

THE INFLUENCE OF THE FEMALE DAILY COMMUNITY (FD TALK) AS A REFERENCE GROUP ON INTENTION TO PURCHASE BEAUTY PRODUCTS

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ABSTRACT

The purpose of this study is to determine how much of an impact The Female Daily Community (FD Talk), a reference group, has on customers' intentions to buy cosmetic items. Online communities are crucial in influencing customer behavior in today's digital environment, especially in the competitive and ever-changing beauty market. This study investigates how much FD Talk influences consumers' attitudes, preferences, and buy intentions in the beauty sector through qualitative interviews. The results highlight the significant influence of FD Talk as an online community, offering insightful information to marketers looking to use online communities for tactical marketing campaigns. Comprehending the interplay between virtual reference groups and customer behavior is crucial for enterprises seeking to effectively interact with their intended market.

KEYWORDS

Consumer Behavior, Purchase Intention, References Group, Online Community, Female Daily



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INTRODUCTION

The Internet penetration in Indonesia is increasing day by day in line with the advancement of time. According to data from the Association of Indonesian Internet Service Providers (APJII), internet penetration in Indonesia has reached 64.8% since 2018. This percentage has been increasing every year, reaching 78.19% in 2023. This indicates that 78.19% of the total population in Indonesia is already connected to the internet. APJII also announced that internet users in Indonesia have reach 221,563,479 people per year in 2024, out of a total population of 278,696,200 people in Indonesia in 2023.

How to cite:

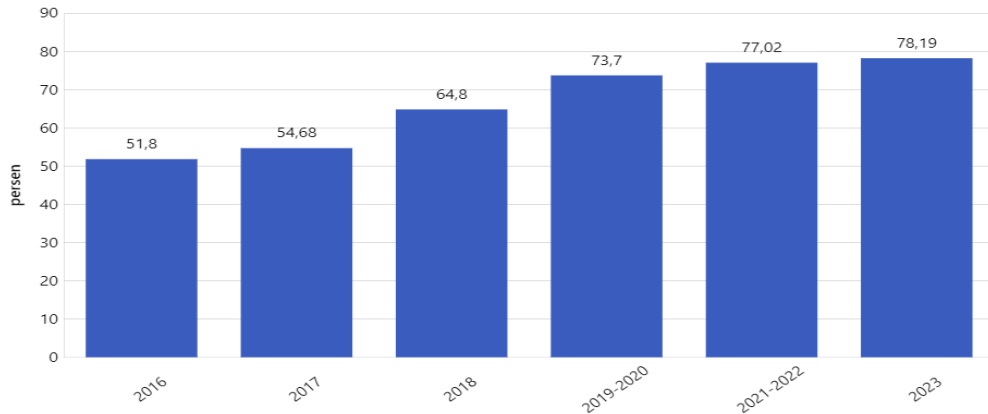
E-ISSN:

Published by:

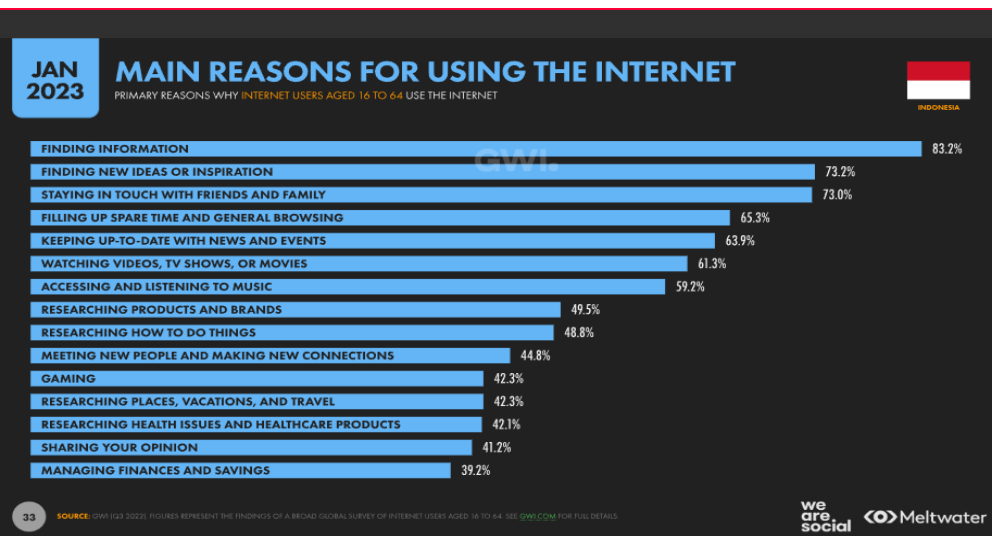
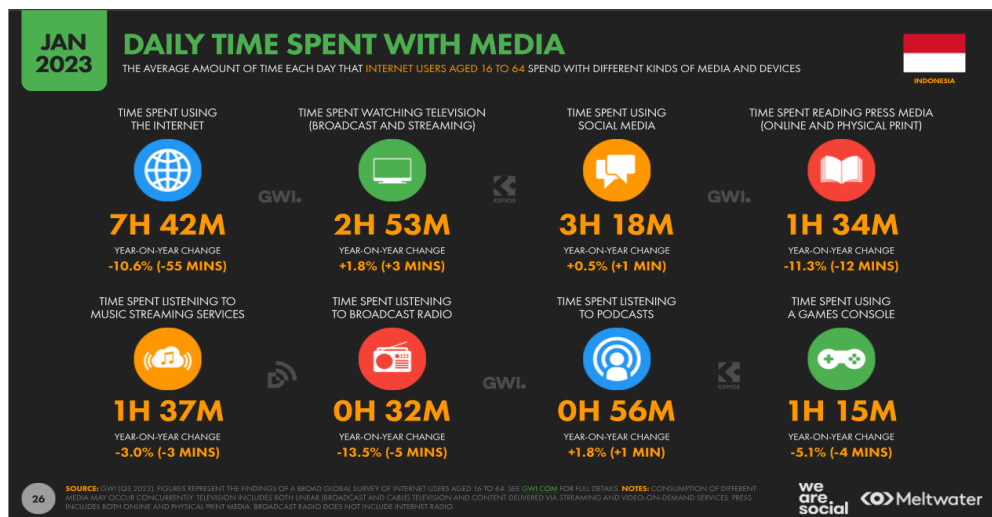
Della Aniswara, Ajeng Dhyanti Paramitha. (2024). The Influence of The Female Daily Community (FD Talk) as a Reference Group on Intention to Purchase Beauty Products. *Journal Eduvest*. 4 (5): 4244-4250

2775-3727

<https://greenpublisher.id/>



(Internet penetration statistics in Indonesia from year to year, Source: APJII 2023)



(Internet Usage Statistics 2023, Source: We Are Social)

Statistics from We Are Social indicate that Indonesians spend an average of 7 hours and 42 minutes using the internet every day. Other data from We Are Social also shows that 83.2% of internet users use the internet to search for information. The statistics also indicate that the common activities of Indonesians when using the internet are to search for information related to products and to share information.

In today's digital age, online communities play a pivotal role in shaping consumer behavior and influencing purchase decisions. Online community is a collection of individuals that gather online for a common goal and are supported by software, rules, and regulations. Notably, this definition encompasses less powerful types of contact (Dover & Kelman, 2018). Online communities come with a variety of interests such as Automotive, Technology, Gadgets, Healthcare and Beauty. Online communities are positively correlated with brand trust, and brand trust acts as a mediator in the interaction between online communities and purchase intention. (Kamalasena & Sirisena, 2021)

One such online community that has drawn a lot of interest from the beauty industry is the Female Daily Community. Female Daily Talk, often known as FD Talk, is a well-known online forum and community platform in Indonesia that focuses on a variety of subjects pertaining to lifestyle, skincare, and beauty. It acts as a gathering place where people, mostly women, may exchange experiences, wisdom, and viewpoints on a variety of cosmetic and lifestyle items (Daily, n.d.). Female Daily are currently have 1 million application downloads and up to 2 million annual users (Female, n.d.). FD Talks provides users with a forum where they may post questions, reviews, and discussions on cosmetics, skincare regimens, haircare, fashion, health, and wellbeing. (FD Talk, n.d.).

