

An Analysis Influencer Role And Consumer Psychology On Digital Marketing Towards Motives To Buy Millennial Generation's

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Abstract. The existence of a large market in Indonesia, of course, invites many companies to compete to offer products and services, so that competition increases sharply and marketers compete to offer their products and good services. For companies and products to get great attention from consumers, the use of influencers is commonplace. It continues to grow so that continuous delivery of messages to consumers through influencers can enter the minds of consumers or is called an awareness area. If one day consumers need the product, then the source of the first information used is the awareness area. If the message is repeated to consumers, what happens is that the message will be stored as the main reference or so-called evoked set, where the main choice by the consumer is in this area. The message can also be stored in the inert set as a second choice for the desired product. The third is in the form of negative messages or products that are avoided to buy, which are called inept sets. This research aims to find out the influencer role in digital marketing towards the millennial generation's buying motives, to find out the role of consumer psychology in digital marketing towards the millennial generation's buying motives, and to find out the influencer role and consumer psychology in digital marketing towards motives to buy millennial generation. This research is a type of causality and uses a quantitative approach. The final sample involved 250 respondents. This research assesses motives to buy the millennial generation's use a statistical inferential, i.e., multiple regression linear analysis. The following tests are obtained: (1) Influencer Role has a positive and a significant influence, and Consumer Psychology is also has a significant influence on the Motives to Buy Millennial Generation. The contribution of Motives to Buy Millennial Generation's is affected by Influencer Role and Consumer Psychology factors by 66.2 percent.

Key words: influencers, consumer psychology, digital marketing, motives to buy.

Introduction

The rapid development of modern marketing strategies, in particular, the active search for new forms of advertising (e.g., internet advertising), which provide complex, multi component, suggestive, and manipulative influence mechanisms on potential consumers of advertised products or services (Syniuta, 2018). At the end of the 1990s, electronic commerce began to enter a new era because most of the business world widened the sales of their products (Yadiati and Meiryani, 2019: 172). Amazon.com is rapidly increasing its book sales. Along with the development of e-commerce, in 1998, two students from Stanford University named Lawrence Page and Sergey Brin began developing the Google search engine or better known as Search Engine Optimization (SEO). This opens opportunities for an advertising business by Google by providing space for advertising, companies (Cozy Digital, 2021).

Search engines involve a series of activities used in web pages to get the first page rank of a particular niche and also help in providing relevant results (Husain et al.,

2020: 54). This opens opportunities for an advertising business by Google by providing space for advertising. The Google, Inc. became a public company in 2004. The company's market value was close to \$ 23 billion. During the last twenty to thirty years, there have been significant changes that have even penetrated business to business, business to consumer, consumer to consumer, business to government; all of these things can occur due to the penetration of the internet or cellular technology into human life (Setiawan, 2018, p. 61). The rapid development of technology has brought its own changes in terms of social and societal tendencies to interact with others and consumer behavior in making product purchasing decisions.

According to Hootsuite, 'we are social' (2017), the total population in Indonesia is 262 million people. Meanwhile, internet users have reached 132.7 million people, while those who actively use social media are around 106 million people, while if we look further, internet users access the internet. Via mobile-phone as much as 91 percent, smart-phone 47 percent, laptop or desktop 21 percent and via tablet as much as 5 percent (KumparanTech, 2020). The number of product buyers in 2016 through the internet was 24.74 million people, or 9 percent of the population, with a national transaction value of U\$ 5.6 million per year.



Fig 1. Market Preview Forecasts for 2023. Source: ecommerceIQ

Based on seeing the IDN Research Institute Report development of sales via the internet, it is around 8 percent of total retail at this time. Still, seeing the prospects in the future, sales via the internet will continue to grow due to the growth of the millennial generation who are more accustomed to the use of gadgets, so it is estimated that the sales value will continue to grow, in addition to that many companies are growing. engaged in providing influencer services or Indonesian artists who act as influencers; this happens because marketers believe that these influencers have a large number of followers and have a target market that matches the product being marketed (Utomo and Noormega, 2020: 2).

