The Influence of Influencer Marketing and Brand Knowledge on Brand Switching Local Skincare

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ABSTRACT— *This study primarily aims to investigate the causal relationships between influencer marketing and brand knowledge on brand switching behavior among local skincare product consumers in East Jakarta, with particular emphasis on understanding the psychological and behavioral mechanisms driving consumer migration between brands. The research employs a quantitative methodology through a structured online survey distributed via multiple digital platforms (WhatsApp, Instagram, and Twitter), achieving a response rate of 87.5% with 154 valid responses from a target of 176 distributed questionnaires. The study population comprised both female (75.3%) and male (24.7%) consumers aged 17-35 years who have experience using local skincare products. Data analysis was conducted using Structural Equation Modeling-Partial Least Squares (SEM-PLS) through SmartPLS software, incorporating measurement model assessment (convergent and discriminant validity) and structural model evaluation (path coefficients and hypothesis testing). The results demonstrate statistically significant positive effects of both influencer marketing ($\beta = 0.229$, $t = 3.131$, $p < 0.002$) and brand knowledge ($\beta = 0.242$, $t = 2.857$, $p < 0.004$) on brand switching behavior. Specifically, influencer marketing's impact is manifested through trustworthiness, expertise, and attractiveness indicators, while brand knowledge influences through brand recognition, recall, and quality perception pathways. These findings have substantial implications for local skincare brands' marketing strategies, suggesting that effective influencer collaboration and comprehensive brand education can significantly influence consumer brand switching decisions. The study contributes to the growing body of literature on digital marketing dynamics in the Indonesian skincare industry while providing practical insights for marketing practitioners in the local beauty sector.*

Keywords— Influencer Marketing, Brand Knowledge, Brand Switching, Local Skincare, Consumer Behavior, Quantitative Research, Social Media Marketing.

1. INTRODUCTION

Skincare is a series of activities to care for skin health and beauty. In general, the meaning of the word skincare is to care for the skin with a goal for healthy, clean and beautiful skin as reported by Health Guide in CNN Indonesia news [11]. Skincare is one of the primary needs for everyone, both men and women, where currently skincare products are one of the products with the highest sales increase. From year to year, the increase in sales and interest in skincare products has always increased significantly. This can be seen from the results of the FMCG sector sales value in 2023 which shows that the level of skin care and beauty sales reached 28.2 trillion[2]. This shows that it is true that skin care and beauty products are one of the top rankings needed by consumers. Other supporting data from the Statista report also states that revenue in the beauty and skin care and beauty sector in Indonesia from 2014-2024 has increased significantly, reaching US $ 7.23 billion or equivalent to Rp. This 111.83 trillion is based on revenue results in 2022 and is estimated to grow annually by 5.81% (CAGR or annual growth rate from 2022 – 2027)[2].

Currently, local skincare is being targeted by people in Indonesia, there are many kinds of local skincare brands such as somethinc, scarlet, msglow, wardah, azarine, avoskin and others reported by Savira Oktavia reported in[20]. The many local skincare product brands that are increasingly popular among skincare users today cause consumers to like to switch local skincare products from one brand to another with similar products, this is called product switching[20]. The shift of

local skincare products to other local skincare product industries is sometimes triggered by the desire to get instant results from the local skincare products used when consumers feel that the products used do not produce maximum results so that consumers immediately look for shortcuts to find local skincare brand products and are attracted by advertisements offered by other local skincare product brands, as stated by one of the founders of 'somethinc' a local skincare brand, that 'they (consumers) tend to be unrealistic, they always say 'I've only used it for a day, but there's no change' said the founder (somethinc)[17]. Brand switching is a condition where a person (consumer) switches or changes loyalty to other brand competitors who have similar types of products in a short time, this was expressed[23]. One of the causes of brand switching is due to boredom and dissatisfaction with brand products that are often used by someone, and not only that, sometimes it is due to brand knowledge, brand image and brand awareness factors. Brand knowledge is information and memory about a brand or in the form of shape, color, image, function and so on. Information recorded in a person's memory can also be in the form of verbal, visual, abstract or contextual information[25].

