

ANALYZING CELEBRITY IMPACT ON TIKTOK ON CAMILLE BEAUTY'S PURCHASE INTENTION

Julia Lathifah Kurniasari₁), Sentot Basuki Prayitno₂*)

1)&2) Sampoerna University, Jakarta

Email: sentot.prayitno@sampoernauniversity.ac.id

ABSTRACT

In recent years, the rapid growth of social media platforms like TikTok has changed how beauty brands market their products, especially to younger audiences. This study, "Analyzing Celebrity Impact on TikTok on Camille Beauty's Purchase Intention," looks at how celebrity endorsements on TikTok affect consumer behavior, focusing on Camille Beauty. The main goal is to see how Nadya Shavira's personal branding on TikTok impacts brand awareness, recall, and purchase intentions for Camille Beauty products. Data was collected from 100 respondents who follow Nadya Shavira on TikTok and engage with Camille Beauty's products. The findings show that Nadya Shavira's personal branding positively affects brand awareness and recall among her followers. Additionally, brand awareness and recall significantly boost the purchase intentions for Camille Beauty products. The study also finds that personal branding alone has a strong direct effect on consumers' purchase decisions, emphasizing the importance of influencer credibility and authenticity in the competitive beauty industry. These results show TikTok's effectiveness as a marketing tool for increasing brand awareness, recall, and purchase intentions through celebrity endorsements. Future research could build on these findings by looking at different social media platforms and a broader range of influencers to validate and generalize the results. Camille Beauty, a well-known local brand in Indonesia, is famous for its organic skincare products, especially its popular organic masks, which sell over 700,000 units per month. To higher purchase intentions. This underscores the importance of influencer credibility and authenticity in the beauty industry. The findings suggest TikTok is an effective platform for beauty brands to increase brand awareness, recall, and purchase intentions through celebrity endorsements. The research offers valuable insights for beauty brands and marketers to design better social media strategies by leveraging personal branding and influencer marketing. Future research could explore the impact of different social media platforms and a wider range of influences on consumer behavior, helping to validate and generalize the results across various contexts and industries, thus providing a clearer understanding of the role of social media in modern marketing strategies.

Keywords: *tiktok, personal branding, brand awareness, brand recall, purchase intention.*

1.1. Background

The rapid growth of modern technology has resulted in strong competition, especially in the business field, where products compete to attract consumer interest. Businesses have to constantly participate in innovation and adaptability in order to seize a portion of the market. Communication becomes a crucial aspect of marketing as it efficiently communicates emotional messages and brand images to the audience (Banjarnahor, A, R, et al., 2021).

Marketing communication determines the success or failure of product sales and promotes products to achieve predefined goals. The exchange agreement between sellers and buyers is solidified through effective marketing communication. Personal branding is essential for promoting products, making it easier for the audience to recognize a brand, especially with the advent of Web 2.0, which has revolutionized branding activities via the internet (Kushwaha et al., 2020).

As a free space, the internet has a significant positive and negative impact. It can create viral phenomena that damage or enhance a brand's image, making it appear prestigious and creative (Jokinen, 2016). Social media platforms like Instagram, known for their visual appeal, have become popular tools for influencers and celebrities to build brand images and reach a wider audience (Jokinen, 2016).

Nadya Shavira, a young entrepreneur and owner of Camille Beauty, uses personal branding to publicise her products effectively. Camille Beauty has achieved recognition as a renowned local brand through her dedicated efforts, effectively fighting against long-established businesses (Nova, n.d.). Nadya Shavira's attractive promotion of Camille Beauty on her personal TikTok account has greatly influenced the level of awareness and recall of the brand, increasing consumers' willingness to purchase.