Along with the development of internet users in Indonesia and the world, it can see that the use of social media is also growing, such as Facebook, Instagram, Twitter, YouTube, WhatsApp, Tiktok, Line, Reddit, Pinterest, Tumblr, which can be used as a means of socializing and promoting products and services (Obar and Wildman, 2015: 745-750). The buying behavior of Indonesian people, especially in generation Y or millennial, tends to be impulsive, allowing marketers to learn and formulate strategies. As one of the defined groups of society, millennial are a potential market segment

(Choirul and Artanti, 2019: 224). The social media platform is a communication tool that can be used anywhere, anytime via the internet which can effectively influence consumers (Watie, 2011).

In previous research, Opreana and Vinerean (2015: 29-34), Tiago and Verissimo (2014: 703-708), traditional media such as television, magazines, and radio are no longer very effective due to the growing development of the internet. Besides those products displayed through social media influencers can more accepted than products that are widely used recommended by friends or family, resulting in a 40% purchase (Sekhon et al., 2014: 409-430). However, the number of purchases through social media still depends a lot on the type of product being marketed; for example, for cosmetic products in Indonesia, sales through social media are still around 10%. Apart from significant technological changes, there are assumptions that state that the essence of consumer behavior does not change significantly if consumer confidence has not been formed in the product; besides that, other factors that influence buying decisions are an influencer who is a role model or culture, social class or reference groups, even certain situations such as urgent needs with limited time can also cause a person to make purchases, even social trends and their various choices and the improving economic situation of the population are factors that change consumer behavior.

Consumer behavior says that after consumers go through the consumer decision-making process, which is looking for alternatives, what is formed in the minds of consumers is looking for alternatives in known sources or awareness. In the product classification process Evoked set, Inert set, and Inept set, the role of influencers is needed. So that the product or brand included in the consumer awareness area (Quester et al., 2014: 99). The role of the influencer is that the message conveyed can enter the awareness area and then attract someone's interest to make a purchase. Still, the process of delivering advertisements is not easy to do. Considering that many advertisements delivered by an influencer have an impact on the inept set conditions where negative impacts occur caused by the role of the influencer as well as the conditions and possibly due to the messages conveyed resulting in a poor perception of the product (Hermanda et al., 2019: 78). Using influencers is to convey messages to enter the minds of readers, in this case, to enter into the evoked set of consumers and lead listeners or readers in the direction desired by advertising users. As it is well known that for messages to enter the evoked set, of course, it requires repetition of advertisements for a certain period of time, as well as adjusted to the targeted target market, and then marketers must also understand when the target market can read or see the advertisements displayed, where they can see it, and what form of delivery is conveyed. So that the message enters the reader's mind (British Council, 2019: 1). Trust in the credibility of influencers creates trust in products that are represented through social media and will make viral news, for example, the famous golfer Tiger Wood and Michael Jordan as the Brand Ambassador of Nike shoes (Susilowati et al., 2019: 2).

The number of similar products on the market based on price, advantages or features, country of manufacture, color, size is one of the obstacles faced by sellers and influences consumer behavior in deciding to buy a product, especially products that are new to the market. As in the case of Kosmee Cosmetics (www.kosmee.id) with body lotion products where the use of influencers within three days received a good response ranging from almost 1,000 people. The role of the internet today is increasingly important and opens job opportunities for the community in general; by reducing the

cost of promotion and ownership of places, the important thing to do is how products or product and organizational information are conveyed to the public. Therefore influencers need to influence or introduce products on the market. Market channels describe the way a manufacturer or organization distributes products and services to its customers (Chaffey, 2015: 53).

The relationship between the company and its channel partners is showing a dramatic change due to the opportunities provided by the Internet. This is because the Internet offers a means of bypassing multiple channel partners, reducing the cost burden of selling the product. This process is known as disintermediation or 'cutting the middleman.' For example, today's music companies can distribute digital tracks directly to sites like iTunes and Napster, a major change to their channel strategy that has led to the closure of many music stores. The lifestyle of consumers who tend to change rapidly in the millennial generation is a separate obstacle for companies to continue to follow consumer behavior; of course, the use of influencers at this time is not necessarily following the needs of influencers in the future (Deloitte Indonesia Perspectives, 2019: 26). We see women's cosmetic products – Mustika Ratu in its very successful era, will but at this time, the product is not as well-known as it used to be. The influence of culture and family, educational background, or less affects how consumers see or believe what an influencer says is per the values held to decide to buy a product based on the facts and thoughts presented above.

