CHAPTER IV
THE INFLUENCE OF THE LEVEL OF POPULARITY OF INFLUENCER, THE PREFERENCE OF MESSAGE DISCLOSURE, AND THE CONSUMER SKEPTICISM OF ADVERTISING ON THE PURCHASE INTENTION OF SOMETHINC

In this chapter the hypotheses test results about 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) will be discussed. To test the hypothesis, this study uses the SPSS (Statistical Product and Service Solution) version 25 application with the Simple Regression and Multiple Regression formulas.

4.1 Hypotheses Test

Simple linear regression and Multiple Regression were used to test the hypotheses. In this study, the proposed hypotheses, namely:

1. There is a positive influence of the level of popularity of influencers (X1) on the purchase intention of Somethinc (Y).
2. 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).

The criteria for statistical test results regarding the significance of the research results are as follows:

1. If the significance value $\leq 0,01$, it means that it is very significant at the 99% confidence level and there is influence between variables. Then the hypothesis is accepted.
2. If the significance value $\leq 0,05$, it means that it is significant at the 99% confidence level and there is influence between variables. Then the hypothesis is accepted.
3. If the significance value $\geq 0,05$, it means that it is not significant at the 99% confidence level and there is no influence between variables. Then the hypothesis is rejected.

1.1.1 The Influence of the Level of Popularity of Influencer on the Purchase Intention of Somethinc

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

Table 1 The Influence of the Level of Popularity Level on the Purchase Intention of Somethinc

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.006	1	.006	.008	.931[b]
	Residual	89.672	122	.735		
	Total	89.677	123			

a. Dependent Variable: Y
b. Predictors: (Constant), X1

As presented in the table above, the value of the significant level obtained in this Simple Regression analysis is 0.931, which means it is greater than the probability value of 0.05. It shows that the significance value is not significant and there is no influence of the variables the level of popularity of influencers (X1) on the purchase intention of Somethinc (Y). Therefore, the research hypothesis which states that there is a positive influence between the level of popularity of influencers on the purchase intention of Somethinc is rejected.

1.1.2 The influence of the Preference of Message Disclosure, and the Consumer Skepticism of Advertising on the Purchase Intention of Somethinc

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).

Table 2 The Influence of the Preference of Message Disclosure and the Consumer Skepticism of Advertising on the Purchase Intention of Somethinc

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.371	2	1.686	2.363	.098[b]
	Residual	86.306	121	.713		
	Total	89.677	123			

a. Dependent Variable: Y
b. Predictors: (Constant), X3, X2

As presented in the table above, the value of the significant level obtained in this Multiple Regression analysis is 0.098, which means it is greater than the probability value of 0.05. It shows that the significance value is not significant and that there is no simultaneous influence between the variables the preference of message disclosure (X2), the consumer skepticism of advertising (X3), on the purchase intention of Somethinc (Y). Therefore, the research hypothesis which states that there is a negative influence between the influence of the Preference of Message Disclosure, and the Consumer Skepticism of Advertising on the Purchase Intention of Somethinc is rejected.

4.2   Discussion

1.2.1 The Influence of the Level of Popularity of Influencer on the Purchase Intention of Somethinc

The first hypothesis is there is an influence of the level of popularity of influencers on the purchase intention of Somethinc. As assumed by the model used in this study, namely Likability in the Source Attractiveness Model. Likability is an affection for the source as a result of physical appearance, behavior, or other personal traits, likability can be applied by using a popular public figure that people admire and in turn, the recipient is simulated to explore some sort of connection with the source and in results, adopts identical beliefs, attitudes, preferences, or behavior like purchase intention. However, based on the hypothesis testing conducted in this study, the level of popularity did not have an influence on the respondent's intention to buy or not to buy Somethinc products. This makes Likability in the Source of Attractiveness model not applicable in this study. So, although most respondents choose or like influencers with a very high level of popularity, this does not necessarily make respondents have the intention to buy Somethinc products. This means, the purchase intention

for Somethinc products is not determined by the high or low level of popularity of the influencers that the respondent likes, or in other words, there are other variables related to the purchasing intentions taken by the respondent.

