

The Impact of Marketing through Social Media on Brand Attitudes: A Study of Cosmetics Products in Female Generation Z



Muhammad Ashdaq¹, Syamsu Alam², Valentino Aris³, Nur Fitriayu Mandasari⁴

^{1,2,3} Universitas Negeri Makassar, Indonesia

⁴ Universitas Sulawesi Barat, Indonesia

ABSTRACT: Marketing through social media has become a marketing strategy widely used by the cosmetics industry, especially with the number of consumers that continues to grow as generations increase. Female generation z is a potential market in this industry where they are new entrant consumers and have a relatively large number compared to other generations. This study aimed to investigate the effect of implementing marketing strategies through social media on the attitude of gen z towards cosmetic products in Makassar City, Indonesia. The study was conducted by distributing questionnaires to 288 sample respondents. The primary data was then processed by linear regression using SPSS 23 software. The results showed that marketing through social media has a significant influence on positive attitudes toward cosmetic products. The results of this study have implications that cosmetic companies with a female gen z target market in Makassar City should pay attention to the right social media marketing strategy to get a positive attitude from their consumers.

KEYWORDS: Social media marketing, Brand attitude, Female generation z, Cosmetics, Makassar Indonesia

I. INTRODUCTION

Marketing through digital media is currently very attractive to the industry to apply. Kompas.com (2023) shows that internet user data in Indonesia in Jan 2023 is 77% of the total population of Indonesia, which is 212.9 million people. In addition, based on the same source, the number of social media users in Jan 2023 increased by 12.6% compared to early 2022, with a total of 167.0 million users in Indonesia. Companies worldwide have used social media to carry out marketing activities and improve their product brand attitude (Aji et al., 2020).

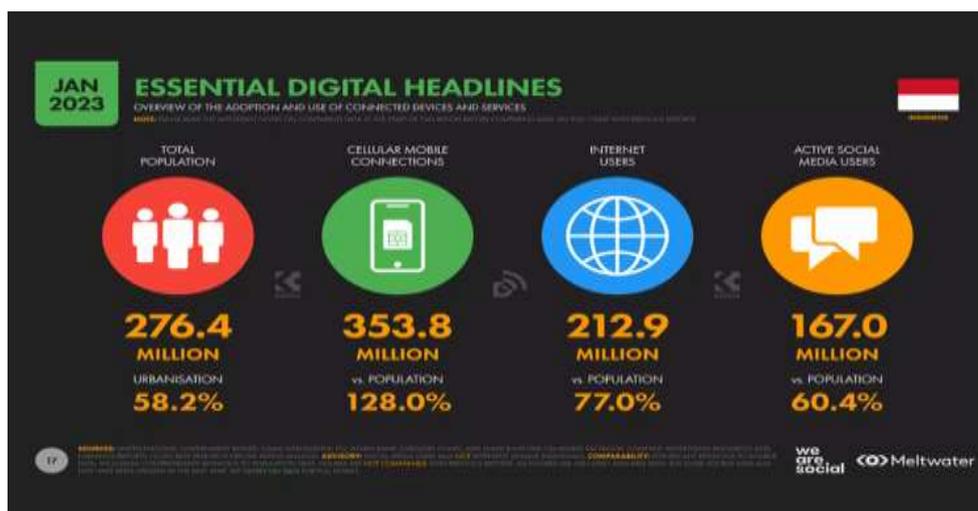


Figure 1. Internet users in Indonesia Jan 2023

Generation z is a generation born in 1995-2010 known as the i-generation or internet generation; this generation grows and develops in the era of digitalization in all fields (Citra Christiani & Ikasari, 2020). Generation Z is a generation that is familiar with digital technology. Based on Statista.com (2023), the number of social media users in the age range of generation z is the highest

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in Indonesia. The number of female gen z social media users aged 18-24 years is 15.4%, and at the age of 25-34 years is 14.0% of all social media users in Indonesia, as shown in Figure 2 (Statista.com. accessed 2023).

