Measuring the Digital Marketing Strategies Effectiveness through Social Media in Purchasing Halal Make Up Brands: A Comparative Study

Penelitian Perbandingan: Keefektifan Iklan, Celebrity Endorsement, dan Influencer Marketing dalam Memengaruhi Niat Beli Merk Make-up Halal

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Abstract

Nowadays, marketers utilize online channels to reach for the target market. There are plenty of tactics that can be used, such as advertisement, celebrity endorsement, and influencer marketing. This research aimed to compare the effectiveness of each tactic to influence purchase intention towards halal make-up brand. Wardah is the research subject. The researcher used the mixed method sequential exploratory that consisted of two phases. The first phase was qualitative and the second phase was quantitative. During the first phase, the researcher interviewed 25 informants to explore indicators for proposed variables. Based on the first phase finding, the instrument for the second phase was developed. During the second phase, the researcher collected data from 154 respondents. The findings indicated that the advertisement, celebrity endorsement, and influencer marketing simultaneously and partially had significant influence on purchase intention. Comparing all three tactics, influencer marketing had the most significant influence on purchase intention.

Keywords: *Advertisement, Celebrity Endorsement, Influencer Marketing, and Purchase Intention*

Abstrak

Dewasa ini, kanal online dimanfaatkan oleh para pemasar untuk menjangkau target market. Ada berbagai taktik yang dapat dijalankan, seperti iklan, celebrity endorsement, dan influencer marketing. Penelitian ini bertujuan untuk membandingkan keefektifan taktik yang telah disebutkan dalam memengaruhi minat beli merk kosmetik halal. Wardah merupakan subjek dalam penelitian ini. Penelitian ini dilakukan dengan sequential exploratory mixed method yang terdiri dari dua fase. Pertama, peneliti mewawancarai 25 informan untuk menemukan indikator dari variabel yang diajukan. Berdasarkan hasil fase pertama, instrumen untuk fase kedua dikembangkan. Pada fase kedua, peneliti mengumpulkan data untuk 154 responden. Temuan penelitian menyatakan bahwa iklan, celebrity endorsement, dan influencer marketing memiliki pengaruh simultan yang signifikan terhadap minat beli. Dibandingkan ketiganya, influencer marketing memiliki pengaruh paling kuat.

Kata Kunci: *Iklan, Celebrity Endorsement, Influencer Marketing, Minat Beli*

INTRODUCTION

Competition is getting tighter in every industry. Cosmetics industry is not an exception. In the last decade, various companies started involving within the industry. According to an article published by Reuters.com (2018), in 2017, the value of the industry had reached US$ 532.43 billion. In 2023, it is expected to grow to US$ 805.61 billion. The emerging countries have the largest contribution with 50%. Among them, Indonesia is the second largest.

According to data from the Indonesia Ministry of Industry, there are more than 750 companies in the country's cosmetics industry (Kementerian Perindustrian Indonesia, 2020). To survive and win the competition, each company developes a marketing strategy. Wardah is one of them. It became a pioneer in Halal make up and personal care. Wardah uses both traditional and digital media as their marketing channel.

Marketers believe that social media is the best channel for digital marketing. They perceive social media as a promising instrument to reach out to the younger market segment. These youngsters are fond of Instagram for it highlights the visual aspects. This aspect favored Generation Y and Generation Z the most (Clasen 2015). However, there are several different tactics utilized by marketers on social media, like Instagram, as the part of digital marketing strategy. Sjoberg (2017) found there were three tactics that are often selected, including advertising, influencer marketing, and celebrity endorsement. Many studies found that each tactic had significant influence on purchase intention (He & Qu 2018; Lim et al. 2017; Malik and Qureshi 2016). Along with the research, Wardah is performing those tactics through Instagram. From that, this research would like to discover the effectiveness comparison of each tactic in increasing the sales for it has not yet widely discussed.

