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RESEARCH ARTICLE

The effect of advertising on the decision to purchase facial wash during the COVID-19 pandemic

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Abstract

Background: During the COVID-19 pandemic, cleanliness became the main everyday concern, particularly facial hygiene. Nowadays, the public has more time to access media; thus, it is expected that promotional media strongly influence the decision to purchase a facial wash. **Aim:** To determine the effect of advertising on the purchasing behaviour of facial wash during the COVID-19 pandemic. **Methods:** This descriptive, observational, and cross-sectional research enrolled 100 students of different majors from the Muhammadiyah University of Mataram, Indonesia. It used the advertising (ad) effect questionnaire to evaluate three advertising indicators, *i.e.* ad information, ad criteria, and ad component. One-way ANOVA and Spearman Correlation Analysis were used to process the data. **Results:** The overall correlation coefficient was 0.018. The correlation coefficients of each indicator were 0.487 for ad information, 0.02 for ad criteria, and 0.0673 for ad components. **Conclusion:** The results revealed an effect of advertising on the decision to purchase facial wash during the COVID-19 pandemic.

Introduction

A facial wash is a cosmetic product used to clean dead skin cells, dirt, and oil on the face (Yuniarsih, Akbar & Lenterani, 2020). In addition to its strong cleaning poser, the advantage of a facial wash is its ability to remove the oily layer of skin, which holds most of the dirt; hence, dirt particles on the face are easier to remove (Renata, Soeyono & Si, 2017).

The decision to purchase a product is significantly influenced by the advertising perception, including style, voice, words, pictures, and colours. Generally, consumers base their purchase decisions on the information obtained (Wulansari, 2015). Advertising is a message offering a product addressed to the public through an information medium. The objective of advertising is to provide information or motivate consumers to choose their products (Wijaya, 2014). One of the media which has been administered to offer products is television. Television is among the media used for advertising. It is widespread and helps people obtain information from all over the world quickly and easily (Rachmawati, 2012). More recently, social media,

such as YouTube and Instagram, have become tools that make it easier to reach all social strata.

Cleanliness is crucial, particularly during the COVID-19 pandemic. Facial wash products have become a standard requirement for facial hygiene. The decision to purchase a soap is influenced by advertisements, whether on television or social media (Gitleman, 2020). During COVID-19, the exposure to advertising media was higher due to more leisure time than before the pandemic, leading to increased advertising influence on the decision to purchase cosmetic products, such as facial wash (Sejati & Suastrini, 2020; Syahidah, 2021). This study aimed to explore the effect of advertising on the decision to purchase facial wash during the COVID-19 pandemic among students of different majors from the Muhammadiyah University of Mataram, Indonesia.

Methods

This descriptive, observational, and cross-sectional study was conducted over a month during the COVID-19 pandemic in 2021 using the purposive sampling technique. The instrument used, i.e. the advertising (ad) effect questionnaire was adapted from previous research (Rachmawati, 2012). It includes three indicators: ad information, ad criteria, and ad components. Validity and reliability tests were performed using the Spearman Correlation Analysis. The sample consisted of 100 students of different majors from the Muhamamdiyah University of Mataram, Indonesia. All the students who were willing to participate and had watched advertisements of facial wash products on television or social media were eligible. Slovin's formula was used to calculate a sample of 100 respondents. The questionnaire was developed on Google forms and shared on WhatsApp groups. Data were analysed with one-way ANOVA and Spearman Correlation Analysis. This research was approved by The Research Ethics Committee at the Faculty of Medicine of Al-Azhar Islamic University of Mataram (No. 29/EC-04/FK-06/UNIZAR/VIII/2021).

Results

Validity and reliability test

Table I shows the results of the validity and reliability tests. According to the calculated *r* values (higher than in the *r* table, and Cronbach's alpha more than 0.6, all the items of the questionnaire were valid and reliable (Sugiyono, 2011; Sugiyono, 2012). Hence, the questionnaires can be employed as a research instrument.

