

**THE EFFECT OF SALES PROMOTION INTENSITY AND CELEBRITY
ENDORSEMENT CONTENT EXPOSURE ON IMPULSIVE PURCHASE OF Z
GENERATION to SOMETHINC LOCAL SKINCARE
(SURVEY OF YOUTH AGED 19-24 YEARS AT JABODETABEK REGION)**

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ABSTRACT

SomeThinc known as the local skincare targeting user at young ages specifically gen z, having targets to achieved the 1st local cosmetic in rank and reach predicate as the most popular local skincare line. However, recently, real data by research shows that Somethinc still occupies the number 3 position with a revenue sales figure of 8.1 billion. The data proves that Somethinc is not categorized as leading local skincare brand in Indonesia and is still far from reaching its goals as a brand that can achieve Go Global conditions. Some of the steps taken by SomeThinc are discount promotions through social media and the use of celebrity endorsers in promoting their skincare products to increase its revenue. The study aims to determine the effect of sales promotion intensity, celebrity endorser content exposure on adolescent impulsive buying behaviour.

The theory used in this research is Stimulus-Organism-Response theory and social cognitive theory. To determine the sample, researcher uses non-probability sampling technique. The samples studied were 100 people with female gender, aged 18-24 years, actively shopping for skincare products with minimum 3 times purchasing Somethinc skincare, have a monthly income and domiciled at Jabodetabek. The method used in this study is multiple linear regression analysis using primary data retrieved from questionnaire.

The results showed that sales promotion intensity have influence over impulsive buying with a significant significance of 0.000. Furthermore, there is an influence between celebrity endorsement content exposure on impulsive buying with has a significant value of 0.000. In conclusion, there is an influence between sales promotion intensity, celebrity endorsement content exposure simultaneously has a significant effect on the impulsive buying variable by generation Z. Independent variable influenced dependent variables by 68,8% while 31.2% left affected by other variables outside the study.

Keywords: Sales Promotion Intensity, Celebrity Endorsement Content Exposure, Impulsive Purchase, Somethinc

BACKGROUND

Nowadays, technology frequently used as a human facility for fulfilling their needs. People can easily search and find what they need at a particular website or e-commerce. Almost all people frequently use the Internet. As stated on data retrieved from Hootsuite.com, nearly one per two Indonesian citizens already integrated with internet services, 202,6 million number usage or 73% of the total Indonesian population.

The ease of accessing the internet, which can be accessed through each smartphone, encourages the growth of statistical numbers on internet utilisation by 37.82% -45.14% for business and economic purposes, which are used among others by users to find information about products and services reported through surveys by Indonesian Internet Service Provider Association.

Shopping online is currently booming, and companies must be more aggressive in marketing promotion strategies for purchasing goods online. Youth shopping patterns is as high as 60.3%. This shows a new shopping trend that is more accessible online than offline by young people, especially Gen Z and leads to a long-lasting consuming behaviour new different pattern.

Gen Z nowadays put much consideration of how healthy their skin is. Reported via Kompas.com, another factor supporting the upward trend in the use of skincare is that people are often exposed to air conditioners indoors for a long time, the use of masks that make the skin more susceptible and trigger various skin problems raising public awareness in doing face treatments, especially for women. By this, the new habit

contributes to the consumption pattern of spending on skincare products which is considered an important need from the consumer side and raise awareness on taking care of healthy skin. Reported from Katadata it was written that cosmetics and skincare were the second most purchased product type by consumers at Harbolnas 2021 with a total percentage of 53%. Another data shown, based on GAP Beauty Reports 2021, Gen Z self-awareness is having highest percentages at 88,6% compared to any other environmental factors.

As the object of the research is Gen Z, a data shown by ZAP Beauty Research stated that 64,2% Gen Z prefer buy skincare through online compared to offline buying. This condition is in accordance with Somethinc's appearance for the past one year lately, where SomeThinc offers several advantages, the convenience of shopping via online with free shipping and a lower price than buying directly offline. Hence, people prefer to buy it online. In addition, the prices offered are very affordable. Shopback Research Team (2018) researched and found that 70.2% of Gen Z respondents felt helped by the existence of online stores to meet their daily needs and influence shopping behaviour where consumers are currently shopping online oftenly.

