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The Influence Of Social Media Marketing On The Purchase Of Scarlett Whitening Products On E-Commerce Platforms: Price And Product Quality Analysis

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Abstract

Notwithstanding the growing popularity of Scarlett products, there is less understanding of the elements that affect online purchasing behavior. We have found critical elements like product quality, pricing, and social media marketing. This study seeks to investigate the influence of social media marketing initiatives on the acquisition of Scarlett products via e-commerce. This research examines the influence of social media content and user engagement on consumer decision-making. This study investigates the extent to which price significantly influences the purchasing behavior of Scarlett items on e-commerce platforms. This study assesses how customer perceptions about Scarlett product quality affect e-commerce purchase decisions. This quantitative study examined the management student population at Universitas Prima Indonesia who acquired Scarlett whitening goods over the Shopee e-commerce platform. We gathered study data from 100 participants via observation, interviews, and study questionnaires. Data analysis was conducted using SPSS Version 27 software, which included validity testing, accuracy assessment, classical assumptions, multiple regression, and hypothesis evaluation. The results demonstrate that the interplay of price, product quality, and social media promotion affects customers' decisions to buy Scarlett whitening products on e-commerce platforms. In this scenario, the determination test yields an R-Square value of 64.4%, signifying that these factors collectively exert a substantial influence on customer purchase decisions.

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Keywords: social media marketing, price, product quality, purchasing decisions

INTRODUCTION

In the rapidly evolving digital age, social media has emerged as a very successful marketing instrument for reaching diverse customer demographics (Ndruru et al., 2021). Social media serves as both a medium for social contact and a strategic avenue for firms to launch and market consumer items (Aritonang et al., 2022). This results from the significant involvement and participation of social media users, particularly within the millennial and Gen Z demographics, who are frequently the primary target audiences for beauty goods (Thengio et al., 2021). Scarlett Whitening, a domestic skincare company, has leveraged social media to enhance its brand image and boost product sales with innovative and efficient marketing initiatives (Sianipar et al., 2024).

Research indicates that social media marketing substantially enhances customer knowledge of items, including Scarlett Whitening (Krisna Marpaung et al., 2021). Scarlett Whitening has effectively fostered emotional intimacy with consumers via the use of influencers, promotional films, and other innovative content on platforms including Instagram, TikTok, and YouTube (Aloyna, 2021). Consumers encounter not just product information but also engage in a more personalized experience through interactions with material created by other users and influencers (Siregar, 2022). This aspect enhances Scarlett Whitening's attractiveness to consumers, who often seek items with additional social value.

This phenomena demonstrates that social media serves not just as a promotional tool but also as a mechanism that may shape customer perceptions, preferences, and ultimately, purchase decisions. Contemporary consumers often rely their purchasing decisions on suggestions encountered on social media, particularly from trusted influencers. Scarlett Whitening's approach of partnering with social media influencers and celebrities significantly influences customer confidence and trust in its goods.

Nonetheless, while social media marketing significantly enhances product awareness and attractiveness, other critical elements, such as price and quality, must not be overlooked (S. F. J. L. R. A. Nasib, 2023). Consumers on e-commerce platforms frequently seek items that are visually appealing in promotions while maintaining a balance between price and quality. Competitive pricing is a primary allure for customers utilizing online platforms; yet, if not complemented by quality, cheap costs may lead to unhappiness and diminish consumer faith in the product (Rivai et al., 2021).

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The quality of Scarlett Whitening products is crucial to guarantee that users receive the anticipated advantages from the product. In the domain of beauty goods, the efficacy, safety of use, and customer perception of the product's outcomes are essential markers of its quality. Skin care products, like Scarlett Whitening, must fulfill consumer expectations about the enhancement or preservation of skin health, since high quality fosters customer loyalty and favorable recommendations through word of mouth or online reviews. Consumer impressions of price and quality significantly influence purchase decisions, especially on e-commerce platforms with various product options. If consumers perceive Scarlett Whitening items to possess quality that meets or beyond their expectations, they are more inclined to make repeat purchases and endorse the product to others. If the pricing does not align with the quality provided, buyers may transition to alternative brands that provide superior value.

In this regard, the investigation of the impact of social media marketing on the acquisition of Scarlett Whitening goods via e-commerce platforms is highly pertinent (Lubis et al., 2022). This study will analyze in detail how Scarlett Whitening's social media marketing approach influences consumer behavior and enhances product sales (Hervina Sihombing et al., 2023). We will examine pricing and product quality aspects to assess their role in mediating the link between social media marketing and consumer purchase choices (Nasib et al., 2023).

