

EFFECT OF DIGITAL INFLUENCERS IN BRAND RECOMMENDATIONS ON THE INSTAGRAM SOCIAL MEDIA PLATFORM ON BRAND ENGAGEMENT, BRAND EXPECTED VALUE AND PURCHASE INTENTION SCARLETT WHITENING

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ABSTRACT

This study aims to determine "whether there is an influence of Digital Influencers in recommending brands on Brand Engagement on Self-Concept, Brand Expectation Value and Purchase Intention for Scarlett Whitening". The population of this study were followers of Scarlett Whitening's Instagram social media account using purposive sampling, which is a sample collection technique from non-probability sampling. The sample used in this study is at least 400 respondents. The method used is descriptive and causal analysis with quantitative methods and for collecting data through questionnaires. This study uses structural equation modeling (SEM) using the SmartPLS application. By considering the results of data analysis that has been carried out, it can be concluded that Perceived Influence has a positive and significant influence on Brand Engagement in Self-Concept, Brand Expect Value and Purchase Intention. Besides that, Brand Engagement in Self-Concept also has a positive and significant effect on Brand Expect Value and Purchase Intention. As well as the variables Perceived Influence and Brand Expect Value also have a positive and significant influence on Purchase Intention.

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1. INTRODUCTION

Modern technology has a significant impact on company, especially the marketing system. For example, efforts to promote items can become more successful and efficient by simply advertising on social media on the internet, which can reach a large number of consumers. In addition, technological developments are also very helpful in facilitating communication, especially in business activities with consumers, this is very influential in improving the service quality of a company by utilizing technology and the internet, such as the company's official website and social media [1]. According to [2] regarding the growth of cosmetics in Indonesia, there has been a continuous increase which can be seen in the categories above, there are cosmetics, haircare, skincare and others. Opportunities for the environment in the domestic market affect the population of teenagers or the millennial generation [3]. According to data from the Central Statistics Agency (BPS), the growth of the cosmetic industry, which includes the pharmaceutical, chemical and traditional medicine industries, has reached 9.61%. In addition, the Food and Drug Monitoring Agency (BPOM) noted that the number of companies in the beauty industry continued to grow to 913 from 2021. So that in 2022 the increase in the cosmetic industry will be dominated by local brands [4]. One of the popular local skincare brands that continues to increase in demand is Scarlett Whittening. Scarlett Whitening is a local brand owned by Indonesian artist, Felicya Angelista, which was founded in 2017, according to the brand name, Scarlett Whitening skincare products function to make skin look brighter, such as body scrubs, body creams, body serums and body lotions which are favorite products besides that Scarlett Whitening also always provides innovations such as releasing various types and new products.

In 2021 data quoted from [5] brands released in 2017 can lead the cosmetics market, namely the Scarlett Whitening brand, which sells body care products in the period 1-15 August 2021 so that it ranks first, resulting in sales to a higher target market. more marketable and superior to other local brands. Whereas in 2022 data quoted from [6] Although Scarlett Whitening initially appeared in 10 of the most popular skincare categories on the internet, its sales suffered, and it eventually moved to the second spot and was overtaken by a local brand. Sales for local skincare brands during the April-June 2022 period have

sold a lot. From the acquisition of data analyzed by [6] Scarlett Whitening became the second best-selling seller in e-commerce, total sales from the Scarlett brand reached IDR 40.9 billion in the April-June 2022 period. Currently there are many skincare or beauty care brands local brands that have sprung up with various kinds of formulas and materials that have been developed with quality that is no less good than foreign brands. Scarlett Whitening is a local brand that sells various types of skin care such as body care, face care to hair care. Scarlett Whitening has a wide variety of product choices, Scarlett Whitening also likes to innovate by releasing the latest products. Because of that, a lot of people, especially teenagers, are curious, so they are interested in buying and using Scarlett Whitening products. In addition to having a wide variety of product choices, the prices offered are also pocket-friendly.

