

The Influence of User-Generated Content Towards Somethinc Skincare Purchase Intention

Editha Mayliana Halim¹ Diah Ayu Candraningrum^{1*}

¹Faculty of Communication Science, Universitas Tarumanagara, Jakarta, West Jakarta 11440, Indonesia

*Corresponding author. Email: diahc@fikom.untar.ac.id

ABSTRACT

This study aims to determine the influence of User Generated Content in TikTok on purchase intention of Somethinc skincare products. Somethinc is a viral local brand which provides skincare and makeup products. In distributing information on a product, User Generated Content is one of the effective ways of marketing communication. There are three supporting dimensions in the User Generated Content variable, namely perceived credibility, perceived usefulness, and perceived video characteristics, which can influence purchase intention. The research is conducted with a quantitative approach, using a survey method. The research data is obtained by distributing 100 questionnaires through Google Form to TikTok users who watched two sample videos of User Generated Content containing reviews of selected Somethinc skincare products. The obtained data are then tested by validity, reliability, and normality tests. Based on the results of SPSS data processing by Pearson Product Moment correlation test, it is known that User Generated Content (variable X) has a strong relationship on purchase intention (variable Y). The obtained data are also tested by simple regression test and T test. There are four dimensions of purchase intention, namely exploratory intention, referential intention, preferential intention, and transactional intention. Therefore, the perceived credibility, usefulness and video characteristics on Somethinc skincare product reviews can influence the purchase intention of people who have watched the content.

Keywords: User Generated Content, purchase intention, marketing communication, TikTok, Somethinc

1. INTRODUCTION

Technology develops rapidly and becomes a part of every individual's daily life over time. As an example, the Internet is a part of technology that has become part of society. According to research on the HootSuite social media management platform and We Are Social marketing agency entitled "Global Digital Reports 2020", it is known that approximately 64% of the total 268,583,016 Indonesians have used the internet. Compared to 2019, internet users in Indonesia have increased by 17%. According to the same research, social media users have also increased along with the increase in internet users. The number of social media users in Indonesia in 2020 increased by 8.1% or 12 million users compared to 2019 [1].

Andreas Kaplan and Michael Haenlin stated that social media is a group of internet-based applications that allow exchanging information process and built on Web 2.0 ideology and technology basis [2]. One of the most popular social media users is TikTok. This application provides a feature for users to create short videos of 15 to 60 seconds duration length.

Based on data from Sensor Tower, in 2019 TikTok managed to gain second place of the most downloaded social media application in the world. Based on the same

survey, in January 2020 TikTok reached the first place of the most downloaded social media application in the world with 104,5 million downloads. The first place is still maintained by TikTok until July 2020. Compared to January 2019, the number of TikTok's downloaders increased by 46% [3]. Based on data from Omnicor Agency in the article titled "TikTok by the Numbers: Stats, Demographics & Fun Facts", it is known that 46% of TikTok user are 16-24 years old. Each user spends on average 52 minutes per day opening TikTok and 90% of the users open the application more than once each day. 68% of the user watched videos uploaded by other users while the rest 55% uploaded their own videos. In monthly calculations from datareportal site, the total active TikTok users in the world reach 800 million users [4].

Angga Anugrah Putra, Head of Content and User Operations TikTok Indonesia, said that TikTok users in Indonesia experienced an increase of 20% during the Covid-19 pandemic. Sensor Tower's data in July 2020 shows that Indonesia is the second country with the most downloads on TikTok after the United States, with 30.7 million active users [3]. Most of the users use TikTok to share information, education, food, fashion, and others. As social media, TikTok has unique algorithm which allows the user to see contents suited with their interest but also see other contents beside their interest in the middle.

Based on data from Statista.com in June 2020, content created by TikTok users is grouped into several popular categories based on hashtags. The content categories consist of entertainment, dance, pranks, sports, do-it-yourself (DIY), beauty / skincare, fashion, and others. According to the most popular category order, content about beauty and skin care (skincare) is on 6th place with 21.8 million contents in total [5]. One of the popular skincare brands on TikTok is Somethinc, a local skincare that provides various facial care serums with many benefits. As of September 24, 2020, content created with the tagline #Somethinc on TikTok has 15.6 million views.

The research results by Hansen, Jin and Lee in Bahtar and Muda say that consumers prefer UGC compared to traditional promotional methods because it is produced by fellow users, also considered to give more honest review [6]. Therefore, the promotional style with UGC is considered to increase consumer purchase intention. For example, UGC which is generated by TikTok users in short videos contain product reviews they use and made voluntarily. With UGC, content can easily go “viral” on social media. According to Felix Andler in Mandiberg, UGC is often used in “viral” marketing campaigns, public relations strategies, or planned efforts by hidden persuasion groups [7]. As TikTok users increase, UGC production also increases. Seeing the existence of User Generated Content on Tiktok for Somethinc skincare products, this research will focus on the influence of User Generated Content on TikTok on purchase intention in Somethinc skincare products.