As the world is highly driven by technology, it comforts people to connect and communicate easily through it without the time and space boundaries through social media or social networking platforms. Social media is defined as an application that is operated through internet connection that allows users to create contents and share them with others (Kaplan and Haenlein 2016; O'Reilly, in Harrison and Barthel 2009). Due to its sharing nature, social media enables the users to socialize with each other and eventually form a society. Instagram is one of the examples as it was found in 2010. In order to set it apart from other social media, Instagram emphasizes on photo sharing among users (Berg and Sterner 2015). However, on its development, Instagram allows the users to share video and live broadcasting through features like Snapgram and IGTV. According to the article that was released by The Verge, Instagram has reached 1 billion users worldwide. It means that there were around 200 million additional users if compared to the data from previous year (Carman 2018). As a picture-based social media, Instagram is very visual and loved by the youngsters. Their users are dominated by those around 16 – 34 years old.

Many marketers chose to utilize Instagram as a marketing tool. Furthermore, Berg and Sterner (2015) found that various companies use Instagram for marketing in many different ways. Oftentimes, the companies are combining two or more tactics to attract the interest of users towards the message that is being communicated to increase purchase intention, such as: advertising, celebrity endorsement, and influencer marketing. In order to find the best way, trial and error are performed.

Purchase intention can be defined as a state when the customers thought about a certain product and have desire to buy it (Afshardost et al. 2015). Budiman (2012) defined purchase intention as a willingness to buy a product that appeared after the consumers performed overall evaluation towards it.

Some of the marketers believe that social media advertising can increase users' purchase intention towards the product. Many researches have investigated the effectiveness of social media advertising to influence purchase intention. One of them was conducted by Elsemina et al. (2015). They found that social media advertising had a positive effect on brand image but not brand equity. There was no explanation from them why it happened. However, another literature has shown that more comprehensive marketing effort is required to enhance the brand equity (Longwell 1994). Another finding stated that social media advertising has a significant impact on e-WOM, but the e-WOM has no positive impact on purchase intention (Elsemina et al. 2015). Therefore, it can be concluded that brand equity and e-WOM are not the suitable mediating variables for the relationship between social media advertising and purchase intention. Perhaps, the advertisiment that was seen by the respondents in Elsemina et al. (2015) did not meet the criteria which made it effective. In the research performed by Jensen (2008) and Rodgers and Thorson (2000), attractiveness and relevancy of content, position of the advertisement, and frequency of appearance have significantly affected the effectiveness of social media advertising.

On the other hand, some believe in influencer marketing. It is a new marketing tactic that arises with the development of social media. Lim et al. (2017) conducted a research that explored the impact of social media influencers on purchase intention through attitude. There were three independent variables, one mediating variable, and one dependent variable involved in the research. The independent variables were obtained from three theories: source credibility, source attractiveness, and product match-up.

Although there is common misunderstanding where people consider influencer marketing similar to celebrity endorsement, both have a number of differences. First, it lays on the figure: influencer and celebrity. According to Glucksman (2017), influencer is a figure who earned popularity from reviewing products and shaped credibility in specific industry. On the other hand, celebrities are famous figures who are asked by marketers to endorse a product for certain compensation. Second, the way the figure talks about the product. Brown and Hayes (2008) said that influencers want to provide the followers with genuine review about the product. Therefore, they include the positive and negative aspects. On the contrary, celebrities only spoke positive words about the products because they are responsible to persuade the audience to purchase them. These differences make influencer marketing has higher credibility compared to celebrity endorsement (De Veirman, Cauberghe, and Hudders 2017) for influencers provide the audience with all necessary information to make a judgment about a product. Besides that, marketers spent relatively less cost in influencer marketing in comparison to celebrity endorsement. However, there is a downside of using the influencer service. The coverage of the influencer is not as wide as celebrities that may appear in printed and broadcasted media regularly.

There are some marketers that favor to use celebrity endorsement. Celebrities are the figure that always is in the center of the spotlight. They are recognized by many people for their talent from acting, singing, to sport. Besides recognition, there are many people also fond of them. In general, people will be excited to see the celebrities, pay attention to what they say, and even follow what they do. It is common to witness something that is worn by a celebrity becomes a trend within a few weeks. Because of this power, they still work with celebrities to endorse a brand or product. However, there are factors that need to be considered before choosing one celebrity as an endorser. Chan et al. (2013) identified eight factors, i.e. product match-up, suitability with target market, has good value, affordable cost, no scandal, high rate of fame, attractive appearance, and high credibility. If marketers select the wrong celebrity, it could give negative impact to the brand or product; from damaging the image to financial loss due to the ROI deficit from celebrity endorsement.