1.1.1. About Camille Beauty

Camille Beauty is a prominent local brand in Indonesia, renowned for its organic skincare products, especially its popular organic masks which achieve impressive sales of over 700,000 units per month. Founded and led by Nadya Shavira, the brand leverages personal branding and social media, particularly TikTok, to promote its products. Nadya's engaging and authentic content on her TikTok account has significantly boosted brand visibility and consumer recall. Camille Beauty also maintains an active presence on Instagram and TikTok, using these platforms to market products, engage with customers, and build a loyal community. For instance, the Instagram account of Camille Beauty features images that are tastefully designed and communicate the use of a product, testimonials of customers, as well as advertising campaigns. This fits perfectly the image of the brand and is likely to attract a considerable number of people. Attached the screenshots of the Instagram and TikTok account of Camille Beauty to illustrate their social media coverage. shown in figure below:

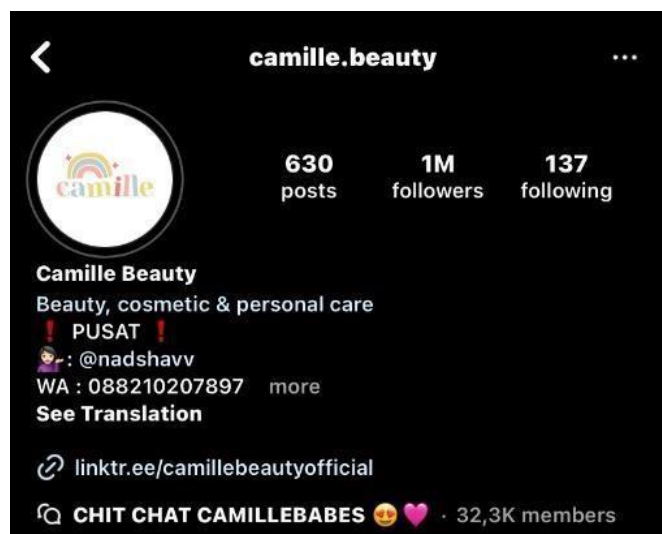


Figure 1.1. Camille Beauty's Instagram Account

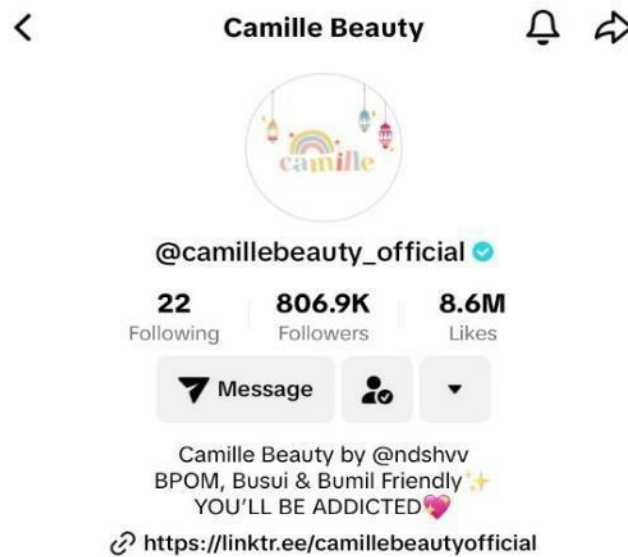


Figure 1.2. Camille Beauty's TikTok Account

Through these dedicated efforts and innovative marketing strategies, Camille Beauty has successfully positioned itself as a renowned local brand, effectively competing against the long-established businesses and becoming a preferred choice for consumers seeking organic skincare solutions.

1.1.2. Influencers in the Indonesian Beauty Product Market

1.1.2.1 Influence of Tasya Farasya's Personal Branding on Mother of Pearl Purchase Intentions

One of the Indonesian beauty influencers with high-level personal branding, Tasya Farasya has successfully launched her own beauty brand under the name “Mother of Pearl”. According to the information presented on Instagram, the influencer's personal branding has a serious impact on the purchasing decision of her strong base of followers. The reason why the woman's personal branding is so effective can be explained by the fact that on her personal page on Instagram, Tasya Farasya usually shows photos and videos describing her bold make-up and glamorous image, which contributes to the creation of the influencer's image of a perfect woman with perfect make-up and hair. According to Miftah et al., an

increase in the personal branding of Tasya Farasya leads to an increase in the purchasing decision of her followers. In particular, 88% of purchasing decisions for her followers are affected, meaning that the intensity of personal branding has a tangible impact on the market of beauty goods. This can be supported by the facts of the S-O-R model, which describes the impact of the stimulus created by Tasya Farasya's Instagram content on the followers, who eventually make purchasing decisions based on the information on the influencer's page.