2. BACKGROUND

A product requires marketing communications to spread its information to a wide audience. Marketing communication is direct or indirect efforts of a company to give information, persuade, and remind consumers about their product or brand [8]. To create effective marketing communication, the company needs to have a good marketing communication plan such as integrated marketing communication. Integrated marketing communication is a company’s concept to integrate and coordinate different types of communication to deliver clear, consistent, and convincing messages related to the company and their products. This means they need media to deliver their message, for one example using viral marketing through social media.

Viral marketing is a strategy to distribute messages electronically, containing information about certain products widely and continuously developing as well as a part of marketing communication efforts [8]. One example of viral marketing usage is through User Generated Content on social media. Social media is a Web 2.0 internet-based media that allows users to interact with one another. Web 2.0 provides the ideological and technological foundations, so people begin to take the advantage of social media and produce UGC [2].

Social media is a part of Web 2.0 which is one of the media that supports social interaction (Kaplan & Haenlin, [2]).

Howards & Parks argues that social media consists of three parts, namely (1) information infrastructure and production tools and media content distribution, (2) media content (private messages, news, etc), and (3) parts that produce and consume media content in digital form such as individual, organization, or industry [9]. Social media is an internet-based media, therefore social media allows its users to interact and present themselves. This form self-presentation and interaction to a wide audience, both delayed and directly, encourages user generated content and raises perceptions of interaction with others [10].

User Generated Content (UGC) is closely related to Electronic-Word of Mouth (E-WOM). Even so, UGC has some differences from E-WOM. Mackinnon research proves that 66.3% consumers rely on UGC before making purchase decisions and 65% consumers tend to trust more on word of mouth rather than content created by the company. This research also proves that UGC plays a big role in influencing consumer’s purchase decisions [11]. Park et al in Yuksel also stated that UGC is considered more credible that content created by the company in affecting consumer’s purchase decisions because UGC contains honest opinion, whether it’s negative or positive, about a product based on consumer’s experience and evaluation [12].

According to Cheong and Morrison in Wang statement, E-WOM is a video shared by fellow users while UGC is content created by consumers themselves, so it could be trusted more than CPC (Company Produced Content) [13]. Bae & Lee in Wang stated that consumers perceive UGC as a more informative and useful source in terms of credibility [13]. Christodoulides et al. define UGC as content that (1) is available on media that can be accessed by the public, (2) reflects the level of creative effort, and (3) is made for free, excluding professional effort and practice [14]. Therefore, it can be concluded that UGC is a creative content spread in media that can be accessed by the public, and is made without any professional interference (product owner or company).

Web 2.0 provides the ideological and technological foundations, so people begin to take advantage of social media and produce UGC [2]. Not just merely appearing, UGC is built by certain motivations. According to Rensink, there are six motivations behind UGC formation, namely, (1) a form of self-improvement based on expectations of positive awareness from others, (2) social benefits that allow someone to take part in an online community, (3) seeking an advice, (4) concern for other consumers which includes positive UGC (helping other consumers) and negative (warning other consumers), (5) share negative feelings such as disappointment with their purchases, and (6) helping companies by orienting at the satisfaction of the products or services concerned, so that, in the end the consumer wants to help the company. Based on these motivations, the resulting UGC can be either positive or negative. Some of the motivations apply to positive UGC, and some only apply to negative UGC [15].

Mutinga et al in the research of Malthouse et al titled “*Evidence that User Generated Content that Produces*

Engagement Increases Purchase Behavior” define UGC based on Consumers’ Online Brand Related Activities or called COBRAs. COBRAs is classified into three types consisting of Consuming, Contributing, and Creating. Consuming is the lowest level of consumer behaviour including listening, seeing, and following content related to a brand. Contributing is a moderate level of consumer engagement toward a brand such as discussing a brand with fellow consumers in social media or joining a forum related to the brand. Creating is the highest level of consumer involvement where user of the product started to create contents related to a brand such as video, blog, or social media. From these types, UGC started to get shaped in contributing and creating [16].

