Impact of Electronic Word of Mouth Using Influencers on Brand Awareness and Purchase Intention

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Abstract

Digitalization has transformed individuals' behaviour in receiving information. The changes has encourage marketer to shift their marketing strategy, from offline to online. With the existence of internet, Word of Mouth (WOM) strategy has converted to electronic Word of Mouth (eWOM)with the help of social media. eWOM itself has an advantage of raising awareness of a product, service, or a brand itself. Adopting the eWOM concept, there comes a new marketing strategy called buzz marketing, in which usually is using a third-party to maximize the viral and trending effect from eWOM. Using a case study from a beauty brand, Secondate, this paper analyzes the buzz marketing campaign that was done by Secondate on their first launching. Instead of using a buzzer, Secondate used more than 20 Indonesian influencers to create a buzz on social media and increase brand awareness of the brand Secondate. This paper alsoexplains the benefits of using influencer in eWOM instead buzzers in terms of leveraging a brand awareness. The result of this paper is that eWOM through influencer has a positive impact in increasing brand awareness, while influencers have no significant impact in customers' purchase intention.

Keywords: eWOM, Brand Awareness, Buzz Marketing, Influencer, Purchase, Intention

Abstrak

Digitalisasi telah mengubah perilaku individu dalam menerima informasi. Perubahan tersebut telah mendorong pemasar untuk mengubah strategi pemasaran mereka, dari offline *ke* online*. Dengan adanya internet, strategi* Word of Mouth (WOM) *berubah menjadi* Electronic Word of Mouth (eWOM) *dengan bantuan media sosial.* eWOM *sendiri memiliki keunggulan dalam meningkatkan kesadaran akan suatu produk, layanan, atau merekitu sendiri. Mengadopsi konsep* eWOM*, munculah strategi pemasaran baru yang disebut* buzzmarketing*, yang biasanya menggunakan pihak ketiga untuk memaksimalkan efek viral dan* trending *dari* eWOM*. Menggunakan studi kasus dari merek kecantikan,* Secondate*, makalah ini menganalisis kampanye* buzzmarketing *yang dilakukan oleh* Secondate *pada peluncuran pertama mereka. Alih-alih menggunakan* buzzer*,* Secondate *menggunakan lebih dari 20* influencer *Indonesia untuk membuat* buzz*di media sosial dan meningkatkan* brand awareness *terhadap merek* Secondate*. Makalah ini juga menjelaskan manfaat menggunakan* influencer *di* eWOM *dari pada* buzzer *dalam hal meningkatkan kesadaran merek. Hasil dari penelitian ini adalah* eWOM *melalui* influencer *berdampak positif dalam meningkatkan* brand awareness*, sedangkan* influencer*tidak berpengaruh signifikan terhadap niat beli pelanggan.*

Kata Kunci: eWOM, *Kesadaran Merek,* BuzzMarketing, Influencer*, Niat Beli*

INTRODUCTION

Growth of technology has changed the way people perceive marketing and advertising messages. The whole process of buying a product or service has changed, and conventional advertising is slowly turning to digital, one of which is through social media. Supporting this fact, We Are Social explained that there were 191.4 million social media users in Indonesia (*Digital 2022: Another Year of Bumpy Growth*, 2022). The increase in the number of social media users encourages advertisers or organizations to develop their marketing and communication strategies to adapt to these new habits. Social media then becomes a new communication tool that offers users to be an active part of a communication process compared to a passive role in conventional communication tools (Maria et al., 2019). With social media, two-way communication is formed between organizations and consumers so that users can be part of the interaction.

A recent report from Nielsen (Sachitanand, 2020), explains that during Covid-19 period, use of social media increased exponentially in just one year and led to an increase in online chatter in Indonesia. More consumers use social media as observers to search and read information, while real-life conversations show more engagement where they actively share experiences, offer promos, and recommend products (Sachitanand, 2020). As consumers, there is always a desire to share the experiences they have had with a particular product or service. Whether the opinion is good or bad, through social media platforms, consumers express their opinion easily now. Through blogs, emails, customer review sites, and forums, public can exchange news and experiences with each other (Luarn et al., 2016). This form of communication is called Word of Mouth (WOM). Meanwhile, WOM that is done through a digital platform is known as eWOM or electronic Word of Mouth. According to Ring et al., (2014) eWOM is defined as all informal communications aimed at consumers through internet-based technologies related to the use or characteristics of certain products and services, or their sellers. In other words, eWOM includes the behavior of exchanging marketing information among consumers in the online environment or through new technologies (Chu & Kim, 2018).

