

## **THE INFLUENCE OF VIDEO ADVERTISING THAT USES INFLUENCER AS THE MODELS ON SOCIAL MEDIA TOWARDS CUSTOMERS' PURCHASING DECISIONS FOR BODY CARE PRODUCTS**

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### **Abstrak**

Kehadiran iklan video dapat menjadi strategi yang efektif untuk memberikan pengalaman sensori baru kepada pengguna dan mempengaruhi keputusan pembelian produk perawatan tubuh. Namun, iklan video di platform media sosial (Instagram, YouTube, dan TikTok) masih kurang efektif dalam mempengaruhi pelanggan atau audiens mereka untuk membuat keputusan pembelian, terutama dalam industri kecantikan dan perawatan tubuh. Sebagai hasilnya, tujuan dari penelitian ini adalah untuk menguji dampak faktor yang diharapkan yang diubah oleh iklan video yang memanfaatkan influencer sebagai model di media sosial terhadap keputusan pembelian pelanggan untuk produk perawatan tubuh. Penelitian ini menggabungkan analisis kualitatif dan kuantitatif, pendekatan open coding digunakan untuk menguji data kualitatif, dan Partial Least Squares Structural Equation Modeling (PLS-SEM) digunakan untuk mengkaji data kuantitatif. Temuan penelitian ini menunjukkan bahwa iklan video memiliki pengaruh positif terhadap keputusan pembelian pelanggan untuk barang perawatan tubuh. Selain itu, empati, media sosial yang disukai, dan niat pembelian semua memiliki dampak signifikan dan positif terhadap keputusan pembelian pelanggan. Temuan ini kemungkinan akan memberikan wawasan tentang cara memanfaatkan dan mengoptimalkan potensi iklan video yang menggunakan influencer sebagai model dalam mempengaruhi keputusan pembelian pelanggan untuk barang perawatan tubuh yang tersedia di media sosial.

**Kata Kunci:** Iklan Video, Influencer, Keputusan Pembelian, Media Sosial, Pengalaman Iklan Sensori, Produk Perawatan Tubuh.

**Abstract**

*The presence of video advertising can be an effective strategy for providing new sensory experiences to users and driving purchasing decisions for body care products. However, there are still video ads on social media platforms (Instagram, YouTube, and TikTok) are less effective in influencing customers or their audiences to make purchasing decisions, notably in the beauty and body care industries. As a result, the purpose of this study is to examine the impact of expected factors altered by video advertising that leverages influencers as models on social media on customers' purchasing decisions for body care goods. This study combines qualitative and quantitative analysis, open coding approaches are used to examine qualitative data, and Partial Least Squares Structural Equation Modeling (PLS-SEM) is used to study quantitative data. The study's findings suggest that video advertising has a positive influence on customers' purchasing decisions for body care items. Furthermore, empathy, preferred social media, and purchase intention all have a significant and positive impact on customers' purchasing decisions. These findings are likely to provide insights into ways for exploiting and optimizing the potential of video advertising that uses influencers as models in influencing customers' purchasing decisions for social media-available body care items*

**Keywords:**

*Body Care Product, Influencer, Purchase Decision, Sensory Advertising Experience, Social Media, Video Advertising*

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## Introduction

### Background Problem

Digital advertising encompasses all sorts of promotional and sales materials found in digital areas such as websites, social media, applications, and several other online platforms (Ahdiat, 2022). According to The Nielsen Company Indonesia data research, advertising spending will reach IDR 135 trillion in 2022, with digital enterprises spending most of this advertising spending at IDR 28.5 trillion. Because digital media is currently the most flexible media in this globalization period, both for brand image, product marketing and sales, and other purposes, advertising spending on digital media is significant. According to Data Indonesia, of Indonesia's total population of 277.7 million people, 191 million are active social media users (Pahlevi, 2022). As a result, social media, as one of the existing digital media, has the potential to become the most important method of advertising or business promotion. The social media platforms with the highest advertising reach in Indonesia are YouTube, Instagram, and TikTok. 2022) (Prastya, 2022). Researchers intend to concentrate their efforts in this study on video advertisements on social media platforms such as YouTube, Instagram, and TikTok. Advertisements with video displays are currently dominating the social media advertisements that are just getting started. To sell anything clearly and attractively to people, video is the ideal tool or display. 85% of millennials believe they will make a purchase after seeing an advertisement video on social media (Ideoworks, 2021).

