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### THE IMPACT OF SOCIAL MEDIA MARKETING ON PURCHASE INTENTION OF SKINCARE PRODUCTS AMONG INDONESIAN YOUNG ADULTS

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#### Abstract

This study aims to investigate the impact of social media marketing activities (SMMAs) on purchase intention of skincare products among Indonesian young adults. The secondary objective of this study is to investigate the mediating effect of subjective norms, perceived behavioral control, brand awareness, and social brand engagement on the relationship between social media marketing activities on purchase intention of skincare products. Despite its popularity in the Indonesian market, the study on the impact of social media marketing activities on purchase intention of skincare products among Indonesian young adults has not been completely investigated and is still limited in Indonesia. This study adopts a quantitative cross-sectional method. A total of 271 responses were collected from the respondents aged 18 to 34 years old through non-probability sampling. It was found that social media marketing activities (SMMAs) have a positive significant impact on purchase intention of skincare products among Indonesian young adults. Additionally, the relationship between social media marketing activities and purchase intention was significantly mediated by subjective norms, perceived behavioral control, brand awareness, and social brand engagement. The findings of this study will assist skincare brands' marketers and future researchers to have useful insight into the impact of social media marketing activities on purchase intention of skincare products.

**Keywords:** Social Media Marketing Activities, Purchase Intention, Subjective Norms, Perceived Behavioral Control, Brand Awareness, Social Brand Engagement

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#### 1. Introduction

The worldwide web has evolved significantly and driven tremendous change over the past few decades. Keller and Fay (2012) stated that people are slowly shifting from traditional media to digital media, such as social media. As a result, social media has become an irreplaceable platform for society to share and discover information around the world with a minimal amount of time and effort (Keller and Fay, 2012). Social media has altered the way individuals and businesses conduct activities in the digital arena these days (Ngai *et al.* 2015). In the context of

social media, Kemp (2021) has reported that the number of social media users in Indonesia has evolved at a quick pace with 170 million social media active users or equivalent to 61.8% of the total population in 2021. Furthermore, it has been reported that this was dominated by 58.9% of young adults with ages ranging from 18 to 34 years old, who are more likely to spend their time online with a daily average of three hours and 14 minutes (Kemp, 2021).

Furthermore, Ngoc (2018) verified that social media has driven a drastic change in the way Indonesian young adults behave, perceive brands, and purchase products. This has led Indonesian young adults to become more complex, robust, and enlightened as consumers (Hinz *et al.* 2014). Ajzen (1991) argued that today's consumers are not loyal, meaning that they would try out various products available in the market yet are ready to switch at any time and they will base their purchase intention on the information posted on social media (Binwani and Ho, 2019). This is supported by Putri and Wandebori (2016) in their study on the factors influencing cosmetics purchase intention in Indonesia, where they argued that Indonesian young consumers these days are relying more on social media peer interactions and will seek other consumers' reviews to make up their minds on whether to purchase a product. This indicates that the advent of social media has created a new era of marketing — social media platforms have become crucial marketing tools and strategies to reach a large audience, especially in emerging markets like Indonesia (Laksamana, 2018). In their study on motivation and antecedents of consumer engagement with brand pages on social networking sites, Tsai and Men (2013) verified that social media helps marketers not only to demonstrate their brands and products but also to enhance their visibility and credibility, engage their brands directly with targeted consumers, and ultimately influence consumers' purchase intention (Binwani and Ho, 2019).

Skincare, on the other hand, the desire to look good and live a longer life has always been a natural goal felt by Indonesian young adults, regardless of their gender, and perfectly flawless skin is still considered a vital part of beauty (Lixandru, 2017). These have influenced many Indonesian young adults to become more concerned about their appearance and begin to use skincare products on a daily basis to boost their confidence levels (Binwani and Ho, 2019). Consequently, the skincare segment in Indonesia is now blooming and it has also been reported that the skincare market in Indonesia has reached US\$1.78 billion in 2021 (Statista, 2021). It is anticipated to grow and reach a total revenue of US\$2.60 billion with a CAGR of 5.65% by 2026 (Statista, 2022).

Despite its popularity in the Indonesian market, a study on the impact of social media marketing activities on purchase intention of skincare products among Indonesian young adults has not been completely investigated and is still limited in Indonesia, where the existing literature only focused on cosmetics products rather than skincare products (Hermanda *et al.* 2019; Putri and Wandebori, 2016). Moreover, to our knowledge, a study focusing on social brand engagement and brand awareness as additional mediating variables in adopting the Theory of Planned Behavior (TPB) is still limited. Therefore, to fill the study gap, this study aims to examine the impact of social media marketing activities on Indonesian young adults' purchase intention of skincare products. In particular, on how Indonesian young adults formed their purchase intention on skincare products, where consumers' identification of skincare products starts from the evaluation process until an intention to purchase skincare products is finally made through four mediating variables, such as subjective norms, perceived behavioral control, brand awareness, and social brand engagement, that have been developed based on the Theory of Planned Behavior (TPB).

Furthermore, this study will be useful for skincare brands' marketers to have a better understanding and obtain more relevant information in utilizing social media to demonstrate the brands and convey a message to their targeted consumers. In addition, this study is critically important as it highlights the need for marketers of skincare brands to gain insights into the factors affecting Indonesian young adults' purchase intention on skincare products.

This paper is divided into several sections, as follows: Section 2 points out the underpinning theory used, the Theory of Planned Behavior (TPB)—this section briefly defines six variables that have been developed; Section 3 explains the research methodology and data collection techniques used in this study; Section 4 points out the research findings from the data

collection of the questionnaire; and Section 5 concludes this study by presenting a summary and discussion of major findings, followed by the implications of the study and recommendations based on the limitations of the study to assist future researchers.

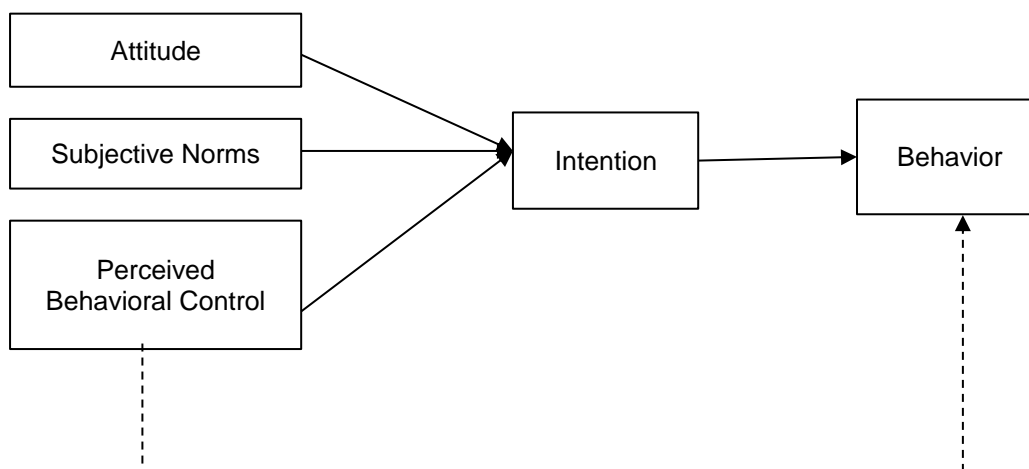
## 2. Literature review

### 2.1. Underpinning theory

#### 2.1.1. Theory of Planned Behavior (TPB)

Ajzen's (1987) Theory of Planned Behavior has been widely acknowledged as the most persuasive and robust research paradigm for predicting consumer behavior (Ajzen, 1991). The Theory of Planned Behavior (TPB) can be defined as a social cognitive model used in social psychology to explain the complexity of human behavior in terms of rational decision making judgments to engage in specific behaviors by evaluating the information accessible to them, where TPB provides better knowledge and understanding in predicting consumers' purchase intention (Ryan and Carr, 2010). Ajzen (1991) verified that human behavior is not exclusively influenced determined by individuals' willingness, but rather, a strong influence by other factors such as time, money, ability, and information they have received.

