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**TITLE:**

IMPACT OF BRAND ATTITUDES, SOCIAL PRESENCE, AND  
EMOTIONAL VALUE IN PURCHASE INTENTION ON  
TOKOPEDIA.

**NAME & MATRIX**

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## ABSTRACT

Digital marketing was very helpful for entrepreneurs or sellers to inform their customers about their products and market them to the public. Nowadays, the majority of sales and marketing had shifted to digital marketing, and marketers usually use social media and e-commerce platforms as marketing and sales venues. This research paper presented a conceptual framework that demonstrated customer purchase intention in terms of digital marketing in Indonesia. This paper aimed to provide convenience by identifying factors that could influence consumers' purchase intentions of makeup products in Indonesia, especially in the Jakarta area. Specifically, this study aimed to determine the effect of using digital marketing as a sales platform and to determine Indonesians purchase intention towards cosmetics based on information processing in eWOM, which was assessed based on product quality, consistency, and quantity, which had then been tested as antecedents of purchase intention (ELM). The methodology relied on primary data collected from 423 respondents in Jakarta and surrounding areas. The data used for analysis was questionnaire data from an online survey. The findings of the study revealed that brand attitudes, social presence, and emotional value had significant positive relationship on purchase intention. This research could help companies market products by knowing how many consumers had purchase intentions. Finally, the researcher provided several recommendations for further research.

**Keywords:** Brand attitudes, social presence, emotional value, and purchase intention.



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## CHAPTER 1 INTRODUCTION

### 1.1 Introduction

From a general point of view, marketing is the practice of identifying and satisfying customer needs. In a business context, this is a very important role as effective marketing initiatives can generate inbound leads and attract a sizable client base. In the classic marketing cycle, market orientation, product mix, and external business environment are all examined. Businesses have started experimenting with new marketing strategies in response to the expansion of digital technology, especially the widespread to use of computers and smartphones. Therefore, digital marketing is necessary. In the modern era, digital marketing is just as important as traditional marketing strategies, if not more so. As many corporate organizations shift financial allocations from traditional marketing strategies to modern marketing in digital form, this gap is bound to widen over time. Overall, developing and implementing a successful digital marketing strategy is very important for a company.

Digital technology is one of the developments and conveniences that bring and can cause significant changes in the world. Digital marketing refers to marketing methods carried out through electronic devices using several forms of devices. This includes online marketing efforts made on the Internet. In digital marketing, businesses can take advantage of websites, search engines, blogs, social networks, videos, email, and similar channels to reach customers. For example, Pixy products carry out digital marketing through digital channels, e-Commerce, and social media. Its marketing outlets are the official websites of Pixy, Shopee, Tokopedia, Instagram, TikTok, and YouTube. Online short video platforms like TikTok, and Instagram, which are rapidly growing, have become a major market for e-commerce businesses in recent years. These platforms primarily promote brand promotion and product sales through strong recommendations from online celebrities and interactions with fans (Akdevelioglu and Kara, 2020; Al-Emadi and Ben Yahia, 2020; Chen et al., 2021).



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PIXY is a cosmetic brand for women that promotes a modern, feminine, luxurious, and simple appearance. The journey of PIXY to market cosmetics for women started with the launching of moisturizing lipstick in 1987, followed by a number of other products, including Eye Makeup in 1991. Then in 1995 PIXY launched a base makeup product which became a hit, namely PIXY UV Whitening Two-Way Cake. PIXY offers suite complete cosmetics for women, beginning with skin care and progressing to makeup base and makeup. PIXY embraces diversity and beauty in Asia, so not only in Indonesia but also in countries like Malaysia. Product development at PIXY always began with consumer needs to ensure that the product launched met the needs and desires of consumers.

PIXY has been marketing with brand ambassador Mikha Tambayong through Instagram, doing live on e-commerce platforms and also through other digital marketing channels. Businesses are marketing their wares via video nowadays, and this live eventtis well received by consumers where the viewers are in their thousands. This gives customers more information about the products they are viewing, improves their sense of social presence, and ultimately increases their likelihood of making a purchase (Corrêa et al., 2020; Wongkitrungrueng and Assarut, 2020). This marketing activity is carried out to educate the PIXY brand starting with the advantages of the product, how to use the product, and the end result of its use. This marketing method is very effective for attracting consumers to buy PIXY products.

