

## CHAPTER II

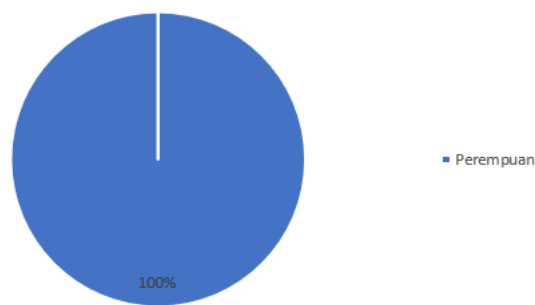
### THE EFFECT OF SALES PROMOTION AND CELEBRITY ENDORSEMENT CONTENT EXPOSURE ON Z GENERATION IMPULSIVE PURCHASE OF SOMETHINC LOCAL SKINCARE

This chapter elaborates research findings on sales promotion effects and content exposure by celebrity endorsement towards impulsive buying on local skincare Somethinc. In this research, 100 respondents' criteria are fulfilled: Gen Z living in Jabodetabek, aged 19-24 years old, women, having a monthly income, and actively using or shopping for at least three times purchasing.

#### 1.1 Respondents' Identity

Before entering the hypothesis testing stage in researching the effect of sales promotion and content exposure to celebrity endorsement on impulsive purchases of SomeThing skincare, here are the identities and research results of 100 research respondents:

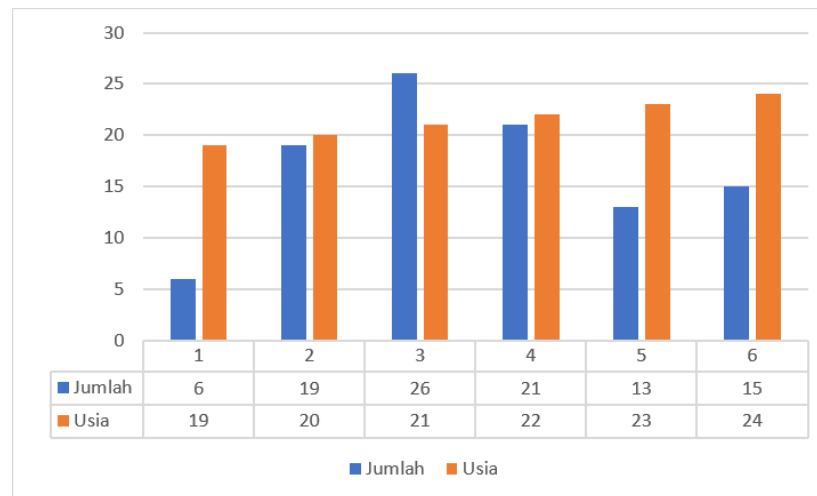
##### 1.1.1 Gender



*Figure 2 1 Respondent's Gender*

In a study of 100 people, it was found that respondents who filled out this questionnaire, the overall gender was female, with a total of 100 respondents.

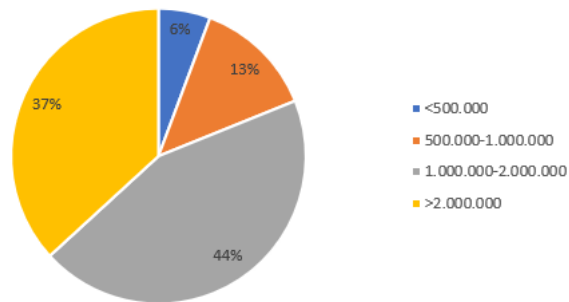
### 1.1.2 Respondent's Age



*Figure 2 2 Respondent's Age*

In a research study participated by 100 people, the age of the respondents who had been collected varied and was dominated by respondents aged 21 years. Followed by respondents aged 22 years, the rest are various ages respondents from 19-24 years old who participated in this study.