Figure 1 shows that a consumer's intention is guided by three kinds of beliefs, such as behavioral (attitude), normative (subjective norms), and subjective (perceived behavioral control) (Ajzen, 1991). By adding perceived behavioral control, TPB allows discovering the complex factor that prevents or supports individuals' behavior. This belief strengthens the assessment of individuals' intention to purchase a product (Lada *et al.* 2009).



**Figure 1. Theory of Planned Behavior Model**

Source: Ajzen (1991)

In particular, an attitude refers to the extent to which individuals have a favorable evaluation of the target behavior; subjective norms can be defined as the perceptions of individuals on general social pressure from important others to perform or not perform a given behavior; whereas perceived behavioral control reflects individuals' judgments of how they would execute the courses to cope with potential situations (Ajzen, 1991; Armitage and Conner, 1999; Chin *et al.* 2018).

### 2.2. Theoretical framework

#### 2.2.1. Social Media Marketing Activities (SMMAs)

Tsai and Men (2013) found that consumers often communicate with brands on social media, and this interaction has a significant influence on consumers' purchase intention. Social media marketing activities have shifted businesses' focus from "trying to sell" to "building connections"

with consumers (Gordhamer, 2009; Khashman, 2021). Furthermore, social media marketing may develop “sticky” content that attracts users’ attention and increases the possibility that they will take particular activities, such as purchasing, viewing, and sharing the content with their friends (Gordhamer, 2009; Tsai and Men, 2013). Whilst Jin *et al.* (2019) said that social media marketing activities are based on a business engaging with its consumers and listening to their valuable feedback to enhance the overall experience. This is supported by Jan *et al.* (2020), who stated that social media marketing could assist brands in accessing their consumers’ analytical data, which can help businesses enhance their product development in the future. Moreover, social media allows marketers to lower marketing expenses, boost consumers’ interactions and engagement, improve consumer purchase intention, and target effectively, the dynamic community (Magasic, 2016; Quinn, 2016). Ngoc (2018) argued that social media marketing activities not only assist marketers in targeting consumers in the appropriate direction but also allow them to tailor their messages to the interests of their consumers in a more realistic manner (Khashman, 2021).

Kim and Ko (2012) identified entertainment, interaction, trendiness, customization, and electronic word of mouth (e-wom) as five key components of social media marketing activities. Entertainment occurs when marketers create experiences that consumers perceived as fun and enjoyable content (Agichtein *et al.* 2008; Seo and Park, 2018); Interaction refers to the degree to which a brand’s social media allows consumers to have two-way interaction, information sharing, and opinion exchange (Muntinga *et al.* 2011; Seo and Park, 2018); Trendiness refers to a brand’s ability to deliver the latest information about the brand itself (Kim and Ko, 2012; Muntinga *et al.* 2011). Customization refers to the degree to which brands reflect consumers’ demand to satisfy their personal preferences such as price, product qualities, and features that can strengthen their purchase intention (Cheung *et al.* 2020; Kim and Ko, 2012); while Electronic Word of Mouth (e-wom) refers to communications or perceptions towards products, brand or business through social media platform which made by both potential current or former consumers (Hennig-Thurau *et al.* 2004).

### **2.2.2. Subjective norms (SN)**

The social pressure that an individual perceives to perform a certain behavior is characterized by subjective norms (Ajzen, 1991). These social pressures are frequently based on how often the individual believes that behavior occurs among others, as well as the individual’s impression of the approval or disapproval of the behavior by others (Ajzen, 1991; Ho *et al.* 2015). Subjective norms are principles and standards that influence an individual’s behavior in society (Cialdini and Trost, 1998). Sherif (1936) claimed that an individual learns how to engage in a social situation and understand society’s beliefs, values, rules, norms, and fashions as a result of subjective norms. Subjective norms develop out of normative beliefs and motivation to meet these expectations (Kim and Chung, 2011). According to Ho *et al.* (2015), subjective norms are influenced by both personal referents (e.g., friends, family) and societal referents (e.g., social media). According to Sanne and Wiese (2018), personal and societal referents have a significant influence on subjective norms. If the consumer believes that referents consider a particular product is good, they are more likely to purchase the product.

### **2.2.3. Perceived behavioral control (PBC)**

Perceived behavioral control is described as an individual’s perceived ability to do certain behaviors, which varies across conditions depending on factors that either help or obstruct the behavior’s performance (Ajzen, 1991). Perceived behavioral control was defined by Ramayah, *et al.* (2009) as an individual’s perception of ease in doing an activity. Perceived behavioral control is built based on control beliefs and the perceived power of the influencing factors. According to Ajzen (1991), control beliefs are the best views that people have regarding how much control they have over choosing to perform a behavior, concerning resources, talents, and barriers (Chin *et al.* 2018). This is further supported by other studies, which have explained that if consumers received more information about skincare and hence had higher perceived

behavioral control, then they would have a higher purchase intention for skincare products (Kidwell and Jewell, 2003; Ramayah *et al.* 2009). Perceived power is considered as the individual's view of how strong the factor can affect the performance of the behavior by either assisting it or obstructing it (Ajzen 1991).

#### **2.2.4. Brand awareness (BA)**

Brand awareness has previously been defined by several studies as a consumer's ability to recognize and recall a brand in a variety of situations or environments (Aaker, 1991; Balaji, 2011). According to Keller (1993), brand awareness suggests that consumers are familiar with the brand name and logo, which increases the likelihood of that brand being included in a list of viable candidates, and hence the possibility of that brand being picked. Keller (1993) has divided brand awareness into two categories, called brand recognition and brand recall. Brand recognition refers to the degree to which consumers can recognize brands as having been seen or heard before when the brand is cued (Aaker, 1991; Keller, 1993). While brand recall refers to the extent to which the brand is generated from memory cues such as product category or needs met by the category are presented as a cue (Aaker, 1991; Emimi and Zeqiri, 2021; Lee *et al.* 2019). According to previous research, consumers' confidence in a brand grows as they become more familiar with it, indicating that brand awareness is high (Laroche *et al.* 1996); they are more likely to trust that brand (Balaji, 2011). A study conducted by Macdonald and Sharp (2000) found that consumers have a strong tendency to use brand awareness as a heuristic when choosing a product since they believe a well-known brand is more trustworthy than an unfamiliar or unknown brand.

