

The Impact of TikTok Influencers Endorser on Consumer Purchase Intentions for Scarlet Whitening Brand

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Abstract

This study examines the impact of TikTok influencers on consumer purchase intentions, focusing on Scarlet Whitening products. Utilizing a quantitative approach, data was collected via survey methods from TikTok users familiar with Scarlet Whitening products. Analysis revealed a significant correlation between TikTok influencers' endorsements and customer purchase intentions, highlighting the influencers' substantial role in shaping consumer behavior. The findings underscore the importance of considering social media influencers in contemporary marketing strategies, particularly for businesses in sectors like cosmetics and beauty. Academically, this study contributes to understanding digital-age consumer behavior, while practically, it offers insights for enhancing marketing plans through strategic influencer collaborations.

Keywords: *Tiktok Influencers, Consumer purchase intention, scarlet whitening*

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1. Introduction

Both conventional and digital media are essential for disseminating information and bridging the gap between urban and rural communities in today's rapidly evolving technological landscape. The integration of print and electronic media has been widely recognized for an extended period. The emergence of "new media," blending elements of both traditional and digital media, has sparked considerable interest and discussion. New media, particularly social media platforms, has garnered significant attention. Instagram is one of the most popular platforms. The rise of online storefronts on Instagram has created a new trend, where the platform plays a vital role in marketing and selling goods. Social media greatly influences contemporary marketing methods.

Social media represents a substantial shift in the marketing landscape. Conventional approaches such as in-person sales visits are no longer as effective or efficient in today's networked society. Social media offers a powerful platform for businesses to engage with their target audience, increase brand awareness, and drive sales. New media, particularly on platforms like Instagram, reflects the evolving communication and commercial trends in the digital age. These platforms have equalized access to information and revolutionized marketing methods, enabling businesses to connect with and captivate consumers on an unparalleled level.

The rise of the Internet has transformed commerce and marketing, providing a fiercely competitive environment for online businesses. Cyberspace plays a vital role in sharing product ideas and impacting consumer interest and interaction, with a global Internet user base over 900 million and information volume doubling every 1-1.5 years (Kaynar and Amichai-Hamburger, 2008) (Chatterjee, 2001). Online reviews play a vital role in shaping markets via the Internet and social media. Reviews are essential metrics of a product's popularity and are considered to mirror its market performance (Chevalier and Mayzlin, 2006). A substantial amount of evaluations acts as a benchmark, enhancing consumer confidence in online shopping and alleviating concerns regarding potential fraud (Buttle, 1998). Consumers generally associate a higher number of reviews with greater product popularity and significance. Online reviews have evolved into "endorsements," particularly prevalent on platforms like Instagram and TikTok. Endorsements are collaborations between online shops and individuals with large followings, usually celebrities, politicians, or influencers. The phenomenon, known as "endorsement," has gained popularity among social media users.

Endorsements are a potent marketing strategy that leverages the influence and audience of individuals referred to as "brand endorsers" or "direct sources" in marketing literature (Belch & Belch, 2009: 168). Businesses aim to enhance consumer purchasing power and confidence in their products by associating them with well-known individuals or personalities. Converting online reviews into endorsements is a notable shift in marketing strategies, leveraging social media and influencer culture to impact consumer behavior and market trends. Extensive study has examined the



effectiveness of celebrity endorsers using the Elaboration Likelihood Model premise. Mooij (2005) suggests that this model is ideal for evaluating the impact of advertising. Instagram, a popular tool for internet marketing, has seen a rise in the employment of celebrity endorsers, referred to as "Selebgrams," as a significant trend. Celebrity endorsers have a positive influence through the peripheral route, particularly because electronic media advertising are usually brief, lasting approximately 30 seconds (Shimp, 2003, p.198). An example of this trend is the promotion of Scarlet Whitening, a beauty company, which frequently employs TikTok influencers as promoters.