In light of the escalating rivalry within the beauty business, particularly in the skincare product segment, Scarlett Whitening must effectively combine robust marketing methods with the provision of high-quality goods at affordable rates. Social media offers Scarlett Whitening a platform to engage with consumers and increase market share; yet, consumers are becoming more discerning regarding the items they use. Consumers want not just appealing promotions but also items that deliver tangible results at a fair price.

The skincare sector has experienced a substantial transition alongside the rapid growth of the beauty product market. The emergence of several new brands with significant product variety is intensifying competition within this market. PT manages the processing of Scarlett Whitening. Beringin Abadi is a prominent local brand. Its motto is Beringin Abadi. Scarlett Whitening products are recognized for their economical pricing, safety, and halal certification. Despite the rising popularity of Scarlett products, understanding the factors that affect customer purchase decisions in e-commerce remains limited. Although product quality, price, and social media marketing are acknowledged factors, the concurrent analysis of these three elements in the marketing of Scarlett items on e-commerce platforms is infrequent.

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Consequently, we expect this study will substantially enhance our comprehension of the influence of social media marketing on beauty product sales in e-commerce, as well as the interaction between pricing and product quality in influencing customer purchase choices. We anticipate that the findings of this study will provide guidance for other businesses, facilitating the development of more effective and efficient marketing strategies in the digital age, and aiding customers in comprehending the determinants of consumer loyalty in a progressively competitive market.

RESEARCH METHODS

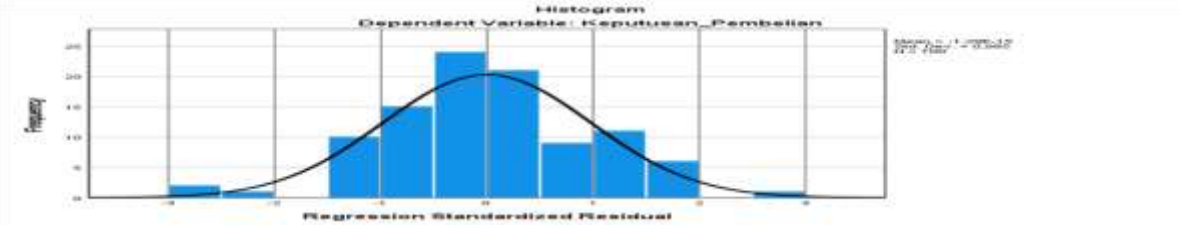
This research use a quantitative methodology to examine a certain population or sample. This study investigates the impact of independent variables on dependent variables, emphasizing causal links. This study focused on management students from Universitas Prima Indonesia who had acquired Scarlett Whitening products on Shopee. Participants were selected by purposive sampling based on three criteria: (1) ownership of an e-commerce platform application; (2) completion of at least one transaction; and (3) having completed a purchase during the preceding six months. According to Hair et al. (2010:637), the optimal sample size ranges from 100 to 200 individuals. We preserved the sample size for this study within this range, selecting 100 respondents based on their estimated capacity to correctly reflect the community. This research gathered data using a questionnaire, emphasizing data analysis with multiple linear regression.

RESULTS OF DATA ANALYSIS AND RESEARCH

Classical Assumption Test

Normality Test

This study necessitates data normality testing to confirm that the regression model between dependent and independent variables follows a normal distribution. Consequently, this study utilizes certain methodologies to assess data normalcy.



Source: Study Results, 2024 (Processed Data)

Figure 1. Histogram Graph

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Based on the image above, it can be seen that the bell-shaped line is symmetrical to the right and left sides. This shows that the data is normally distributed.

Heteroscedasticity Test

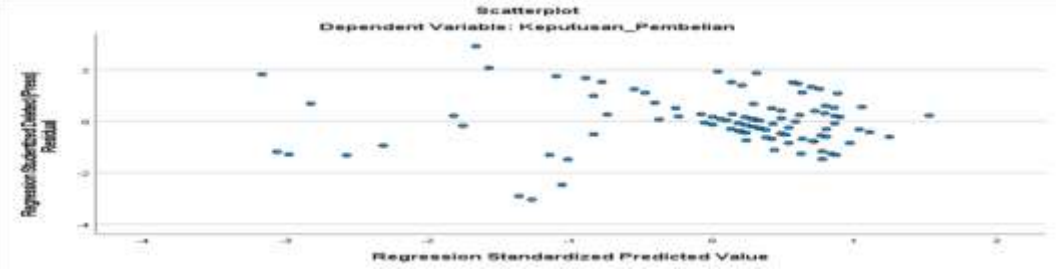


Figure 2. Scatterplot graph

The scatterplot illustrates a random distribution of dots, situated both above and below zero (0) on the Y-axis, devoid of any identifiable pattern. This signifies the lack of heteroscedasticity.