#### **2.2.5. Social brand engagement (SBE)**

McKay (2017) referred to social brand engagement as a consumer's readiness to interact with a brand's social media touchpoint. Osei-Frimpong and McLean (2018) have characterized social brand engagement as a multidimensional component that comprises a consumer's intentional, cognitive, and emotional states generated through interactive experiences that underpin behavioral interactions like those found on social media (Patterson *et al.* 2006). Since the intensity levels of cognitive, emotional, and intentional states in engagement processes can change rapidly from one moment to another, social brand engagement necessitates an active relationship that provides consumers and brands with experiential and instrumental value (Hollebeek *et al.* 2014). Likes, comments, and shares on a brand's social media profile are examples of such involvement and engagement. Consumers are more inclined to interact with brand-generated posts or content if the brand generates intriguing content that leads to impressions and attitudes about the brand (Osei-Frimpong and McLean, 2018). Social brand engagement not only creates a pool of vital information but also aids marketers in establishing a relevant brand and reacting to consumers' needs (Kuvykaite and Pligrimiene, 2014). Cheung *et al.* (2020) verified that marketers create conscious, imperative content for social brand engagement to develop and maintain a competitive edge over competitors.

#### **2.2.6. Purchase intention (PI)**

The phrase "purchase intention" refers to a consumer's concern as well as the likelihood of acquiring a product (Fishbein and Ajzen, 1975). Purchase intention is defined by Blackwell *et al.* (2000) as "what we think we will purchase". A consumer's attitude and preference for a product or service are inextricably tied to their purchase intention (Kim and Ko, 2012). Purchase intention, according to Wu *et al.* (2011), refers to the possibility that consumers will intend to purchase a given product or service in the future. Zeithaml (1988) proposed various dimensions to evaluate purchase intention, such as: possible to buy, intended to buy, and considered to buy. Blackwell *et al.* (2000) further argued that these three types of purchase intention may be affected by the level of several factors, such as brand awareness, brand trust, and brand engagement. Besides, purchase intention can be used to measure a consumer's tendency to

acquire a product in the future, and the correlation between the two components is such that the stronger purchase intention, the greater the desire to buy a product (Emini and Zeqiri, 2021; Zeithaml, 1988).

## **2.3. Hypotheses development**

### **2.3.1. Social media marketing activities and purchase intention**

Tsai and Men (2013) found that consumers often communicate with brands on social media, and this interaction has a significant influence on consumers' purchase intention. Purchase intention increases as a result of social media communication, which leads to purchase decisions (Jalilvand and Samiei, 2012; Tsai and Men, 2013). Information on skincare products available in the virtual world can positively affect consumers' purchasing intention (Pjero and Kercini, 2015). Online consumers' purchase intention is affected by the available information, which usually comes in the form of ratings and comments or marketing activities (Mangold and Faulds, 2009). In their study of the e-commerce industry, Yadav and Rahman (2017) discovered that social media marketing activities have a positive impact on purchase intention. According to Bilal *et al.* (2014), consumers who use online platforms have had their buying decisions influenced by social media. With the literature mentioned above, the following hypothesis is formulated:

*H<sub>1</sub>: Social media marketing activities have a significant positive impact on purchase intention of skincare products among Indonesian young adults.*

### **2.3.2. Mediating effect: Subjective norms**

According to Sanne and Wiese (2018), positive subjective norms increase the likelihood of an individual's intention to undertake a specific behavior. Another study claimed that subjective norms have a significant impact on purchase intention of green skincare products (Hsu *et al.* 2017). Sun and Wang (2020) investigated consumers' purchase intention for green products in the setting of social media marketing. Subjective norms were found to mediate the relationship between social media marketing and purchase intention (Kim and Chung, 2011; Sun and Wang, 2020). Furthermore, other studies mention that subjective norms are particularly relevant to the study of social media marketing activities, as social media is a collective network based on connections that greatly influence subjective norms and ultimately influence purchase intention (Logan, 2014; Maurer and Wiegmann, 2011). In the context of skin management, subjective norms have a major impact on behavioral intention (Hillhouse, 2000). Souiden and Diagne (2009) support the positive relationship between subjective norm perceptions and behavioral intention in the context of purchasing skincare products. The following hypothesis is formulated:

*H<sub>2</sub>: Subjective norms positively mediate the relationship between social media marketing activities and purchase intention of skincare products among Indonesian young adults.*

### **2.3.3. Mediating effect: Perceived behavioral control**

Previous research has indicated that consumers' confidence in their ability to manage or control their behavior showed a favorable relationship with purchase intention (Kim and Chung, 2011; Ramayah *et al.* 2009). A consumer who believes they have a lot of control over their behavior is more likely to have a higher purchase intention for skincare products (Ramayah *et al.* 2009). Giantari *et al.* (2013) discovered that perceived behavioral control influenced the correlation between online shopping platforms and purchase intention. Simamora and Djamaludin (2020) found that perceived behavioral control strongly mediated the correlation between the online platform and purchase intention for movie tickets. A recent study discovered that perceived behavioral control positively mediated the relationship between social media and consumers' intention toward a product (Anser *et al.* 2019; Chin *et al.* 2018). The following hypotheses are formed:

*H<sub>3</sub>: Perceived behavioral control positively mediates the relationship between social media marketing activities and purchase intention of skincare products among Indonesian young adults.*

#### **2.3.4. Mediating effect: Brand awareness**

Brand awareness can serve as a sign of quality and commitment, allowing consumers to get familiar with a brand and, as a result, assist them in making a purchasing decision (Aaker, 1991; Balaji, 2011). Social media marketing is seen as a fashionable aspect of communication that has a big impact on brand awareness and leads to consumers' purchase intention (Bilgin, 2018; Jamali and Khan, 2018; Seo and Park, 2018). When brand awareness is applied as a mediator, Shabbir *et al.* (2010) reveal that there is a significant relationship between social media marketing activities and customer purchase intention. Further, this is supported by a recent study by Aljumah *et al.* (2021) that verified there is a significant relationship between social media marketing and consumers' purchase intention through brand awareness. The following hypotheses are formed:

*H<sub>4</sub>: Brand awareness positively mediates the relationship between social media marketing activities and purchase intention toward skincare products among Indonesian young adults.*

