

CHAPTER I

PREFACE

1.1. Background

Nowadays, technology frequently used as a human facility for fulfilling their needs. People can easily search and find what they need at a particular website or e-commerce. Almost all people frequently use the Internet. As stated on data retrieved from Hootsuite.com, nearly one per two Indonesian citizens already integrated with internet services, 202,6 million number usage or 73% of the total Indonesian population.



Figure 1. 1

Indonesia Essential Headlines for Mobile, Internet and Social Media use

Source: <https://www.hootsuite.com/resources/digital-trends>

The ease of accessing the internet, which can be accessed through each smartphone, encourages the growth of statistical numbers on internet utilisation by 37.82% -45.14% for business and economic purposes, which are used among others by users to find information about products and services reported through surveys by Indonesian Internet Service Provider Association. ¹

Shopping online is currently booming, and companies must be more aggressive in marketing promotion strategies for purchasing goods online. Youth shopping patterns is

¹ Kominfo, "Penetrasi Internet 2017 Naik, Pengguna Masih Dominan di Wilayah Urban" https://kominfo.go.id/content/detail/12644/penetrasi-internet-2017-naik-pengguna-masih-dominan-di-wilayah-urban/0/berita_satker (Accessed on 01 January 2022, 15.00 WIB)

as high as 60.3.² This shows a new shopping trend that is more accessible online than offline by young people, especially Gen Z and leads to a long-lasting consuming behaviour new different pattern.

Gen Z nowadays put much consideration of how healthy their skin is. Reported via Kompas.com, another factor supporting the upward trend in the use of skincare is that people are often exposed to air conditioners indoors for a long time, the use of masks that make the skin more susceptible and trigger various skin problems raising public awareness in doing face treatments, especially for women.³ By this, the new habit contributes to the consumption pattern of spending on skincare products which is considered an important need from the consumer side and raise awareness on taking care of healthy skin. Reported from Katadata it was written that cosmetics and skincare were the second most purchased product type by consumers at Harbolnas 2021 with a total percentage of 53%.⁴ Another data shown, based on GAP Beauty Reports 2021, Gen Z self-awareness is having highest percentages at 88,6% compared to any other environmental factors.

As the object of the research is Gen Z, a data shown by ZAP Beauty Research stated that 64,2% Gen Z prefer buy skincare through online compared to offline buying. This condition is in accordance with Somethinc's appearance for the past one year lately, where SomeThinc offers several advantages, the convenience of shopping via online with free shipping and a lower price than buying directly offline. Hence, people prefer to buy it online. In addition, the prices offered are very affordable. Shopback Research Team (2018) researched and found that 70.2% of Gen Z respondents felt helped by the existence of online stores to meet their daily needs and influence shopping behaviour where consumers are currently shopping online oftenly.

Along with the rapid competition in the local skincare business in Indonesia, the competition between applications and online shopping sites will be even tighter. The

² Andrea Lidwina, "Pola Belanja Online di Kalangan Anak Muda Berubah saat Pandemi"

<https://databoks.katadata.co.id/datapublish/2021/06/03/pola-belanja-online-di-kalangan-anak-muda-berubah-saat-pandemi>
(Accessed on 01 January 2022, 14.00 WIB)

³ Lusya Kus Anna " Pergeseran Tren Kecantikan Akibat Pandemi"

<https://lifestyle.kompas.com/read/2020/06/09/091114020/pergeseran-tren-kecantikan-akibat-pandemi?page=all>
(Accessed on 02 January 2022, 12.00 WIB)

⁴ Cindy Mutia Annur "Fesyen dan Pakaian Olahraga, Produk Paling Laris Saat Harbolnas 2021"

<https://databoks.katadata.co.id/datapublish/2022/01/03/fesyen-dan-pakaian-olahraga-produk-paling-laris-saat-harbolnas-2021>
(Accessed on 02 January 2022, 14.00 WIB)

forms of sales promotion activities that can increase consumer purchase stimulus include sampling, free premium gifts, contests and sweepstakes, rebates, bonus packs, price-off deals, loyalty programs, event marketing.⁵ Producers as intermediary service providers between sellers and consumers must implement the most attractive strategies to attract the most consumers. Sales promotion is a marketing activity that aims to provide added value or incentives to salespeople, distributors, or consumers expected to increase sales.⁶ Companies compete to form some of the most different promotional strategies to win a fairly tight competition.



Figure 1.2 Somethinc Free Gifts Program

Source: <https://somethinc.com/id/>



Figure 1.3 Somethinc Discount Program

Source: <https://www.instagram.com/somethincofficial/?hl=id>

⁵ Belch, George E. & Michael A. Belch, *Advertising and Promotion: An Integrated Marketing Communications Perspective*, 10th edition, 2015, Boston: McGraw-Hill Irwin, page. 521.

⁶ Morrisson, M. A. (2015). *Periklanan komunikasi pemasaran terpadu*. Kencana.



Figure 1. 4Something "Tanggal Cantik" Promotion

Source: <https://www.instagram.com/p/CfnbUo0vdpg/?hl=id>

Above are only a glimpse of promotional deployment Somethinc. The promotions are successfully bringing consumers interests by seeing at their comments on Somethinc Instagram. Most of the consumers welcoming the promotions as they ready to buy the bundling package, discounted prices, and free gifts. Somethinc deployed promotion based on seasonal moments for instance, independent day promo, “tanggal cantik” promo, short collaborations with celebrity promotions and free gifts in a form of skincare products, makeup products, or other gifts.

Beside deploying promotional and persuasive messages through interactive media contents such as Instagram, Somethinc actively participating in responding consumers questions. Questions asked by consumers are majority answered completely as well as the solutions for their skin condition. These conditions provide a good climate for Somethinc to influence consumers and persuade them to buy Somethinc products by giving a perfect consumer service.



Figure 1. 5 Somethinc Responding Consumer Comment

Source: <https://www.instagram.com/p/CfnbUo0vdpg/?hl=id>

To successfully winning the competition even more, Somethinc set up their objectives. Somethinc is targeting their products for smart young ages as their base on building a skincare company. Supported by data retrieved from analisa.io, followers' demographics of Somethinc is dominated by female at 79,81% and 59,62% followers are age 18-24. Locations of consumers followers at Instagram are divided into 3 majority locations, Jakarta 48,22%, Bandung 22,50% and Surabaya 20,80%. Based on Marketeers.com, top purchaser of skincare is located at big 5 cities SES A&B (Jakarta, Bandung, Surabaya, Medan, Bandung, Makassar). The new promotional tools are done by hiring celebrity endorser for promoting their products widely in Instagram to reach its marketing target, young ages at the more wider consumers demography and enhance its sales share. Celebrity is a person who has an attractive profile that is liked by the public and has a daily influence on the media to form a brand personality or increase sales figures in the short term⁷.