1.1.2.2 Influence of Titan Tyra's Personal Branding on Secondate

Purchase Intentions

Titan Tyra is an outstanding influencer in the beauty industry of Indonesia. As an owner of Secondate, she is also an Indonesian beauty influencer and entrepreneur. Titan Tyra has effectively created her own social media personal branding that significantly influenced a number of followers on the process of making purchases. Her strategy of promoting beauty products on social media, following A-I-D-D-A pattern in marketing communication, has been involved in purchasing decisions. A study by Aasha et al. has evidenced that the role of both the personal branding of the influencer and a brand image of Secondate has amounted to 75.2% in purchasing decisions among a sample of 400 Instagram followers of Titan Tyra. Thus, her personal branding was positively correlated with the purchasing intentions of the Secondate products.

1.2. Problem Formulation

Influencer marketing is one of the main factors impacting brand performance. However, the mechanisms through which personal branding shapes consumers' decisions are still not well-studied, and the issue may be worthy of investigation. This paper will look at the correspondence between Nadya Shavira's TikTok activity and style and Camille Beauty's brand factors, including brand awareness, brand recall, and their effect on purchasing behavior.

Research indicates that alignment between influencers and the products they promote improves consumer trust and purchase intentions (Kim & Kim, 2020). The connection between influencers and consumers significantly impacts brand attitude and the intention to spread word-of-mouth, essential for achieving brand success on platforms such as TikTok (Casaló et al., 2020). Perceived authenticity and credibility in influencer marketing drive stronger consumer engagement and brand loyalty (Lou & Yuan, 2019).

The purpose of this study is to determine whether an individual's personal branding on TikTok has the potential to enhance awareness and persistence, and act as a driving force in a consumer's purchasing decision.

The research questions are:

1. What does Nadya Shavira's personal branding on TikTok affect Camille Beauty's brand awareness among her TikTok followers?
2. What does Nadya Shavira's personal branding on TikTok affect the audience's ability to recall Camille Beauty?
3. What do Nadya Shavira's personal branding actions through brand awareness and recall affect consumers' levels of purchase intention?
4. Does Nadya Shavira's personal branding directly affect consumers' purchase intention independently of brand awareness and recall?

1.3. Research Objectives

The study's objectives are:

1. This study aims to determine the effect of Nadya Shavira's personal branding on TikTok and Camille Beauty's brand awareness among her TikTok followers.
2. This study aims to determine the effect of Nadya Shavira's personal branding on TikTok and the audience's ability to recall Camille Beauty.
3. This study aims to find out how Nadya Shavira's personal branding actions through brand awareness and recall affect consumers' levels of purchase intention.

4. This study aims to determine whether Nadya Shavira's personal branding on TikTok directly affects consumers' purchase intentions, independently of brand awareness and recall.

2.1. Theory of Planned Behavior

The Theory of Planned Behavior is a widely known psychological theory that explains human behavior and employees three main components: attitudes, subjective norms, and perceived behavioral control. It was developed by Icek Ajzen and has since been used to predict and understand a great number of different kinds of behaviors, from health practices to customer behavior. Ajzen (1991) elaborates on this theory, stating: "TPB presumes that people are rational and systematic in processing available information, are motivated to consider the available information and evaluate their confidence in being able to perform a certain behavior by weighing different salient beliefs that they possess."

TPB has been used in the course of recent research as well, one such topic being digital and social media use. For instance, Azhar et al. (2022) examined the effect of social media eWOM on revisit intention by using TPB to identify the correlation between attitudes, subjective norms, and perceived behavior control. In particular, attitudes, subjective norms, and perceived control were used, to learn the interrelations between the factors and peoples intentions to create and post content on the world web. The research, however, discovered that positive attitudes toward sharing and posting, social norms, and perceived control over the content were crucial predictors of both creation-based and sharing-based intentions. Basically, this assumption means that the higher users intentions to share and post coincide with those to create content online.

