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Social Media Promotion of Local Brand Skincare on Generation Z's Buying Decision

Cielomita Brilian Qotrunnada[1] (19311130@students.uii.ac.id)
Endy Gunanto Marsasi[2] (183111301@uii.ac.id)*

[1,2]Department of Management, Faculty of Business and Economics, Universitas Islam Indonesia, Sleman, DI Yogyakarta, Indonesia
*Corresponding Author

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Abstract

The background of this study is because of the unoptimal concept of promotion (through) social media and the brand image among Generation Z regarding using Instagram to purchase skincare products. Brand image is used as an element of novelty to determine consumer response to purchasing decisions. The gap in this study is brand awareness of purchasing decisions, which still differs from previous studies results. This research was conducted to determine the effect of promotion (through) social media on increasing brand awareness, brand image, and purchasing decisions among consumers. The Social Learning Theory underpins this research, namely a theory that discusses the mediation process between stimuli, responses, and an individual's behavior, which is learned through observing the environment. The research object focused on local brand skincare product companies, and the subjects focused on generation Z, who use local skincare brands. Questionnaires were distributed to 220 respondents to gather the necessary data. This study conducted tests using IBM SPSS Statistics 26 software and SEM-AMOS 24. The results revealed that all hypotheses were supported. Promotion (through) social media, brand awareness, and brand image affect the purchase intention.

Keywords: social media promotion; brand awareness; brand image; purchase intention

JEL Classification: M3; M31; M37

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INTRODUCTION

In the digital era like today, we are required to be able to adapt to increasingly advanced technological changes. Social media has changed the role of consumers from passive listeners or viewers to active participants. Social media platforms have become an important marketing tool for building brand awareness during the Covid-19 pandemic due to their unique creativity, especially in increasing consumer knowledge about product brands (Mason et al., 2021). Social media promotion can be done through a campaign on Instagram. The majority of small to medium businesses use Instagram. Pictorial information with attractive visualization will increase brand awareness and purchase intention (Kusumasondjaja, 2020). The brand being promoted will become much better known by various groups of people.

Online and offline marketing have visible differences. Online marketing has advantages, such as during a pandemic aiming to minimize cases of transmission, and online shopping is also more time-saving and efficient. Offline marketing has advantages such as real-time, real-world offline experience and buying specialized products unavailable for online purchase (Moon et al., 2021).

The increasing demand for cosmetics from natural ingredients is because plant extracts are the most popular. After all, they contain antioxidants as active substances to protect the skin (Juliano & Magrini, 2018). One of the most frequently used ingredients in cosmetic products is collagen. The role of collagen is to increase skin hydration (Sionkowska et al., 2020). The use of ingredients derived from seaweed in skincare products has increased in recent years. Components of seaweed contained in skincare can provide strong skin protection (Jesumani et al., 2019). Skincare products can solve skin problems if they are used as needed. The benefits of anti-aging skincare can reduce the possibility of sensitive skin appearing (Messaraa et al., 2022). Consumers use skincare to maintain healthy skin and are more confident about their appearance (Zhang et al., 2020).

Companies that are going to implement a branding strategy with foreign brand names should not deliberately hide their true brand origins when carrying out marketing efforts, for example, by using a combination of foreign and local languages in creating brand names, which can indicate the origins of local brands (Chen, 2021). Local brands promote a higher level of impulse buying than global brands. The increase in impulsive attitudes toward local brands is also due to being considered close to consumer lifestyles, values, preferences, and behavior (De Vries & Fennis, 2020).

Keith (1960) states that consumer research, technical research, production procurement, advertising, and extensive sales can be made through marketing. Technological developments associated with various global internet networks present excellent marketing prospects for the food, beverage, and cosmetic industries (Haenlein et al., 2020). Marketing must be done selectively, and companies can carry out strategies by targeting product promotions and advertisements on social media to become long-term investments to increase revenue (Cooley & Parks-Yancy, 2019). Drafting concepts for more creative, up-to-date, and unique content can increase brand awareness. Brand awareness has

previously been built either through advertisements or content uploaded on social media (Vasudevan & Peter Kumar, 2019).