Scarlet Whitening is a beauty care products company founded by artist Felicya Angelista in 2017, as stated on scarlettwhitening.com. Scarlett Whitening products are produced by PT. Motto Beringin Abadi in Bogor, Indonesia, and have been evaluated by the Food and Drug Supervisory Agency of the Republic of Indonesia (BPOMRI). Scarlet Whitening was selected as the focus of the inquiry for multiple reasons. It has had swift progress in product distribution following endorsements from celebrities and TikTokers.

Scarlet Whitening, an internet store owned by artist Felicya Angelista, gains widespread recognition due to its celebrity ownership. Scarlet Whitening has effectively promoted their products through celebrity endorsements and influencers on social media sites such as Instagram and TikTok, leading to a substantial following of 4.9 million as of September 23, 2021. Scarlet Whitening's instance illustrates how celebrity endorsements and social media influence may boost brand recognition and consumer interaction in the digital age.

This study follows the conceptual framework shown in Figure 1.

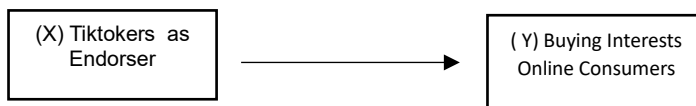


Figure 1: Conceptual Framework

Source: Developed by the Researcher

H1: There is a significant positive relationship between TikTok influencers' endorsements and consumer purchase intentions for the Scarlet Whitening brand.

2. Empirical Literature Review

2.1 Tiktokers as Endorser

Businesses are increasingly recognizing the significant influence consumers have on their brand perception and success. In Indonesia, utilizing celebrity endorsements strategically is an effective method to attract clients and promote engagement. Social media platforms like Instagram and TikTok are now widely used for digital marketing. Celebrities with enormous followings have significant influence on the success of commercials. Currently, celebrities have significant influence on society and popular culture. They achieve this by leveraging their social media influence to manipulate the preferences and behaviors of consumers. Celebrity endorsers have a notable influence on customers' brand perceptions, especially when it comes to social media (Schimmelpfennig & Hunt, 2020). Celebrity endorsements play a significant role in influencing the purchasing decisions of young adults, as indicated by research (Ifeanyichukwu, 2016).

Companies are increasingly investing in celebrity endorsements due to the expectation that they will significantly influence consumer buying decisions and bring substantial benefits. The intentional use of celebrity personalities' inherent legitimacy, attraction, and wide influence to positively impact client sentiments is demonstrated by the strategic reliance on them as brand ambassadors. In the realm of social media marketing, the symbiotic relationship between companies and celebrities creates a dynamic intersection where influence, commerce, and celebrity culture converge to influence client preferences and purchasing decisions.

The following section, titled the "Empirical Literature Review," explores the gap that will be found and resolved. A cohesive and interwoven sequence of ideas is crucial, marked by careful craftsmanship and extensive development. This phase is the starting point of the research investigation, focusing on establishing the basis for the hypotheses that correspond to the study goals. It is advised to utilize current and primary sources from trustworthy worldwide references, such as top-tier publications.

Social media influencers, often known as SMIs, are influential individuals across several platforms. Social Media Influencers (SMIs) are being utilized more frequently to advertise brands on platforms such as Facebook, Instagram, Snapchat, YouTube, and TikTok. Influencers typically specialize in specific industries such as fitness, gastronomy, entertainment, or leisure (Kadekova and Holiencionva, 2018). There are four distinct classes into which SMIs can be categorized, offering organizations a range of options for integrating them into their influencer marketing campaigns.

- a. Bloggers are individuals who operate blogs where they share unique material and genuine insights. They then proceed to distribute the content on social media.
- b. Vloggers utilize visual storytelling to promote audience interaction by producing captivating video material on platforms such as YouTube that caters to a wide variety of topics.
- c. Celebrities are individuals who are widely recognized and have a significant number of followers on popular social media platforms such as Facebook, Instagram, TikTok, YouTube, and Twitter. These persons could be actors, musicians, or athletes who gained popularity through conventional media.
- d. Instagrammers, particularly popular among younger audiences, have amassed large followings on the social media platform by consistently sharing high-quality photo material and garnering numerous likes, emojis, and comments from their followers.
- e. TikTokers are those who frequently post videos on the TikTok website, a term introduced by Slangit.com. This phrase combines the site's name with "user," resembling the format of "YouTuber," highlighting TikTok's growing influence and appeal as a social media platform.