Research conducted by Ha (2004) shows that eWOM has certain advantages, namely increasing awareness, and influencing consumer behavior (Maria et al., 2019). Furthermore, Chu & Kim (2011) in their research identify the key factors of social relationships associated with eWOM in social sites and find that binding power, trust, and normative and informational influences are positively related to consumer engagement in eWOM. By adopting the concept of eWOM, a new advertising model emerged called buzzer (Karimah & Fadillah, 2021) or buzz marketing. Buzzers are defined as parties who massively talk about certain content or products repeatedly with the aim of making the public know and be interested in the content, until they finally accept it (Girsang, 2020). Often the goal is to increase awareness of a brand to the wider community. Hutter et al., (2013) also explain that active consumers, who are associated with the brand, increase the page views of the brand, which in turn increases brand awareness. Buzzers themselves are usually paid by brands or advertising agencies to create buzz from a product, service, or brand itself so that it can be known and discussed by many people. Similar to influencers, buzzers usually create more content than influencers who only occasionally (Girsang, 2020). In this case, it is usually the influencer who opens the conversation or discussion and the buzzer simultaneously enlivens the conversation.

In the world of beauty, eWOM through influencers and buzzers is often used by brands to introduce their products or brands and indirectly influence their followers to use the same product (*Apa bedanya influencer, buzzer hingga endorser?*, 2019). One of the first mediums where the influencer trend started was Instagram. By the end of 2021, Instagram users have grown to nearly 2 billion users (Rodriguez, 2021). Plus, the presence of Instagram Stories which according to Statista, as of January 2019, has an increase in active viewers every day from 150 million to 500 million viewers, which is considered a social

media star (Dixon, 2022). In addition, according to a survey conducted by Statista, 93% of marketers use Instagram for influencer marketing (Dixon, 2022).

Supporting the facts above, one of the local brands that uses this eWOM strategy is Secondate Beauty. This beauty brand was launched in February 2020 by a renowned beauty and lifestyle influencer, Titan Tyra. Interestingly, before launching, Secondate used the services of an influencer that functioned like a buzzer, where they simultaneously conveyed information by uploading photos of places on Instagram Stories with the '2ND8' logo visible. With this marketing strategy, Secondate succeeded in attracting the attention of the audience and the lip tint product which, was launched as its first product, was sold out after 10 minutes of brand launching. In this study, the author will see how the eWOM strategy carried out by Secondate has an impact on the brand awareness of the brand.

REVIEW OF LITERATURE

Word of Mouth Transformed into Electronic Word of Mouth (eWOM)

eWOM refers to any positive or negative statement given by potential, current, or former consumers about a product or company, which can be accessed by many people and institutions via the internet (Chu & Kim, 2018). Ring et al., (2014) also defines eWOM as all informal communication addressed to consumers through internet-based technology related to the use or characteristics of a product and service, or its seller. Electronic media such as e-mail, Youtube, Instagram, Blog, Website, Instagram, Twitter, TikTok, Facebook make it easier to share information in the eWOM era.

Ratings and reviews are the two most common forms of eWOM (Ho et al., 2021). According to (Moran & Muzellec, 2017), consumers use eWOM to discuss ideas and share their experiences with relatives on social media. Plus, nowadays peer-to-peer conversations between consumers are considered the most effective form of promotion. WOM is considered a trustworthy communication

channel because it starts with consumers who use a particular product or service and are satisfied, therefore they recommend it to others (Kotler et al., 2017). Consumers' motivation in using eWOM often due to altruism, social benefits, and venting their own feelings (Ahmad & Febrina, 2017). Word of Mouth itself has evolved from the traditional to the present, done with digital technology in a way (Ring et al., 2014):

1. The communication line can be expanded between one to many, one to one or many to many,
2. Increase the audience of positive and negative electronic word of mouth, because it can be accessed globally,
3. Allows sharing between strangers,
4. Word of mouth can be spread across various channels.

