

THE FACTORS INFLUENCING PURCHASE INTENTION AMONG CONSUMERS OF SKINTIFIC PRODUCTS

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ABSTRACT

This study aims to examine the influence of firm-created content and user-generated content on purchase intention through brand passion among Skintific product consumers. The sample in this study consists of 160 respondents selected using a purposive sampling technique, with the criteria of being at least 17 years old, having used Skintific products, and having seen the product content on TikTok. Data was collected through an online questionnaire distributed via social media and processed using statistical analysis with the Structural Equation Modeling (SEM) approach. The results show that both firm-created content and user-generated content have a positive and significant effect on brand passion. Furthermore, brand passion has been proven to have a significant impact on purchase intention. These findings indicate that content strategies, whether from companies or users, play an essential role in enhancing consumers' emotional engagement with the brand and fostering their purchase intention for Skintific products.

Keywords: Firm-Created Content, User-Generated Content, Brand Passion, Purchase intention

1. INTRODUCTION

Along with the development of the beauty industry and the increasing public understanding of the significance of skin appearance and health, the number of cosmetic brands is increasing rapidly, resulting in intense market competition (1). Customers now have more options when it comes to products, thus marketers must comprehend the variables that affect consumers' decisions to buy.

One brand that stands out in the evolution of the cosmetics industry in Indonesia is Skintific. The rapid growth of the Skintific brand is strongly linked to its effective utilization of social media utilized for marketing purposes. Social media, being the leading communication platform in today's era, enables interaction, collaboration, and the sharing of content (2). Business people can use the TikTok application as a means of promoting products to be sold so that they can be recognised by people and can foster a sense of buying interest (3).

Various types of content uploaded on the TikTok application are user generated content (4). User-generated content serves as a highly influential reference in the process of making purchase decisions, but the widespread distribution of video reviews can have not only positive but also negative impacts, which in turn can affect consumer buying interest (5). In addition to product review content, there is also firm created content, the success of which in influencing purchase intentions certainly depends on the company's understanding of how the content can be received by consumers (6).

The contribution of consumers in creating content does not always match the marketing strategy that the company wants, so user-generated content does not always have a good impact on increasing the brand passion of a product (7). Firm created content to consumers

can positively influence brand love provided that the message generates a positive response from the customer and tends to choose the product, but conversely if the communication made by the company is not effective, it will cause a negative reaction and can damage brand passion (8).

Brand passion, which creates an emotional attachment between consumers and brands, anticipated to enhance purchase intention, yet there remains a lack of clarity regarding its effect within social media marketing, therefore additional research is required to understand how brand passion through social media communication affects consumer purchase intention in competitive situations (9). Purchase interest represents a decision-making approach taken by consumers as they examine different reasons for selecting a certain brand (10).

Considering the information presented above, the authors conducted research to find out empirically the influence of firm-created content and user-generated content to purchase intention through brand passion for consumers of Skintific products.

Theoretical Framework and Hypotesis

In this research, the Theory of Planned Behaviour (TPB) is used as a research foundation. TPB is a development of theory of reasoned action. The theory was developed by adding one more factor, namely perceived behavioural control, so that with the addition of one factor it became the TPB (11).

The concept helps explain the influence of firm created content, user generated content, brand passion, and purchase intention by showing how attitudes, subjective norms, and behavioural control influence consumer purchase intention. According to this theory, attitudes towards brands can be influenced by firm and user generated content. In addition, subjective norms, which are influenced by social opinions from people around them, also play an important role in shaping purchase intentions. If many people in the consumer's social environment provide positive support for the brand, consumers will be more motivated to buy the product. Behavioural control relates to individual perceptions at the time of difficulty in buying a product. If individuals can be influenced by information provided through company content and other users' experiences, this can increase consumers' purchase intentions.

Relation Between Variables.

The relationship between relative firm-created content and brand passion

Social media content created by the company plays an important role in shaping the sense of passion for the brand (12). Communications made by companies, such as posts on brand fan pages and videos about products, can increase consumers' brand passion for the brand (13).

H1: Firm created content positively affect brand passion in consumers of Skintific products.

The relationship between relative user generated content and brand passion

User-generated product review content has become an important tool for consumers to discuss brands (14). User-generated product reviews can inspire consumers and build an emotional bond to a brand and increase consumer interest in a brand (15). User-generated product review content, which forms the core of brand communities on social media, has been empirically proven to be highly effective in generating brand passion (13).

H2: User generated content positively affect brand passion in Skintific product consumers.

The relationship between relative firm-created content and purchase intention

Content created by companies is a marketing strategy used in social media communication to produce product advertisements that can foster a sense of consumer buying interest (16). Interesting content created by companies on social media platforms can positively influence consumer buying interest (17). This aligns with earlier studies which shows that firm created content can foster a sense of buying interest (18).