Figure 1. 3 Somethinc Official Instagram Account

Source: Official Instagram Account @somethincofficial

Data shown by ZAP Beauty Annual Reports 2021, shows that **54,0%** respondents on their research put role model by this case, beauty influencers as their primary reference for buying beauty products. Gen Z referred as young ages consumers preferred to look first at their role model of beauty “selebgram”. Another data shown by ZAP Beauty Annual Reports 2021 shows that **80,2%** Gen Z is using social media Instagram as primary reference for looking up into skincare products. Instagram is a social media that has become one of the most promising platforms in the business world where several features make it easier for consumers to be able to access information, advertise in video and visual

⁷ Royan, F. M, (2004), *Marketing celebrities*, Elex Media Komputindo, Page. 6.

forms, and build closer relationships with audiences and make a brand known to many consumers because of its wide range.

Based on Somethinc objectives for making suitable skincare for smart young ages, then the use of celebrity endorsers is targeted at Gen Z as the young generation.⁸In accordance with the measurement analysis of Somethinc Instagram Followers, many of the followers is young generations aged 18-24 or preferred as Gen Z with percentage of 59,62% and total gender followers dominated at women with 79,81%.

The use of celebrity endorsement by Somethinc Involving Abel Cantika is one of the examples of product marketing targeted at Gen Z. Referring to the target audience and followers' statistics on Abel Cantika's Instagram, which is dominated by women and aged 18-24 years with 66,67% in percentage and followers gender demographic dominated by women at 86,21% according to analisa.io.⁹ In addition, in this post released by the official SomeThinc Instagram, there are claims that the product is very safe for teenagers. This post has a positive response with 124,158 video views and comments that contain wanting to try the product and have gotten positive results from using the product.



Figure 1. 4 Somethinc Celebrity Endorsement by Abel Cantika

Source: Official Instagram Account @SomethincOfficial

⁸ Sociolla, " Deskripsi Somethinc", <https://review.soco.id/brand/14957/somethinc> (Accessed on 08 February 2022 15:33 wib)

⁹ Analisa.io, Tasya Farasya Instagram Profile Analyzer", <https://analisa.io/profile/tasyafarasya?fa=1> (Accessed on 08 February 2022, 15:33 WIB)

Another celebrity endorser appointed by Somethinc officials to target their products for Gen Z is beauty influencer Tasya Farasya. Referring to the statistics of Tasya Farasya's followers that was reported through **analisa.io**. Reports analytic found that there is a dominance of female followers and a dominance of audience profiles aged 18-24 years with each percentage of 59,85% and 79,92%. The content is contained review products along with the product information itself for the audience.

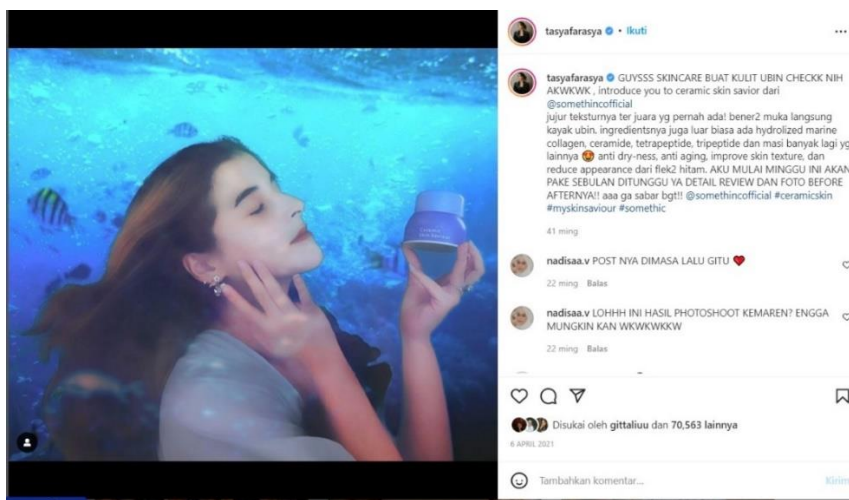


Figure 1. 5 Somethinc Celebrity Endorsement by Tasya Farasya

Source: Official Instagram Account @tasyafarasya

Through promotional efforts using celebrity endorsements, SomeThing reaps positive responses from the public who shop for Somethinc's local skincare products. As reported via Compass.id it was noted that in August 2021, Somethinc skincare had total sales of IDR 5 billion, and complete transactions in one month rose as many as 125.000 transactions. As their sales is succeed to gain one month transaction in a big amount of revenue, Somethinc had their revenue not stable. Data shown by Compass.id, Somethinc transaction is decreased as they before succeed to gain 17,7 billion in the first quartal of 2021. ¹⁰

¹⁰ Compas.co.id" Ranking Skincare Terlaris", <https://compas.co.id/article/brand-skincare-lokal-terlaris/>, (Accessed 25 January 2022)

However, SomeThinc is not the most popular brand in Indonesia. This is not in accordance with SomeThinc's vision, which has the ambition to make these skincare products the number 1 most popular product in 2021 with the best quality they have. Somethinc's competitor in the skincare business, Ms. Glow, has a larger total revenue of 38.5 billion yearly and also occupies the first position compared to Somethinc, which only occupies third position rank of the most purchased skincare.

The existence of fantastic revenue figures triggered by the ease of transaction convenience that is not limited between distance and time makes consumers have the potential to explore the products they want to buy freely. Producers also need to determine the right strategy to complete transactions, and consumers' attention attracted in purchasing a brand's product. To attract consumers' attention, one of the producers' efforts to maximise sales is to study how consumer buying behaviour is a determining component that can influence consumer decisions to buy products offered by marketers.¹¹ In practice, a phenomenon is found where people can act irrationally and non-logically when shopping online, and this phenomenon will then be referred to as impulse buying.¹² According to Gasiorowska, impulse buying is a shopping activity that is not reflective, unexpected, spontaneous, and sudden to want to buy certain products.¹³

The emergence of the impulsive buying phenomenon is also supported by various promotional programs to increase engagement between users and encourage product purchases. The results of research conducted by Mastercard, done at 2015 for people aged 18-25 stated that half of Generation Z in Indonesia which is 50 percent were the most impulsive customers in the Asia Pacific where at least half of purchases of goods were made spontaneously.¹⁴

¹¹ Subianto, T. (2007). Studi tentang perilaku konsumen beserta implikasinya terhadap keputusan pembelian. *Jurnal Ekonomi Modernisasi*, 3(3), 165-182.

¹² Utami, C. W. (2010). Manajemen Ritel_Strategi dan Implementasi Operasional Bisnis Ritel Modern di Indonesia.

¹³ Gasiorowska, A. (2011). Gender as a moderator of temperamental causes of impulse buying tendency. *Journal of Customer Behaviour*, 10(2), 119-142.

¹⁴ Safyra Primadhyta "Generasi Millennial RI Paling Impulsif Belanja Barang Mewah"
<https://www.cnnindonesia.com/ekonomi/20151102182452-92-88999/generasi-millennial-ri-paling-impulsif-belanja-barang-mewah/> (Accessed on 04 January 2022, 14.00 WIB)

In contrast, From the data released through the Hootsuite annual report in 2021 in Q1, it was found that the group that made the most online purchases was the 45–54-year age group in the 1st place, followed by the 35–44-year-old generation in the second place. Generation Z is in the order of 4 out of 5 online product purchase rankings with a percentage of only 84.8%, which shows that Generation Z is not positioned as a generation that makes a lot of online purchases.