In addition, the Likability aspect of Source of Attractiveness mentioned that using well-known or popular influencers in promoting a product will make the audience adopt similar behavior like purchasing the product. A very high or high level of popularity influencers will surely bring high visibility to the brand. However, their feed tends to be saturated with other sponsored content and as result, the authenticity and trustworthiness often decrease. Determining social media influencers by their number of followers is easily adapted to focus on the number of likes influencers receive as well as through the 'percentage of post[s]' that they attract (the percentage of followers that like posts) (Thomas, 2017). Influencers with smaller followings like micro influencers and nano influencers tend to be highly engaged and a recommendation from these influencers can make a better result since their audience is a very specific community that is able to provide access to a small subset of targeted audiences. In fact, this engagement rate may be a superior indicator of an influencer's potential worth to a brand if engagement translates to purchase behavior (Kay, Mulcahy, and Parkinson, 2020).

Consumers thus perceive macro-influencers attempting to use their greater levels of popularity in comparison to micro-influencers as attempts to be more persuasive, and subsequently, they resist these efforts (Kay, Mulcahy, and Parkinson, 2020). Moreover, as consumers typically form weaker ties with influencers enjoying a large follower base than with micro and nano influencers (Foxwell, 2020), they may suspect them of promoting products commercially rather than based on personal convictions. It is proposed that micro-influencers will have perceptions of authenticity and connection with their audience that will lead to their communication in their posts being more persuasive than their macro-influencer counterparts.

1.2.2 The influence of the Preference of Message Disclosure, and the Consumer Skepticism of Advertising on the Purchase Intention of Somethinc

The second hypothesis is there is an influence of the preference of message disclosure and the consumer skepticism of advertising on the purchase intention. As assumed by the model used in this research, namely The Persuasion Knowledge Model, people use their knowledge of persuasion motives and tactics to respond to the attempts by the marketers by getting persuaded to buy the product or not persuaded. The model consists of two types, conceptual and attitudinal including the exitance of critical feelings like skepticism. However, based on the hypothesis testing conducted in this study, the preference of message disclosure

and the consumer skepticism of advertising did not have an influence on the respondent's intention to buy or not to buy Somethinc products. This makes The Persuasion Knowledge Model not apply in this study. Thus, although most respondents have moderate preferences regarding message disclosure on sponsored content and are not skeptical of advertising, this does not necessarily make respondents decide to buy Somethinc products. This means, the purchase intention for Somethinc products is not determined by the level of respondents' preferences regarding message disclosure and skepticism towards advertising, or in other words, there are other variables related to the purchasing intention taken by respondents.

In addition, individuals may feel higher irritation when commercial content appears with no social connection such as the "Paid Partnership with" message disclosure feature. The role of disclosure effectiveness in the context of influencer marketing plays a very important role in regards to consumer understanding and recognition of the content as advertising because oftentimes the presence of disclosure is the only piece of information that delineates the communication as an advertisement. However, nowadays audiences are able to recognize the sponsored content easily without the disclosure message, many of the sponsored content that influencers produce now looks obvious that it is commercial content even without the disclosure cues since there are many other factors such as product placement that look exactly like an advertisement that makes audiences does not have a specific preference toward a message disclosure on sponsored content. Consumers surveyed indicated their belief that influencers in general recommend brands because they are paid to do so, implying that people simply assume that influencers are brand-sponsored whether or not there is any disclosure (Audrezet & Charry, 2019). Disclosure makes almost no difference to the impact of the influencer's recommendation on the purchase decision (Audrezet & Charry, 2019).

Current online advertising increasingly has been moving away from traditional display and banner ads and toward advertising methods that are perceived as less disruptive, often referred to as "covert advertising" or "native advertising" (Campbell, Mohr, and Verlegh 2013). Consumers' ability to distinguish commercial content (advertising) from editorial or entertainment content has been defined as advertising recognition (Boerman, Willemsen, and Van der Aa 2017). As the persuasion knowledge model mentioned in the literature concluded that persuasive content may elicit defensive coping mechanisms such as skepticism, it appears that although persuasive content can increase advertising recognition, it does not necessarily

lead to skepticism. The rise of sponsored content circulating on social media helps the audiences to filter and sort content without making them skeptical towards it.