The mini research questionnaire uses ten local brand comparisons based on the best-selling local skincare brands in e-commerce. The local brand with the most interest in mini research is Avoskin Beauty, with results of 41.7%. The results of the mini research show that 86.1% of local skincare brand users are 17-25 years old. Generation Z has concerns about efficiency, so they have reasons to move from traditional to modern shopping through e-commerce. One of the important elements for Generation Z to increase customer satisfaction and trust in the product is an attractive design and layout (Ayuni, 2019). Generation Z is the main target for companies engaged in the information and technology sector because they have unique characteristics that can provide many opportunities for companies (Lestari, 2019).

Social learning theory is a mediation process between stimuli and responses, behavior learned through observing the environment (Bandura, 1977). Social Learning Theory is currently experiencing much development, which can be seen in how consumers observe products. The development of social media is a tool for exchanging information that is an innovative platform to facilitate consumers to interact socially with each other. Advertising content will affect the promotion of products and services. Engaging content will increase the motivation for consumer purchasing decisions (Riaz et al., 2021).

Brand awareness is a factor that influences research on social media promotion's ability to increase product purchases (Ardiansyah & Sarwoko, 2020). In this study, brand image is an element of novelty intended to determine consumer response at the purchasing decision stage. Brand image is a basic image of the brand. A positive brand image in a flourishing product category can play an essential role in improving consumer views of the overall quality of the product (Hongjoo, 2019). Consumers consider brands to be symbolic, which can build a brand image, and consumers can decide that they like the brand by aligning self-image and brand image (Yuanita & Marsasi, 2022).

Table 1. Research Gap

Correlation	Bruhn et al. (2012)	Dabbous et al. (2020)	Febriyantoro (2020)	Stojanovic et al. (2018)	Dabbous et al. (2020)
Brand Awareness-Purchase Intention		Insignificant	Insignificant		Significant
Promotion (through) Social Media-Brand Awareness	Insignificant			Significant	

Note: primary data.

Table 1 explains the research gap. Dabbous et al. (2020) and Febriyantoro (2020) state that brand awareness does not significantly affect purchasing decisions. Research states that promotion (through) social media is not significant to brand

awareness (Bruhn et al., 2012). This update is supported by Igor Stojanovic (2018) who states that social media can affect brand awareness, brand image, customer value, quality, and loyalty. Research has the result that brand awareness can also have a significant effect on purchasing decisions (Dabbous & Barakat, 2020).

The researcher's interest in conducting research again discusses the effect of promotion (through) social media, brand awareness, and brand image on purchasing decisions due to consideration of previous results that have not been consistent. Researchers use Social Learning Theory as a research reference theory. This study was conducted to determine the effect of promotion on purchasing decisions for local skincare brands in generation Z through social media and brand image. A similar strategy is widely used in online checkout systems due to the many products.

Research shows consistent results regarding companies paying more attention to social media marketing because it will affect brand awareness (Tarabieh, 2022). Social media has become an essential component of everyday life as a communication channel. Broader communication will have a good impact on allowing brands to reach large consumer groups (Guha et al., 2021). Research also states that promotion (through) social media significantly impacts brand awareness (Eid et al., 2020).

H1: Promotion (through) social media has a positive effect on brand awareness among users of local skincare brands.

Research shows that results align with the relationship between brand awareness and purchasing decisions that have significant results (Lee et al., 2019). Purchase decisions are indirectly influenced by brand awareness (Singh & Kumar, 2022). Brand image is represented by price levels, merchandise, and customer service, which allows it to shape brand awareness and impact purchasing decisions (Graciola et al., 2020).

H2: Brand awareness has a positive effect on purchasing intention for users of local skincare brands.

Research shows that consistent results related to knowledge about product information consumers through social media can change consumers' views of brand image and purchase intentions (Momen et al., 2020). Research according to Savitri et al. (2021) also states that promotion (through) social media for brand image formation has significant results. Consistently posting content to social media will improve a consumer's perception of a brand (Singagerda, 2020).

H3: Promotion (through) social media has a positive effect on brand image formation in local skincare brand users.

Research shows that results are in line with companies that do not have a good and strong brand image, which will decrease market share in product purchasing decisions (Moslehpour et al., 2022). Plidtookpai & Yoopetch (2021) show that brand image significantly influences purchasing decisions. Reviews about products posted online will improve brand image, and the impression of a good brand image will influence consumer purchasing decisions (Nuseir, 2019).

H4: Brand image has a positive effect on purchasing intention for users of local skincare brands.

