

# CHAPTER I

## INTRODUCTION

### 1.1 BACKGROUND

The era of information technology development was followed by the emergence of several social media platforms. The Digital 2021 Global Overview Report by We Are Social and Hootsuite stated that active social media users in Indonesia are 170 million users and the average time they spent is 3H 14M. In the past few years, one of the most important and popular online platforms that advertisers use to reach consumers is social media. A total of 39,2 percent of social media user discovers new brands or products through Ads on social media and it also shows that 65,1 percent of users use social media as their primary channels for brand research (wearesocial.com, 2021).

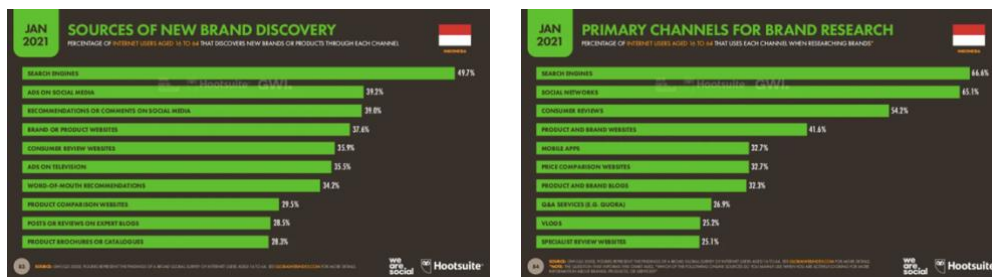


Figure 1.1-1 The Digital 2021 Global Overview Report

One of the biggest fast-moving social media is Instagram, and it is also the third most-used social media platform with a percentage of 86,6 percent (wearesocial.com, 2021). The platform has created a new way of marketing, and it is becoming a huge trend in the past few years because it offers a very visual experience to its users. Facebook reports that a total of 85 million potential audiences can be reached using adverts on Instagram (wearesocial.com, 2021). One of the most popular marketing tactics on Instagram is Influencer Marketing.

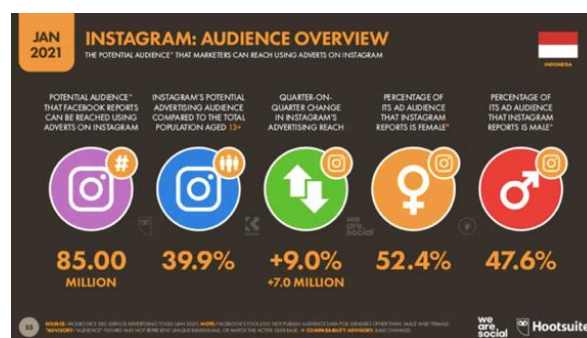


Figure 1.1-2 The Digital 2021 Global Overview Report

Influencer marketing is one of the marketing tools that is used to increase a brand's reach, sales, or engagement through individuals that have the ability to influence a specific target market (Sudha & Sheena, 2017). It involves a collaboration between the brand and the social media influencers to market products or services of the brand and it is one of the fastest-growing tools for getting new customers online.

Influencer Marketing Benchmark Report 2021 stated that this industry is ready to grow to be about 13.8 Billion US dollars and 90 percent of its respondents think it is one of the most effective forms of marketing (influencermarketinghub.com, 2021). While in earlier years, branding has been resolved around well-known personalities, now it has moved to well-known social media influencers. Brands and companies constantly find new ways of presenting themselves and the presence of influencer marketing has helped them understand that there is a need for a change of focus. They are looking for someone to 'tell' their story.



Figure 1.1-3 Influencer Marketing Benchmark Report 2021

Influencer marketing doesn't just involve celebrities. Instead, now it revolves around people that never consider themselves famous in an offline setting. As a result of social media influencers' authority, knowledge, and relationship with their audiences or followers, they hold a great power to influence consumers' purchase decisions. However, it is essential to understand that social media influencers are not just marketing tools, but rather they are assets for a social relationship to present a brand or company with the aim to achieve the marketing objectives.

Social media influencers can also be classified into several levels based on the number of followers they have, and it divided into these levels (Influencer Marketing Hub, 2021).

1. Mega Influencers/Celebrities (1 million+ followers)
2. Macro Influencers (more than 100.000 - 1 million followers)
3. Micro Influencer (more than 10.000 – 100.000 followers)

#### 4. Nano Influencers (1000 – 10.000 followers)

Brands and companies including Somethinc are using different levels of social media influencers for their marketing strategy. Well-known influencers like Abel Cantika, Tasya Farasya, and famous actresses such as Sophia Latjuba and Zaskia Adya Mecca are a few examples of Somethinc’s influencers. However, they are not only using mega influencers, but there are also macro and micro influencers such as Jovi Adhiguna, Vinna Gracia, Lifni Sanders, and Heny Harum.