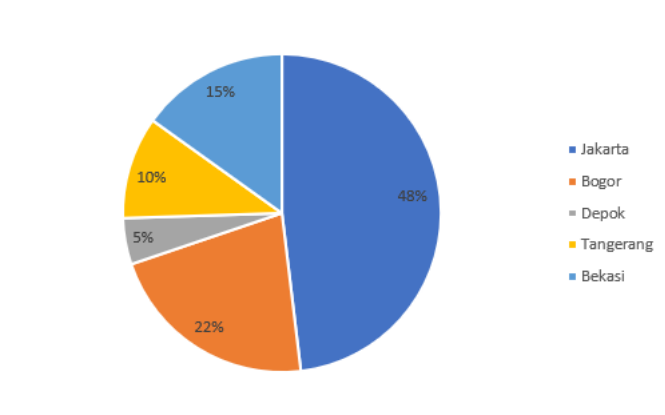
### 1.1.3 Respondents' Income



*Figure 2 3 Respondents Income*

In a study conducted with 100 people, the respondents' income data was dominated by Gen Z, who had an income of IDR 1,000,000 – 2,000,000. The rest were Gen Z, with a gain of more than 2 million per month.

### 1.1.4 Residence Area



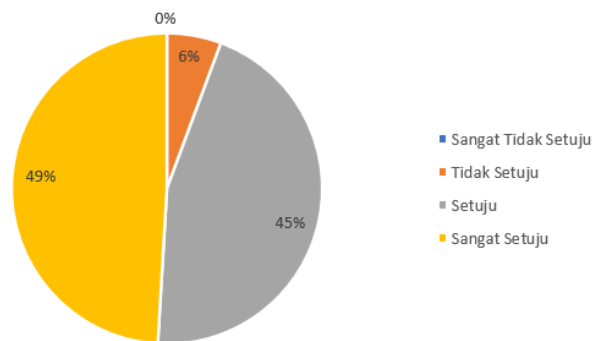
*Figure 2 4 Residence Area of Respondents*

The data collected to determine the domicile of residence is dominated by Gen Z, who resides in Jakarta. The rest of the respondents mostly live in Bogor, Bekasi, Tangerang, and Depok.

## 1.2 Effect of Sales Promotion Intensity

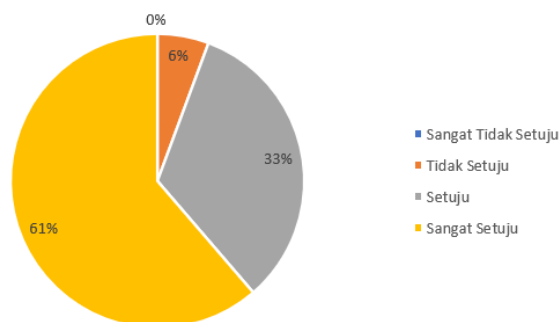
In examining the effects of sales promotions intensity carried out by SomeThinc, its implementation is measured through several indicator measurements including measuring consumer attitude towards sales promotion quality, sales promotion time, sales promotion quantity, and accuracy or suitability of promotional objectives.

### 1.3 Promotions Quality



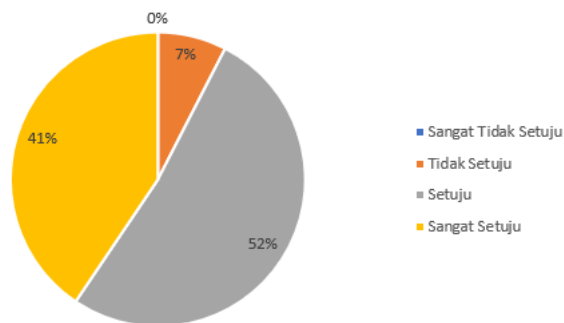
*Figure 2 5 Promotion Quality in Attracting Consumer Shopping Interest*

From research compiled and conducted on 100 respondents, it was found 49% of the total respondents responded strongly agreed with the statement of making an immediate purchase due to promotion availability. This shows that SomeThinc has successfully provided good quality sales promotions and is persuasive enough to encourage respondents to make purchases immediately.



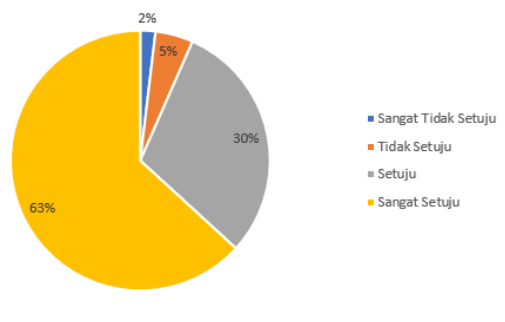
*Figure 2 6 Number of Promotions Available in Attracting Consumer Shopping Interest*

From the results of the research diagram, it was found that 61% respondents had a strongly agreed response to the statement that the bigger the number of promotions given would attract consumers' interest in shopping. This shows that SomeThinc has succeeded in providing advertisements with good and convincing quality so that it can attract very high consumer interest to do impulse buying.