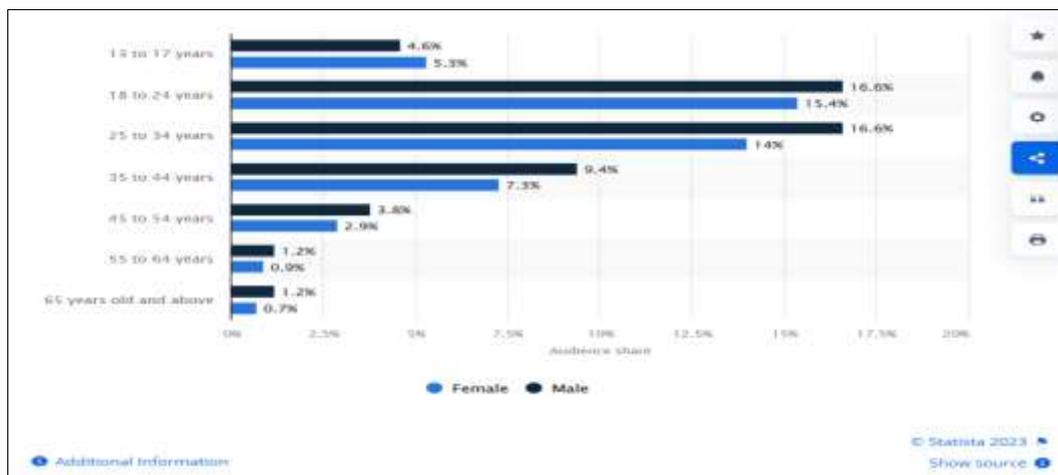


Figure 2. Social media advertising audience in Indonesia by age and gender 2023

The cosmetics market is one of the fastest growing markets due to the penetration of new young people entering this industry consumers (Choedon & Lee, 2020). With the entry of the new generation, the marketing strategy of cosmetic companies is expected to adjust to the new generation, one of which is by marketing through social media. In social media marketing strategies, cosmetic companies generally provide information related to products on their social media, then build communication and discussion with potential consumers so that attachment and a good impression are built in the minds of consumers (Qitong & Rahman, 2019).

Marketing through social media is a process carried out by companies to communicate and offer their products using social media digital technology to increase the value of company stakeholders (Ebrahim, 2020). By using social media platforms, companies can communicate with consumers in large numbers and can create communication between the company's consumers (Mangold & Faulds, 2009). Marketing through social media is a process created by companies to communicate and offer goods and services to stakeholders through social media platforms and to build and implement engagement relationships with stakeholders by facilitating interactions, sharing information, offering transactions privately, and creating word of mouth (Koay et al., 2021). The information that companies want to convey through social media is packaged in the content form and then published to provide information, communicate, or influence consumers (Haudi et al., 2022). Based on Qitong & Rahman (2019), some indicators of marketing through social media cosmetic products are profitable campaigns, relevant content, frequency of content updates, popular content, and varied platforms.

'Brand attitude' is the attitude of individual consumers towards a product; companies can use this to develop their products. Attitude toward the brand is a consumer evaluation of a product, the more positive the consumer attitude, the increase in the market share of the product (Timpal et al., 2016). According to Ardani Sahputra & Hanny Nurlatifah (2020), brand attitude is the tendency of consumers to behave consistently or not towards particular objects. Indicators of attitude towards brands are adopted from the research of Timpal et al. (2016), including pleasure in using products, good reputation, and positive characteristics.

Companies specifically conduct social media marketing activities is to create consumer purchase interest. Several researchers observed the variable attitude toward products (brand attitude) with marketing activities carried out through social media, as research conducted by Angelica (2021) and Zollo et al. (2020).

There needs to be research investigating the influence of marketing through social media on the brand attitudes of cosmetic products with the female generation z consumer segment, which is mainly in the age of Higher Education students with a research location in Makassar City. Because based on observation, there has been no research on this matter. Therefore, this study aims to investigate the influence of marketing through social media on brand attitudes among female generation z consumers in Makassar City. Generation z is a generation that controls 40% of the world market where they are accustomed to and integrated with technology (Ameen et al., 2022).

Based on a preliminary survey conducted on 388 female college students in Makassar City, 61.34% stated that they used three or more social media platforms and followed social media accounts of cosmetic products. In addition, as many as 65.21% of

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them stated that they used cosmetics regularly, and 56.96% allocated a minimum of Rp. 100,000 every month to shop for cosmetics. Thus, female generation z who are university students are potential markets for the cosmetic industry in Makassar City.

Referring to this, this study will examine the influence of marketing through social media on the brand attitude toward cosmetic products by female gen z in the Makassar city, Indonesia.

II. RESEARCH METHODOLOGY

This study uses a quantitative approach by investigating the influence of marketing through social media as an independent variable on the brand attitude toward cosmetic products as a dependent variable. The marketing through social media variable consists of five indicators, and the brand attitude variable consists of three indicators. The subjects of this study were female generation z based on the age of higher education at several universities in Makassar City. The population of this study is female generation z who become followers of social media accounts managed by distributors or cosmetic companies in Makassar City. Based on the population of this study, according to Lemshow, for an unlimited population, the number of research samples is at least 96.04 or rounded up to 100 (Kuncoro, 2013).