Macro influencers or celebrities may have many fans and a great amount of social media followings. On the contrary, it is debatable exactly how much real influence they hold over those who follow them. In 2019, Influencer Marketing Hub and CreatorIQ analyzed the engagement rate between the level of influencers, both of these analyses results in the same conclusion, social media influencers that have a fewer followers turns out to have a higher engagement than influencers with a greater number of followers (Geysler, 2021).

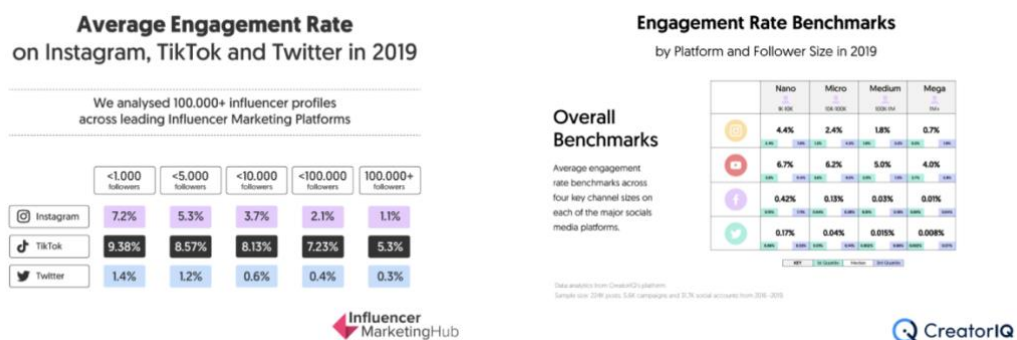


Figure 1.1-4 Influencer Marketing Benchmark Report 2021

Additionally, based on the data that Upfluence released, smaller social media influencers have better engagement rates, the average engagement rate of micro-influencers on Instagram is 3.86 percent, and that number decrease on every degree of influencer, bottoming out at 1.21 percent for mega-influencers (influencermarketinghub.com, 2021). Similarly, although all level of influencers’ engagement rates is low on YouTube, there is an obvious difference between micro-influencers average engagement of 1.64 percent and the mega-influencers' 0.37 percent rate (influencermarketinghub.com, 2021).

Social media influencers create different types of content such as beauty, technology, food, automotive, and video games. In the early days of social media, beauty content appeared

as the most popular type of content and this type remained popular among female audiences (Wang & Lee, 2021). By involving influencers, marketers generally create tie-in advertising that is manifested in paid Instagram posts, the advertised product is included in the Instagram celebrity content, like product reviews, so that an advertisement disguises its existence (Amornpashara, Rompoo, & Phadoongsitthi, 2015). Despite the benefits of using influencer as marketing tools for brands, many organizations, including the Federal Trade Commission (FTC) give several criticisms because of the likelihood of endorsement content that social media influencer creates and post masquerading as organic, unpaid posts. According to The US Federal Trade Commission (FTC), paid partnership contents that have the possibility to affect the weight or credibility have to clearly and conspicuously disclose its advertisement nature (ftc.gov, 2021)

The nature of the advertisement and its' persuasive intention can be pointed out clearly by disclosures cues, and later help consumers in reasoning the intention of the message (Rozendaal et al. 2011). Disclosure in the advertising context oftentimes is the only cue that describes the content as a paid endorsement or advertisement, therefore it plays a vital role to help consumers recognize the persuasive intent. Instagram has a disclosure feature called “paid partnership with” that can be used both for posts or stories when posting endorsement content for a brand. The tag is placed to enhance proper disclosure at the top of the post. The “paid partnership with” disclosure was aimed to raise consumers' ad recognition. Signifying sponsored messages or the advertising disclosure cues such as “paid partnership with” will raise the awareness of advertising and eventually increase the trust of consumers towards the social media influencers, which then can create better consumer responses (Boerman 2020). Here is one of the examples of disclosed and undisclosed persuasive content for Somethinc Product on @puchh 's and @sararobert's Instagram accounts(Instagram.com, 2021).