According to a study of sustainable consumer behavior, the Theory of Planned Behavior can be used to comprehend and find the correlation of attitudes, social norms, perceived behavior control, and intentions. Specifically, attitudes, social norms, and perceived control can be used to find the correlation between these factors and people's intentions to decide whether to buy eco-friendly products or not (Azlie et al., 2023).

A study by Wang, Qiao, and Liu (2023) determined that this theory is relevant when predicting a variety of health-related behaviors during a pandemic when COVID-19 is considered. From their work, it is suggested that people's behavior and their attitudes toward the required measures, as well as perceived personal pressure and perceived control over the issue, are all important for determining compliance.

The theory seems to be particularly suitable for this study. Firstly, it is a very wide framework to investigate different factors that interact and affect people's plans to create and brand themselves on social media. More than that, using TPB, the author may study the aspects of attitudes, subjective norms, and the perceived control that may influence a person's ideas about personal and professional branding. For example, the theory helps see how an individual's self-efficacy in promoting himself or herself via social networks may predict his or her success in developing a personal brand online. Another idea is that applying TPB supports the study in the manner that it allows identifying possible factors and helps develop a strategy that, it is possible to predict, will help people promote specific brands successfully.

3.1 Hypothesis Development and Research Framework

This chapter describes the formation of hypotheses, which rely on the theoretical framework and literature review as presented in previous chapters. Hypotheses are intended to test the selected relationships concerning Nadya Shavira's personal branding on TikTok, brand awareness, brand recall, and purchase intention in relation to Camille Beauty.

1.1.1. Personal Branding and Brand Awareness

Nadya Shavira's personal branding on TikTok is hypothesized to increase Camille Beauty's brand awareness significantly. The strong online presence and continuous engagement with followers are expected to help the brand become better recognized and increasingly visible to TikTok users.

- **H1:** Nadya Shavira's personal branding on TikTok positively affects brand awareness of Camille Beauty.

1.1.2. Brand Awareness and Purchase Intention

Brand awareness expected to emerge from Shavira's personal branding is hypothesized to drive consumers' intention to make a purchase. Brand awareness is often the first step in consumers' decision-making toward a purchase, helping promote the likelihood of consideration and possible eventual purchase by consumers.

- **H2:** Brand awareness positively affects purchase intention for Camille Beauty products.

3.1.3. Personal Branding and Brand Recall

It is assumed that Nadya Shavira's proper personal brand strategy on TikTok will significantly enhance recall. When a proper personal brand is created, strong associations are developed, which, in turn, help to memorize Camille Beauty.

- **H3:** Nadya Shavira's personal branding on TikTok positively affects brand recall of Camille Beauty.

3.1.4. Brand Recall and Purchase Intention

Brand recall is one of the other sides of the brand awareness coin formulated to suggest that facilitating a consumer's ability to remember a brand can lead to a customer's purchase. In other words, if a consumer can bring Camille Beauty to their minds based on the clues associated with the product, they are more likely to purchase the corresponding skincare and beauty offers.

- **H4:** Brand recall positively affects purchase intention for Camille Beauty products.

3.1.5. Personal Branding and Purchase Intention

In addition to the indirect effects of personal branding on purchase intention through brand awareness and brand recall, it is hypothesized that Nadya Shavira's personal branding on TikTok has a direct positive effect on consumers' purchase intentions. This direct effect is expected due to the trust and credibility Nadya Shavira has built with her followers, leading them to be more likely to purchase Camille Beauty products based on her endorsement alone.

- **H5:** Personal Branding positively affects purchase intention for Camille Beauty products.

3.1.6. Research Framework

Based on the hypotheses proposed earlier for this research, the research framework aims to consider the leading personal labelling approach used by Nadya Shavira in TikTok, including personal branding, brand awareness, brand recall, and purchase intention.

