

# The Influence of Digital Marketing Communication on TikTok Social Media and Lifestyle on Beauty Product Purchase Intention (a case study of the Somethinc Brand)

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## ABSTRACT

*This study aims to examine marketing communications and life style on purchase intention. This study conducted a survey of consumers on beauty products from the Something brand. A pilot test was conducted on 30 initial respondents to test the validity and reliability of the instrument. Respondents who participated in this study were 200 consumers of Something brand beauty products. Hypothesis testing using multiple linear regression analysis. The results of the analysis conclude that marketing communications and life style are statistically proven to have a positive and significant influence on consumer buying interest in beauty products from the Something brand.*

## INTRODUCTION

Social media marketing activities are on the rise and have become a trend in the business world, presenting opportunities for entrepreneurs (Shafa & Hidayat, 2022). The significant growth of the internet signifies that the world has entered a new era, known as the fourth industrial revolution (Hasena & Sakapurnama, 2021a). Currently, digital marketing offers more opportunities for future business development because customers prefer online shopping and perceive digital marketing as safer compared to traditional marketing (Fattah AL-Azzam & Al-mizeed, 2021). Social media serves as a platform for seeking and obtaining information, which can pertain to needed products or services. Marketers can utilize this as an opportunity to understand consumer behavior when searching for, selecting, and considering a product online (Chasanah and Saino, 2022). Social media aids in marketing, introducing, and trading to expand their product offerings, resulting in increased sales and profits (Saputro & Hidayat, 2020). The number of active internet users continues to grow worldwide, with Indonesia boasting a significant user base. According to DataReportal, 204.7 million people were using the internet in Indonesia in 2022, approximately 73.7% of the country's population of 275,361,267 (Dukcapil, 2022). The number of internet users in Indonesia increased by 2.1 million (+1.0%) from 2021 to 2022. People are increasingly turning to social media as a platform for acquiring and sharing product information online. One recent prominent phenomenon is the use of the TikTok application as a platform for obtaining and sharing product information.

TikTok, a short-form video-based application that emphasizes creativity, has become an undeniable trend. Launched by the Chinese company ByteDance in 2016, TikTok has achieved remarkable global popularity (Hasena & Sakapurnama, 2021). According to research by Business of Apps, in the second quarter of 2022, TikTok had an impressive 1.46 billion Monthly Active Users (MAU)

worldwide. This marks a significant increase of 62.52% compared to the same period in the previous year. Strikingly, in the second quarter of 2021, TikTok had only 564 million monthly active users. TikTok, originally known as Duoyin, was born as a social network in China in 2016. Initially designed for language practice, it gradually transformed its use, with entertainment becoming its primary focus. Its rapid growth led to a global relaunch under the name TikTok (Rocha et al., 2020). Today, entrepreneurs have leveraged the TikTok platform as a primary means to market their products or services. With its wide-reaching video format, TikTok simplifies the marketing process, aiming to make products or services accessible to as many interested individuals as possible (Aubrey Gesmundo et al., 2022).