Several models were used by the scholars to select the right celebrity: source credibility, source attractiveness, and product match-up. The source credibility has two building blocks: expertise and trustworthiness. Meanwhile, source attractiveness has three: familiarity, similarity, and likeability. On the other hand, the product match-up does not have any building block as it stands by its own.

Many researches has been conducted to find whether the celebrity endorsement is effective to increase the purchase intention. Malik and Qureshi (2016) performed exploratory quantitative research. The result revealed that endorser's gender, attractiveness, and credibility had positive yet weak influence on purchase intention. Furthermore, when they endorsed more than one product, it then had a weak negative influence on purchase intention. When it comes to the comparison, the advertising with celebrity endorsement had positive and moderate influence on purchase intention. The more celebrity included, the better the influence to purchase intention.

METHOD

There are numerous marketing researches that have been performed. Therefore, this study offers its own state-of-art. Instead of grounding the research to the existing theory, this study will explore new possibilities by studying particular cases to find the generalization of it. Hence, an inductive approach is used for this study. According to Trochim (2008), inductive approach is a process to analyze specific cases to draw general findings. Although the inductive approach is often linked to qualitative research, this research will use a mixed method instead. There are two justifications in choosing this methodology. First, the study is intended to bring valid state-of-art to the existing theory as qualitative suits best to discover a new possibility. Furthermore, a quantitative method will be used to test the possibility found. For this justification, the type of this research is exploratory sequential design. There are two sequences within this research. The first sequence is qualitative and followed by quantitative. Second, many experts believe that mixed methods could accommodate the lack of qualitative and quantitative methods when they stand alone. This was confirmed by Neumann (2014). According to him, qualitative and quantitative had many differences but when they were combined, both could complement each other.
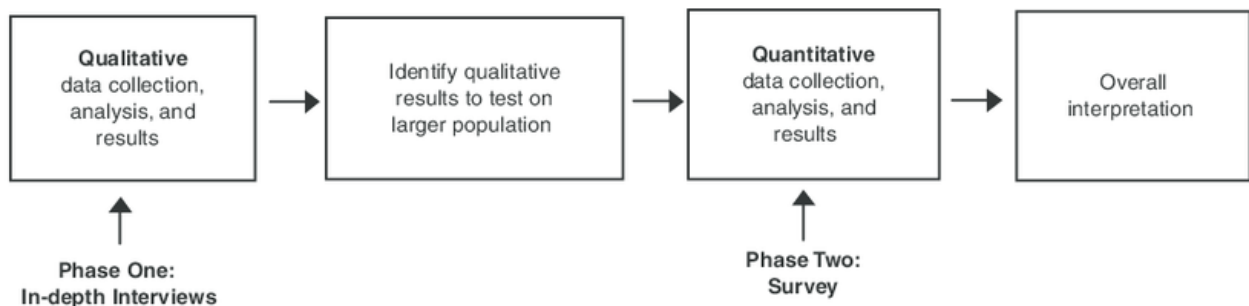

Figure 1. Research Flow of Exploratory Sequential Mixed Method (Source: Hesse-Biber 2010)

As mentioned, this research seeked to investigate the effectiveness of digital marketing strategy in social media, in this case Instagram. The object of this study is Halal Make Up Brand, by using Wardah as the sample. The general population of this study is Instagram users. The total population remains unknown, yet probability sampling methods could not be used. Therefore, the non-probability sampling method was selected. There are several methods used. In order to

ensure that the sample provides relevant answers, purposive sampling is used. The requirements to screen the sample are: female, age 18-35 years old, own an Instagram account, and have experienced Wardah marketing strategy on Instagram. Besides purposive sampling, quota sampling is also used to determine the appropriate sample size. As there are two data collection activities, qualitative and quantitative, the sample size for each collection is different.

For an interview, at least 20 informants are needed. However, the study also attempts to explore new possibilities, thus a dozen informants may be insufficient to gather the required data. On the other hands, at least 150 respondents are required for the survey. According to Babbie (2010), the minimum sample size for quantitative research is 30.