Social media has changed the way people interact with each other. Social media has evolved into a powerful tool for brand promotion and information dissemination in this digital age, information dissemination and product promotion [7]. In an all-digital era, many brands promote their products through influencers. According to [8] the use of the right digital influencers can provide benefits to actors thereby increasing profits in their sales strategy. In addition, business actors can also adjust their target market according to the influencers they choose so that the promotions are carried out right on target. The use of an influencer can be used as a place to carry out a brand marketing strategy which is a profitable choice by the company. Because social media influencers can have a considerable or large impact on their followers by what they post on social media, influencers are well-known online personalities. In accordance with the marketing strategy carried out by Felicya Angelista as the founder and owner of Scarlett Whitening, namely marketing her products through social media, Instagram is one of the social media applications most often used by Scarlett Whitening. Utilizing digital influencers is one of the keys to successful social media marketing. The use of this method is one of the digital marketing strategies in the modern era, namely making influencers act as users of a product so that they can have a good and positive impact on the product brand [9]. In addition to impacting Purchase Intention, an influencer can also develop Brand Engagement in Self-Concept and also Brand Expected Value.

2. LITERATURE REVIEW

Marketing

According to [10] In a dynamic environment, The process of creating, distributing, promoting, and pricing goods, services, and concepts is known as marketing. The goal is to conduct satisfactory exchange relationships with customers and create and maintain strong bonds with businesses.

Social media

According to [11] social media is a means that makes it possible to interact and share content with other users. Social media allows users to communicate with many people such as friends, family, and people who have the same interests, apart from that social media is also a useful platform for users to share opinions, thoughts, as well as interact with other people and give them the opportunity to express yourself and find interesting content.

Influencer Marketing

According to [12] Influencer Marketing as a center of influence strategy strengthens brand messages or offers recommendations to various characters in the hope that some people will receive the message and, in turn, share it with their audience. Influencers are not just celebrities, influencers are someone who has a large number of followers and what they say can influence other people. In general, influencer activities are divided into three, namely to inform (to inform), to persuade (to persuade) and to entertain (to entertain) [13].

Perceived Influence

According to [14], Perceived value is a collection of advantages that buyers anticipate obtaining from goods, services, employees, and image values. Product quality, like how much you like the menu, for instance. Service standards like politeness and accuracy in serving. Employee values include things like knowledge, appearance, and communication style, but the value of an image is identical to an image.

Brands

A brand, according to [15] is a particular seller's or group of sellers' specific name and a distinctive sign (such as a logo, stamp, or packaging) used to identify the goods or services they offer. This makes it simpler to distinguish between competing companies products and services.

Effect of Digital Influencers in Brand Recommendations on the Instagram Social Media Platform on Brand Engagement, Brand Expected Value and Purchase Intention Scarlett Whitening. Dian Aulia Rahmah, et al

Brand Engagement in Self-Concept

The customer's level of self-motivation, brand engagement, and state-dependent thinking, characterized by the level of cognitive, emotional, and attitudinal activity in direct interaction with the brand, are terms used to describe brand engagement in the self-concept [16].

Brand Expected Value

Brand value is considered as an important component in building a brand and can provide many benefits for businesses. Brand value for customers is added value, reduces search risk and costs, and can have a positive or negative impact on their responses, such as repeat purchases and paying high prices [17].

Purchase Intentions

Purchase Intention also known as purchase intention, is the phase where buyers assess the information they receive. This occurs in response to goods indicating their desire to make a purchase [18].