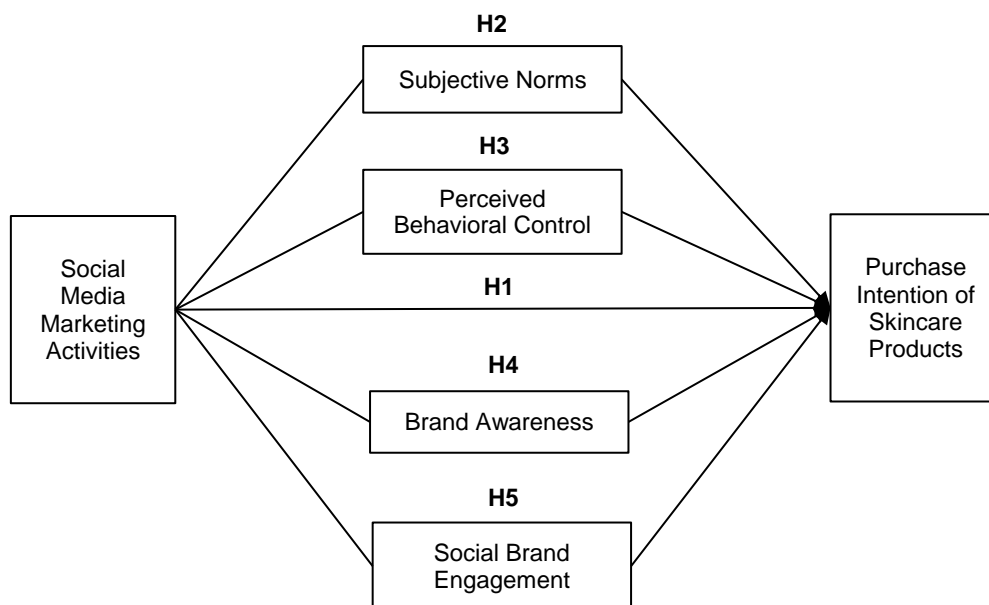
#### **2.3.5. Mediating effect: Social brand engagement**

Consumers' purchasing intentions, according to Dehghani and Tumer (2015), are heavily influenced by the product's value and recommendations expressed or shared by other consumers on social media platforms. They further indicated a high correlation between social media marketing and purchase intention through social brand engagement (Dehghani and Tumer, 2015). According to Harris and Rae (2009), social media marketing can shift consumers' infatuation for engagement from the outward perspective, and the inward perspective. Social media marketing can act as a medium that can change the traditional focus on control to one that embraces virtual collaboration and interaction, which can enhance consumers' purchase intention. Lu *et al.* (2014) demonstrated that the function of involvement greatly influences consumers' intention to purchase a product. They further claimed that leveraging social media significantly increased consumers' buying intention (Lu *et al.* 2014). Previous research has discovered that social brand engagement positively mediates the relationship between social media marketing activities and purchase intention (Barhemmati and Ahmad, 2015). Based on the above arguments, this study posits the following hypothesis:

*H<sub>5</sub>: Social brand engagement positively mediates the relationship between social media marketing activities and purchase intention of skincare products among Indonesian young adults.*

To achieve a better understanding of the determinant of the purchase intention toward skincare products among Indonesian young adults, a conceptual research framework has been adopted and formulated based on the Theory of Planned Behavior (TPB) model, which has been shown in Figure 2.





**Figure 2. Proposed conceptual framework**

Source: Author's own preparation

### 3. Research methodology

#### 3.1. Sample design

This study focuses on Indonesian young adults, both male and female, aged 18 to 34 years old, who use any skincare products daily and are engaged in skincare brands' social media. The respondents in this survey hail from four cities in Indonesia, specifically, Denpasar, Jakarta, Bandung, and Surabaya. The sample target respondents range from students to the employed, self-employed, and unemployed. This demographic has been chosen as it has a strong purchasing power and high internet penetration (Bank Indonesia, 2018; BPS Indonesia, 2018; Sun and Chung, 2020). Additionally, the demographics are well-educated, technology-savvy, and conscious of skin health as well as beauty (BPS Indonesia, 2018; Kemp, 2021).

Furthermore, a non-probability sampling technique is employed in this study. Due to the COVID-19 pandemic and a large-scale social restriction in Indonesia, data is collected via a structured online questionnaire by utilizing Google Form for roughly 10 days from 20th March to 29th March 2022, where three social media platforms such as Instagram, Facebook, and WhatsApp are used as distribution channels to share the online questionnaire form link with the respondents. The entire data collection process adheres to legal and ethical standards. A total of 345 data of respondents are collected, however, only 271 responses are useable and meet the requirements of the questionnaire.

#### 3.2. Questionnaire design

All of the questionnaire items were created based on the objective of the study and questions that clarify the constructs were extracted from the literature review and included in the questionnaire. The questionnaire surveyed social media marketing activities (SMMA) covered eight items; three items assessed subjective norms; five items examined perceived behavioral control; four items examined brand awareness; six items measured social brand engagement; and five items measured purchase intention, resulting in a total of 31 questionnaire items. A Four-point Likert scale is adopted with ranges from 1 ("strongly disagree") to 4 ("strongly agree") with no neutral option scale to eliminate personal bias, avoid the possibility that the respondents will misuse the midpoint, and get specific responses (Chyung *et al.* 2017). Table 1 shows the questionnaire items.



Table 1. Measurement items development

SMMA	Code	Items	Reference
Entertainment	SMMA1	The content of this skincare brand's social media is enjoyable, fun, and playful	Kim and Ko (2012); Seo and Park (2018)
	SMMA2	The content shared by this skincare brand on social media seems interesting	
Interactions	SMMA3	It is possible to have two-way communication to share opinions through this skincare brand's social media	
Trendiness	SMMA4	The information shared on this skincare brand's social media is up-to-date	
Customization	SMMA5	This skincare brand's social media provide lively feed information that I am interested in	
	SMMA6	This skincare brand's social media offers customized information searches	
E-WOM	SMMA7	I would like to pass along information on the brand, product, or services from this skincare brand's social media to my friends, family, and the public in general	Cheung <i>et al.</i> (2020)
	SMMA8	I want to upload or re-shared content from this skincare brand's social media on my blog or my personal social media account	
SN	Code	Items	Reference
Subjective Norms	SN1	People who are important to me influence my behavior to purchase skincare products from this brand	Sun and Wang (2020)
	SN2	People I value would want me to purchase skincare products from this brand	
	SN3	People I value would buy skincare products from this brand	
PBC	Code	Items	Reference
Perceived Behavioral Control	PBC1	Purchasing skincare products is entirely within my control	Sun and Wang (2020)
	PBC2	I can find skincare products and brands if I want to	
	PBC3	I believe I have the ability to purchase skincare products	
	PBC4	I have the resources, time, and willingness to purchase skincare products	Sanne and Wiese (2018)
	PBC5	I see myself as capable of purchasing skincare products in the future.	
BA	Code	Items	Reference
Brand Recognition	BA1	I am aware of the characteristics of this skincare brand on social media	Lee <i>et al.</i> (2019)
	BA2	Social media helps me realize and recognize this skincare brand exists among other brands	
Brand Recall	BA3	I can quickly recall this skincare brand through its symbol, name, and logo	Emini and Zeqiri (2021)
	BA4	When I think of toner, moisturizer, this skincare brand comes to my mind	
SBE	Code	Items	Reference
Emotional	SBE1	I am enthusiastic about engaging with this skincare brand on social media	Emini and Zeqiri (2021)
	SBE2	I feel positive about this skincare brand on social media	
Cognitive	SBE3	I engage in brand engagement activities to help me to reach personal goals	
	SBE4	This skincare brand catches my attention	
Intentional	SBE5	I exert my full effort in supporting this skincare brand on social media	
	SBE6	I spend a lot of time using social media to access this skincare brand	
PI	Code	Items	Reference
Possible to Buy	PI1	I would hope to purchase from this skincare brand	Emini and Zeqiri (2021)
	PI2	I am very likely to purchase skincare products recommended by my friends on social media	
Intended to Buy	PI3	I intend to purchase a skincare brand that I like based on social media interaction	
	PI4	I intend to purchase products as marketed on skincare brand's social media I follow	
Considered to Buy	PI5	Interacting with this skincare brand's social media helps me make better decisions before purchasing their product	

Source: Author's own preparation

#### 4. Data analysis

The data collected were examined using the SmartPLS v.3.3.3 to test the hypotheses in this study. An SPSS v.26.0 is used, before testing the hypotheses, to test demographic statistics to understand and have valuable insight into the characteristics of 271 respondents in this study. Table 2 shows the demographic characteristics of the respondents.

