

THE INFLUENCE OF CONTENT MARKETING BEAUTY INFLUENCER AND BRAND AWARENESS ON PURCHASING DECISIONS WITH INTENTION TO REUSE REFERRAL LINK SHOPEE AFFILIATES AS A VARIABLE MEDIATION (*Lizzie Parra Influencer Study and BLP Beauty Cosmetic Products*)

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ABSTRACT

Beauty Influencers have a huge influence on business development, both from local products and international products, to increase brand awareness in purchasing decisions by reusing (intention to reuse) shopee affiliate referral links in the future. One of them in this study is Beauty Influencer Elizabeth Christina (Lizzie Parra). She is also a beautypreneur and owns a local cosmetic brand called BLP Beauty, which stands for (By Lizzie Parra Beauty) founded in 2016. Seeing the background on influencers, BLP Beauty cosmetic products and the use of referral links shopee affiliates in today's times, this research also raises how the Effect of Content Marketing Beauty Influencers and Brand Awareness on Purchasing Decisions with Intention to Reuse Referral Links Shopee Affiliates as mediation. The data collection method of this study was distributed using online questionnaires on several islands in Indonesia with a total of 285 respondents, having criteria of at least 17 years old, using the Instagram and Shopee applications and using BLP Beauty products. Respondents taken are consumers who are influential in the influence of content marketing beauty influencers. This research was conducted using a purposive sampling technique. The hypotheses built in this study will be tested with a causal approach and using Structural Equation Modeling (SEM) with AMOS 24 tools. The results in this study indicate that content marketing beauty influencers and brand awareness have a positive and significant effect on purchasing decisions and a significant mediating role on the intention to reuse referral links with shopee affiliates.

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1. INTRODUCTION

Internet users in Indonesia currently reach 78.19% or 215.63 million people from the total population of Indonesia of, 275.77 million people, with active use of social media as many as 191 million people [1]Internet users, especially in Indonesia, are always increasing every year, which means that more and more people are using social media. This makes social media a place to market a product. The same trend reflects that around 52% of the Indonesian population has knowledge of the trend of buying and selling through social media, or commonly referred to as e-commerce. This is a new option in the shopping process that allows them to interact directly with the seller without having to leave the social media platform they use [2].

Most of the development of increasingly sophisticated technology that can help market a product and is easy to do for company marketing is e-commerce. Shopee is one of the leading e-commerce in the e-commerce market. Shopee has the most visits in Indonesia. Data for the second quarter of 2022 shows that visitors using the shopee e-commerce platform have an average of 173.9 million website or application visitors per month [3]. The growing use of social media in the world, especially in Indonesia, makes it easy to introduce products to the public. Based on data from Central Statistics Agency [4] the cosmetics industry has experienced a positive growth of 9.61%. On e-commerce platform Shopee,

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revenue for the beauty goods category also increased significantly, rising by 5.1% and 11.3% between April and June 2022 [5] The latest data on cosmetics sales in Indonesia in 2022 shows that during the month of August, sales of facial cosmetics category products on Shopee reached sales revenue of Rp. 56.2 billion.

Influencer content marketing is currently one of the options in digital marketing. Doing online content marketing to better personalise content for consumers. Content Marketing, as a marketing strategy that involves creating content with elements of invitation, aims to provide information to potential consumers so that they can make more targeted purchasing decisions [6]. Social media content and information also influence consumers and brands. Interactions between consumers in online and offline environments also influence attitudes, preferences, and purchasing behaviour. Social media affects purchase intention, which is realised through consumer perceptions of products or brand awareness [7]. High brand awareness (recall and recognition) can significantly influence purchasing decisions, affect the brand's market share, and contribute to brand awareness [8]. The popularity of influencers provokes brands to work together to endorse or review brand products [9]. The use of social media can lead consumers to make purchases with content marketing recommended by consumers favorite influencers [10]. So, it can be said that influencer content marketing has an effect on its audience, such as influencers, as the onset of purchase decisions for products through social media [11]. Today, every business considers how to make the most of its resources to ensure its long-term viability. Due to competition, businesses are looking for customers to buy from, which allows them to increase customer knowledge about their brand.