Research Framework

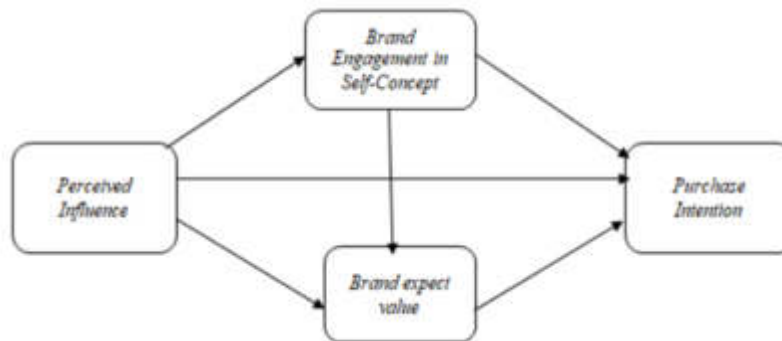


Figure 1. Research Framework

3. METHOD

This study used a cross-sectional survey as its primary research method, which is a form of quantitative methodology. The Ordinal data type is the one that is utilized. Ordinal data are research data that are organized into categories in a certain order. The Likert scale was employed to measure the variables in this study. The sample to be used in this study was 400 respondents with research questionnaires distributed online via Instagram, Line, Telegram and Whatsapp and addressed to respondents who met the research criteria namely, followers from the Scarlett Whitening Instagram account, following digital influencers on Instagram social media, and who have seen Scarlett Whitening products recommended by digital influencers. Purposive sampling will be utilized as non-probability sampling, a sort of non-probability sampling. In this work, descriptive analysis, the Structural Equation Model (SEM) with SmartPLS software, the Goodness of Fit (GoF), and hypothesis testing (bootstrapping) were used in the data analysis.

4. RESULT AND DISCUSSION

Descriptive analysis in this study was obtained with the results of the respondents having the highest rating on the Brand Expected Value variable, that the percentage of the total score was 86.06%, which was included in the strongly agree category. Thus the respondents gave agreed responses to Scarlett Whitening's Brand Expect Value. The total score of this descriptive analysis is included in the strongly agree category with a value of 86.06%. Furthermore, on the Purchase Intention variable, the percentage of the total score is 83.2%, which is included in the agree category. Thus, the respondents gave an agreeing response to Scarlett Whitening's Purchase Intention. The total score of this descriptive analysis is included in the agree category with a value of 83.2%. Then the percentage of the total score of Brand Engagement in Self-Concept is 82.16% in the agree category. Thus the responses from the respondents are in agreement with the variable Brand Engagement in Self-Concept Scarlett Whitening. The total score of this descriptive analysis is included in the agree category with a value of 82.16%. And Perceived Influence is the smallest percentage of the total score, which is equal to 81.53%, which is included in the agree category. Therefore the response from the respondents is agree with the variable Perceived Influence Scarlett Whitening. The total score of this descriptive analysis is included in the agree category with a value of 81.53%.

Outer Model

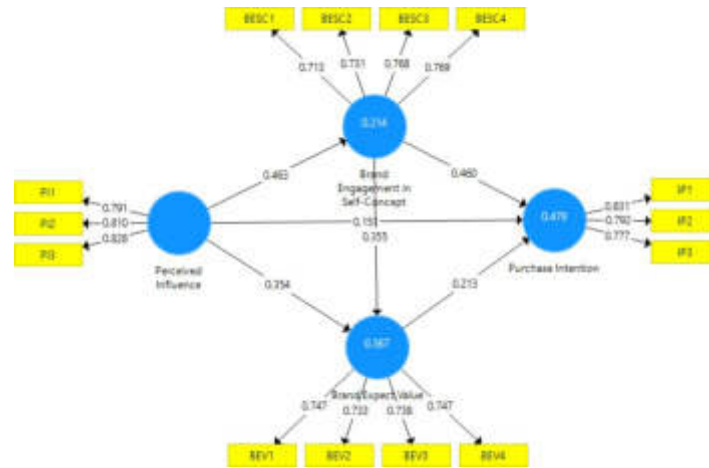


Figure 2. Outer Model Result

In the Outer Model test used to assess the validity test carried out for a research instrument what should be measured. To test construct validity in PLS-SEM, several tests were carried out, namely, convergent validity, discriminant validity, and average variance extracted (AVE) tests. Meanwhile, to carry out reliability tests in PLS-SEM using composite reliability and Cronbach's alpha [19]. According to the Rule of Thumb used to analyze the data, the loading factor value must be more than 0.7 in order to determine convergent validity, discriminant validity, and AVE for each concept indicator. For each variable, the result of computing the Average Variance Extracted (AVE) must also be more than 0.5.

Discriminant Validity in this test requires comparing the square root of the AVE for each construct in a model with the value of the cross loading for each variable, which has a value of 0.7. Then there is a reliability test that is used to prove accuracy for consistency and accuracy for measuring a construct. There are two stages in testing reliability according to [20] namely with Cronbach's Alpha and Composite Reliability with the Rule of Thumb which is used to assess must be from 0.7.