Multicollinearity Test

Table 1. Multicollinearity Test

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Sosial_Media_Marketing	,285	3 ,511
	Price	,177	5 ,639
	Product Quality	,350	2 ,854
a. Dependent Variable: Keputusan_Pembelian			

The correlation values for the social media marketing factors, Price and Product Quality, exhibit tolerance values of 0.285, 0.177, and 0.350, all over 0.1, and VIF values

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of 3.511, 5.639, and 2.854, all below 10; hence, it can be inferred that multicollinearity is absent.

Multiple Linear Regression

Table 2. Results of Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	6,361	2,059		3,089	003		
	Sosial_Media_Marketing	,263	,132	,228	,999	048	,285	3 ,511
	Price	,218	,130	,242	,997	,048	,177	5 ,639
	Product Quality	,842	,104	,837	8,131	000	,350	2 ,854

According to the data analysis presented, part B yields the multiple linear regression equation: Purchasing decisions = 6.361 + 0.263 X1 + 0.218 X2 + 0.842 X3.

The aforementioned equation delineates it as follows:

1. The constant (a) = 6.361 signifies that the purchase decision will consistently equal 6.361, irrespective of the values of the independent variables (X1), including price, product quality, and social media marketing.
2. The social media marketing component influences purchase decisions by 0.263 percent, as seen by the coefficient X1 (b1) = 0.263. This indicates that for each one-unit increment in social media marketing.
3. The coefficient X2 (b2) = 0.218 signifies that the price variable influences purchasing decisions by 0.218. Consequently, for each one-unit price increment, the value of the purchase decision escalates by 21.8%.
4. The coefficient X3 (b3) = 0.840 signifies that the product quality factor influences the purchasing decision by 0.840. The value of purchasing option escalates by 84% for each unit increase in product quality.

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Partial Hypothesis Test (t-Test)

Table 3. Partial Test Results (t-Test)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	6,361	2,059		3,089	003		
	Sosial_Media_Marketing	,263	,132	,228	,999	048	,285	3 ,511
	Price	,218	,130	,242	,997	,048	,177	5 ,639
	Product Quality	,842	,104	,837	8,131	000	,350	2 ,854

Source: Study Results, 2024 (Processed Data)

Table 3 above demonstrates the subsequent information:

1. The significance threshold (0.048) for the social media marketing component is below 0.05, and the t value (1.999) exceeds the t table value (1.98498). Consequently, we can ascertain that social media marketing affects the acquisition of Scarlett skincare goods, thereby substantiating the correctness of H1.
2. The significance level (0.048) for the Price variable is below 0.05, while the t statistic (1.997) above the critical t value (1.98498). Consequently, we can ascertain that H2 is valid, indicating that people consider price while purchasing Scarlett skincare items.
3. The significance threshold (0.000) for the Product Quality element is below 0.05, and the t value (8.131) substantially exceeds the t table value (1.98498). Consequently, it may be inferred that H3 is correct, indicating that buyers of Scarlett skincare products are affected by product quality.

Simultaneous Hypothesis Test (F Test)

Table 4. Simultaneous Test Results (F Test)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1990,221	3	663,407	57,765	,000b

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	Residual	1102,529	96	11,485		
	Total	3092,750	99			

Source: Study Results, 2024 (Processed Data)

The computed F value (57.765) exceeds the F table value (2.7), and the significance level (0.000) is less than 0.05, as indicated in Table 3.10. Consequently, it can be inferred that H4 is substantiated, indicating that in e-commerce, social media promotion, product quality, and pricing collectively impact consumer purchase decisions for Scarlett skin care items.

Coefficient of Determination

Table 5. Results of the Coefficient of Determination (R2) Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,802[a]	,644	,632	3,38890	,644	57,765	3	96	,000

The R-squared value is 0.644, as seen in Table 5 above. This indicates that price, product quality, and social media marketing constitute 64.4% of the variance in purchase decisions. Factors include product reputation, innovation, advertising, brand image, and more aspects excluded from this study account for the remaining 35.6%.

The Influence of Social Media Marketing on Purchasing decisions

The data analysis of this study revealed some notable conclusions regarding the influence of social media marketing on purchase decisions for Scarlett Whitening products on e-commerce platforms. The regression analysis results indicate a substantial positive correlation between social media marketing and purchase decisions in this study.

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The findings of this study align with other research indicating that social media marketing significantly influences purchase decisions (Sari et al., 2023)(Nofriza, 2022)(Ajimat, 2020). Social media marketing enhances the consumer experience throughout the purchase process. Through product visualization, interactive movies, and instructional information, buyers may virtually experience the product prior to purchase (Harianto et al., 2024). This encounter enhances consumer confidence in the product and incentivizes them to purchase (Siregar, 2022). Consumers frequently utilize social media to investigate and evaluate items before to making a purchase decision (Amelia et al., 2023)(Firman, 2020). Consumers may seek evaluations, examine demonstration videos, or peruse the experiences of other consumers who have used the product (D. P. E. J. S. D. T. A. N. Nasib, 2023). By offering readily available information on social media channels, corporations assist consumers in making better educated purchase decisions (Rivai et al., 2021).