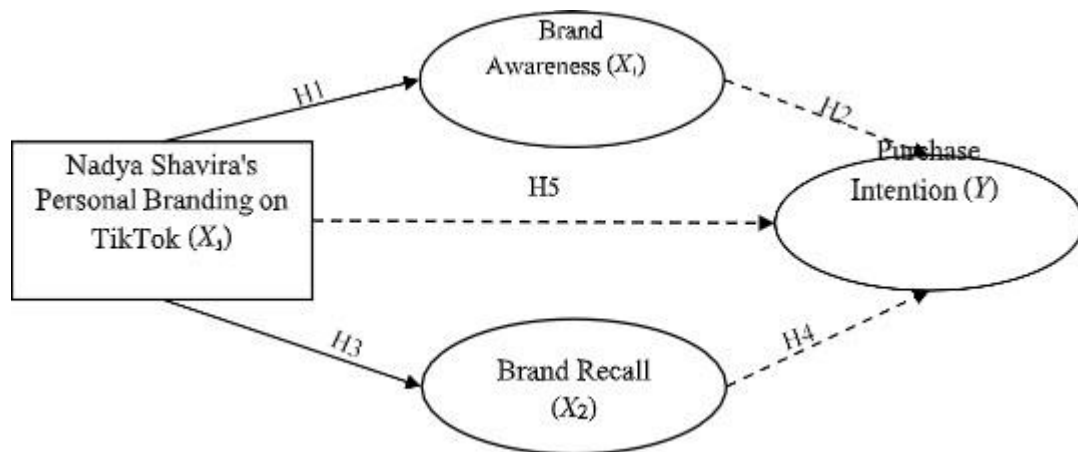


Figure 3.1. Research Framework
 Source by Author

The primary purpose of the proposed framework is to deepen the understanding of how beauty influencers use social media platforms and their appeal to consumers to strengthen their purchase intentions. The framework implies that resume writing is a personal branding strategy used in TikTok by Nadya Shavira, which initiates an increase in her brand awareness and recall among consumers. It should be noted that the latter two factors will act as intermediate ones in the context of the role of personal branding in enhancing Camille Beauty’s purchase intention.

Independent Variable :

- ***Nadya Shavira's Personal Branding on TikTok:*** This variable refers to what Nadya Shavira does to establish and develop a strong personal brand on TikTok. It involves the types of content she creates, the way she communicates with her followers, the consistency of her online image, and all other efforts and strategies she employs. This variable is important because it lays a foundation for influencing brand-related outcomes.

Mediating Variables:

- ***Brand Awareness:*** This is the identification of the extent to which customers can recognize and be familiar with Nadya Shavira because of his branding of Camille Beauty, as most potential buyers do not always want to buy products from unknown sources.
- ***Brand Recall:*** This variable measures the strength of consumers’ attitudes towards Camille Beauty regarding various emotional and rational ideas, etc. The factor was selected because it can influence customer loyalty and purchasing decisions.

Dependent Variable:

- ***Purchase Intention:*** This indicates the probability of consumers deciding to buy Camille Beauty products. It is an interesting outcome that shows how successfully personal branding influences customers' purchase decisions.

The variables in the framework are linked this way:

1. ***Personal branding and brand awareness.*** Hypothesis: Nadya Shavira's

personal branding on TikTok has a positive effect on brand awareness. The influencer's content and active communication with her followers can make Camille Beauty more visible to the target audience. Personal branding should build a more vivid image for the followers, increasing their attention and recognition of Camille Beauty.

2. ***Brand awareness and purchase intention.*** The second hypothesis concerns brand awareness and purchase intention. In other words, the framework indicates that purchase intention increases if the brand has higher recognition due to compelling personal branding. Once consumers are aware of a specific brand like Camille Beauty, they are more likely to consider buying it.
3. ***Personal branding and brand recall.*** The third hypothesis is that Nadya Shavira's personal branding on TikTok positively affects brand recall. The influencer's content is unique and attracts the followers' attention. As a result, the influencer's followers are prone to remember Camille Beauty better than other beauty product brands available.
4. ***Brand recall and purchase intention.*** The fourth hypothesis suggests that brand recall has a direct positive influence on purchase intention. If a person can easily recall the brand Camille Beauty, they may be reminded about it more frequently when thinking about purchasing beauty products.
5. ***Personal Branding and Purchase Intention.*** Finally, the fifth part of the framework suggests that Nadya Shavira's personal branding on TikTok directly positively affects purchase intention for Camille Beauty products. Beyond the intermediary effects of brand awareness and recall, her personal branding independently influences consumers' purchase decisions due to the trust and credibility she has established with her followers.

