

# **THE EFFECT OF LIFESTYLE, CELEBRITY ENDORSEMENT, SOCIAL MEDIA MARKETING ON PURCHASE INTENTIONS OF SCARLETT WHITENING SKINCARE PRODUCTS IN SEMARANG CITY**

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## **Abstract**

The purpose of this research is to examine the effect of lifestyle, celebrity endorsement, social media marketing on purchase intention of Scarlett Whitening skincare products in Semarang. The sampling technique in this research was using purposive sampling technique, with criteria aged more than 17 years old. The data were collected through questionnaire with 100 respondent filled it. The test on this research were using validity test by factor analysis, reliability test that use Cronbach's alpha and at the end were analyze by multiple regression analysis. The result showed that lifestyle has positive and significant effect on purchase intention. On the other hand, celebrity endorsement and social media marketing have no significant effect on purchase intention.

**Keywords:** lifestyle, celebrity endorsement, social media marketing, purchase intention

## **1. Introduction**

The development of technology turns out to have an effect on the world of promotion, social media is used by producers because apart from being popular, they can also carry out promotional activities that are easily accessed by anyone. According to Whiting and Williams (2013) [1] the motivation for using social media for individuals is in seeking information, having entertainment and interacting with someone. For companies or organizations, social media is used to carry out marketing communications because it can implement effective marketing strategies. Khalid & Dr. Danish Ahmed (2018) [2] stated that the tool in conveying messages to consumers to be interested is advertisement. Before buyers buy a product, of course they will look for information about the product they are looking for through the internet. So that producers must be good at using technology to promote on the internet so that buyers are interested and buy it.

Various sales promotion techniques using digital platforms that are easily accessible by consumers trigger the desire to buy products offered on social media platforms, such as Instagram, YouTube, and Tiktok by sharing interesting and informative content. Compared to traditional telephones, smartphones have a distinct advantage, because in its establishment, the ability to access internet and social media content (Jung, 2014 and Ha, et al., 2015) [3]. Today's social media is very important in marketing for many companies and is one of the best ways to reach the desires of consumers (Setiawati, 2015) [4]. Shopping using social media will become a new choice for consumers because it will provide new experiences and impressions for consumers. In determining consumer purchasing decisions, there are several stages before making a purchase, namely purchase intention. According to Kotler and Armstrong (2016) [5] the emergence of purchase intentions is caused by product stimulation to create a sense of belonging and buy it. Purchase intention is a combination of the buyer's interest and his desire to buy a product (Kim & Ko, 2010)[6]. Learning about consumer purchase intentions provides benefits for testing new products, forecasting the future, advertising research and market segmentation.

Lifestyle according to Kotler & Keller (2012) [7] is a person's lifestyle in the world which is expressed in his activities, interests, and opinions. Lifestyle describes a person's whole self in acting and interacting with the world and its environment. According to Biswas and Das in Kresnadi (2017) [8] celebrity endorsements are attributes that are displayed on products or services and product quality in order to increase acceptance from consumers because of consumer trust and confidence that can give a positive impression. Social media marketing is the process of getting visits to certain sites for internet users or the attention of the general public through internet-based public media sites. Social media marketing is a form of marketing that is used to create consumer trust in a brand, either directly or indirectly through social blogging websites, Instagram, Facebook, Youtube, and other social media (Santoso, 2017) [9].

From the results of previous studies, there are several studies that show a research gap, namely in research conducted by Nora, Liza & Minarti, (2016) [10], Amri & Prihandono (2019) [11], and stating that Lifestyle variables have a significant effect on purchase intention Research conducted by Nguyen (2020)[12]. Meanwhile, according to Vidyanata, et al (2018)[13] and Sarah, et al (2018) [14], it is stated that the celebrity endorsement variable has no effect on purchase intention. Then, according to research conducted by Aji, et al (2020)[15], Yadav & Rahman (2017)[16] state that social media marketing variables have a positive effect on purchase intention. However, unlike the research conducted by Ahmed & Zahid (2020) [17] which states that the social media marketing variable has no effect on purchase intention.

