

Purchase Decision on Generation Z Consumers in View of Influencer Marketing Tasya Farasya on Glad2Glow Products: A Conceptual Framework

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Abstract

This study examines the relationship between influencer marketing and purchase decisions among Generation Z consumers, focusing on the influence of Tasya Farasya on Glad2Glow products. The beauty industry has seen significant growth, particularly in Indonesia, where consumer reliance on social media and influencers shapes purchasing decision. The research highlights the effectiveness of influencer marketing as a strategy to enhance brand visibility and drive sales by fostering trust, expertise, and attractiveness. Utilizing a conceptual framework, the study identifies key indicators of influencer marketing, including attractiveness, expertise, and trustworthiness, that significantly affect consumer decisions. The findings reveal that Tasya Farasya's authentic engagement with her audience leads to notable impacts on their purchasing decision, confirming previous research linking influencer marketing to purchase decision. This paper provides insights for brands targeting Generation Z, offering recommendations for leveraging influencer marketing to optimize marketing strategies. Ultimately, this research contributes to the understanding of purchase decision in the digital age and lays a foundation for future studies in this field.

Keywords: Influencer Marketing, Purchase Decision, Generation Z

1. Introduction

In recent years, the beauty industry, particularly skincare and makeup products, has experienced rapid growth, becoming an integral part of daily routines, especially among Generation Z. Reports indicate a significant rise in the usage of beauty products in Indonesia, with the cosmetic industry growing at an astounding rate of 21.9%. The number of cosmetic companies in Indonesia increased from 913 in 2022 to 1,010 by mid-2023 (Limanseto, 2024). This growth reflects an increasing awareness of the importance of skincare and the rising demand for beauty products, positioning the industry as a primary necessity for women while also extending its reach to men and children (Kementerian Perindustrian Republik Indonesia, 2019).

Generation Z, born between 1997 and 2012 (Rosariana, 2021), is characterized by its digital nativity and heavy reliance on social media platforms like TikTok for information. This demographic often consults influencers, who play a pivotal role in shaping their purchase decisions. The influencer marketing phenomenon has gained traction, especially in the beauty sector, as consumers seek authenticity and credibility in product recommendations. Influencers can simplify the decision-making process by providing honest reviews, making them valuable assets for brands targeting this market segment.

TikTok has transformed from an entertainment app into a powerful marketing tool, especially for engaging young audiences. As of January 2023, Indonesia ranked second globally in TikTok users, reaching over 109.9 million (Aliah & Nurfazri, 2023). The platform allows brands to showcase products in innovative ways, with influencer marketing emerging as a primary strategy for beauty brands. Influencers leverage their strong social media presence to build brand awareness and drive purchase decisions among their followers.

A notable influencer in this space is Tasya Farasya, recognized for her authentic product reviews on TikTok. Her series "Tasya Farasya Approved" has garnered significant attention, where she recommends beauty products she genuinely likes. One of the brands she frequently reviews is Glad2Glow, a rising local beauty brand. Through her endorsements, Tasya has not only increased brand visibility but has also influenced the purchasing decision of her followers, particularly within the Generation Z demographic.

Previous research highlights the substantial impact of influencer marketing on consumer purchase decisions. Studies have shown a positive correlation between influencer marketing and purchase decisions in various contexts, such as skincare products (Zahra, 2024) and women's bags (Adriana & Syaefulloh, 2023). Key factors contributing to this influence include the credibility of the influencer and their relevance to the products they endorse, with authentic communication styles proving to be the most effective in fostering consumer trust.

Given the outlined background and the growing significance of influencer marketing, this research aims to investigate the influence of Tasya Farasya's marketing strategies on the purchase decisions of Generation Z consumers regarding Glad2Glow products. The study seeks to provide insights into the dynamics of influencer marketing and its effectiveness in shaping consumer purchase decision in the beauty industry.