Consumer participation on the internet is seen as a challenge for a company, as half of internet users will regularly use social media. Quoting from Emarketer, online social networking sites allow users to share ideas, give and receive feedback as well as connect with communities on social media (Kim & Hardin, 2010). Narangajavana Kaosiri et al., (2019) stated that eWOM refers to content uploaded on the internet with its classification included in strong or weak format, such as the classification on WOM sources; strong ties, namely WOM from friends, family, or relatives, and weak ties, namely WOM from acquaintances or strangers. From WOM weak ties, brands often use the services of influencers or buzzers to help their campaigns introduce products, services, or the brand itself. This is then referred to as amplified WOM, where brands create WOM in the form of a campaign to create WOM among consumers (Karimah & Fadillah, 2021). Some consumers are no longer paying attention to traditional advertising, influencer marketing is emerging as an alternative that has more potential. According to Schwemmer and Ziewicki (Gultom & Irwansyah, 2021), this condition is considered as "a fast-growing industry that tries to promote products or increase brand awareness through the dissemination of content by social media users who are considered influential" in their scope.

Based on this statement, then emerged what is called buzz marketing. Currently, many brands are using an eWOM buzz marketing strategy that uses well-known celebrities, influencers, and consumers who are satisfied with the brand's products or services so that they can share good opinions about the brand (Rahi et al., 2021). Minh et al., (2022) define buzz marketing as a multifaceted communication process, in which messages will be distributed or delivered from buzz agents to the target audience. Tangel et al., (2019) also stated that buzz marketing refers to a marketing strategy used to grab the attention of consumers and other influencers to maximize marketing messages so that everyone talking about a brand, product, or service becomes something entertaining, amazing, and newsworthy. In line with this opinion, the main goal of buzz marketing itself is to maximize the viral effect of conversations that are considered natural (Minh et al., 2022). In some cases, messages received through buzz marketing get a better viral effect than traditional public relations methods because of their flexible, customizable, and credible form.

Buzz marketing creates high brand awareness by making certain products, services, or brands a hot topic that many people talk about. In other words, the buzz generated generates conversation. This is the difference between buzz marketing and conventional marketing methods, where the message carried by buzz marketing does not stop at the first audience, but the message is spread to several people closest to it, then to a wider scope (Karimah & Fadillah, 2021). Then, what about the influence of buzz marketing on consumer buying interest? According to several studies, buzz marketing through influencers or buzzers does not have a significant effect on consumer buying interest (Hermanda et al., 2019; Agila & Anthony, 2020). Agila and Anthony (2020) found that on the Instagram platform, influencers do not have an influence on consumer buying interest, but brand familiarity does.

The Impact of eWOM on Brand Awareness and Purchase Intention

A brand is considered nothing if it does not have a presence in cyberspace and will be considered more by consumers if it is known by consumers (Huang & Sarigöllü, 2012). A brand, product, or service will be known by the public if it has good brand awareness because brand awareness has an important role in determining the final decision (Ansary & Nik Hashim, 2018). In line with this, Ansary & Nik Hashim, (2018) considers brand awareness to refer to a brand node in consumer memory that shows consumers' ability to recognize a brand among certain categories. Brand awareness itself has different levels, starting from the lowest level, which is not recognizing the brand at all, and brand recognition, which is being a top-of-mind brand by consumers (Ilyas et al., 2020). Several factors that can make a brand have high brand awareness are advertised continuously, and are related to the existence and distribution of products that can reach various groups (Foroudi et al., 2014; Mashur et al., 2019).

Dabbous & Barakat (2020) explain that brand awareness is also an important variable in influencing consumer perceptions of a brand. So, it can be assumed that a well-known brand will affect consumers' desire to buy or use the product more than once (repurchase intention) (Ilyas et al., 2020). An example is the Starbucks coffee shop brand that already has high brand awareness. Starbucks has become the top-of-mind of some people if they are looking for a great coffee drink and need a place to work or just meet people comfortably.