Since its inception in 1994, digital advertising has grown at an exponential rate (Silviana, 2020). It is intended that by employing advertising media in the form of video to promote anything, this advertising media would help customers grasp what is being marketed to them and invite and urge consumers or their audience to make purchasing decisions. Furthermore, it is critical to deliver an advertising message in a video advertisement to influence consumers' purchase decisions. Companies that generate commercials will need to collaborate with an influencer for customers to take the intended action, namely acquiring their products or services. The presence of influencers or models in a video ad is intended for these influencers to become ad supporters or ad stars who are presented in an advertisement and are intended to be able to influence consumers, particularly in making purchasing decisions for these products (Silviana, 2020). Aside from that, there is currently a trend in the market of consumer purchasing power making people more aware of beauty and hygiene in taking care of the body.

The usage of beauty products is expanding, as is public awareness of their use. Increased use and public knowledge of beauty products, particularly during the Covid-19 pandemic, as well as awareness of caring for their bodies, were all influenced by changes in people's lifestyles and new trends (Adisty, 2022). According to the Central Statistics Agency (BPS, 2022), the cosmetics business would have grown by 5.59 percent by 2020. Body care products of various forms and uses, such as body wash, body cream, body butter, and body lotion, body scrub, and others, are beginning to emerge. The increasing trend of the level of use and public awareness of the use of beauty products described previously can be proven by research findings based on data from Nielsen Indonesia, which found that the cosmetics and hygiene industry will be the second largest industry spending on advertising in Indonesia in 2022, spending US\$1.7 billion on advertising. This explains why there has been a significant increase in the marketing of beauty and hygiene goods. Influencers or models are frequently used in video commercials in the beauty, cosmetics, and hygiene industries. Influencers or models appear in up to 90% of commercials in the beauty, cosmetics, and hygiene industries (Adisty, 2022). model in a video advertisement can likewise be used as a deterrent. Stopping power is a "strength" or "additional point" used in advertising to get consumers to pay attention to adverts on TV, radio, magazines, newspapers, billboards, banners, and social media. Sound, color, lighting, or advertising models can all be examples of "strength" [8]. With the various advancements and changes that have occurred in this century, many people want to look pretty and have healthy and well-maintained skin. It is not only women who want

and use body care products, but men are now becoming more conscious of the importance of taking care of their bodies. Marketers and producers must constantly adapt to keep up with these advances and capitalize on this opportunity, particularly in advertising their brands and body care products to consumers. Advertising is crucial in carrying out promotions since advertisements generated through certain media are useful for persuading and offering people to buy their body care items. Influencer models are employed in social media video commercials to send effective and intriguing messages to consumers or their target audience.

However, there are still video commercials on YouTube, Instagram, and TikTok that use influencers as models and are less effective in influencing customers or their audiences to make purchasing decisions, particularly in the beauty and health care industries. This remark is supported by the preliminary study done by the researcher, which revealed that 72.2% of customers were still unaffected by marketing in the form of videos on social media. The relationship between the influence of influencers on video advertising on these selected social media platforms such as YouTube, Instagram, and TikTok, the variables of video advertising, and the decision to purchase body care goods is an intriguing subject to investigate. As a result, more research is needed to determine the impact of video advertising that uses influencers as models in the video advertising on purchasing decisions for body care products, as well as what proposed variables in advertising can influence purchasing decisions for body care products and which social media platforms have the greatest influence as an advertising medium that can influence consumers in making purchasing decisions, particularly for body care products. Its goal is to determine which video commercials on social media platforms such as Instagram, YouTube, and TikTok have the most influence on customer purchasing decisions for body care items.

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## **Literature Review**

### **Body Care Products**

Body care is a set of activities performed with the goal of caring for the skin's health and the overall health of the body. Body care is used to treat the overall health of the human body. Body care items also include shampoos, soaps, lotions, and hair conditioners, which are used on the human body when bathing, cleaning hair, and for personal hygiene (Insani and Lutfiati, 2019). Body care is frequently performed and comprises body care, hair care, and facial care (Insani and Lutfiati,

2019). Bath soap, body scrub, body lotion, body butter, body oil, and body serum are examples of body care goods (Insani and Lutfiati, 2019).