Social media is a digital platform with the ability to shape popular culture and trends that evolve with the times. The presence of social media has allowed teenagers to feel more connected to each other, spend their leisure time more meaningfully, and access information quickly. Unbeknownst to them, they also become accustomed to new routines adopted from what they see on social media, which then become part of their own lifestyle (Purba, 2019). The demands of today's lifestyle have shifted consumers towards choosing goods or services that align with their needs. As stated by Kotler (2002:192), lifestyle encompasses one's behavioral patterns, interests, and worldview. An individual's lifestyle reflects their identity, shaped through interactions with their environment. Therefore, each individual has a different capacity to make purchasing decisions. A study conducted by Swasti Dian Pratiwi in 2013 revealed that Activities, Interests, and Opinions (AIO) as elements of lifestyle significantly impact consumer purchasing decisions. In other words, this research highlights that activities, interests, and opinions collectively have a positive influence on consumer purchasing decisions. Consumer interest in the TikTok app opens up opportunities for businesses to leverage it by uploading creative videos accompanied by popular hashtags or tags and set to trending soundtracks. This will make the video appear on the 'For You Page' of all TikTok users. Additionally, businesses can use live streaming as a marketing tool. TikTok has now introduced a new feature called TikTok Shop, which provides a user-friendly alternative for online shopping, offering vouchers and products at more competitive prices compared to other e-commerce platforms. The TikTok Shop feature becomes active when users upload short videos or when businesses conduct live streaming on the TikTok platform. During the video upload or live streaming process, users can directly purchase products from the yellow cart or showcase equipped with product links that lead to TikTok Shop. With the support of the TikTok app, businesses can implement marketing communication strategies that build comfort and leave a memorable impression on consumers. Through this robust marketing communication approach, businesses can gain recognition from various segments of the population. TikTok distinguishes itself from other apps with its transparent and relevant algorithm. This algorithm ensures that content is tailored to users' interests. If users do not like certain content, they can click the 'not interested' button. Moreover, the presence of the latest and most up-to-date content is easily accessible. Through this online platform, consumers can easily share their experiences with products they have purchased via social media or through the features provided by TikTok.

Dina Bhirawa, who serves as the Head of Marketing for TikTok Indonesia, revealed that aside from popular content categories like dancing, singing, tutorials, vlogging, fashion, talent showcases, and culinary content, beauty-related content also enjoys high popularity on this platform. One brand that has harnessed this popularity is Somethinc. The brand was established in March 2019, stemming from the inspiration of consumers seeking halal-certified and high-quality skincare products to support their active lifestyles (Hasena & Sakapurnama, 2021). According to Statista's report, in 2022, the Beauty & Personal Care sector generated revenues of US\$7.23 billion, equivalent to Rp111.83 trillion (at an exchange rate of 1 US dollar to Rp15,467.5). This market is projected to continue growing at a compound annual growth rate (CAGR) of 5.81% from 2022 to 2027. In detail, the personal care segment was the largest, with a market volume of US\$3.18 billion in 2022, followed by Skin Care at US\$2.05 billion, Cosmetics at US\$1.61 billion, and Fragrances at US\$39 million. When looking at the comparison with the population, on average, each person in Indonesia generated approximately US\$25.90 in revenue from the beauty and

personal care market in 2022. Meanwhile, in the Beauty & Personal Care market, online sales are expected to contribute 15.8% of the total revenue in the same year (Kata Data, 2022). In 2021, a local brand that gained significant popularity was Somethinc, initiated by Irene Ursula in 2019. Somethinc caters to consumer needs by offering a range of skincare products that contain natural, safe, and halal-certified ingredients. These local products also adhere to international skincare standards while remaining affordable (Handayani et al., 2022). Somethinc continues to innovate and release its flagship skincare products that can address various skin issues according to their variants. From the provided image, despite being a relatively young skincare brand, Somethinc has demonstrated that its total sales can reach Rp 53.2 billion and ranks first among the top five (Kompas.co.id, 2022). When seeking information and evaluating beauty products they intend to purchase, consumers nowadays tend to use the TikTok platform. Through product reviews, consumers can ensure that the items they are about to buy have good quality and are satisfying, allowing them to avoid disappointment or regret in the future (Hasena & Sakapurnama, 2021b). Additionally, research by Syafika Mumtaz (2021) also revealed that there are certain factors that make people trust online reviews from others. This can enhance consumers' interest and desire to purchase products or services that have been reviewed. The objectives of this research can be formulated as follows: (1) To analyze and explain the influence of TikTok social media communication on purchase intent for Somethinc products. (2) To analyze and explain the influence of lifestyle on purchase intent for Somethinc products.