**Table 1 Top 5 Facial Care Brands in E-commerce in May 2021**

<b>PRODUCT</b>	<b>SALE</b>
MS Glow	Rp. 74, 82 billion
Scarlett Whitening	Rp. 29,78 billion
Somethinc	Rp. 22,45 billion
Avoskin	Rp. 15,6 billion
Garnier	Rp. 12,46 billion

Based on table 1 above quoted from Kompas.co.id [18], Scarlett Whitening is still behind from the MS Glow brand, both of them are good products, which can be said as moderate products dominate the sale of skincare on the internet, especially in the marketplace. Not even half-hearted for using famous artists as commercials. Even Scarlett also collaborated with K-Pop groups to be used as their brand ambassador. Scarlett is still growing, this year they released a number of new products. Not only adding variants from existing product types, but releasing a number of new products such as creams face and essence. Because Scarlett cream is still relatively new, so the testimonials are not as many as testimonials using MS Glow cream. In marketing its products, Scarlett Whitening utilizes the official website and social media such as Instagram (@scarlett\_whitening), Line, Whatsapp, to the Official Shopee Mall. Instagram is the media most frequently used by the Scarlett Whitening team to manage product marketing, starting from introducing the latest products, mini games, giveaways, to introducing the Scarlett Whitening brand ambassador.

Therefore, researchers are interested in conducting research with the aim of whether lifestyle variables, celebrity endorsements and social media marketing can affect the purchase intention of Scarlett Whitening products in the city of Semarang.

## **2. Material and Methods**

### **2.1 Material**

#### **A. Lifestyle**

According to Sutisna in Heru Suprihadi (2017)[19] lifestyle is broadly defined as a way of life that is identified by how other people spend their time (activities) seen from work, hobbies, shopping, sports, and social activities as well as interests consisting of food, fashion, family, recreation and also opinion consists of about themselves, social issues, business, and products. Lifestyle includes something more than just a person's social class or personality. Mowen and Minor in Dwi Ilham (2014)[20] define "lifestyle is how people live, how to spend their money, and how to isolate time. The indicators used according to Mowen & Minor (2002): Activity, Opinion and Attractive.

#### **B. Celebrity Endorsement**

Celebrity endorsement as the use of sources (sources) as attractive or popular figures in advertisements, so as to strengthen the image of a brand in the minds of customers (Kotler, 2009)[21]. According to Shimp (2010)[22] is an actor or artist, entertainer or athlete who is known or publicly known for his success in their respective fields to support an advertised product. There are three indicators according to Belch, 2004 for the celebrity endorsement variable, including: Credibility, Attraction and Strength.

#### **C. Social Media Marketing**

According to Santoso (2017)[23] social media marketing is a form of marketing used to create awareness, recognition, memory and even action for a brand, product, business, individual, or group either directly or indirectly by using tools from the social web such as blogging, microblogging, and social networking. Social media marketing is the utilization of selected channels that are used to understand and involve customers in communicating and collaborating with missions that lead to the achievement of marketing goals (Kim & Ko, 2012)[24]. The indicators used according to Kim & Ko (2012) and Bilgin, (2018) are as follows: Entertainment, Interaction, Trendiness, Customization and Advertising.

#### **D. Purchase Intention**

According to Kotler (2008) purchase intention is something that appears after seeing a product and a sense of interest to try it and want to buy it immediately. Purchase intention is something that affects a person's attitude or behavior to try to get what he wants in order to fulfill his needs (Schiffman & Kanuk, 2007)[25]. According to Ferdinand (2002)[26], purchase intention is a consideration of something in the context of planning to purchase a product or service. According to Kim & Ko, (2012) [27] Purchase Intention is a combination of consumer interest and the possibility of buying a product.

#### **E. Relationship between variables and hypothesis development**

##### **- *The Effect of Lifestyle on Purchase Intention***

Based on research conducted by Liza Nora & Nurul S. Minarti (2017) stated that the Lifestyle variable has a positive effect on purchase intention. Amri & Prihandono (2019), and Pebriani, et al (2018) state that lifestyle variables have a significant influence on purchase intention.

**H1 : Lifestyle has a positive effect on Purchase Intention**

- *The Effect of Celebrity Endorsement on Purchase Intention*

Research conducted by Nguyen (2020), Firman, et al (2021), states that the celebrity endorsement variable has a significant influence on purchase intention. Meanwhile, according to Vidyanata, et al (2018) and Sarah, et al (2018), it is stated that the celebrity endorsement variable has no effect on purchase intention.

**H2 :** Celebrity Endorsement has a positive effect on Purchase Intention

- *The Effect of Social Media Marketing on Purchase Intention*

According to research conducted Ajia et al (2020), Yadav & Rahman (2017) state that the social media marketing variable has a positive effect on purchase intention. However, unlike the research conducted by Ahmed & Zahid (2020) which states that the social media marketing variable has no effect on purchase intention.