The Influence of Price on Purchasing decisions

The findings of this study demonstrate that price significantly affects purchase decisions for Scarlett. Whitening items available on e-commerce platformsThe study's findings indicate the efficacy of influencer marketing on social media to emphasize appealing price promotions in e-commerce. We utilize direct shopping capabilities, referred to as shoppable content, on social networking platforms that connect directly to product pages in e-commerce.

Previous study indicates that presenting a product at a competitive price enhances customer purchase decisions(Nasib, 2021)(S. F. J. L. R. A. Nasib, 2023)(Rinanda, 2021). Scarlett Whitening has adeptly utilized these elements via digital marketing initiatives, influencer engagement on social media, and ongoing quality assurance (Martin, 2021). Favorable evaluations from customers on e-commerce platforms enhance the assurance of prospective buyers, instilling greater confidence in their purchase decisions, especially when the price is comparable to competing brands (Wasiman, 2021). This indicates that price is not the sole determinant in purchase decisions; it interacts synergistically with other factors that influence consumers' favorable experiences and perceptions of the product (Rachmad, 2023).

The influence of product quality on purchasing decisions

This study's findings affirm that product quality significantly influences consumer purchase decisions for Scarlett Whitening goods on e-commerce platforms. Scarlett

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Whitening, a local company recognized for its beauty products, has established a strong reputation among consumers. Product quality that demonstrably fosters consumer trust, hence increasing the likelihood of repeat purchases via e-commerce platforms. In the realm of e-commerce, where buyers are unable to physically examine or test the goods, favorable evaluations regarding product quality significantly impact purchase decisions. The findings of this study align with other research, which indicated that product quality significantly influences purchase decisions (Digdowiseiso, 2023). The consumer experience with a product significantly influences future purchase decisions (Suttikun & Meeprom, 2021). When consumers have a favorable experience with a brand's goods, they are likely to make repeat purchases and endorse the product to others (Padia, 2023). High quality fosters customer loyalty and stimulates word-of-mouth marketing, which is highly successful in enhancing sales (Meeprom, 2021).

The Influence of Social Media Marketing, Price and Product Quality on Purchasing decisions

The research indicates that social media promotion, pricing, and product quality significantly influence purchase decisions for Scarlett Whitening goods on e-commerce platforms. Scarlett Whitening must enhance its digital marketing approach, sustain a competitive pricing equilibrium, and uphold superior product quality to attract and keep consumers in the intensifying e-commerce landscape. By comprehensively analyzing these three criteria, Scarlett Whitening may enhance its efficacy in attracting new consumers and fostering long-term loyalty in the digital marketplace.

The findings of this study align with other research indicating that social media marketing, pricing, and product quality significantly influence purchase decisions (Tirtayasa, 2022). Scarlett Whitening should persist in employing social media as the primary medium for brand development and consumer engagement (Nasib, 2021). We may augment influencer campaigns and leverage e-commerce functionalities on social media to fortify audience interactions and stimulate impulsive purchases (Amanda et al., 2023). Considering the substantial impact of price on consumer purchase behavior, Scarlett Whitening may formulate a dynamic pricing plan that adjusts according to demand fluctuations, promotional events, and particular occasions such as Harbolnas or Double Date Sales. This can attract price-sensitive customer segments without compromising product quality (Widy & HS, 2021). Consistent maintenance of product quality will be essential for the success of Scarlett Whitening (Amelia et al., 2023). Companies must persist in innovating and enhancing product compositions to adhere to

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market trends and client preferences (Hou, 2024). Introducing new product versions that emphasize natural ingredients and supplementary advantages can broaden the dedicated consumer base (Hervina Sihombing et al., 2023).

CONCLUSION

The findings of the investigations resulted in the subsequent conclusions:

1. Social media marketing partially affects consumers' purchase decisions for Scarlet Whitening items on e-commerce platforms.
2. Price partially affects consumers' decision to acquire Scarlet Whitening items on the e-commerce marketplace.
3. Product quality partially affects consumers' purchase decisions about Scarlet Whitening items on the e-commerce marketplace.
4. Concurrently, social media promotion, pricing, and product quality influence the purchase decisions of customers of Scarlet Whitening products on the e-commerce platform.

According on the findings of this study, the reviewer might provide numerous recommendations:

1. Future research should encompass broader populations and sample sizes to get more representative and accurate results.
2. We anticipate that next investigations will broaden the demographics and sample sizes used, as well as incorporate other variables presumed to influence audit quality.
3. The authors want to enhance the research model in subsequent investigations for further refinement.

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