Research shows consistent results regarding brand awareness, which significantly affects brand image (Matikiti-Manyevere et al., 2020). Web elements such as social interactivity, active control, and synchronicity affect brand awareness, while active control elements and social interactivity affect brand image. Develop practical recommendations on how product brands can increase brand awareness, brand image, trust, commitment, and loyalty (Ledikwe, 2020).

H5: Brand awareness has a positive effect on brand image in local skincare brand users.

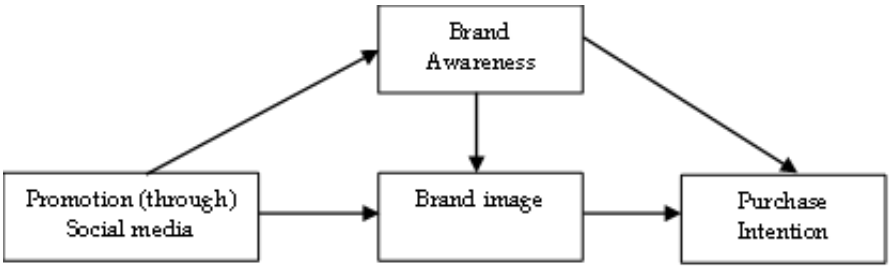

Figure 1. Conceptual Model

METHOD

Quantitative primary data is used for research data. Quantitative methods aim to test objective theories and the relationship between variables measured using instruments so that data analysis can be carried out using statistical procedures (Creswell & Creswell, 2018). The purposive sampling technique is a sampling technique that shows a relevant relationship with the data to be collected by the researcher (Creswell & Creswell, 2018). The sample obtained was 220 respondents. The criteria used were users of local skincare brands, generation Z, aged 17-25 years old, and domiciled in Central Java. The population shows various characteristics that can be adjusted to the targets to be used in research (Zikmund, 2013). The data collection method was obtained by filling out questionnaires. Respondents' opinions of the research object were measured using the Likert scale (Zikmund, 2013). Structural Equation Modeling (SEM) is used as a research analysis tool by the aid of IBM SPSS 26 and AMOS 24 program.

RESULTS AND DISCUSSION

The classification of gender, age, occupation, and domicile indicates respondents' profiles. The results of the respondent's data based on gender show the results (12.7%) male and (87.3%) female. The results of respondent data based on age show (64%) of respondents with a vulnerable age of 17-21 years and (36%) with a vulnerable age of 22-25 years. Respondents based on work have results (81.3%) students, (11%) employees, (4.5%) entrepreneurs, and (3.2%) professionals or freelancers. The results of respondent data based on domicile in the Yogyakarta area (46.8%), Semarang (20%), Surakarta (10%), Magelang (10.9%), Klaten (3.6%), Pati (2.7%) and Purwokerto (6%).

Table 2. Results of Validity Test

Variable	Indicator	*Pearson Correlation*
Promotion (through) Social Media	SM1: I think purchasing the desired Avoskin Beauty products through social media is very easy.	0.539**
	SM2: Avoskin Beauty's social media offers useful information.	0.680**
	SM3: I will share information about Avoskin Beauty with my friends.	0.563**
	SM4: I saw that Avoskin Beauty's Instagram offers an information search that suits customers' needs.	0.668**
	SM5: I see Avoskin Beauty provides product promotional content such as pictures or videos about the products offered.	0.682**
	SM6: I find Avoskin Beauty's skincare social media content interesting.	0.591**
	SM7: I feel that the giveaway and contest promotions from Avoskin Beauty can encourage customers to share the experience gained from Avoskin Beauty products on social media.	0.698**
Brand Awareness	KM1: When I think of local skincare brands, Avoskin Beauty comes to mind.	0.615**
	KM3: I easily recognize the Avoskin Beauty brand among other local skincare brands.	0.613**
	KM4: I have experience using Avoskin Beauty skincare.	0.638**
	KM5: I learned about Avoskin Beauty's skincare brand in the cosmetics market.	0.666**
	KM6: I prefer the local skincare brand Avoskin Beauty.	0.712**
	KM7: I understand the variety of products from local skincare brand Avoskin Beauty.	0.628**
Brand Image	CM1: I find it easy to remember the Avoskin Beauty logo.	0.604**
	CM2: I feel that Avoskin Beauty has a good image.	0.650**
	CM3: I feel that the Avoskin Beauty brand has good quality.	0.747**
	CM4: I feel that the Avoskin Beauty brand will not disappoint customers.	0.693**
	CM5: I feel that Avoskin Beauty provides truthful information to customers.	0.706**
	CM6: I feel Avoskin Beauty is one of the best brands in the local skincare sector.	0.638**
	CM7: I find Avoskin Beauty products interesting.	0.708**
Purchase Intention	KP2: I pay attention to important information about Avoskin Beauty's skincare products when making purchasing decisions.	0.570**
	KP3: I will probably buy the available Avoskin Beauty skincare products.	0.606**
	KP4: I am interested in experiencing the benefits of Avoskin Beauty skincare.	0.776**
	KP5: I will buy Avoskin Beauty products when I need skincare products.	0.697**
	KP6: I am very excited to buy Avoskin Beauty products.	0.636**
	KP7: I would recommend others to buy Avoskin Beauty skincare products.	0.714**