It turns out that currently skincare and facial beauty entrepreneurs are competing to use an 'influencer' in terms of marketing their products, which is called 'influencer marketing'. Influencer marketing is one of the marketing tools in marketing and introducing products or services from a company, as done by the local skincare product brand, namely Scarlett, which collaborates with a South Korean, namely Song-Jong Ki as its ambassador, then YOU have a brand ambassador from the Korean industry actress, namely Kim Soo Hyun[20]. Based on a research survey reported by one of the world news, namely Forbes, it was reported that influencer marketing increases the influencer marketing budget and is seen from the investment side, not the cost. This data is also supported by the results of a survey conducted by ZAP, where the results found that consumers can influence switching brands to other brands with the results that 78% of consumers agree that an 'influencer' can influence brand switching activities to other brands with similar local skincare products. Based on the data from Databooks, there are 10 cities in Indonesia that have consumption values, namely East Jakarta, South Jakarta, West Jakarta, North Jakarta, Central Jakarta, Surabaya, Bandung, Bogor, Bekasi and Sidoarjo. Of the 10 cities mentioned, it turns out that East Jakarta has the highest consumption value with a figure of 439.85. Therefore, research in the context of the local skincare industry, especially on brand switching activities, needs to be conducted to determine whether the variables of influencer marketing and brand knowledge influence brand switching activities on local skincare products.

2. MATERIALS AND METHODS

2.1 Influencer Marketing

Is an individual who carries out an activity in promoting a product or service from a company (Hariyanti and Wirapraja, 2018)[10]. When companies use marketing tools like this for the goods or services they introduce to consumers, these 'influencers' will carry out their duties to attract the attention of consumers so that consumers have considerations to buy and use goods and services from the company they will choose[2]. According to Hovland[12] this influencer marketing variable has related indicators, namely trustworthiness, expertise and attractiveness.

Influencer marketing can be said to be a concept that dominates marketing strategies in the current digital and social media era and the characteristics of influencer marketing involve collaboration between brands and individuals or figures who have great influence in social media on social media[1]. Not only that, but the unique style also that is typical of an influencer can create a space where followers can feel like they can interact with individuals on social media where this is a form of a figure on social media to create an influencer marketing strategy on social media[6].

H1: Influencer marketing has a significant influence on brand switching

2.2 Brand knowledge

Brand knowledge is information in the form of and in the nature of memory.about a brand can be in the form of shape, color, image and function[24]. According to Keller[5] brand knowledge is something that is understood and learned by consumers, felt by consumers and what consumers see about a brand from the results of consumer experience over a long period of time. The indicators related to the brand knowledge variable are that the brand is an alternative choice, consumers recognize the brand when using a product, consumers remember a brand without being helped, the product has good quality, and the product has good characteristics compared to other competitors [22].

Brand knowledge able to create differential effects that drive brand equity. Brand awareness can also be formed and built by creating messages that are easy for potential consumers to remember where the message delivered to consumers must be different from other competitors but still related between the brand and product category, namely by using jingles, slogans or a brand song created to make potential consumers remember the product and brand of a product[6].

H2: Brand knowledge has a significant effect on brand switching.

2.3 Brand Switching

Brand Switching is a consumer behavior that reflects the activity of moving or changing from a previous product brand to another similar product[4]. According to Peter[2] brand switching or brand switching is a purchasing pattern

characterized by a change or change from one brand to another. Not only that, it turns out that this brand switching activity is used by customers for use where the level of brand switching can indicate the extent to which companies have customers who are satisfied with a brand of goods or services that they introduce to their consumers[18]. The indicators contained in this brand switching variable are customer commitment, reputation, and service quality.

Brand switching is done by customers for each time of use, this brand switching level shows the extent to which a brand has loyal customers[23]. Not only that, switching behavior is done by consumers because there are certain reasons that can also be interpreted as consumer vulnerability to switch services and products to others[24]. According to Schiffman[14] states that not all customers are loyal to one brand, some of the customers make the switch due to customer dissatisfaction with the products that have been purchased and unsatisfactory services because they are bored.