*Figure 2 7 Variative Promotion Forms in Stimulating Respondents Desire to Shop*

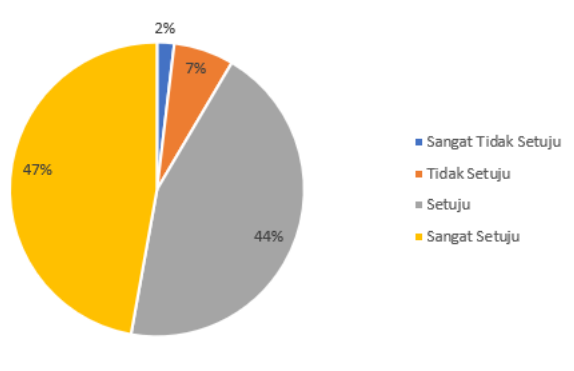
From the results of research conducted on 100 respondents, it was found that more than 52% respondents agreed that various forms of promotion would encourage consumers to shop for more than one type of goods.



*Figure 2 8 Effects of Promotional Quality on Consumer*

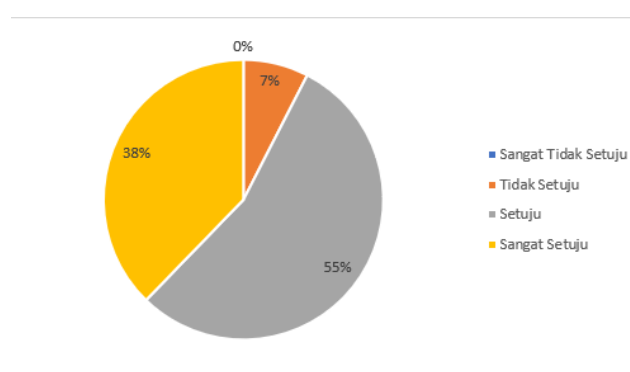
From the results of research conducted on 100 respondents, it is known that 63% of respondents strongly agree that they get the benefits that can be felt in purchasing SomeThinc skincare. This shows that the quality of the promotions is considered excellent and provides the benefits needed by consumers so it raised consumers satisfaction.

### 2.3.1 Promotions Time



*Figure 2 9 Consumer Attitude towards Promotion Time*

From the results of research conducted on 100 respondents, it is known that 47% of the respondents know that every month the promotion is carried out on very precise dates such as the beginning of the month or the end of the month. This shows that the promotions carried out by SomeThinc have fulfilled the needs of customers in shopping so that consumers feel benefited from being able to enjoy promotional discounts while fulfilling their needs.

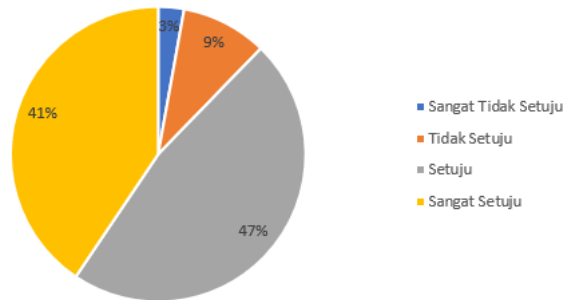


*Figure 2 10 Consumer Attitudes on Monthly Sales Promotion Time*

From the results of the diagram that has been compiled and filled out by 100 respondents, it is known 55% of the respondents responded agreeing and correctly assessing a statement regarding the limited time of promotion every month. This shows that the respondents have sufficient knowledge regarding a certain date/time when SomeThinc carries out its monthly promotions.

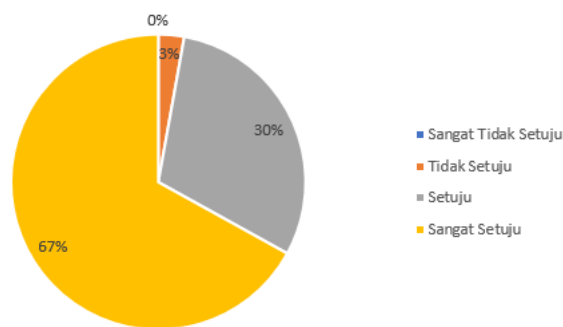
### 2.3.2 Promotions Quantity

Promotional quantity will measure the value or number of sales promotions given to consumers. In this section, respondents will respond to the extent of many promotions presented are valuable and have an impact on consumers' desire to shop to finally making changes in their behavior to actually do shopping.