On the other side, buying pattern made by Generation Z, the character of Generation Z is looking for stability and not spontaneity.¹⁵ Hence, they tend to be more careful in shopping and have a programmed purchase plan. This is contrary to research conducted by Mastercard that Generation Z in Indonesia is the most impulsive generation in Southeast Asia.

So based on these facts, researchers are interested in researching the phenomenon of impulse buying Z generation at Jabodetabek area on the purchase of Somethinc's local skincare products.

1.2. Research Problem

SomeThinc targets achieved to gain the number 1 local cosmetic and skincare brand in Indonesia and achieve its goal of Go Global as the most popular local skincare line. SomeThinc, a local cosmetic brand in Indonesia, has a wide variety of products consisting of makeup and skincare.

However, real data was compiled by compass. Id research shows that Somethinc still occupies the number 3 position with revenue sales figure of 22.7 billion compared to Ms. Glow with a full sales figure of 38.5 billion and placed in a position of number 1. The data proves that Somethinc is not the number 1 local skincare brand in Indonesia and is still far from reaching its goals as a brand that can achieve Go Global conditions. Efforts that Somethinc is currently carrying out are by involving celebrity endorsers specifically targeting market at 18-24 years old based on Somethinc target market, increase revenue and sales promotions in the form of online discounts, premium gifts, and bonus packs to be able to encourage sales growth,

¹⁵ Mabuni, L. (2017). Exploring the meaning of luxury to Gen Z.

especially for Gen Z as an impulse buyer, which reported by research of MasterCard Asia, whom consider skincare as a primary need.

Based on this, there is a gap between the ideal conditions that SomeThinc wants to achieve and the real conditions that currently happened, where Somethinc is only achieved the 3rd position on its sales revenue. This study wants to test whether sales promotion intensity affecting the impulsive buying behaviour of Generation Z in the Jabodetabek Area, and exposure of Celebrity Endorsement content affects the impulsive buying behaviour of Generation Z in the Jabodetabek area?

1.3. Research Objectives

The purpose of this study was to determine the effect of sales promotions intensity and exposure of celebrity endorsement content affects impulsive purchases of generation Z in the Jabodetabek area?

1.4. Research Significant

1.4.1 Academic Significant

The results of this study are expected to be a learning material or comparison material that can be used in teaching and learning activities to students, lecturers, and all parties who are interested in studying the effect of sales promotion on impulsive buying behaviour along with the effects of celebrity endorser utilisation on doing promotions. Also, as reference material or study for the development of communication science regarding the effect of sales promotion with impulse buying.

1.4.2 Practical Significant

The results of this study are expected to be used as a reference for providing advice, insight, or consideration to formulate a good marketing communication strategy that can attract audiences for company.

1.4.3 Social Significant

The results of this study are expected to help Somethinc understand the effect of sales promotion and the use of celebrity endorsements on the impulsive behaviour of individuals in purchasing Somethinc's local skincare products.

1.5.Theoretical Framework

4.2.2 Research Paradigm

The paradigm used is the positivistic paradigm. The event can be classified, the relationship is causal (causation), and there is a correlation between variables to explain how big the relationship between these variables is.¹⁶ This study seeks a causal relationship between sales promotion variables, exposure to celebrity endorser content, and impulsive buying behaviour by generation Z in the Greater Jakarta area aged 19-24 years.

1.5.2 State of The Art

This research has carried out several studies. Therefore, some of these previously carried out studies will be described and explained.

First, the research conducted by Sameen Jawaid, Dr Ansir Ali Rajput, S.M.M. Reza Naqvi, title is Impact of Celebrity Endorsement on Teenager's Impulsive Buying Behaviour¹⁷, aims to examine how big the effect that celebrity endorsements can have on impulsive buying behaviour by young people in Pakistan. In particular, the research examined two variables, namely the effect of celebrity endorsement on the impulsive behaviour of young people in the Pakistan Region. The theory used to explain the relationship between the two variables is the Source Attractiveness Theory by McGuire, which explains that a person's level of acceptance of stimuli depends on the audience's familiarity with the source of information, the audience's likeability to the physical appearance of the informant, and the audience's similarity to lifestyle, the life principle of the informant. The research method used is Kaiser-Meyer-Olkin and Barlett's test. The study findings indicate that celebrity endorsement has a significant influence on the impulsive buying behaviour of adolescents. Teenagers will be very affected if celebrity endorsers convey product promotions through Instagram accompanied by discount promos to inspire unplanned purchasing and make teenagers remember the brand being promoted more.

Second, the research conducted by Yu-Qian Zhu, Dinna Amelina and David C. Yen in the Journal of Electronic Commerce in Organizations entitled Celebrity

¹⁶ Baxter, L. A., & Babbie, E. R, (2003), *The basics of communication research*, Cengage Learning, page. 52.

¹⁷ Sameen Jawaid, Dr Ansir Ali Rajput, S.M.M, Reza Naqvi "Impact of Celebrity Endorsement on Teenager's Impulsive Buying Behavior", *Interdisciplinary Journal of Contemporary Research in business* Vol 4, February 2013, No 10.

Endorsement and Impulsive Buying Intentions in Social E-commerce: The Case of Instagram in Indonesia discusses how endorsement through social media able to influence consumer perceptions, consumer perceptions of brands and be able to make products look more attractive, so audiences triggered to buy a product.¹⁸ The purpose of this study was to measure whether celebrity endorsement was able to effectively increase the audience's impulse buying behaviour for a product. The theory used in this research is elaboration likelihood models. The audience can be considered to like a product and then decide to buy it spontaneously influenced by peripheral routes thinking. This refers to a general condition where when audiences see product advertisements on social media, a low involvement process will occur, which results in audiences focusing on stimuli briefly, namely social media content in the form of photos or videos. The limitations in writing text messages; the duration of the content and the messages conveyed will focus briefly on the persuasive messages conveyed by credible and expert celebrities. Meanwhile, the hypothesis being tested is that celebrity endorsers have an effective effect on the impulsive buying behaviour of the audience. The research method used is the Partial Least Squares (PLS) method, with the results showing that celebrity endorsements are impulsive in making audiences do impulse buying.