One of the beauty influencers is Elizabeth Christina (Lizzie Parra), an influencer in the beauty field with approximately 173 thousand followers on Instagram and 102 thousand subscribers on her personal YouTube. She is an influencer in the beauty field who is now a beautypreneur by owning a local cosmetic brand called BLP Beauty, which stands for By Lizzie Parra Beauty, established in 2016. According to a survey conducted by stagengage, Lizzie Parra is in the top 20 millennial influencers in Indonesia. BLP Beauty uses social media and content marketing beauty influencers to increase product sales, expose products to the public and arouse public interest in buying them, which makes BLP Beauty succeed in bringing two of its products as top-selling cosmetic products. [5] Shows that the best seller products, namely Face Glow BLP and Face Powder BLP, managed to generate sales revenue of Rp 390.2 million and Rp 285 million. This achievement is because BLP Beauty has successfully utilised the potential of the digital world and social media well and has an effective strategy to attract public attention and create awareness of its products. BLP Beauty's beauty products are not produced by a big company but by an *influencer*. This has created a strong perception among consumers regarding BLP Beauty's brand awareness. Consumer perception has a significant impact on individual behaviour in the process of product acceptance and purchase. As mentioned in the book [12] "perception is the first and the most practical step in consumer purchase decision processes to select stimuli from their atmosphere." therefore, it is important to understand that consumer perception related to brand awareness of beauty products is very relevant in this context because consumers are the target market or product segment of BLP Beauty.

The capacity of customers to identify and remember a particular brand or item is known as brand awareness. Brand awareness can increase product preferences and influence purchasing decisions [13]. [14] also argue that brand awareness can affect consumer perceptions of product or brand quality and brand value, which can then influence purchasing decisions. The more recognisable the product is, the higher the likelihood that consumers will choose the product and the less risk consumers feel in buying the product. There are many ways that marketing can be done and developed by companies. Companies need to understand and identify consumer needs and expectations in order to sell products effectively. Implementing several marketing strategies used by e-commerce so that consumers intend to *reuse* e-commerce in shopping. *Intention to Reuse* can also be described as a positive attitude of customers towards e-commerce systems that encourage repeated acts of use or purchase [15].

The book "Brainfluence: 100 Ways to Persuade and Convince Consumers with Neuromarketing" [16] states that social influence or the influence of others can be an important factor in purchasing decisions. Affiliate programs can take advantage of this social influence by using influencers or affiliates who have a large following and can influence customer purchasing decisions. Shopee runs an affiliate program known as Shopee Affiliate. Through this affiliate program, brands or products have the

opportunity to strengthen consumer trust because consumers will receive direct reviews that are independent from affiliates, as well as get discounts [17]. Based on respondents from research conducted by [18] respondents agreed that affiliate strategies can bring prospects to good purchase interest for online product sales, and 39% of respondents agreed that online content creators can be a good influence to convince buyer consideration.

Shopee Affiliate is a program that allows individuals to earn additional income by actively promoting various products on social media platforms. Affiliate members are entitled to share as much content as they want. Simply put, Shopee affiliates provide referral links to various businesses accessible on the Shopee e-commerce network, thus assisting other social media users in finding items that fulfil their needs. Every action that occurs when a potential consumer clicks on the referral link shared by the affiliates will result in a commission for the affiliates. The reality is that affiliate marketing is still not effective in attracting consumers. According to research [19], affiliate marketing has the least influence of other types of online marketing. So, it is necessary to identify the reasons consumers want to use the shopping referral link provided by shopee affiliate.