### **Online Video Advertising**

Online video technology, such as display video, in-stream video, social media video, and mobile video, mediates online video advertising (Kharisma, et al., 2022). Digital or online video advertising frequently consists of a series of short messages with minimal information that appear before, during, or after video content is posted to a website, site, or social application. Online video advertising is more commonly attained or seen by the target market than other digital or online advertising, and it does not compete for the audience's attention with the surrounding material (Kharisma, et al., 2022). One of the distinguishing features of online video commercials is that viewers can transfer existing video ad content via email, social media platforms such as Instagram and TikTok, and YouTube using the "send to others" or "share" buttons. Because of the peculiarity of this online video advertising, it could create new viral effects that are quickly shared by users and audiences (Wijayanto and Rofianto, 2018).

### **Sensory Experience of Video Advertising**

Short videos serve as a potent medium in the field of video advertising, capable of delivering multimodal cues and so boosting active attention (Simmonds, et al., 2020). Sensory experience is an attempt to produce five-sense experiences. Sight, hearing, smell, taste, and touch are the five senses. Appearance, aesthetics, and cleanliness are sensory experience variable markers (Suprapti, et al., 2022). One part of the consumer experience is sensory experience. Customer experience may also be defined as a response, sensation, response, or picture generated internally and subjectively by consumers or customers because of encounters with a service or service provider, brand, or firm, both directly and indirectly. The previously indicated direct contact happens when a purchase, use, or service is made, but indirect contact can take the form of criticism, suggestions, recommendations, reviews, news reports, and advertisements. Sensory experience is used to split items into groups so that they may be differentiated in the market, to motivate and attract customers to want to acquire these products, and ultimately to express the value of a brand or product so that it can reach consumers (Suprapti, et al., 2022). Sensory experience has occurred in the context of advertising and has been shown to improve cognitive simulation and automatically construct visualizations, hence maximizing advertising efficacy (Li, et al., 2023). Sensory experience is the physical response to external stimuli elicited by one or more of the five senses (for example, hearing, sight, taste, smell, and touch), and it is one of the keys to consumer happiness and marketing benefits (Li, et al., 2023). One part of the consumer experience is sensory experience. Customer experience may also be defined as a response, sensation, response, or picture generated internally and subjectively by consumers or customers as a result of encounters with a service or service provider, brand, or firm, both directly and indirectly. Sensory advertising experience was discovered by researchers to be a factor that can influence customers' or users' empathy perception (Li, et al., 2023).

### **Empathy**

Empathy is a source of altruistic motivation. Empathy is an individual's ability to imagine oneself in another position and understand intuitively what others feel. Empathy is a bold imaginative act as well as the highest virtual reality that is carried out spontaneously (Lestari, 2022). Empathy is

not only a matter of knowing what others feel, but also how to communicate in a good manner and attitude, knowledge, and understanding of the emotional experiences of others (Lestari, 2022).

### **Altruistic Motive**

Altruistic conduct is defined as behavior that is motivated by sentiments of obligation toward others, such as helping and sharing (Lubis, 2015). Furthermore, altruism is a voluntary action taken by an individual or group of individuals to assist others without expecting anything in return or compensation. Altruistic behavior can also be defined as a preference for defending and prioritizing the interests of others, as well as one's encouragement and readiness to provide services and kindness to others (Lubis, 2015).

### **Purchase Intention**

Purchase intention is a positive attitude toward an object that motivates people to want to obtain it by paying money or making a sacrifice (Picault, 2018). Purchase intention can also be defined as a consumer's desire to buy or choose a product based on their experience, use, and desire for a product (Hanjani and Widodo, 2019). Purchase intention is a process that occurs during the evaluation and purchase of alternatives. Consumers have a sense or interest in purchasing a product or service after evaluating the available alternatives (Putri, 2016).

### **Purchase Decision**

A purchasing choice is a selection and interest in purchasing the most favored brand among several brands (Putri, 2016). When purchase intention is linked to customer attitudes, perceptions, and behavior, it occurs because there is an internal driving component, namely intention (Jonsson and Wallander, 2019). Based on prior research findings, that the buy intention variable has a considerable influence on purchasing decisions (Putri, 2016). According to Rachbini (2018), the findings of his research suggest that purchase intention has a major impact on purchasing decisions (Rachbini, 2018).