Organizations can tailor their influencer marketing campaigns to their target demographic and marketing objectives by utilizing a variety of Social Media Influencers (SMIs). Brands may enhance their reach and influence in certain markets by collaborating with influencers that possess unique skills and effective engagement tactics.

2.1 Consumer Purchase Intention

The impact of endorsers on consumer behavior, namely in molding purchase intentions, is of utmost importance. Various research studies, like those conducted by Anand (1988) and Laroche (1996), highlight the substantial influence of exposure effect on consumers' choices and attitudes towards brands. Endorsers clearly have a crucial impact on improving brand knowledge, attitude, awareness, and eventually, purchase intention. According to McCracken (1989), customers frequently assess advertising messages based on the impression of the endorser, which significantly impacts their decision-making. Celebrity endorsements are highly effective because they establish a strong synergy by transferring the endorser's image to the brand. Atkin and Martin (1983) provide additional evidence by proving that celebrity endorsements generate stronger advertising appeal for the products being supported. According to Kamins (1989), when endorsers are chosen and matched with the brand's identity in a meticulous manner, it significantly improves the brand attitude and buy intention. This congruence establishes a perception of reliability and genuineness, promoting confidence and connection with customers. Essentially, endorsers act as important intermediaries connecting customers and brands. Their affiliation not only enhances the way customers perceive the brand, but also instills a feeling of trust and certainty, resulting in increased intents to make a purchase. Therefore, the strategic use of endorsers in advertising campaigns is a powerful tool for firms aiming to establish significant relationships and stimulate consumer engagement.

3. Method, Data, and Analysis

Survey methods, which are frequently used in quantitative research, are utilized in this investigation, which takes a quantitative approach. To collect data, the survey approach involves giving questionnaires to respondents. These questionnaires are then examined by researchers after they have been collected. The study site is comprised of the dwellings of respondents, which are accessed through the Google Form application. The respondents come from numerous locations around Indonesia. This choice was made on the basis of the considerable number of customers that purchase Scarlet Whitening products around the country.

During the course of the study, which is expected to take place between September 18 and 24, 2021, a survey system will be implemented and used by researchers. All of the users of the TikTok application who are familiar with Scarlet products make up the population of interest in this study. A sample will be picked from this group in order to act as the target for researchers. The samples will represent a subset of the population that will be selected to fill out research questionnaires. Several different methods of data collecting, such as the literature review and the questionnaire, will be utilized by the scientific researchers. Utilizers of TikTok who are familiar with Scarlet Whitening goods will be allowed to fill out questionnaires. To determine the respondents' perspectives on the impact that TikTokers as endorsers have on Scarlet Whitening customers' purchasing decisions, the research will make use of closed questionnaires that are equipped with structured Likert scale measurement tools. A simple linear regression will be utilized for data analysis, and additionally, instrumental tests such as validity and reliability evaluations will be utilized. Using these analyses, the conclusions of the study will be strengthened in terms of their credibility and robustness.

4. Result and Discussion

Normality Test

Table 1 Normality Test

One-Sample Kolmogorov-Smirnov Test		
Unstandardized Residual		
N		142
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.34138852
Most Extreme Differences	Absolute	.092
	Positive	.095
	Negative	-.092
Test Statistic		.062
Asymp. Sig. (2-tailed)		.633 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source : Data has been processed, (2022)

The normality test is a crucial statistical procedure used to assess whether the data collected from a sample or population follows a normal distribution, which is characterized by a bell-shaped curve. In Table 1, the result of the normality test is presented, indicating that the value of Asymp. Sig. (2-tailed) is 0.633. This value is interpreted in relation to the significance level, often denoted as alpha (α), which is typically set at 0.05 or 5%.