*Figure 2 11 Discount Appraisal by Consumers*

From the results of the study with a total of 100 respondents, it is known that 47% respondents chose to agree that the promotions given by SomeThinc always provide substantial discounts. This shows that respondents' answers vary widely and respondents can feel the benefits of the discount. However, there are also respondents who think the discount is giving no impact on their purchase.

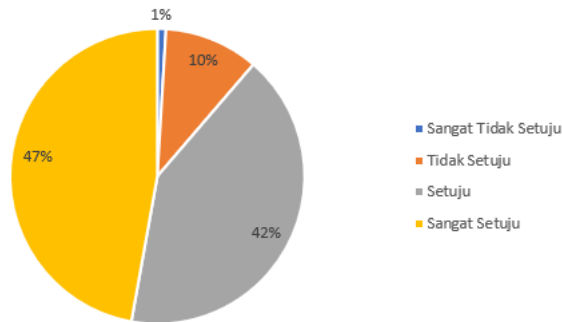


*Figure 2 12 Respondents' Assessment of Price vs Quality*

From the results of study with a total of 100 respondents, it was found 67% of respondents strongly agreed the price given by SomeThinc was commensurate with quality provided. This shows that SomeThinc succeed in providing discounts prices for

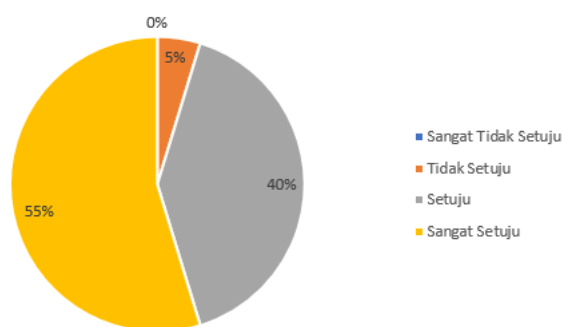
loyal consumers to shop. Although on the other hand there are still negative responses from respondents in a very small percentage in assessing the price and quality provided.

### 2.3.3 Accuracy of Promotion



*Figure 2 13 Strong Impulse for Shopping Due to Advertising*

From research conducted on 100 respondents, 47% respondents strongly agree discount program provides a strong impetus to shop at Somethinc more often than other brands. On the other hand, there are still responses that express their disapproval even though with a small percentage and show that they are still interested in shopping at other brands. This shows that sales promotion programs are able to encourage consumers to remain loyal.



*Figure 2 14 Consumers Attitude Towards Skincare Price at a Reasonable Prices*

From research conducted on 100 respondents, 55% of respondents stated that they strongly agree promotional program fulfil the needs of consumers to be able to buy international quality skincare at a reasonable price. This shows that SomeThinc has



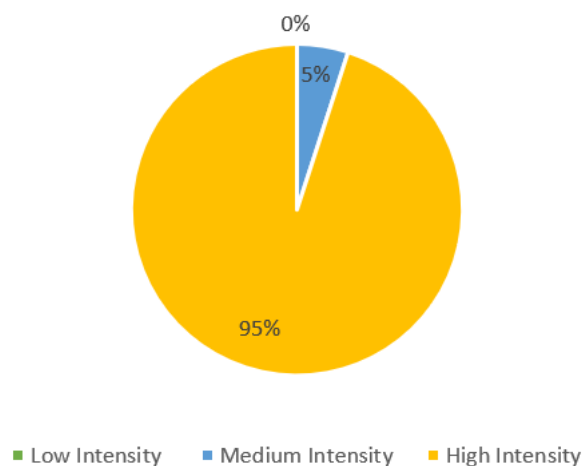
succeeded in targeting consumers correctly because many respondents feel that the promotional price given is reasonable for them.