UGC is spread through social networks and consumed by online consumers. According to Bae & Lee, online consumers tend to rely on content created by other users as a support in making a purchase decision [17]. UGC has several factors based on what consumers perceive, namely perceived credibility, perceived usefulness, and perceived video characteristics. According to Mir and Zaheer in Yuksel, perceived credibility in UGC has a positive influence on consumer purchase intention [12]. Today's online consumers feel and believe that content created by other users is more credible than content created by sellers [18]. Perceived usefulness could be a factor that influences online consumers to respond to information provided by others, affects their behavior, and leads to purchasing the products discussed [19]. In this study, the perceived usefulness aims at the overall usefulness of messages or information shared by other users on TikTok. Lastly, perceived video characteristics include video quality, duration, preparation for making videos, and presentations made by content creators in the video [12]. According to Satgunam, video quality will also affect purchase decisions and affects how audience process the information given in the video [20].

Purchase intention is a person's behavior in planning a brand purchase effort. According to Jalalkamali, consumers usually make a purchase decision by looking for information about price, brand of the product, advertisement, the experts, family, or friends recommendation, and other consumers' purchase experience [21]. Hung et al said that interpersonal influence has a big role in cosmetic products purchase among consumer. This is caused by cosmetic advertisements that tend to exaggerate the effect of using related products [22]. There are four indicators in purchase intention according to Ferdinand, namely exploratory intention, referential intention, preferential intention, and transactional intention. Exploratory interest is a condition when consumers are looking for information about a product or brand. Referential interest is a person's tendency to suggest a product to others. Preferential interest is a situation when consumers have a special interest in a product or brand. Transactional interest is a condition when consumers have an interest in purchasing a brand or product [23].

Hypothesis: There is an influence from *User Generated Content* in TikTok on purchase intention of Somethinc product.

3. METHODS

The writer made the research in a quantitative approach using a survey method. According to Sugiyono, quantitative has a positivism philosophical base, which used to analyze a population or sample randomly. The data will be in the form of an analytical number with statistics to determine a research hypothesis [24]. In this research, the writer wants to analyze the influence of User Generated Content in Tiktok towards the purchase intention of Somethinc skin care. The research population are Tiktok users who have watched 2 UGC videos while reviewing Somethinc product. The survey used Likert Scale 1-4 (Strongly Disagree – Strongly Agree) and Google Form then directly sent to 100 respondents/samples. Several methods used to process and analyze the data are Classical Regression Model Assumption test, Simple Regression Analysis, T Test, and Pearson Product Moment correlation analysis.

The classical regression assumption test is one of the requirements in conducting regression analysis to check whether or not the distribution of data in a regression model is normal. In this study, the normality test is conducted using the non-parametric One-Sample Kolmogorov-Smirnov statistical test. If Sig > 0.05, the data is normally distributed, but if Sig < 0.05, the data is not normally distributed. Classical regression analysis aims to study the dependence between the dependent variable and the independent variable with the aim of estimating the average of the population of the dependent variable from known values or the fixed value of the independent variable. After that, the T test is carried out. The T test aims to determine whether or not there is a significant difference between the two sample averages. To find out how strong the relationship between one variable to another variable, a correlation analysis is performed. In this study, the Pearson Product Moment test will be used as a correlation analysis. This test is a correlation test that uses ratio data to describe the real conditions.

The Validity techniques used are Validity Test and Reliability Test using Statistical Package for Social Science (SPSS) version 20. In this research, validity test being used is Pearson Product Moment. This test is using a correlation principle between each questionnaire item score with the total of respondents' answers. Afterwards, reliability of this research will be tested with Cronbach's Alpha. Reliability test is used to measure the consistency of the measuring instrument used in quantitative research.

4. FINDINGS AND DISCUSSION

Questionnaires distributed consist of 16 statements of variable X (UGC) and 11 statements of variable Y (purchase intention). In total, there are 27 statements of questionnaire. By spreading the questionnaire via Google

Form, the writer achieved 100 respondents which consist of 72 female and 28 male respondents.

Then the results of the questionnaire are being analyzed with validity test Pearson Product Moment, reliability test, and normality test. Based on the validity test, the range of corrected item-total correlation value from variable X and Y are between 0,4 - 0,9 and the value of R table is 0,195 with $df=100$. Corrected item-total correlation value compared to R table value resulted in each item of the questionnaire being valid. Reliability test shows that Cronbach's Alpha value of variable X is 0,916 and variable Y is 0,928, which means that reliability of each item is very good. Next, data is tested with a normality test with classical regression model assumption. The test shows the equation of $0,121 > 0,05$ or can be translated as the data are normally distributed.

Table 1. Simple Regression Test and T Test Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-1.870	3.272		-.572	.569
UGC	.701	.062	.752	11.307	.000

The next step is to analyze the data using simple regression test, T test, and Pearson Product Moment correlation test. Simple regression test is used to acknowledge the dependency of variable Y towards variable X. Based on table 1, the regression coefficient is 0,701 which means every time UGC increases by 1%, purchase intention will increase by 0,701. Table 1 also shows that sig. t (p-value) in variable X is 0,000 and resulted in an equation of $0,000 < 0,05$. In another word, null hypothesis (H0) is being rejected and alternate hypothesis (H1) is accepted. In conclusion, User Generated Content (UGC) in TikTok social media influence purchase intention of Somethinc skincare.