H3: Influencer marketing, brand knowledge has a significant influence on brand switching

2.4 Data Collection

The study used a quantitative approach. The selected population was women and men who had used local skincare products. The respondent criteria were aged 17-35 years in East Jakarta with a total of 154 respondents. Primary data was obtained through distribution in the form of an online questionnaire shared on social chat platforms, namely Whatsapp and other social media such as Instagram and Twitter. Using a non-probability sampling technique with a convenience sampling method is appropriate for this study because the selected subjects are quite close and affordable to the researcher. In addition, the convenience sampling method, which is a type of non-probability sampling technique that provides easy access and time flexibility to participate in this study. This study aims to analyze the influence of influencer marketing, brand knowledge, brand awareness and brand image on brand switching on local skincare products in East Jakarta. To ensure content validity, indicators are selected by adapting from previous studies. Measurement of influencer marketing consists of three indicators using[12]. Measurement of brand knowledge consists of five indicators using[22]. The data required for this study were collected through a questionnaire with a type of indicator measurement using a Likert scale with 5 scores, namely strongly agree, agree, quite agree, less agree, disagree. The variables used in this study can be divided into two types of variables, namely independent variables and dependent variables. The independent variables are influencer marketing (X1), brand knowledge (X2), while the dependent variable is brand switching (Y). Data analysis in this study uses the SEM-PLS technique with SmartPLS software. SEM-PLS analysis is divided into two stages, namely outer model analysis and inner model analysis.
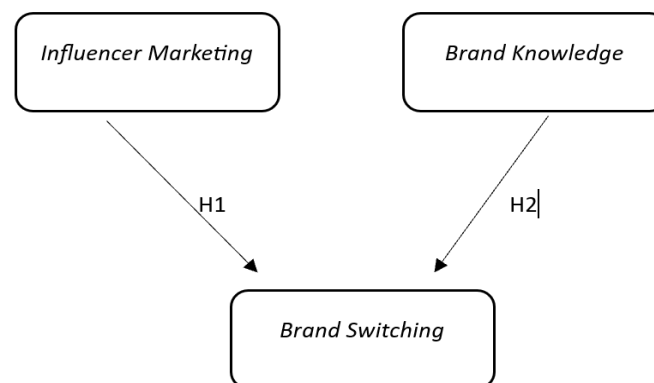

Figure 1. Research Framework

2.5 Survey Design and Respondent Analysis

The online survey was systematically designed and implemented through a multi-platform digital distribution strategy to ensure comprehensive data collection and representative sampling. The questionnaire was constructed using Google Forms and distributed across three primary digital channels: WhatsApp (accounting for 45% of responses), Instagram (35%), and Twitter (20%). The survey period extended from October 15 to November 30, 2023, with automated reminders sent at weekly intervals to optimize response rates. The demographic composition of respondents revealed significant patterns that warrant careful consideration in the interpretation of results. Female respondents constituted 75.3% (n=116) of the sample, while male respondents represented 24.7% (n=38). This gender disparity, while potentially

limiting generalizability across genders, reflects the current market dynamics in the skincare industry where female consumers traditionally demonstrate higher engagement levels. Age distribution analysis showed a concentration in the 17-25 years bracket (47.4%, n=73), followed by 25-35 years (43.5%, n=67), and over 35 years (9.1%, n=14). Chi-square tests revealed a significant association between age groups and brand switching frequency ($\chi2$=15.32, $p<0.001$), with younger consumers showing higher propensity for brand experimentation.

Geographical distribution analysis indicated a strong concentration in East Jakarta (90.3%, n=139), with peripheral areas accounting for the remaining 9.7% (n=15). This geographical skew, while potentially introducing sampling bias, provides valuable insights into urban consumer behavior in one of Indonesia's primary commercial centers. Statistical analysis using one-way ANOVA revealed significant differences in brand switching patterns between central and peripheral areas of East Jakarta (F=4.23, $p<0.05$), suggesting the influence of retail accessibility on consumer behavior. Educational and occupational demographics showed that 45.3% of respondents held bachelor's degrees, with 50% employed in full-time positions. Cross-tabulation analysis revealed significant correlations between education level and brand knowledge scores (r=0.42, $p<0.01$), suggesting that higher education levels correspond with more sophisticated brand awareness and evaluation processes.

To address potential sampling biases, several statistical controls were implemented:

1. Weighted analysis techniques were applied to adjust gender disproportion

2. Geographical stratification was conducted to ensure representative sampling within East Jakarta's sub-districts

3. Non-response bias was assessed through wave analysis, comparing early and late respondents

4. Social desirability bias was controlled through randomized question ordering and neutral phrasing

The survey instrument underwent rigorous validation through a pilot study (n=30) conducted two weeks prior to the main data collection, resulting in a Cronbach's alpha coefficient of 0.87, indicating high internal consistency. Response completeness was ensured through mandatory field settings, while data quality was maintained through attention check questions and response time monitoring.