**Table 2. Demographic statistics**

Description	Characteristics	%
Gender	Female	88.2
	Male	11.8
Age	18 – 20 years old	16.6
	21 – 25 years old	56.5
	26 – 30 years old	19.9
	31 – 34 years old	7.0
City	Denpasar	60.9
	Jakarta	18.8
	Bandung	9.6
	Surabaya	10.7
Employment Level/Status	High School Student	8.1
	University Student	29.5
	Employee	41.3
	Self-Employed	15.1
	Unemployed	3.0
	Other	3.0
Income Level (in IDR – Rupiah)	Less than IDR 2.500.000	34.3
	IDR 2.500.001 – IDR 5.000.000	31.0
	IDR 5.000.001 – IDR 7.500.001	19.2
	IDR 7.500.001 – IDR 10.000.000	10.3
	More than IDR 10.000.001	5.2
Social Media Platforms	Instagram	96.3
	Twitter	45.8
	Facebook	22.1
	YouTube	56.5
	TikTok	48.7
	Other	3.0
Avg. Hours to Spend on Social Media (Per Day)	Less than 1 Hour	2.6
	From 1 Hour to less than 4 Hours	42.1
	From 4 Hours to less than 6 Hours	38.4
	More than 6 Hours	17.0
<b>TOTAL</b>		<b>100.0</b>

Source: Author's own preparation

#### 4.1. Measurement model assessment

The measurement model was evaluated using the composite reliability ( $\rho_c$ ) and the Average Variance Extracted (AVE). Table 3 shows the composite reliability of the constructs in this study was qualified as it showed all the values are greater than 0.70. However, some measurements were removed from the model to achieve the square root of the AVE greater than the cut-off of 0.50 and outer loadings greater than 0.70 (Hair *et al.* 2014).

**Table 3. Composite reliability and convergent validity**

Variables	Items	Composite Reliability ( $\rho_c$ )	Outer Loadings <sup>a</sup>	AVE <sup>b</sup>
SMMA	SMMA1	0.856	0.758	0.544
	SMMA2		0.731	
	SMMA3		0.731	
	SMMA7		0.757	
	SMMA8		0.710	
SN	SN1	0.895	0.840	0.739
	SN2		0.876	
	SN3		0.863	
PBC	PBC1	0.882	0.724	0.653
	PBC2		0.812	
	PBC3		0.883	
	PBC4		0.805	
BA	BA3	0.874	0.905	0.776
	BA4		0.856	
SBE	SBE1	0.878	0.770	0.591
	SBE2		0.726	
	SBE3		0.748	
	SBE5		0.844	
	SBE6		0.751	
PI	PI1	0.846	0.704	0.579
	PI3		0.790	
	PI4		0.794	
	PI5		0.754	

**Notes:** All the Composite Reliability ( $\rho_c$ ) are greater than the cut-off of 0.70, meaning that all the constructs used in the model were acceptable. <sup>b+c</sup> All measurement items with outer loadings lower than 0.70 were removed from the model, including BA1, BA2, PBC5, PI2, SBE4, SMMA4, SMMA5, and SMMA6 as these items have also affected the Average Variance Extracted (AVE).

**Source:** Author's own preparation

Discriminant validity is concerned with concept differentiation in the constructs; it assures that each construct has its own identity and is statistically unique which can be assessed through the cross-loadings indicator, Fornel-Larcker criterion, and Heterotrait-Monotrait Ratio (HTMT) (Hair *et al.* 2014). Table 4 shows the cross-loading of each item has the highest value on itself and low on other constructs.

**Table 4. Cross-loadings indicator**

	BA	PBC	PI	SBE	SMMA	SN
BA3	0.905	0.358	0.450	0.436	0.469	0.267
BA4	0.856	0.279	0.403	0.537	0.355	0.221
PBC1	0.229	0.724	0.283	0.133	0.336	0.195
PBC2	0.328	0.812	0.280	0.200	0.286	0.219
PBC3	0.355	0.883	0.391	0.261	0.347	0.280
PBC4	0.262	0.805	0.310	0.223	0.320	0.318
PI1	0.452	0.463	0.704	0.412	0.440	0.422
PI3	0.320	0.289	0.790	0.454	0.466	0.431
PI4	0.296	0.204	0.794	0.483	0.413	0.373
PI5	0.397	0.221	0.754	0.451	0.409	0.344
SBE1	0.411	0.203	0.408	0.770	0.458	0.342
SBE2	0.503	0.326	0.512	0.726	0.504	0.373
SBE3	0.323	0.140	0.384	0.748	0.335	0.326
SBE5	0.476	0.145	0.489	0.844	0.484	0.401
SBE6	0.350	0.145	0.455	0.751	0.442	0.425
SMMA1	0.382	0.353	0.427	0.386	0.758	0.416
SMMA2	0.382	0.324	0.388	0.356	0.731	0.304
SMMA3	0.318	0.249	0.414	0.378	0.731	0.406
SMMA7	0.390	0.323	0.436	0.515	0.757	0.408
SMMA8	0.270	0.225	0.436	0.512	0.710	0.462
SN1	0.244	0.269	0.422	0.399	0.481	0.840
SN2	0.212	0.285	0.456	0.400	0.472	0.876
SN3	0.263	0.260	0.461	0.463	0.450	0.863

**Notes:** The gray highlight on the Cross-loading table indicates that the loading of each indicator has the highest value on itself and is low on other constructs.

**Source:** Author's own preparation

Moreover, Table 5 shows the Fornel-Larcker criterion of this study, where the square root of the AVEs of each item has the highest value on itself and was greater than all of the inter-construct.

**Table 5. Fornel-Larcker criterion**

	BA	PBC	PI	SBE	SMMA	SN
BA	0.881					
PBC	0.365	0.808				
PI	0.486	0.396	0.761			
SBE	0.546	0.256	0.591	0.769		
SMMA	0.473	0.400	0.571	0.587	0.738	
SN	0.279	0.315	0.519	0.489	0.544	0.860

**Notes:** The gray highlight on the Fornel-Larcker Criterion table indicates that the square root of the AVE has the highest value on itself and is low on other constructs.