Table I: Validity and reliability test result

Indicator	Question	Coefficient correlation	*Cronbach's alpha*
Ad Information	P1	0.625*	
	P2	0.483*	
	P3	0.560*	
	P4	0.649*	
Ad Criteria	P5	0.290*	0.687**
	P6	0.380*	
	P7	0.572*	
Ad Component	P8	0.425*	
	P9	0.495*	
	P10	0.570*	
The purchasing decision behaviour	P11	0.610*	
	P12	0.486*	
	P13	0.483*	
	P14	0.459*	0.605**
	P15	0.582*	
	P16	0.464*	
	P17	0.551*	

*- Valid; **- Reliable

Respondent demographics data

Table II displays the demographic data of participants. Most respondents majored in Health Sciences, were female, watched advertisements on social media, and used "Wardah" facial wash.

Table II: Respondent demographic data

Demographic data	Total respondents	Percentage
Faculty		
Faculty of Teacher Training and Education	8	3%
Faculty of Political Science	11	11%
Faculty of Agriculture	12	12%
Faculty of Engineering	3	3%
Faculty of Health Sciences	60	60%
Faculty of Legal Sciences	5	5%
Faculty of Islamic Religion	1	11%
Gender		
Male	22	22%
Female	78	78%
Advertising media		
Television	27	27%
Social media	73	73%
Facial wash product		
Acnes	8	8%
Garnier	16	16%
Emina	8	8%
Ms glow	3	3%
Ponds	12	12%
Fair & lovely	3	3%
Glowskin	1	1%
Safi	1	1%
Wardah	17	17%
Scarlet	2	2%
Azasine	1	1%
Clean & clear	2	2%
Biore	4	4%
Sari ayu	1	1%
Nivea	2	2%
Produk klinik/dokter	4	4%
Shinzui	3	3%
Cosrx	1	1%
Thai sabun beras	1	1%
Hadalabo	2	2%
Air Mawar	1	1%
Essensial fairness	1	1%
Luxury	2	2%
Elbyci	1	1%
Vaseline	1	1%
Give	1	1%
Bio essence	1	1%

Effect of advertising on the purchasing decision

Table III shows that the data are homogeneous and linear but not normally distributed. Hence, the Spearman non-parametric correlation analysis resulted in a significant *p* - value of 0.018 (Table IV). Thus, it can be concluded that advertising affects the decision to

purchase a facial wash during the COVID-19 pandemic. The positive significance value indicates that the higher the advertising effect, the higher the purchasing decision. Furthermore, the most contributing indicator to the purchasing decision was the ad criteria (p-value=0.02) (Table IV).

Table III: Homogeneity, normality, linearity, and bivariate test results

Data analysis	α	p - value	Results
Homogenity test		0.752	Homogen
Normality test	0.05	0.001	Not normally distributed
Linearity		0.415	Linear

Table IV: Correlation of the effect of advertising on the decision to purchase facial wash products

Advertising		Purchasing decision behaviour	p-value*	p-value**
The effect of advertising	Ad Information Indicator	Facial wash purchasing power behaviour	0.018*	0.487
	Ad Criteria Indicator			0.002*
	Ad Component Indicator			0.673

The effect of advertising on purchasing decision behaviour (Spearman Correlation Analysis); the effect of advertising indicator on purchasing decision behaviour (Spearman Correlation Analysis).

Discussion

The purchase of beauty products in the pandemic period has significantly expanded since people use cosmetics as a daily necessity. The influence of information provided on a cosmetic product is essential to increase people's purchasing decisions. A previous study conducted during COVID-19 has shown that the provision of information through advertisements and digital marketing influenced the decision to buy cosmetic products (Syahidah, 2021).