This research aims to find out the influencer role in digital marketing towards millennial generation's buying motives, to find out the role of consumer psychology in digital marketing towards millennial generation's buying motives, and to find out the influencer role and consumer psychology in digital marketing towards millennial generation's buying motives.

Theoretical Framework, Research Model

Consumer behavior can be understood starting from problem recognition associated with Maslow's theory of needs which has five levels, followed by the information search stage, then the alternative evaluation stage, followed by purchasing decisions and evaluation after purchase. In addition to consumer confidence built by needs, internal psychological processes determine a lot of how a consumer decides to buy a product (Belch et al., 2014: 111). The internal psychological process of consumers usually goes through the Motivation stage, which is based on Maslow's theory. The perception towards the product is usually obtained from internal sources, which is how users behave towards the information received and interpreted by consumers, followed by the integration and learning phase. here, one of the important roles of an influencer is to influence consumer attitudes and thus affect subliminal perception (Quester et al., 2014: 21).

The human mind processes advertisements or messages conveyed by an influencer through cognitive interpretation and affective interpretation where messages received are received based on categories or knowledge that have been embedded in a person or messages received are influenced by feelings and emotions, so that individual characteristic factors, The stimulus, and characteristics of the situation affect how a person receives the message based on their cognitive and effective interpretation (Quester et al., 2014: 239). So that many of the recipients of messages conveyed by influencers to the millennial generation are not always acceptable because of differences in perceptions or values embraced both to the influencer figure and the message conveyed.

As a result of the influence of an influencer, consumer attitudes are usually formed under his subconscious, namely the Evoked set, which is a condition where consumers know about these products, which is the main choice when a consumer is faced with buying choices, the second condition is an inert set where the consumer has a second choice of the product. The desired product and the third condition are the inept set, which is an unfavorable condition. In this condition, the consumer's subconscious catches the negative response to the product. After consumers go through the consumer decision-making process, namely looking for alternatives, what is formed in the minds of consumers is looking for alternatives in known sources or awareness. There is a product classification process Evoked set, Inert set, and Inept set. Here, influencers' role is needed so that the product or brands can enter the consumer awareness area (Quester et al., 2014: 99).

The use of influencers and advertising on social media certainly costs a lot of money where some companies do not have the financial ability to finance promotions. In the decision to buy a product, a person is usually very dependent on the needs and perceptions of the product. However, many consumers buy a product for no apparent reason or are solely influenced by factors of willingness to buy that are more prominent, so purchases are not made based on needs but more on the desire to buy a product (Nurfadila & Riyanto, 2020, 1), this is a view in possession of cell phones where many people have more than one cell phone and various other products. The interest in buying a product is based on two motives with the first objective being manifest motives and the second is latent motives (Quester et al., 2014: 310).

The importance of analysis influencer and consumer psychology on motives to buy millennial generation. The conceptual model and alternative of hypothesis, according to the Charles D. Kirkpatrick's and Julie Dahlquist (2011) modeling can function by scientific multidisciplinary in context to analyze, evaluating each measurement model whether it meets the criteria or not, (according to procedures) or technical calculations (Husain, 2019: 1).

The research model is designed as follows:

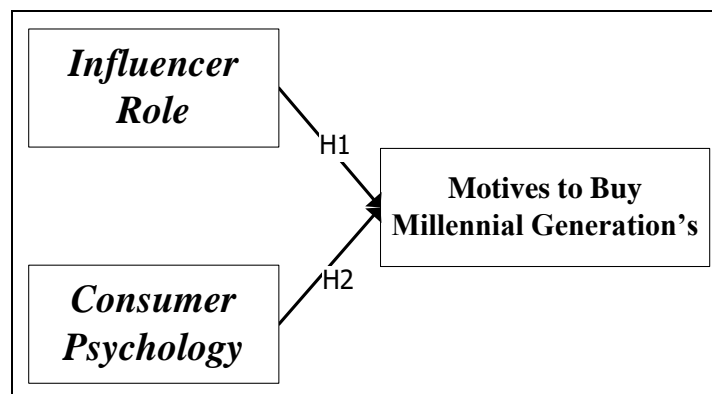


Fig 2. Research Model. Source: Developed by Author's (2020)

Against reply to the research aim, the following alternative hypothesis is formulated:

- H1 stated that the Influencer Role has a significant influence on the Motives to Buy Millennial Generation's
- H2 stated that Consumer Psychology has a significant influence on the Motives to Buy Millennial Generation's

Research Methods

This research uses the causal method, which is useful for analyzing how one variable affects another (Boyce, 2011: 66). This study uses the probability sampling method by distributing questionnaires to a limited group first to determine the question's validity. If the question is correct and understood, then the questionnaire is distributed via Google Form to students and communities aged 20-40.