There are two steps for data gathering. To ensure the interview is efficiently conducted, the interview checklist was prepared to list out questions based on variables involved. However, any additional question could be added to elaborate more reliable data. This type of interview is also known as semi-structured. After the data were gathered, the analysis will be performed. The result of the analysis is then used to develop a questionnaire for survey instruments. Based on the interviews, the research discovered a number of indicators for independent variables (presented in the qualitative findings section). These indicators are developed into Likert scale-based questionnaire items. Likert-scale is used to ease the responses into numerical data. The survey was performed online by spreading Google Form link. The quantitative data is being analyzed through several steps: first is checking the validity and reliability of data; second is checking the data normality and multicollinearity; and third is performing regression analysis.

Based on the literature review that revealed the relationship between variables, the research framework and hypothesis of this study are illustrated in Figure 2.
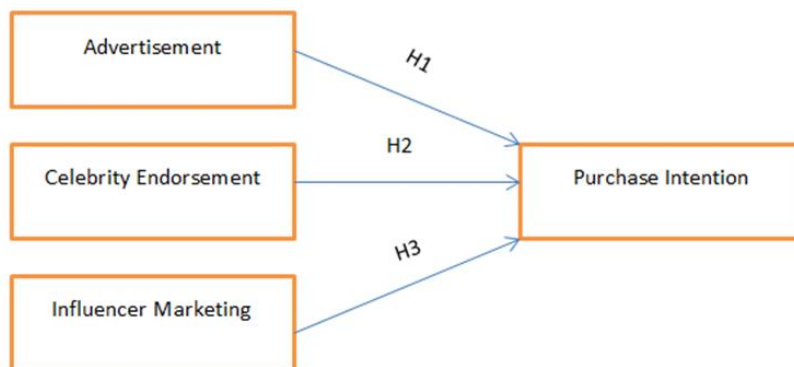

Figure 2. Research Framework

H1: Wardah advertisement on Instagram has significant influence to purchase intention
H2: Wardah celebrity endorsement on Instagram has significant influence to purchase intention
H3: Wardah influencer marketing on Instagram has significant influence to purchase intention

DISCUSSION

In this research, there are two categories of findings. The first category is discovered through qualitative approach. Meanwhile, the second category is revealed through quantitative approach. This section provides the elaboration of the qualitative findings. Regarding the exposure of social media marketing tactics performed by Wardah, all respondents admitted that they have seen the advertisement. It indicated that Wardah did a good job in selecting the target audience for its advertisement and also spent a significant amount of cost to increase the scope of exposure.

As a large cosmetic brand in Indonesia, surely Wardah has the resources to do so. Meanwhile, some of the informants claimed that they have never seen any celebrity endorsement or influencer marketing. It is because they did not follow the celebrity or the influencer that was chosen by Wardah.

> *"I think I did not see the celebrity endorsement of Wardah's products, because I did not follow the celebrity that was endorsed by them", said Informant 4. Similar things stated by Informant 14, she said that, "Emm, I did not follow any make-up influencer on Instagram. I seek a product review by doing blog walking and read the experiences from common users like me".*

Most of the informants share almost similar perceptions towards Wardah advertisements that are displayed on Instagram. All of them stated that the advertisements are very intriguing. It is because Wardah is using the cinematography technique that attracts many young women nowadays. The technique produced an "Instagramable" advertisement. Most of the informants used the word "Instagramable" to describe the attractiveness of Wardah advertisement. Informant 1 said:

> *"I really like the advertisement. It is in short video from about a minute, I think. It is very attractive and Instagramable."*

Another perceived image of Wardah Instagram advertisements is emotionally touching. It is because Wardah created a narrative that articulates the hope and desire of young women. Informant 16 stated that:

> *"I feel the joy and it makes me want to have a lovely trip when I watched the Wardah travel series advertisement. The narration made me feel like that."*

This also indicated that Wardah had successfully created a relevant message in the advertisement. Eventhough Wardah tried to touch the affective aspect of the audience, it does not talk much about the product. Therefore, many informants considered the advertisement less informative. Besides that, many informants also think that the advertisements appear too often. Informant 2 said:

> *"What I do not like is, it (the advertisement) sometimes appears too frequently and becomes annoying."*

