Impact of Social Media Marketing, Brand Equity on Intention to Buy Beauty and Body Care Product

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Abstract. The purpose of this study is to identify the elements, such as social media marketing and brand equity, that influence users' intentions to buy beauty and body care goods from the Wardah brand on the TikTok app. Using a purposive sample approach, this research aimed to gather information from 280 women of generation Z who are frequent users of the social media platform TikTok. The next step is to use the LISREL tool to do structural equation modeling on the data. Social media marketing increases both brand equity and purchase behavior, according to the study's findings. Marketing carried out in an interesting context can increase consumer involvement which has an effect on brand equity, namely brand awareness which indirectly records the product advantages conveyed by business products which can lead to consumer purchase intentions towards the product.

Keywords: social media marketing, brand equity, intention to buy

1 Introduction

Rapid technological changes have changed traditional communication to electronic communication. Electronic communication is long-distance communication that can be carried out between individuals by accessing social media services such as TikTok, Facebook, Instagram, and so on. This communication can open wider insight for individuals by witnessing the diversity of information from various countries.

Currently, technological changes have supported the progress of the business world from various sectors that generate profits through social media marketing. Social media is considered capable of helping promote the business world to society at large. Hanaysha (2022) [1] asserts that advertising campaigns utilizing social media cultivate robust connections with customers via digital mediums, which are viewed as cutting-edge ways to reach large audiences [2]–[4].

Based on Compas data for the period 12 March to 9 April 2024, it shows that beauty and body care products are one part of Fast Moving Consumer Goods (FMCG) which has the highest sales on three main platforms, namely Shopee, Tokopedia & Blibli. These sales are supported by the role of social media which is carried out continuously. Reveilhac & Blanchard (2022) argue that internet technology
and information has provided great opportunities for businesses to reach their audiences and strengthen their brand value.

Due to its widespread use, social media marketing may significantly impact a company's bottom line. When pitted against more conventional forms of mass communication like newspapers,

radio, and television, social media has emerged as a credible alternative [5], [6]. Businesses greatly benefit from social media since users freely choose which brands to follow and consent to receive updates and advertisements from these firms [7]. Consequently, companies may find brand-interested customers and start digital discussions with them through social media [8].

Social media marketing in the form of advertising is very important in helping develop brand equity [9]. A lot of entrepreneurs are ready to shell out more cash for ads on social media. As a result, a product's brand equity might rise [10]. Results of research conducted by Colicev *et al.* [11] claimed that the use of social media marketing may affect the value of a company's brand.

A brand's equity consists of the brand's assets plus its liabilities [12] or how customers' level of familiarity with a brand influences their reaction to advertisements for that brand[13]. Brand equity is an important part of building a business brand so that it can have an impact on consumer loyalty [14]. Proper management of brand equity can increase the effectiveness of marketing communications [15] and generate consumer attitudes towards a brand [16].

Social media marketing and brand equity have become the main things that directly cause individuals to have purchase intentions towards products promoted by brands [17]–[19]. The role of promotion has opened consumers' knowledge of the brand in their minds [20]. In light of this, the purpose of this study is to analyze the impact of TikTok—a popular social media platform—on consumers' intentions to buy beauty and body care goods promoted through social media marketing and brand equity.

2 Literature Review and Hypotheses Development

Social media marketing is "a process in which companies create, communicate, and deliver online marketing offers through social media platforms to build and maintain relationships by facilitating interaction, sharing information, offering personalized purchasing recommendations, and *word of mouth* about existing and trending products and services" [21], [22]. Many business people use social media as an advertising medium which is considered more effective in building value, relationships and brand equity [23]. Brands that actively engage with consumers via social media will attract consumers' attention [24]. As the percentage increases consumers use social media, business people need to understand the results of these activities to achieve maximum relationship building results [25]. Thus, this research suspects that effective social media marketing will tend to encourage brand equity, which is formulated as the following hypothesis.