### **Perceived Influencer Effort**

An influencer is a social media figure who has a large number of followers, and the messages they transmit to their followers might impact their behavior, particularly purchase decisions (KOMPAS, 2022). According to Influencer Marketing Hub, an influencer is a person who has the power or advantage of influencing the purchasing decisions of others due to their influence, authority, knowledge, position, or close relationship with their audience or target market (KOMPAS, 2022). Meanwhile, in the sphere of business or digital marketing, an influencer is someone who can persuade many people to purchase a product that the influencer promotes. The use of influencers is one of the marketing methods, and the function of an influencer is to influence, change opinions, and modify the behavior of their audience or consumers via online platforms, with the influencer's unique personality serving as their strength. An activity that directs energy, mind, or body towards obtaining a goal can be defined as effort. Effort is defined as a profitable business that is run with the same capital that was utilized to launch the business (Zou, et al., 2015). Because reciprocity norms imply that social exchange preferences can be impacted by the value of resources, the essence of reciprocity norms is the value of reward (Zou, et al., 2015). According to the findings of earlier researchers, the larger the effort put forward by someone, the greater the contribution to the development of trust, respect, and high-quality exchanges (Anugraheni and Kusdiartini, 2018). As a result, it is argued that in advertisements for body care goods including influencers as models, the effort perceived by users or consumers from the influencer's delivery can also be a significant aspect in the interaction between the influencer and the user. The greater

the influencer's effort in the ad video, the greater the impact on the user's impression of information value, which can more easily elicit user empathy reactions (Li, et al., 2023).

### Preferred Social Media

Simply put, preference is an individual's like or disliking of a product (goods or services) among different available alternatives (Anugraheni and Kusdiartini, 2018). This is consistent with Kotler's (2008) assertion that consumer preferences reflect their fondness for various accessible product options. Meanwhile, social media is defined as a tool or method used by customers to share information with others, including businesses, in the form of text, photographs, audio, and video (Putri, 2016). Users often rate their preferred social media platforms when it comes to social media preference. The term 'preferred' is commonly considered to mean a first option, social media preference refers to the first choice of social media platforms (Harahap, 2017).

### Social Influence

Haryono, et al., (2015) define social influence as the amount to which social networks impact people's behavior through messages and signals from others, allowing the establishment of perceived society values via technological systems (Gantina, 2022) Individuals or groups exert social influence by attempting to modify the attitudes, beliefs, perceptions, or behaviors of others (Gantina, 2022). Individuals who are easily persuaded by others but do not modify their internal ideas can be impacted by social influence (Anggraeni, 2019)

### Product Appearance

The visual appeal of a product in its packaging can be characterized as anything that influences consumers' purchasing decisions. An appealing product appearance can be defined as packaging with appealing color design (Dewi and Haryanto, 2021). A product's display from the standpoint of a marketer is always related to the specifications, features, functions, or performance of a product display. Customers can distinguish between a company's product display and that of competitors in an industry based on the appearance of the goods. An eye-catching product presentation is said to be more effective An appealing product look can also be described by a clear color composition and good contrast while still paying attention to aesthetics and not just catching attention (Dewi and Haryanto, 2021).

### Conceptual Framework

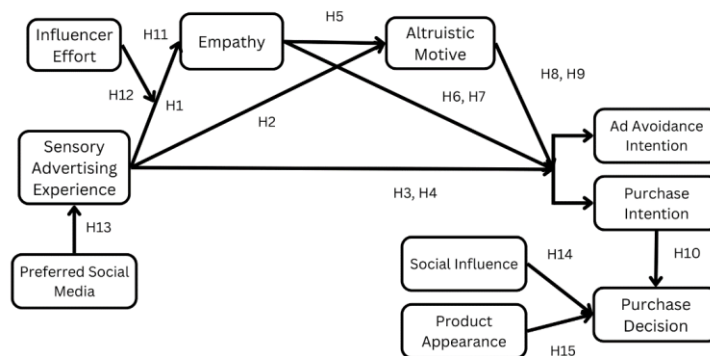


Figure 1. Conceptual Framework

### Methodology

In this study, a combination of qualitative and quantitative methodologies was applied. For the quantitative technique, a survey was done, whereas for the qualitative approach, an in-depth interview was conducted. Prior to the main survey, a qualitative study in the form of an interview was undertaken as a pretest. This qualitative pretest was carried out to ensure the

viability of the recall approach in allowing respondents to accurately recollect their video experience and to offer preliminary evidence for the variables proposed in this study. The researcher intended to validate the research by a quantitative investigation based on the outcomes of this qualitative pretest. To evaluate and validate the relationships between variables, a quantitative technique was used. In preparation for a bigger survey, the researcher planned to conduct a small study or pilot test to evaluate the testing process, sample collection, data gathering instruments, and other research methodologies (Andriana, 2022).

