



**MACRO INFLUENCER MARKETING, WORD-OF-MOUTH  
ENDORSEMENTS, AND PURCHASING DECISION OF GENERATION Z  
CUSTOMERS FOR SKINCARE PRODUCTS**

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## **ABSTRACT**

Macro influencer marketing and word-of-mouth endorsement were considered to be effective ways of selling a product in today's digital world. The study investigated the important role that macro influence and word-of-mouth endorsements on Generation Z customers' purchasing decisions for skincare products. This study utilized a descriptive correlational research design. It was carried out among Generation Z customers for skin care products in Misamis Occidental particularly in Ozamiz City. Moreover, the Study involved 384 generation Z respondents selected using a stratified sampling technique. Macro Influencer Marketing Endorsements, Word-Of-Mouth Endorsements and Skincare Purchasing Decision Questionnaires were used to gather the data. The study utilized statistical tools such as Frequency, Percentage, Mean, Standard Deviation, and the Pearson Correlation Coefficient. The results indicate that Generation Z customers exhibit a very high engagement for skincare products with macro influencer marketing. Moreover, word-of-mouth endorsements play a crucial role in shaping Generation Z customers' purchasing decisions regarding skincare products. The findings revealed that macro influencer marketing and word-of-mouth endorsements influence the purchasing decisions of Generation Z customers. Thus, macro influencers play a vital role in building customer purchasing decisions as they are reliable and authentic. In this vein, businesses may continue utilizing macro influencers as part of their promotional strategies to influence the purchasing decisions of these younger generations. In the pursuit of finding a better way of selling skincare products among Generation Z, macro influencer marketing and word-of-mouth endorsement significantly impact their purchasing decisions.

*Keywords: actual purchase, content authenticity, Generation Z consumer, macro influencer marketing, perceived product value, purchasing decisions, word-of-mouth endorsements*

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## INTRODUCTION

### *Rationale of the Study*

The rise of influencer marketing (IM) has been a significant trend across the advertising and marketing sectors, rapidly becoming the fastest-growing segment of the industry, positioning it as the future of advertising (Glenister, 2021). In 2021, the projected valuation of influencer marketing is \$13.8 billion, indicating that it is widely utilized as a successful marketing strategy (Dimistrieka & Efremova, 2021). It has become a powerful tool for reaching younger audiences like Generation Z, who are recognized for having strong knowledge and understanding of modern technology, particularly computers. Heavy social media use and a desire for authentic brand experiences (Azhar, 2020). In 2019, almost 240 new influencer platforms and firms with a focus on influencer marketing were founded. The sector for influencer marketing is expected to reach a valuation of around \$13.8 billion by 2021 (Dimistrieka & Efremova, 2021). The rise of social media influencers has been a game-changer for marketing strategies, as they have the power to influence consumer perceptions and purchasing decisions through their genuine and relatable content (Reinikainen et al., 2020).

Among the different products promoted by influencers, skincare items stand out as particularly significant to Generation Z, as they emphasize self-expression, wellness, and personal care (Mishra & Ashfaq, 2023). Generation Z places a strong emphasis on self-care and authenticity, making skincare products a relevant product category to study in relation to their purchasing decisions (Priporas et al., 2022). As digital natives, Generation Z is greatly influenced by online platforms content, including recommendations from friends, family, and influencers, which shape consumers' behavior and purchasing decisions (Wielki, 2020; Alika et al., 2024). Generation Z refers to the demographic group born between the mid-to-late 1990s and the early 2010s (Dimock, 2019). This generation is characterized by their early exposure to digital technologies, social media, and the internet, shaping their behaviors, values, and preferences (Francis & Hoefel, 2018).

Macro-influencers, with their millions of followers across various platforms, have the power to influence perceptions, preferences, and purchase decisions related to skincare products through their content (Bastrygina et al., 2024; Kim & Kim, 2021). In brand influencer partnerships: Influencers always promote products or services by posting product content, sharing usage experience, or forwarding brand campaigns (Abidin, 2016). Influencers reach a vast number of consumers through their actions and exert a cascading influence indirectly via their followers (De Veirman et al., 2017). In recent years, influencer marketing is favored by brand marketers, making the scholars propose and teste a series of influencer identification metrics on social media with the help of two-step communication theory, including word-of-mouth communication (Vrontis et al., 2021; Harrigan et al., 2021).

Word-of-mouth endorsements (WOM) have also become a crucial factor in influencing customer views and decisions, especially for skincare products (Chatterjee & Kumar, 2021). Recommendations from friends, family, and online groups are highly valued for their perceived authenticity and reliability (Kim & Han, 2020). Social media platforms have further amplified the influence and reach of word-of-mouth recommendations (Djafarova & Rushworth, 2017).