This section developed the proposed research model based on reviewing the conceptual framework and the literature. The hypotheses and the conceptual framework were established in such a way as to support the main idea that personal branding on social media could affect consumer behaviour with the help of influencers. Therefore, the model provides a means of visualising the proposed

relationships. More importantly, this approach allows for developing hypotheses that can be tested empirically. For this purpose, PLS-SEM is used to establish the relationships between the constructs and provide in-depth research outcomes associated with the effectiveness of personal branding strategies.

3.1.7. Time and Place

The survey relied on an online questionnaire as a primary data collection tool. It was distributed over two weeks and completed by active TikTok users who knew Nadya Shavira and Camille Beauty. This method of online distribution ensured the possibility of involving participants from a wide geographical area. The survey strongly relied on an online questionnaire, which helped to reach a broad demographic population. This approach enhances the sample's representativeness, as highlighted by Bansal et al. (2022).

4.1. Research Discussion

4.1.1. Hypothesis 1 (PB → BA)

- H0: $\beta_1 = 0$, Personal branding has no significant effect on brand awareness.
- H1: $\beta_1 \neq 0$, Personal branding has a significant effect on brand awareness.

The analysis shows that personal branding (PB) has a significant positive effect on brand awareness (BA). The path coefficient is 0.736, which indicates that a one-unit increase in personal branding results in a substantial increase in brand awareness. The t-statistic for this relationship is 17.651, which is greater than the critical t-value of 1.972, and the p-value is 0.000, which is less than 0.05. Therefore, Hypothesis 1 is supported, demonstrating that enhancing personal branding can significantly boost brand awareness.

4.1.2. Hypothesis 2 (BA → PI)

- H0: $\beta_1 = 0$, Brand awareness has no significant effect on purchase intention.
 - H1: $\beta_1 \neq 0$, Brand awareness has a significant effect on purchase intention.
- Brand awareness (BA) has a positive but not statistically significant effect

on purchase intention (PI). The path coefficient is 0.151, with a t-statistic of 0.097, which is less than the critical t-value of 1.972, and a p-value of 0.118, which is greater than 0.05. Consequently, Hypothesis 2 is not supported, suggesting that while brand awareness may contribute to purchase intention, its effect is not strong enough to be considered statistically significant in this study.

4.1.3. Hypothesis 3 (PB → BR)

- H0: $\beta_1 = 0$, Personal branding has no significant effect on brand recall.
- H1: $\beta_1 \neq 0$, Personal branding has a significant effect on brand recall.

Personal branding (PB) significantly affects brand recall (BR). The path coefficient is 0.728, indicating a strong positive effect. The t-statistic is 17.524, which is significantly higher than the critical t-value of 1.972, and the p-value is 0.000. This provides robust support for Hypothesis 3, confirming that personal branding plays a crucial role in enhancing brand recall.

4.1.4. Hypothesis 4 (BR → PI)

- H0: $\beta_1 = 0$, Brand recall has no significant effect on purchase intention.
 - H1: $\beta_1 \neq 0$, Brand recall has a significant effect on purchase intention.
- Brand recall (BR) has a significant positive influence on purchase intention

(PI). The path coefficient for this relationship is 0.366. The t-statistic is 7.718, which exceeds the critical t-value of 1.972, and the p-value is 0.000. Hence, Hypothesis 4 is supported, indicating that increased brand recall leads to higher purchase intention.

4.1.5. Hypothesis 5 (PB → PI)

- H0: $\beta_1 = 0$, Personal branding has no significant effect on purchase intention.

- H1: $\beta_1 \neq 0$, Personal branding has a significant effect on purchase intention. Personal branding (PB) has a direct and significant effect on purchase intention (PI). The path coefficient is 0.423, and the t-statistic is 18.230, which is far greater than the critical t-value of 1.972. The p-value is also 0.000, which is less than 0.05.