Table 2. Pearson Product Moment Correlation Test Correlations

		UGC	Minat Beli
UGC	Pearson Correlation	1	.752**
	Sig. (2-tailed)		.000
	N	100	100
Minat Beli	Pearson Correlation	.752**	1
	Sig. (2-tailed)	.000	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Correlation analysis is used to see how strong the relationship between variables in this study is. Table 2 shows that the correlation value between UGC and purchase intention is 0,752. Sugiyono) wrote a guideline to measure the correlation between variable which consist of:

- 0,00-0,199 : Correlation is really weak
- 0,20-0,399 : Correlation is weak
- 0,40-0,599 : Correlation is moderate
- 0,60-0,799 : Correlation is strong
- 0,80-1,00 : Correlation is really strong [25]

In conclusion, based on the guideline mentioned above the variables in this study have a strong correlation level. After testing and analysing the data with a few analysing methods, the output data can be analysed with related theory mentioned before. User Generated Content (UGC) are contents made by user without any professional intervention (Christodoulides et al., [6]). In this study, writer researches the influence of UGC in TikTok towards Somethinc's skincare purchase intention. There are 3 factors in UGC affecting purchase intention which are perceived credibility, perceived usefulness, and perceived video characteristics [12].

Data generated from perceived credibility indicators matched Jonas' statement that online consumers tend to believe in content made by other users (UGC) because it is considered as more credible than company generated content [18]. This study results also show that perceived credibility has positive effects toward purchase intention which corresponds to the statement of Mir and Zaheer in Yuksel [12]. The questionnaire results in perceived usefulness also prove that UGC gives useful information to the potential consumer in terms of making effective and efficient purchase towards Somethinc skincare products. Therefore, this proves that perceived usefulness in UGC affects consumer purchase intention positively and corresponds to the statement of Muslim et al. [19]. This statement is also supported by the study of Racherla and Friske which stated that UGC is "user-friendly" content and easier to understand by other users [26]. Perceived video characteristics which included the quality and length of the video also have a positive effect towards how consumers accepted the information related to Somethinc skincare products. This is matched with Satgunam who stated that quality of a video affects consumer purchase intention [20]. Yuksel also said that factors in video quality could affect purchase intention [12].

Through a questionnaire on the purchase intention variable, it can be concluded that after watching user-generated content on Tiktok for Somethinc products, respondents tend to have the willingness to buy or own Somethinc products. Purchase intention is a person's plan to do business in purchasing a brand (Spears & Singh in Wang, [13]). According to Ferdinand, buying intention is divided into 4 dimensions, namely exploratory interest, referential interest, preferential interest, and transactional interest [23]. Based on the results of the questionnaire, respondents generally agreed with the statement saying that the respondent wanted to find more information about Somethinc skincare products after watching user-generated content. The majority of respondents also gave positive responses to indicators of referential and preferential intention and respondents agreed that they had the

willingness to buy and own Somethinc skincare products after watching user-generated content.

Therefore, this research is also in accordance with the previous research done by MacKinnon which proved that most consumers have more trust in UGC in making purchase decisions [11]. This is also supported by Park et al in Yuksel who say that UGC is considered more credible by consumers because it contains honest reviews of the product's positive and negative sides [12]. After seeing the relationship between the independent variable and the dependent variable results from the distributed questionnaire, the result could be analyzed by the author which says that UGC in TikTok has a strong enough influence on purchase intention in Somethinc skincare products.

By using UGC as a form of product marketing communication, product manufacturers can distribute information about their products more widely. This can be seen from the results of the questionnaire on the dimensions of perceived usefulness in the UGC variable. Most respondents agreed that user generated content on TikTok provides valuable and useful information for them to make effective and efficient future purchases of Somethinc skincare products. Therefore, UGC can be used as a marketing communication effort such as viral marketing so that information about products can be distributed to the wider community through social media.

5. CONCLUSIONS

The conclusion of this research is that User Generated Content in TikTok social media has influence towards purchase intention of Somethinc's skincare. Most of the respondents tend to have positive responses toward statements about factors in UGC affecting purchase intention. Respondents agree that contents created by TikTok's user about Somethinc are credible, useful, and have good quality which affects their purchase intention towards the product. TikTok as the most downloaded application in the world has a lot of forms of UGC from different types of users. UGC can be used by companies to spread information and promote their products widely and increase purchase intention of their target consumers.

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