Along with the rapid competition in the local skincare business in Indonesia, the competition between applications and online shopping sites will be even tighter. The forms of sales promotion activities that can increase consumer purchase stimulus include sampling, free premium gifts, contests and sweepstakes, rebates, bonus packs, price-off deals, loyalty programs, event marketing. Producers as intermediary service providers between sellers and consumers must implement the most

attractive strategies to attract the most consumers. Sales promotion is a marketing activity that aims to provide added value or incentives to salespeople, distributors, or consumers expected to increase sales. Companies compete to form some of the most different promotional strategies to win a fairly tight competition.

The promotions available are successfully bringing consumers interests by seeing at their comments on Somethinc Instagram. Most of the consumers welcoming the promotions as they ready to buy the bundling package, discounted prices, and free gifts. Somethinc deployed promotion based on seasonal moments for instance, independent day promo, “tanggal cantik” promo, short collaborations with celebrity promotions and free gifts in a form of skincare products, makeup products, or other gifts.

Beside deploying promotional and persuasive messages through interactive media contents such as Instagram, Somethinc actively participating in responding consumers questions. Questions asked by consumers are majority answered completely as well as the solutions for their skin condition. These conditions provide a good climate for Somethinc to influence consumers and persuade them to buy Somethinc products by giving a perfect consumer service.

To successfully winning the competition even more, Somethinc set up their objectives. Somtehinc is targeting their products for smart young ages as their base on building a skincare company. Supported by data retrieved from analisa.io, follower’s demographics of Somethinc is dominated by female at 79,81% and 59,62% followers are at age of 18-24. Locations of consumers followers at Instagram are divided into 3

majority locations, Jakarta 48,22%, Bandung 22,50% and Surabaya 20,80%. Based on Marketeers.com, top purchaser of skincare is located at big 5 cities SES A&B (Jakarta, Bandung, Surabaya, Medan, Bandung, Makassar). The new promotional tools are done by hiring celebrity endorser for promoting their products widely in Instagram to reach its marketing target, young ages at the more wider consumers demography and enhance its sales share. Celebrity is a person who has an attractive profile that is liked by the public and has a daily influence on the media to form a brand personality or increase sales figures in the short term.

Data shown by ZAP Beauty Annual Reports 2021, shows that 54,0% respondents on their research put role model by this case, beauty influencers as their primary reference for buying beauty products. Gen Z referred as young ages consumers preferred to look first at their role model of beauty “selebgram”. Another data shown by ZAP Beauty Annual Reports 2021 shows that 80,2% Gen Z is using social media Instagram as primary reference for looking up into skincare products. Instagram is a social media that has become one of the most promising platforms in the business world where several features make it easier for consumers to be able to access information, advertise in video and visual forms, and build closer relationships with audiences and make a brand known to many consumers because of its wide range.

The use of celebrity endorsement by Somethinc Involving Abel Cantika is one of the examples of product marketing targeted at Gen Z. Referring to the target audience and followers’ statistics on Abel Cantika’s Instagram, which is dominated by women and aged 18-24 years with 66,67% in percentage and followers gender demographic dominated

by women at 86,21% according to analisa.io. In addition, in this post released by the official SomeThinc Instagram, there are claims that the product is very safe for teenagers. This post has a positive response with 124,158 video views and comments that contain wanting to try the product and have gotten positive results from using the product.

Another celebrity endorser appointed by Somethinc officials to target their products for Gen Z is beauty influencer Tasya Farasya. Referring to the statistics of Tasya Farasya's followers that was reported through analisa.io. Reports analytic found that there is a dominance of female followers and a dominance of audience profiles aged 18-24 years with each percentage of 59,85% and 79,92%. The content is contained review products along with the product information itself for the audience.

Through promotional efforts using celebrity endorsements, SomeThinc reaps positive responses from the public who shop for Somethinc's local skincare products. As reported via Compass.id it was noted that in August 2021, Somethinc skincare had total sales of IDR 5 billion, and complete transactions in one month rose as many as 125.000 transactions. As their sales is succeed to gain one month transaction in a big amount of revenue, Somethinc had their revenue not stable. Data shown by Compass.id, Somethinc transaction is decreased as they before succeed to gain 17,7 billion in the first quartal of 2021.

However, SomeThinc is not the most popular brand in Indonesia. This is not in accordance with SomeThinc's vision, which has the ambition to make these skincare products the number 1 most popular product in 2021 with the best quality they have.

