

THE INFLUENCE OF THE DIGITAL CAMPAIGN “*BEAUTY IS UNIVERSAL*” ON *DEAR ME BEAUTY* PURCHASE DECISION

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ABSTRACT

Dear Me Beauty, which has been established since 2017, conducted a digital campaign in February 2021 entitled Beauty is Universal. In this digital campaign, Dear Me Beauty wants to say that beauty is a relative thing, regardless of gender, skin color, and other differences. Dear Me Beauty wants Indonesian women to understand that every human being is born with their own uniqueness. The aim of this study is to examine the impact of the "Beauty is Universal" digital campaign on purchasing decisions for Dear Me Beauty products. The research is grounded in the Elaboration Likelihood Model (ELM) theory and employs a quantitative survey method. The population for this study consists of followers of Dear Me Beauty's Instagram account, with a sample size of 400 respondents. The findings reveal that digital campaigns have a significant influence on purchasing decisions, accounting for 49% of the decision-making process. Furthermore, based on the regression coefficient test, the study shows a significance value of 0.000, which is less than the threshold of 0.05. This indicates that the hypothesis suggesting the digital campaign (X) has a meaningful effect on purchasing decisions (Y) is accepted.

Keywords: digital campaign, purchase decision, elaboration likelihood model (ELM)

INTRODUCTION

In recent years, the global beauty industry has seen significant growth, mainly due to the advancement of digital technology and social media. A report by Grand View Research shows that the beauty industry is expected to reach USD 716.6 billion by 2025. (Grand View Research, 2022). With the advancement of technology and the internet, beauty brands are using digital platforms for their digital campaigns with more interactive and personalized messages. Various beauty brands have started the digital campaign "inclusivity", which is one of the most successful. According to Forbes, the campaign emphasizes the importance of inclusivity and respecting the diversity of beauty standards around the world (Bringé Alison, 2021).

Digital campaigns are an effective way to increase purchasing decisions. Success in the beauty industry depends on purchasing decisions. According to Kotler and Keller (2009) Purchasing decisions are an integration process in which knowledge is used to choose between two or more alternative actions. When someone chooses to behave in a certain way, they make a purchasing decision (Septiani, 2022). In an effort to increase purchasing decisions with digital campaigns, an Indonesian cosmetic brand, Dear Me Beauty, which was founded in 2017, a beauty brand that focuses on inclusive and environmentally friendly products.

Dear Me Beauty really needs an increase in purchasing decisions because based on a survey conducted by Populix in 2022, there were 7 local cosmetic brands that were most widely used in Indonesia, showing that Dear Me Beauty was in last place with 11% (Populix, 2022). Dear Me Beauty launched the "Beauty Is Universal" campaign. To show the values of diversity and inclusion to its consumers, this brand uses the Instagram digital channel. The target audience for this digital campaign is Indonesian women who are followers of Instagram @dearmebeauty. Instagram offers various features that will help to convey digital campaign messages well. The Instagram account @dearmebeauty currently has 722 thousand followers with a total of 2,158 posts (Dear Me Beauty, 2024).

Today's consumers are increasingly aware of the social values and diversity promoted by brands. Therefore, these behavioral changes need to be analyzed to understand their impact on purchasing decisions. So researchers are interested in conducting research related to the influence of the beauty is universal digital campaign on Instagram. This study examines how the "Beauty Is Universal" digital campaign influences customer decisions to purchase Dear Me Beauty products.

This study uses the *Elaboration Likelihood Model* (ELM) theory. This theory is a persuasion theory that sees people as rational beings when evaluating persuasive messages. This theory says that people evaluate information in various ways, sometimes carefully, using critical thinking, but sometimes simpler, sometimes with the spirit of argumentation.

This depends on how someone processes the message. According to Petty and Cacioppo (1986) the imaginary response to the stimulus given through a digital campaign. Digital campaign activities are persuasive communication, the persuasive process depends on the level of elaboration or thinking of the audience towards the message.

There are 2 persuasive alternatives, namely through the "central route" and "peripheral route". This theory will help understand how the audience processes digital campaign information and this affects product purchasing decisions. The central route will make someone think more critically with arguments related to the issue and further examine the advantages and relevance of the argument before forming an attitude regarding the campaign or product. However, someone who chooses the peripheral route makes little cognitive effort and makes decisions depending on the number of arguments and the appeal of the endorser (Hutagalung, 2015).