SNS and online communities can also influence brand awareness. Therefore, brands have brand elements, such as names, logos, symbols, packaging designs, or a combination of all these elements. As consumers continue to see all of these elements in different online communities, they can recognize brands more quickly (Krasila, 2021). With the internet and social media, consumers become an active part of the marketing communication process. When they have a positive experience with a particular brand, those consumers will have trust in the brand. This shows that consumers tend to share their experiences easily through eWOM in a positive tone in the conversation. Thus, they continuously create brand aware-

ness of the brand without realizing it (Hutter et al., 2013). Several studies have shown that WOM is one source that helps consumers remember certain brands, which certainly increases brand awareness (Ansary & Nik Hashim, 2018).

Conversations made by these consumers also in fact have an influence on purchase intention. Purchase intention is the desire to buy a product or service in the future (Sulthana, 2019). Actually, purchase intention on social media has the same concepts and ideas as conventional purchases. But the difference is only on the platform used. al Halbusi & Tehseen, (2018) states that consumers significantly rely on the views of other consumers in the online realm before buying. Furthermore, it is the second strongest source of persuasion after the recommendation of close relatives (al Halbusi & Tehseen, 2018). In his research, Tariq et al., (2017), proves that eWOM and brand awareness actually affect consumers' purchase intention with brand image as an intermediary effect. Consumers often find out about brand information first before deciding to buy the product or not.

Based on Rakuten data, 65% of consumers look for a new brand or product at least once a week from an influencer (Degreef, 2019). Therefore, in an era where most companies use social media as a marketing strategy, it is important for brands to work with influencers to increase their brand awareness. According to Tjandrawibawa (2020), brand awareness on social media can also be measured by the number of followers and "hits/visits/page views," while according to Erskine (2019), apart from these metrics, there are views, impressions, shares, and comments that can be used as a measurement of brand awareness. If the numbers from some of these aspects have increased, then there is also an increase in brand awareness. The more often a paid influencer mentions and engages a product or brand on his social media platform, the more followers and even non-followers will recognize the brand. Therefore, the more a person feels familiar with the brand, the higher the likelihood of buying the product or service offered by the brand.

Often used in marketing strategies, many peo-ple are still confused in distinguishing influen-cers, buzzers, and Key Opinion Leaders (KOL) because their definitions often overlap. An influencer is someone with a high degree of credibility in a particular field or their self-image that is well-known on social media and can influence, try and convince, or shape people's behavior through their large number of followers (Jain, 2021). Influencers usually have their own personal branding (Karimah & Fadillah, 2021). Brands that usually use the services of influencers are considered as a form of cooperation. To achieve effective results, brands must also use influencers that match the characteristics of the product being promoted (Ramadanty & Maulana, 2020).

Influencers on social media are considered the next big phenomenon in the world of marketing and advertising (van Driel & Dumitrica, 2021). Influencers on social media are also described as a new type of independent third-party endorser who shapes audience attitudes through blogs, tweets, and other uses of social media (Gultom & Irwansyah, 2021). Currently, Indonesian brands often use influencers to maximize e-WOM. Vloggers have become a new phenomenon in exchanging information, experiences and ideas among the younger generation (Ramadanty & Maulana, 2020). These influencers actively share their opinions or information with social media users who are their followers. The information they provide also often builds discussion and conversation among social media users. If the audience accepts the message that is conveyed well, in addition to the interest in the influencer, it will also increase in the decision to buy the product.

When compared to influencers, the role of buzzer is almost the same but usually the influencer only creates content occasionally and not as often as buzzer (Girsang, 2020). The term buzzer is usually used in the marketing field to promote products and services to generate sales, buzzer itself is gaining popularity due to the growth of social media. In addition, buzzer is an implication of social media and is considered to have an important role in social media in creating a topic of

conversation because it has interactivity in its function (Sugiono, 2020). The thing that quite distinguishes between a buzzer and an influencer is that a buzzer does not need to have a large number of followers or followers on social media like influencers. Unlike a buzzer, an influencer must gain certain trust and abilities in order for his followers to be persuaded by his invitation.

In the case of Secondate, the influencer, which instead of having an inviting function, like a buzzer, is compact for a certain period of time, only conveying one piece of information to its followers to build excitement and create buzz. On the other hand, Key Opinion Leaders are people or organizations who have a strong social status, where what they recommend and their opinions are heard to make important decisions (Key Opinion Leaders: Who Are They and Why Do They Matter?, 2020). Examples of KOL are political figures, lecturers or experts, and celebrities who are famous for their work. Compared to influencers, KOL seems to have more power and high trustworthiness because they are experts who are trusted to talk about a particular topic. to influence their followers to do something, such as buy a product or service from a brand they work with.