The varied findings of previous researchers are used as a reason for research to be reviewed. Therefore, this study aims to look at the effect of Content Marketing carried out by Beauty Influencers and the level of Brand Awareness on product Purchasing Decisions through the intention to reuse Shopee Affiliate reference links as mediation. This research focuses on the influence and relationship between perceived usefulness, perceived ease of use, attitude towards use, and influencer trust on the intention to reuse shopee affiliate links in the future. To the author's knowledge, specific data related to the use of affiliate marketing and intending to reuse shopee affiliate referral links have not been widely available in previous studies. In fact, affiliate marketing, when viewed from the active use of social media, is very significant for marketing in the future.

Literature Review

Content Marketing

To attract customers, content marketing places great emphasis on the production and dissemination of valuable, timely, and consistent information. This strategy is commonly used by marketers to introduce products to their target market. The main principle in content marketing is that any content shared on social media should match what potential consumers are looking for. It is a marketing activity that involves the marketing team in presenting content as the main tool for building brand image and promoting products [20]. According to [21] Content marketing is not just an upload or post on social media but rather a design specifically designed to interact, impress, and establish connections with users, with the aim of providing deeper insight into the product. The conversation about content marketing is interesting because it is an integral element of a digital marketing strategy. It involves the art of creating and distributing relevant content about a brand, with the aim of attracting attention and influencing consumer purchasing decisions. In addition, according to [22] there are dimensions that companies evaluate in producing marketing content, such as Cognition Reader, Sharing Motivation, Persuasion, Decision Making, and Life Factor. Implementing a content marketing strategy with the aim of better tailoring content to consumer preferences. Content marketing strategy involves planning, creating, and disseminating content designed to easily attract consumers' attention and encourage them to become customers who match the specified target. [23]. Creating content marketing by displaying quality content and creative content and using storytelling techniques as a communication tool to strengthen brand awareness of products or brands to customers [24].

Brand Awareness

The level of brand awareness achieved determines the overall brand awareness function. Brand awareness creates customer relationships and gains their trust in brand products. Every company creates its own marketing program to measure brand awareness, how much consumers recognise and remember about the existence of their product on social media. Brand awareness is the power embedded in the minds of potential consumers related to a brand [6]. According to [25] brand awareness has several indicators Unaware of Brand, Brand Recognition, Brand Recall, and Top of Mind. Brand Awareness is one of the important advantages of a product or company that has the power to attract purchasing decisions because it is attached to loyal customers [26]. According to [27] Brand Awareness refers to the capacity of consumers to distinguish and identify a brand in various situations because it has the potential to

influence consumer attitudes and choices to buy. Brand awareness as the advantage of recognising products in consumers makes the involvement to reuse (intention to reuse) referral links in the future.

Purchase Decision

The stage in the purchase decision is when the customer has made their choice and purchased the product, then used it [28]. Meanwhile, according to [29], a purchase decision is when a person considers whether or not to buy a product in the future. This process involves consistent and thoughtful actions to meet consumer shopping needs. Many factors influence consumer intentions in the product selection process, and the final decision is influenced by consumer intentions and external factors that have a major impact [30].

Intention to Reuse Referral Link Shopee Affiliate

Intention to Reuse also defines as an attitude that depends on customers on e-commerce systems that result in repeated use or purchase behaviour using technology (Wang 2008). Intention is a psychological activity that arises as a result of feelings (affective) and thoughts (cognitive) related to the product or service they want [31]. Intention to Reuse is an individual's urge to reuse the same thing if needed in the future [32]. Another approach proposed by [33], [34] also argues that the Intention to Reuse is the user's determination to utilise a particular product or technology again in the future.

