

CHAPTER II
The Influence of Influencers Popularity, Online Customer Review Exposure and Advertising Exposure on Npure Purchase Interest on E-Commerce Shopee



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INFLUENCERS POPULARITY, ONLINE CUSTOMER REVIEW, ADVERTISING EXPOSURE

NPure is a native Indonesian skincare brand that focuses on natural-based components. NPure has been in business since 2017, and it continues to offer a wide range of skincare products to help Indonesians with their sensitive skin. At the time of NPure's creation, there were relatively few local skincare products, therefore Indonesians continued to rely on skincare brands manufactured outside.

Figure 2.1

NPure's Logo



Aside from that, in accordance with N'pure's long-standing dedication to providing skincare products based on natural core ingredients, N'pure works with local farmers to gather ingredients. Making natural skincare in Indonesia while also boosting local farmers' businesses.

NPure has continued to release new goods to deliver high-quality services to Indonesians with various skin types.

In this advanced era, many local skincare brands have been launched, resulting in tight competition between local skincare brands. NPure itself must optimize its marketing communication tools to compete. In this chapter we will discuss how NPure's marketing strategies include influencers, online customer reviews and advertising.

2.1 NPure's Influencers Popularity

Business competitiveness combined with technical advancements makes influencers and social media an efficient marketing approach for promotions and luring consumers to make purchases (Sabella et al., 2022). Influencers can promote items by leveraging their notoriety, using the product, or offering information via social media, as well as other marketing communication channels (Timpal et al., 2022). The NPure skincare brand is a local skincare brand that was founded in 2017. After seven years of existence, NPure now has many products that are popular with the public which are distributed both online and offline stores.

Currently, the NPure Instagram account has 1.3 million followers and 2,758 posts. The TikTok account has 3.1 million followers and a total of 23.8 million likes. Many influencers are featured on the NPure social media internet page, along with NPure products. With so many influencers advocating NPure products, NPure's social media engagement has increased significantly. On November 25, 2021, one of NPure's influencers, Isyana Sarasvati, launched the Noni Probiotics product range. At the same time, NPure named Isyana Sarasvati as their official influencer. Devina Wijaya, NPure's Co-Founder and CMO, stated at the grand launching ceremony that Isyana was a figure that was thought to be a good fit for the brand. Isyana is also known to have a large audience, as evidenced by her Instagram followers of 12.9

million. Not only does Isyana have musical talent, but she also has a charming personality that is appropriate for portraying the NPure brand as a local skincare company with natural components.

Figure 2.2

Isyana Sarasvati NPure launching



additional than Isyana Sarasvati, there are more influencers. On July 15, 2022, NPure debuted its newest product, the NPure marigold series, a line of facial care products aimed at reducing signs of premature aging. Furthermore, at the premiere, NPure worked with famous Indonesian artist Afgan to create this series. The singer known for the song "Terima kasih Cinta" was born on May 27, 1989. Afgan was chosen as an influencer for the introduction of this marigold series product because his youthful charm is well-suited to the benefits and qualities of the marigold youth defense series. Afgan has 5.1 million Instagram followers and is quite active in sharing memories on the platform.

Figure 2.3
Afgan X NPure



Brisia Jodie is another extremely well-known NPure influencer. Brisia Jodie is introduced as NPure's official influencer, alongside the debut of the newest series, the NPure Licorice I See the Light series, on October 10, 2022. Brisia Jodie is the ideal figure to represent skincare for Indonesians in this product series since she has a characteristic Indonesian skin hue, specifically olive yellow. Maria Brisia Jodie Maurinne is an Indonesian singer-songwriter and actress. Brisia was a top seven finalist in Indonesian Idol's ninth season, which ended in 2017. Brisia Jodie currently has 5.5 million followers on her Instagram account. Brisia is quite active on her Instagram profile, sharing her daily moments, and she has a large following that are as active in interacting.