Online communities have completely changed how people interact with brands and make judgments about what to buy in today's consumer behavior and marketing landscape. A community that is connected to one another and forms an online community is known as an online community. These changes in the globalization period are characterized by the quick development of the digital world through the use of information technology. Online communities are a rising phenomena that introduces marketing into a model where users' perceptions through shared experiences inside the community affect consumer consumption decisions (Andries et al., 2019).

The Female Daily Community (FD Talk) has become a well-known place where people who are interested in beauty goods come together to exchange opinions, suggestions, insights, recommendations, experiences related to beauty products, and personal stories. With a wide range of active users, FD Talk has developed into a vibrant reference group that has a big impact on consumers' decisions to buy beauty items. According to Schiffman & Wisenblit (2011) consumer behavior can be significantly influenced by the collective experiences and viewpoints expressed within these communities, which can result in the acceptance of beauty goods that correspond with the group's standards and preferences.

FEMALE DAILY

What are you looking for?



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Acne Warrior

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TOPICS



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19 - 24



Acne Warrior



35 Talker



08 Jul 2020



gimana sih caranya lepas dari krim dokter

Hai guys, jadi aku kemarin jerawat parah banget dan akhirnya memutuskan untuk pergi ke dokter karena takut ga cocok sama skincare. Dan kemudian sekarang kulitku sudah sangat membaik dari sebelumnya. Gimana ya caranya bi... [lanjut baca](#)

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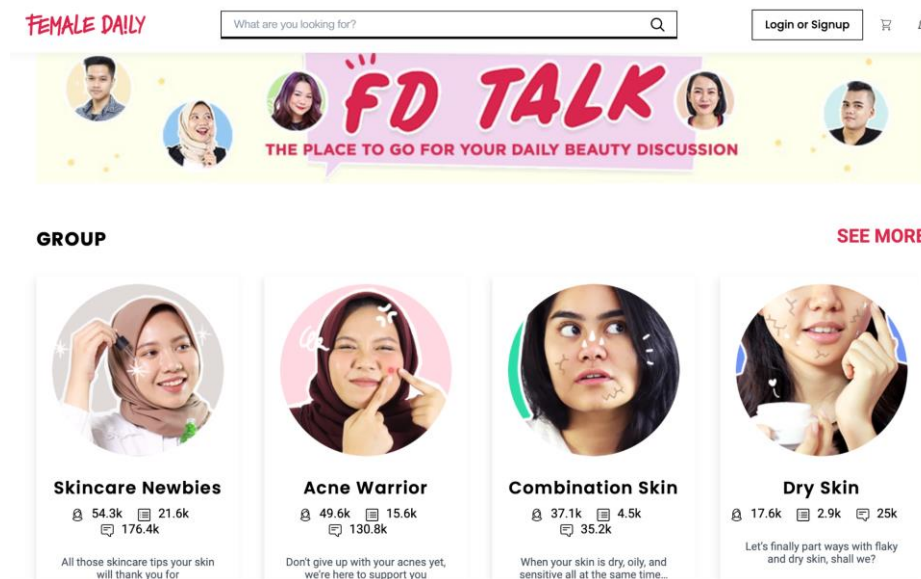
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Diskusi terakhir 24 Mar 2024

Members of FD Talk have access to a helpful and educational community where they may ask for assistance, give recommendations, and get in touch with people who have similar interests. Users frequently publish through product evaluations, participate in beauty challenges, and engage in conversations about the newest trends in the wellness and beauty industries. The beauty industry is strongly dependent on consumer perceptions and preferences due to its constantly changing trends and wide range of products. In this regard, it is imperative that marketers and companies attempting to negotiate the intricacies of the beauty market comprehend the function of online forums such as FD Talk as powerful reference points.

FD Talk is considered a reference group because of the capability of the people inside this platform to influence a purchasing action to other people who share the same interest in the beauty community. Purchase intention refers to the actions taken by customers in reaction to items that express their willingness to make a purchase. Customers may not actually purchase it, but their readiness to do so is higher (Sanita et al., 2019)

The platform also hosts content from various beauty influencers, bloggers, and experts who share their insights and recommendations. A reference group is a collection of people that a person turns to for advice, affirmation, and identification. Family, friends, coworkers, or even online communities and forums where people can exchange thoughts and experiences can be a part of this group (Schiffman et al., 2011).