Conceptual framework

Based on the description above, it can be built research framework as follows:

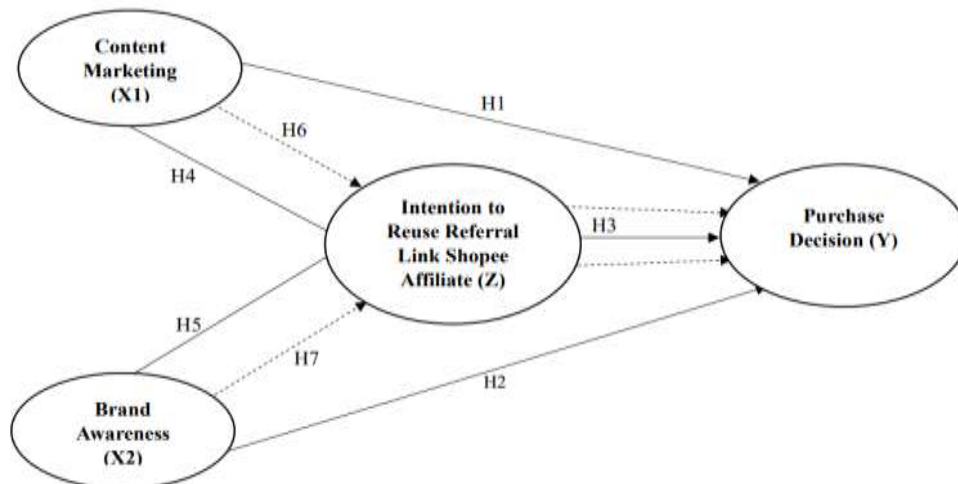


Figure 1. Research Framework

Research Hypothesis

Based on the problem formulation and conceptual framework above, the research hypothesis put forward by the researcher is as follows:

1. Content Marketing has a positive and significant effect on Purchasing Decisions BLP Beauty Product
2. Brand Awareness has a positive and significant effect on Purchasing Decisions BLP Beauty Product
3. Intention to Reuse Referral Link Shopee Affiliate has a positive and significant effect on Purchasing Decisions BLP Beauty Products
4. Content Marketing has a positive and significant effect on Intention to Reuse Referral Link Shopee Affiliate
5. Brand Awareness has a positive and significant effect on Intention to Reuse Referral Link Shopee Affiliate
6. Content Marketing has a positive and significant effect with Intention to Reuse Referral link Shopee on Purchase Decision BLP Beauty Products
7. Brand Awareness has a positive and significant effect with Intention to Reuse Referral link Shopee on Purchasing Decisions BLP Beauty Products

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2. METHOD

Causal research is the design chosen in this study, data collection in this study uses a questionnaire distributed to respondents who are considered to meet predetermined criteria. The questionnaire uses a 5-point Likert scale (1 = strongly disagree, 5 = strongly agree). Content marketing is measured based on 5-dimensional indicators developed by [22]. As for measuring Brand awareness using 3 indicators developed by [30], purchasing decisions using indicators developed by [35] and using 3 indicators of Intention to Reuse Affiliate Shopee Referral Links [15], [36] a total of 10 indicators. Information regarding the demographic characteristics of respondents was submitted regarding the respondent's gender, age, education, occupation, domicile, and average monthly expenditure. The number of samples collected and studied in this study was 285 respondents. The sample involved is a shopping actor who lives in Indonesia. Sampling locations are distributed on various islands in Indonesia, such as Kalimantan, Java, Sumatra, Sulawesi, and Bali, through online questionnaires.

This research will use Structural Equation Modeling (SEM) with AMOS 24 statistical tools to analyse and evaluate the measurement model and structural model of the research constructs built. The goodness of fit indices, which are used as parameters to measure how well a model fits the data, will be used to evaluate the model fit test. These indices include chi-squared (χ^2), CMIN/DF, Root Mean Square Error of Approximation (RMSEA), root mean squared residual (RMR), goodness of fit index (GFI), Tucker Lewis Index (TLI), Incremental Fit Index (IFI), Comparative Fit Index (CFI), and Normed Fit Index (NFI), are used as parameters to measure the extent to which the model fits the data. Construct reliability will be based on the findings of the tabulation of construct reliability (CR) and average variance extracted (AVE) values, while the validity evaluation will be based on the standardised loading factor (SLF) value, which must have a minimum value of ≥ 0.50 , according to the guidelines proposed by [37] After that, structural model analysis using SEM is carried out to determine whether or not the proposed research hypothesis is accepted. SEM analysis will display the t-count value on each coefficient. The hypothesis can be said to have a causal relationship if the t-count value \geq t table (1.96) with a significant level α (usually $\alpha = 0.05$).

