. Consumers' confidence in the message from the endorser is high, as they trust it to produce efficient behaviour change. The trustworthiness dimension encompasses consumers' confidence in both the endorser and the message being informed. Consumers' confidence in an endorser is based on his/her professional and personal life seen in the mass or social media; 2) Expertise, refers to the knowledge, experience, and skills of an endorser that can change opinions, invite, and attract consumers' attention; 3) Attractiveness, refers to physical characteristics of an endorser, for example attractiveness, good looks/beauty, and athleticism; 4) Respect, refers to an endorser

personal qualities, achievements, and good reputation; 5) Similarity, refers to the similar characteristics of an endorser and consumers, such as skin type, tastes, and lifestyle [14].

The TEARS model has a positive and significant effect on consumer purchases. One research shows that only the similarity dimension influences product purchases [15]. Other research shows that the dimensions of trustworthiness and similarity have a greater influence on product purchases [16]. Furthermore, qualitative analysis shows that the TEARS model is very effective for marketing strategy [17].

2.3 Purchasing Transactions

Transactions are the action of purchase decisions [18]. Transactions are the final stage of the AIDA (Attention, Interest, Desire, Action) model [19]. A transaction is indicated by purchase frequency and the amount of money used or allocated as expenditure in a specific period [20][21]. Transaction is influenced by the level of purchasing intensity and certain time conditions in the environment around where the product or service is offered [22]. Furthermore, money is an essential element because our daily lives are influenced by money, for example, in purchasing products [23].

Marketing via social media has a significant effect on consumer purchasing decisions, which means that using social media as a marketing medium can increase consumer interest in making purchasing actions [24]. Stated that social media has a significant and positive influence on attention, interest, and search factors in consumers, which cause purchasing transactions [25]. Using endorsers on social media has a positive impact on consumer actions to make a purchase [26-28].

2.4 Hypotheses

The hypotheses (Figure 1) are:

- H1: Social media and endorsements have a positive impact on skincare product transactions.
- H2: Social media has a positive impact on skincare product transactions.
- H3: Endorsements have a positive impact on skincare transactions.

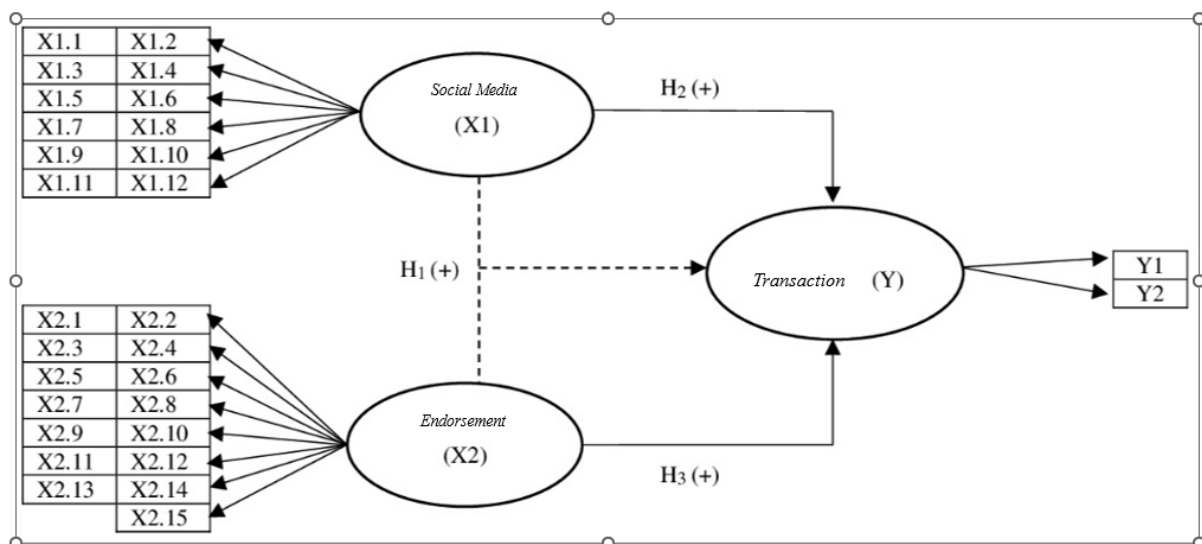


Figure 1: Hypotheses.