In short, the aim of this research is to examine problems and concepts related to these two variables which can help in building a conceptual framework. Apart from that, this paper also aims to discuss the process of developing a conceptual framework that explores relationship

between influencer marketing variable and purchase decisions variable. Therefore, this article is structured with the following points:

- 1) Possible research problems regarding influencer marketing and purchase decisions will be discussed in this article.
- 2) Previous literature regarding the concepts of these two variables will be presented in this article.
- 3) Previous literature on the relationship between influencer marketing and purchase decisions will also be presented.
- 4) The construction of a conceptual framework for influencer marketing and purchase decisions will also be presented in this article.

2. Issues Related to Influencer Marketing and Purchase Decision

Influencer marketing has become one of the most effective marketing strategies in influencing consumer's purchase decisions in the digital era. By involving individuals with strong influence on social media, companies can expand their reach and build more personal relationships with their target audience. Influencers not only promote products but also shape consumer perceptions and beliefs through authentic content and directed interactions. This influence can affect consumers from the problem recognition, information research, evaluation of alternatives, purchase decision, to postpurchase behavior. Therefore, it is important to explore how influencer marketing can influence consumers in making purchase decisions for a product.

Several studies have found that influencer marketing partially influences purchasing decisions. Arhofa & Andarini (2024) conducted quantitative research on Erigo Apparel products using questionnaires distributed to 100 respondents who followed Erigo's social media accounts and had purchased its products. The data were analyzed using multiple linear regression with SPSS 25, confirming the partial influence of influencer marketing. Similarly, Lestiyani & Purwanto (2024) revealed a T-statistic value of 3.348 (greater than 1.96) and a significance value of 0.001, indicating a significant impact of influencer marketing on purchase decisions based on multiple regression analysis. Shukmalla et al. (2023) also demonstrated a partial influence of influencer marketing on purchasing decisions for local cosmetic products on TikTok Shop. Their quantitative explanatory survey targeted Management students at Universitas Buana Perjuangan Karawang and used multiple linear regression analysis with IBM SPSS software.

The beauty industry in Indonesia, especially the skincare category, is experiencing significant growth along with the increasing needs of consumers and the influence of social media. One of the products that stole the spotlight was Glad2Glow, which was previously included in the list of top 10 best-selling moisturizer brands on e-commerce platforms (Markethac.id, 2024). However, the downward trend in sales began in December 2023, when Glad2Glow ranked fifth with total sales of 195,438 pcs. The decline continued until May 2024, with total sales of only 1,468 pcs, placing the brand in eighth place. This phenomenon indicates a change in consumer purchasing decisions, which may be influenced by less effective marketing strategies.

One influencer who plays a major role in promoting beauty products is Tasya Farasya. With her authentic communication style and content such as "Tasya Farasya Approved," she provides product reviews that build consumer trust. Tasya Farasya has become one of

Glad2Glow's key advocates, helping to increase brand exposure and appeal to Generation Z. Collaborations with influencers like Tasya Farasya have a positive impact on consumer purchasing decisions.

Previous research shows that influencer marketing has a significant influence on purchasing decisions for beauty products. Influencers who have a transparent communication style and high credibility tend to be more effective in influencing consumers. In this context, Tasya Farasya's content is able to create a positive perception of the products she reviews, including Glad2Glow. However, the success of this strategy relies heavily on consumers' trust in the influencer.

In October 2024, Tasya Farasya posted a response on her Instagram account regarding the issue of overclaims in the skincare and makeup industry. This post sparked controversy among netizens, who began to question the credibility of Tasya Farasya's recommendations, including the products she labeled as "Tasya Farasya Approved." This posed a challenge for brands like Glad2Glow, which previously relied on Tasya Farasya's popularity in their marketing strategy.

This crisis of confidence in influencer marketing has also affected Glad2Glow's sales decline. Consumers are becoming more selective in their purchasing decisions and more critical of product claims. Credibility issues involving key influencers can have a major impact on purchasing decisions, making marketing strategies that were once effective less relevant in such situations.

In addition, Generation Z is increasingly prioritizing authenticity and transparency in their product choices. Beauty brands must innovate not only in products, but also in marketing approaches that are more authentic and relevant. As such, influencer marketing strategies need to be adjusted to meet these new challenges, especially in maintaining consumer trust.