3. RESULT AND DISCUSSION

Results

Respondent Characteristics

The profile analysis of respondents in this survey is based on the following demographics:

Table 1. Characteristics of Respondents

Categories	Items	F	%
Gender	Male	21	7.37
	Female	264	92.63
	Total	285	100
Age	17 - 22 years	148	51.93
	23 - 28 years	89	31.23
	29 - 34 years	39	13.68
	> 34 years old	9	3.16
	Total	285	100
Domicile	Kalimantan	74	25.96
	Java	118	41.40
	Bali	35	12.28
	Sumatra	37	12.98
	Sulawesi	21	7.37
Total	285	100	
Education	High School / Equivalent	57	20
	Diploma	21	7.37
	Bachelor's degree / S1	188	65.96
	Postgraduate /S2/S3	19	6.67
	Total	285	100
	Student/Students	137	60.70
Government employees	16	5.61	

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Categories	Items	F	%
Work	Private employees	59	20.70
	Self-employed	32	11.23
	Military/Police	5	1.75
	Total	285	100
Average Monthly Personal Expenses	< IDR. 500.000	17	5.96
	IDR. 500.000 - IDR. 999.999	78	27.37
	IDR. 1.000.000 - IDR. 1.999.999	80	28.07
	IDR. 2.000.000 - IDR. 2.999.999	41	14.39
	> IDR. 3.000.000	69	24.21
	Total	285	100

Measurement Models

The related results presented are as follows:

Table 2. Measurement Model Results

	Items	SLF	CR	AVE
<i>Content Marketing</i>	I think that BLP product content on Instagram is easy to understand	0,663	0,948	0,527
	I think that BLP product content is easy for consumers to remember	0,684		
	I think that BLP product content can increase the value of BLP products and the company	0,765		
	I think that interesting BLP content can lead to product purchasing decisions by consumers	0,796		
	I consider that BLP product content can increase buyer confidence in product selection	0,729		
	I assume that BLP product content also considers environmental factors that can influence consumers	0,714		
<i>Brand Awareness</i>	I can recognize BLP products by looking at the BLP product logo and packaging	0,883	0,906	0,873
	When I buy local cosmetic products i only remember BLP	0,948		
	I believe that BLP products are local brands that consumers remember when they want to buy beauty products	0,971		
<i>Intention to Reuse Referral Link Shopee Affiliate</i>	I use the Shopee affiliate referral link to purchase BLP products on Shopee	0,644	0,814	0,511
	I will often use the Shopee affiliate referral link when purchasing BLP products	0,823		
<i>Purchase Decision</i>	I want to reuse the shopee affiliate referral link in the future	0,666		
	I bought the BLP product and it was the right decision after comparing it with other products	0,676	0,886	0,503
	I bought BLP cosmetic products at affordable prices	0,731		
	I bought BLP cosmetic products which are of good quality	0,720		

The model indicators meet the validity and reliability requirements, according to the findings of the validity and reliability tests conducted using the data in Table 2. Existing indicators have standardised stress factor (SLF) values that exceed 0.50, indicating that all metrics used are valid and reliable in measuring the overall model structure. This is indicated by the Construct Reliability (CR) Test score exceeding 0.70 and the Average Variance Extracted (AVE) value obtaining points above 0.50. These

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results indicate that all instruments can be considered consistent and reliable tools to measure the components of the applied model built.