In addition to how marketing can attract customers' purchase intentions, customers can also find out about products and their quality directly from users of the PIXY brand. A media worker who reveals her experience on the Fimela.com website. She said that one product from PIXY can provide a long-lasting effect that can last up to twelve hours, so she doesn't need to touch up her make-up again. The results of these products also make the face not greasy and produce a matte face. With many advantages, she also commented on the affordable price of the PIXY brand, so it is suitable for other consumers as well.



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## 1.2 Problem Statement

Since the pandemic, the global cosmetics industry has seen a dramatic and significant decline. A similar case is happening to PIXY. PIXY's make-up sales in Indonesia experienced a decline or loss for two consecutive years, from 2001 to the first half of 2022 (Nakamura, 2022). This problem would raise a concern, mainly for marketers, as it becomes more challenging for them to induce customers' purchase intentions. Numerous research studies have shown that several factors influence online purchase intentions, including brand attitudes, social presence, and emotional value, which also influence media workers (Wuri Anggarini, 2020). However, limited research has investigated these variables, particularly in the context of Tokopedia in Indonesia. Therefore, this research is important to understand consumer behavior and provide advice to academics and marketers in the cosmetic industry.

## 1.3 Research Objectives

1. To determine the relationship between brand attitudes and purchase intention on Tokopedia.
2. To determine the relationship between social presence and purchase intention on Tokopedia.
3. To determine the relationship between emotional value and purchase intention on Tokopedia.

## 1.4 Research Questions

1. Does brand attitudes significant influence with purchase intention on Tokopedia?
2. Does social presence significant influence with purchase intention on Tokopedia?
3. Does emotional value significant influence with purchase intention on Tokopedia?



1.5 Definition of Key Terms

CONSTRUCT	THE OPERATIONAL DEFINITION OF CONSTRUCTS
Brand Attitudes	Investigate how the process of consumer brand attitudes can be influenced by consumers' responses to the context of brand placement. Consumer value and intent to continue choosing a brand are positively impacted by consumers' good brand attitudes (Kim, 2013).
Social Presence	Telepresence and social presence enable customers to build stronger relationships with online suppliers and gain a deeper understanding of the service or good they are looking for (Ye et al., 2020). As uncertainty and danger can be minimized in live streams, the social presence of live streaming platforms will lower the psychological gap between buyers and sellers, improving consumers' trust in both products and streamers (Darke et al., 2016). (Lee, 2018).
Emotional Value	Emotional value is one of the three dimensions of value that can be felt, namely the affective conditions or feelings that arise when using a product (Khan and Mohsin, 2017; Sweeney and Soutar, 2001). In addition to functional and social values, emotional values are thought to be able to influence customers' intentions, desires, willingness, and purchase decisions, making

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	them one of the significant and influential values in shaping a person's personality (Khan and Mohsin, 2017; Sweeney and Soutar, 2001).
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### 1.6 Significant of Study

The significance of the study is manifold. First, the present study provides valuable insights and knowledge to academicians and practitioners such as marketers or/and managers of makeup brands such as PIXY. The result of study will help the future formulation of brands strategy and positioning of makeup brands. Second, the present study provides contributions in theoretical assessment and utilisation of Elaboration Likelihood Model (ELM) Theory. Third, the present study offers suggestions for future research to academicians and practitioners of makeup brands.



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## CHAPTER 5 DISCUSSION AND CONCLUSION

### 5.0 Introduction

This chapter discusses the study's findings and recommendations for additional research. The goals of the study and its structure are briefly covered in this section. Researchers can identify the elements that influence customers' purchasing intentions thanks to the availability of this chapter, and in this final section, they can talk about constraints and future study directions.

### 5.2 Summarization and Interpretation

This research was conducted to determine customer purchase intentions for makeup products, especially in the Jakarta area. The reason for taking this topic can be seen from the statement of the problem that occurs, namely the emergence of concerns, especially for marketers because they have challenges in encouraging customer purchase intention. Judging from these problems and the results of previous research, there are factors in the variables of brand attitudes, social presence, and emotional value. With these variables, we can find out how much consumers intend to spend on makeup products.

In this study, there are also hypotheses that can be tested to increase customer purchase intention for PIXY makeup products in the Jakarta area:

#### 1. **H1: Relationship between brand attitudes and purchase intention.**

Based on Chapter 2 in Section 2.6, hypotheses are developed about the effect of brand attitudes on purchase intention. According to Cheng et al. (2001), CSR communication on social media affects purchase intention both directly and indirectly through brand attitudes. So this factor can determine a customer's purchase intention. Because customers already know the desired brand attitudes, the social presence must support research to determine customer purchase intention in product marketing through the



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Tokopedia online platform. So that the hypothesis H1 'brand attitudes has an influence on purchase intention' can be supported.