3. METHODS

3.1 Data Collection and Analysis

Data were collected using online questionnaires with a voluntary sampling technique. The criteria for respondents in this study were male and female students aged 17-23 years, users of social media and skincare products. The number of respondents is 290, based on 10 times the number of indicators used in the analysis [29]. Respondents were asked whether they agreed with the statements on the questionnaire. The measurement scale ranges from one (not agreeing at all) to six (very agree).

Data were analysed with Linear Regression. Validity, reliability, and classical assumption (normality, heteroscedasticity, and multicollinearity) tests were conducted beforehand.

3.2 Variables, dimensions, and indicators

The independent variables are social media and endorsements, while the dependent variable is purchasing transactions. The variables, dimensions, and indicators are available in Table 1.

Table 1. Variables, dimensions, and indicators.

	Dimensions	Indicators
Social media (X1)	<i>Context</i>	Content delivery (X1.1) Content design (X1.2) Delivery timing (X1.3)
	<i>Communication</i>	Listening to the customers (X1.4) Giving useful information (X1.5) Providing clear information (X1.6)
	<i>Collaboration</i>	Good interaction (X1.7) Positive response (X1.8) Accurate response (X1.9)
	<i>Connection</i>	Interactive communication (X1.10) Relational connection (X1.11) Consistent messaging (X1.12)
Endorsement (X2)	<i>Trustworthiness</i>	Trustworthy (X2.1) Honest (X2.2) Reliable (X2.3)
	<i>Expertise</i>	Knowledge (X2.4) Experience (X2.5) Skills (X2.6)
	<i>Attractiveness</i>	General attractiveness (X2.7) Attractive face (X2.8) Attractive body (X2.9)
	<i>Respect</i>	Personal qualities (X2.10) Achievements (X2.11) Reputation (X2.12)
	<i>Similarity</i>	Similar skin type (X2.13) Similar preference (X2.14) Similar lifestyle (X2.15)
Transaction (Y)	Frequency	Numbers of transaction/period (Y1)
	Amount of money spent	Amount of money spent/period (Y2)

4. RESULT AND DISCUSSION

4.1 Reliability and Validity Test

The Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO-MSA) values for social media and endorsement variables are 0.941 and 0.920, respectively, indicating high validity. Furthermore, based on the resulting anti-image correlation and factor loading, social media and endorsement variables are valid. The Cronbach's alpha values of the social media and endorsement variables are 0.949 and 0.940, respectively, showing high reliability. In conclusion, the measuring instruments are valid and reliable.

4.2 Classical Assumption Test

The results of the classical assumption test are shown in Figure 2. The normality test result indicates that the points are evenly distributed along the diagonal line, suggesting that the data follows a normal distribution. The multicollinearity test result indicates that the tolerance value for social media and endorsement variables is 0.772, and the VIF value is 1.385. Therefore, it can be concluded that the model does not exhibit any symptoms of multicollinearity. The heteroscedasticity test indicates that the points are spread above, below, and around the number 0, suggesting no heteroscedasticity problem. It can be concluded that the data pass the classical assumption test.