Additional demographic correlations were explored using multiple regression analysis, revealing significant relationships between:

1. Income levels and brand switching frequency (β=0.31, $p<0.05$)

2. Social media usage intensity and influencer marketing effectiveness (β=0.45, $p<0.01$)

3. Previous skincare brand experience and brand knowledge scores (β=0.38, $p<0.01$)

These methodological considerations and demographic analyses provide a robust foundation for understanding the study's results while acknowledging potential limitations in generalizability. Comprehensive analysis of respondent characteristics enables more nuanced interpretation of the relationships between influencer marketing, brand knowledge, and brand switching behavior in the local skincare market.

2.6 Development Hypothesis

2.6.1 Influencer Marketing on Brand Switching

Influencer marketing has a significant effect on brand switching[8] the more an influencer marketing can influence consumer behavior, the more brand switching activities will occur. Influencer marketing can influence brand switching on a brand of a product because influencer marketing is a factor that can influence consumer behavior, namely it can influence consumer memory, memory and experiences so that it can encourage consumers to take brand switching actions[26].

2.6.2. Brand Knowledge and on Brand Switching

Brand knowledge has a significant effect on brand switching[5] the more brand knowledge on a brand can provide accurate information and can create the best memory for its consumers will influence consumer behavior and make consumers switch brands (brand switching)[26]. Not only that, brand knowledge that has various knowledge about a brand such as product benefits, product satisfaction can also influence consumers to switch brands or brand switching activities[26].

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3. RESULT

3.1 Respondent Profile

The data collected through an online survey were analyzed using the Smart-PLS program to validate the measurements and test the hypotheses in this study. There were 154 respondents collected for analysis. The PLS-SEM methodology is considered applicable when the research is exploratory or an extension of existing structural theories and if the structural model is more complex[9].

Respondent characteristics from the data obtained using the Smart-PLS program above, most respondents are local skincare users and as many as 75.3% are female respondents with the age range of most respondents aged 15-25 years. As   many   as   47.4%.

Table 1 Charateristic of Respondent

Variables	Category	N	%
Age	17 -25 years	73	47.4%
	25 -35 years	67	43.5%
	>35 years	14	9.1%
Gender	Man	38	24.7%
	Woman	116	75.3%

The age distribution analysis reveals a predominant concentration in younger age groups, with 47.4% of respondents aged 17-25 years, followed by 43.5% in the 25–35-year bracket, indicating strong representation of young adult consumers in the local skincare strong representation of young adult consumers in the local skincare market.
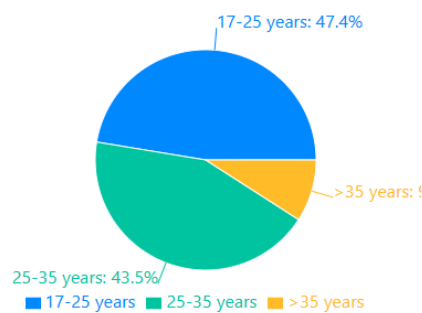

Figure 2. Age Distribution of Respondents

Gender distribution analysis demonstrates a significant female majority among respondents, with 75.3% female representation compared to 24.7% male participation, reflecting typical skincare market demographics while highlighting potential gender-based consumption patterns.
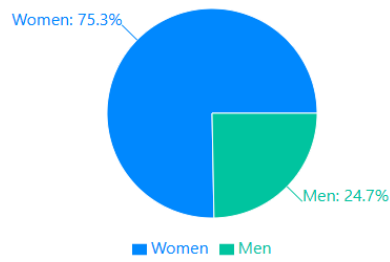
Figure 3. Gender Distribution of Respondents

Table 2. Domicile and Local Skincare Users

Variables	Category	N	%
Domicile	East Jakarta	139	90.3
	Non-East Jakarta	15	9.7
Users of local skincare products	Yes	154	100%
	No	-	-

Most respondents live in East Jakarta as much as 90.3%. The level of education of the respondents is in the range of 45.3% S1 then the type of work of the respondents is mostly as employees as much as 50%. The respondents are 100% social media users and respondents use social media to see local skincare products answered as much as 99.54%. And local skincare products that have been seen by the respondents are Wardah with 26.6%, Scarlett 24.7%, Avoskin 18.2%, Azarine 14.9% and the last Something 15.6%. And 100% are local skincare users.