The questionnaire as a means of collecting data is measured using an Ordinal scale. According to the Kaptein, Nass and Markopoulos (2010), all of these instruments are measured using a 'Likert' scale (Sani et al., 2019: 3). Measurement of the Influencer Role variable with a variable symbol (X1), Consumer Psychology variable with a variable symbol (X2), and Motives to Buy variable with a variable symbol (Y), each of them constructed by ten indicators. The Likert scale consists of 5 categories: strongly agree given number '5', agree given number '4', hesitate given number '3', disagree given number '2' and strongly disagree given number '1', then the answers are entered into the table and calculated, validity, reliability. If there are not valid questions, they will be replaced or deleted so that the validity of the questions is maintained. Then, the classical assumption test does avoid bias estimator for measuring before done the hypothesis testing.

The data analysis technique uses multiple regression analysis. All calculations will use a statistics program, i.e., SPSS Ver24. The regression equation is formulated viz.:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

where:

Y = Motives to Buy Millennial Generation's (dependent variable)

α = Constant

β_1 = Coefficient of the independent variable: Influencer Role (X1)

β_2 = Coefficient of the independent variable: Consumer Psychology (X2)

e = error term

Results

The initial stage with the testing of each item's instrument quality starts at validity test with comparing r-count and r-table score. The r-table value with the number of samples (n) = 250, degree of freedom = 247, and a probability of 5 percent is 0.1236. The output from the application provides that the independent variable Influencer Role (X1) using ten indicators produces all score is more than r-table, which the range betwixt 0.739 until 0.872 points. The output from the application for independent variable Consumer Psychology (X2) using ten indicators produces all score is more than r-table, which the range betwixt 0.632 until 0.791 points. While the output from the application for dependent variable Motives to Buy Millennial Generation's (Y) using ten indicators produces all score is more than r-table, the range betwixt 0.468 until 0.884 points. This means that all items are valid and can use in measuring research instruments. The next stage is reliability testing with Cronbach's Alpha technique. The reliability item must have a coefficient score of output more than 0.7, which means the construct to instrument development is reliable (Ghozali, 2016: 48). The output from the application for all variable, i.e., Influencer Role, Consumer Psychology, and Motives to Buy Millennial Generation's produces Cronbach's Alpha score each of 0.962, 0.937, and 0.934.

Continue with displaying the classical assumption test thru data normality,

multicollinearity, and heteroscedasticity testing. A normality test is done to know the data in a normal distribution test or not. If there is normality, then the residual will be normally distributed and independent. Nevertheless, if it is not normally distributed, then it is necessary to use a data transformation method (Ghozali, 2016: 48).

Table 1. Normality Test Yields

	Unstandardized Residual
Test Statistic	.052
Asymp. Sig. (2-tailed)	.200 ^{c,d}
<i>Source:</i> Output from Program's (2020)	

Table 1 above shows the normality test results show a significance value of 0.200, which is greater than the standard 0.05. Thus, the regression model is normally distributed.

Table 2. Multicollinearity Test Yields

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Influencer Role	.689	1.451
	Consumer Psychology	.689	1.451
<i>Source:</i> Output from Program's (2020)			

Table 2 above shows the tolerance score of the independent variable is 0.689 while the VIF score is 1.451. Tolerance value > 0.1 while VIF < 10 indicates no high correlation between the independent variables; thus, there is no multicollinearity problem in the regression model betwixt independent variables.