H1 = Social media marketing has a positive influence on brand equity

Popularity of social media platforms like TikTok has skyrocketed in the last several years. A large number of people have started using TikTok, not just looking at posts, but TikTok has started promoting products owned by various brands. Through TikTok, consumers can directly view and buy these products without having to switch to other applications [26]. The uniqueness of TikTok increases marketing communications and builds brand equity which indirectly impacts someone's intention to purchase the product being marketed [27], [28]. This is in accordance with what Sağlam & Es-Safi [29] asserted that by leveraging brand equity and social media marketing, businesses can connect with current and potential customers, spread their desired message or culture, and attract new ones. This description leads to the formulation of the following hypothesis.

H2 = "Social Media Marketing has a positive influence on purchase intention".

H3 = "Brand Equity has a positive influence on purchase intention"

Following the hypothesis's explanation of the theoretical framework for the relationships between variables, the following is the study model:
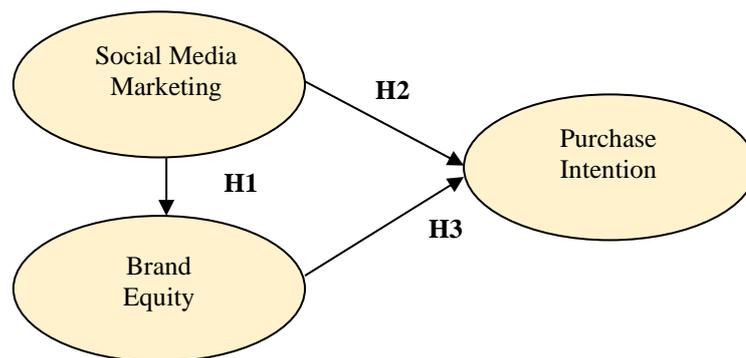
Fig.1. Research Frame Work

3 Research Method

This type of research uses quantitative with an explanatory research approach to determine the influence produced between variables [30]. Respondents in this research focused on generation Z women (1997-2004) who actively used TikTok as a medium for searching for information and making purchases online. The author obtained research respondents by looking at the reviews provided consumers after purchasing Wardah brand beauty and body care products. Then, sampling was carried out using a purposive sampling technique which had certain objectives in order to fulfill the research requirements properly and correctly. The number of samples in this research refers to [31], [32] recommends that the minimum acceptable sample size for SEM estimation is 100. [33] said that a sample size of five to ten times the number of parameters to be assessed is considered representative when conducting SEM analysis. There are a total of 25 factors in this study, which means that a minimum sample size of 250 is required. The Lisrel program will be utilized for data analysis.

3.1 Measurement

A 5-point Likert scale, where 1 = "Strongly Disagree" and 5 = "Strongly Agree," was used to assess the questionnaire in relation to the following description.

Table 1. Questionnaire Measurements

No.	Variable	Questionnaire
1.	Social Media Marketing [21]	Interactivity (1) "The wardah's social media allows me to share and update the existing content. (2) The wardah's social media interacts regularly with its followers and fans. (3) The wardah's social media facilitates two-way interaction with family and friends. Informativeness (1) The wardah's social media offers accurate information on products. (2) The wardah's social media offers useful information. (3) The information provided by the wardah's social media is comprehensive. Personalisation (1) The wardah's social media makes purchase recommendations as per my requirements. (2) I feel my needs are met by using the wardah's social media. (3) The wardah's social media facilitates personalised information search. Trendiness (1) Contents visible on the wardah's social media is the latest trend. (2) Using the wardah's social media is really trendy. (3) Anything trendy is available on the wardah's social media. Word-of mouth (1) I would recommend my friends to visit the wardah's social media. (2) I would encourage my friends and acquaintances to use the wardah's social media. (3) I would like to share my purchase experiences with friends and acquaintances on the wardah's social media.
2.	Brand Equity [21]	Brand loyalty (1) I consider myself to be loyal to the wardah. (2) The wardah would be my first choice. (3) I will not buy other brands if the wardah is available at the store. Perceived quality (1) The likely quality of the wardah is extremely high. (2) The likelihood that the wardah would be functional is very high. Brand awareness/associations (1) I can recognise the wardah among other competing brands. (2) I am aware of the wardah. (3) I can quickly recall the symbol or logo of the wardah.
3.	Purchase Intention [34]	1. Notes will be referred to when purchasing. 2. The information in the notes can change my thoughts and attitudes. 3. Notes can influence my purchasing decision".