### 2.3.4 Sales Promotion Intensity Categorization

After describing the data findings on the indicators of the sales promotion intensity variable, the results are then categorized from a total of 11 question items that reflect the knowledge and attitudes of each respondent. Categorization of intensity degree can be divided into 3 levels as follows:

- a. Score of 1 -14 indicates a low level of sales promotion intensity
- b. Score of 15 – 28 indicates a moderate level of sales promotion intensity
- c. Score 29 - 44 indicates a high level of sales promotion intensity

The findings of categorization can be seen from the following diagram below:

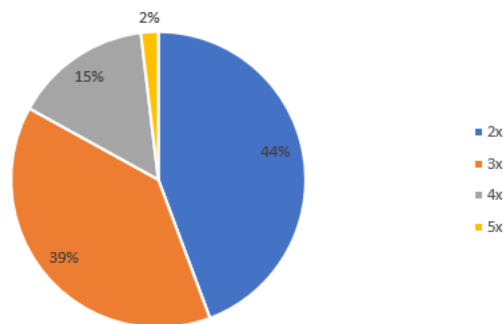


Based on the diagram data above, it can be concluded that 95% of respondents are aware of the attributes of Somethinc's sales promotion, therefore, final interpretation is SomeThinc has succeeded in providing high promotional intensity to consumers and has quite an effect. This shows that the level of intensity of sales promotion felt by respondents categorized as high intensity.

### 1.4 Celebrity Endorser Content Exposure

In examining the variable of celebrity endorser content exposure, it is based on several indicators that will measure the respondent's knowledge of "celebgram" content contains with promotions.

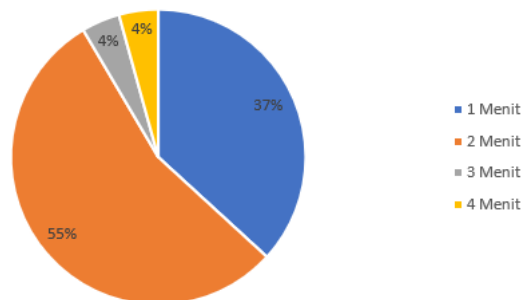
### 1.4.1 Respondent Frequency on Seeing Celebgram Content



*Figure 2 15 Respondent Frequency on Seeing Celebgram Content*

In a study conducted with 100 respondents, 44% of respondents viewed content average 2 times in a week. This shows that respondents know and are aware of the existence of celebgram content that promotes SomeThinc skincare products and that celebgram content is still widely accessed by consumers.

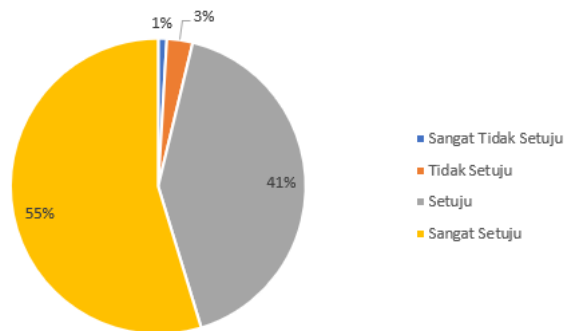
### 1.4.2 Respondents Total Duration in Viewing Celebgram Content



*Figure 2 16 Respondents Total Duration in Viewing Celebgram Content*

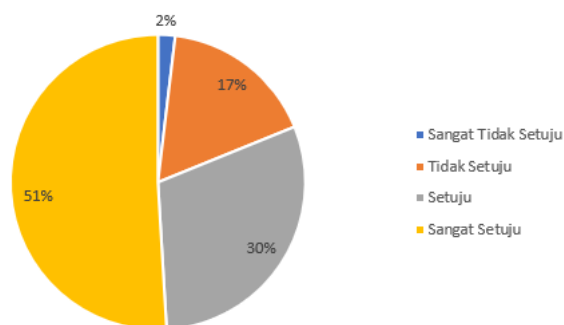
In research that been carried out and filled by 100 respondents, data shows 55% of respondents give attention for at least 2 minutes on looking at selebgram content. Followed by the secondary majority respondents answer, they watch the selebgram content for 1 minutes in every advertisement.