RESEARCH METHODS

Based on the background and formulation of the problem that has been explained in this study, the type of research used is quantitative explanatory. The explanatory approach helps in understanding the mechanisms and processes behind the influence of digital campaigns on purchasing decisions. research does not only contain a description of a phenomenon, but is also an attempt to test a theory.

This study uses the positivist paradigm. This paradigm emphasizes objectivity and accurate measurement. In this study, it is important to measure the impact of digital campaigns objectively and ensure that the data obtained is accurate and reliable. In addition, positivism allows for systematic and empirical hypothesis testing. In this study, the hypothesis about the influence of digital campaigns on purchasing decisions can be tested through statistical methods.

This research employs a quantitative approach, as it involves the presentation of numerical data. Quantitative research can be experimental or survey-based and is grounded in the philosophy of positivism. This approach focuses on studying a specific population or sample, gathering data through research instruments, and analyzing the data quantitatively or statistically to test hypotheses that were formulated prior to the research (Sugiyono, 2019).

The study specifically utilizes a survey method to examine the influence of digital campaigns on purchasing decisions. Surveys, particularly through questionnaires, are an effective tool for gathering the quantitative data necessary to analyze the relationships between variables. In this research, there are two key variables: the digital campaign serves as the independent variable (X), while purchasing decisions act as the dependent variable (Y).

The population in this study were Dear Me Beauty Instagram followers. Dear Me Beauty brand Instagram followers are the direct audience exposed to the "Beauty Is Universal" digital campaign. They are the group that interacts with the campaign content and can provide direct insight into its impact. Instagram followers are a population that is easily accessible through social media platforms. This makes it easy for researchers to collect data efficiently and widely using online survey methods.

Samples in research are an important aspect that influences the success of research. The sample reflects and determines the extent to which the research results can be applied generally. A sample is a selected part of a population, representing a number of members of that population. Based on the population, Dear Me Beauty Instagram followers as of March 25 were 720,000, so the number of samples was determined by the Slovin formula with an Error Margin of 5%, namely 400 samples. This study used simple random sampling. Simple random sampling is a random sample selection technique without considering the levels in the population (Sugiyono, 2019). Simple random sampling helps in obtaining representative samples from the population, which is important for generalizing research findings.

Researchers use secondary data obtained through literature studies to gain a broader understanding of the research topic and support the arguments made. The sources of literature studies used by researchers are books, journals, and information sources that are officially published online. In addition, primary data is obtained using a questionnaire technique. A questionnaire is a data collection method that involves delivering a series of written questions or statements to respondents to be answered (Sugiyono, 2019).

In this study, respondents will fill out a Google Form questionnaire. Choosing Google Form can reduce costs and save time not only for researchers but also for respondents. Researchers will send questionnaires to followers of the Dear Me Beauty Instagram account. The answers to each question and statement will be categorized into five choices, including: Strongly Agree (SS), Agree (S), Neutral (KS), Disagree (TS), and Strongly Disagree (STS).

After selecting the appropriate results and tests, the researcher conducted pre-tests for validity and reliability with 30 respondents. The findings indicated that all the questions in the questionnaire were both valid and reliable. Following this initial validation, the full test was then administered to 400 respondents.

The data analysis employed a simple linear regression technique to assess the impact of the program on service quality, specifically regarding customer satisfaction and loyalty. This approach allows for the formulation of a model to evaluate the direct influence of the program on these key customer-related outcomes.

$$Y1 = a + bX$$

$$Y2 = a + Bx$$

Information:

Y = subject in independent variable

X = subject one independent variable

a = constant value

b = regression coefficient

In addition to this, the t-test (t-count) is utilized to determine if there is a significant impact between the independent and dependent variables. Following the t-test, a coefficient of determination test is performed to assess the extent to which the independent variable influences the dependent variable on a partial basis. This influence is then quantified and formulated as follows:

$$KD = r^2 \times 100\%$$

Information:

KD = Size or Sum of Determination Coefficients

r^2 = Simple Correlation Coefficient

If KD approaches zero (0), then the influence of the independent variable on the dependent variable is weak. Conversely, if KD approaches one (1), then the influence of the independent variable on the dependent variable is strong.