This research is based on the Theory of Reasoned Action (TRA), which assumes that Intent serves as a predictor of human behavior to make rational purchasing decisions by using available information systematically (Ding and Ng, 2009). Han and Kim (2010) indicated that TRA can effectively explain the psychological cognitive process for making comprehensive contextual purchasing decisions. The TRA concept can explain an individual's intention to engage in a specific behavior, meaning that Intent is an individual's behavior influenced by their considerations (Han and Kim, 2010; Ajzen, 1985). Lam and Hsu (2004) stated that the Theory of Planned Behavior (TRA) has proven to be remarkably accurate in predicting behavior and is, therefore, widely used to predict intention and actual actions in marketing and consumer behavior domains. This concept breaks down the human behavioral process into several stages. Initially, behavior is influenced by intention. The subsequent stage breaks down intention as a combination of Attitude toward Behavior and Subjective Norms. The third stage explores how attitudes and subjective norms encompass beliefs about behavioral consequences and normative expectations about the behavior of others, which then help determine the purpose of that action. Additionally, an individual's decision to exhibit a particular behavior is also influenced by the environmental factors that play a role in shaping individual behavior.

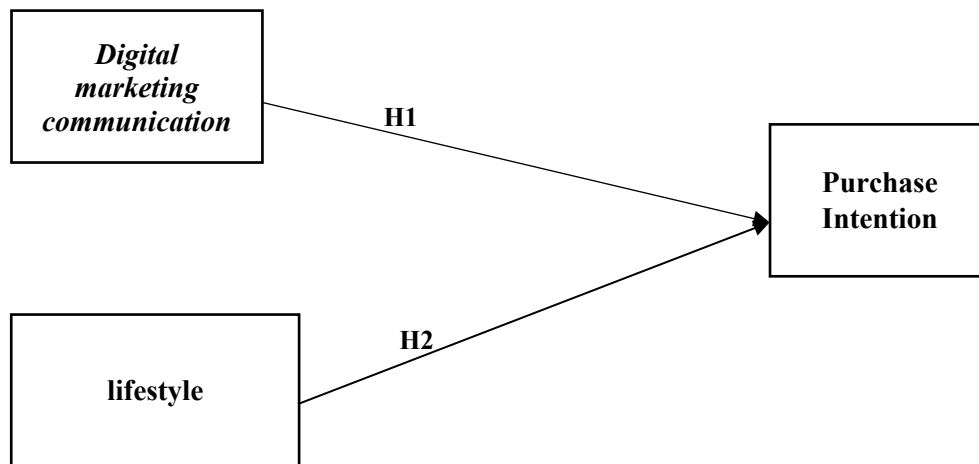
Siswanto (2013) argues that the effectiveness of digital marketing communication implemented by companies can serve as an effective promotional tool. Furthermore, social media functions as a marketing tool that enables interaction, service, and the establishment of good relationships with both customers and potential consumers. Research findings indicate a significant and positive influence between social media marketing strategies and purchase intent (Kurniasar, 2010). Social media plays a key role in motivating consumers to make purchases and is therefore a critical factor in business success. Studies show a correlation between the growth of social media users and online transaction volume as well as mobile device search activities. One of the social media platforms that facilitate participation, collaboration, and content creation is TikTok, which has become a significant marketing tool for businesses. According to Kotler and Keller (2011), there is a correlation between marketing communication through social media and purchase intent. Through social media, consumers are attracted to obtain specific desired products, with various information obtained through TikTok (Setianingsih & Aziz, 2022). In this research, the following hypothesis is proposed:

*H1: Digital marketing communication on TikTok has a positive influence on the purchase intent of beauty products.*