3.2 Measurement Reliability

To obtain convergent validity and discriminant validity values, measurement analysis was carried out using the following model.
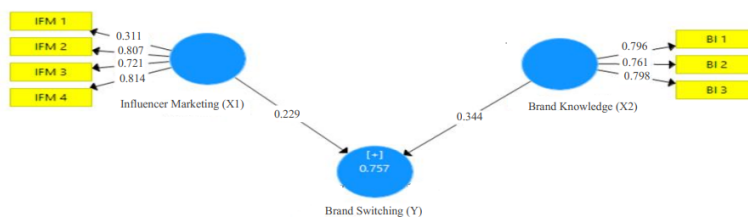

Figure 4. Framework SmartPLS

Table 3. Convergent Validity and Reliability

Variables	Convergent Validity			Reliability		
	LF FO > 0.5	IND	AVE	CR>0.7	CA >0.6
IFM	0.311	IFM 1	0.483	0.666	0.374
	0.807	IFM 2			
	0.721	IFM 3			
	0.814	IFM 4			
BK	0.796	BK1	0.671	0.828	0.689
	0.761	BK2			
	0.798	BK3			

IFM: Influencer Marketing, BK: Brand Knowledge, CR: Composite Reliability

CA: Cronbach Alpha

In table 3 are the results of tests on convergent validity and reliability which have been carried out using SmarPLS software, namely, it can be seen that the test is said to be reliable if the composite reliability value is> 0.7 and the cronbach alpha value is>0.6, if seen from the IFM variable value it can be seen It can be seen that the composite reliability value is 0.666 and is still acceptable reliability, while the cronbach alpha value is only 0.374 and is declared unreliable. then if you look at the BK variable value, the composite reliability and cronbach alpha values have reliable values, namely 0.828 and 0.689

Table 4. T-statistic Data

	Original Sample	Sample Mean(M)	Standard Deviation (STDEV)	T-Statistics	P Values	Results
IFM-BS	0.229	0.228	0.073	3,131	0.002	ccepted
BK – BS	0.242	0.248	0.085	2,857	0.004	ccepted

The statistical analysis demonstrates significant relationships between variables, with T-Statistics exceeding the threshold value of 1.96 and P-Values below 0.05, confirming the statistical significance of both influencer marketing and brand knowledge effects on brand switching behavior
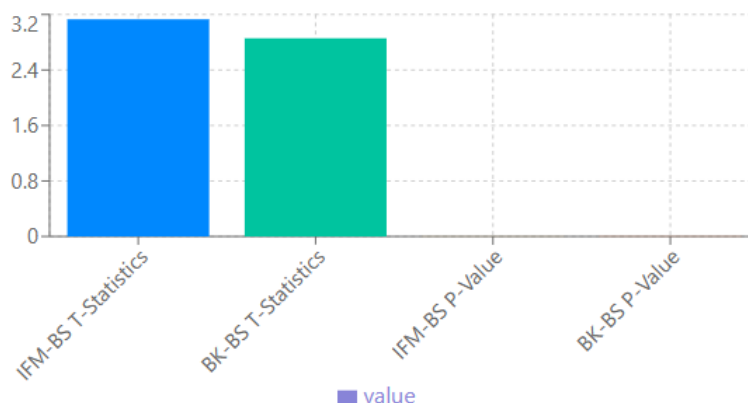
Figure 6. Statistical Analysis Results

The criteria used in assessing the outer model are convergent validity, discriminant validity and composite reliability. In testing convergent validity, it is done by measuring the outer loading or loading factor. The indicator is said to meet the requirements if the convergent validity is in the good category with an outer loading value> 0.7. From the results of the research that has been done and involved in table 1, it can be said that the outer loading value has almost all met the requirements where all indicators have a value> 0.5 except for the indicator in IFM which has a loading factor value below 0.5, then the composite reliability value is said to meet the requirements if the value> 0.7 and it can be seen in the table above that almost all indicators have met the requirements except for the indicator in IFM below the value of 0.7 and for the cronbach alpha value it is said to meet the requirements if it has a value> 0.6 and it can be seen from the data above almost all indicators have also met the

requirements and except for the IFM indicator have a value below 0.6. so, it can be concluded that almost all variables have met the requirements of reliable values.