The study's primary data was obtained by the non-probability sampling method with convenience sampling techniques, where respondents who met the criteria were asked to fill out an online questionnaire with the help of Google form tools. Respondents will respond to statements in the questionnaire based on the Likert measurement scale with criteria 1 (Strongly Disagree) to 5 (Strongly Agree). The data collection results were obtained from as many as 338 respondents who filled out questionnaires. However, 50 respondents did not include the cosmetic brand they followed, so they were considered not to meet the data processing criteria. Thus, only 288 respondents' data were processed using linear regression analysis techniques with the help of SPSS 23 software.

Research conducted by Lin et al. (2021) shows a positive influence between marketing activities through social media built with the help of influencers on the brand attitude of the product. Some consumers access certain product brands' social media because they have an attitude toward the product and want to know about the promotional campaign (Ahmed & Saeed, 2021). Based on this, the working hypothesis in this study:

Ha. Marketing through social media has a positive and significant influence on brand attitude.

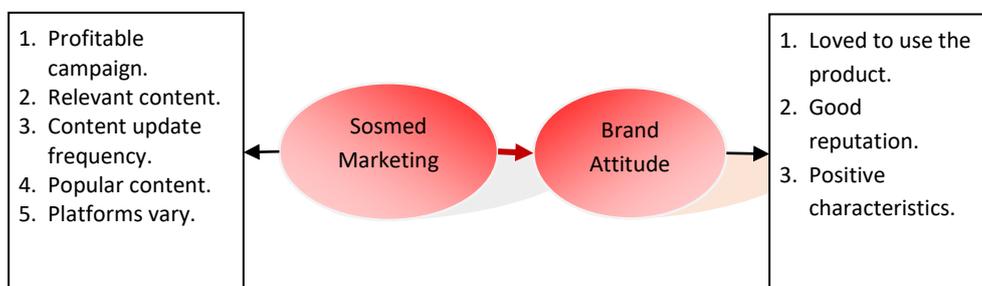


Figure 3. Research framework

III. RESULT AND DISCUSSION

A. Respondent Profile

Based on the primary data obtained, the respondent profiles described in Table 1.

Table 1. Characteristics of respondent

Item	Criterion	Sum	Percentage
Age of respondent (Year)	15-20	248	86,11
	21-25	37	12,85
	26-30	3	1,04
Social media platform used	Facebook.	95	9,43
	Instagram.	265	26,32
	TikTok.	175	17,38
	Twitter.	82	8,14
	Telegram.	146	14,50
	WhatsApp.	239	23,73
	Lainnya.	5	0,50

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Number of platform used	1 Platform.	46	15,97
	2 Platform.	40	13,89
	3 Platform.	56	19,44
	>= 4 Platform.	146	50,69
The intensity of using cosmetics	Reguler.	230	79,86
	Tidak.	58	20,14
Total cosmetic expenses per month (Rp)	<100.000.	88	30,56
	100k-300k.	138	47,92
	300k-500k.	38	13,19
	500k-1.000k.	16	5,56
	1.000k-2.000k.	6	2,08
	2.000k-3.000k.	0	0,00
	>3.000k.	2	0,69

The results of primary data collection show the profile of 288 research respondents, all of them are female students at several universities in Makassar City. The age range of respondents was dominated by 15-20 years as much as 86.11%, 21-25 years old as much as 12.85%, and 25-30 years old as much as 1.04%. Social media platforms used to follow cosmetic company accounts that use Instagram (26.32%), WhatsApp (23.73%), Tiktok (17.38%), and other platforms.

The number social media platforms used by female gen z mainly uses four or more platforms (50.69%), three platforms (19.44%), two platforms (13.89%), and the rest use one platform (15.97%). Most of them use cosmetics regularly (79.86%), while the rest do not. Every month they allocate an average of Rp. 100,000 until Rp. 300,000 to buy cosmetics (47.92%), below Rp. 100,000 (30.56%), and between Rp. 300,000 to IDR 500,000 (13.19%).

B. Validity and Reliability

The research instrument used a questionnaire with two research variables. Marketing through social media variable (SM) which consists of five indicators, brand attitude variable (BA) which consists of three indicators. The validity and reliability of the instrument can be seen in Table 2.