TikTok remains a potential platform to reach young consumers, but beauty brands need to ensure that collaborations with influencers are done strategically. Choosing the right influencer with the right credibility and expertise is key to maintaining consumer appeal and trust. In this situation, brands like Glad2Glow should re-evaluate their marketing strategies. By utilizing data and feedback from consumers, companies can develop more effective approaches to restore trust and drive purchase decisions amidst increasingly fierce competition.

In short, it is evident that influencer marketing influences purchase decisions. Therefore, this research aims to explain the relationship between influencer marketing and purchase decisions, specifically the purchase decision on Generation Z consumers in view of influencer marketing Tasya Farasya on Glad2Glow products.

3. Influencer Marketing

Influencer marketing is the process of identifying and engaging people who have influence over a specific target audience or medium. They are involved in marketing strategies to help increase reach, sales, or interaction with audiences (Sudha M. & Sheena K., 2017). Influencer marketing is an individual who has a big influence by providing information to consumers regarding purchasing decisions (Uyuun & Dwijayanti, 2022). Influencer marketing is a marketing strategy related to an individual who has many followers to promote a product (Lengkawati & Saputra, 2021). Based on the definition of these experts, it can be concluded

that influencer marketing is a marketing strategy that involves influential individuals, who have many followers, to promote products or services. The main goal of influencer marketing is to influence audiences to make purchasing decisions through information or recommendations provided by influencers, so as to increase reach, sales, or interaction with consumers. Influencers play an important role in shaping consumer perceptions and decisions towards a product. According to AlFarraj et al., influencer marketing consists of 3 indicators (Mewengkang & Hidayah, 2022), including:

- **Attractiveness:** Refers to a person's physical appearance, which can be seen from their visual appearance. In many studies, attractiveness is defined as “the extent to which a person's facial features are pleasant to look at.”
- **Expertise:** Expertise can mean the knowledge, skills, or experience that an influencer has, especially in relation to the product or service they are promoting. Becoming an expert takes hard work, long training, experience, and practice. People can tell the difference between an expert and someone of ordinary ability by what they know and what they have accomplished. Expertise also relates to the extent to which an influencer can influence others.
- **Trustworthiness:** A person's ability to influence an audience with trust even if their abilities are average. People who are able to influence others must be able to maintain their credibility, so that the people they influence feel confident and trust them.

4. Purchase Decision

According to Tjiptono, purchase decision is a process of direct consumer behavior to recognize, seek information, determine, evaluate, and make decisions in purchasing a product or service (Tua & Andariyani, 2022). According to Schiffman & Kanuk, purchase decision is a process of selecting two or more alternative choices for products or services so that it can result in a purchase decision (Fauzi, 2021). Purchase decision is that consumers can form preferences for the chosen brand and also form an intention to buy the brand they like best (Kotler & Keller, 2012). Based on the understanding of these experts, it can be concluded that purchasing decisions are a process that involves consumers in selecting, evaluating, and determining the product or service to be purchased. This process includes choosing between several alternatives and involves considering whether to buy or not. The decision also includes the choice of brand that is considered the most suitable for consumer needs and preferences.

Before arriving at the purchasing decision stage, consumers will go through a decision-making process in purchasing goods. This is an indicator used in this study based on the theory (Kotler & Keller, 2012), namely:

- **Problem recognition:** The buying process begins when consumers feel a need, either from within or from external influences, such as seeing advertisements or other people's products. Marketers need to understand what triggers this need in order to create strategies that attract consumers' attention and interest, especially for non-urgent products.
- **Information research:** Consumers usually do not conduct in-depth information research. They tend to look at a few options before buying a product, especially for items like electronics. There are two levels of information search: consumers just become more

sensitive to information and consumers actively seek information in various ways, such as reading, asking friends, or searching the internet.