Figure 2.4

Brisia Jodie with NPure



With numerous well-known NPure Influencers, NPure products will become more widely known to the general public. Tasya Farasya is a well-known NPure influencer. Tasya Farasya, an Indonesian beauty influencer of Arab origin, was born in Jakarta on May 25, 1992. Tasya Farasya's work began as a MUA, also known as a makeup artist. Tasya frequently shares her make-up results on her Instagram page, which receives a lot of attention and great feedback. Tasya gained a large number of new Instagram followers after posting about her make-up results. Tasya won the Breakout Creator of the Year award at Popbela's Beauty Fest Asia event in 2018.

Tasya Farasya's YouTube and Instagram sites frequently feature content created in collaboration with NPure. The following content provides an honest overview of the benefits of applying NPure products. Tasya Farasya frequently suggested NPure products while pregnant, demonstrating that NPure was really safe to use for pregnant women. Tasya Farasya's

Instagram account is incredibly popular. Tasya's content is popular, with 6.6 million followers. Tasya is now active on Instagram and YouTube.

Figure 2.5

Tasya Farasya with NPure

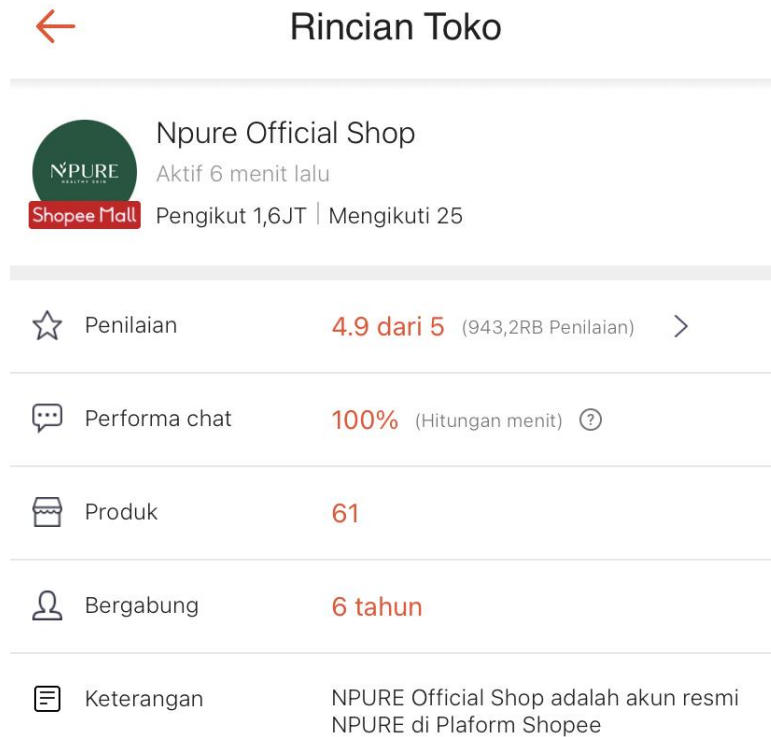


2.2 NPure Online Customer Review

Nowadays, multiple platforms exist for sharing reviews on NPure products. There are various sites where you may find NPure product reviews, namely Female Daily, SOCO by Sociolla, NPure Official, NPure Shopee, NPure Tokopedia, and many more. This review platform is designed for prospective purchasers who wish to examine feedback from previous consumers on usage results, packaging, and the texture of NPure goods. Currently, the Shopee NPure official shop account has 1.6 million followers, a 4.9 out of 5 rating, and 943.2 thousand ratings.

Figure 2.6

Shopee Npure Official Shop



With the most recent assessment results, over 800,000 people give 5 stars, however there are also those who offer 1 star. There are purchasers who offer one star because of late delivery and insufficient admin reaction; there are also complaints concerning things that have already been shipped. expired, and we believe the product is unsuitable for the skin. The majority of reviews that presented complaints were also reacted to using NPure as a form of responsibility.