There are several keywords that described the informants' perception towards celebrity endorsement on Instagram. First is Attractive. Once again, Wardah has successfully made an attractive content. The videos and pictures of Wardah endorsement are well-made and Instagramable. The use of right color composition contributed significantly to create an attractive content. As said by Informant 7:

> *"I often found unattractive endorsement, but Wardah nailed to make an attractive one. It is very colorful and beautiful".*

Natural. Many stated that Wardah celebrity endorsement does not look staged. Therefore, it looks like the celebrity used Wardah in daily activities. Informant 2 stated that:

> *"What I like about Wardah celebrity endorsement that it is very natural. The celebrity does not appear promoting the product. It seems like they genuinely love the product and use it daily".*

However, some informants have contrasting opinions. They criticized that the endorsement has very little information about the product. Therefore, it is difficult for them to find out more about the product when they are interested.

Another perception about the endorsement related to the celebrity who became the

endorser. All the endorsers selected by Wardah are favored by young women and have a positive image. Therefore, they look credible and trustworthy. Besides that, the endorsers are also having high product match-up. As stated by Informant 1:

> *"Yeah, a celebrity that becomes a role model for many women my age. They have a positive image, very likeable, and suitable with the characteristics of Wardah."*

Indicators for Questionnaire Development

Table 1. Variables and Indicators Based on Qualitative Findings

Variable	Indicators
Advertisement	Attractive, informative, effective frequency, and emotionally touching
Celebrity Endorsement	Attractive, genuine, informative, credible, likeable, and product match-up
Influencer Marketing	Informative, well-balanced, credible, and attractive
Purchase Intention	Transactional, explorative, and preferential

The indicators obtained from the qualitative approach are almost similar to the indicators found in a research by Olejniczak and Tomorad (2015). Based on the indicators on Table 1, the instrument for quantitative approach is developed. This section presents the elaboration of findings from a quantitative approach. It begins with respondents' demographic profile then proceeds to regression analysis results.

Fifty six percent of the respondents belonged to age group 18 – 23 years old; 26% of the respondents belonged to age group 24 – 29 years old; and 18% of the respondents belonged to age group 30 – 35 years old. Therefore, the respondents were dominated by young women between 18 – 23 years old. The age composition seemed to have influenced the respondents' occupation composition. Most of them were college students (34.7%) or full-time employees (30.7%). There were also respondents that work as freelancers (18.8%) and part-time employees (6.9%). Meanwhile, 8.9% of them were still seeking a job.

Regarding cosmetic purchasing behavior, most of the respondents purchased cosmetic products frequently, 38% purchased it once a week, and 45% made purchases once in two weeks. Only a small percentage purchased it once in a month (10%) or made a purchase when they ran out of product (7%). Perhaps the factors that motivate the purchasing played a role in shaping such habits. 66% said they purchased cosmetics because of daily needs. Then it begs the question, how much are the respondents willing to spend for a product? Most respondents (57%) admitted that they are willing to spend $5-7 to purchase cosmetic products. Meanwhile, 16% of respondents do not mind spending $11-15; 13% spend less than $5; 8% spend more than $20; and 6% spend between $16-20.

There were five options in the questionnaire provided in this study. However, the respondents only picked the first two options. 78% of respondents were accessing Instagram every hour and 22% were doing the same thing every few hours. It indicated that the respondents had built an attachment to Instagram and continuously used it throughout the day in the middle of various activities. Not only that, apparently Instagram has influenced most of respondents' decision making. 52% of the respondents admitted that Instagram influenced their purchase decision of cosmetics products most of the time, and 44% admitted Instagram sometimes played such a role. Meanwhile, 4% of respondents disagreed on that.

In order to reveal causal relationships between variables, it is necessary to perform regression analysis. However, before running the regression analysis, the validity and reliability

test need to be carried out first. The result revealed that all the questionnaire items and variables were valid. Because the correlation score between items was > 0.3 and correlation score between variables was > 0.5. The variables were also reliable, because all the Cronbach's Alpha was > 0.7. These indicated that the data obtained by the questionnaire was accurate.