### 1.4.3 Respondents Attention on Seeing Celebgram Content



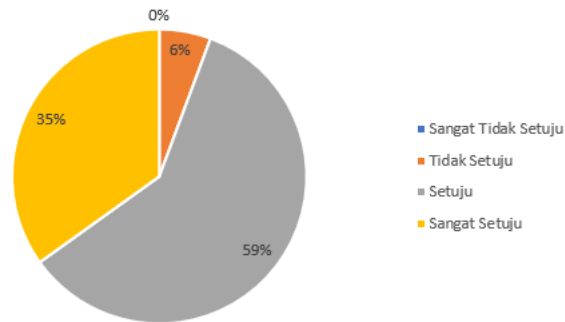
*Figure 2 17 Respondents Attention on Seeing Celebgram Content*

In a study conducted of 100 respondents, 55% percent participants taking full attention when they watch celebgram promotional content. Another finding was only a very small percentage of respondents who do not paying much attention and not influenced by celebgram content advertisement. This shows that SomeThinc is able to attract respondents' interest through the program.



*Figure 2 18 Respondent Focus on Seeing Celebgram Content*

In a study conducted towards 100 respondents, 51% respondents chose to respond strongly agree, which means respondents often do not carry out other activities while viewing program content containing product information and sales promotions. This shows that SomeThinc has succeeded in providing quality content that has the potential to attract consumers considering that many consumers pay close attention to the content.



*Figure 2 19 Respondents Interest of Seeing Celebrity Content*

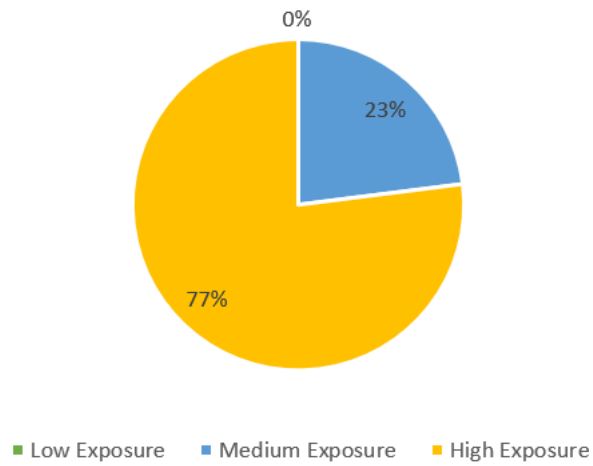
In a study conducted by 100 respondents, 59% of respondents agreed with the statement that respondents were interested in audiovisuals and visuals presented by SomeThing and endorsers. This shows that endorsers play an important role in attracting respondents to pay attention to product information content.

#### 1.4.4 Celebrity Endorsement Content Exposure Categorization

After describing the results of the data findings on the variable indicator of celebrity endorsement content exposure, the results are then categorized into 5 questions. The results obtained are divided into 3 levels based on the following scores:

- a. Score of 1-6 indicates low exposure to celebrity endorser content
- b. Score of 7-12 indicates moderate exposure to celebrity endorser content
- c. Score of 13 -20 indicates high exposure to celebrity endorser content

The findings regarding the categorization of celebrity endorser content exposure can be seen through the following diagram:

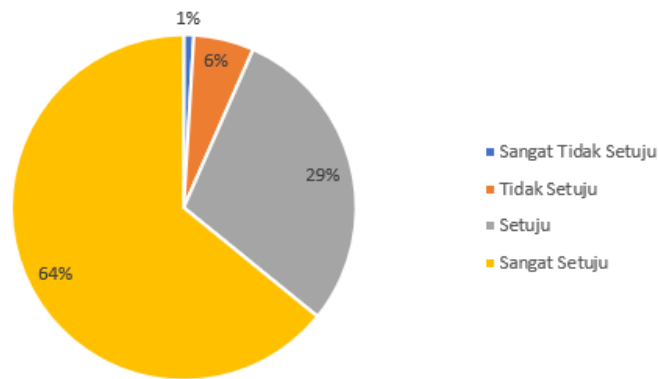


Based on the results of research on 100 respondents, it can be concluded that 77% of respondents are highly exposed towards content that created by celebrity endorsers. Followed by a slight difference between respondents in the medium exposure category. This shows that the exposure level felt by respondents is dominance at high level.