Purchasing decision encompasses various dimensions that reflect consumer behaviors and attitudes toward skincare products (Najm et al., 2024). Positive consumer attitudes and perceptions can indirectly impact consumer purchasing decisions through influencer marketing and word-of-mouth endorsements via social media (Irawan & Susena 2020). Influencer marketing and word-of-mouth endorsements can directly impact the purchasing decision of Generation Z consumers for skincare products (Tumundo et al., 2022).

However, despite the widespread use of influencer marketing and word-of-mouth endorsements in the skincare industry, there is a knowledge gap in understanding their effectiveness among Generation Z consumers (Sumanti et al., 2024). While narrative reports suggest a positive impact on consumer behavior, empirical research is needed to provide concrete insights for skincare brands

(Vrontis et al., 2021). Existing studies have primarily focused on investigating the influence of influencer marketing and word-of-mouth on consumer behavior in general, without specifically addressing the distinct characteristics and preferences of Generation Z (Chatterjee & Kumar, 2021). However, as a cohort that has grown up in a digital age and exhibits distinct values and consumption patterns, Generation Z may respond differently to influencer marketing and word-of-mouth endorsements compared to other generations (Priporas et al., 2022).

This study aimed to bridge this gap by empirically examining how influencer marketing and word-of-mouth endorsements affect the purchasing decisions of Generation Z consumers regarding skincare products. By analyzing factors like influencer credibility, content authenticity, engagement levels, and perceived product value, this study sought to uncover the mechanisms driving consumer behavior in influencer-mediated skincare marketing (Hazari & Sethna, 2023). Understanding these factors has practical implications for brand managers, marketers, and influencers, enabling them to refine their marketing strategies and better connect with their target audience (Vrontis et al., 2021).

Furthermore, this study contributes to the academic discussion on influencer marketing, word-of-mouth endorsements, and consumer behavior, shedding light on the evolving landscape of digital brand promotion and its influence on modern consumption patterns. By exploring how social media influencers and word-of-mouth recommendations impact skincare product preferences among Generation Z Consumers, this research offers a deeper understanding of their role in shaping today's marketplace.

Finally, this Study focuses on Generation Z, a crucial consumer group with significant purchasing power. By determining their preferences and the factors driving their purchasing decisions, this research provides invaluable insights for skincare firms targeting this profitable market segment. Companies can align their marketing strategies with Generation Z's preferences ensure their products and

campaigns resonate with this demographic, thus gaining a competitive advantage in market penetration.

### *Theoretical Framework*

This study was based on three theories namely: Informational Social Influence

(Cialdini & Goldstein 2024), Theory of Planned Behavior (Ajzen, 2024), and Brand Attachment Theory (Thomson, et al., 2008).

The Informational Social Influence theory holds that people follow the behaviors or viewpoints of others because they believe them to be reliable sources of information. Macro influencers serve as social referents for Generation Z, who buy skincare goods since they are seen as reliable and educational sources. Cialdini and Goldstein (2004) have shown that, particularly in areas where they are inexperienced, like skincare, customers are more inclined to rely on their purchases on suggestions from reliable sources, such as macro influencers.

Meanwhile, the Theory of Planned Behavior asserts that people's intentions about their conduct are shaped by their attitudes, perceived behavioral control, and subjective standards. When it comes to Gen Z consumers' decisions to buy skincare products, word-of-mouth recommendations and macro influencer endorsements have the power to mold attitudes and subjective standards around certain items or companies. According to Ajzen (2011), when people feel that they have control over their activities, have good views, and receive social acceptance, they are more likely to purchase skincare products.

However, the Brand Attachment Theory asserts that customers who develop an emotional bond with a brand are more likely to be loyal to it and to spread good word-of-mouth about it. When it comes to establishing emotional ties with their relatable and real content, macro influencers are key players in helping Generation Z buyers of skincare products develop brand attachment. The importance of emotional connection in fostering customer advocacy and loyalty is highlighted by

Thomson, MacInnis, & Park (2008). This is especially true for younger generations that value personal connection and authenticity in their brand connections.

### *Conceptual Framework*

Influencer marketing endorsements and word of mouth have become an important strategy in the field of digital marketing. It involves collaborating with influential figures on social media platforms to promote products and services (Loureiro et al., 2018). The success of influencer marketing campaigns relies on various factors related to the influencers themselves. Influencer characteristics, such as credibility, authenticity, and engagement level, play a crucial role in shaping consumers' perceptions and attitudes toward the promoted products (Blanche et al., 2021).