Purchase intentions are consumers' interest in buying certain products. After having had a buying interest, consumers take the buying action. This process is driven by consumer behaviour, perceptions or views, and attitudes towards a product (Karinka & Firdausy, 2019). Marketing media is employed as an opportunity to attract prospective buyers to become interested in a product. Consumers exposed to marketing media make decisions based on the external environment provided by the ad. Then, it is adjusted to the individual characteristics of consumers. The indicator of buying interest is AIDA (Attention, Interest, Desire, and Action) (Mubarok, 2016).

In women, the interest in buying an online product is higher than that of men (Karinka & Firdausy, 2019). Women have a higher interest than men in facial wash products (Renata, Soeyono & Si, 2017). This finding aligns with the demographic results of this study, showing that female respondents are more interested in purchasing facial wash than men.

The results of this study show that social media has more influence than television on consumer purchasing decisions, consistent with previous findings (Rionaldy & Trenggana, 2019). Social media is the most influential in advertising, as reported in previous research showing the high frequency of viewing ads and the level of knowledge on Instagram (Sapma Apriliana & Priyo Utomo, 2019).

Advertising on television and social media affects product purchase decisions (Gitleman, 2020). The influence of advertising on the decision to purchase facial wash products derives from several elements, including awareness, trial, interest, evaluation, and decision. Previous research has reported that knowledge had the highest value (Renata, Soeyono & Si, 2017), corroborating our results, where advertisements increased consumer knowledge about a product, thus affecting the purchasing decision.

The decision to purchase a product is influenced by exposure to advertising. Advertising is a promotional medium containing a presentation about a product or service. The influence of advertising on purchasing behaviour includes the product recognition stage derived from product information and product marketing (Schiffman & Kanuk, 2008; Kotler & Keller, 2009). Previous studies emphasised the importance of ad messages, among other ad indicators, in affecting purchasing decisions, particularly ad messages (Nugraha Windusara & Artha Kusuma, 2015; Susanti & Gunawan, 2019).

The main limitation of this study is its cross-sectional design that impedes predicting the purchasing behaviour in the future. Another limitation is that the respondents were limited to students from the Muhamamdiyah University of Mataram, Indonesia. Further research is needed with a sample from the general population.

Conclusion

The results revealed an effect of advertising on the decision to purchase facial wash during the COVID-19 pandemic, particularly the advertising criteria. Cosmetic companies should reinforce this aspect to increase the purchasing decision, especially during a pandemic.

Conflict of Interest

The authors declare no conflict of interest.

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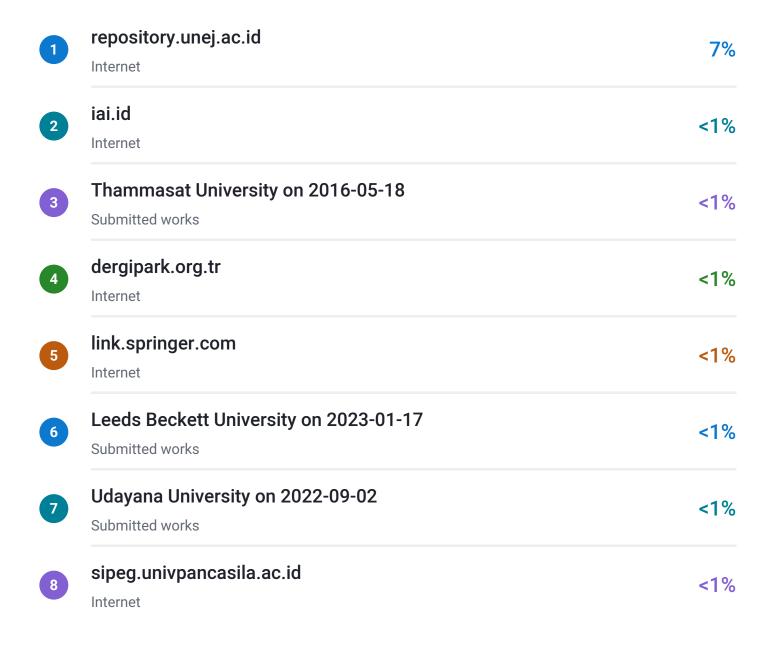
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