**2. H2: Relationship between social presence and purchase intention.**

Based on Chapter 2 in Section 2.6, hypotheses are developed about the effect of social presence on purchase intention. Previous research shows that customer purchase intention is influenced by perceived satisfaction as a result of social presence (Huang et al., 2014). This social presence can help researchers market a product through an online platform and find out customer purchase intentions through digital marketing. So that H2's 'social presence has an influence on purchase intention' this can be supported.

**3. H3: Relationship between emotional value and purchase intention.**

Based on Chapter 2 in Section 2.6, hypotheses are developed about the effect of emotional value on purchase intention. Previous research has found a considerable correlation between product attributes and emotional responses because the conception of products and services includes all values from the utilitarian and hedonic dimensions (Sweeney and Soutar, 2001). The perceived benefits of a product may stem from its capacity to evoke strong emotions, memories, affective states, and experiences offered as a concept of emotional value (Sheth et al., 1991). It is a great advantage to know the purchase intention of customers because of the knowledge provided as feedback from customers who have used the makeup product. So that H3 'emotional value has an influence on purchase intention' can be supported.

**5.3 Implication of Study**

In this study, the framework developed by the author shows how this research will be theoretically implemented because it must be based on independent and dependent variables; thus, no other research has used a framework that is



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exactly like this one. In the future, research including additional independent variables can be conducted using the framework.

This research has implications for social media because social media is very helpful for product marketing performance to achieve sales targets and get large profits. In addition to social media, there are also e-commerce platforms that can sell products quickly and get prices below the store market. Therefore, this research can find out the customer's purchase intention for products on the online platform.

The empirical implications of this research can be a reference for conducting further research on customer purchase intention that can be influenced by brand attitudes, social presence, emotional value, or other variables.

#### **5.4 Limitation**

In this study, there are several limitations, including time constraints and difficulty obtaining respondents. Time limitations make this research a little difficult to do because of the time limits that are determined quickly, and the time for collecting respondents is also very fast. So the researcher had to develop extra strategies to distribute questionnaires on various online platforms. The questionnaire was distributed online through the social media platforms Instagram, WhatsApp, Telegram, Snapchat, and Line. And the last difficulty is the limitations that occur in this study, namely the questionnaire that the majority must fill out for the female gender because it discusses makeup products.

#### **5.5 Recommendation for Future Studies**

For future research, it is recommended to further expand the variables that have broader material and the explanations that many experts have put forward on marketing, especially digital marketing. It is also recommended to look for other influencers or celebrities who are more famous and more attractive as brand ambassador models. In addition, researchers must distribute questionnaires to the right respondents in order to get good and varied questionnaire results, not just fill out and carelessly answer the questionnaire. Researchers must also pay attention to the time specified so that they are careful in distributing questionnaires to



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respondents and focus on distributing questionnaires according to the selected population range, such as the Jakarta area only. And finally, further research must explore more research sources such as journals, books, articles, and related websites.

### 5.5 Conclusion

The main objective of this study is to examine the effectiveness of brand attitude, social presence, and emotional value on customer purchase intention for makeup products among adults in Jakarta. This study found that all three independent variables (brand attitude, social presence, and emotional value) have a positive relationship with customer purchase intention, meaning that they influence the likelihood of customers intending to purchase makeup products. This study also provides statistical evidence to support these findings, and this study found that IV has a significant relationship with DV, as well as that this correlation coefficient statement was found to be statistically significant with a p value of less than 0.05, which indicates a strong relationship between these variables.

Furthermore, this study used a regression model to assess the overall influence of the independent variables on customer purchase intentions. The R-squared value of the model was reported as 0.666, indicating that about 66.6% of the variation in customer purchase intentions can be explained by the independent variables. Among the three independent variables, emotional value was found to have the strongest influence on the purchase intention of makeup products among adults in Jakarta. This suggests that emotional value plays an important role in driving customer purchase intentions.

In summary, this study shows that brand attitude, social presence, and emotional value significantly influence consumer purchase intention for makeup products among adults in Jakarta. Emotional value was identified as the most influential variable. These findings support the three hypotheses proposed in this study (H1, H2, and H3), and the statistical significance of these variables strengthens the credibility of the research results.



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