Figure 2.7


1 Star Review on Shopee

 andriyanjisnu Membantu ...
★☆☆☆☆

pengiriman dari toko sangat lambat, 5 hari dari pemesanan baru dikirim

07-02-2024 20:20

Respon Penjual:
hai purefriends 😊, terima kasih sudah membeli produk Npure. Sebelumnya kami mohon maaf apabila pesanan yang kaka terima tidak sesuai, boleh menghubungi kami via chat lebih dulu untuk mendiskusikan sebelum memberikan penilaian terima kasih :)

 muhamadfebrio Membantu ...
★☆☆☆☆

Udh di pakek sampai habis gak ad perubahan sedikit pun tipu man isi ny dikit bngat

01-02-2024 06:05

Respon Penjual:
hai purefriends 😊, terima kasih sudah membeli produk Npure. Sebelumnya kami mohon maaf apabila pesanan yang kaka terima tidak sesuai, boleh menghubungi kami via chat lebih dulu untuk mendiskusikan sebelum memberikan penilaian terima kasih :)

 elzazzch Membantu ...
★☆☆☆☆

tonernya kadaluarsa

28-01-2024 17:23

Respon Penjual:
hai purefriends 😊, terima kasih sudah membeli produk Npure. Sebelumnya kami mohon maaf apabila pesanan yang kaka terima tidak sesuai, boleh menghubungi kami via chat lebih dulu untuk mendiskusikan sebelum memberikan penilaian terima kasih :)

(Source: NPure official Shop Shopee)

Among the many 5-star ratings, there are several positive comments, including elegant and safe packaging, product benefits that function as advertised, and inexpensive costs.

Figure 2.8

5 Star Review on Shopee

 |*****z Membantu ...

★★★★★

Aroma menenangkan
semoga cocok di kulit saya yang sedang bermasalah
packing dus agak terbuka
untung produknya aman
harga terjangkau Lihat Lainnya



 m*****a Membantu ...

★★★★★

udah repurchase berkali kali, kulitku jerawat dan oily
stlh pake ini ga bikin kulit jadi kering atau ketarik krn
dia aman untuk kulit sensitif, tanpa SLS jg yaitu bahan
kimia berbahaya yg ada di sabun2 lain, sukaa ❤️



10-02-2024 14:47



a*****j



Membantu ...

Belum dicoba sih. Packaging aman pke bubble wrap.
Terimakasihhhhhh




10-02-2024 14:48

(Source: NPure Official shop Shopee)

Aside from Shopee, Female Daily is a place where consumers can give and read feedback from other shoppers. Female Daily is a specially designed media site dedicated to all things beauty. Female Daily began as a forum platform with a comment area and has since developed into one of the largest beauty communities in Indonesia. It then grew into Indonesia's first beauty review portal, establishing its position at the forefront of the beauty industry. The Centella Asiatica face toner is one of the NPure products that has received the most attention on the female daily page. This product scored 5 stars from 3322 customers, out of a total of 2439 buyers..

Figure 2.9
NPure Female Daily



NPURE
Face Toner Centella Asiatica
More Lotion & Emulsion on **FEMALE DAILY**


4.2
★★★★★

★★★★★	2438
★★★★	569
★★★	180
★★	103
★	32

3322 users Reviewed this
93% users Recommended this

[Add Review](#)
[Buy Now](#)

DESCRIPTION +


DyahAjengSalsabila
19 - 24
Oily, Medium, Warm


★★★★★ 6 days ago

DyahAjengSalsabila recommends this product!

best purchase cica toner yg ada daun cica asli didalamnya. sering bgt diskon di e-commerce untuk harga 100rb 100ml ini worth it bgt loh. teksturnya of course ini watery, light, aroma khas cicanya tuh seger. cocok bgt buat acne prone skin dan enak kalo dibuat csm an

🕒 Usage Period : **More than 1 year**
🛒 Purchase Point : **PR Package**

👍 1 💬 0 ⓘ


Ameloa
19 - 24
Normal, Medium, Cool

★★★★★ 6 days ago

Ameloa recommends this product!