**Source:** Author's own preparation

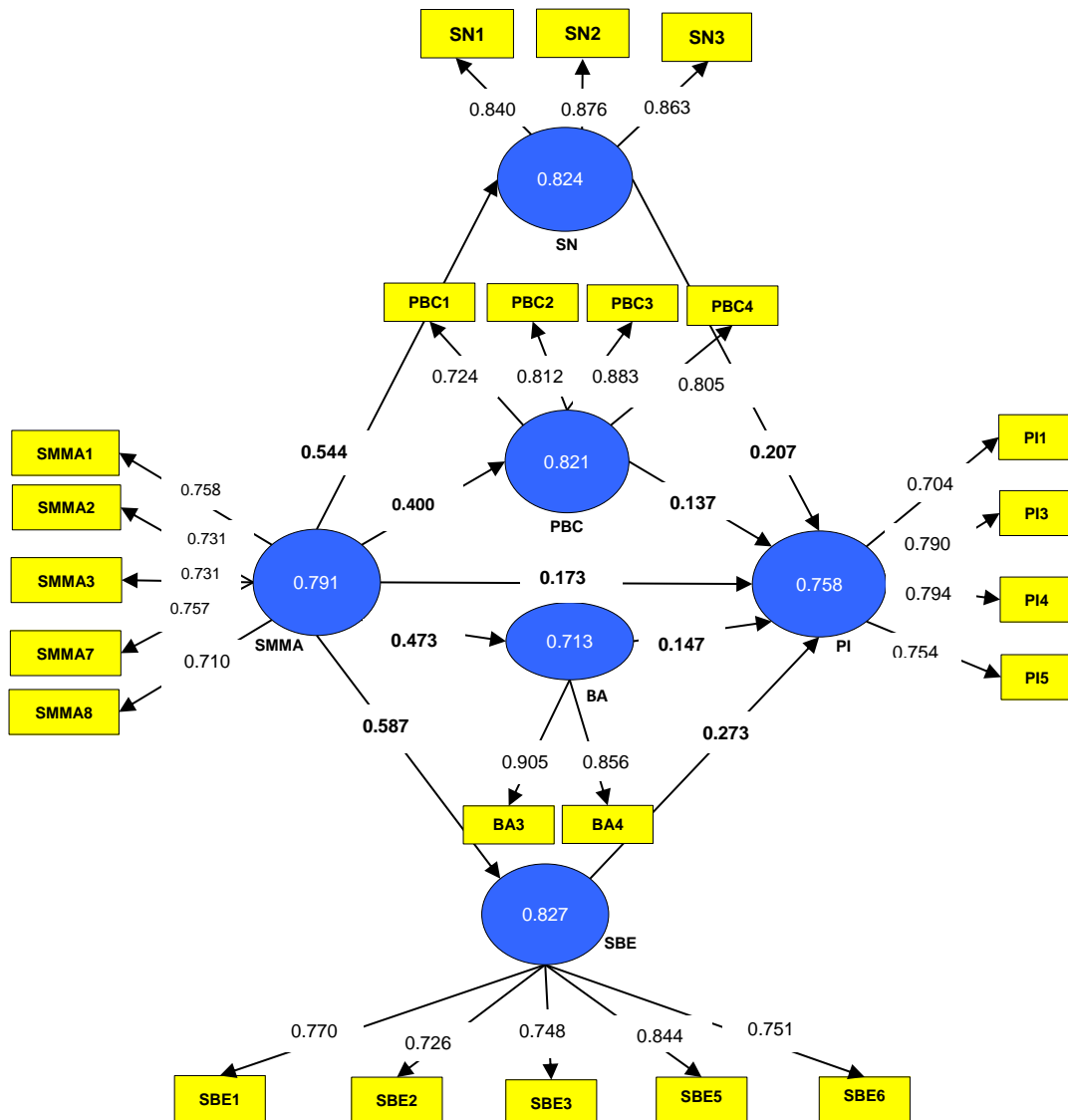
To achieve discriminant validity the HTMT score should be between confidence interval values  $-1$  and  $1$  (Henseler *et al.* 2014). Table 6 shows the results of HTMT for this study, which confirms that discriminant validity was valid as all values were significantly different from 1 and greater than  $-1$ .

**Table 6. Heterotrait-Monotrait ratio**

	BA	PBC	PI	SBE	SMMA	SN
BA						
PBC	0.470					
PI	0.652	0.486				
SBE	0.707	0.300	0.739			
SMMA	0.621	0.495	0.732	0.709		
SN	0.361	0.382	0.653	0.589	0.670	

**Source:** Author's own preparation

Figure 3 shows the results of the measurement (outer) model, which indicates that all Cronbach's alpha and the outer loading for each item (yellow boxes) are greater than 0.70, indicating that the measurement (outer) model of this study is significant.



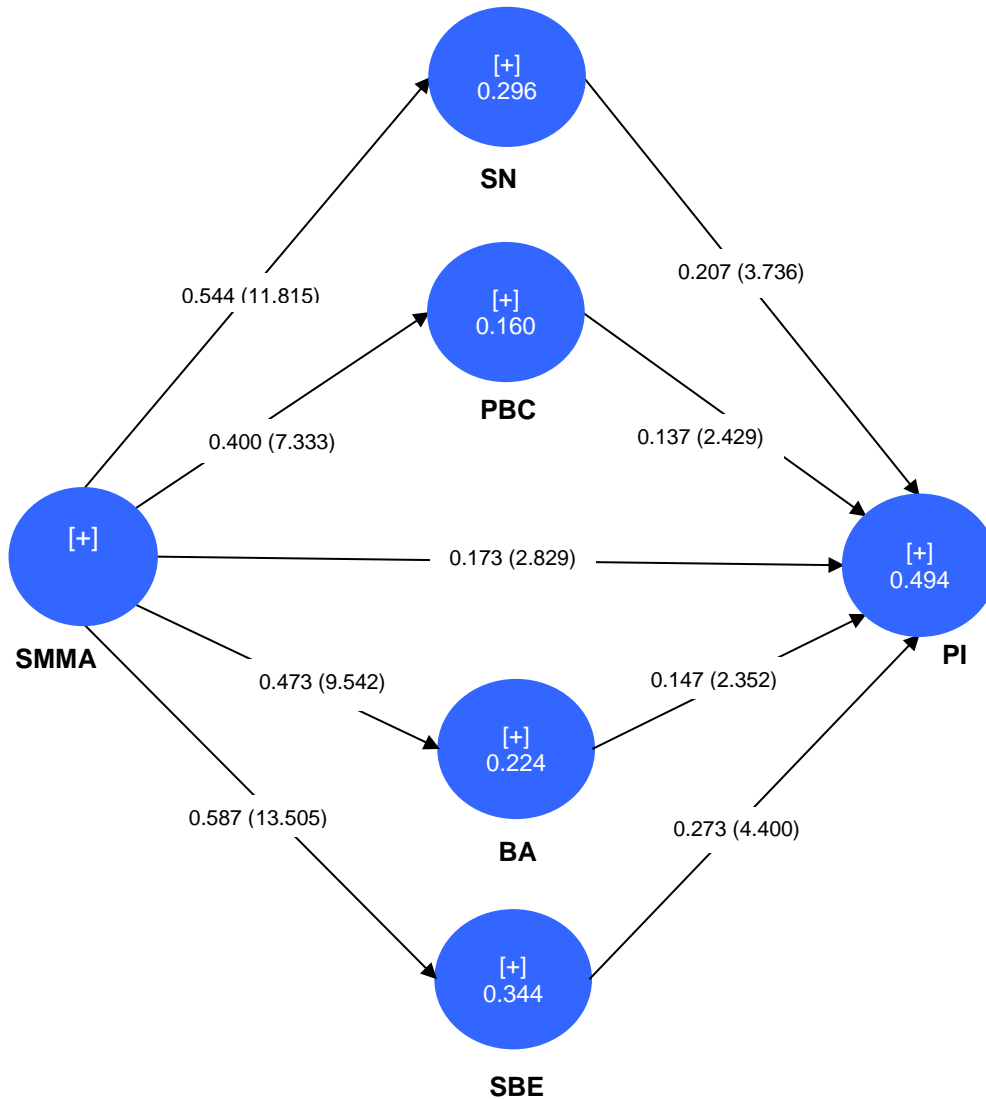
**Figure 3. Outer (measurement) model results**