Third, the research conducted by Shu-Ling-Liao, Yung-Cheng Shen, and Chia-Hsien-Chu with the research title The Effects of Sales Promotion Strategy, Product Appeal, and Consumer Traits on Reminder Impulse Buying Behavior.¹⁹ This study aims to determine what marketing communication factors might inspire audiences to purchase impulse. In this study, it was later found that instant-promotion rewards that benefit buyers will more quickly influence consumer behaviour to make impulse buying considering that the benefits obtained are direct. Moreover, the type of sales promotion that directly provides a large discount on a product will greatly influence consumers. The research method used is the ANOVA method to test each indicator. Based on Chia Hsien et al, every consumer has a different purchase motive when shopping. There are two types of consumers, namely prudent and hedonic, who have

¹⁸ Yu-Qian-Zhu, Dinna Amelina, David C.Yen "Celebrity Endorsement and Impulsive Buying Intentions in Social Commerce – The Case of Instagram in Indonesia: Celebrity Endorsement, *Journal of Electronic Commerce in Organizations*, Vol 18, January-March 2020, Issue 1

¹⁹ Shu-Ling-Liao, Yung-Cheng-Shen, Chia-Hsien-Chu "The Effects of Sales Promotion Strategy, Product Appeal, and Consumer traits on Reminder Impulse Buying Behavior, *International Journal of Consumer Studies*, Vol 33, 2009, 274-284

different goals and shopping styles. So, the hypotheses tested are that prudent consumers will be more interested in discounted prices than premium promotions in the form of gifts or point exchanges. Another assumption is that premium promotion will be more influential for hedonic consumers than discounted prices. The theory used in this assumption is Elaboration Likelihood Models. Each type of consumer applies a different thinking style to purchasing goods and is distinguished by rational and irrational purchase types based on momentary emotions. The results showed that the sales promotion strategy significantly correlated to impulse buying.

Fourth, research conducted by Kinanti Sekar Tirtaning and Khasan Setiaji entitled *Effect of Intensity of Accessing the Internet, Sales Promotion, and Positive Emotions on Impulse Buying*.²⁰ This study aims to examine whether there is a significant effect between the intensity of internet access, sales promotion, and positive emotions generated on impulse buying via the marketplace. The results showed a significant relationship between sales promotion and impulse buying variables. The theory used in this study focuses on explaining consumers' consumption patterns, which is further investigated with the SOR (Stimulus-Organism-Response) theory, where there is a process of receiving and evaluating every purchase decision information a product or brand that triggers consideration of other factors. Namely consumers themselves and environmental factors. Environmental factors include social status, education, opinions, friendships, etc. The method used is a quantitative analysis using a regression analysis test. The final result of the sales promotion variable has a positive and strong relationship with impulse buying. In conclusion, sales promotions can cause strong impulse buying desires triggered by marketing stimuli such as sales promotions in the form of price discounts, shopping vouchers, direct sales, and other programs in the form of promotions.

Based on the data above, none of journals have ever examines effect new variable, sales promotion intensity and exposure of celebrity endorsement content and it causes on impulsive buying. Therefore, researcher is trying to perfecting a research

²⁰ Kinanti Sekar Tirtaning, Khasan Setiaji" Effect of Intensity of Accessing the Internet, Sales Promotion, and Positive Emotions on Impulse Buying", *Economic Education Analysis Journal*, 10(2),285-297

horizon on impulsive buying topics. The new variables are recommended before from the previous researchers above to be investigated.

1.5.3 Marketing Communication

Marketing communication is an effort made by many companies to attract the attention of targeted consumers. In addition, marketing communication functions as a medium of information, a reminder for consumers, which aims to make consumers aware of the products sold by the company. According to Kotler and Keller, marketing communication is a series of activities carried out by companies and focuses on informing, persuading, and reminding consumers directly and indirectly about the products and brands being sold.²¹

Meanwhile, marketing communications are two different components and have two important elements: communication and marketing, which are mutually sustainable. According to Shimp²², communication is a process of conveying thoughts and understanding between individuals. Marketing is a series of activities by which a company or an organisation conveys value, exchanging information between them and their customers. Integrated marketing communication is carried out in several series of marketing and promotional activities of the company to produce a consistent image or image for consumers as stated by Morrisson, so that the company has good positioning in the eyes of consumers.²³

Based on the above understanding, it can be concluded that marketing communication consists of several series that aim to inform, persuade, and remind consumers to create an image about the company consistently. Furthermore, according to Morissan, there are several integrated marketing communication activities which include: 1). Advertising media; 2). Direct Marketing; 3). Sales promotions; 4) personal selling; 5) interactive marketing; 6) public relations to achieve more effective marketing communication.²⁴

²¹ Kotler, K. K. P., & Manceau, D, (2012), *Marketing management 14e*. PEARSON FRANCE, page .476.

²² Shimp, T. A, (2003), *Periklanan promosi*, page. 4.

²³ Morrisson, M. A, (2015), *Periklanan komunikasi pemasaran terpadu*, Kencana, page. 9.

²⁴ *Ibid*, page. 7.

1.5.4 Sales Promotion

Based on sales promotion definition of Kotler and Keller, it says that marketing promotion is a core ingredient in a marketing campaign which consists of a collection of incentive tools for consumers.²⁵ Incentives are mostly short term and specifically designed to stimulate purchase by consumers more quickly or more over time.

Furthermore, several incentives can be applied by producers that can stimulate consumers. According to Shimp, sales promotion is an incentive carried out by companies, retailers, and even non-profit organisations to make consumers buy goods from certain brands through aggressive sales consisting of price discounts to persuade customers to buy products from a brand. Immediately, then incentives in the form (of allowances, rebates, sweepstakes, coupons, and so on).²⁶

All marketing activities aim to attract consumers interested in buying products and getting the maximum profit. Shimp explains that while advertising is useful for increasing consumer interest in the brand, promotion is useful for influencing consumer behaviour to have urgency in buying something.²⁷

According to Kotler and Keller²⁸, sales promotion tools are as follows:

- Samples: Offer several free products or services delivered door-to-door, mailed, picked up at a store, or featured in an advertising offer.
- Coupon: A certificate entitles the holder to write savings on purchasing a particular product.
- Rebates: give a price reduction after purchase
- Price Packaging: Consumers are then offered to save on the product's regular price, affixed to the label or packaging.
- Rewards: goods offered at a relatively low cost or free as an incentive to purchase a particular product.
- Frequency Program: a program that provides awards related to the frequency and intensity of consumers in buying the company's products or services.

²⁵ Kotler, P., & Keller, K. L. (2009), *Manajemen pemasaran*, page. 219.

²⁶ Shimp, T. A. (2010). *Integrated Marketing Communication in Advertising and Promotion*/por Terence A Shimp (No. 658.8 S45.), page. 446.

²⁷ *Ibid.*

²⁸ Kotler & Keller, *Op. Cit*, page. 22.

- Prizes (contests, sweepstakes, games): prizes are offers of opportunities to win cash, travel, or goods as a result of purchasing something
- Patronage: value in cash or another form comparable to the patronage of a particular vendor or group of vendors
- Free trial: invite potential buyers to try the product for free
- Product guarantee: Guarantee the product will work well; if the product is unwell, the seller will repair it or refund the customer
- Promotion: two or more partner brands or companies issue coupons, refund
- Cross-promotion: Using one brand or advertising another non-competing brand
- POP: display and purchase points made at the point of purchase or sale.

It is necessary to know what promotion methods can produce immediate or immediate action related to the research conducted. According to Belch & Belch, several promotional tools can stimulate sales directly or immediately: coupons, rebates, price-off deals, bonus packs, free premium gifts, loyalty programs, and events.²⁹

The Sales Promotion indicator, according to Kotler and Keller, suggests that sales promotion is a short-term incentive to encourage product or service sales.³⁰ In other words, sales promotion is a means to encourage consumers to make purchases of a product or service. Philip Kotler & Gary Armstrong³¹ state that several indicators can be measured:

1. Coupons : Giving coupons can make consumers come back and make a transaction
2. Rebates : Big discount prices will make the company successful in making a profit, attractive discount offers for consumers
3. Price Packs / cents-off-deals: Consumers like the price package promotions promoted by the company, price package offers will be very effective for consumers, price package promotion will be very pleasant for consumers, price package offer will be attractive to consumers

²⁹ Belch & Belch, *Op.Cit*, page. 252.