The first independent variable is **macro influencer marketing endorsements**, encompassing several sub-variables that contribute to its impact on skincare purchasing decisions. *Influencer credibility* is one of the constructs for macro influencer marketing, which refers to the level of trust and belief consumers have in the influencers to promote skincare products (Kurdi et al., 2022). Consumers are more likely to be influenced by endorsements from credible influencers who have established themselves as experts and knowledgeable in the field of skincare (Shobowale, 2022). However, despite the rising popularity of celebrity influencers as a marketing tool, further exploration is needed to understand how the credibility of both the influencer and the brand influences consumers' perception of the promotional post shared by the influencer (Lee & Kim, 2020).

Another important construct of influencer marketing is the *content authenticity* that influencers produce. The type and quality of content shared by influencers can significantly impact consumers' skincare purchasing decisions (Ningrum & Ruspitasari, 2022). It plays a key role and has a direct effect on purchasing decisions and on trust, which can be considered positive (Bruns, 2018). Engaging and informative content that provides valuable insights, tips, and reviews about skincare products can enhance consumers' awareness and understanding of

different skincare brands and products (Zhou et al., 2021). Content authenticity also encompasses the frequency and consistency of influencers, as regular and consistent content can help maintain consumers' interest and engagement (Tafesse & Wood, 2021).

Another sub-variable for the influencer's marketing endorsements is the *engagement level*, which measures the interaction between the influencer and their audience, measuring the effectiveness of the endorsement (Chung et al., 2023). Higher engagement levels indicate a stronger connection between the influencer and their audience, leading to increased influence on skincare purchasing decisions (Adnan et al., 2023). Engaging content encourages consumers to actively participate in discussions, ask questions, and seek recommendations, ultimately impacting their purchasing decisions (Ibrahim et al., 2023). However, customers have created resistance towards influencer marketing, which can be seen, for example, as cynicism and criticism towards endorsement (Martikainen & Pitkänen, 2019).

The last sub-variable for macro influencer marketing endorsements is the *Perceived product value*, which is defined as the consumer's overall evaluation of the benefits and costs associated with acquiring and using a product or service (Dehghani & Tumer, 2019). Perceived product value is a crucial sub-variable in the context of macro influencer marketing because influencers play a vital role in shaping consumers' perceptions and evaluations of products (Casaló et al., 2020). Macro influencers, together with their huge followings and perceived expertise can influence various dimensions of perceived value through their content and endorsements (Chapple & Cownie, 2017).

The second independent variable, **word-of-mouth endorsements**, is also divided into three sub-variables: the *number of referral mentions of the product to friends, brand-related conversation participation, and positive sentiments* (Firman et al., 2021). The number of referrals indicates the frequency at which the product is recommended in personal conversations, a powerful form of endorsement as it typically comes from trusted sources (Vo, 2023). When consumers personally

recommend a skincare product to their friends, it serves as a form of social proof and increases the likelihood of others making similar purchasing decisions (Sinaga & Puruwita, 2024). Referrals from distant-others have a greater impact on customer preferences in public consumption contexts, as opposed to recommendations from close others (Dong & Saini, 2023).

*Brand-related conversation participation* is another subvariable that reflects the extent to which consumers engage in discussions about skincare brands (Lawrence et al., 2024). Brand-related conversation participation is positively linked to electronic word-of-mouth (eWOM) intentions, which, in turn, improve brand image, purchase intent, and brand loyalty (Chu et al., 2023). Positive conversations about a brand and its products can significantly influence skincare purchasing decisions (PISEK & Boonsawasd, 2022). Moreover, this measures the extent to which consumers are discussing the brand in their personal and social circles. It is a significant indicator of brand popularity and customer engagement (Bergner et al., 2023).

The last sub-variable in the word-of-mouth endorsements is the *positive sentiments*. Positive sentiment is crucial as it can greatly impact potential customers' perceptions and purchasing decisions (Habibi & Kusumaningtyas, 2023). Positive sentiment evaluates brand and product attitude through conversations, reflecting a favorable perception and satisfaction among customers, contributing to a positive brand image and customer loyalty (Chen, X., et al., 2024). When consumers encounter multiple positive reviews and experiences, it creates a favorable impression and increases their confidence in making skincare purchasing decisions (Septiana, 2024).

Nevertheless, the **skincare purchasing decision** is the dependent variable in this conceptual framework as it encompasses various dimensions that reflect consumer behaviors and attitudes toward skincare products. *Product awareness* is an essential aspect of the skincare purchasing decision as it reflects the extent to which consumers are familiar with a particular skincare product, which directly influences consumers purchasing decisions (Shamsudin et al., 2020). Through their

content, influencers can introduce new products, highlight their features and benefits, and educate consumers about the latest trends in skincare (Blanche et al., 2021).