Somethinc's competitor in the skincare business, Ms. Glow, has a larger total revenue of 38.5 billion yearly and also occupies the first position compared to Somethinc, which only occupies third position rank of the most purchased skincare.

The existence of fantastic revenue figures triggered by the ease of transaction convenience that is not limited between distance and time makes consumers have the potential to explore the products they want to buy freely. Producers also need to determine the right strategy to complete transactions, and consumers' attention attracted in purchasing a brand's product. To attract consumers' attention, one of the producers' efforts to maximise sales is to study how consumer buying behaviour is a determining component that can influence consumer decisions to buy products offered by marketers. In practice, a phenomenon is found where people can act irrationally and non-logically when shopping online, and this phenomenon will then be referred to as impulse buying. According to Gasiorowska, impulse buying is a shopping activity that is not reflective, unexpected, spontaneous, and sudden to want to buy certain products.

The emergence of the impulsive buying phenomenon is also supported by various promotional programs to increase engagement between users and encourage product purchases. The results of research conducted by Mastercard, done at 2015 for people aged 18-25 stated that half of Generation Z in Indonesia which is 50 percent were the most impulsive customers in the Asia Pacific where at least half of purchases of goods were made spontaneously.

In contrast, From the data released through the Hootsuite annual report in 2021 in

Q1, it was found that the group that made the most online purchases was the 45–54-year age group in the 1st place, followed by the 35–44-year-old generation in the second place. Generation Z is in the order of 4 out of 5 online product purchase rankings with a percentage of only 84.8%, which shows that Generation Z is not positioned as a generation that makes a lot of online purchases.

On the other side, buying pattern made by Generation Z, the character of Generation Z is looking for stability and not spontaneity. Hence, they tend to be more careful in shopping and have a programmed purchase plan. This is contrary to research conducted by Mastercard that Generation Z in Indonesia is the most impulsive generation in Southeast Asia.

So based on these facts, researchers are interested in researching the phenomenon of impulse buying Z generation at Jabodetabek area on the purchase of Somethinc's local skincare products.

THEORITICAL FRAMEWORK

- **Sales Promotion Intensity**

Sales promotion is a series of promotional activities carried out by companies, retailers or non-profit organisations to attract customers and raise the company's image so that consumers know a certain brand using sales that aim to persuade customers with incentives such as discounts, coupons, bonuses, gifts, bundling so that consumers have a sense of urgency in buying an item.

- **Celebrity Endorsement Content Exposure**

Content exposure allows the audience to understand the information provided by the media because the audience has a relatively frequent frequency of viewing the ad, has more attention in understanding the ad and has a certain duration in paying attention to the ad. The current use of Celebrity Endorsements is a digital marketing technique that focuses on the presence of celebrities to promote then products, brands, or discount programs held by a brand through Instagram social media and followed by persuasive invitation sentences so that people are encouraged to buy the product.

- **Media Exposure**

Access to various content on social media is unlimited and inevitable in everyday life. Suppose consumers could only absorb information from television, radio, or newspapers in the previous year. It is different in the current era where the development of internet technology has grown very rapidly. This allows consumers to view information anywhere and anytime, considering that everything has been done digitally. Currently, the selection of mass media is very complex with the addition of new internet-based media to access digital entertainment, information, education, etc.

Media exposure can be interpreted as a condition where the audience is exposed to the information content of the media. The use of media consists of the amount of time used by the audience in accessing information, the type of media content consumed, and the media content consumed. In other words, media exposure can be interpreted as the amount of information obtained through the media, which includes the frequency, attention, and duration of use for each type of

media used.

According to Elvinaro, the indicators of measuring media exposure are as follows:

1. Frequency

Measured based on how often the communicant sees, reads, and listens to the media. The higher the frequency, the more memorable the message will be in the minds of consumers and attract the attention of the audience.

2. Attention

Someone mental process in listening to messages in the media. Includes viewing, reading, and listening to the media by not doing other activities. Elements of audio, video, and so on play a role in this. Because it determines the interest and focus of the audience when listening to the content of the message

3. Duration

How long the communicant sees the media, is heard, and definition of exposure is brought to the context of content provided by celebrity endorsements. In that case, exposure can be interpreted as a condition in which audiences interact with messages or obtain information through celebrity endorsement content. In this case, the audience receives a persuasive message from the endorser through an Instagram account with photos, videos, and persuasive captions.