**Notes:** Blue circles indicate the constructs with Cronbach's alpha; Yellow boxes indicate the measurement items with outer loading.

**Source:** Author's own preparation

#### 4.2. Structural model assessment

The structural model was assessed to investigate the path coefficient and hypotheses that have been established as well as the significance of the variables. To conclude that the constructs exhibit strong relationships, the path coefficients should be between -1 and +1 (Hair *et al.* 2014). In addition, the p-value should be less than 0.05 and the t-value must be greater than 1.96 (Hair *et al.* 2014). Figure 4 shows the bootstrapping results of the inner model (structural model) of this study, except for the first variable of this study which is SMMA as it is the independent variable.



**Figure 4. Inner (structural) model results**

**Notes:** Blue circles indicate the value of the coefficient of determination ( $R^2$ ).

**Source:** Author's own preparation

The first hypothesis examined if social media marketing activities had a significant effect on purchase intention of skincare products. The result showed that there was a positive significant relationship ( $\beta = 0.173$ ,  $t = 2.910$ ,  $p < 0.05$ ), accepting  $H_1$ . This result is aligned with several previous studies (Patruti-Baltes, 2016; Yadav and Rahman, 2017), where all constructs of social media marketing activities have a high chance to create purchase intention. Based on the result of this study, it can be seen that consumers' purchase intention is more likely to be influenced by social media marketing activities; Subjective norms positively mediated the relationship between social media marketing activities and purchase intention ( $\beta = 0.113$ ,  $t = 3.509$ ,  $p < 0.001$ ), supporting  $H_2$ , which this result is aligned with the previous study (Souiden and Diagne, 2009). This indicates that pressure from society could influence the consumers' behavior and intention to purchase skincare products.

Moreover, perceived behavioral control positively mediated the relationship between SMMA and PI ( $\beta = 0.055$ ,  $t = 2.089$ ,  $p < 0.05$ ), accepting  $H_3$ , this finding shows that if consumers believe they have a lot of control over their behavior, they are more likely to have

higher purchase intention on skincare products (Chin *et al.* 2018); Brand awareness positively mediated the relationship between social media marketing activities and purchase intention ( $\beta = 0.069$ ,  $t = 2.229$ ,  $p < 0.05$ ), supporting  $H_4$ . This result is aligned with previous studies (Aljumah *et al.* 2021; Shabbir *et al.* 2010), where social media marketing activities are seen as a fashionable aspect of communication from brands to the consumers that have a big impact on brand awareness and lead to consumers' purchase intention; Social brand engagement positively mediated the relationship between social media marketing activities and purchase intention ( $\beta = 0.160$ ,  $t = 4.251$ ,  $p < 0.001$ ), accepting  $H_5$ . This result indicates that a positive relationship and communication between skincare brands and consumers will lead to a high consumer purchase intention and this result is aligned with a previous study conducted by Lu *et al.* (2014) claimed that the function of involvement in social media greatly influences consumers' intention to purchase a product. Table 7 shows the summary of the hypotheses results.

**Table 7. Hypotheses results**

	Descriptions	$\beta$	STDEV	t-values	p-value	CI 95%	Results
H1	SMMA $\rightarrow$ PI	0.173	0.060	2.910	<b>0.004**</b>	0.271	Accepted
H2	SMMA $\rightarrow$ SN $\rightarrow$ PI	0.113	0.032	3.509	<b>0.000***</b>	0.166	Accepted
H3	SMMA $\rightarrow$ PBC $\rightarrow$ PI	0.055	0.026	2.089	<b>0.037**</b>	0.104	Accepted
H4	SMMA $\rightarrow$ BA $\rightarrow$ PI	0.069	0.031	2.229	<b>0.026**</b>	0.121	Accepted
H5	SMMA $\rightarrow$ SBE $\rightarrow$ PI	0.160	0.038	4.251	<b>0.000***</b>	0.225	Accepted

**Notes:** \*\*p < 0.05; \*\*\*p < 0.001;  $\beta$  = path coefficient; STDEV = Standard Deviation; SMMA (Social Media Marketing Activities); SN = Subjective Norms; PBC = Perceived Behavioral Control; BA = Brand Awareness; SBE = Social Brand Engagement; PI = Purchase Intention

**Source:** Author's own preparation

The coefficient of determination ( $R^2$ ) was assessed to test the model's predictive accuracy and squared correlation between a specific endogenous construct's actual and predicted values, which can be assessed through bootstrapping (Hair *et al.* 2014). Falk and Miller (1992) pointed out that the  $R^2$  value should be equal and/or greater than the benchmark of 0.10. Table 8 shows the  $R^2$  values of this study. Therefore, establishing the predictive capability—particularly 49.4% changes in purchase intention can be attributed to the shift in social media marketing activities.

Table 8 shows the  $R^2$  of this study. Moreover, the  $f^2$  effect size was assessed in this study to evaluate the strength of one exogenous construct contributes to another measure by  $R^2$ . Table 9 shows the effect size of each construct was greater than or equal to 0.02, meaning that all constructs had a small effect size.

**Table 8. R-square**

Variables	$R^2$
BA	0.224
SN	0.296
PBC	0.160
SBE	0.344
PI	0.494

**Source:** Author's own preparation

**Table 9. f-square effect size**

Predictor	Endogenous	$R^2$ included	$R^2$ excluded	$f^2$	Effect
SMMA	PI	0.494	0.479	0.0296	Small
SN	PI	0.494	0.465	0.0573	Small
PBC	PI	0.494	0.477	0.0335	Small
BA	PI	0.494	0.479	0.0296	Small
SBE	PI	0.494	0.459	0.0691	Small

**Notes:**  $f^2 \geq 0.02$  = small effect;  $f^2 \geq 0.15$  = medium or moderate effect;  $f^2 \geq 0.35$  = large effect

**Source:** Author's own preparation

On the other hand, the  $Q^2$  was examined to accurately predict the data points of indicators in reflective measurement models of endogenous constructs and endogenous single-item constructs (Hair *et al.* 2014). Falk and Miller (1992) claimed that the  $Q^2$  value in the



structural model larger than zero for a certain reflective endogenous latent variable indicates the path model's predictive relevance for this particular construct. Similar to the  $f^2$  effect size approach, Table 10 indicates that  $Q^2$  values in this study were greater than zero, which confirms that the model for this study had predictive relevance. Further, the model had small effects since the all  $q^2$  values were smaller than 0.15, which has been shown on Table 11.