Table 2. Test of validity and reliability of the research instrument

Items	N	r tabel	Pearson Correlation	Validity	Cronbach's Alpha	N of Items	Reliability
SM1	288	0,113	0.732**	Valid	0,801	5	Reliable
SM2	288	0,113	0.767**	Valid			
SM3	288	0,113	0.776**	Valid			
SM4	288	0,113	0.687**	Valid			
SM5	288	0,113	0.774**	Valid			
BA1	288	0,113	0.789**	Valid	0,784	3	Reliable
BA2	288	0,113	0.871**	Valid			
BA3	288	0,113	0.846**	Valid			

Based on the results of the validity and reliability tests in Table 2, it can be seen that the value of Pearson Correlation in each research indicator is greater than the value of the r table. Thus, based on the statistical validity test data processing results, all research items are valid. Table 2 also shows the value of Cronbach's Alpha in the Social Media Marketing (SM) variable of 0.801 and the Brand Attitude (BA) variable of 0.784. Each variable has a Cronbach's Alpha value greater than 0.7. Thus, the items used in the study are reliable, as expressed (Ferdinand. Augusty, 2014).

C. Data Processing

Before testing the hypothesis with the linear regression method using SPSS 23 software, the data suitability test was first carried out against the statistical analysis method used. Data conformity testing is carried out with Classical Assumption criteria, which are the requirements for making conclusions with the linear regression analysis method. The results of testing the classical assumption criteria of the research are described as follows.

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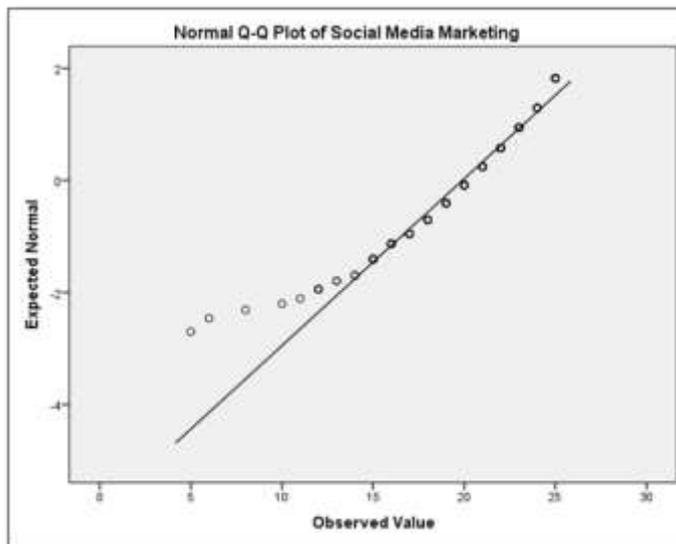


Figure 4. Test of normality

Based on Figure 4, it can be seen that the data is along the lines of normal expectations. Q-Q Plot (Quantile-Quantile Plot) is a graph that compares data distribution with the normal distribution. If the points on the Q-Q Plot align with the reference line (the normal expectation line), then the data tends to be normally distributed. Based on these observations, the existing data is normally distributed.

The next test is performed to observe whether heteroscedasticity symptoms are in the data. The method used is the Glejser method. The results of observations are shown in Table 3.

Table 3. Test of significance of the Glejser Heteroskedasticity method

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.121	.384		5.524	.000
	Social Media Marketing	-.032	.019	-.099	-1.686	.093

Based on the results of statistical data processing, it shows a significance value of 0.093 which is more significant than 0.05; thus, no symptoms of heteroscedasticity were detected in the research data. The following classic assumption test performed is the data linearity test. The results of the data linearity test are shown in Table 4.

Table 4. Deviation from linearity

Kriteria	Sum of Squares	Df	Mean Square	F	Sig.
Deviation from Linearity	81.691	17	4.805	1.453	.112

Based on the test of data linearity, whose results are seen in Table 4, the acquisition of a Sig. value of 0.112 which is more significant than 0.05; thus, based on expert opinion, it can be concluded that there is a linear relationship between the independent variable and the dependent variable to the research conducted.

With the results of the calculation of the classical assumption test carried out, these assumptions are fulfilled. Thus, the linear regression method can be done to analyze research problems. Research problems depicted in the research hypothesis can be predicted with the help of SPSS 23 software. The results of the research data processing are shown in Table 5.

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Table 5. Regression calculation result

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	4.477	.654		6.849	.000
Social Media Marketing	.362	.032	.551	11.168	.000

Dependent Variable: Brand Attitude

Based on the results of linear regression calculations on direct relationships between research variables, social media marketing variables significantly influence brand attitude, with a significance value of 0.00, which is smaller than 0.05. Based on these results, the research hypothesis is accepted, where there is a positive and significant influence between marketing through social media on the brand attitude of cosmetic products by female gen z in Makassar City.