Figure 1.1-5 Instagram.com

Audiences or consumers that are aware of the fact that the contents are a paid partnership have the possibility to activate their persuasion knowledge structures that in turn create a defensive coping mechanism, like skepticism, resistance, and counter-arguing. Advertising skepticism is the tendency to disbelieve the claims of an advertisement. Advertising skepticism is also viewed as an independent factor (Obermiller and Spangenberg, 1998), and very much varied from one individual to another such that some people may have a low level of skepticism and the other way around (Hardesty et al., 2002). Once consumers are exposed to the advertising disclosure, they eventually may believe that advertising can be trusted at a certain level when they trust the person who creates and post the information or the social media influencers that advertised it.

Based on the monitoring of [Compas.co.id](https://www.compas.co.id), in early 2021, the beauty care category outperformed sales transactions in e-commerce by 46.8 percent. In addition, the total value of transactions in the beauty care category in the online market itself has managed to penetrate up to 40 billion rupiahs. Transactions in the cosmetic category alone have reached 893 million rupiahs in January 2021 and total sales for the Facial Cosmetics category in early 2021 had reached 620 million rupiahs ([compas.co.id](https://www.compas.co.id), 2021). Gati Wibawaningsih The Director-General of Small, Medium, and Multifarious Industries (IKMA) of the Ministry of Industry, stated that the cosmetics sector grown significantly in 2020 ([ekonomi.bisnis](https://ekonomi.bisnis.com), 2021). It is clearly shown from the growth performance of the chemical, pharmaceutical, and traditional medicine industries, where cosmetics are included, which grew 9.39 percent and contributed 1.92 percent to Gross Domestic Product (GDP). The Association of Indonesian Cosmetics Companies and Associations (PPAK Indonesia) projects that sales in 2021 will grow in the range of 7 percent to 7.45 million US dollars from 6.95 million US dollars in 2020 ([compas.co.id](https://www.compas.co.id), 2021).

Somehinc is one of the Indonesian most popular local beauty brands that launched in 2019, a top 50 research by Katadata in 2020 shows that Somehinc is one of the most popular local brands ([Katadata.co.id](https://www.katadata.co.id), 2020). Somehinchase received a halal certificate and already has a BPOM number which is what most Indonesian consumers pay attention to. Somehinc markets its products using several social media to share information about the products it offers. According to a survey conducted by iPrice, Somehinc occupies the first most popular position on TikTok with a total hashtag view of 57.3 million times ([iPrice.co.id](https://www.iprice.co.id), 2021).

Somehinc emphasizes consistency and builds positive relationships with customers. Somehinc is widely used by consumers because the price is affordable and the quality of the

products is unquestionable. In addition, the great number of influencers' recommendations toward this brand makes consumers not hesitate to buy Somethinc products (katadata.co.id, 2021).

One of their marketing strategies is using influencer marketing and their sales have continuously increased for the last couple of years. However, Somethinc's e-commerce sales in the third quartal of 2020 are in the third position (telunjuk.com, 2020), and in the first and second quartal of 2021, their position is stagnated behind MS Glow and Scarlett (compass.co.id, 2021).

## **1.2 RESEARCH PROBLEM**

As one of the best local brands in Indonesia, Somethinc has continuously grown for the past few years but they haven't successfully outperformed its competitors. In the last couple of quarters, their e-commerce sales stagnated in the third position of the local beauty brand. One of their strategy to advertise its products is through social media influencers and they use a different level of social media influencers based on the number of their followers.

At first, marketers that involve influencers in their advertising is aimed to create a tie-in advertising that can disguise the existence of an advertisement. Meanwhile, for the last few years, Instagram has introduced a disclosure feature named "Paid Partnership With" for SMIs to use on sponsored content to help consumers identify advertisements.

Sponsored content may activate a defensive coping mechanism to consumers such as Ad Skepticism. Ad Skepticism can negatively impact the behavioral intent of consumer and one of it is purchase intention.

Based on the problem that has been stated above, the research problem of this research is, do the level of popularity of influencers, the preference of message disclosure, and the consumer skepticism of advertising have an influence on the purchase intention of Somethinc?

## **1.3 RESEARCH OBJECTIVE**

The research objective is to find out the influence of the level of popularity of influencers, the preference of message disclosure, and the consumer skepticism of advertising to purchase intention of Somethinc.

## **1.4 RESEARCH SIGNIFICANCE**

### **1.4.1 Practical Significant**

The result of this research is expected to be beneficial in giving positive feedback to companies in the beauty sector about the influence of the level of popularity of influencers, the preference of message disclosure, and the consumer skepticism of advertising to purchase intention of Somethinc.

### **1.4.2 Academic Significant**

This research is theoretically or academically expected to explain information about science in the field of communication, especially the influence of the level of popularity of influencers, the preference of message disclosure, and the consumer skepticism of advertising to purchase intention of Somethinc.