In this study, the researcher uses semi-structured interviews as an interview pretest before conducting the main quantitative survey, with the goal of obtaining preliminary evidence for hypothesis development and ensuring that the recall method is applicable for respondents to accurately reflect on their specific video experience. The interview guide is a collection of questions, and the researcher can generate extra questions on the fly to adapt to the respondents' answers, decrease bias, and obtain in-depth information from the respondents. Customers aged 17-65 years were chosen as respondents for this study because this age group can answer questions about sensory advertising experiences and purchasing decisions. The desired number of respondents will be 10, and this qualitative interview result will be assessed using manual coding and validated using the triangulation approach.

On the other hand, this study also using quantitative research by employing a survey method. The desired number of respondents will be 522, and all instruments are graded on a multiple-choice and a 5-point Likert scale (with 1 being "strongly disagree" and 5 being "strongly agree"). The result gathered from respondent responses will be examined using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) method.

## **Result and Discussion**

Based on the findings of the interviews, netnography, and literature in this qualitative approach, it is possible to infer that all variables, both original and supplementary variables, fit the criteria of the qualitative analysis method used. As a result, the qualitative analysis results show that all variables are genuine and will be examined quantitatively.

After receiving information from participants, the researcher will do data analysis to gain answers to the study question that has been defined since the beginning. The data analysis produced the following results from a total of 522 respondents. The demographics of the respondents were classified into four groups by the researchers: gender, age, occupation, and residence. The researcher discovered that 296 out of 522 respondents have a daily social media usage intensity of 4-6 hours, which means that each respondent spends 4-6 hours each day on social media. According to the behavioral profile, 519 out of 522 respondents have watched video advertisements for body care products that use influencers as models on social media platforms such as Instagram, YouTube, or TikTok, and 476 respondents have been influenced to purchase body care products featured in social media video advertisements. This is consistent with the research strategy, which used purposive sampling to fulfill the unique needs of respondents who had purchased body care items. According to the behavioral profile, 186 respondents chose the TikTok social media platform to showcase the most enticing video commercials, 168 respondents chose YouTube, and 168 others chose Instagram to display the most appealing video advertisements for body care products.

### **Analysis**

The outer loading score was as low as 0.7. However, for exploratory research, a minimal score of 0.4 is still acceptable (Wong, 2013). Based on the information in Table 1, the results show that



each indicator exceeds the 0.4 criterion. As a result, it is reasonable to declare that all indicators are reliable.