³⁰ Kotler, P., & Keller, K. L. (2016), *Marketing management* (15th global ed.), *England: Pearson*, page. 518.

³¹ Armstrong, G., Adam, S., Denize, S., & Kotler, P, (2014), *Principles of marketing*, Pearson Australia, page .520.

Sales promotion indicator to measure the effect is based on Kotler & Keller³² as follows:

- a. Promotion frequency, is the number of sales promotions carried out at a certain time through sales promotion media
- b. Promotion quality, a measure of how well sales promotions is carried out
- c. Promotion quantity, is the value or number of sales promotions given to consumers
- d. Promotion time, is the length of promotion carried out by the company
- e. Accuracy or suitability of promotional objectives is a necessary factor to achieve the company's desired target

1.5.5 Celebrity Endorsement Content Exposure

1.5.5.1 Media Exposure

Access to various content on social media is unlimited and inevitable in everyday life. Suppose consumers could only absorb information from television, radio, or newspapers in the previous year. It is different in the current era where the development of internet technology has grown very rapidly. This allows consumers to view information anywhere and anytime, considering that everything has been done digitally. Currently, the selection of mass media is very complex with the addition of new internet-based media to access digital entertainment, information, education, etc.

According to Rakhmat, media exposure is a person's behaviour in accessing mass media.³³

Media exposure can be interpreted as a condition where the audience is exposed to the information content of the media. The use of media consists of the amount of time used by the audience in accessing information, the type of media content consumed, and the media content consumed. In other words, media exposure can be interpreted as the amount of information obtained through the media, which includes the frequency, attention, and duration of use for each type of media used. According to Shore, exposure is about whether a person is sufficiently familiar

³² Kotler & Keller, *Op. Cit*, Page. 521.

³³ Rakhmat, J, (2004), *Psikologi Komunikasi Massa, Bandung: Remaja Rosdakarya*, page. 66.

with the presence of the mass media and whether a person is open to messages conveyed by the media.³⁴

Media exposure is an activity of listening, viewing, and reading mass media messages or having attention to these messages that can occur to individuals or groups. There are several indicators in measuring media exposure.

According to Elvinaro, the indicators of measuring media exposure are as follows:³⁵

1. Frequency

Measured based on how often the communicant sees, reads, and listens to the media. The higher the frequency, the more memorable the message will be in the minds of consumers and attract the attention of the audience.

2. Attention

Someone mental process in listening to messages in the media. Includes viewing, reading, and listening to the media by not doing other activities. Elements of audio, video, and so on play a role in this. Because it determines the interest and focus of the audience when listening to the content of the message

3. Duration

How long the communicant sees the media, is heard, and definition of exposure is brought to the context of content provided by celebrity endorsements. In that case, exposure can be interpreted as a condition in which audiences interact with messages or obtain information through celebrity endorsement content. In this case, the audience receives a persuasive message from the endorser through an Instagram account with photos, videos, and persuasive captions.

Through social media, marketing carried out by endorsers aims to make advertisements more persuasive so that information about advertised products will be more easily accepted and trusted by the public.³⁶ The endorser uses his

³⁴ L., Shore, (1985), *Mass Media for Development: A Reexamination of Access, Exposure and Impact*. New York: Praeger Publishers, page. 26.

³⁵ Elvinaro, A., Lukiati, K., & Karlinah, S. (2004), *Komunikasi Massa Suatu Pengantar*, Bandung: Simbiosis Rekatama Media, 7.

³⁶ Kertamukti, R. (2015), *Strategi kreatif dalam periklanan*, Jakarta: Raja Grafindo Persada, Page. 71.

Instagram account as an advertising medium where there are followers (number of followers) and following (number of following).

Media exposure that uses Instagram as a marketing medium is a new type of media exposure. According to McQuail, media is a medium that allows audiences to access content anytime, anywhere, on any digital device and allows audiences to interact with information providers due to technological innovations.³⁷ New media has a two-way interaction that accommodates audience responses and consists of various forms of content.

The use of Celebrity endorsements is not simply based on no criteria. Celebrity endorsers who are considered credible by the audience can influence consumer beliefs, opinions, attitudes, and buying behaviour.³⁸ The selection of celebrity endorsers themselves must go through several criteria used by companies, such as the level of popularity credibility to represent the character of the advertised product. With this in mind, celebrity endorsement exposure can also be assessed from the level of consumer knowledge of the endorser and consumer knowledge of the advertised promo/product.

1.5.5.2 Celebrity Endorsement

According to Shimp, a celebrity endorser has a role as a person who informs about a product and will play a role in influencing consumer attitudes and behaviour towards marketed products.³⁹ Currently, the use of celebrity endorsers is used by many companies to increase sales of a product or company. According to Royan, celebrity is a person who has an attractive profile that is liked by the public and has a daily influence on the media to form a brand personality or increase sales figures in the short term.⁴⁰

According to Awallia, endorsement comes from the word endorsement, which means supporting something or agreeing to action⁴¹. Currently, endorse already

³⁷ McQuail, D, (2011), *Teori Komunikasi Massa*.

³⁸ Kelman, H. C, (2017), *Processes of opinion change*, In *Attitude change* (pp. 205-233). Routledge, page. 65.

³⁹ Shimp, Op.Cit.

⁴⁰ Royan, Loc. Cit.

⁴¹ Awallia, D. L. (2018), *Pengaruh Testimoni Dan Selebgram Endorsment Terhadap Minat Pembelian Pada Online Shop Melalui Media Sosial Instagram Mahasiswa Fakultas Syariah Iain Ponorogo* (Doctoral dissertation, IAIN Ponorogo).

has a broader meaning, a word used by the owner of goods or services to provide incentives to artists who help promote something. Using celebrity endorsements is widely used on social media and pop-up advertisements on various websites. Endorsement phenomenon is happening when photos and captions of a celebrity have appeared on various social media, promotion information will usually be embedded, which is an invitation to shop.

The useful benefit for marketers are those celebrity endorsers who are considered credible by the audience can influence consumer beliefs, opinions, attitudes and buying behaviour.⁴² The celebrity endorsement exposure can also be assessed from the level of consumer knowledge of the endorser and consumer knowledge of the advertised promo.

There are several celebrity roles as endorsers used by companies to advertise a brand, product, or discount program.⁴³

- a. Testimonials, if the celebrity uses the product directly, it can testify about the quality and benefits of the advertised program/product.
- b. Endorsement, celebrities can be asked to star in product advertisements or promote a discount program for an advertisement to be distributed
- c. Spokesperson, a celebrity who promotes a product, brand or company within a certain period, can also be referred to as a spokesperson. Their appearance is then correlated and associated with the brand or product represented. In addition to having the advantage of the publicity and getting attention from consumers for the company's benefit, celebrities can also persuade, influence, seduce consumers by taking advantage of their credibility and fame.