### **1.4.5 Social Significant**

This research is expected to give more knowledge and understanding to the society about the influence of the level of popularity influencers, the preference of message disclosure, and the consumer skepticism of advertising to purchase intention of Somethinc.

## **1.5 THEORETICAL FRAMEWORK**

### **1.5.5 State of the Art**

Several studies have been carried out in accordance with this research, therefore some of these studies that have been carried out previously will be described and explained.

First, the research was conducted by Lei Wang and Jin Hwa Lee in 2021 with the title “The impact of K-beauty social media influencers, sponsorship, and product exposure on consumer acceptance of new products”. The objective of this is research to find out how Chinese millennial consumers’ acceptance of new products is affected by influencers’ posts. The findings show that when the paid content is created by general public social media influencers and also shows cues of the material relationship between influencers and the brand, the probability for followers to accept a new product is high. Additionally, the influencer type, sponsorship display status, and product exposure method show a significant interplay regarding



consumers' acceptance intention toward a new product. A combination of three factors namely, general public influencer, sponsorship displayed, and product exposure proved to affect acceptance of the new product and purchase of the new product. Based on the findings, the authors propose important suggestions and marketing plans for beauty brands and companies that involve social media influencers in their marketing strategies (Wang & Hwa Lee, 2021).

Second, the research was conducted by Fartun Abdullah in 2019 with the title "The Effects of Social Media Influencers' Advertising Disclosure on Consumer Responses on Instagram". The objectives of this research are to find out recent Instagram's different advertising disclosure types and the component that affects the consumer responses to advertised contents of Instagram's influencers. In this research, the author uses the persuasion knowledge and reactance theory. The findings reveal that there is no significant difference between the recent type of disclosure "sponsored" and "paid partnership with". Social media influencers are becoming more trustworthy because of advertising disclosure. The three factors namely ad skepticism, source credibility, and the level of persuasion strongly relate to how the followers or consumers perceive social media influencers advertising for brands. When the consumers are faced with advertised content, these factors enable consumers to process whether the influencer is a reliable source. In the end, disclosure gives a clear and effective cue to consumers regarding the persuasive intent. The disclosure also improves consumers' positive responses towards the social media influencer that discloses the advertised contents. Therefore, enhance the ethical use of influencer advertising strategies and long-term consumer relations (Abdullah, 2019).

Third, the research conducted by Nathaniel J. Evans, Dr. Joe Phua, Jay Li, and Hyoyeun Jun in 2017 with the title "Disclosing Instagram Influencer Advertising: The Effects of Disclosure Language on Advertising Recognition, Attitudes, and Behavioral Intent". This research investigates the effect of disclosure language in advertised content by influencers on Instagram on ad recognition, brand attitude, purchase intention and sharing intention. Authors use the Persuasion Knowledge Model for this research and results show that disclosure language with "Paid Ad" has a positive impact on ad recognition, which eventually interact with memory about a disclosure of the participants, and then their attitude toward the brand and sharing intention are moderated by the effect disclosure language. The findings in this study give a great contribution to the consumers' information processing literature and create a better understanding and new development on native advertising executions (J. Evans et al, 2017).

Fourth, the research conducted by Nuriyah Amalia and Laras Sekarasih in 2020 with the title “*Efek Pengungkapan Pos Berbayar di Instagram Terhadap Intensi Membeli dan Preferensi Produk*”. This research examines how the ad disclosure is predicted to weaken the purchase intention and consumer preference for the advertised product. It is also predicted to be strengthened by the individual's ability to recognize advertisements but is weakened by the individual's experience of using products from the same brand as the product in the advertisement. The authors use Ad recognition capabilities and brand experience to link between the variables. As predicted, the information on paid partnerships harms purchase intention, but it is not proven to affect product preferences. Meanwhile, contrary to predictions, ad recognition capabilities strengthen individuals' buying intentions after viewing Instagram posts with disclosure language. However, the ability of ad recognition is indeed able to weaken individual preferences for products after viewing advertisements with disclosure language. The experience of using a product from a brand has been proven to be able to lead to stronger purchase intentions and consumer preferences for other products from the same brand (Amalia & Sekarasih, 2020).

Fifth, the research was conducted by Elmira Djafarova and Chloe Rushworth in 2018 with the title “Exploring the credibility of online celebrities’ Instagram profiles in influencing the purchase decisions of young female users”. This study examines the effect of Instagram in terms of source credibility, consumer purchase intention, and social identification with various types of celebrities. The authors use the Source Credibility Theory and Halo Effect Theory for this research. The research findings indicate that the purchase behavior of young female users is influenced by celebrities on Instagram. However, many non-traditional profiles are more powerful than celebrities, in a way that the participants perceive those social media influencers as more credible and it is easier to relate to those people. Social media influencers' profiles that purposely show positive images and serve encouraging reviews are seen to be the preference of a lot of female users (Djafarova & Rushworth, 2018).