**H3 :** Social Media Marketing has a positive effect on Purchase Intention

## **2.2 Methods**

In this study, the data source used is the primary data source obtained from questionnaires distributed with a sample of 100 respondents Scarlett Whitening. The population is consumers who buy Scarlett Whitening products and the method used in this study is purposive sampling with the criteria of adult consumers and they feel they are able to make a purchase.

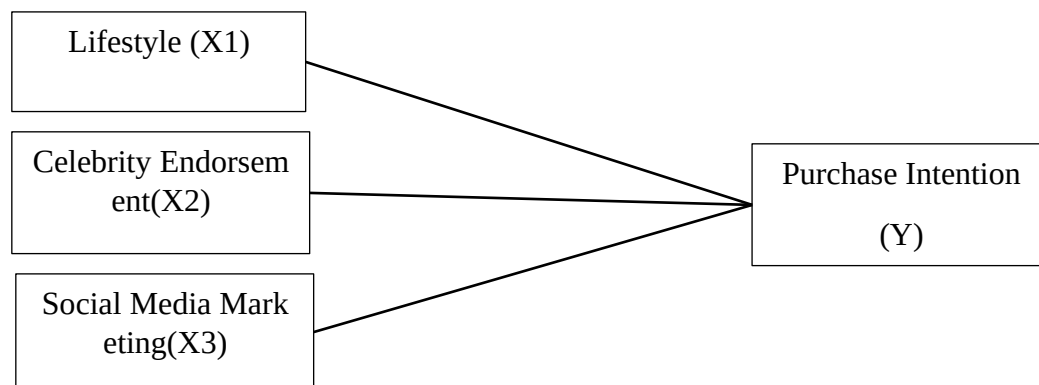


Fig. 1 Research Framework

## **3. Result and Discussion**

### **3.1 Result**

**Table 2 Demographic of Respondents**

No	Description		Frequency	Percentage%
1.	Gender	Male	13	13%
		Female	87	87%
3	Age	17 - 20 old	24	24%
		21 - 25 old	43	43%
		26 - 30 old	18	18%
		>30 old	15	15%
4.	Occupation	Student / Student	37	37%
		Civil Servant	13	13%
		Employee	30	30%
		Housewife	19	19%
		Other	1	1%
5.	Income	Rp. 1.000.000-Rp. 1.500.000	32	32%
		Rp. 2.000.000-Rp.2.500.000	33	33%
		>Rp. 3.000.000	35	35%
6.	Duration using Instagram	<30 minutes	17	17%
		30 minutes-2 times	38	38%
		2 times - 4 times	29	29%
		4 times- 6 times	8	8%
		>6 times	8	8%
Total			100	100%

Based on table 2 of Scarlett Whitening consumers in Semarang City, the majority of respondents were women as many as 87 people (87%) with the most age being 21-25 years as many as 43 people (43%). This shows that most of Scarlett Whitening's consumers are women from teenagers to adults. The job status of the respondents are mostly students as many as 37 people (37%) and have an income of > 3,000,000 per month with the duration of using Instagram in a day is 30 minutes-2 hours.

#### **VALIDITY TEST**

The results of the calculation of the validity test on the questionnaire using SPSS output in studies that have lifestyle variables, celebrity endorsement and social media marketing and purchase intention have a KMO value > 0.5 which indicates that the criteria for the adequacy of the sample in this study have been met and can be declared valid, except for one indicator namely X3.1.

#### **RELIABILITY TEST**

The results of the reliability test show that the variables of Lifestyle, Celebrity Endorsement, Social Media Marketing and Purchase Intention have Cronbach's Alpha values greater than 0.7. So, it can be concluded that the variables of Lifestyle, Celebrity Endorsement, Social Media Marketing and Purchase Intention are reliable.

#### **TABLE 4 MULTIPLE LINEAR REGRESSION ANALYSIS**

Model Equa lity	Adjusted R Square	Test F		Test t		Description
		F	Sig.	B	Sig.	
Lifestyle on Purchase Int ention	0.291	14,573	0,000	0.549	0,000	Hypothesis Acc epted
Celebrity En dorsement o n Purchase I ntention				-0,698	0,616	Hypothesis Reje cted
Social Medi a Marketing on Purchase Intention				0,623	0,655	Hypothesis Reje cted

Based on table 4 shows that the coefficient of determination is 0.291 or 29.1% (percent) which means that 29.1% (percent) of the variation in the dependent variable, namely purchase intention in the model, can be explained by the independent variables, namely lifestyle, celebrity endorsements and social media marketing. Meanwhile (70.1%) is influenced by other variables that are not in the study (besides lifestyle, celebrity endorsements and social media marketing).