⁴² Kelman, Loc.Cit.

⁴³ Noviandra, M, (2006), Analisis Pengaruh Model Iklan Terhadap Perilaku Pembelian Remaja, Kasus Pada Bintang Akademi Fantasi Indosiar, *Jurnal*, 3(2).

1.5.5.3 Celebrity Endorser Characteristics

In selecting a celebrity endorser, a company must pay attention to important characteristics to achieve the goals or targets in promotional efforts using celebrity endorsers. According to Shimp, the supporting characteristics of the endorser are ⁴⁴:

1. Attractiveness

a. Similarity

It is the audience's perception of the similarities they have with the endorser. This resemblance can be in the form of demographic characteristics, lifestyle, personality, problems faced in advertisements, etc.

b. Familiarity

Namely, the introduction of the product through a celebrity endorser will be judged by how often the artist appears in public so that many people know and can be persuaded by the promotion.

c. Likeability

The audience's interest in the speaker is due to an attractive physical appearance, good behaviour, or other personal characteristics.

2. Trustworthiness

Refers to how credible an artist is and whether celebrity endorsers can be a role model because of the large number of people who believe in them and convince others to buy a product or transact to buy a product.

3. Expertise

It is the knowledge, skills and experience of explaining that the endorser has and is related to the topic of the advertisement, whether it contains a promo of a brand the advantages of a brand.

⁴⁴ Shimp, T. A, (2003), *Periklanan promosi*, page. 459.

1.5.6 Impulsive Purchase

Impulse buying is a consumer behaviour shown by buying quickly, not programmed and influenced by emotional factors in the process leading to the purchase of an item. According to G. Mattia et al., impulsive behaviour occurs when consumers do not have a spending plan, present a strong stimulus and create a tendency to suddenly act without consideration when buying something.⁴⁵

Furthermore, Gasiorowska believes that impulse buying is defined as an act that is not reflective, not intended and is a spontaneous purchase that is supported by a feeling of urgency to have to buy a product⁴⁶. Thus, impulse buying is a behaviour that is spontaneous, urgent and natural.

Meanwhile, in Kacen and Lee, the definition of impulse buying is an unplanned purchase and has several characteristics such as, relatively fast decision making, subjective prejudice in the desire to immediately own an item⁴⁷

Impulse buying is influenced by factors that can affect human behaviour in a moment when they want to buy a product. Some factors influence impulsive buying, namely⁴⁸:

- a. Products with low prices, small or marginal needs, short-term products, products that have small sizes, and easy-to-reach store locations
- b. Marketing Tactic, which includes distribution in a large number of outlets, repetitive and suggestive advertising through mass media, display positions, direct sales advertising
- c. Consumer characteristics such as personality, gender, socio-demographic or socioeconomic characteristics.

⁴⁵ Mattia, G., Di Leo, A., & Principato, L. (2021). *Online Impulse Buying and Cognitive Dissonance*. Springer International Publishing, page.5.

⁴⁶ Gasiorowska, Op.Cit, page. 121.

⁴⁷ Kacen, J. J., & Lee, J. A, (2002), The influence of culture on consumer impulsive buying behavior. *Journal of Consumer Psychology*, 12(2), page. 164.

⁴⁸ Kurniawan, D. (2013). Pengaruh promosi dan store atmosphere terhadap impulse buying dengan shopping emotion sebagai variabel intervening studi kasus di Matahari department store cabang supermall Surabaya. *Jurnal Strategi Pemasaran*, 1(2), 1-8.

On the other hand, impulsive buying can be said because there is a sudden and unplanned urge to buy something directly without paying much attention to the consequences.⁴⁹ The indicators that can be used to measure impulse buying include:

1. Spontaneous interest in something
2. Instantly buy the item seen

The phenomenon of impulse buying has long been known and has become a part of the marketing world.

Thus, impulse buying is defined as an unplanned purchase that occurs due to exposure to a stimulus that generally produces an emotional reaction from the perpetrator and is decided immediately when shopping.

Bayley and Nancarrow classify impulse buying into several indicators⁵⁰:

1. Spontaneous buying is when the customer does not make a purchase plan in advance when shopping.
2. Purchase without thinking of consequences is when customers do not think about the consequences after buying an item.
3. Purchasing in a hurry is when the customer feels in a hurry to have to get an item/must buy it immediately.
4. Purchases are influenced by emotional states, customer assessments where customers do shopping activities that are influenced by the emotional state that is being felt.

Another impulsive buying measurement can be done through several complex indicators such as⁵¹:

1. Spontaneity, impulsive buying occurs unexpectedly and motivate consumers to buy on the spot, often because response to point-of-sale visual stimuli.

⁴⁹ Anggraeni, F., & Prijati, P, (2016), *Pengaruh promosi, diskon dan Impulse buying terhadap keputusan pembelian hypermarket PTC Surabaya*, *Jurnal Ilmu dan Riset Manajemen (JIRM)*, 5(7).

⁵⁰ Yistiani, N. N. M., Yasa, N. N. K., & Suasana, I. G. A, (2012), *Pengaruh Atmosfer Gerai Dan Pelayanan Ritel Terhadap Nilai Hedonik Dan Pembelian Impulsif Pelanggan Matahari Department Store Duta Plaza Di Denpasar*, *Jurnal Manajemen, Strategi Bisnis, dan Kewirausahaan*, 6(2), 139-149.

⁵¹ Dennis, R. (1987). The buying impulse. *Journal of consumer Research*, 14(2), 189-199.

2. Power, compulsion, and intensity, as a condition to put aside other logical factors as a considerations
3. Excitement and Simulation, namely the sudden desire arises to buy often followed by emotions such as exciting, thrilling, or overload happiness.
4. Disregard for consequences, a desire to buy something immediately and show careless attitude towards consequences that may occurs.

1.5.7 Factors Affecting Consumptive Buying

Several factors can influence the formation of consumptive behaviour, according to Engel, Blackwell and Miniard model. The factors are including⁵²:

1. Culture

Culture can be defined as a human tradition that is passed down from one generation to the next and can influence an individual's behaviour in his life as a member of society.

2. Social Class

Social class influences consumer behaviour in how people spend their time, what products they usually buy and how they shop.

3. Reference Group

Reference groups are individual references judged to influence their mindset before taking action. This group is considered to have a strong influence because it can spur individuals to continuously consume and repeat a shopping habit, creating a tendency for wasteful behaviour.

4. Situation

Situational factors such as social environment, physical environment, time and mood affect everyone's shopping patterns.

5. Family

The family has a great influence in instilling self-worth in an individual, including forming individual attitudes and beliefs.

6. Self-Concept

⁵² Engel, B. Miniard, 1994, *Perilaku konsumen*, 1.

Self-concept can influence a person's perception and buying behaviour. There are several types of consumers in fulfilling self-concept, namely consumers who try to fulfil their conscious self-concept, their ideal self-concept and consumers who fulfil their self-concept according to other people to influence their buying behaviour.