**Table 1. Indicator Reliability Result**

Variable	Label	TikTok		Instagram		YouTube	
		Outer Loading	Reliability	Outer Loading	Reliability	Outer Loading	Reliability
<b>Sensory</b>	SAE1	0.806	Reliable	0.809	Reliable	0.831	Reliable
<b>Advertising</b>	SAE2	0.846	Reliable	0.795	Reliable	0.889	Reliable
<b>Experience</b>	SAE3	0.836	Reliable	0.821	Reliable	0.902	Reliable
(SAE)	SAE4	0.834	Reliable	0.801	Reliable	0.852	Reliable
<b>Perceived</b>	PET1	0.812	Reliable	0.895	Reliable	0.907	Reliable
<b>Influencer</b>	PET2	0.814	Reliable	0.891	Reliable	0.92	Reliable
<b>Effort</b>	PET3	0.87	Reliable	0.893	Reliable	0.879	Reliable
(PET)							
<b>Preferred</b>	PSM1	0.807	Reliable	0.889	Reliable	0.913	Reliable
<b>Social</b>	PSM2	0.829	Reliable	0.864	Reliable	0.873	Reliable
<b>Media</b>	PSM3	0.832	Reliable	0.854	Reliable	0.861	Reliable
(PSM)							
<b>Social</b>	SI1	0.486	Reliable	0.749	Reliable	0.841	Reliable
<b>Influence</b>	SI2	0.615	Reliable	0.765	Reliable	0.882	Reliable
(SI)	SI3	0.879	Reliable	0.9	Reliable	0.898	Reliable
	EMP1	0.91	Reliable	0.924	Reliable	0.921	Reliable
<b>Empathy</b>	EMP2	0.909	Reliable	0.882	Reliable	0.905	Reliable
(EMP)	EMP3	0.891	Reliable	0.911	Reliable	0.88	Reliable
	EMP4	0.874	Reliable	0.845	Reliable	0.867	Reliable
<b>Altruistic</b>	ALM1	0.902	Reliable	0.942	Reliable	0.949	Reliable
<b>Motive</b>	ALM2	0.919	Reliable	0.931	Reliable	0.918	Reliable
(ALM)	ALM3	0.935	Reliable	0.961	Reliable	0.939	Reliable
<b>Product</b>	PA1	0.855	Reliable	0.848	Reliable	0.854	Reliable
<b>Appearance</b>	PA2	0.894	Reliable	0.882	Reliable	0.913	Reliable
(PA)	PA3	0.91	Reliable	0.895	Reliable	0.897	Reliable
<b>Ad</b>	AVI1	0.957	Reliable	0.933	Reliable	0.948	Reliable
<b>Avoidance</b>	AVI2	0.966	Reliable	0.937	Reliable	0.952	Reliable
<b>Intention</b>	AVI3	0.943	Reliable	0.91	Reliable	0.847	Reliable
(AVI)							
<b>Purchase</b>	PUI1	0.92	Reliable	0.904	Reliable	0.887	Reliable
<b>Intention</b>	PUI2	0.934	Reliable	0.908	Reliable	0.888	Reliable
(PUI)	PUI3	0.948	Reliable	0.943	Reliable	0.942	Reliable
	PUI4	0.94	Reliable	0.923	Reliable	0.918	Reliable
<b>Purchase</b>	PUD1	0.957	Reliable	0.94	Reliable	0.926	Reliable
<b>Decision</b>	PUD2	0.944	Reliable	0.889	Reliable	0.929	Reliable
(PUD)	PUD3	0.824	Reliable	0.894	Reliable	0.856	Reliable

Based on the Cronbach's Alpha parameter, the internal consistency reliability result must achieve a minimum of 0.7 and can be greater. Internal consistency reliability scores of 0.6 or above are acceptable for this exploratory investigation (Wong, 2013). The results of Table 2 reveal that all indicators exceed the minimum requirement. This means that it is possible to confirm the dependability of all indications.

**Table 2. Internal Consistency Reliability Result**

Variable	TikTok		Instagram		YouTube	
	Composite Reliability	Reliability	Composite Reliability	Reliability	Composite Reliability	Reliability
SAE	0.899	Reliable	0.882	Reliable	0.925	Reliable

PET	0.871	Reliable	0.922	Reliable	0.929	Reliable
PSM	0.863	Reliable	0.903	Reliable	0.913	Reliable
SI	0.708	Reliable	0.848	Reliable	0.906	Reliable
EMP	0.942	Reliable	0.939	Reliable	0.941	Reliable
ALM	0.942	Reliable	0.962	Reliable	0.954	Reliable
PA	0.917	Reliable	0.908	Reliable	0.918	Reliable
AVI	0.969	Reliable	0.948	Reliable	0.94	Reliable
PUI	0.965	Reliable	0.956	Reliable	0.95	Reliable
PUD	0.935	Reliable	0.934	Reliable	0.931	Reliable

Based on the second attempt of convergent validity results provided in Table 3, all variables have values greater than 0.5, indicating that all variables are valid.

**Table 3. Convergent Validity Result**

Variable	TikTok		Instagram		YouTube	
	Average Variance Extracted (AVE)	Validity	Average Variance Extracted (AVE)	Validity	Average Variance Extracted (AVE)	Validity
SAE	0.69	Valid	0.65	Valid	0.756	Valid
PET	0.693	Valid	0.797	Valid	0.814	Valid
PSM	0.677	Valid	0.756	Valid	0.779	Valid
SI	0.59	Valid	0.652	Valid	0.764	Valid
EMP	0.803	Valid	0.794	Valid	0.799	Valid
ALM	0.843	Valid	0.893	Valid	0.874	Valid
PA	0.786	Valid	0.766	Valid	0.789	Valid
AVI	0.913	Valid	0.859	Valid	0.84	Valid
PUI	0.875	Valid	0.846	Valid	0.826	Valid
PUD	0.828	Valid	0.825	Valid	0.818	Valid

Referring to Figure 2., it is demonstrated that the correlation values between latent variables observed in each row and column are lower than the corresponding square root values of AVE. As a result, it can be concluded that all variables from the TikTok, Instagram, and YouTube results passed the discriminant validity test.