**Table 10. Predictive relevance**

	SSO	SSE	$Q^2$
BA	542.0	450.6	0.169
SN	813.0	640.3	0.212
PI	1084.0	798.3	0.264
PBC	1084.0	973.0	0.102
SBE	1355.0	1092.9	0.193

Source: Author's own preparation

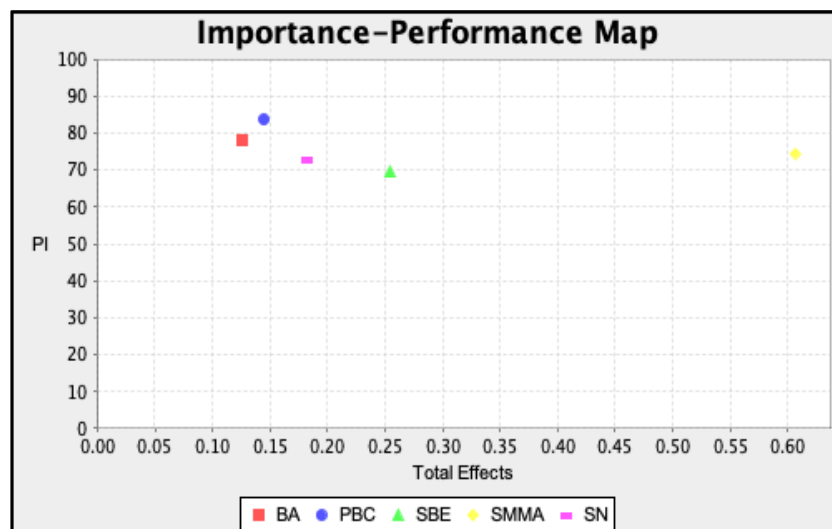
**Table 11. q-square effect size**

Predictor	Endogenous	$Q^2$ included	$Q^2$ excluded	$q^2$	Effect
BA	PI	0.264	0.258	0.00815	Small
SN	PI	0.264	0.250	0.01902	Small
PBC	PI	0.264	0.259	0.00679	Small
SBE	PI	0.264	0.244	0.02723	Small
SMMA	PI	0.264	0.257	0.00951	Small

Source: Author's own preparation

### 4.3. Importance-performance map analysis (IPMA)

The importance-performance map analysis (IPMA) extends the results of PLS-SEM by also taking the performance of each construct into account. As a result, conclusions can be drawn on two dimensions (i.e., both importance and performance), which is particularly important for prioritizing managerial actions (Ringle and Sarstedt, 2016). Figure 5 and Table 12 show the result of the IPMA for this study



**Figure 5. Importance-performance map analysis chart**

Notes: y axis indicates importance of each construct; x axis indicates performance of each construct.

Source: Author's own preparation

**Table 12. Importance-performance analysis index**

Construct	Importance (Total Effect)	Performances (Index Values)
BA	0.126	78.031
PBC	0.145	83.719
SBE	0.254	69.559
SMMA	0.606	74.497
SN	0.183	72.705

**Source:** Author's own preparation

The results above indicate that PBC, BA, SBE, and SN had high importance and low performance, which management should focus on. Whereas management should keep up the good work on SMMA as this indicates that the variable had high importance and high performance.

## 5. Conclusion

This research concentrates on examining six latent constructs derived from the literature by adopting the Theory of Planned Behavior (TPB), where a conceptual framework was developed with ordered latent constructs and analyzed through statistical data analysis and square equation modeling. From the findings, all the hypotheses that have been developed were accepted. Particularly, the result showed that the social media marketing activities significantly affected purchase intention, and all mediating variables positively mediated the relationship between social media marketing activities and purchase intention of skincare products. Furthermore, the findings of this study also indicated that social media marketing activities had high importance and high performance in terms of importance-performance map analysis (IPMA), whereas all mediating variables had high importance and low performance, which suggested for management to take into account.

### 5.1. Implication of the study

#### 5.1.1. Managerial implication

There was a significant relationship between social media marketing activities and purchase intention of skincare products among Indonesian young adults in this research. These findings highlight the significance of social media marketing activities, where marketers of the skincare brands should creatively utilize social media in the dynamic community as it can be seen from this study that Indonesian young adults are active users of social media and are heavily influenced by the contents shared on social media before purchasing a product.

Moreover, this study gives marketers several practical thoughts on utilizing social media to compete in the market. Consumers become more involved with the brand, the more they are familiar with it. As such, marketers should utilize several features on social media platforms (e.g., IG story on Instagram) and provide playful and lively content to have high exposure and active engagement between the brands and the consumers, which may enhance familiarity in the consumers, and create an emotional attachment on the consumers to increase brand awareness, brand engagement, purchase intention, and ultimately maintain high profits in the long run.

#### 5.1.2. Theoretical implication

This study showed that social media marketing activities significantly affected purchase intention of skincare products among Indonesian young adults. Through the findings of previous research, the author acknowledges that there is quite a several information about the impact of social media marketing activities on purchase intention. However, the number of researchers that investigated and emphasized the subjective norms, perceived behavioral control, brand awareness, and social brand engagement as mediating variables is still limited —where the findings of this study showed that all the four mediating variables are critical construct to

analyze consumers' purchase intention and their complex behavior in this dynamic community. Hence, researchers could look into the relationship between independent, mediating, and dependent variables more in-depth as the findings in this study showed that all mediating variables are significant with purchase intention.

## 5.2. Limitations and recommendations for further research

This research was conducted successfully. However, the author found several limitations as the author went through the study. The first limitation of this study is the lack of existing academic research in terms of social media marketing activities on purchase intention of skincare products using the Theory of Planned Behavior, where the majority of previous studies were focused mainly on cosmetic products instead of skincare products. Besides, the studies that investigated and focused on brand awareness and social brand engagement as additional mediating variables in adopting the TPB are still limited; the second limitation is that this study employs a cross-sectional method as it saves time and allows researchers to investigate and evaluate a large number of variables using standard procedures. However, there is no time dimension provided which makes it impossible to establish a cause-and-effect relationship over a long period. The third limitation is that due to the ongoing COVID-19 pandemic and the large-scale social restriction, the questionnaire of this study was created through Google Form and distributed through three different social media platforms.

Finally, this study was conducted in Indonesia, with the respondents sampled from Indonesian young adults who have experience in using social media marketing to purchase skincare products, whereas those who do not have experience were eliminated from the survey. This indicates that the findings of this study may only be applicable in the Indonesian market. Based on the findings and the limitations of this study, it would be interesting for the future research to consider these limitations by incorporating the sample of other countries, which involve a broader range of consumers behavior and compare the findings, which would provide valuable information to assist skincare brands' marketers in developing social media marketing strategies and decision-making.

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