RESULTS AND DISCUSSION

Results

Table 1 Results of Linear Regression Test of Variable (X) Against Variable (Y)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,340	1,962		2,721	.007
	Digital Campaign	.416	.021	.700	19,550	.000

a. Dependent Variable: Purchasing Decision

Source: Data processed through SPSS, 2024

Based on the table above, it is known that the Constant value (a) is 5.340, while the Digital Campaign value (b / regression coefficient) is 0.416, so the regression equation can be written:

$$Y = a + bX \text{ or } Y = 5.340 + 0.416X$$

From the equation mentioned above, it is interpreted as follows:

1. The constant value of 5.340 means that the consistent value of the Purchase Decision variable is 5.340.
2. The regression coefficient of X of 0.416 states that every 1% increase in the value of the Digital Campaign, the Purchase Decision value increases by 0.416 or 41.6%. The regression coefficient is positive, so it is concluded that the direction of the influence of variable X on Y is positive.

Table 2 Determination Coefficient (X) Against Variable (Y)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.700 ^a	.490	.489	2.40731
a. Predictors: (Constant), Digital Campaign				

Source: Data processed through SPSS, 2024

The coefficient of determination (R^2) was found to be 0.490. So it can be seen that the purchasing decision (Y) is likely to be influenced by the digital campaign variable (X) by 49% where the remainder of 100% - 49% = 51% is influenced by other variables and factors that were not studied. by researchers.

Table 3 Partial Test of Variable (X) Against Variable (Y)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,340	1,962		2,721	.007
	Digital Campaign	.416	.021	.700	19,550	.000
a. Dependent Variable: Purchasing Decision						

Source: Data processed through SPSS, 2024

Based on the table above, the findings of the t-test of the digital campaign regression coefficient (X) of 0.416 are positive. This shows that the digital campaign (X) has a positive effect on purchasing decisions (Y). The calculated t value > t table is 19,550 > 1.967 and the sig value of this study is 0.000 < 0.05, so it can be concluded that hypothesis 1 (H1) is accepted, namely **the digital campaign (X) has a significant effect on purchasing decisions (Y)**.

Discussion

Based on the hypothesis testing, several findings emerged to address the main hypothesis. The results from the linear regression test revealed that the digital campaign has a value of 0.416, with a constant value of 5.340. This indicates that the independent variable (digital campaign) has a positive effect, as reflected by the constant value of 5.340. This means that as the digital campaign increases, the purchasing decision variable also rises, showing an increase or impact of one unit.

In addition, the coefficient of determination (R-Square) was found to be 0.490 in the determination test. This suggests that factors other than the digital campaign (X) account for 51% of the influence on purchasing decisions. Meanwhile, the digital campaign variable (X) itself contributes 49% to the changes in purchasing decisions (Y). This demonstrates the significant, though not exclusive, role that the digital campaign plays in influencing consumer choices.

It is also known that the t table value is 1.997 and the Sig. value = 0.000 < 0.05, the researcher also conducted a partial t test (t count) which obtained a result of 19.550 which means that there is a significant difference between digital campaigns and purchasing decisions. It is concluded that digital campaigns (X) have a major impact on purchasing decisions (Y). This means that with this digital campaign, it increases purchasing decisions by consumers. This shows the importance of carrying out social activities such as this digital campaign as a strategy to increase purchasing decisions.

The theory rooted in the concept of the elaboration likelihood model theory describes how the imaginary response to stimuli provided through digital campaigns. The process of elaboration or deep thinking by consumers towards the information provided can be influenced by digital campaigns (Hutagalung, 2015). The Beauty is Universal digital campaign can encourage customers to process information carefully (central route processing), which has an impact on their purchasing decisions. The digital campaign message is delivered clearly and is easy for consumers to understand. In addition, the influence of the Beauty is Universal digital campaign is also through peripheral features

or emotional factors related to the brand or product (peripheral route processing). Consumers feel a sense of involvement with the social issues that are the main discussion in this digital campaign.

CONCLUSION

Based on the final results of the researcher's analysis in the study entitled "The Influence of the *Beauty is Universal Digital Campaign* on *Dear Me Beauty Purchasing Decisions* ", the researcher provides conclusions that are in accordance with the formulation and objectives of the study as follows, namely, based on the findings of the research conducted by the researcher, the campaign carried out by *Dear Me Beauty* provides information to respondents clearly, and can be well received because the concept of inclusivity is relevant to respondents. The campaign also opens respondents' insights into diversity in beauty. This can improve purchasing decisions. It can be concluded that there is an influence of the *Beauty is Universal* digital campaign on purchasing decisions for *Dear Me Beauty products* . This is based on the regression coefficient which shows that purchasing decisions are positively influenced by the *Beauty is Universal digital campaign* .

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