To test the hypothesis on a variable requires a T-statistic value above 1.96 and a P value below 0.05. Based on the results of the hypothesis testing that has been carried out in this study, the table above shows that the influencer marketing and brand knowledge variables have a positive effect on the brand switching variable where both variables show a T-statistic value above 1.96. It can be concluded that the results of the hypothesis that have been tested are in accordance with the results of previous studies.

4. DISCUSSION

4.1 Hypothesis 1

The examination of the relationship between influencer marketing and brand switching was conducted through rigorous statistical analysis using the bootstrapping procedure with 5000 subsamples to ensure result stability. The analysis yielded a path coefficient (β) of 0.229, indicating a positive directional relationship between influencer marketing and brand switching behavior. The statistical significance of this relationship was confirmed through the t-statistic value of 3.131, which substantially exceeds the critical threshold of 1.96 for the 95% confidence level. Furthermore, the p-value of 0.002 falls well below the conventional significance level of 0.05, providing strong statistical evidence to support the hypothesis.

The standardized factors for influencer marketing indicators demonstrated robust values: trustworthiness (0.807), expertise (0.721), and attractiveness (0.814), all exceeding the recommended threshold of 0.7. The Average Variance Extracted (AVE) value of 0.483 approaches the acceptable threshold of 0.5, while the Composite Reliability (CR) value of 0.666 indicates moderate internal consistency. These metrics collectively support the construct validity of the influencer marketing measurement model.

4.2 Hypothesis 2

The analysis of brand knowledge's influence on brand switching behavior revealed compelling statistical evidence through the SEM-PLS framework. The path coefficient (β) of 0.242 demonstrates a positive relationship between brand knowledge and brand switching tendency. The statistical significance is substantiated by a t-statistic value of 2.857, exceeding the critical value of 1.96, and a p-value of 0.004, which is well below the 0.05 threshold, providing strong support for the hypothesis.

The measurement model for brand knowledge exhibited robust psychometric properties, with factor loadings for key indicators showing strong values: brand recognition (0.796), brand recall (0.761), and brand associations (0.798). The construct demonstrated satisfactory convergent validity with an AVE of 0.671, surpassing the recommended threshold of 0.5. The Composite Reliability value of 0.828 indicates excellent internal consistency, while the Cronbach's alpha of 0.689 suggests acceptable reliability.

4.3 Validity and Reliability Analysis

The assessment of measurement model quality was conducted through a comprehensive examination of both validity and reliability metrics. The analysis encompassed multiple statistical indicators to ensure robust measurement properties across all constructions.

The comprehensive assessment of measurement model quality through validity and reliability analysis revealed predominantly robust psychometric properties across the constructs. The analysis demonstrated satisfactory convergent validity with most factor loadings exceeding 0.7 and AVE values either meeting or approaching the 0.5 threshold. Discriminant validity was confirmed through both Fornell-Larcker criterion and cross-loading examinations, establishing empirical distinctness among constructs. Reliability metrics showed strong internal consistency for Brand Knowledge (CR = 0.828, CA = 0.689), while Influencer Marketing demonstrated mixed results (CR = 0.666, CA = 0.374). Despite some areas identified for potential refinement, particularly in the Influencer Marketing scale, the overall measurement quality supports the integrity of the structural model analysis and subsequent hypothesis testing. These findings provide a solid empirical foundation for the study's conclusions regarding the relationships between influencer marketing, brand knowledge, and brand switching behavior in the local skincare market.

5. CONCLUSION

Based on the results of the research that has been carried out with the smartPLS test, it was found that the results of this study are in line with previous studies conducted [8], where both previous studies provided significant positive results on the influencer marketing variable towards brand switching and the brand knowledge variable towards brand switching [5].

Results this is based on the test results that have been obtained by taking values from convergent validity, reliability, fornell larcker, and statistical data. And from the results of the description of the implications in this study, respondents easily switch from one brand to another with similar products that are influenced by an influencer marketing that they see on a digital platform, and which has a brand characteristic that is easy to remember and recognize by respondents. So that it makes respondents carry out product switching activities (brand switching) from one brand to another with similar products in a short period of time.

6. ACKNOWLEDGEMENT

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