Thus, Hypothesis 5 is supported, demonstrating that strong personal branding can directly enhance purchase intention.

These findings collectively validate the importance of personal branding in shaping consumer behavior, particularly in enhancing brand awareness, brand recall, and purchase intention. The results underscore the need for effective personal branding strategies to drive consumer engagement and sales.

4.1.6. Mediating Variables

In this study, the mediating roles of Brand Awareness (BA) and Brand Recall (BR) in the relationship between Personal Branding (PB) and Purchase Intention (PI) were examined. The findings revealed that Brand Awareness (BA) does not significantly mediate the relationship between Personal Branding (PB) and Purchase Intention (PI). While Personal Branding (PB) significantly increases Brand Awareness (BA), the relationship between Brand Awareness (BA) and Purchase Intention (PI) is not significant. This implies that the mediating effect of Brand Awareness (BA) is weak.

5.1. Conclusion

The initial aim of the study was to explore the effect of Nadya Shavira's personal branding on TikTok on Camille Beauty's brand awareness, brand recall, and purchase intention. Through the conducted comprehensive analyses involving checking normality, homoscedasticity, multicollinearity, and regression tests, the relationships between the analyzed variables were properly certified. It

was revealed that personal branding had a great effect on brand. National Institute of Allergy and Infectious Diseases However, such awareness did not affect purchase intention – although customers were aware of the brand, they did not purchase it.

The findings of the current study suggest that personal branding presents a highly significant variable influencing brand recall. As such, it increases the likelihood of consumers remembering Camille Beauty to a significant extent. An increased brand recall has been proven to exert a significant effect on purchase intention, suggesting that consumers will be more likely to purchase products from a particular brand if they remember it easily. In addition, personal branding, as a variable, directly affects purchase intention to a significant extent. This observation implies that a strong personal brand, as an independent variable, can increase consumers' interest and affect the likelihood of them making purchases through the brand.

From the perspective of marketing implications, I can claim that the results described above suggest a highly important role of personal branding in the context of modern marketing strategies. This role, in particular, requires that companies do not simply concentrate on the development of brand awareness but also work on ensuring brand recall and targeting purchase intentions. I believe that the results of the current study validate the importance of personal branding as a powerful tool that consumers can witness within such platforms as TikTok. Indeed, it has been

shown that these channels can affect not just consumer behavior but also their recall. As such, personal branding can be used further by marketers and brand managers to ensure the development of strong brands with highly positive characteristics that stakeholders are able to easily recall.

5.2. Implication

5.2.1. Theoretical Implication

The results of the study make a substantial contribution to the existing knowledge of personal branding and its effect on consumers. As a result, its contribution to the theoretical understanding of digital-age consumer-brand interactions is significant. Its practical implications demonstrate that personal branding should be effectively integrated with the larger comprehensive marketing strategies to be beneficial in reaching the target audience and affecting it.

5.2.2. Managerial Implication

The results have a few implications from a managerial perspective. On the one hand, companies should make further investments in building personal brands of their influencers and brand ambassadors, with the goal of increasing brand visibility and consumer awareness. To enhance the effects further, the marketing content must be authentic, engaging, and interesting for the target audience, emphasizing the links between the personal brand and the product in the minds of the consumers. Specifically, the content must focus on storytelling, including an attractive visual component, and support interaction with the content..

5.3. Future Studies

This study demonstrates several limitations that should be addressed by further research. While the study focuses on TikTok to analyze the relationships between personal branding and follower behavior, and the limitations of the platform as a tool for promotion, further research should include other social networking platforms, including Facebook, YouTube, and Instagram. Further studies should also investigate different groups of surveyed and their characteristics to provide for further validating or disproving the research’s findings. In addition, further research could utilize a longitudinal approach to investigate whether changes in the surveyed patterns take place as the

branding moves forward. Finally, further studies should investigate other mediating and moderating factors besides consumer attitude, and other personal branding characteristics affecting consumer attitude. These factors may include perceived authenticity, consumer participation, and trust.

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