Through social media, marketing carried out by endorsers aims to make advertisements more persuasive so that information about advertised products will be more easily accepted and trusted by the public. The endorser uses his Instagram account as an advertising medium where there are followers (number of followers) and following (number of following).

Media exposure that uses Instagram as a marketing medium is a new type of media exposure. According to McQuail, media is a medium that allows audiences to access content anytime, anywhere, on any digital device and allows audiences to interact with information providers due to technological innovations. New media has a two-way interaction that accommodates audience responses and consists of various forms of content.

• **Celebrity Endorsement**

According to Shimp, a celebrity endorser has a role as a person who informs about a product and will play a role in influencing consumer attitudes and behaviour towards marketed products. Currently, the use of celebrity endorsers is used by many companies to increase sales of a product or company. According to Royan, celebrity is a person who has an attractive profile that is liked by the public and has a daily influence on the media to form a brand personality or increase sales figures in the short term.

Currently, endorse already has a broader meaning, a word used by the owner of goods or services to provide incentives to artists who help promote something. Using celebrity endorsements is widely used on social media and pop-up advertisements on various websites. Endorsement phenomenon is happening when photos and captions of a celebrity have appeared on various social media, promotion information will usually be embedded, which is an invitation to shop.

RESEARCH METHOD

• **Research Types**

The type of research used in this

research is explanatory research, where the researcher uses quantitative research methods to find cause and effect in the three observed variables. This study will look at the effect of the independent variable, namely sales promotion (X1) on the dependent variable, namely the impulsive buying behaviour of Generation Z on local skincare products Somethinc (Y) and exposure to celebrity endorsement content (X2) on the impulsive buying of Generation Z on local skincare products Somethinc (Y)

- **Population**

The population is all units of the sample to be selected. In this study, the research population is:

- a. Generation Z at Jabodetabek
- b. Woman
- c. 19-24 Years Old
- d. Have a monthly income
- e. Active and have shopped for SomeThinc skincare products with minimum 3 times purchasing.

- **Sampling**

The sampling technique used in this study is to use Nonprobability Sampling. The non-probability sampling technique that will be used is the accidental sampling technique. The sampling technique is based on chance; anyone who accidentally meets the researcher can be used as a sample if it is deemed that the person fits the criteria

- **Types and Sources of Data**

This study uses primary data, where data is obtained from respondents through answers to questionnaires that have been distributed and filled out.

- **Data Collection Tools and Techniques**

The instrument used for data collection used a questionnaire as primary data. The questionnaire is a set of questions related to each variable arranged systematically, which

must be filled out. While the data collection technique used is a self-administer questionnaire.

- **Data Analysis**

The data analysis used in this research is quantitative analysis. The statistical test formula used in this study is linear regression analysis. This method is used to determine and test the effect of one variable independent towards one variable dependent.

RESEARCH RESULTS

- **Validity Test Results**

Validity test is used to measure whether a questionnaire is categorized as valid or not. This test was carried out using the correlated Item Total Correlation, the criteria used to determine whether the questions/statements used in this study were valid or not. The criteria mentioned are:

1. 95% Confidence Level (α 5%)
2. The number of respondents is 30 respondents for the pre-test
3. R count (table corrected item total correlation) > r table (table product moment) or is positive, then the data is said to be valid.

The validity test used to test each variable used in this study. The following are the results of the validity test of each variable which are, sales promotion intensity, celebrity endorsement content exposure, and impulsive buying by Z generation on Somethinc local skincare with total respondents of 30 people.

- **Reliability Test Results**

Reliability is a tool to measure a questionnaire that contains each indicator of a variable. Questionnaire is said to be reliable if the respondent's answer to the question is consistent or stable. In SPSS calculations using the Cronbach Alpha statistical test to measure reliability, a variable is said to be reliable if number of Cronbach alpha valued >

0.70. The following are the results of the reliability test of each variable such as sales promotion intensity, celebrity endorsement content exposure towards impulsive buying by Z Generations on Somethinc skincare with 30 respondent's sample.

- **Sales Promotion Intensity Variable**

Variable	Cronbach's Alpha	N of Items	Description
Sales Promotion Intensity	0.859	10	Reliable

Tabel 1.1 Results of Sales Promotion Intensity on Reliability Test

The data shows value of cronbach alpha is 0.859. Therefore, all questions inside questionnaire are strongly reliable as it has value more than 0.70.