When the Asymp. Sig. (2-tailed) value is greater than 0.05, as observed in this study, it suggests that there is no statistically significant deviation from normality. In other words, the data can be considered to be normally distributed within the sample or population being analyzed. This is a favorable outcome, as it indicates that the data points are evenly spread across the distribution, with the majority clustered around the mean and fewer values in the tails of the distribution.

Regression Analysis

Table 2 Simple Linear Regression

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.589	1.936		.108	.914
Tiktoker as Endorser	.793	.027	.578	8.076	.000

a. Dependent Variable: Consumer Purchase Intention

Source : Data has been processed, (2022)

The use of simple linear regression models in this study has offered useful insights into the correlation between TikTok influencers' endorsements and customer purchase intentions. A significance level of 0.05 was used, and the derived p-value of 0.000 indicates a strong correlation between the variables with significant statistical significance. The strong statistical evidence indicates that TikTok influencers significantly impact customer behavior and purchasing choices. The t-value of 8.076 indicates the significance of the association, exceeding the key t-value of 5.075. This reinforces the idea that the influence of TikTok influencers on consumer purchase intentions is not coincidental but a genuine phenomenon deserving investigation.

An increase in TikTok influencers' endorsements leads to a rise in customer purchase intentions, as indicated by the positive coefficient. This is consistent with established theories of consumer behavior, including social proof and influencer marketing, which suggest that people are inclined to imitate the behaviors of those they view as influential or authoritative (Made, et al, 2022; Mona, et al 2023; Qingling, Liu. 2023). On TikTok, content creators with substantial and active followings can greatly influence consumer views and preferences through their endorsements, ultimately impacting purchases.

The relationship between TikTok influencers and the intention to purchase the Scarlet Whitening brand is based on several strong mechanisms. Firstly, TikTok influencers have a significant social influence on their followers. When they recommend or use the Scarlet Whitening product, followers feel compelled to try it as well. Furthermore, social proof plays a crucial role; when TikTok users see many others using the product through influencer content, it can enhance their trust in the brand and stimulate purchase intent. Creative content shared by influencers plays a crucial role, since engaging videos may make Scarlet Whitening products stand out and spark user interest in trying them. User engagement with influencer content also aids in boosting brand awareness and interest. Ultimately, the trust users place in influencers is a crucial factor; if influencers demonstrate that they use Scarlet Whitening products because they believe in their quality or benefits, followers are more likely to trust their recommendations, thus increasing their purchase intent. Through social interaction, evidence, creative content, engagement, and trust, the relationship between TikTok influencers and the purchase intention of Scarlet Whitening brand becomes strong and sustainable.

5. Conclusion and Implications

The study concluded by examining the important influence that TikTok influencers have on consumers' inclinations to buy, with a specific focus on Scarlet Whitening products. After a comprehensive analysis of the empirical literature, it was determined that celebrity endorsements—particularly those posted on social media sites like TikTok—have a significant impact on the attitudes and actions of consumers. Celebrity endorsements are becoming a more important part of digital marketing strategies, which is in line with how modern business is changing and how social media platforms are becoming more and more effective tools for engagement and brand promotion. Strong evidence of a favourable association between consumer purchase intents and the endorsements of TikTok influencers was found in the regression analysis results. The statistical significance of this link highlights the impact that TikTok influencers have on customer behaviour and purchase decisions. After a thorough analysis, it was discovered that the processes by which TikTok influencers affect buy intentions—social influence, social proof, creative content, user engagement, and trust—play a crucial role in determining how consumers see Scarlet Whitening goods

This study has implications for academia and industry. From an academic perspective, this study adds to the expanding corpus of research on digital-age consumer behaviour and influencer marketing. It emphasises how crucial it is to take into account social media influencers as important factors influencing consumers' purchasing intentions, especially those on sites like TikTok. Practically speaking, companies, especially those in the cosmetics and beauty sector like Scarlet Whitening, can use the study's results to improve their marketing plans. Through tactical collaborations with TikTok influencers and the creation of compelling content that speaks to their target demographic, companies can raise their profile on the platform, win over more customers, and boost revenue.

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