Note: primary data.

The results of the validity test in table 2 show that the data is accepted if the Pearson correlation > 0.5 indicates that the indicator for a variable is valid or valid. This test was carried out using IBM SPSS Statistics 26 software. The validity test

results showed two invalid indicators: KM2 and KP1. The indicators were declared invalid because the Pearson correlation value was below 0.5, so invalid indicators had to be aborted so that the remaining indicators in this study were 26.

Table 3. Results of Reliability Test

Variable	Cronbach's Alpha
Promotion (through) Social Media	0.746
Brand Awareness	0.735
Brand Image	0.787
Purchase Intention	0.744

Note: primary data.

Table 3 shows the results of the data reliability test. Data can be declared reliable when the Cronbach's alpha value ≥ 0.70. The results show that the value of Cronbach's alpha on the variable promotion (via) social media, brand awareness, brand image, and purchasing intention is ≥ 0.70, so the variable can be declared reliable.

The goodness of fit test results in table 4 state that the structural model with CMIN/DF has a value of 2.295, so the structural model can be said to be a good fit because the results match the criteria, namely ≤ 0.3. RMSEA has a value of 0.077, so the structural model is said to be a good fit after this modification because the results are ≤ 0.08. GFI has a value of 0.880, and TLI has a value of 0.886, so it is declared a marginal fit because the results match the criteria of 0.8-0.9. CFI has a value of 0.910, declared a good fit because the result is more than 0.9.

Table 5 shows that H1, H2, H3, H4, and H5 have supported results because each hypothesis has a p-value ≤ 0.1. The p-value on H1 is 0.001, so H1 is supported. The p-value on H2 is 0.005, so H2 is supported. The p-value on H3 is 0.001, so H3 is supported. The p-value on H4 is 0.001, so H4 is supported. The p-value on H5 is 0.001, so H5 is supported

Table 4. Result of Goodness of Fit Structural Model

Index	Criteria	Results	Notes
CMIN/DF	CMIN/DF ≤ 0.3	2.295	Good fit
RMSEA	RMSEA ≤ 0.08	0.077	Good fit
GFI	GFI 0.8-0.9	0.880	Marginal fit
CFI	CFI 0.8-0.9	0.910	Good fit
TLI	TLI 0.8-0.9	0.886	Marginal fit

Note: primary data.

Table 5. Hypothesis Test Result

Hypothesis	Path	Std. Estimate	CR	p-value	Notes
H1 (+)	SM-KM	0.700	5.993	***	Supported
H2 (+)	KM-KP	0.403	2.786	0.005	Supported
H3 (+)	SM-CM	0.298	3.319	***	Supported
H4 (+)	CM-KP	0.708	3.452	***	Supported
H5 (+)	KM-CM	0.411	4.289	***	Supported

Note: primary data.

Testing (H1) shows that the results of social media promotion (through) brand awareness have a significant positive relationship. The positive influence of the relationship (H1) can be illustrated when consumers see local skincare brands providing promotional content, such as pictures or videos about the products offered, which will make consumers prefer local skincare brands more. The existence of giveaway promotions and contests by the company encourages consumers to share their experiences on social media, thus making consumers prefer these local skincare brands. Researchers can conclude that brand awareness among consumers of local skincare brands is directly proportional to increased social media promotions. Studies show consistent results related to promotion (through) social media on brand awareness, which has a significant positive relationship (Guha et al., 2021; Tarabieh, 2022).