- Evaluation of alternatives: Consumers evaluate products by looking at the attributes that are considered most important to meet their needs. This assessment process varies from person to person and situation to situation, but essentially, consumers look for products that provide the benefits they need. Important attributes can differ depending on the type of product, and by understanding this, the market can be divided according to the needs of different consumer groups.
- Purchase decision: After evaluating various options, consumers usually decide which brand to buy. When executing a purchase decision, consumers must also make several other decisions, such as choosing a seller, the number of items purchased, the time of purchase, and how to pay. All of these decisions together influence the final purchase.
- Postpurchase behavior: After consumers buy a product, they may feel hesitant or compare with other brands. Marketers need to continue to provide information that makes consumers confident in their choice. Therefore, the marketer's task does not end once the product is purchased, but must continue to monitor consumer satisfaction, the actions they take after purchase, and how the product is used and disposed of.

5. The Relationship Between Influencer Marketing and Purchase Decision

The relationship between influencer marketing and purchase decision is a critical aspect of modern consumer behavior in the digital era. Influencer marketing, which leverages the attractiveness and reach of individuals with strong social media influence, has become a powerful tool for brands to connect with their target audience. By providing authentic product reviews and personal experiences, influencers can significantly shape consumer purchasing decisions. This dynamic is particularly evident among younger generations, such as Generation Z, who are more likely to rely on social media and trust influencer recommendations when making purchase decision. Understanding how influencer marketing impacts the decision-making process is essential for businesses aiming to effectively capture consumer attention and drive sales in a highly competitive marketplace.

Research by Prasetya et al. (2021) demonstrated that influencer marketing partially affects purchasing decisions. The study focused on consumers who had purchased from Zalora Online Store in Central Java. Data were collected through questionnaires using purposive sampling, with a sample size of 202 respondents. The analysis was conducted using simple linear regression with SPSS software. Similarly, Apriliani & Ekowati (2023) found that influencer marketing had a positive and significant impact on the purchasing decisions of Implora products among students at Muhammadiyah University, Bengkulu. The research employed observation, interviews, and questionnaires distributed to 175 respondents, with data analyzed through multiple techniques, including regression analysis and hypothesis testing. Meanwhile, (Nurhamidah (2022) found that influencer marketing partially influenced purchasing decisions for Baso Aci Akang Bandung products. This study utilized a descriptive survey method by distributing questionnaires via Google Forms to 100 respondents who had previously purchased the product.

The findings from these studies highlight the significant role of influencer marketing in shaping purchasing decisions across various industries. By leveraging the attractiveness and

expertise of influencers, brands can effectively engage their target audience and influence consumer purchase decision. However, the degree of impact varies depending on factors such as the product category, target demographic, and the platform used. The studies also emphasize the importance of tailoring influencer marketing strategies to align with the preferences and behaviors of specific consumer groups, such as students or young adults, to maximize effectiveness.

In a rapidly evolving digital landscape, businesses must continuously adapt their marketing strategies to remain competitive. Influencer marketing has proven to be a valuable approach, but its success requires careful selection of influencers, authentic messaging, and a deep understanding of the target audience. As consumers become more discerning, the integration of data-driven insights and innovative marketing techniques will be essential for brands to sustain their relevance and foster lasting connections with their audience.

6. The Conceptual Framework: Influencer Marketing and Purchase Decision

Based on the empirical evidence mentioned above, as found in previous research, it can be stated that influencer marketing partially influences purchasing decisions. Therefore, this study proposes the following conceptual framework to explore the relationship between influencer marketing variable and purchase decisions variable, based on a comprehensive literature review, where the independent variable is influencer marketing and the dependent variable is purchasing decisions. Based on the conceptual framework developed in this article, it can be used as reference material in future empirical research.

The influencer marketing framework is adapted from research conducted by AlFarraj et al., where influencer marketing consists of three indicators (Mewengkang & Hidayah, 2022), namely: attractiveness, expertise, and trustworthiness. On the other hand, the purchase decision framework is adapted from the theory proposed by (Kotler & Keller, 2012), which includes several indicators in the purchase decision process: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior.

The literature review described previously shows a significant relationship between influencer marketing variable and purchase decisions variable. The previous section provides an explanation of the relationship between the independent and dependent variables. Therefore, based on a review of empirical studies and previous relevant literature, influencer marketing and purchase decision theory will be the conceptual framework in this research.