Table 3. Goodness of Fit Index

Goodness of Fit Index	Cut off Value	Results
χ^2	Expected to be low	186.944
Df		85
CMIN/DF	≤ 3.00	2.199 Goodfit
RMSEA	≤ 0.08	0.065 Goodfit
NFI	≥ 0.90	0.926 Goodfit
IFI	≥ 0.90	0.958 Goodfit
TLI	≥ 0.90	0.948 Goodfit
CFI	≥ 0.90	0.958 Goodfit

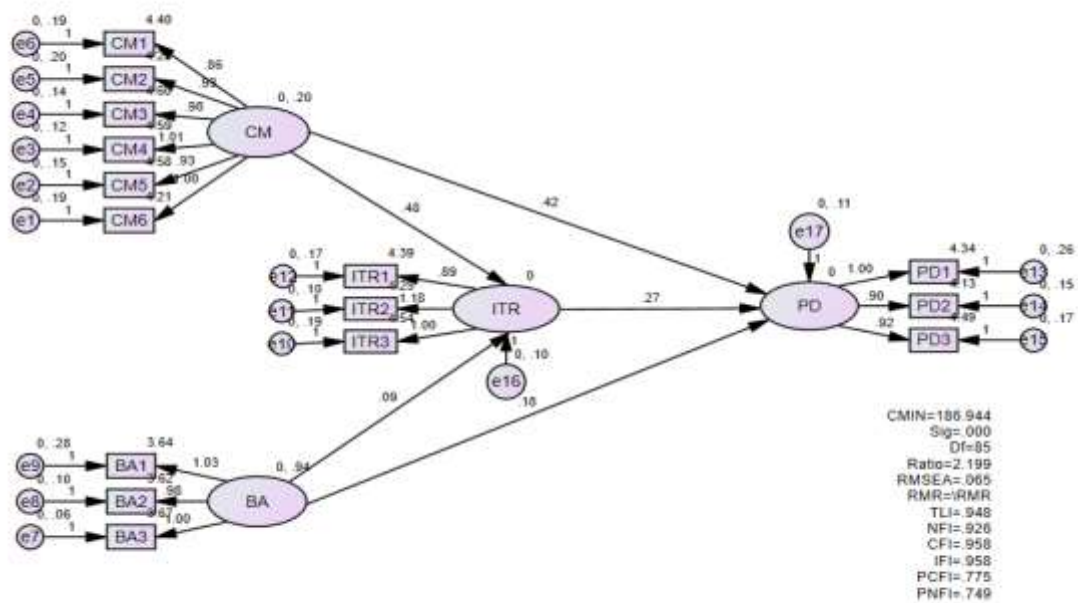


Figure 2. Full Model Testing

Based on the Goodness of Fit (GOF) measurement results in Table 3, it can be stated that the model fit requirements are acceptable. The data illustrates that there are six measurements that are categorised as Goodfit. CMIN/DF value = 2.199 (≤ 3.00) is declared fit. The RMSEA value = 0.065 (≤ 0.08) is declared fit. NFI value = 0.926 (≥ 0.90) declared fit. IFI value = 0.958 (≥ 0.90) declared fit. TLI value = 0.948 (≥ 0.90) is declared fit. Likewise, the CFI value = 0.958 (≥ 0.90), so it can be concluded that the model is fit and acceptable.

Hypothesis Testing

The results of the causal relationship test between variables in the structure of this research are as follows:

Table 4. Hypothesis Testing

Path	Estimate	S.E.	C.R.	P	Description
Intention to Reuse <-- Content Marketing	0,478	0,075	6,420	***	Accepted
Intention to Reuse <-- Brand Awareness	0,091	0,027	3,417	***	Accepted
Purchase Decision <-- Content Marketing	0,420	0,093	4,526	***	Accepted
Purchase Decision <-- Intention to Reuse	0,268	0,103	2,614	0,009	Accepted
Purchase Decision <-- Brand Awareness	0,178	0,033	5,483	***	Accepted