4 Result and discussion

The data collected and suitable for processing were 280 generation Z female respondents whose birth years were 1997 to 2012. Based on the characteristics of generation Z female respondents, the highest birth year was 2003 with 21 years of age at 45.3%, the highest education was high school at 63.1 % and the highest employment status is student at 68.4%. Before testing the proposed model, this research conducted *confirmatory factor analyze* (CFA). The results show that the CFA is standard, that all items load on the predicted construct, and that the result is linked with the construct. All component loadings were statistically significant ($p < 0.05$) in the CFA testing model. Df=33, CFI=1.00, IFI=1.00, GFI=0.93, and RMSEA = 0.034 are the outcomes of the adaptation test. The model is fit, according on the results. Table 2 shows that the indicators have a fair amount of internal consistency; all of the variables' Cronbach's alpha values are higher than the reliability threshold value of 0.7 [35]. To further assess the measurement model's convergent validity, construct reliability (CR) and average variance extracted (AVE) were also evaluated. As a result of meeting the required parameters (CR>0.70, AVE >0.50, and CR > AVE), the convergent validity is strengthened [36]–[38].

Table 2. Results of Validity Test and Reliability Test

Variabel	SLF > 0,50	Error	CR > 0,70	VE > 0,50	Kesimpulan
Social Media Marketing					Reliabel
SMM1					Valid
SMMIY1	0.72	0.49			Valid
SMMIY2	0.68	0.54			Valid
SMMIY3	0.67	0.56			Valid
SMM2					Valid
SMMIS1	0.63	0.61			Valid
SMMIS2	0.69	0.53			Valid
SMMIS3	0.78	0.40			Valid
SMM3					Valid
SMMP1	0.84	0.30	0,94	0,51	Valid
SMMP2	0.81	0.34			Valid
SMMP3	0.68	0.54			Valid
SMM4					Valid
SMMT1	0.72	0.48			Valid
SMMT2	0.72	0.48			Valid
SMMT3	0.73	0.46			Valid
SMM5					Valid
SMMW1	0.72	0.49			Valid
SMMW2	0.62	0.62			Valid
SMMW3	0.54	0.70			Valid
Brand Equity					Reliabel
BE1					Valid
BEBL1	0.65	0.58			Valid
BEBL2	0.60	0.64	0,86	0,54	Valid
BEBL3	0.62	0.62			Valid
BE2					Valid
BEPL1	0.58	0.66			Valid

Variabel	SLF > 0,50	Error	CR > 0,70	VE > 0,50	Kesimpulan
BEPL2	0.67	0.55			Valid
BE3					Valid
BEBA1	0.71	0.50			Valid
BEBA2	0.77	0.40			Valid
BEBA3	0.71	0.49			Valid
Purchase Intention			0,87	0,69	Reliabel
PI1	0.68	0.43			Valid
PI2	0.74	0.32			Valid
PI3	0.69	0.31			Valid

Source: Processed data (2023)