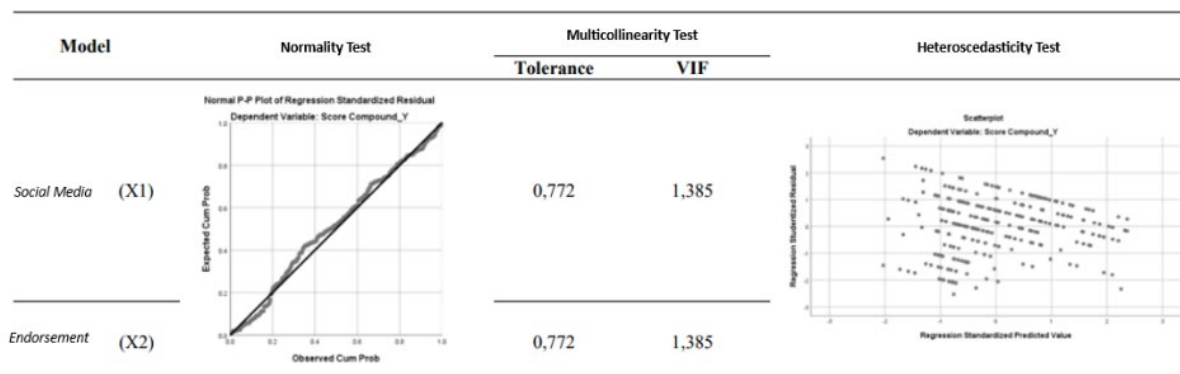


Figure 2: Classical assumption test results.

4.3 Multiple Linear Regression Test

The results of the multiple linear regression test are shown in Table 2. Both variables have a significant effect on the transaction. The endorsement variable has a greater influence on transactions. Having an endorser who is trustworthy, expert, attractive, respected, and shares similarities with the target consumers has a significant impact on attracting consumers to purchase the products.

Table 2. Multiple linear regression test result.

Variables	Regression Coefficient	T-Value	Sig.
Constant	-8.936E-17		
Social media (X ₁)	0.164	7.829	0.000
Endorsement (X ₂)	0.245	11.966	0.000
F Value	1103.791		0.000
R Square	0.885		

4.4 Hypotheses Test

The results of the hypothesis test are:

Hypothesis 1: Social media and endorsements have a positive impact on transactions. In Table 2, we can see that the F test result shows a significance value of less than 0.05, so it can be concluded that social media and endorsement simultaneously affected transaction. Based on the results, it can be concluded that hypothesis 1 is accepted.

With an R-squared value of 0.885, it can be concluded that social media and endorsement simultaneously have a strong effect on transactions. It means that 88.5% of the perceived value of transactions can be explained by the dimensions of social media and endorsement. Meanwhile, the remaining 11.5% was influenced by other variables that were not examined. This result is higher compared to previous research, where social media influences 29.6% of transactions [24] and endorsement influences 19.8% of transactions [26]. Combining both variables reveals a significantly higher influence on transactions.

Hypothesis 2: Social media has a positive impact on transactions. The result of the partial test (T-test) in Table 3 indicates that the social media variable has a partially significant effect on the transaction. Therefore, hypothesis 2 is accepted, consistent with previous research showing social media's significant impact on transactions [24],[27]. The regression coefficient in Table 2 indicates that the social media variable has a perception value of 0.164, meaning that a one-unit increase in social media will lead to a 0.164 increase in transactions. The results can be seen in the following table.

Table 3: Partial test of social media dimensions.

Social Media Dimensions	Critical Value	Sig.	R ²	Conclusion
<i>Context</i>	0.05	0.011	0.653	Accepted
<i>Communication</i>		0.970	-	Rejected
<i>Collaboration</i>		0.033	0.628	Accepted
<i>Connection</i>		0.001	0.653	Accepted

We can see in Table 3 that three of four dimensions of social media - context, collaboration, and connection - have a significance value of less than 0.05, so it can be concluded that these three dimensions significantly impact transactions. This result aligns with the partial test findings, indicating that the social media variable has a partially significant influence on transactions.

Further analysis was carried out on the three dimensions that had an influence, excluding the one with no influence from the model. The R-squared value indicates the magnitude of impact of these three dimensions on transactions: context (65.3%), collaboration (62.8%), and connection (65.3%). The result of further analysis is shown in Table 4. By excluding the insignificant dimension from the Social Media variable, the R-squared value will increase.

Table 4: Further analysis of social media dimensions.