- **Celebrity Endorsement Content Exposure Variable**

Variable	Cronbach's Alpha	N of Items	Description
Celebrity Endorsement Content Exposure	0.742	5	Reliable

Tabel 1.2 Results of Celebrity Endorsement Content Exposure on Reliability Test

The data shows value of mpulsiv's alpha is 0.742. Therefore, all questions inside questionnaire are sufficient reliable as it has value more than 0.70.

- **Impulsive Buying by Z Generation Variable**

Variable	Cronbach's Alpha	N of Items	Description
Impulsive Buying by Z Generation	0.829	8	Reliable

Impulsive Buying by Z Generation	0.829	8	Reliable
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Tabel 1.3 Results of Impulsive Buying by Z Generation on Reliability Test

The data shows value of mpulsiv's alpha is 0.829. Therefore, all questions inside questionnaire are strongly reliable as it has value more than 0.70.

- **Hypothesis**

1. There is a positive effect between sales promotions intensity (X1) to impulsive purchase by Z Generation on local skincare products somethinc (Y) (H1)
2. There is a positive effect between exposure of celebrity endorsement content (X2) to impulsive purchase by Z generation on local skincare products somethinc (Y) (H2).

- **T Test Result (Partial)**

Partial hypothesis testing is carried out to determine the availability of effect of independent variable partially on the dependent variable.

- **The Effect of Sales Promotion Intensity on Impulsive Purchase by Z Generation**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	2.274	1.528	1.488	.140
	Sales_Promotion_Intensity	.654	.043	.833	15.369

a. Dependent Variable: Impulsive_Buying_GenZ

Tabel 1.4 Results of T Test on Sales Promotion Intensity

H1: There is a positive effect between sales promotions intensity (X1) to impulsive purchase by Z Generation on local skincare products somethinc (Y)

Based on the hypothesis test that has been done, it can be explained that the the first hypothesis is accepted, because there is an influence between sales promotion intensity on impulsive buying by Z Generation with a significant significance of 0.000 (0.00 <0.05). Therefore, the research hypothesis which states that sales promotion intensity has an influence on impulsive purchase by Z generation is **accepted**.

- **The Effect of Celebrity Endorsement Content Exposure on Impulsive Purchase by Z Generation**

Coefficients^a

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13.319	2.313		5.759	.000
	Celebrity_Endorser_Content_Exposure	.857	.164	.467	5.229	.000

a. Dependent Variable: Impulsive_Buying_GenZ

Tabel 1.5 Results of T Test on Celebrity Endorsement Content Exposure

H1: There is a positive effect between celebrity endorsement content exposure (X2) to impulsive purchase by Z Generation on local skincare products something (Y)

Based on the hypothesis test that has been carried out, it can be explained that the second hypothesis is accepted referring to the test data that there is influence between celebrity endorsement content exposure on impulsive purchase by Z Generation with a significant significance of 0.00 (0.00 < 0.05). Therefore, the research hypothesis which states that celebrity endorsement content exposure has an influence on impulsive purchase by Z Generation is **accepted**.

- **F Test Results (Simultaneously)**

Based on the calculations carried out throughout the data collection from the results of filling out the questionnaire by the

respondents, the F test is calculated to determine whether each independent variable has a simultaneous influence on the dependent variable. The results of the F test can be seen in the following table:

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1475.480	2	737.740	110.148	.000 ^b
	Residual	649.680	97	6.698		
	Total	2125.160	99			

a. Dependent Variable: Impulsive_Buying_GenZ
b. Predictors: (Constant), Sales_Promotion_Intensity, Celebrity_Endorser_Content_Exposure

Tabel 1.6 F Test Results (Simultaneously)

Based on the data in the table above, the calculated F value is 110,148, while the F table value is 3.09. It can be concluded that the calculated F value is 110,148 > F table 3.09 with a significant level of 0.000 <0.05. In conclusion, there is an influence between sales promotion intensity and celebrity endorsement content exposure by simultaneously and has a significant effect on the impulsive purchase by Z generation.