Based on Table 4, the t-score value of the effect of content marketing on intention to reuse is 6.420, greater than the t-table value (1.96). Likewise, the p-value is less than 0.001; smaller than 0.05 ($\alpha = 0.05$). These results are related to the first hypothesis, where content marketing has a positive and significant effect on intention to reuse. For the second hypothesis, the t-score value of the effect of brand awareness on intention to reuse is 3.417, and the p-value is less than 0.001; smaller than 0.05 ($\alpha = 0.05$). This indicates that the intention to reuse is positively and significantly influenced by brand awareness. Regarding the third hypothesis, the t-score value shows that content marketing has an influence of 4.526 on purchase choice, and the p-value is less than 0.001 (less than 0.05; $\alpha = 0.05$). This shows how purchasing choices are positively and significantly influenced by brand awareness. Regarding the fourth hypothesis, the t-score value shows that the desire to reuse has an effect of 2.614 on the purchase choice; the p-value is less than 0.001 and less than 0.05 ($\alpha = 0.05$). This finding indicates that purchasing choice is positively and significantly influenced by the desire to reuse. Based on the fifth hypothesis, it can be seen that brand awareness has a significant and positive effect on purchasing choices because the t-score value of the effect of brand awareness on purchasing decisions is 5.483, and the p-value is less than 0.05 ($\alpha = 0.05$). In addition, Table 5, which is part of the Sobel test findings, displays the indirect effect of the mediating factor.

Table 5. Sobel Test – Significance of Mediation

	Sobel Test Statistic	Two- Tailed Probability	Description
Content Marketing --> Intention to Reuse --> Purchase Decision	2.408	0.015	Accepted
Brand Awareness --> Intention to Reuse --> Purchase Decision	2.059	0.003	Accepted

The Sobel test results in Table 5 show a p-value of less than 0.015 and a Sobel test statistic value of 2.408. Based on these findings, the t-table (1.96) is smaller than the value of the Sobel test statistic. Similarly, the calculated p-value ($\alpha = 0.05$) is less than 0.05. This result is related to the sixth hypothesis of content marketing on intention to reuse and purchase decisions. Corresponding results were also obtained in the seventh hypothesis, where the Sobel test statistic value is 2.059 greater than 1.96, and the p-value of 0.003 is less than 0.05 ($\alpha = 0.05$), which states that there is mediation of brand awareness on intention to reuse and purchase decision.

4. CONCLUSION

This research develops a new model regarding the interaction between content marketing and purchasing decisions and tests several factors against each other. This study supports other studies. Which show that purchasing choices are significantly influenced by content marketing [38]–[41], showing that content marketing has a positive and significant effect between content marketing and purchasing decisions. Second, previous research [42]–[47] shows that in addition to significantly increasing brand awareness, content marketing influences consumers' choice to buy. This finding also shows how purchasing decisions are indirectly influenced by intention to reuse, which is consistent with previous research [15], [36], [48]–[50], which found that if intention to reuse is successfully implemented, it can increase purchasing decisions. This shows that intention to reuse plays an important role as a mediator. The results of this study found that there is an effective implementation of the influence of content marketing on BLP Beauty's marketing strategy because it can increase brand awareness and consumer purchasing decisions through the intention to reuse shopee affiliate referral links. This is reinforced by the strong positive correlation between brand awareness and content marketing with respect to the choice to purchase BLP Beauty products and plans to reuse Shopee affiliate referral links in the future. The empirical findings of this study indicate that the desire to reuse Shopee affiliate referral links is a significant positive mediating variable between variables, indicating the influence of content marketing and brand awareness on purchase choices. It is only natural for BLP Beauty to be awarded as a best-selling local cosmetic brand and included as a local cosmetic brand at the Paris Fashion Week (PFW) event in 2022. In addition, it is hoped that if there is further research, it can further develop and strengthen this research as well as research on content marketing or other variables.

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