**Figure 2. Discriminant Validity Result**

	Ad Avoidance Intention	Altruistic Motive	Empathy	Perceived Influencer Effort	Preferred Social Media	Product Appearance	Purchase Decision	Purchase Intention	Sensory Advertising Experience	Social Influence
Ad Avoidance Intention	<b>0.917</b>									
Altruistic Motive	-0.527	<b>0.935</b>								
Empathy	-0.55	0.869	<b>0.894</b>							
Perceived Influencer Effort	-0.243	0.603	0.636	<b>0.902</b>						
Preferred Social Media	-0.287	0.674	0.682	0.744	<b>0.882</b>					
Product Appearance	-0.458	0.71	0.768	0.777	0.71	<b>0.888</b>				
Purchase Decision	-0.486	0.762	0.811	0.546	0.703	0.706	<b>0.904</b>			
Purchase Intention	-0.554	0.847	0.834	0.631	0.708	0.786	0.861	<b>0.909</b>		
Sensory Advertising Experience	-0.378	0.706	0.748	0.769	0.81	0.774	0.737	0.773	<b>0.869</b>	
Social Influence	-0.157	0.541	0.618	0.738	0.737	0.761	0.645	0.627	0.73	<b>0.874</b>

Based on the findings presented in Table 5, for the TikTok platform, the values of AVI1, AVI2, PUI3, PUI4, and PUD1 exceed above 5, for the Instagram platform, the values of ALM3 exceed above 5, and for the YouTube platform, the values of PUI3 also exceed above 5, indicating that these mentioned values from the TikTok, Instagram, and YouTube platforms do not meet the preferred criteria for Variable Inflation Factor (VIF). This shows that these five indicators may have multicollinearity difficulties (Dorman, et al., 2013). When a model established and predicted in one era or place is applied to another with a different or unknown collinearity structure, multicollinearity arises. Multicollinearity, on the other hand, is not regarded as a serious concern in a reflective measurement paradigm (Garson, 2016). As a result, even though there are signs that do not meet the required VIF value, this does not pose a problem for this study.

**Table 5. Collinearity Result**

Indicators	TikTok	Instagram	YouTube
	VIF	VIF	VIF
SAE1	1.95	1.754	2.081
SAE2	1.963	1.583	3.139
SAE3	2.088	1.77	3.41
SAE4	2.195	1.854	2.302
PET1	1.748	2.483	2.926
PET2	1.804	2.331	3.125
PET3	1.493	2.231	2.088
PSM1	1.503	2.083	2.673
PSM2	1.694	1.939	2.2
PSM3	1.502	1.906	1.943
SI1	-	1.476	2.041
SI2	1.041	1.432	2.184
SI3	1.041	1.562	1.972
EMP1	3.495	3.942	3.782
EMP2	3.499	2.715	3.318
EMP3	2.803	3.549	2.646
EMP4	2.645	2.165	2.458
ALM1	2.616	4.603	4.497
ALM2	3.147	3.62	3.165
ALM3	3.428	5.796	3.895
PA1	1.84	1.942	2.07
PA2	2.595	2.218	2.631
PA3	2.751	2.062	2.265
AVI1	5.178	3.459	4.203
AVI2	6.557	3.504	4.467
AVI3	4.715	3.006	2.183
PUI1	3.862	3.299	2.838
PUI2	4.626	3.488	3.034
PUI3	5.537	4.977	5.016
PUI4	5.116	3.855	3.907
PUD1	5.587	3.542	3.267
PUD2	4.998	2.518	3.393
PUD3	1.909	2.597	2.036

The Goodness of Fit (GoF) metric is calculated by evaluating the impact magnitude and convergent validity, resulting in a numerical scale ranging from 0 to 1. Wong (2013) calculates the GoF result

by multiplying the square root of the average R<sup>2</sup> and Q<sup>2</sup> values. It will then be applied to the predicted performance of the rate measurement model. Table 6 shows that the Goodness of Fit (GoF) result for this study is 0.328 for the TikTok platform, 0.319 for the Instagram platform, and 0.344 for the YouTube platform. If the GoF is greater than 0.1, it indicates that the model can adequately explain the observed empirical data.