METHOD

This research uses case study method. According to Yin (2018), the case study method is used to answer the "how" and "why" questions in a study. Yin adds that case studies are used when the relevant behavior cannot be manipulated and what is being investigated is contemporary (time-limited) events(Yin, 2018). In addition, case study research is a research design that is comprehensive, detailed, intense, and in-depth, and is used to examine a problem. While the qualitative approach is used because it is usually used to examine the condition of natural objects, where the author acts as a key instrument and describes a situation objectively or based on visible facts (Sugiyono, 2018).

The data collection technique used in this study was interviews. The author uses semi-structured interviews to understand deeply about the phenomenon under study. This type of interview starts from the issues included in an interview guide and the question sequence is not the same for each respondent, depending on the process and the answers (Rachmawati, 2007). The data sources used are respondents' interview answers as primary data and secondary data in the form of books and previous research. The data processing techniques carried out were: (1) the author interviewed respondents who functioned as informants in this study, (2) wrote interview transcripts, (3) conducted open coding, where author would examine, compare, and categorize data, (4) perform axial coding, where the previous results will be managed based on categories according to context, and (5) perform selective coding, in which the author connects the categories obtained and validates and analyzes the meanings generated from the interview process. The number of informants is two women, each aged 24 years (K) and 26 years (R).

RESULTS AND DISCUSSIONS

In today's increasingly competitive landscape, brands are progressively looking for the most effective marketing and communication practices to promote their own products, services and brands. The role of electronic word of mouth in today's digital era has become relevant considering that audience activities are more active on the internet. To better understand and reach consumers or audiences, brands must understand the shifting in consumer preferences. In other words, when planning to buy something, consumers use the internet to find information about a product or service (Krasila, 2021) and eWOM is known as an effective marketing communication strategy instrument because it offers consumers information about the products and services provided (Lee & Choi, 2019). However, to be considered by consumers, a brand must have good brand awareness in order to be the top-of-mind of a particular product or service which will then encourage a consumer's buying decision.

Unfortunately, the author found not many studies doing research on the impor-

tance of eWOM credibility on brand awareness and purchase intention from a brand. Whereas Barreda et al., (2015) analyzed how the virtual environment, system, and information quality have an influence on brand awareness and WOM on consumers, especially in the tourism industry. They also found that eWOM interactions on social media have a positive effect on long-term brand awareness (Barreda et al., 2015). Maria et al., (2019) also found that marketing on social media has a direct effect on brand awareness of a brand. Maria et al., (2019) analyzed the strategy used by Go-Jek to increase brand awareness in Samarinda. Social media is indeed more often chosen by marketers in reaching consumers and creating brand awareness because social media has good connectivity between consumers and the community that has been formed. They suggest that the use of social media Instagram, Facebook, Blogs, and the official website of Go-Jek has had a real effect on building brand awareness (Maria et al., 2019). The same results were also found by Seo & Park (2018) who found that social media marketing in the aviation industry had an effect on brand awareness and brand image. Brand awareness has a positive effect on commitment, so airlines with low awareness can use social media to increase their awareness and create committed consumers (Seo & Park, 2018).

In terms of purchase intention, Monicha & Kusumawardhani (2019) in their research found that social media and influencer marketing have a positive and significant influence on eWOM engagement and purchase intention. Sulthana (2019) also argue that sharing information through eWOM on social media has a positive influence on purchase intention. Therefore, brand awareness and trust are interrelated with consumer's purchase intention. On the other hand, Nurhandayani et al., (2019) in their research found that using influencers to influence consumers' purchase intention did not have a significant effect, but would increase the brand image of a brand which would help consumers in making buying decisions.