Inner Model

The next step is to evaluate the structural model or inner model. In the inner model stage, there are several items that will become criteria, namely R-Square, Q-Square and T-Statistics or Bootstrapping. To determine how big of an impact the independent variable has on the dependent variable, the inner model test uses the R-Square. Based on the R-Square, it can be said that the model has values of 0.75 (strong), 0.50 (moderate), and 0.25 (weak). Q-Square predictive relevance value of 0.02 shows that the validity of the relevance of the fit model is weak, a value of 0.15 suggests a moderate predictive relevance, and a value of 0.35 indicates a strong predictive relevance.

Goodness of Fit (GoF) test

In GoF the results are declared goodfit if you get a GoF value of 0.38, it is said to be marginal fit if the value is 0.25 and it is said to be not fit if the value is 0.1 [20]. The GoF calculation uses the following formula:

$$GoF = \sqrt{AVE \times R^2}$$

$$GoF = \sqrt{0.6004 \times (0.3534)^2}$$

$$GoF = \sqrt{0.2122}$$

$$GoF = 0.4606$$

The calculation of the GoF value in this study resulted in a value of 0.4606, or a GoF value of 0.38, which can be concluded that the feasibility of the model has passed the model fit test with a value of 46% and is considered appropriate and good fit.

T-Statistics (Bootstrapping)

In this study the hypothesis can be calculated using the bootstrapping technique. In this study the significant level used is 0.05 or 5%, so the results of the hypothesis test are accepted or considered significant. The following is the result of data processing from the results of hypothesis testing, namely:

Effect of Digital Influencers in Brand Recommendations on the Instagram Social Media Platform on Brand Engagement, Brand Expected Value and Purchase Intention Scarlett Whitening. Dian Aulia Rahmah, et al

Table 1. Path Coefficiency Hypothesis Test Results

Struktural	Path Coefficiency	T- Statistics	P Value	Information
PI \rightarrow BESC	0,463	11.842	0.000	Accepted
PI \rightarrow BEV	0,354	6.335	0.000	Accepted
PI \rightarrow IP	0,151	3.563	0.000	Accepted
BESC \rightarrow BEV	0,355	6.920	0.000	Accepted
BESC \rightarrow IP	0,460	9.670	0.000	Accepted
BEV \rightarrow IP	0,213	4.357	0.000	Accepted

Discussion

Perceived Influence Influences Brand Engagement in Self-Concept

Based on the findings of the digital influencer hypothesis test (perceived influence), brand engagement has a good impact. The T-Statistics results show a t-value of 11.842 ($11.842 > 1.968$) with a significant (p-value) of 0.000 ($0.000 < 0.05$). Thus, it can be concluded that the hypothesis has a favorable impact. The results of this study support previous research [21] and [22] which state that perceived influence has a favorable impact on brand engagement on self-concept.

Perceived Influence Affects Brand Expect Value

According to the results of the digital influencer hypothesis test, perceived influence has a favorable impact on brand expected value. Since the T-Statistic value is 6.335 ($6.335 > 1.968$) and the p-value is 0.000 ($0.000 < 0.05$), the result is significant. In a brand that is considered to have high value and consumers will value it, consumers should consider seeking this value [23]. Therefore, it can be said that the proposed hypothesis is correct. According to the claim [24] that the updated value is a reference for evaluating the brand in the future, the expected value of the brand can also be seen as an assessment of consumer satisfaction experience. According to research [21] and [22], digital influencers (Perceived Influence) have a good influence on Brand Expected Value.

Perceived Influence Affects Purchase Intention

Many companies use social media for their marketing activities such as conducting promotions so that they can connect with their consumers. one of them through [25] digital influencer. Digital influencer (perceived influence) has a positive effect on purchase intention. With a T-Statistic of 3.563 ($3.563 > 1.968$) with a significant (p-value) of 0.000 ($0.000 < 0.05$). Therefore, it can be said that the proposed hypothesis is proven correct. Research conducted by (Augustin & Amron, 2022) revealed that influencer marketing (digital influencers) contributes to promotions that have a significant effect on purchase intention. Reinforced by research conducted by [21] and [22] which found that the perceived influence of digital influencers has a positive effect on purchase intention.