Kandungan Centella Asiatica-nya membantu meredakan peradangan di kulit saya, membuatnya terasa lebih tenang dan kurang kemerahan. Teksturnya ringan dan tidak mengandung alkohol, jadi tidak membuat kulit saya kering atau terasa ketat setelah penggunaan. Selain itu, toner ini juga membantu menghidrasi kulit saya dengan baik, membuatnya tampak lebih segar dan bersinar. Saya juga menyukai aroma alami yang ditinggalkan setelah aplikasi. Secara keseluruhan, saya sangat merekomendasikan toner Centella Asiatica ini kepada siapa pun yang mencari produk yang menenangkan dan melembapkan untuk kulit sensitif atau berjerawat."

🕒 Usage Period : **Less than 1 week**
🛒 Purchase Point : **FD Studio Store**

(Source: Female Daily, 2024)

2.3 NPure Advertising

As of right now, NPure has a large amount of advertising content spread across multiple social media sites. With so many followers on NPure's social media, the broad audience motivates NPure to be active in creating material on its social media pages. There is a lot of content on social media, some of which includes product suggestions for specific skin problems, skin health education, education on how to use goods appropriately, freebies or rewards, entertaining riddles, and much more.

Figure 2.10

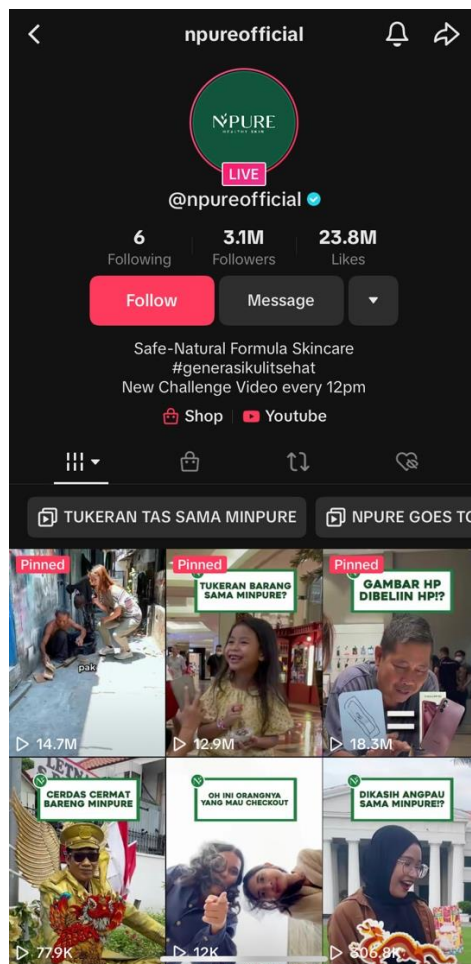
NPure Advertising on Instagram



Every content posted by NPure has a reasonably large audience; for example, NPure's commercial upload promoting Pure-Fit has hundreds of likes and 271 comments. This is also evident in the engaging riddle material in which the NPure admin interviews people on the side of the road, resulting in hundreds of likes and comments. 112 individuals. NPure, like their official TikTok account, has published tons of unique content that has captivated millions of viewers.

Figure 2.11

NPure tiktok Official



There are three videos with the most views, each featuring content that helps people on the side of the road in fulfilling their needs. This post was watched by 18.3 million people, with 1.4 million likes and 11.4 thousand comments. The viewers who viewed this thought the content was interesting and heartwarming, thus many people wanted to watch the video.

NPure's TikTok account features a variety of interesting material, such as prize giveaways, quizzes with rewards, sunscreen challenges, and many more. NPure's Tiktok account is highly active because the majority of the uploaded videos have made it onto people's timelines, or what is commonly referred to as FYP (For your page), attracting a significant number of views to each video.

NPure also maintains its own official webpage. The NPure website offers a variety of products for purchase, as well as savings. This website provides NPure's story, the origin of NPure's existence, NPure's journey, NPure's goal and mission, product suggestions, and the Pure Bestie network for NPure fans.

Figure 2.12

Webiste NPure Official