D. Discussion

Measuring and conceptualizing marketing through social media variable are still growing (Ebrahim, 2020). The results of this study provide some input and knowledge development related to marketing activities through social media to the attitudes of female generation z consumers. The results of this study also show that marketing through social media significantly impacts attitudes toward products. This aligns with research conducted by Folkvord et al. (2020), where the results show that continuous exposure through social media will increase positive feelings and trust in products. Based on this, the working hypothesis in this study is accepted.

The company's campaigns can improve the suitability of cosmetics to the values and needs of gen z consumers. If the campaign conveys a relevant message related to the lives of female gen z, they will feel connected to the brand and develop a positive attitude. Some campaign programs by cosmetic products in Makassar City include discounts on certain days, souvenirs sent with products, purchase bonuses, etc. Exciting and unique cosmetic product content on social media can also spread 'virally' among gen z. If a particular product goes viral, it can create great awareness and increase positive attitudes toward the cosmetic product. Similarly, relevant content can meet the needs and interests of gen z consumers. If the content provides valuable information, solutions to problems, or desired entertainment, gen z may develop a positive attitude toward brands because they feel well listened to and served.

The frequency of updates to cosmetic product content positively impacts attitudes toward gen z consumer products. Quality content updated continuously will increase the positive attitude of gen z. However, cosmetic brands that often update content, but the quality of the content could be better, less informative, and less relevant to female gen z that is felt to disturb them so that it can harm the cosmetic brand. The use of varied social media platforms also has a positive impact because gen z can interact in different ways according to the characteristics of social media. Based on this study, the social media platforms that share content the most used by female gen z are Instagram (26.32%) and TikTok (17.39%). This shows that their engagement with social media tends to be content in the form of images or videos. Their good involvement will have an impact on attitudes towards these cosmetic products that are positive.

Gen Z also often shares their experiences related to the use of cosmetic products on their social media and companies' social media. Positive recommendations and reviews from their peers can influence gen z consumers' attitudes toward such cosmetic products. They tend to trust recommendations more from people they know or users who have had positive experiences. The results also show that the presence of products on social media can increase the credibility of their products in the eyes of gen z. They can search for more information about the product through social media profiles or reviews and content shared by other users. The presence and positive activity of the product on social media give the impression that the brand is trustworthy and has good value.

The results of this study show that cosmetic products can be introduced to the target market effectively by using social media platforms. Interesting content delivered through social media can generate interest and make female gen z more aware of the products offered. Existing social media platforms allow gen z consumers to interact directly with brands and products. The engagement of commenting, liking, and sharing content on the social media platforms they follow allows gen z to feel intertwined with the brand. This can affect gen z's positive attitude towards products, as they feel cared for and connected directly.

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IV. CONCLUSION

In today's digital era, social media has become an inseparable part of human daily life in communicating and establishing relationships with others. This is expected to be utilized by companies to strengthen their product marketing by using social media and digital marketing platforms. Social media is a significant tool for companies to carry out their marketing activities because it can provide benefits in the form of low costs, fast time, and reaching consumers (Aji et al., 2020).

This study was conducted to investigate the influence of marketing through social media by cosmetic companies or distributors on attitudes toward female generation z cosmetic products in Makassar City. The hypothesis in this study was developed from previous research using relevant indicators.

This research shows that female generation z are a potential cosmetic market share for the cosmetic industry. The respondents of this study were 288 people, of which 79.86% said that they used cosmetics regularly, and 69.44% admitted to spending more than Rp. 100,000 per month to shop for cosmetics. This research also revealed that 70.13% of college students use three or more social media platforms, which shows they are highly integrated with social media. The results showed that marketing strategies through social media carried out by cosmetic companies in Makassar City significantly impacted the positive attitude of female gen z toward cosmetic brands.

Based on the research results, it can be an input for cosmetic companies in the Makassar City to increase the interest of female gen z consumers in making purchases through social media. Some things that need to be implemented include providing profitable programs such as discount codes, promotional coupons, purchase points, enjoyable integrated activities such as quizzes or prize games, etc. In addition, a company's ability to challenge gen z consumers to give positive reviews of products can be an effective part of social media marketing. With the target market of female generation z, it is necessary to adjust the content made relevant to the lives of female university students and is expected to update content regularly. The content created is posted on various social media platforms to increase affordability to the gen z market.

This study has limitations where the respondents are female generation z in Higher Education at various universities in Makassar City. The study did not reach female gen z who are already working and have the income to make product purchases. Development for the following research includes the research subject, namely gen z women who have worked. In addition, research locations in other big cities may have their own characteristics, where the level of competition of cosmetic companies in the area can also influence and become research development.

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