The competition in the cosmetics industry has become more and more intense, and it is necessary for merchants to design and implement effective marketing strategies (Shi, 2023). Businesses in the beauty industry must comprehend how virtual reference groups like FD Talk impact consumer decisions because more and more consumers are turning to online platforms for product recommendations and reviews. There is a significant influence between the peer group function on purchasing decisions (search for information) for cosmetic products (Sari et al., 2019). Through an analysis of the complex interactions among virtual communities, consumer behavior, and purchase intentions, this research seeks to offer practical guidance to marketers and businesses attempting to manage the challenges presented by the digital environment. Reference groups have a big impact on consumer behavior, including buying cosmetic products. There is a positive and significant relationship between peer group function and purchasing decision making to purchase beauty products (Sari et al., 2019).

This study attempts to contribute to a greater understanding of the role of online communities in affecting purchasing intentions in the beauty sector by a thorough investigation of FD Talk's impact on customer behavior. In order to better connect with their target audience and increase sales in the cutthroat beauty market, marketers can use the research's findings to guide their strategic marketing strategies and maximize their engagement with virtual reference groups. On another hand, people tend to accept the opinion of other consumers in terms of product reviews since they're seen as more honest and authentic. Female Daily Talk has given a space for women to share their beauty insecurities and gain useful feedbacks or even mental support (*Recent Beauty Talk (Diskusi Terbaru Seputar Kecantikan) - Femaly Daily Talk*, n.d.)

RESEARCH METHOD

The Influence of The Female Daily Community (FD Talk) as a Reference Group on Intention to Purchase Beauty Products

This research uses the post-positivism paradigm, which views social reality as something whole, complex and constantly changing. The research object is natural and evolving as it is without manipulation by the researcher, ensuring that the presence of the researcher does not influence the object (Sugiyono, 2019). The researcher chose this methodology to observe phenomena that arise in everyday life, aiming to understand how the influence of beauty community forums impacts the purchase intentions of society.

As this study will elaborate on the phenomenon of an online beauty community as a reference group on the intention to purchase beauty products, the researcher utilizes a qualitative approach with descriptive research methods to find the connection in the phenomena at the society. Descriptive research is a method that examines a group of people, objects, or conditions that exist at present (Nazir, 2011), while Rukajat (2018) explains that the descriptive method seeks to depict phenomena that occur in reality, allowing this research to be conducted by systematically describing or portraying and linking the relationships between the phenomena that occur.

In its implementation, this research will collect data through in-depth interviews with informants who use the online beauty community forum FD Talks. The selection of informants will use purposive sampling, which is the most common data collection technique used in qualitative research to identify and select informants who are most effective given limited resources (Patton, 2002). The selected informants are considered to have knowledge and experience relevant to the phenomenon in this study.

RESULT AND DISCUSSION

After conducting in-depth interviews with 4 respondents, it was found that all respondents search for information about beauty products through online reference groups, with FD Talks being one of the options mentioned by respondents for seeking information about beauty products to be purchased. Reviews written on beauty forums in FD Talks influence the judgments of respondents who are looking for a beauty product. 3 out of 4 respondents said that they prefer to search for product reviews through FD Talks because the reviews obtained are considered honest and without interference from the brand. The FD Talks section provided by Female Daily is a very useful and credible source of information that can be used by respondents to determine the beauty products to be purchased.

Through the interviews, two factors were found that are used by respondents to determine the types of reviews available, the first being the credibility of the writers who write product reviews in FD Talks. Respondents explained that they trust writers who write honestly without any payment from the brand. Another factor that is also of concern is the content of the writing. Content that is created clearly and in detail tends to be trusted by respondents to influence a purchase intention.

CONCLUSION

The results of the study illustrate that the emergence of online communities such as FD Talks as a reference group has an influence on the purchase intention of beauty products. This research also indicates that the credibility of the writers and the content of the writing are factors considered by users of online communities in determining their choices.

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