In conclusion, from the five previous studies, social media influencers, sponsorship messages or disclosures, and consumer views on advertising have various influences on consumer attitudes, responses, and behavior. Therefore, this research can add deeper insight and additional information on how influencer popularity, preference for disclosure messages, and skepticism towards advertising affect a person's purchase intention.

### **1.5.2 Research Paradigm**

The paradigm in this research is the positivism paradigm. This is because based on the assumption that objective truth can be achieved and also the process of research to find the truth can be carried out value-free. In the positivism paradigm, the methods of natural sciences will be applied to discover the study of social science (Crotty, 1998). In the positivism paradigm, to be able to understand the objects researchers use empirical tests and methods. This explained that research findings and results of positivist researchers have a great standard of validity and reliability (Cohen, 2007) and can be generalized to a great proportion of the population (Johnson & Onwuegbuzie, 2004).

### **1.5.3 The Level of Popularity of Influencers**

Influencers are identified as people that have a great number of followers and are regarded as trusted sources in one or several areas (De Veirman et al., 2016). Social media influencers (SMIs) according to Freberg et al., are a new kind of independent third-party endorsers that have the ability to influence their audiences or followers' attitudes through the content they create (Freberg et al., 2011). Influencer marketing has become an alternative form of marketing communication in developing countries because of its popularity. The way brands and companies create a relationship and communicate with their consumers is changing along with the appearance of social media influencers and their great influence on a lot of consumers that are active social media users (Freberg et al., 2010). Brands and companies collaborate to promote or introduce their products and services via social media influencers because consumers classified influencers as their information providers.

To achieve a certain promotional aim, companies usually attract different popularity levels of social media influencers. Different level of social media influencers also has different advertising results and previous research has shown that it is challenging to choose which level of social media influencers is the right one (Wang & Lee, 2021). This research will specifically examine influencers with a different number of followers which can be categorized into the following levels (Santora, 2021):

1. Mega Influencers/Celebrities (1 million+ followers)
2. Macro Influencers (more than 100.000 - 1 million followers)
3. Micro Influencer (more than 10.000 – 100.000 followers)
4. Nano Influencers (1000 – 10.000 followers)

#### **1.5.4 The Preference of Message Disclosure**

In native advertising, disclosure refers to the content label as paid advertising between two parties that might not too obvious for the consumers because of its possibility to look like editorial content (Carl, 2008). Preference is the fundamental aspect of individual behavioral choice. It is an individual's preference over a group of other alternatives (Dyer J.S., Jia J., 2013). In this study, the object is disclosure. The preference of message disclosure is then defined as a person's choice over disclosure of sponsored content.

Disclosure is aimed is to give notice or a piece of information to the consumer of a specific, paid-for persuasion attempt by the advertiser, so that people can differentiate the persuasive content (Boerman, Reijmersdal, & Neijens, 2012). The disclosure that is common for people are including "Sponsored" or "Sponsored by" or "Sponsored Content" or any other hashtags. This research will focus on the ad disclosure feature the "Paid Partnership with" feature. Clear cues including words like "paid" and "partnership" are distinguished as an effective form of an advertisement's indications. Paid partnership tools are aimed to bring transparency and consistency to branded content on Instagram. This disclosure can be used in feed posts and stories.

Disclosure will help consumers easily identify persuasive content (Friestad & Wright 1994). Flagging the disclosure or sponsored message will raise the awareness of consumers, which in turn increase trust in social media influencer and then create a positive impact on the responses of the consumers (Boerman 2020).

#### **1.5.5 Advertising Skepticism**

According to Obermiller and Spangenberg (1998), consumers' tendency to disbelieve advertising claims is called advertising skepticism. Consumers use skepticism as a moderating factor to cope with persuasion attempts. Advertising skepticism very much varied from one individual to another, to such an extent that a person may have a low level of skepticism and others' high level (Hardesty et al., 2002). Many factors can influence consumers' advertising skepticism. In particular, the avoidance of advertising, irritation, and privacy concerns among consumers are a few factors that are linked positively with advertising skepticism (Baek and Morimoto, 2012).