Social Media Dimensions	Towards	Critical Value	Sig.	R ²	Conclusion
Context	Purchase frequency (Y1)	0.05	0.000	0.947	Accepted
	Amount of money spent (Y2)		0.000	0.186	Accepted
Collaboration	Purchase frequency (Y1)	0.05	0.000	0.933	Accepted
	Amount of money spent (Y2)		0.000	0.169	Accepted
Connection	Purchase frequency (Y1)	0.05	0.000	0.946	Accepted
	Amount of money spent (Y2)		0.000	0.186	Accepted

Hypothesis 3: Endorsements have a positive impact on skincare product transactions. The result of the partial test (T-test) in Table 5 indicates that endorsement has a partially significant effect on transaction, leading to the conclusion that hypothesis 3 is accepted. In accordance with previous research, endorsement has a positive and important influence on consumer actions to carry out transactions [24]. The regression coefficient in Table 2 indicates that the perceived value of the endorsement is 0.245, meaning that a one-unit increase in endorsement will lead to a 0.245 increase in transactions.

Table 5. Partial test of endorsement dimensions.

Endorsement Dimensions	Critical value	Sig.	R ²	Conclusion
<i>Trustworthiness</i>	0.05	0.000	0.699	Accepted
<i>Expertise</i>		0.023	0.658	Accepted
<i>Attractiveness</i>		0.640	-	Rejected
<i>Respect</i>		0.760	-	Rejected
<i>Similarity</i>		0.008	0.669	Accepted

As shown in Table 5, three out of five dimensions of endorsement - trustworthiness, expertise, and similarity - have a significance value of less than 0.05, indicating that these dimensions significantly impact transactions. This result aligns with the partial test findings, indicating that the endorsement has a partially significant influence on transactions.

Table 6: Further analysis of endorsement dimensions.

Endorsement Dimensions	Towards	Critical Value	Sig.	R ²	Conclusion
<i>Trustworthiness</i>	Purchase frequency (Y1)	0.05	0.000	0.239	Accepted
	Amount of money spent (Y2)		0.000	0.929	Accepted
<i>Expertise</i>	Purchase frequency (Y1)	0.05	0.000	0.209	Accepted
	Amount of money spent (Y2)		0.000	0.908	Accepted
<i>Similarity</i>	Purchase frequency (Y1)	0.05	0.000	0.210	Accepted
	Amount of money spent (Y2)		0.000	0.929	Accepted

Further analysis was carried out on the three dimensions that had an influence, excluding the two that had no influence on the model. The R-squared value shows the magnitude of the influence of these three dimensions on transactions: trustworthiness (69.9%), expertise (65.8%), and similarity (69%). The result of further analysis is shown in Table 6. By excluding the insignificant dimension from the Endorsement variable, the R-squared value will increase.

4.5 Managerial Implications

The results of this research show that marketing strategies through social media and endorsements have a significant influence on the transaction of skin care products. It is recommended to pay more attention to the dimensions of context, collaboration, and connection on social media, as well as the dimensions of trustworthiness, expertise, and similarity in the characteristics of an endorser. The detailed recommendations are as follows:

- Content: each social media account of a skincare brand should have an attractive design, easy-to-understand messages, and be displayed during prime time
- Collaboration: each social media account of a skincare brand should be interactive, providing positive and appropriate responses to visitors
- Connection: each social media account of a skincare brand should provide the latest information consistently and establish sustainable reciprocal relationships with visitors by responding positively to suggestions from visitors
- Trustworthiness: the endorser must be trustworthy, honest, and reliable in conveying information

- Expertise: the endorser must be experienced, have knowledge about skincare, and have a good reputation
- Similarity: the endorser must have similarities with the target consumer in terms of skin type, taste, and lifestyle

5. CONCLUSION

Social media and endorsement variables significantly influence transactions. The dimensions of social media that influence transactions are context, collaboration, and connection. Meanwhile, the endorsement dimensions that influence transactions are trustworthiness, expertise, and similarity. Through social media, companies can expand their communication with consumers by creating a space for opinion exchange and discussions, as well as providing useful information clearly and comprehensively. Meanwhile, selecting endorser figures with good personalities, achievements, and a good reputation can influence a larger audience to make purchase transactions of the skincare products.

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