The conceptual framework explained in this article illustrates how the variables studied are related to each other. The conceptual framework model also provides theoretical guidance for conducting research on purchasing decisions for Glad2Glow products among Generation Z consumers. Therefore, the conceptual framework for purchasing decisions is presented in Figure 1, where influencer marketing is considered to contribute to purchasing decisions.

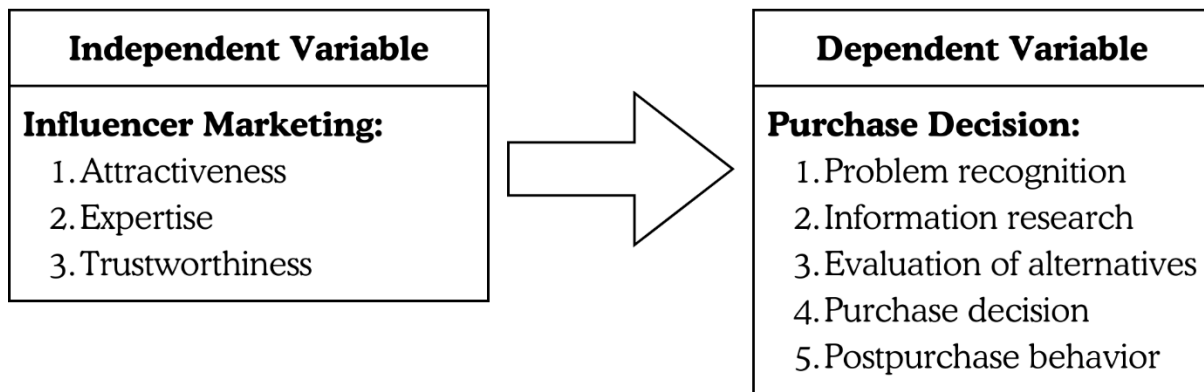


Figure 1 A Conceptual Framework of Purchase Decision on Generation Z Consumers in View of Influencer Marketing Tasya Farasya on Glad2Glow Products

However, until now, there is still little research that discusses the relationship between Tasya Farasya's influencer marketing and Glad2Glow product purchasing decisions among Generation Z consumers. Therefore, it is important to understand more deeply how big and how influential Tasya Farasya's influencer marketing is in marketing strategies. before determining the decision to purchase Glad2Glow products for Generation Z consumers. The results of this research can also provide useful suggestions for companies to improve their marketing strategies with influencer marketing which can influence purchasing decisions. Thus, the development of this conceptual framework is very relevant, because it not only deepens understanding of these two variables, but also provides insight into how the application of influencer marketing can give the affect for purchasing decisions. Additionally, by exploring relationship between influencer marketing variable and purchase decisions variable, this research can also help reduce the lack of information that exists in the current relevant literature.

Therefore, the development of this conceptual framework can be a basis for future researchers in exploring relationship between influencer marketing variable and purchase decisions variable. In addition, it is hoped that efforts to link these two variables can contribute to the authenticity of this research, as well as expand the theoretical perspective and knowledge in this field. Thus, it is hoped that this conceptual framework can help and provide theoretical contributions to general knowledge, companies and researchers in the future.

7. Conclusion

In conclusion, this study highlights the significant relationship between influencer marketing and purchase decisions among Generation Z consumers, particularly through the influence of Tasya Farasya on Glad2Glow products. As the beauty industry rapidly expands, leveraging social media and influencer marketing becomes crucial for brands targeting younger audiences who prioritize trust, attractiveness, and expertise in their purchasing decision. The developed conceptual framework emphasizes influencer marketing as a key factor affecting purchase decisions, with indicators such as attractiveness, expertise, and trustworthiness shaping consumer purchase decision and fostering trust. Tasya Farasya's genuine engagement with her followers significantly impacts their purchasing decision, aligning with previous research that demonstrates the positive correlation between influencer marketing strategies and

consumer decisions. Ultimately, this study provides valuable insights and recommendations for companies seeking to enhance their marketing strategies, while also serving as a foundation for future research aimed at bridging gaps in existing literature and deepening the understanding of consumer purchase decision in the digital age.

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