The availability of a variety of skincare products in the market has made consumers more selective in choosing skincare products. The purchase intent process is influenced by both internal and external factors, driving the desire to purchase facial care products. Lifestyle opens wide doors for marketers to create products that cater to consumer needs tailored to their lifestyles. Lifestyle, as described by Kamaludin and Muhajirin (2018:115), encompasses activities, preferences, interests, and views on various aspects of daily life. In conclusion, lifestyle influences consumer habits and individual behavior throughout their lives. Lifestyle reflects an individual's overall identity, which is reflected in their behavior and affects consumption decisions, including the interest in purchasing skincare products. According to Kusuma et al. (2020), lifestyle has a significant influence on the interest in purchasing skincare products. A similar finding was also reported in Faizah's study (2018), which confirms that lifestyle, as part of consumer behavior, affects purchasing decisions. The concept of lifestyle, which includes activities, interests, and views on various aspects of life, as explained by Kholifah and Rulyanto (2015), plays a significant role in shaping consumer preferences. Furthermore, research conducted by Muniarty et al. (2021) also found that lifestyle has a positive and significant impact on purchase intent. For this research, the following hypothesis is proposed:

*H2: Lifestyle has a positive influence on the purchase intent of beauty products.*

Social media serves not only as a means of communication and entertainment but also presents significant opportunities in the business world, especially in marketing. The continuously growing number of social media users is a crucial consideration for businesses to utilize it as a marketing tool to reach a broad consumer audience. The role of social media has rapidly evolved. It is now not only a platform for communication and leisure but also a significant space in the business world, particularly in marketing. One of the most popular video genres on the TikTok platform is beauty and skincare content. This phenomenon is leveraged by companies or businesses in the beauty industry to implement marketing strategies through TikTok, with the hope of stimulating consumer purchase intent. According to Swastha and Irawan (2013), purchase intent is consumer behavior underlying purchasing decisions. Therefore, it can be concluded that purchase intent is the integration of the knowledge held to guide decisions in product selection. A study conducted by Azizah et al. (2021) demonstrates that marketing through TikTok social media (known as social media marketing) also has a positive and significant influence on the purchase intent variable related to cosmetic products. Consumer purchase intent in various products is reflected in their lifestyle patterns, which, in turn, influence the types of goods they buy. Lifestyle provides a comprehensive picture of individual consumption habits, including how they allocate their money and time. Understanding consumer lifestyles is highly useful for marketers. There are four significant advantages that marketers can gain by understanding consumer lifestyles, such as the ability to segment the market and position products accurately, use this insight in product advertising strategies, determine the most suitable media channels to reach the target audience, and develop products that align with consumer lifestyle needs and preferences. The influence of TikTok digital marketing communication and lifestyle on purchase intent is depicted in the conceptual framework as follows.



**Figure 1. Research Model**

## RESEARCH METHOD

This study is a causal research that adopts a quantitative analysis approach, and the method is carried out through questionnaire distribution. The research object used is the purchase intent for Somethinc beauty products with consumers on TikTok and lifestyle social media. The research subjects are consumers who use Somethinc skincare products. Data collection method is through a survey, primary data collection using a questionnaire, which involves providing a list of statements to respondents regarding TikTok digital communication, lifestyle, and purchase intent for Somethinc beauty products. The sampling method in this research uses non-probability sampling, specifically the convenience method. Convenience sampling is based on the availability and ease of obtaining samples. The sample size was determined using an interval formula. The estimated sample size is calculated because the population size is unknown, as per the formula (Sugiyono, 2017).

$$n = \left( \frac{Z^2 \alpha / 2}{4e^2} \right)$$

$$n = \frac{1.96^2 \times 0.5 \times 0.5}{4(0.10)^2} = 96,04$$

The calculation reveals a minimum sample size of 96.04. In this research, 200 samples were taken, which surpasses the minimum sample size requirement. Data collection in this study uses questionnaires, and the variables are measured using a Likert Scale ranging from 1 to 5. The Likert Scale is a measurement tool used to assess individuals' attitudes, views, and perceptions of social phenomena. The measurement process with the Likert scale involves creating variable indicators, which are then broken down into a list of questions or a questionnaire (Sugiyono, 2017). The population in this study comprises all consumers who use Somethinc skincare products. This research applies the sampling method using an Incidental technique. According to Sugiyono (2017), Incidental Sampling refers to random sample selection, where any individual who coincidentally meets the researcher and is a user of Somethinc skincare products can be taken as a sample and meets the criteria as a data source. In this research, the SPSS software is used with the multiple linear regression analysis technique, preceded by classical assumption tests, including Normality Test, Multicollinearity Test, and Heteroskedasticity Test. Subsequently, multiple linear regression analysis is conducted, which includes the R-square test, regression model test with F-value or F-test (ANOVA), and hypothesis testing.