7. Motivation

Motivation can be defined as the process by which individuals recognise their needs and take action to satisfy those needs

8. Learning Experience

Consumer's study and observe the incoming stimulus and then process the information obtained as consideration for decision making.

9. Lifestyle

Lifestyle is a pattern of how an individual lives and performs a routine of spending time and money.

1.5.7 The Effect of Sales Promotion Intensity on Generations Z Impulsive Purchase in Local Skincare Product Somethinc

This study explains the relationship between sales promotion variables and impulsive buying through the individual difference theory in mass communication. The theory put forward by Melvin DeFleur is to assume that messages from media originating from certain stimuli which then interact with the audience will interact differently with the personal characteristics of the audience members.⁵³ This model shows that the mass media has a direct, immediate and direct effect on the communicant and is a process of action and reaction.

This theory has an important component, namely Stimulus – Organism – Response, which emphasises that communication starts from the media and the audience. Furthermore, behaviour can change only if the given stimulus must meet the reinforcement factor to convince the communicant as an organism.⁵⁴

⁵³ Bungin, B. (2013), *Metodologi Penelitian Sosial & ekonomi: Format-format kuantitatif dan Kualitatif untuk studi sosiologi, kebijakan publik, komunikasi, manajemen, dan pemasaran*, page. 282.

⁵⁴ Effendy, O. U, (2008), *Ilmu Komunikasi Teori & Praktek, Bandung: PT. Remaja Rosdakarya*, page. 225.

Communication will take place if there is attention from the communicant. Then the next process the communicant can understand. This communicant ability proceeds to the processing and acceptance stage so that afterwards, there can be a change in attitude.

In more detail, the intended stimulus is a stimulus that comes from external factors such as prices, shops, advertisements, logos, products, packaging, social media, newspapers, television and word-of-mouth communication. Then furthermore, all these stimuli will be processed unconsciously by the organism and will bring up changes in attitudes in the form of attitudes, intentions, perceived values, knowledge, expectations, beliefs, feelings and impressions of a brand that does marketing through mass media until a response occurs.

Suppose it is associated with sales promotion research variables. In that case, there will be a situation where the audience absorbs the stimulus presented by the media and will then be absorbed by each considering that the audience can make changes in behaviour if there is a reinforcement factor, namely to then turn into a belief in a brand and the occurrence of response to buy products from that brand.

This theory explains that behaviour can change depending on the attention of the communicant; the stronger the quality of the stimulus delivered to the organism (the communicant), then the communicant's response will increase in behaviour change.

1.5.8 The Effect of Celebrity Endorsement Content Exposure on Generations Z Impulsive Purchase in Local Skincare Product Something

Exposure to an advertisement or media allows consumers to remember and really understand promotional information from a program and then influence shopping behaviour patterns. Through digital marketing, information will be very easy to promote to inspire consumers to buy. Technological improvements make it easier for people to find the latest information, especially consumers who always put forward the latest information and follow current trends.⁵⁵ The

⁵⁵ Hanuning, S, (2011), Faktor-Faktor yang mempengaruhi Perilaku Konsumtif Mahasiswa.

greater the opportunity to buy goods that are not needed are classified as impulse purchases.

The phenomenon of celebrity endorsement reinforces the phenomenon. Apparently in summary, it is possible if there is an increase in the number of purchases and public attention on an e-commerce company or online shop that is marketed due to promotions from celebrities who are considered influential and are also supported by persuasive promotion techniques on social media.⁵⁶ Celebrity endorsements are only carried out by celebrities who already have many followers on social media. Celebgram can be a very important marketing tool for a product because of its extraordinary appeal and a large number of fans.

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In this study, the phenomenon of exposure to celebrity endorsement content to encourage consumer consumptive behaviour can be explained in more detail using Social Cognitive Theory. The social cognitive theory explained by Albert Bandura explains that everyone can follow or imitate what others are doing through what they see in the media. According to LittleJohn & Foss, it is also explained that social cognitive theory is a theory that focuses on how each individual can absorb information without having done it before.⁵⁸ The learning process of a stimulus depends on how a communicant can remember what has been seen and identify which characters are seen so that they can learn new things that are then adopted to become new behaviour patterns.

Suppose it is associated with exposure to celebrity endorsement content and product purchases for SomeThinc skincare, based on Social Cognitive Theory. In that case, everyone will follow and imitate what other people see on social media. In this case, each individual has a focus on absorbing the information provided by the “selebgram” and then adapting it into a new behaviour, namely impulsive purchase, which may not have been done before and lead to unplanned product purchases just because they saw tantalising product information content followed by results.

⁵⁶ Wati, H. (2019). Pengaruh selebgram sebagai celebrity endorsement terhadap perilaku konsumtif mahasiwi. *Sosietas*, 9(2).

⁵⁷ *Ibid.*

⁵⁸ Littlejohn, S. W., & Foss, K. A. (Eds.), (2009), *Encyclopedia of communication theory* (Vol. 1). Sage, page. 89.

1.6.Hypotheses

Hypotheses available based on research:

H1: There is a positive effect between sales promotions intensity (X1) on impulsive purchase by Z generations to local skincare products something (Y)

H2: There is a positive effect between exposure of celebrity endorsement content (X2) on impulsive purchase by Z generations to local skincare products something (Y)

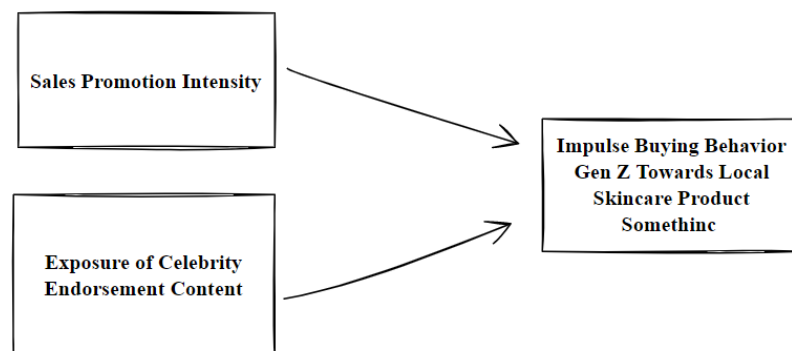


Figure 1. 6Research Flow

1.7.Conceptual Definition

1.7.1. Sales Promotion Intensity

Sales promotion is a series of promotional activities carried out by companies, retailers or non-profit organisations to attract customers and raise the company's image so that consumers know a certain brand using sales that aim to persuade customers with incentives such as discounts, coupons, bonuses, gifts, bundling so that consumers have a sense of urgency in buying an item.

1.7.2. Celebrity Endorsement Content Exposure

Content exposure allows the audience to understand the information provided by the media because the audience has a relatively frequent frequency of viewing the ad, has more attention in understanding the ad and has a certain duration in paying attention to the ad. The current use of Celebrity Endorsements is a digital marketing technique that focuses on the presence of celebrities to promote their products, brands, or discount programs held

by a brand through Instagram social media and followed by persuasive invitation sentences so that people are encouraged to buy the product.