Testing (H2) shows that the results of brand awareness on purchasing intention have a significant positive relationship. The positive influence of the relationship (H2) can be described when the skincare brand in consumers' minds is a local brand, so they will buy the local skincare brand's skincare products when they need skincare products. Consumers who understand product variations from local skincare brands will make consumers more interested in experiencing the benefits of local skincare brands. Researchers can conclude that consumers of local skincare brand companies make more purchases when they have high brand awareness. Studies show consistent results regarding brand awareness of purchasing intention that have a significant positive relationship (Lee et al., 2019; Singh & Kumar, 2022).

Testing (H3) shows that the results of promotion (through) social media on the brand image have a significant positive relationship. The positive influence of (H3) can be illustrated when consumers feel that local skincare brand social media offers a variety of helpful information, so they increasingly perceive the local skincare brand products as attractive products. Consumers see local skincare brands providing product promotional content such as pictures or videos, so they will think local skincare brands have a good brand image. Researchers can conclude that the more promotions on social media, the more positive the consumer's view of the brand image of local skincare brands. Studies show consistent results regarding social media promotion (through) brand image, which has a significant positive relationship (Momen et al., 2020; Savitri et al., 2021).

Testing (H4) shows that the results of the influence of brand image on purchasing intention have a significant positive relationship. The positive influence of the relationship (H4) can be described when consumers think that local skincare brands will not disappoint, so consumers will be interested in experiencing the benefits of local skincare. Consumers also think local skincare has a good image, so they recommend local skincare products to other people. Researchers can conclude that the more positive the consumer's view of the brand image, the higher the purchase decision for users of local skincare brands. Studies show consistent results regarding the effect of brand image on purchasing intention with a significant positive relationship (Moslehpour et al., 2022; Nuseir, 2019).

Testing (H5) shows that the results of brand awareness on the brand image have a significant positive relationship. The positive influence of the relationship (H5) can be described when consumers prefer local skincare brands, so they consider local skincare brands to be one of the best brands in the skincare sector. When consumers think about skincare brands, what they think of is local skincare, so consumers think that local skincare brands have a good image. Researchers can conclude that the higher the brand awareness, the more positive the consumer's view of the brand image of a local skincare brand. Studies show consistent results regarding brand awareness of brand image, which has a significant positive relationship (Ledikwe, 2020; Matikiti-Manyevere et al., 2020).

CONCLUSION

This study was conducted to determine the effect of promotion on purchasing intention for local skincare brands in generation Z through social media and brand image. Purchasing intentions are influenced by several factors: promotion (through) social media, brand awareness, and brand image. The analysis results show that all hypotheses have significant positive results and can confirm the results of previous findings.

The limited number of respondents has not been able to represent the population of local skincare brand users in generation Z so further research can add the age group of generation Y as subjects. In future studies, the object used in this study can be changed from non-durable or non-durable goods such as skincare products to durable goods or products such as fashion. Changes can also be made by turning non-premium products into premium products.

This study uses social learning theory as a reference theory. The next researcher can change the social learning theory using the theory of reasoned action (TRA). TRA theory links attitude (brand attitude) and purchase intention (purchase intention). The TRA theory that will be used is expected to benefit companies because a manager can understand how to increase or bring about product purchase intentions to consumers. In this study, purchasing intentions are only caused by factors from brand awareness and brand image. Researchers suggest adding brand attitude and brand loyalty variables as new variables. Other factors that can influence purchasing decisions can be seen through these new variables. Adding new variables by subsequent researchers can produce new and exciting findings.

Local skincare brand companies must have improved their promotion on the Instagram and Tiktok platforms since helpful information will catch the consumers that the company is providing correct information. Companies can increase the promotion of skincare products through the Tiktok platform by optimizing the endorsement of beauty influencers, one of which is Naila Dinillah. Naila Dinillah was chosen because she has millions of followers, and millions of people have watched videos uploaded to her Tiktok account. Companies or managers can also carry out strategies by developing and adding various products for body care, such as body lotions, body serums, body scrubs, and body masks. Diverse variations can attract consumers to feel the benefits of these local brand skincare products, when

consumers understand product variations, it means that they have high brand awareness, and they have enthusiasm for buying these local brand skincare products. The company or manager is to do a promotion using giveaways. Product promotions with giveaways can be optimized by adding prizes in the form of holiday tickets, vehicles, or electronic devices. Giveaway promotions carried out by companies can encourage consumers to like local skincare product brands, when consumers like these products, they will recommend these skincare products to others.

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