Advertising skepticism is perceived as a factor of advertising literacy or consumer's capacity to examine advertisements (O'Donohoe and Tynan, 1998), in such a manner that when the advertising literacy of consumers is high, their ad skepticism will also be high, and eventually it will negatively be affecting attitudes toward the advertisement of the consumer's (Shen et al., 2016). Individuals with a high advertising skepticism, in general, will create a greater negative vision toward advertisements claims than those with a lower advertising skepticism (Joireman et al., 2018). Obermiller et al. (2005) investigates the effect of advertising skepticism on consumer responses to advertising and found that:

1. Advertising skepticism is related negatively to consumers' attitudes regarding the advertisement and consumers' believability level for advertising claims.
2. Consumer's attention, reliance, and confidence in advertisements are negatively affected by advertising skepticism and it is also making consumers suspicious of the advertising.
3. A high level of advertising skepticism is seen as one of the factors that make consumers less responsive to different kinds of information related to branded advertising.

Skepticism towards advertising cannot be measured directly or only by a single question, because advertising skepticism is constructed. Therefore, academicians created an operationalization means for examining advertising skepticism. Rather than focus directly on advertising skepticism, the scale focuses on people's attitudes towards the advertising (Brauneis, Sabrina, 2016). A scale for skepticism toward advertising is developed by Obermiller and Spangenberg. The measure recovers more generalized characteristics about advertising, instead of reactions to a specific ad or claim (Obermiller & Spangenberg, 1998).

### **1.5.6 Purchase Intention**

Purchase Intention is a process that is carried out to combine all the knowledge obtained by consumers into consideration values that are useful in choosing two or more alternatives so that they can decide on one product (Peter & Oslon, 2009). In the last purchase stage or evaluation stage, consumers will form preferences toward the products or services and then also form an intention to the most preferred one which is called purchase intention (Kotler & Keller, 2012).

### **1.5.7 The Influence of the Level of Popularity of Influencers on Purchase Intention**

The influence of the level of popularity of influencers on purchase intention can be explained using the Likability aspect in the Source Attractiveness model. This model generates persuasion through a process of identification, by which the recipient is simulated to explore some sort of connection with the source and as result, adopts identical beliefs, attitudes, preferences, or behavior (Belch & Belch, 2003).

The likability aspect will specifically be used to explain the influence of the level of popularity of influencers on purchase intention. Likability is an affection for a resource as a result of physical appearance, behavior, or other personal traits (Belch & Belch, 2003). It is one of the two characteristics that advertisers seek when choosing a communicator. Likability can be applied by using a popular public figure that people admire to be a brand's spokespeople, such as TV and movie stars, musicians, and social media influencers (Belch & Belch, 2003).

A high number of followers is used as a cue to rate a person's popularity and users that are popular are viewed by the public as more attractive, extraverted, trustworthy, approachable, and have other characteristics that are socially desirable (Jin and Phua, 2014; Utz, 2010; Graham, 2014). Thus, an influencer with a high number of followers will be considered more likable because he/she is viewed as more popular (De Veirman, Cauberghe, and Hudders, 2017). Therefore, a famous influencer is viewed as a likable person who will have a greater influence on the consumer-product choice (Uzunoglu & Kip, 2014; Abidin, 2016; Forbes, 2016). This is because consumers often perceive influencers as role models (Forbes, 2016).

The likability aspect in this model explained that popular spokespeople have stopping power and the popularity that they have will work as a favor to influence consumers' feelings, attitudes, and purchase behavior (Belch & Belch, 2003). An influencer's likability positively increases credibility, consumer attitudes, and purchase intentions (Kumar, 2011; La Ferle & Choi, 2005; Wang et al., 2017; Xiao et al., 2018). Social media influencers with a high number of followers in this model are explained that they can heighten the target audience's perceptions of the product about image and/or performance.

An influencer's likability is believed to have a positive affecting the product, therefore, this aspect is important (McGuire, 1985). The advertising effectiveness can be increased by it too (Remhard et al., 2006; Reinhard and Messner, 2009), because when the social media influencers are likable they tend to be more persuasive (Kapitan and Silvera, 2016).

### **1.5.8 The Influence of the Preference of Message Disclosure and Consumer Skepticism of Advertising on Purchase Intention**

The influence of the preference of message disclosure and the consumer skepticism of advertising on purchase intention can be explained using the Persuasion Knowledge Model. The Persuasion Knowledge Model focuses on how people use their knowledge of persuasion motives and tactics to interpret, evaluate, and respond to marketers' influence efforts. (Friestad & Wright, 1994). The development of persuasion knowledge benefits the consumer because it equips them with the appropriate skills and knowledge to handle market persuasion. It also has the consequence of content recognition because advertising requires the use of coping strategies which then can negatively influence the company or the brand and all attitudes related to advertising and behavioral intentions (Nelson, Wood, and, Paek 2009).

