THE IMPACT OF S ADVERTISING EXPOSURE ON PURCHASE MOTIVATION OF FEMALE CONSUMERS

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ABSTRACT

The development of social media has changed the way people access information, with TikTok becoming the main platform, especially among young women. S, a skincare brand, utilizes TikTok to promote their products. This study explores the influence of S ads on TikTok on women's purchasing motivation. The aim is to provide insights for cosmetic companies in optimizing their advertising strategies on social media. By analyzing the impact of ads on consumer motivation, companies can design more effective campaigns to increase sales. The study uses the Stimulus-Response theory to assess the influence of TikTok ads on women's motivation to purchase S products. A quantitative approach is applied with a survey of at least 100 female TikTok users who have seen S ads, using Cochran's formula for an unlimited population. Data is collected through a questionnaire with closed-ended questions to capture participants' opinions. The results indicate that ad exposure significantly influences purchasing motivation with an impact value of 75.9%, thus accepting the alternative hypothesis (Ha). The most influential dimension of ad exposure is attention, measured by understanding the ad message content. Meanwhile, the dimension most influencing consumer motivation is rational motivation, with indicators of good product quality and research before purchasing. The study provides important evidence that TikTok ads play a major role in influencing female consumers' purchasing decisions regarding S products, helping the company develop more targeted and effective marketing strategies on this platform.

Keywords: social media, advertising exposure, consumer motivation, tiktok

1. PREFACE

The advancement of technology and the internet over the past few decades has significantly impacted various aspects of life, including marketing. One of the key innovations arising from this digital revolution is social media, which has become an extremely effective platform for promoting products and services. Social media not only provides new opportunities for companies to engage with consumers but also transforms how consumers interact with brands. Among the various social media platforms, TikTok has rapidly gained popularity, especially among young women. In the first quarter of 2024, TikTok recorded 1.67 billion monthly active users, a significant increase compared to previous periods (Rizaty, 2024). This number underscores TikTok's role not just as an entertainment medium but also as a powerful marketing platform for companies aiming to reach a global audience, particularly in the rapidly growing cosmetics industry.

TikTok offers engaging and interactive short-video formats, allowing brands to deliver more personal and creative messages to their audiences. Unlike other social media platforms, TikTok boasts a sophisticated algorithm that ensures relevant content is displayed based on user preferences. This makes advertisements on TikTok more appealing and easily accepted by consumers. In Indonesia, TikTok successfully attracted approximately 126 million active users in 2024, making it the second-largest social media platform globally in terms of reach (KataData, 2024). Furthermore, TikTok's user demographics reveal that women form the largest group, with 55.5 million female users, surpassing the 44.9 million male users (Udescu, n.d.). This

demographic composition presents a significant opportunity for brands like S to leverage TikTok as a primary marketing channel, particularly to engage young female consumers.

Influencers on TikTok play a pivotal role in shaping how consumers perceive and interact with products. Research by Setianingsih and Aziz (2022) indicates that TikTok significantly influences consumer purchasing decisions, especially after they view product reviews from influencers or other promotional content. Influencers with loyal followings on TikTok can create substantial impact by shaping consumer preferences and purchasing decisions. Another study by Ayu revealed that product reviews by TikTok influencers could boost sales and strengthen brand awareness (Ayu, 2022). For products like S, which are highly popular among Indonesian consumers, utilizing influencers to promote their products has proven to be an effective marketing strategy. Through this approach, TikTok enables cosmetic brands to reach a wider audience and establish more personal connections with consumers.

S, a Canadian skincare brand, has capitalized on TikTok to build brand awareness and aggressively market its products in Indonesia. Since entering the Indonesian market in August 2021, S has captured consumer attention with high-quality products and creative social media campaigns. The Indonesian cosmetics industry has been experiencing rapid growth, with a 21.9% increase recorded in 2023 (Kementeriaan Koordinator Bidang Perekonomian, n.d.). The growing number of cosmetic companies and the rising popularity of e-commerce in Indonesia create vast opportunities for brands like S to use social media, especially TikTok, as an effective marketing channel. TikTok's reach, particularly among young women increasingly aware of skincare's importance, makes it a highly effective platform for brands like S to attract consumers and boost sales through targeted marketing strategies.