1.7.3. Generations Z Impulsive Purchase on Somethinc

Impulse buying is a buying activity carried out suddenly, not through careful planning and is influenced by emotional states when they want to purchase, so they do not pay attention to the side effects after buying the item.

1.8. Operational Definition

1.8.1. Sales Promotion Intensity

To determine the effect of Somethinc's sales promotion, it can be measured using questionnaires and interviews with the following indicators:

1. Promotion frequency
 - a. Respondents is aware of each sales promotions detail done through sales promotion media
 - b. Respondents is aware of a specific program carried out by Somethinc
2. Promotion quality
 - a. Respondents is aware of the program quality carried out by Somethinc motivates them to buy more
 - b. Respondents is aware that program carried out by Somethinc are benefitable
3. Promotion Quantity
 - a. Respondents is aware number of discounts/rebates given by Somethinc always benefitable for consumers
4. Promotion Time
 - a. Respondents is aware of length of the promotion carried out
 - b. Respondents is aware usual time of certain program done in a month
5. Accuracy or Suitability of Promotional Objectives
 - a. Respondents aware that certain program held is able to fulfil their needs
 - b. Respondents aware that certain program held giving many benefits for them
 - c. Respondents aware that certain program held is giving a stimulus for buying Somethinc Products more often

1.8.2. Celebrity Endorser Content Exposure

To determine the effect of exposure to celebrity endorser content, variables can be measured using questionnaires and interviews with indicators:

1. Frequency
 - a. Respondents' frequency on sees, reads, and listens to the media of sales promotion by celebrity endorser
2. Attention
 - a. Respondents mental process in listening, see, paying full concentration to messages in the media conveyed by celebrity endorser
3. Duration
 - a. Respondents' duration in sees the media, heard the contents presented by celebrity endorser

1.8.3. Z Generations Impulsive Purchase on Somethinc

To find out the consumptive behaviour of Generation Z, we can measure it using questionnaires and interviews with indicators:

1. Spontaneity
 - a. Respondents are interested in buying the product because of the big discount in a certain period
 - b. Respondents tend to buy something suddenly without going through several thought processes first
2. Power, Compulsion and Intensity
 - a. Respondents feels they are massively convinced by stimuli to buy Somethinc product skincare
 - b. Respondents feel the urge to immediately buy Somethinc skincare eventhough the products are unnecessary at the moment
 - c. Respondents feel the urge to buy Somethinc skincare because price offered is cheaper than the usual
3. Excitement and Stimulation
 - a. Respondents feels excitement when they succeed to buy skincare product at cheaper price
4. Disregard and Consequences
 - a. Respondents buy skincare products even though they still have another primary thing to buy
 - b. Respondents only buy skincare products based on curiosity

- c. Respondents ignore other brand skincare promotions because they decided to only stick with Somethinc skincare

1.9. Research Methodology

1.9.1. Research Types

The type of research used in this research is explanatory research, where the researcher uses quantitative research methods to find cause and effect in the three observed variables. This study will look at the effect of the independent variable, namely sales promotion (X1) on the dependent variable, namely the impulsive buying behaviour of Generation Z on local skincare products Somethinc (Y) and exposure to celebrity endorsement content (X2) on the impulsive buying of Generation Z on local skincare products Somethinc (Y)

1.9.2. Population

The population is a group, individuals, objects or items that will be used as samples to measure.⁵⁹ The population is all units of the sample to be selected. In this study, the research population is:

- a. Generation Z who lives in Jabodetabek
- b. Woman
- c. 19-24 Years Old
- d. Have a monthly income
- e. Active and have shopped for SomeThinc skincare products with minimum 3 times purchasing.

Reported from Merdeka.com, the data that based on the results of a survey released by Populix, the group of people who do online shopping the most are characterized as people whom

- 18-28 years old
- Have a monthly income
- The highest population which oftenly do online shopping

⁵⁹ Silalahi, U., & Atif, N. F. (2015), *Metode penelitian sosial kuantitatif*, page. 373.

- Most of the online transactions carried out are from Jabodetabek (Jakarta, Bogor, Depok, Tangerang, Bekasi).⁶⁰

1.9.3. Sampling

The sampling technique used in this study is to use Nonprobability Sampling. This sampling technique means that it does not provide equal opportunities for each element or member of the population to be selected as a sample.⁶¹

The non-probability sampling technique that will be used is the accidental sampling technique. The sampling technique is based on chance; anyone who accidentally meets the researcher can be used as a sample if it is deemed that the person fits the criteria.⁶²

In this study, the number of samples to be taken from the population is 100 people. As stated by Roscoe, the appropriate number of samples is between 30 to 500 people.⁶³

1.9.4. Types and Source of Data

In this study, the authors obtained data from primary data, which refers to information obtained directly by researchers about variables for the specific purposes of this study.⁶⁴ This study uses primary data, where data is obtained from respondents through answers to questionnaires that have been distributed and filled out.

1.9.5. Data Collection Tools and Techniques

The instrument used for data collection used a questionnaire as primary data. The questionnaire is a set of questions related to each variable arranged systematically, which must be filled out. While the data collection technique used is a self-administer questionnaire, which means giving a questionnaire to respondents and asking them to fill it out.

⁶⁰ <https://www.merdeka.com/technology/shopping-online-kala-pandemi-didominated-millennial-dan-gen-z.html>, accessed on 28 October 2021, 17:09

⁶¹ Arikunto, S. (2010), *Metode penelitian*. Jakarta: Rineka Cipta, page.84.

⁶² Ibid, page. 85.

⁶³ Sugiyono, H. (2016), *Metode kualitatif dan kuantitatif*, Cetakan Ke-23, Alfabeta, Bandung, page. .131.

⁶⁴ Uma, S. (2003), *Research methods for business*, page.219.

1.9.6. Data Management

1.9.6.1. Editing

Checking the data that has been obtained and filled in, which aims to evaluate the availability of data so that there are no errors or lack of data from the questionnaire questions.⁶⁵

1.9.6.2. Coding

Coding is an activity of grouping and classifying answers from respondents by using certain codes or signs so that they can be in the form of numbers.⁶⁶

1.9.6.3. Tabulation

The tabulation process presents the data obtained in tabular form so that readers can see the research results.⁶⁷ After the tabulation process is successfully carried out, the data is processed with the SPSS program for the next testing stage.

1.9.7. Data Analysis

The data analysis used in this research is quantitative analysis. The statistical test formula used in this study is linear regression analysis. This method is used to determine and test the effect of one variable independent towards one variable dependent.⁶⁸ This test refers to the study results to determine whether there is an effect of sales promotion intensity (variable X1) and exposure to celebrity endorsement content (variable X2) on people's impulsive purchase on local skincare products Somethinc. (Gen Z in Jabodetabek) (Variable Y).

⁶⁵ Bungin, B, (2005), *Metode Penelitian Kuantitatif Edisi Pertama*, page.175.

⁶⁶ Ibid, page.176.

⁶⁷ Ibid, page.178.

⁶⁸ Sujarweni, V. W,(2015),*Metodologi penelitian bisnis dan ekonomi*, page.144.