## RESULTS AND DISCUSSION

Before starting the research, it is necessary to send the questionnaire to a group of respondents to evaluate the effectiveness and suitability of the questionnaire. This initial evaluation process is known as a pilot test or preliminary study (Sugiyono, 2016). In the research, the pilot study was conducted on 30 respondents to assess the validity and reliability of the questionnaire. The research results from 200 respondents show that the majority of the respondents in this study were female, accounting for 68 percent, while males made up 32 percent. This indicates that a significant portion of consumers using Somethinc beauty products are women, as these products are typically associated with maintaining one's appearance. In terms of age, the largest group falls in the 31-35 age range at 27.50 percent, followed by those over 35 years at 22.50 percent, 26-30 years at 20 percent, 21-25 years at 18 percent, and 17-20 years at 12 percent. Regarding income, the data reveals that the majority of respondents earn between Rp. 1,000,000 - Rp. 3,000,000 per month, accounting for 43.50 percent, while 34 percent of the respondents have monthly incomes exceeding Rp. 3,000,000, and 22.50 percent have monthly incomes below Rp. 1,000,000.

**Table 1. Normality Test Result**

	Standardized Residual
Asymp. Sig. (2-tailed)	0,071

*Source: Primary data, processed 2023*

From the results of the normality test using the Kolmogorov-Smirnov method as recorded in Table 1, it was found that the asymp.sig. (2-tailed) value is 0.071, which exceeds the alpha ( $\alpha$ ) value ( $\alpha = 0.05$ ). This indicates that the data distribution tends to be normal.

**Table 2. Multicollinearity Test Result**

Variable	VIF	Conclusion
Digital Marketing Communication	1,169	No Multicollinearity
Lifestyle	1,169	No Multicollinearity

*Source: Primary data, processed 2023*

The analysis results indicate that the Variance Inflation Factor (VIF) values are below 10, which suggests that there is no indication of multicollinearity among the independent variables.

**Table 3. Heteroskedasticity Test Result**

Variable	Sig	Conclusion
Digital Marketing Communication	,363	No Heteroskedasticity
Lifestyle	,520	No Heteroskedasticity

*Source: Primary data, processed 2023*

The results of the evaluation indicate that the Significance (Sig.) values for all variables in the study exceed the  $\alpha$  value ( $\alpha = 0.05$ ). This indicates that the model does not show signs of heteroskedasticity.

Next, the R-square test was conducted. In regression analysis, R-squared ( $R^2$ ) determines the value of the Goodness of Fit. The R-squared value is used to test how much the dependent variable is influenced by the independent variables. When  $R^2$  approaches 1, it can be said that they have a strong relationship, and vice versa. The higher the  $R^2$  value, the more it conforms to the criteria of the research prediction

model. Based on the results of the regression analysis, the Coefficient of Determination R-square value is 0.524, which means that 52.4% of the interest in buying Somethinc cosmetics is influenced by marketing communication and lifestyle, while the remaining 47.6% is influenced by other factors such as price and product quality. Next, the model regression was tested using the F-test (ANOVA). The F-statistic tests whether all the independent variables included in the model have a joint influence on the dependent variable. Based on the F-test calculation, an F-statistic value of 108.475 was obtained with a significance value of 0.000 or less than 0.05, which means that marketing communication and lifestyle have a joint influence on the interest in buying Something cosmetics.