In this context, understanding how TikTok advertisements influence female consumers' purchasing motivation is crucial. According to Kotler and Keller (2016), advertising plays a vital role in shaping consumer attitudes and behaviors, ultimately increasing their desire to purchase products. Advertisements that are consistently shown and relevant to user preferences have significant potential to build brand awareness and influence purchasing decisions. Frequent exposure to advertisements, whether from influencers or direct ads, increases the likelihood of consumers purchasing a product. This is particularly relevant to TikTok, where the frequency and duration of ad exposure are high, creating ample opportunities for cosmetic brands to influence female consumers' purchasing decisions. Therefore, understanding how TikTok ads affect purchasing motivation is essential to optimizing marketing strategies for brands.

The Stimulus-Organism-Response (SOR) theory serves as a framework for understanding how ad exposure influences consumer purchasing decisions. Developed in psychology, this theory posits that external stimuli, such as advertisements, affect individuals' internal processes (organism), leading to specific responses like purchasing decisions (Mulyana, 2019a). In this study, the stimulus refers to S product ads displayed on TikTok, the organism refers to female consumers exposed to these ads, and the expected response is the decision to purchase the product. Ad exposure can also be analyzed through three main dimensions: frequency, duration, and attention. Frequency measures how often consumers see the ads, duration measures the time spent engaging with the ad content, and attention measures the level of focus consumers give to the ads (Haliem et al., 2018). These three dimensions play a significant role in determining the impact of advertisements on consumer motivation and purchasing decisions.

Consumer motivation is a crucial factor influencing purchasing decisions. According to Wijaya et al. (2018), consumer motivation refers to an internal state that drives an individual to take action, such as purchasing a product. In marketing, purchasing motivation is influenced by various factors, including rational, emotional, and patronage motives. Rational motives are based on objective considerations, such as price and product quality, while feelings or emotions, such as confidence or pride drive emotional motives. For products like S, emotional motivation often drives female consumers to purchase, particularly in skincare, which is closely tied to self-image and comfort. Therefore, it is essential to understand how TikTok advertisements can influence consumer motivation to gain deeper insights into female consumer behavior toward cosmetic brands like S.

Based on the background above, the author formulates the research question: "To what extent does exposure to cosmetic advertisements influence consumer motivation to purchase on social media?" This study aims to analyze how much exposure to S advertisements on TikTok affects female consumers' motivation to purchase.

2. RESEARCH METHOD.

In this study, the author employs a quantitative research method based on the positivist paradigm (Sugiyono, 2017). This approach is chosen because it allows researchers to measure and analyze data objectively. By using a survey research design, this study aims to explain the extent of the influence of the advertising exposure variable (X) on female consumer motivation (Y).

Sample

The sample for this study was taken from female TikTok users who have seen S advertisements. Given that the population size is unknown, the sampling method used Cochran's formula for an infinite population. With a confidence level of 95% (Z = 1.96) and a maximum margin of error of 10%, the calculations indicate that the minimum sample size required is 96.04, thus 100 respondents were determined to ensure more representative data and to anticipate invalid respondents (Sugiyono, 2017).

Data Collection and Analysis

Data for this study were collected from two sources: primary data and secondary data. Primary data were obtained directly from the research subjects through an online questionnaire distributed to female consumers who have seen S advertisements on TikTok. This questionnaire was designed using Google Forms and included statements regarding the respondents' personal information and statements representing each dimension of the advertising exposure variable (X), specifically frequency, duration, and attention. Meanwhile, the dimensions representing consumer purchase motivation (Y) included emotional, rational, and patronage dimensions. A Likert scale was used to measure responses to each statement, with a range of values from 1 (Strongly Disagree) to 4 (Strongly Agree). The questionnaire was distributed through social media platforms such as WhatsApp and Instagram, allowing respondents to provide information about their consumer motivation and perceptions of S advertisements on TikTok. Meanwhile, these secondary data were obtained from literature, literature reviews, and relevant journals that support this research. These secondary data complement the primary data and provide a broader context for the studied phenomenon.