Furthermore, the study also performed two classical assumption tests to find out the eligibility of data for regression analysis. Due to, it determined the credibility of finding from regression analysis. The tests include normality (Kolmogorov-Smirnov) and multicollinearity. The result of Kolmogorov-Smirnov normality revealed that Sig. > 0.5 (indicated the data was normally distributed) and no multicollinearity occurred (due to Tolerance > 0.1 and VIF > 10).

As the study aimed to find out the effectiveness of Wardah Instagram advertisement, influencer marketing, and celebrity endorsement to increase purchase intention when they are performed simultaneously and compare the three of them, only the multiple regression performed.

Table 2. Model Summary of Regression Analysis

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.912[a]	.831	.828	.35772

a. Predictors: (Constant), Influencer Marketing, Advertisement, Celebrity Endorsement
b. Dependent Variable: Purchase Intention

Based on R value, Wardah Instagram advertisement, influencer marketing, and celebrity endorsement simultaneously had strong and positive correlation to purchase intention. R square 0.831 (x100%) revealed that all the independent variables simultaneously can predict 83.1% of purchase intention.

Table 3. ANOVA of Regression Analysis

ANOVA[a]

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	94.358	3	31.453	245.789	.000[b]
Residual	19.195	150	.128		
Total	113.553	153			

a. Dependent Variable: Purchase Intention
b. Predictors: (Constant), Influencer Marketing, Advertisement, Celebrity Endorsement

The ANOVA can be interpreted by looking at Sig. value if Sig < 0.05, then F critical > F table. Therefore, the independent variables simultaneously have significant influence on dependent variables. As Sig value is 0.000 < 0.05, Wardah Instagram advertisement, influencer marketing and celebrity endorsement simultaneously have significant influence to purchase intention.

Table 4. Coefficient of Regression Analysis

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.063	.131		.483	.630
Advertisement	.310	.060	.275	5.201	.000

Celebrity Endorsement	.360	.071	.358	5.061	.000
Influencer Marketing	.363	.070	.350	5.165	.000

To find out the partial influence of independent variables to dependent variables, we needed to refer to the Coefficients table below. This table also could be used to prove whether the hypotheses were accepted or not.

The hypotheses will be accepted if Sig > 0.05, because it indicated that the independent variable partially had significant influence on the dependent variable. Therefore, H1, H2, and H3 were accepted, as explained below. Further, the B Unstandardized Coefficients revealed how much dependent variable would increase if the independent variable improved by one point. It means that if advertising was improved by one point, it would increase purchase intention by 31%. If similar improvement performed on celebrity endorsement and influencer marketing, the purchase intention would increase to 36% and 36.3%, respectively. Therefore, it was found that the most effective tactic among the three was influencer marketing.

First, the advertisement had a significant and positive influence on purchase intention. This result also led to the acceptance of H1. The advertisement on social media, in this case Instagram, could influence the purchase intention about 31%. A previous research that was performed by Duffet (2015) also discovered similar findings. According to Wells (2014), advertisement was effective when it could trigger positive emotion of the audience. In order to do that, factors like content, appeal, and frequency of exposure should be fulfilled. Based on the interview, Wardah advertisement had high appeal yet there was something missing about the content. Perhaps, the inability to fulfill all the factors became the reason why the effectiveness of advertisement was lower compared to the other strategy, celebrity endorsement and influencer marketing.

Second, celebrity endorsement had significant and positive influence on purchase intention, which indicated H2 was accepted. The celebrity endorsement could increase the purchase intention by 36%. Many researches have confirmed this, including Randhawa & Khan (2014). However, most of these researches did not include the factors like the attractiveness and richness of information of content & genuineness of endorsement. They tended to focus on the endorser or celebrity whether or not they are credible, likeable, and match to the products. Apparently in this study, such factors were mentioned many times by the informants. Therefore, the factors included in the questionnaire and they contributed to the effectiveness of celebrity endorsement.