Table 3. Spearman's Rho Test Yields

			AbsRes
Spearman's rho	Influencer Role	Correlation Coefficient	-.121
		Sig. (2-tailed)	.057
	Consumer Psychology	Correlation Coefficient	.079
		Sig. (2-tailed)	.215
	AbsRes	Correlation Coefficient	1.000
		Sig. (2-tailed)	.
<i>Source:</i> Output from Program's (2020)			

Table 3 above shows the test results show that the significance value of the correlation between the independent variables and the absolute residual value is not significant (Sig > 0.05), which means that there is no heteroscedasticity problem in the regression model.

Multiple linear regression analysis is used to test the effect of independent variables on the dependent variable and predict or estimate the value of the dependent variable based on the effect of the independent variable. The regression equation is as follows:

$$Y = 6.235 + 0.481X_1 + 0.385X_2$$

The results of multiple linear regression analysis can be adjusted according to the

coefficient values shown in the following:

Table 4. Regression Coefficients Yields

	Score		
	Coefficients	Probability Significance	Conclusions
Influencer Role (X1)	0.481	0.044	H ₁ Accept
Consumer Psychology (X2)	0.385	0.040	H ₂ Accept
<i>Source: Output Calculated (2020)</i>			

Table 4 above shows that the coefficients score of 0.481 and 0.385, with a significant probability of less than a 0.05 score. This means each of the variables, i.e., Influencer Role and Consumer Psychology, significantly impact Motives to Buy Millennial Generation's. This yield can also view the probability significance as more than 0.05, i.e., 0.190 and 0.149, which H1 and H2 are is Accepting.

Table 5. The Determination and F-Tests

	Determination of Coefficients	Score		
		F-Statistics	Probability Significance	Conclusions
Model	0.662	241.746	0.000	H _a Accept
<i>Source: Output Calculated (2020)</i>				

Table 5 above shows the determination of the coefficients score is 0.662, which means that the influence of the Influencer Role and Consumer Psychology variables on the Motives to Buy in the Millennial Generation's is 66.2 percent. In comparison, the salvage of 33.8 percent is the influence of other factors not examined. The F-statistics score is 241.746, or probability significance is more than 0.05, i.e., 0.000. This means variable Influencer Role and Consumer Psychology simultaneously significantly influence Motives to Buy Millennial Generation's (H_a is Accept/ H₀ is Reject).

Discussion

Accordance with on the data processing from software and, the following tests are obtained:

The influence of Influencer Role of table 4 test results shows that the significant impact with less than 0,05 probability score and the coefficient score is 0.481, which means the increasing effect of Influencer Role by 1 point will further increase the motives to buy, i.e., 48.1 percent. This research inconsistency with the result of the evidence a negative influence of social media influencers towards the purchase intention (Hermanda et al., 2019: 76-89). While in line with the research, give the empirical evidence that influencer-marketing strategies used by the companies have an impact that media influencers can have on patterns of consumer decision-making (Nurfadila and Riyanto, 2020: 1-14). Other factors that influence buying decisions are an influencer who is a role model or culture, social class or reference group, even certain situations such as urgent needs with limited time can also cause someone to make purchases, even social trends and various choices as well as improving the economic situation population are the factors that change consumer behavior.

The influence of Consumer Psychology of Table 4 test results shows that the

significant impact with less than 0,05 probability score and the coefficient score is 0.385, which means the increasing effect of Consumer Psychology by 1 point will further increase the motives to buy, i.e., 38.5 percent. This research inconsistency with the result of the evidence a negative influence of self-concept towards the purchase intention (Hermanda et al., 2019: 76-89). Messages received are obtained based on categories or knowledge that has been embedded in a person or messages received are heavily influenced by feelings and emotions, so that the individual characteristics, characteristics of the stimulus, and characteristics of the situation are what affect how a person receives the message based on cognitive and affective interpretations.

Conclusion

According to the results and discussions, the conclusion as follows:

1. Influencer Role has a significant influence on Motives to Buy Millennial Generation's.

2. Consumer Psychology has a significant influence on Motives to Buy Millennial Generation's.

3. The contribution of Motives to Buy Millennial Generation's is influenced by Influencer Role and Consumer Psychology is high, i.e., 66.2 percent. Besides, the Influencer Role and Consumer Psychology together have a significant influence.

Future researchers who want to develop and continue this research should add other variables because several factors with the salvage score, i.e., 33.8 percent, are the influence of other factors not examined. Other factors can add such as social media in marketing, digital inbound marketing, communication role, and others.

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