- **Coefficient Determination (R²)**

The coefficient of determination (R²) aims to measure the ability of the independent variable to explain the dependent variable. The coefficient of determination is a value with a range 0-1. The closer the coefficient of determination value to one, the more the independent variable provides information for predicting the dependent variable.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.833 ^a	.694	.688	2.588

a. Predictors: (Constant), Sales_Promotion_Intensity, Celebrity_Endorser_Content_Exposure

Tabel 1.7 Coefficient Determination Result Test (R²)

From the data in the table above, the coefficient of determination obtained, adjusted R square (R²), is 0.688 or 68.8%. These results indicate that the independent variables, namely sales promotion intensity and celebrity endorser

content exposure, can influence the dependent variable by 68.8%. In comparison, the remaining 31.2% is explained by other variables outside the study.

DISCUSSION

- **Effect of Sales Promotion Intensity on Impulsive Purchases by Gen Z**

The findings of the hypothesis test found that there was an influence between sales promotion intensity on impulsive purchases made by Gen Z. Referring to the stimulus-organism-response theory, which states that the communication process starts from the media and is then captured by the audience then lead to behavior change, applies to this study. This theory states that the audience will catch the stimulus from external factors such as logos, advertisements, and promotions. Then, the stimulus will be processed by each audience to elicit a response that can bring about changes in the behavior of each individual as a result of receiving the stimulus provided by the media.

Based on the SOR theory, when there are media containing sales promotion materials and promotional advertisements for SomeThing products that are broadcast through social media as media, the audience can catch them as stimuli. Then, the organism processed the stimuli to the degree of understanding the message and bringing a belief into a brand. After paying attention to the media, a response process occurs, where each audience can bring about changes in behavior, in this case, to purchase due to being tempted by the promotion being carried out.

- **Celebrity Endorsement Content Exposure on Impulsive Buying by Gen Z**

The findings of the hypothesis test

between the celebrity endorsement content exposure have influence dependent variables, impulsive purchase by Gen Z. The theory of Social Cognitive Theory is applied well in this study. The more often the audience sees, hears, and digests information about SomeThing products delivered by celebrity endorsers, the tendency of the audience to make impulsive buying will be even greater. This statement is supported by several previous studies, which state that gen z can be easily influenced to make impulse purchases because of the motivation to imitate their role models and tend to trust the promotions and product information provided. In this case, the behavioral patterns include having a motivation to take care of their skin to have skin-glass like the celebrity endorser, leading them to follow their skincare routines using Somethinc Skincare.

Based on the Social Cognitive Theory explained by Albert Bandura, everyone can follow or imitate what others do base on what the audience sees from the media they consume. In addition, the social cognitive theory focuses on how each individual can absorb information through learning process stimuli, which involves a process where the audience can remember and understand the messages conveyed by celebrity endorsers to become new behavioral patterns later. In this case, the audience absorbs the stimuli provided by the celebrity endorser in the form of product promotion information and product advantages so that they can form new behavior, to buy Somethinc product simultaneously reasoned by liking or curiosity let alone after seeing promoted advertisement about the products conveyed by celebrity endorser.

CONCLUSION

Based on the results obtained from the questionnaire collection process to the data

processing carried out, the following conclusions are:

1. The results of the first hypothesis test regarding the effect of sales promotion intensity on impulsive purchases made by Gen Z have a significant effect with a significance of 0.000 ($0.00 < 0.05$). As the outcome calculation was made, the first hypothesis was accepted. Sales promotion intensity significantly affects impulsive purchase by Gen Z. These findings prove that the stimulus-organism-response theory used is valid. According to SOR theory, a stimulus will process by the organism (audience) to elicit a response. A significant influence between the two variables is the effects resulting from the degree quality of the discount program provided by SomeThinc, which is right on target and is very beneficial for its users. In conclusion, it causes sales promotion to be strong enough to influence the impulsive purchase made by Gen Z in purchasing some thin skincare.

2. The test results on the second hypothesis about the effect of celebrity endorsement content exposure on impulsive purchase by Gen Z imply a significant effect with a significance of 0.000 ($0.000 < 0.05$). The second hypothesis formulated in this study is accepted. It also shows that previous research that causes celebrity endorsement to influence impulsive buying can be proven. In addition, the level of dominance of the variable over celebrity endorsement content exposure is not the most dominant variable affecting impulsive buying by Generation Z.

3. Based on the results of the simultaneous hypothesis test (F test), the variable sales promotion intensity, celebrity endorser content exposure significantly affects the impulsive purchase by Generation

Z. The conclusion shows that SomeThinc has provided quite interesting promotions for customers and well-developed a marketing strategy by inviting celebrity endorsers to promote products so that consumers are interested in buying SomeThinc skincare.

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