Persuasion revolves around two things, an agent and a target. Target is people that intended to get the persuasion, while an agent is the people that responsible for creating the attempt. A persuasion attempt represents a target's perception of an agent's planned behavior that is aimed to influence someone's beliefs, attitudes, decisions, or actions. Once targets acknowledge a persuasion attempt, they try to cope with it. Overcoming persuasion means that people use their knowledge of persuasion to decide do they want to be persuaded or do they want to resist persuasion (van Reijmersdal et al., 2016).

There are two types of persuasion knowledge model mentioned in the literature (Rozendaal et al., 2011):

1. Conceptual Persuasion Knowledge

Conceptual persuasion knowledge is including advertising acknowledgment, the source and audience, and advertising's persuasive intent realization, selling intent, and tactics.

2. Attitudinal Persuasion Knowledge

Attitudinal persuasion knowledge is including attitudinal coping mechanisms that are effective to cope with persuasion attempts in advertising. The attitudinal dimension embodies critical attitudes, such as skepticism and disliking of a specific persuasion attempt.

The influence of the preference of message disclosure preference on the purchase intention is explained in more detail using conceptual persuasion knowledge. Once conceptual persuasion knowledge is activated, the consumers will critically process the persuasive intent and then use their message coping mechanism to get persuaded by the persuasive content or to resist persuasion attempts by the advertisers (Boerman et al., 2014). Consumers' recognition

of the commercial nature of the contents will increase with the inclusion of disclosure. In consequence, the viewers will be able to acknowledge that there is a persuasive intent in the content and finally activate their cognitive defenses and choose whether to get persuaded to buy the product or to resist it.

On the other hand, the influence of the consumer skepticism of advertising on the purchase intention will be furtherly explained by attitudinal persuasion knowledge. The second type of persuasion knowledge model holds the same basis as the first one but it differentiates by the exitance of critical feelings about honesty, trustworthiness, and credibility towards the source (Boerman et al., 2012). Consumers can easily recognize advertisers' persuasive attempts and motives when they have advanced knowledge and they also have the tendency to increase their skepticism toward persuasive communication (Taylor & Nelson, 2012). Consumers' knowledge and understanding of brands and companies' marketing strategies increases with the persuasion knowledge they have, it is also making the consumers' become critical in processing the information and skepticism. As result, once consumers recognize the persuasive intent, they will activate their advertising skepticism and then separate themselves from it and not get persuaded.

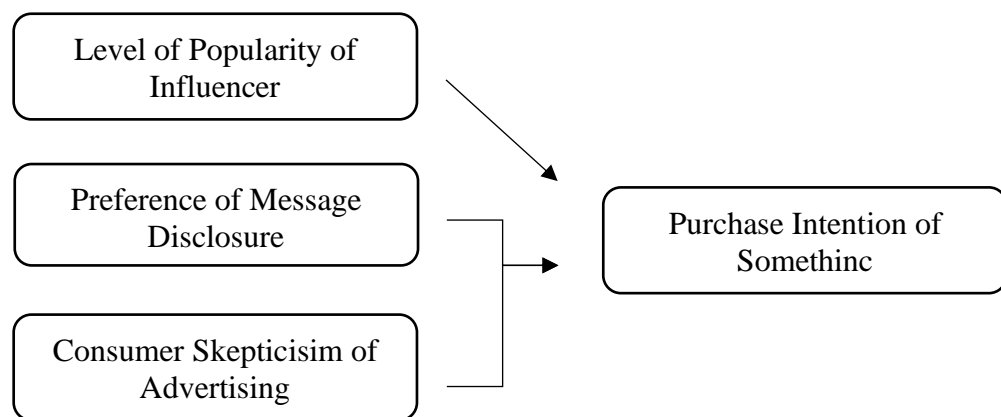


Figure 1.5-1 Theoretical Framework



## **1.6 HYPOTHESES**

H1: There is a positive influence of the level of popularity of influencers (X1) on the purchase intention of Somethinc (Y).

H2: There is a negative influence of the preference of message disclosure (X2) and the consumer skepticism of advertising (X3) on the purchase intention of Somethinc (Y).

## **1.7 CONCEPTUAL DEFINITIONS**

### **1.7.1 The Level of Popularity of Influencers**

An influencer's popularity level is defined as the popularity level of people who have the power to influence their followers through content they made.