After data collection, the analysis process began with testing the questionnaire instruments, where validity testing was performed by calculating the correlation between each item and the total score, and reliability testing was conducted using Cronbach's Alpha. Next, a normality test

was conducted using the One-Sample Kolmogorov-Smirnov method to ensure that the data was normally distributed, with the criterion that the significance value should be greater than 0.05. Subsequently, simple linear regression analysis was employed to determine the relationship between the independent variable (advertising exposure) and the dependent variable (consumer motivation) using the formula ($Y = \alpha + \beta X$). The coefficient of determination (R^2) was used to assess how well the regression model explains the variation in the dependent variable, where a value close to 1 indicates a good model fit. Finally, t-tests and F-tests were utilized to determine the significance of each independent variable's influence and the regression model's overall relevance. Through these stages, it is hoped that the research can provide a clear picture of the impact of advertising exposure on the purchasing motivation of female consumers towards S products.

3.   RESULT AND DISCUSSION

Out of a total of 100 respondents who participated in this study, all respondents were female and had seen S advertisements on TikTok. An analysis of the respondents' demographics revealed that the majority were between 18-24 years old (60%) and had the highest level of education equivalent to high school (46%) or a bachelor's degree (46%). Additionally, most respondents spent more than 3 hours per day on TikTok (42%). These findings indicate that the audience exposed to S advertisements on TikTok is predominantly composed of young women who actively use the platform.

This study aimed to analyze the impact of S advertisement exposure on the purchasing motivation of female consumers. The author conducted validity and reliability tests to ensure that the research instruments used were reliable. The results of the validity test during the pre-test phase showed that 4 statement items in the advertising exposure variable (X) and 1 item in the consumer motivation variable (Y) were not valid. After removing the invalid items, all statements in the post-test phase were declared valid, with a calculated correlation coefficient greater than 0.256 (the critical value for 100 samples). This indicates that the revised research instruments can be relied upon for further data collection.

Table 1
Reliability Test

Variable	*Cronbanch's Alpha*	Information
Advertising Exposure	0,877	Reliable
Consumer Motivation	0,936	Reliable

Table 1 above, shows that the Cronbach's Alpha values for content exposure and attitude are greater than 0.60, indicating that the advertising exposure and consumer motivation variables are deemed reliable.

Table 2

Normality Test

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	0,0000000
	Std. Deviation	3,08039603
Most Extreme Differences	Absolute	0,069
	Positive	0,069
	Negative	-0,069
Test Statistic		0,069
Asymp. Sig. (2-tailed)[c]		.200[d]
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Based on the results of the One-Sample Kolmogorov-Smirnov test in Table 2, an Asymp. Sig. (2-tailed) value of 0.200 was obtained. This value is greater than 0.05, indicating that there is not enough evidence to reject the null hypothesis. Therefore, it can be concluded that the residuals being tested follow a normal distribution, thus satisfying the normality assumption for further analysis.

Table 3

Simple Linear Regression

Coefficients[a]					
	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig.
1 (Constant)	15,558	2,559		6,079	<,001
Terpaan Iklan (X)	1,093	0,062	0,871	17,565	<,001
a. Dependent Variable: Motivasi Konsumen (Y)					

Based on the simple linear regression test in Table 3, the equation (Y = 15.558 + 1.093) indicates a positive effect of Advertising Exposure (X) on Consumer Motivation (Y). After establishing the positive influence of the advertising exposure variable (X) on the consumer motivation variable (Y), it is important to ensure that the F test results show a significant value in order to interpret the coefficient of determination. The data processing from the F test indicates that the calculated F value is 308.520 with a significance/probability level of 0.001, which is less than 0.05. Therefore, it can be concluded that there is an influence of advertising exposure on the motivation of female consumers.