## 1.5 Impulsive Purchase

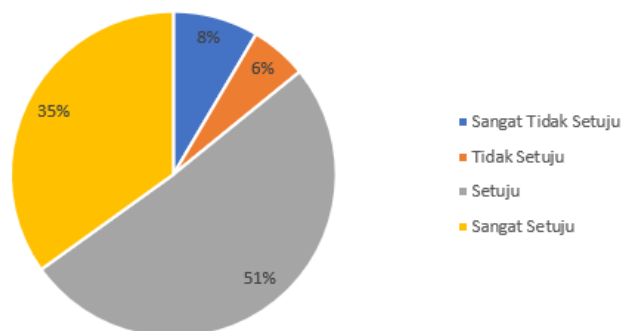
In examining the impulsive purchase variable, the measurement will be based on several indicators, such as spontaneity, power compulsion and intensity, excitement and stimulation and the last is disregard for consequences. All of these indicators are measured through attitude adopted by respondent when shopping. The following description:

### 2.5.1. Spontaneity Buying of Respondents



*Figure 2 20 Respondents Spontaneity on Purchasing Goods*

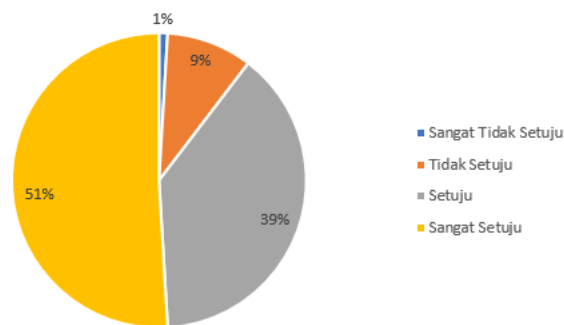
In a study conducted towards 100 respondents, 64% respondents felt strongly agree towards impulse arises for do shopping spontaneously. This shows that SomeThing has succeeded in building a persuasive message that will trigger a purchase by consumers.



*Figure 2 21 Respondents Spontaneity on Buying Products Based on They Like*

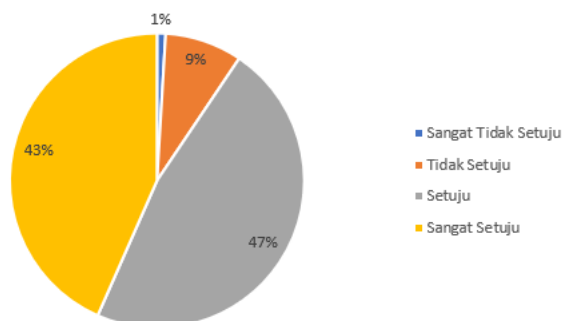
In a study conducted towards 100 respondents, it was found that the answers were quite varied. However, 51% respondents tend to buy products without long consideration, and only based on liking. This shows that SomeThinc has been able to bring respondents desire to buy products spontaneously, without going through risk and loss considerations.

#### 2.5.2. Power, Compulsion, Intensity of Respondents



*Figure 2 22 Respondents Urgency for Buying Products*

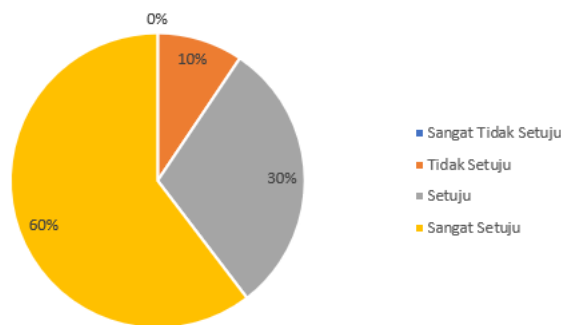
In a study conducted towards 100 respondents, 51% respondents' rate strongly agree with the statement of SomeThinc succeed on providing obligation for consumers to buy skincare directly. SomeThinc is successful in generating content and promotions. So, SomeThinc in this case has the power to encourage, persuade consumers to buy immediately through content and sales promotions.



*Figure 2 23 Respondents Urgency to Buy Skincare as Basic Needs*

In a study conducted towards 100 respondents, it was found that the answers varied widely. However, the majority answer with 47% respondents feel they need to buy skincare products considered as an urgent need. This shows that SomeThinc has been able to actively persuade respondents through discount persuasion and content presented via Instagram.

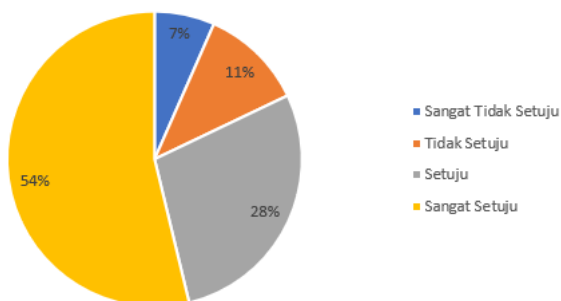
### 2.5.3. Excitement and Stimulation of Respondents



*Figure 2 24 Respondents Response of Excitement and Stimulation*

In a study conducted towards 100 respondents, 60% respondents strongly agree with the statement that respondents feel enthusiastic and happy after made a purchase based on non-rational thought. This shows that respondents feel excitement and stimulation followed with pleasure after purchasing SomeThinc products.