One of the marketing strategies used to increase brand awareness to consumers is using buzz marketing. Minh et al., (2022) conducted a study on the effect of buzz marketing on eWOM objectives by consumers in Vietnam. The results obtained are that only using creative campaigns is not enough to ensure consumers get the message that the brand wants to communicate. Therefore, the clearer the message is, the easier it is for consumers to be influenced by buzz marketing campaigns. When consumers are satisfied with the trustworthy message from buzz marketing, the more they will do eWOM (Minh et al., 2022). Mohr (2017) highlights the buzz marketing process that can affect the distribution of information in the digital era including values, viral content, and dissemination strategies. The buzz marketing process describes the circumstances in which product information spreads rapidly, plus how and why it is disseminated. The dissemination strategy focuses on the importance of the fact that buzz marketing on social media is driven by word of mouth carried out by influencers and "connectors" or third parties who provide information about products and initiate discussions proactively (Mahajan & Gadekar, 2021). Mahajan & Gadekar (2021) also adds that marketers must choose "highly connected" people as the seed at the outset if they want to create awareness and encourage transactions through this viral marketing campaign because these people will certainly spread the word. widely viral message. Previously, Karimah & Fadillah (2021) also conducted research on buzz marketing with a case study of local beauty brand Scarlett Whitening. Their research shows that buzzers are proven to increase brand awareness of Scarlett Whitening, although currently the position of buzzers and influencers is difficult to distinguish. The following are the differences between influencers, buzzers, and KOL based on the results of interviews with informan:

Interview Respondents	Influencer	KOL	Buzzer
K (24 years old)	Someone who has power and a high sense of trust for people can be influenced by them. However, there are some who just looking for clout from more famous people. Some followers merely like the style of this influencer, but don't really have a lot of trust.	Someone who can make other people believe what that person is talking about. KOL can be used as a speaker at an event, one thing that influencers cannot do.	A group that talks about one thing over and over again and has the ability to lead opinions.
R (26 years old)	Someone who has the power to influence other people. You don't have to be an expert in a certain field as long as you can influence people and can be responsible for what you have done.	Someone who is an expert in a field and is able to give an opinion on a matter and the opinion he/she issues is often valid and trustworthy.	The group of people who help buzz the words. You don't need to have the ability to influence other people, but you can lead others by talking over and over again.

Table 1. Differences between influencer, KOL, and buzzer according to the respondents
Source: Sample of Respondents' Interview

Secondate at the beginning of its brand launch carried out a buzz marketing strategy to in-crease brand awareness of its own brand, not its beauty products. However, what interest-ing was Secondate did buzz marketing with influencers on Instagram social media, not buzzers. These influencers within a certain period of time together uploaded photos of places in Indonesia and abroad that appear with the words 2ND8 (read: Secondate). The photos were made as if the words 2ND8 really existed and were real. In addition, these influencers also uploaded videos or photos of their mirror selfies using a mobile phone case or pink case with the words 2ND8 on the back.

Pictures 1. An example of the buzz marketing done by the influencers for Secondate
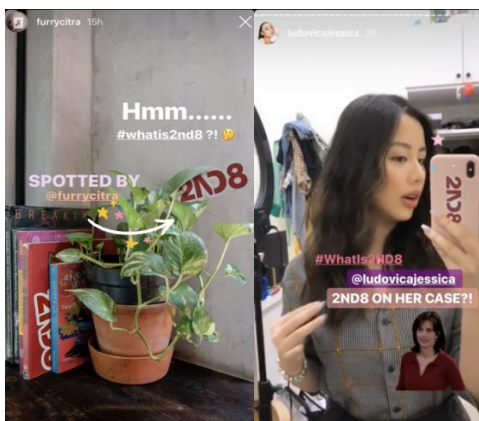Source: instagram.com/secondatebeauty

The buzz marketing conducted by Secondate was part of a series of campaigns from the launch of Secondate before the main event started. In this case study, the buzz marketing carried out by influencers at first did not have enough power, but Secondate here uses a large number of influencers who upload things similar to the example above not only once, but more than once. What made the audience most curious was that the places they upload are streets in Jakarta, such as TransJakarta bus stops, MRT stations, tourist attractions in Jakarta, restaurants, advertising billboards in Jakarta, and others. These influencers also added a description of the place in their uploads, such as "Jakarta, Indonesia" or "We were walking in Jakarta, then came across this mysterious writing." Posts like this were considered normal for influencers, plus Secondate used beauty and lifestyle influencers. The following are the views of the informants regarding the Secondate campaign above:

K: "For me, as a user, I feel that their strategy

at the beginning, when they started promoting, they really used influencers because it was an influencer who owned the brand. So, they take advantage of their circle. She (the owner) used her friends to promote the brand. As for the brand itself, in my opinion, they are very adjusted to their target, really. From what I see, it is trying to become a local brand that is a pioneer for some of its products. Just keep trying to make something different from the others.”