### **1.7.2 The Preference of Message Disclosure**

The preference for message disclosure is defined as the audience choice over a set of alternatives towards disclosure of persuasive content.

### **1.7.3 The Consumer Skepticism of Advertising**

Consumer skepticism of advertising is defined as consumers' tendency to disbelieve advertising claims, it is used by consumers to cope with persuasion attempts.

### **1.7.4 The Purchase Intention of Somethinc**

Purchase intention on Somethinc is consumer's choice and preference toward Somethinc product over others alternative.

## **1.8 OPERATIONAL DEFINITIONS**

### **1.8.1 The Level of Popularity of Influencers**

To find out the influencer's popularity level, the indicator is:

1. Respondents choose which social media influencer they like or prefer

### **1.8.2 The Preference of Message Disclosure**

To find out the preference of message disclosure, the indicator is:

1. Respondents' preference of message disclosure on sponsored content

### **1.8.3 The Consumer Skepticism of Advertising**

To find out consumer skepticism of advertising, there are several indicators, namely:

1. Respondents can depend on getting the truth in most advertising
2. Respondents believe that advertising's aim to inform the consumer
3. Respondents believe the advertisement presented is informative
4. Respondents believe that advertising is a reliable source of information about the quality and performance of products
5. Respondent believes that advertising is a truth well told
6. Respondents believe that in general, advertising presents a true picture of the product being advertised
7. Respondents believe that most advertising provides consumers with essential information

### **1.8.4 The Purchase Intention of Somethinc**

To find out consumers' purchase intention on Somethinc, the indicator is:

1. Respondents choose Somethinc products over other alternatives

## **1.9 RESEARCH METHOD**

### **1.9.1 Research Type**

The type of research is explanatory which aims to determine the influence of the level of popularity of influencers (X1), the preference of message disclosure (X2), and the consumer skepticism of advertising (X3) on the purchase intention of Somethinc (Y).

### **1.9.2 Population**

In this study, the population that will be the object of research is women who live in Indonesia, aged 18-34 years, and have seen social media influencers sponsored content of Somethinc's product, but with an unknown amount. A survey from We Are Social and Hootsuite in February 2021 stated that the largest number of audiences that marketers can reach with adverts on social media were young people aged 18-34 years with a percentage of 64,7 percent.

### **1.9.3 Sampling**

#### **1.9.3.1 Sampling Technique**

In this study, the sampling technique that will be used is the non-probability sampling method based on accidental sampling. Nonprobability sampling was chosen because the exact number of the population is unknown. In this type of sampling, subjective methods are used to determine the extent to which the sample represents the entire population (Ros & Guillaume, 2020). Accidental samples are called 'accidental' because the population or elements that are selected in the samples imply they occur to be situated and administratively near to where the data is being collected by the researcher (Dörnyei 2007).

#### **1.9.3.2 Sample Size**

According to Roscoe's rules of thumb (1975), the appropriate sample size for research is larger than 30 and less than 500 (Sekaran & Bougie, 2016). Based on Roscoe's rules of thumb, the sample in this study will be 100 people who lived in Indonesia and have seen social media influencers' persuasive content of Somethinc's product.

## **9.4 Type and Sources of data**

The type and sources of data in this research are primary data, namely data that is obtained directly from the respondent using a questionnaire and will be filled in by the respondents (self-administered) through an online platform.

## **9.5 Research Instrument and Data Collection Technique**

The research instrument for this research is a questionnaire. A questionnaire is a collection of a list of several questions that are arranged systematically and must be filled by the respondent. The data collection technique in this research is by giving a questionnaire to the respondent to fill in.

## **9.6 Data Processing**

### **9.6.1 Editing**

This first stage of the data processing has been described as a quality control process, the editing stage is needed to improve the quality of data.

### **9.6.2 Coding**

Coding is the process of categorizing and sorting data. Codes then serve as shorthand devices to label, separate, compile, and organize data (Charmaz, 1983).

### **9.6.3 Tabulation**

Tabulation is the process of placing data in tabular form by creating tables containing data according to the needs of the analysis. The table that is made should be able to summarize all the data to be analyzed. The separation of tables will make it difficult for researchers in the data analysis process. At this stage, the authors pay attention to the data that has been collected through a questionnaire.

## **9.7 Data Analysis Technique**

Regression analysis is used to analyze the data obtained in this research. It is a specific form of analysis that is used in a situation where one or more independent variable(s) is (are) hypothesized to affect the dependent variable (Sekaran & Bougie, 2016). This method is used

to determine whether there is an influence of influencer's popularity level, disclosure preference, and consumer advertising skepticism on purchase intention of Somethinc products.