**Table 6. Goodness of Fit Test**

Variable	TikTok		Instagram		YouTube	
	R <sup>2</sup>	Q <sup>2</sup>	R <sup>2</sup>	Q <sup>2</sup>	R <sup>2</sup>	Q <sup>2</sup>
SAE	0.37	0.343	0.545	0.537	0.656	0.646
EMP	0.692	0.553	0.569	0.52	0.57	0.457
ALM	0.756	0.491	0.819	0.43	0.763	0.439
AVI	0.301	0.144	0.295	0.077	0.317	0.052
PUI	0.794	0.464	0.753	0.418	0.852	0.489
PUD	0.802	0.507	0.833	0.416	0.761	0.47
<b>Average</b>	0.619167	0.417	0.635667	0.399667	0.653167	0.4255
<b>GoF</b>	<b>0.328</b>		<b>0.319</b>		<b>0.344</b>	

## Conclusion

According to the survey findings, video or sensory advertising has a positive effect on empathy, altruistic motive, and purchase intention, acting as a mediating variable in forming the decision to purchase or avoid body care items from video advertising. This influence can be seen through a variety of markers. According to the PLS analysis for the TikTok, Instagram, and YouTube platforms, video advertising that focuses on sensory advertising favorably increases empathy, altruistic motive, and purchase intention. Empathy, altruistic motives, and buy intention are the mediating elements that greatly influence customers' purchasing decisions on TikTok and YouTube platforms, but Instagram users tend to shift their attention more towards the purchasing decision of body care items. The results of the interviews show that social media users on the Instagram platform tend to focus on other activities such as purchase decisions for body care items, social connections, and other social activities. This is because the Instagram platform has a low volume of video commercials, prompting users to focus on things other than watching video advertisements for body care items. This reflects a different viewpoint on this platform. When discussing the TikTok and YouTube platforms, users engage in activities that are more closely related to watching video advertisements for body care products, such as gathering as much information as possible, watching video advertisements, and viewing product reviews for body care products. Users may develop empathy because of their sensory advertising experience after watching video advertisements. The empathetic sense obtained from sensory experiences, allowing users to form a deeper emotional connection with influencers and gain a better knowledge of the things advocated. The conducted interviews highlight the importance of users' thoughts toward fragrances and their feelings toward the influencers that advocate body care goods in video advertisements that users have seen. As empathy emerges as a response to extract value from interactions, it increases users' altruistic proclivity to engage in activities like watching longer-duration video commercials of body care items supported by influencers. Furthermore, client feedback and preferences for social media sites such as TikTok and YouTube emphasize favorable experiences when watching video commercials, particularly for body care items pushed by influencers in those videos. Furthermore, the presence of social influence functions as an extra component that influences purchasing decisions positively. The concept that social media preferences positively influence sensory advertising experiences is backed by the diverse outcomes across different platforms. Users rank their favorite social media platforms, and their favorite platform becomes the default option for viewing video adverts. This is supported by the

findings of the conducted interviews, which show that consumers value social media sites that offer video commercials, particularly for body care goods promoted by influencers they admire.

The empathy and altruistic intentions inspired by influencers advocating body care items in video commercials affect people in nurturing their intention to acquire such products through video advertisements featuring influencers on social media, according to the previously described indicators. The hypotheses and conclusions collected from the interviews confirm this, demonstrating that empathy and altruistic intentions favorably influence the purchase intention of body care goods offered in social media videos. Furthermore, based on the hypothesis that purchase intention positively influences purchase decisions, with purchase decisions representing the final stage of purchase intention, it can be deduced that when individuals choose to make a purchase from a specific source, it is driven by their internal intention. This is also supported by the findings of the interviews, which found that purchase intent eventually leads to the purchase of body care goods advertised in video advertisements. The purchase of body care products necessitates considerable consideration on the part of the buyer. Creating a favorable and appealing video advertising experience for viewers of body care product advertisements can be a significant component in influencing customers' purchasing decisions based on the influencer-led video advertisements they see on social media. Finally, this is how video advertising on social media platforms (Instagram, YouTube, and TikTok) that uses influencers as models influences customers' purchasing decisions for body care products.

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