### **F TEST**

The results from table 4 show that the calculated F value is 14,573 with a significance value of 0.000 less than (0.05), which means that lifestyle variables, celebrity endorsements, and social media marketing together (simultaneously) affect purchase intentions.

### **T TEST**

In this study using partial testing (t test). Based on table 4, the results of the three equations are as follows:

- **Testing hypothesis 1 (Effect of lifestyle on purchase intention)**

It is known that lifestyle has a t value of 0.549 with a significant value of 0.000 so that the hypothesis states that lifestyle has a positive effect on purchase intention and can be accepted or proven true.

- **Testing hypothesis 2 (Effect of celebrity endorsements on purchase intention)**

It is known that celebrity endorsements obtained a t value of -0.698 with a significant value of 0.616 which is greater than 0.05 therefore the hypothesis states that celebrity endorsements have a positive effect on purchase intentions is rejected.

- **Testing hypothesis 3 (Effect of social media marketing on purchase intention)**

It is known that social media marketing obtained a t value of 0.623 with a significant value of 0.655 greater than 0.05 so that the hypothesis states that social media marketing has a positive effect on purchase intention and rejected against purchase intention.

## **3.2 Discussion**

- **The Effect of Lifestyle on Purchase Intention**

The results of this study indicate that lifestyle has a positive and significant effect on purchase intention, which means the hypothesis is accepted. The results of this study can be seen from the results of the lifestyle variable description test showing that the X1.1 indicator (Products make you more confident in daily activities) with a mean number of 4.02, the test results from multiple linear regression analysis on lifestyle variables on purchase intention show the regression results. in beta with the number 0.549 with a significant level of 0.000 which is interpreted as significant to purchase intention. These results illustrate that the better the lifestyle, the higher the consumer's purchase intention.

According with research conducted by Nora, Liza & Minarti, 2016, Amri & Prihandono, 2019. Old consumer lifestyle there shows how consumers think, live, act, and behave. This generally seen from the demographic background of individual consumers, their experiences, current situation or actions, socio-economic characteristics, and trends his behavior, lifestyle segmentation is very important regarding behavior consumers because of its large impact on purchase intentions made by each individual.

- **The Effect of Celebrity Endorsement on Purchase Intention**

The results of this study indicate that celebrity endorsements have a negative and insignificant effect on purchase intention, which means the hypothesis is rejected.

The results of this study can be seen from the results of the description test of the celebrity endorsement variable showing that the X2.6 indicator (has an attractive physical appearance.) with a mean number of 4.24, the test results from multiple linear regression analysis on the celebrity endorsement variable on purchase intention show the regression results on beta with numbers showing the number - 0.698 and a significance level of 0.616 which is higher than 0.05 which means that the celebrity endorsement variable is not significant to purchase intention. Therefore, celebrity endorsements have no effect on consumers' purchase intentions.

According to Vidyanata, et al (2018) and Sarah, et al (2018) state that the celebrity endorsement variable has no effect on purchase intention because consumers do not see from the Celebrity Endorsement but see from product knowledge and product composition. In contrast to research conducted by Nguyen (2020), Firman, et al (2021), stated that the celebrity endorsement variable has a significant influence on purchase intention.

- **The Effect of Social Media Marketing on Purchase Intention**

The results of this study indicate that Social Media Marketing has no effect on purchase intention, which means the hypothesis is rejected. The results of this study can be seen from the results of the description test of the social media marketing variable showing that the indicator X3.1 (Fun Instagram account) with a mean number of 4.58, the test results from multiple linear regression analysis on the social media marketing variable on purchase intention show the regression results in beta with the number shows the number 0.623 and the significance level of 0.655 is higher than 0.05, which means that the social media marketing variable is not significant to purchase intention. Therefore, social media marketing has no effect on consumer purchase intentions.

The results of the study are in line with those conducted by Ahmed & Zahid (2020) which state that the social media marketing variable has no effect on purchase intention, the reason is the possibility that the respondent does not find strength in providing satisfaction, power of feeling and honesty on celebrity endorsers. Also according to in depth interview, consumes is no longer seeing celebrity

recommendation in buying skin care but they're believe on beauty advisor that have medical background such as dermatologist and etc. But different from the research conducted by Azzahra et al (2021), Aji, et al (2020), Yadav & Rahman (2017) stated that social media marketing variables have a positive effect on purchase intention.

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