**Table 4. Hypothesis Test**

Variable	Path		Standardized Coefficients Beta	t	Sig
	Std. Estimation B	Std. Error			
(constant)	3,914	,945		3,381	,001
Digital Marketing Communication	,410	,048	,454	8,537	,000
Lifestyle	,420	,053	,418	7,864	,000

*Source: Primary data, processed 2023*

The research results have shown that the coefficient of marketing communication has a positive value of 0.454. Furthermore, the t-statistic value for the influence of the marketing communication variable on purchase interest is 8.857, which is greater than 1.96 and is significant at 0.000, less than 0.05. Since the p-value is less than 0.05, and the direction of the relationship is positive, it can be concluded that marketing communication has a positive impact on purchase interest. Similarly, it has been proven that the coefficient of Lifestyle has a positive value of 0.418. The t-statistic value for the influence of the Lifestyle variable on purchase interest is 7.864, which is greater than 1.96, and it is significant at 0.000, less than 0.05. Since the p-value is less than 0.05, and the direction of the relationship is positive, it can be concluded that Lifestyle has a positive impact on purchase interest.

#### *The Influence of Marketing Communication on Purchase Interest in Somethinc Beauty Products.*

Based on the descriptive analysis, it is known that the marketing communication conducted by Somethinc beauty products brand through TikTok social media falls into the "good" category. Respondents perceive that the company provides detailed information about their products through their TikTok account. Additionally, consumers can easily share their opinions on Somethinc beauty products' TikTok account, which makes consumers more inclined to purchase Somethinc beauty products early. The research results also show that marketing communication has a positive influence on consumers' purchase interest, meaning that the better the marketing communication conducted by the company, the higher the purchase interest among consumers for using Somethinc beauty products. This finding aligns with Meatry Kurniasar's (2010) research, which found a positive and significant influence of social media marketing on purchase interest. The study also found that consumers become interested in obtaining specific products they desire through media platforms like TikTok, with various information acquired through TikTok (Setianingsih & Aziz, 2022). Eatry Kurniasar (2010) found that there is a positive and significant influence of social media marketing on purchase interest.

#### *The Influence of Lifestyle on Purchase Interest in Somethinc Beauty Products.*

Based on the descriptive analysis, it is known that the lifestyle of consumers using Somethinc beauty products falls into the "very high" category. Consumers state that Somethinc beauty products represent their true selves, which is why they prefer Somethinc beauty products to maintain their

appearance. Respondents also state that using Somethinc beauty products is an enjoyable activity, in addition to being a necessity. The t-test results also show a positive influence of lifestyle on purchase interest. This indicates that the higher the lifestyle, the higher the purchase interest. This influence aligns with Kusuma et al.'s (2020) research, which found that lifestyle has a significant impact on the purchase interest of skincare products. Faizah (2018) found that lifestyle has an influence on consumer actions when purchasing a product. Muniarty et al. (2021) also found that lifestyle has a positive and significant impact on purchase interest.

## CONCLUSION

Based on the conducted research, it can be concluded that marketing communication has a positive and significant influence on consumers' purchase interest in Somethinc beauty products. This means that as marketing communication improves, purchase interest also increases, and the results can be meaningful for estimation. Lifestyle also has a positive influence on consumers' purchase interest in Somethinc beauty products. This implies that as lifestyle improves, purchase interest also increases, and the results can be meaningful for estimation. Based on this research, consumers' purchase interest in Somethinc beauty products can be predicted through effective and appropriate communication and lifestyle. With this research, it is hoped that Somethinc beauty products brand can increase consumer purchase interest by improving the use of other communication media for promotion so that they are more widely recognized by consumers. Additionally, maintaining product quality to gain consumer trust for enhancing their lifestyle is crucial. There are several limitations to this study. This study used a cross-sectional design, which cannot track changes in consumer interest over time. Therefore, future research should consider using a longitudinal design to obtain more accurate results. Moreover, this study focused on a single beauty product, so the research findings cannot be generalized to other beauty product brands. Additionally, this study only considered marketing communication through TikTok and lifestyle as predictors of purchase interest. Future studies may include additional variables to create a more comprehensive research model that captures consumer behavior, particularly in the beauty product segment.

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