Brand Engagement in Self-Concept Affects Brand Expect Value

Based on the analysis of the hypothesis test findings, brand involvement in one's own perception positively affects the expected value of the brand. Since the T-Statistic value is 6.920 ($6.920 > 1.968$) and the p-value is 0.000 ($0.000 < 0.05$), the result is significant. Therefore, it can be said that the proposed hypothesis is true. There is a relationship between brand engagement and brand value. When customers are already engaged with a brand and include it in their self-concept, it indirectly creates an expectation of the brand value. The findings of this study corroborate the findings of previous studies by [21] and [22] which found that brand involvement in self-concept positively affects brand expectations.

Brand Engagement in Self-Concept Influences Purchase Intention

Based on the hypothesis test analysis, there is a positive relationship between Brand Involvement in Self-Concept and Purchase Intention. Since the T-Statistic value is 9.670 ($9.670 > 1.968$) and the p-value is 0.000 ($0.000 < 0.05$), the result is significant. Therefore, it can be said that the proposed hypothesis is correct. Given the research [26] which found that self-concept indirectly has a concept that makes consumer engagement with consumer satisfaction, it is very important to understand brand engagement on self-concept. And according to their research findings [21], Brand Engagement in Self-Concept influences Purchase Intention well.

Brand Expect Value Affects Purchase Intention

Based on the results of hypothesis testing, Brand Expect Value has a positive effect on Purchase Intention, because the resulting T-Statistic value is 4.357 ($4.357 > 1.968$) which has a significant (p-value) of 0.000 ($0.000 < 0.05$). Therefore, it can be said that the proposed hypothesis is correct. According to research [21], when customer perceptions of value grow, this can increase consumer intention to make a purchase. Brand Expect Value is what fans perceive from an influencer recommending a brand, which leads to the emergence of purchase intention. Therefore, it can be concluded that Brand Expect Value has a positive effect on Purchase Intention.

5. CONCLUSION

From the discussion that has been done, it can be concluded that Perceived Influence has a positive impact on Brand Engagement in Self-Concept at Scarlett Whitening. This shows that followers of Digital Influencers in recommending the Scarlett Whitening brand on the Instagram platform participate in developing engagement with influencers by interacting intensely with their followers, so that they can provide meaningful information and messages so that these influencer followers show attachment to the Scarlett Whitening brand and integrate into their self-concept. Perceived Influence has a positive impact on the Brand Expect Value of the Scarlett Whitening brand. This shows that digital influencers indirectly contribute to increasing the expected value in recommending the Scarlett Whitening brand on the Instagram platform to their followers, because an influencer is someone who acts as an intermediary to provide information about a brand with their followers. With the aim of being able to help followers to form the expected value of the recommended brand because the information conveyed by an influencer is considered to be of high quality and has great credibility. Perceived Influence has a positive impact on Purchase Intention for the Scarlett Whitening brand. This shows that Perceived Influence or an influencer influences the Purchase Intention of the recommended Scarlett Whitening product, because an influencer who recommends a brand becomes a company promotion strategy to become an intermediary to provide information to his followers on social media.

Thus, brand involvement in self-concept has a favorable effect on the Scarlett Whitening brand's brand expect value. Since customers anticipate a higher level of value from brands they are more engaged to or interested in, this proves that engagement and brand value are related. Brand Engagement in Self-Concept has a positive impact on Purchase Intention for the Scarlett Whitening brand. This proves that through the role of a digital influencer can trigger a value process that makes followers evaluate and evaluate the brand, then develop brand involvement so they tend to include that brand involvement is important as part of their self-concept to attract buyers' interest in buying Scarlett Whitening products. Brand Expect Value has a positive impact on Purchase Intention for the Scarlett Whitening brand. This shows that the value aspect of a brand is one of the main indicators of a person's purchase intention, besides that the value of a brand is also very important for consumers. Moreover, in the digital influencer-follower context, the more a brand is promoted by an influencer, the more value followers expect from the brand. As a result, consumers are more likely to purchase Scarlett Whitening products.

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