Table 4

Determination Coefficient Test (R2)

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.871[a]	.759	.756	3.096
a. Predictors: (Constant), Terpaan Iklan (X)				
b. Dependent Variable: Motivasi Konsumen (Y)				

Based on the results of the coefficient of determination test in Table 4, the value is 0.759. The R Square value is 0.759 (75.9%). This means that the independent variable in this study affects the dependent variable by 75.9%, while the remaining 24.1% (1 - 0.759) is influenced by other variables outside of this regression equation or variables that were not studied. Furthermore, the results of the hypothesis testing (t-test) in Table 3 show that the significance value of the advertising exposure variable is 0.001, which is less than 0.05. This indicates that the advertising exposure variable influences consumer motivation.

Discussion

This study demonstrates that the exposure to S advertisements on TikTok has a positive and significant impact on the purchasing motivation of female consumers. These findings align with the Stimulus-Organism-Response (SOR) communication theory, which posits that advertisements as stimuli can trigger specific responses from individuals (Mulyana, 2019b). The increase in advertisement exposure contributes to a rise in consumer motivation, with a significant coefficient of determination (R^2) of 75.9%. This figure indicates that the advertising exposure variable (X) influences the consumer motivation variable (Y) by 75.9%. This reinforces the notion that effective advertising can shape positive attitudes and encourage purchasing decisions (Smith, 2019).

The dimensions of advertising exposure analyzed include frequency, duration, and attention. Based on the average percentage analysis, which was conducted by summing the responses of Agree and Strongly Agree and dividing by the number of statement items for each dimension, the Attention dimension had the highest average at 97% in terms of advertisement exposure. This suggests that the strength and frequency of the advertisement delivery have a greater impact compared to its duration. This high level of attention is also reflected in the statement, "I feel that the S advertisements on TikTok convey information in an easily understandable manner," indicating that a good understanding of the advertisement message contributes to purchasing motivation.

Regarding consumer motivation, this variable is influenced by three motives: rational, patronage, and emotional. The Rational motive showed the most significant influence with an average of 97.33%, followed by Patronage and Emotional motives. All indicators within the Rational Motive displayed a very high influence, emphasizing that logical considerations are particularly strong among respondents concerning S products. For instance, the statement, "The S advertisement on TikTok encourages me to conduct further research before purchasing the product," indicates that consumers tend to perform in-depth analyses before making purchasing decisions, highlighting the strong influence of rational motives.

The results of this study are consistent with the findings of Setianingsih and Azis (2022), which indicates the positive role of TikTok in attracting consumers to shop. This research is more specific in measuring the impact of advertisement exposure on women's motivation to purchase cosmetic products. From the hypothesis testing, it indicates a positive and significant influence of the advertising exposure variable on the purchasing motivation of female consumers. This study emphasizes that engaging and relevant advertisement content on social media, particularly TikTok, can enhance consumer purchasing interest. Therefore, marketing strategies that focus on presenting effective advertisement content can have a positive impact on the purchasing motivation of female consumers

4.   CONCLUSIONS AND RECOMMENDATIONS

Based on the research conducted on the influence of S advertising on TikTok on female consumer motivation to purchase cosmetic products, it can be concluded that advertisements displayed on the TikTok platform significantly impact consumer motivation to make purchases. This study shows that the frequency and duration of advertisements, along with the attention given by consumers to the advertisement content, positively contribute to shaping consumer motivation to buy cosmetic products.

Furthermore, S's advertisements have successfully built trust among consumers by presenting relevant and engaging information. This not only increases consumer awareness of the products but also encourages them to take purchasing action. Thus, marketing strategies that leverage social media, particularly TikTok, have proven effective in enhancing female consumer motivation to buy cosmetic products.

These findings provide important insights for marketers in designing more effective advertising campaigns in the digital age, where social media platforms play an increasingly significant role in influencing consumer purchasing decisions. Therefore, it is crucial for marketers to continuously innovate in creating engaging and informative advertisement content, in addition to leveraging the unique characteristics of each platform to reach a broader audience and improve purchase conversion rates. Future researchers are encouraged to explore other additional elements that affect purchasing motivation and to conduct qualitative studies for deeper insights. With this approach, it is hoped that marketers can be more effective in enhancing female consumer purchasing motivation in the digital era.

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