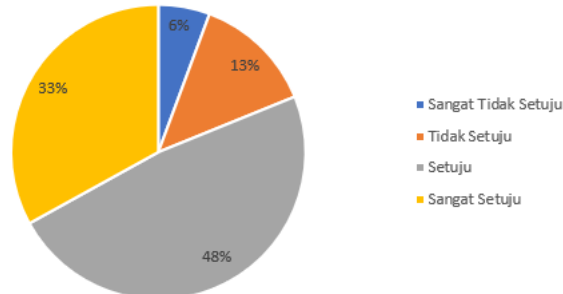
### 2.5.4. Disregard for Consequences of Respondents



*Figure 2 25 Respondents Response for Buying Inessential Need*

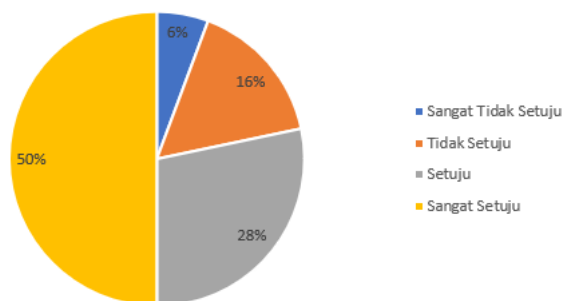


In a study conducted towards 100 respondents, it was found that the answers were quite varied. Through this pie chart, it can be seen that 54% respondents still buy the products offered by SomeThinc based on promotion availability stimuli.



*Figure 2 26 Respondents Respond for Disregarding Unstable Financial Consequences*

In a study conducted towards 100 respondents, it was found that 48% of respondents agreed to buy skincare just because they wanted to satisfy their curiosity about a product, even though there was a risk that it could affect their financial condition. This shows that respondents have ignored the consequences that may arise if they make a spontaneous purchase.



*Figure 2 27 Respondents Belief to Disregard Other Sales Promotions by Another Brand*

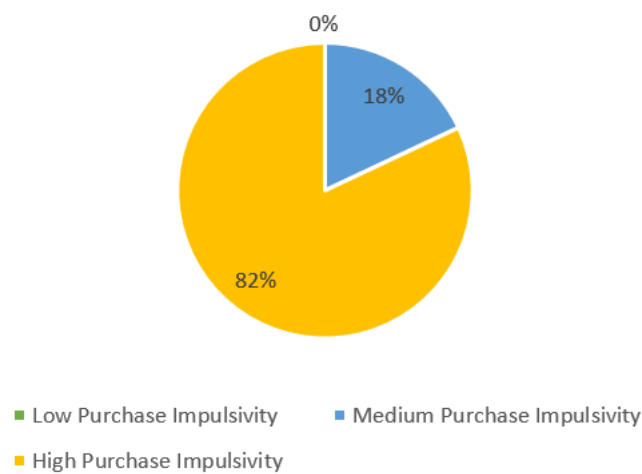
In research data collected from 100 respondents, it is known that the 50% of respondents strongly agree that they will still buy SomeThinc skincare products even though there are discounts issued by other brands. This shows that respondents are very loyal to the SomeThinc brand referring to the belief that SomeThinc only provides the best quality and ignores the consequence that they might get a better discounted price in other brands.

### 2.5.5 Impulsive Purchase Categorization

After describing the results of data findings, later it can be categorized into 3 levels degree of impulsive purchase. The following scores:

- a. A score of 1-10 indicates a low level of buying impulsivity
- b. A score of 11-21 indicates a moderate level of buying impulsivity
- c. A score of 22-32 indicates a high level of buying impulsivity

The findings regarding the categorization of impulsive purchases can be seen through the following diagram:



Based on the data above, it can be concluded that 82% of respondents are classified as respondents who have a high level of impulsivity in making a purchase of goods. In conclusion, that the majority of respondents considered as a high level of impulsive buyer of SomeThing skincare which driven by available promotions.