R: “Actually, I don't know if it's a really good brand or not or if it's just the influence of the influencer (Secondate owner, Titan Tyra) and her friends, in my opinion. So, it's a bit biased there too. Because there are some real people, for example, I'm one of those people who don't like Secondate. It's not that I don't like it, I mean, the product is not for me and I'm not the person who follow the trend. However, I was really curious. I wonder how good it is that people are like this."

Pictures 2. An example of the buzz marketing done by the influencers for Secondate
Source: instagram.com/secondatebeauty

If buzzer often repeats the message they want to convey, in the form of keywords or hashtags with the aim of going viral, usually the influencer only uploads a photo once. Some of its goals are to maintain credibility so as not to reduce the trust of followers. In addition, the use of influencers is also carried out by Secondate because the content uploaded by influencers can be adapted to the content they usually upload before. So, their followers do not feel suspicious that what they upload is just a gimmick. This is then in line with how the informants felt when they saw the uploads of these influencers on Instagram.

K: “Influencers have a very big role, yes. Because at the beginning, we didn't really understand what this was all about and indeed their marketing was also verycute. It's as if it's on a billboard in Jakarta, when it was not. So, at the beginning, personally, I was really curious and I don't really know, because these are all influencers who posted them, so I don't know that this is actually supporting a campaign from a brand or some projects from one of these influencers.”

R: “Actually, I was already influenced by these influencers. So, I opened their website, I opened their Shopee and Instagram Story.”

The opinion above then in line with the findings of Wachyuni & Priyambodo (2020) which in their research on the use of influencers in restaurant endorsements, namely in determining influencer figures, indicators that must be considered are (1) Strength, (2) Credibility, and (3) Attractiveness. Strengths in this case include fame or popularity and power on social media. These two things are needed so that brands that also use these influencers can also achieve positive eWOM. Credibility in question is honesty and truth in conveying information. Attractiveness is the physical appearance and character of the influencer that must fit with the brand being promoted.The attraction of these influencers then increases the brand awareness of a brand. Then, the more people who talk about the brand, the more familiar a brand is to consumers. However, will this sense of familiarity support consumers' purchase decisions? Here are the informants' answers about the campaign:

K: “I'm not. First, the product they sell was lip tint, right? And at that time, I was not interested in the product. I bought the product after their third launch, the lip gloss, because I personally didn't look for how many influencers had tried it, but I was more interested on how they marketed the product's formula. That's why I was more interested in the third product."

R: "So I think I was actually influenced, but it didn't reach the sales because I felt that I

wasn't up to that much to buy these makeup products, that's what it was. Moreover, the makeup industry is growing because of influencers, in my opinion. Even though the brand is using beauty influencers and they succeeded inintroducing the brand to the community, after some time, the hype will lose itself because in fact, some people are crazy-buying merely because of the hyoe. "Oh, if I get it, I'm cool," FOMO, actually."

There are other factors and aspects that influence consumer buying decisions other than influencers. The following are the results of interviews with informants:

K: "To be honest, it's more about the formula. For those who use the lip gloss from SECONDATE, they claim that the product follows the temperature of the lips of the person who uses it, and the colors they produce are the same. At that time, I was interested in buying lip gloss with the colors they launched. I was not interested at all because of the influencer during the first campaign. I was not interested in buying the product, but I wanted to know what brand this is and what do they sell?"

R: "For me, it's not because of influencers that affect my purchase decision, but rather the experience of other users. I have been influenced by influencers too, but not so much compared to other people whom I trust more. For example, my friends or influencers that I already trust. Like for example, to be honest, I often see reviews about beauty and this one person has been my go-to for some time now. She's actually more of a beauty enthusiast, but I know her because she used to be my senior in school and I knew from the start what her account was like until now. I know the account is made of her hard work and how she creates her content, so I feel like her content is not an advertisement, that's what it is. If the product is not good, she will say it is not good and will not review it."