H3: Firm created content positively affect purchase intention among consumers of Skintific products.

The relationship between relative user generated content to purchase intention

Interesting user-generated content on social media platforms can positively influence consumer purchase intention (17). User-generated content in the form of product reviews is a highly impacful form of information for consumers in during the decision-making process prior to purchasing (13). This is aligns with earlier studies which shows that user generated content can foster a sense of buying interest (18).

H4: User generated content positively affect purchase intention among consumers of Skintific products.

The relationship between relative brand passion to purchase intention

Brand passion is an fellings-based connection that consumers have with brands (19). The influence of brand passion on a brand has a significant relationship with consumer purchase intention, brand passion not only encourages consumer engagement, but also reduces their sensitivity to price and strengthens social network support (20). Previous research shows that brand passion has a positive influence on purchase intention (13).

H5 : Brand passion positively affect purchase intention among consumers of Skintific products.

Research Model

Based on this explanation, the framework of this research can be described as follows:

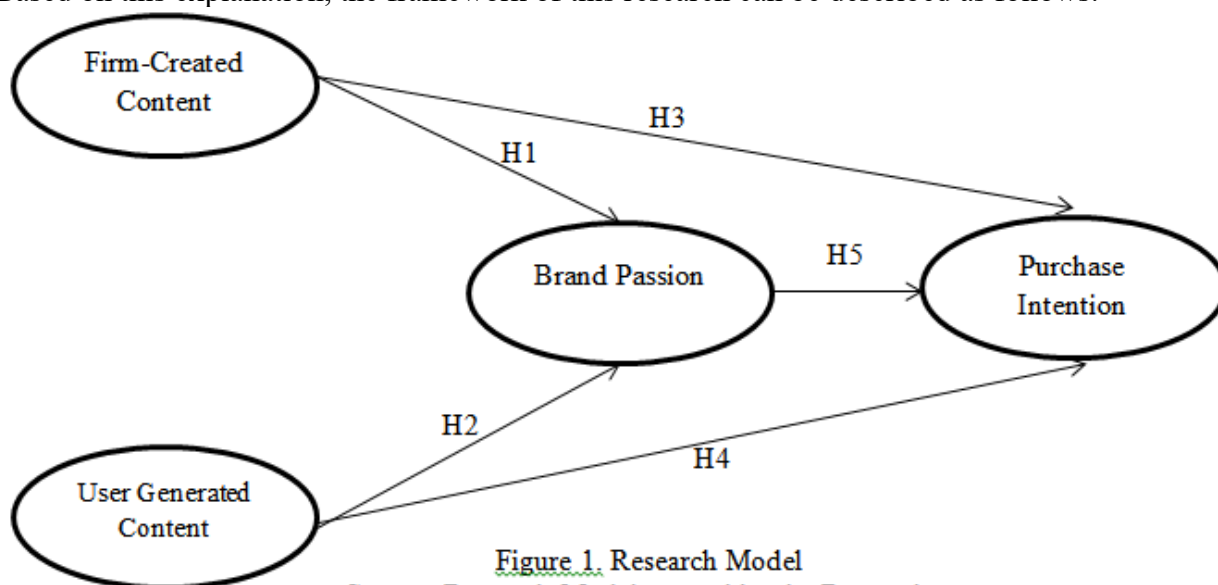


Figure 1. Research Model
 Source: Research Model created by the Researcher

2. RESEARCH METHOD

The data gathering for this research was conducted quantitatively through purposive sampling techniques. The sample is a part or representative of the population to be studied (21). The

sample s for this study was made up of 160 respondents with certain criteria, such as being at least 17 years old, currently using Skintific products, and having seen Skintific product content on TikTok.

Four constructs from previous research were used: firm-created content, user-generated content, brand passion and purchase intention. items for firm-created content and user-generated content were adopted from (13) and for brand passion were adopted from (22). Purchase intention was adopted from (23). Data measurement was done using an ordinal scale. Every item employed in this research was evaluated using a likert scale.