Third, influencer marketing had significant and positive influence on purchase intention. It indicated that H3 is accepted. This tactic could increase the purchase intention by 36.3% and became the most significantly influencing tactic among others. Similar finding was discovered by Cheah et al. (2017). Influencer marketing was the marketing tactic that rose together with the advancement of information technology, the internet. This tactic was effective because it had high credibility. Based on the interview, several informants noted that the credibility of influencers was higher than celebrity, which resulted in different degrees of influence. This was confirmed by the research performed by Sudha and Sheena (2017). It was because they believe that the influencer was not paid and tells the truth about what they feel regarding the products or brands. Moreover, because the influencers explained a lot about the product or brand, they seemed to have extensive knowledge and know what they were talking about. As a result, the consumers perceived them as an expert. These same reasons might also become the justification behind the finding that influencer marketing was the most effective marketing tactic among the other two. This also answered the fourth question of which tactics was the most effective to increase

purchase intention

Based on these findings, it was clear that the digital marketing strategy that Wardah performed through Instagram is effective. This was because each tactic in the strategy had significant and positive influence on purchase intention. Thus, such strategy could be used and copied by other cosmetic brands, both halal or mainstream brands. However, the plan and implementation of each tactic could be improved. The advertisement should be more than attractive and emotionally touching. It should also contain information about the brands or products. If it was not included on the video, it could be written on the caption. This was reflected from many complaints from the respondents as they found difficulties to seek the products that appeared on the advertisement. In the case of Wardah, some respondents also mentioned that the advertisement did not give them the reason why they should pick the products offered over other brands. Based on the research, it was also found that when advertisements appeared too often, it would not be effective and could annoy the audience. According to Hiebing and Cooper (2003), it needed to appear six to ten times to increase the purchase intention. However, Blair (2000) noted that appearing too frequent will only bore the audience. Eventually, they would feel tired and disgusted with the product or brand. To avoid this, the brand could create a series of advertisements, which each episode appeared for a week. This would not only prevent the audience from being overly exposed to the same advertisement, but also trigger curiosity to wait for the next advertisement to appear.

Regarding the influencer marketing, as the marketers can not interfere with the content that was created by the influencer, they could offer to support certain visualization to the video. So, it will be more attractive.

On the other hands, celebrity endorsement could be improved by creating more natural contents. From the study, it was found that many informants doubted the credibility of the endorsement. They believed that celebrities would only mention good things because they were paid to do so. To avoid such perception, the endorsement could be incorporated into daily activity of the celebrity. For instance: a candid scene where the endorser touched up her make-up on the car using the product. Another possible scene was when the celebrity revealed what she stored in her to-go-bag.

However, based on the conducted study, cosmetic brands should be focused more on influencer marketing. The marketer could also support the influencer in creating the content on their products. It could be done by sending a sample of products to the influencer before it was launched. Thus, it could be reviewed on the launching day. Else, inviting the influencer to the brands' event could also be an option.

For other marketers, the findings suggested that advertisement, celebrity endorsement, and influencer marketing have significant and positive influence on purchase intention. When they are combined, they can predict 90% of purchase intentions. Therefore, if the marketers have sufficient resources, all three should be included in the digital marketing strategy. Removing one of the tactics will reduce the possibility of the strategy to increase purchase intention.

CONCLUSION

The study was conducted using mixed method exploratory design. There were two phases in this research. In the first phase, the study was exploring theories and variables through a qualitative approach. There were 25 informants involved in a semi-structured interview. The data from the interview then transcribed. Number of factors were discovered to be used as the

indicators for three predetermined independent variables. Based on that, a questionnaire was developed. In the second phase, the study tested the discovered theories and variables through quantitative approach. The data were gathered from 154 respondents using the questionnaire. It was then analyzed with multiple regression. The result revealed that advertisement, celebrity endorsement, and influencer marketing simultaneously have significant influence on purchase intention.

From the finding, it was clear that digital marketing strategy was effective since it had significant and positive influence on purchase intention. However, the approach within each tactic could be improved. First, advertisements should be more attractive, touching, and contain more information about the brands or products. However, the frequency of advertisement should also be controlled to maintain the audience interest. The brand could also create a series of episodes to draw the audiences' attention. Second, celebrity endorsers could also be improved by making more natural contents. This is to increase the customers' trust on the quality of the product. Third, the influencer marketing service could be used best to review the product and raise the customers' trust and awareness of the advertised products. This strategy was believed as the best strategy based on the research finding. All in all, this study suggested that advertisement, celebrity endorsement, and influencer marketing have significant and positive influence on purchase intention altogether. Any cosmetic brands, whether they are Halal or mainstream brands, could also adapt these strategies to fit their brand image.

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