However, influencers are still used as references by consumers because their job in general is to influence their followers by pro-viding reviews about a particular item. How-ever, if the upload is deemed too "advertising",

consumers feel the content is insincere and lose their sense of trust in the influencer in question. The following are the results of interviews with informants:

K: "I guess I still look up to these influencers when it comes to product reviews. There must be a moment when the brand sends a PR Package to these influencers and they post it. Now, sometimes that's the reason why I buy it because some influencers make it look so good and it makes me want to buy the products."

R: "I will believe if I feel the content is genuine. In other words, contents with no gimmicks. For Secondate product, the price is not cheap, and the reviews are all Titan's friends, so it's impossible for his friends to say this product is not good. Meanwhile, there are also some people, who may not be in their circle of friends, say that this product is actually so-so and doesn't last long either. So, it looks like it's just an ordinary lip tint but packaged in such a way that it looks like something really bombastic. That's what makes me uninterested."

The Impact of eWOM Through Influencer on Brand Awareness

From the Secondate case, eWOM is formed out of curiosity and creates influence on consumers in the form of value, interaction, and sharing strategies. As consumers are affected by the brand's marketing buzz, the campaign will continue to create more buzz, WOM, brand awareness, and motivation to buy the products offered by the brand. eWOM Secondate was focused on Instagram Stories, which at that time was the most effective platform for disseminating information. In 2020, when Secondate implemented this marketing strategy. Secondate managed to seize the moment to create a buzz among Instagram users. Even though the buzz was only done on Instagram, Secondate was also getting enthusiasm as a result of the buzz on Twitter. These accounts proved not to be buzzer accounts that helped maximize the effect of the campaign, but were Twitter audiences in general.

Massive promotions in the form of buzz marketing used by Secondate have proven to be able to increase brand awareness by establishing eWOM for social media users. Previous study by Sari &Yuliana (2017) also found that several characterstics of eWOM using influencers, or in their study it was beauty vloggers, is to spread brand's message and to reach as many audience as possible. The advantage of using influencers in this strategy is that influencer has a strong personal branding, as well as its ability to convince followers. The content created by them is also adjusted based on the type of interest of each influencer, so that the buzz marketing that is carried out is not considered disturbing and not repetitive. The number of influencers used by Secondate was more than 30 influencers and was divided over several days. The large number of influencers also affected the brand awareness obtained by Secondate. Although using influencers in a bulk have also brough positive impact, Secondate also continued to choose influencers who still have more or less similar interests, such as beauty, lifestyle, moms' influencers, and food bloggers.

The Impact of eWOM Through Influencer on Purchase Intention

From interviews with two informants, it was found that influencers do not have a positive influence on purchase intention. This is caused by skepticism, lack of trust, and no interest in the product being promoted. Informants pay more attention to aspects such as the formula of the product and reviews from those closest to them. Interestingly, one of the informants chose to see reviews from influencers who did not cooperate with Secondate because she felt that the influencers who participated in the Secondate campaign had already been paid and what they uploaded could not be trusted. In addition, informant 'R' also said that influencers do not have certain abilities as experts to explain the product like KOL or an expert.

These results are in line with the results of research by Lim et al. (2017), who found that the credibility and attractiveness of influencers did not have a positive influence

on consumer behavior and buying interest. The reason is because influencers are not experts and are not good enough at explaining the products they endorse.

CONCLUSION

This research was done to answer the phenomenon on social media, which is currently being carried out by many other brands and organizations and is referred to as one of the marketing communications channels that offers unlimited potential in conveying persuasive messages. In addition to the existence of various social media platforms, such as Instagram, Twitter, TikTok, Facebook, to YouTube, there are third parties who act as endorsers, such as influencers, KOL, and also buzzers who help spread the message to a wider audience. This research found that the use of a large number of influencers in one marketing campaign turned out to have a positive effect on brand awareness of a brand. However, these influencers do not have a significant effect on buying interest. In the end, consumers will look at other aspects and factors in deciding to buy the product being promoted. Thus, brands must decide on the right endorser to promote their products or campaigns because trust and reliability are the two aspects that consumers pay the most attention to in an influencer before deciding to buy. Because this research is very limited with only two informants, further research may be able to be conducted on a larger scale. In addition, research on consumer behavior towards buzzers and KOL is also interesting to study. Will the result be the same as the influencer or will it have a more positive effect on purchase intention?

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