4.1 Structural Equation Modelling (SEM)

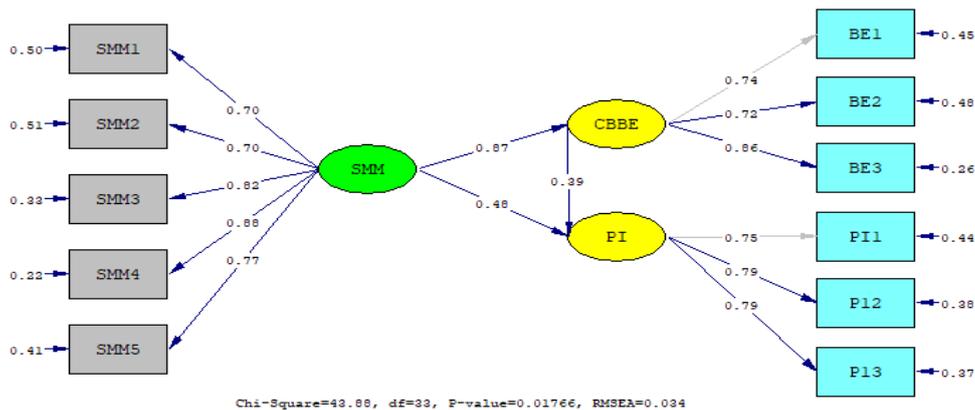The results of the structural model estimation are as follows.

Fig. 1. Standardized Solution

The results of the structural model estimation are as follows.

Table 3. Hypothesis Testing Results

	Hipotesis	Standardized Value		T-value	Congclussion
		Direct	*Indirect*		
H$_1$	"Social media marketing (SMM) → Brand Equity (CBBE)	0.87	-	12.09	Supported
H$_2$	Social media marketing (SMM) → Brand Equity (CBBE)	0.48	-	3.89	Supported
H$_3$	Brand Equity (CBBE)→ Brand Equity (CBBE)"	0.39	-	3.00	Supported

Source: Processed data (2024)

Social media marketing positively affects brand equity, as demonstrated by test findings using

structural equation modeling (SEM), which yields a value of 0.87. By keeping up with current trends, social media marketers may pique customers' interest and get them involved with the promoted brands. According to these findings, Wardah has consistently used social media marketing to keep customers engaged and committed. Research by therefore lends credence to the findings presented here conducted by [39] which asserts that there is a favorable correlation between social media marketing and brand equity.

Brand equity is the name or symbol of a brand that has added value to a product that will be marketed to consumers [40]. Brand equity that is successfully developed in a business brand will have market power among consumers. This power is in the form of purchasing activities carried out by consumers. Brand awareness that occurs in consumers' minds is due to social media marketing carried out by Wardah towards consumers [41]. As a result, there is a strong desire among customers to purchase items promoted by the Wardah brand on TikTok. This agrees with the author's own study findings and [42] that brand equity has an influence on intention to purchase Wardah products.

The marketing industry's fascination in social media is growing as a result of the technology's ability to impact customer behavior. Social media marketing for Wardah items increases the likelihood that consumers would make a purchase, according to the study's findings. So, the Wardah brand may activate content and ads that lead to purchases. In addition, many social media users, like Wardah, have taken an interest in the latest trend on platforms like TikTok, which is dubbed TikTok Live. Wardah also receives help from a number of influencers who have partnered with the brand and have a large following among women of generation Z when it comes to social media marketing. This study's findings are consistent with [43] that social media marketing must have unique content and be updated frequently so as to encourage consumer involvement in having intentions. to buy products from the brand being marketed. Thus, the effectiveness of social media marketing for business people needs to be intensified to increase consumer interest in the products being marketed and increase purchasing activity.

5 Conclusion

This research can be concluded that business brands in conducting social media marketing must convey information that is easy for consumers to understand through various interesting content. Then, business brands need to do live marketing to get lots of interaction from new and loyal consumers. With these efforts, business brands such as Wardah will increase brand equity in the minds of consumers. Furthermore, this research has the limitation of not including influencers who are thought to also be a moderating variable for social media marketing on purchase intentions. This allegation is strengthened by the activities carried out by Wardah in collaboration with several influencers to help Wardah get a lot of attention in the minds of consumers. Influencers who can provide interesting information can attract the attention of consumers to follow their daily activities with products recommended by the influencer [44].

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