The questionnaire was disseminated online via Google Forms and shared on various social media platforms. Google Forms was used because it provides integrated data analysis features, making it easy to manage the questionnaire results in spreadsheet format for further analysis. The following are the indicators for each variable in this study:

Table 1. Variable Indicators

Indicators	Code	References
Firm-Created Content		
satisfaction with the company's social media communications	FCC1	(Mukherjee, 2020)
The company's level of social media communication is as expected	FCC2	
Engaging company social media communications	FCC3	
the company's social media communications are performing well	FCC4	
User Generated Content		
satisfaction with content	UGC1	(Mukherjee, 2020)
expectations of content	UGC2	
interest in the content	UGC3	
content performance	UGC4	
Brand Passion		
have more interest in the brand	BP1	(Mukherjee, 2020)
emotional dependence on the brand	BP2	
thinking about the brand all the time	BP3	
the urge to buy products from the favoured brand	BP4	
Purchase Intention		
Most likely to buy	PI1	(Alalwan, 2018)
Desire to buy the product	PI2	
Tendency to buy the product	PI3	
Planning to buy the product	PI4	

This study utilizes SmartPLS version 3 software, with data analysis covering validity tests, reliability tests, coefficient of determination, effect size, predictive relevance, goodness of fit, path coefficient testing, and hypothesis testing.

3. RESULTS AND DISCUSSIONS

This research assesses latent construct indicators by applying tests for convergent and discriminant validity. Convergent validity is examined via the outer model using factor loadings to exceed 0.7 (24) and the AVE to exceed 0.5 (24).

Table 2. Average Variance Extracted

Variable	Average Variance Extracted
Brand Passion	0.706
Firm-Created Content	0.709
Purchase Intention	0.819
User-Generated Content	0.742

According to the analysis of the AVE, the variable with the highest AVE value is purchase intention, scoring 0.819, while the lowest is brand passion, with an AVE of 0.706. The reliability is evaluated through the Cronbach's Alpha method, where a value exceeding 0.7 indicates reliability (24).

Tabel 3. Reliability Analysis Results

Variable	Cronbach's Alpha	Composite Reliability
Firm-Created Content	0.863	0.907
User-Generated Content	0.884	0.920
Brand Passion	0.860	0.905
Purchase Intention	0.926	0.948

This study utilizes the R² value to assess the proportion of variance in the dependent variable that can be explained by changes in the independent variables (24). The R² value spans from 0 to 1, where values nearer to 1 suggesting a stronger relationship (25). In this study, the R² value shows that the independent variables, namely company-created content and user-generated content, account for 53.5% of the variance in the mediating variable, while the dependent variable is explained by 59.9%, indicating a moderate level of influence.

This study utilizes predictive relevance to assess the degree of alignment between observed values and the model's estimated parameters (24). If the Q² value > 0, the model has good observations and predictive relevance, while Q²<0 indicates otherwise (24). The Q² value in this study for brand passion is obtained at 0.368 while purchase intention is 0.481, meaning that it can be said that the model has a good observation value.

Hypothesis testing is carried out to estimate the causal correlation between variables (26). In this study, the hypothesis is tested by examining the t-statistic, which must exceed the t-table value (alpha 5% = 1.96), and the p-value, which must be less than 0.05 for the hypothesis to be accepted (27). The analysis of the first hypothesis indicates a strong association between firm-created content and brand passion, with a t-statistic = 3.560, p-value = 0.000, and original sample = 0.388. This confirms that the first hypothesis firm-created content positively influences brand passion, is accepted. The findings suggest that firm-created content for Skintific generates positive emotional responses and enhances brand passion among its consumers.

The analysis of the second hypothesis indicates a strong association between user-generated content and brand passion, with a t-statistic = 3.695, p-value = 0.000, and original sample = 0.386. This confirms that user-generated content positively impacts brand passion. The findings suggest that user-generated content for Skintific generates positive emotional responses and enhances brand passion among its consumers.

The analysis of the third hypothesis indicates a strong association between firm-created content and purchase intention, with a O= 3.278, p-value = 0.001, and original sample =

0.280. This confirms that firm-created content positively impact purchase intention. The findings suggest that firm-created content for Skintific plays a role in driving purchase intention among its consumers.

The analysis of the fourth hypothesis indicates a strong association between user-generated content and purchase intention, with a t-statistic = 2.089, p-value = 0.037 and original sample = 0.188. This confirms that user-generated content positively impact purchase intention, is accepted. The findings suggest that user-generated content for Skintific positively impacts purchase intention among its consumers.

The analysis of the fifth hypothesis a strong association between brand passion and purchase intention, with a t-statistic = 4.414, p-value = 0.000 and original sample = 0.388. This confirms that the fifth hypothesis, which states that brand passion positively impact purchase intention, is accepted. The findings suggest that brand passion has a strong influence on increasing purchase intention among its consumers.

4. CONCLUSION AND SUGGESTIONS

This study demonstrates that FCC and UGC significantly impact brand passion and purchase intention among Skintific product consumers. The analysis shows that FCC has a positive influence on brand passion and purchase intention, while UGC also positively impacts these variables. Moreover, brand passion significantly enhances purchase intention, highlighting its critical role in driving consumer behavior. The findings suggest that effective content strategies, whether from companies or users, are essential in fostering consumer engagement and purchase decisions in the competitive beauty industry.

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