Influencer marketing also influences consumers' *purchase intentions*. When consumers are exposed to positive and persuasive content from influencers, they are more likely to develop a desire to purchase the promoted skincare products (Saima & Khan, 2020). The influencer's credibility and expertise in the skincare industry can enhance consumers' confidence in the products and increase their purchase intentions (Pereira et al., 2023).

The final element of the dependent variable is *actual purchase*, which represents the concrete action of buying the skincare product (Tobing et al., 2023). The purchasing decision is influenced by the independent variables, as they create a positive perception, trust, and confidence in the product (Nurniati et al., 2023). Consumers are more inclined to turn their purchase intentions into actual purchases when they are convinced by the endorsements and recommendations they have encountered (BUI et al., 2021).

In conclusion, the conceptual framework for the skincare products concept paper highlights the significance of macro influencer marketing endorsements and word-of-mouth endorsements in influencing skincare purchasing decisions. These independent variables, along with their respective sub-variables, impact consumers' product awareness, purchase intentions, and actual purchases. By understanding the role of these variables, skincare brands can develop effective marketing strategies to enhance their influence and navigate consumer purchasing decisions.

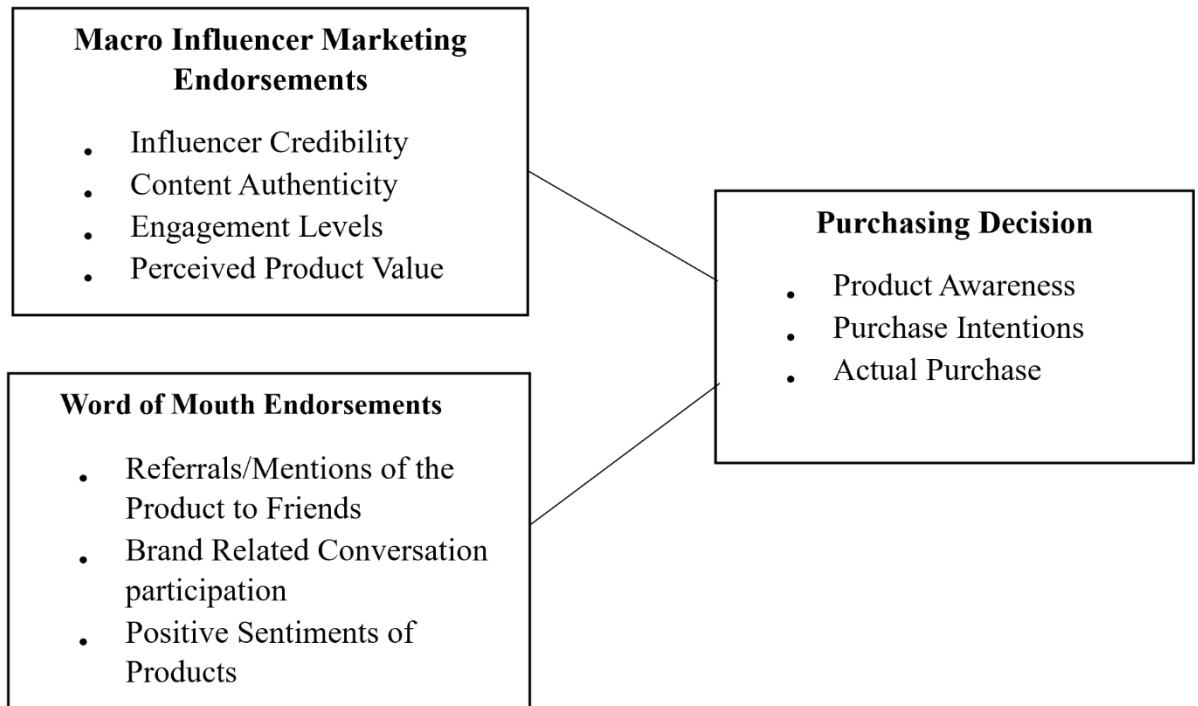


Figure 1 Schematic Diagram of the Study

### *Statement of the Problem*

This study investigated the significant role that macro influencer marketing and the word-of-mouth endorsements play in the purchasing decision of Generation Z customers for skincare products. This study was specifically bought to address the following research questions:

1. What is the level of macro influencer marketing endorsement for skin care products as perceived by Generation Z customers in terms of content authenticity, influencer credibility, perceived product value, and engagement levels?
2. What is the level of Word-of-Mouth endorsements in terms of skincare product as perceived by Generation Z customers regarding the number of referrals, brand-related conversation participation, and positive sentiments of products?
3. What is the level of purchasing decisions among Generation Z Skincare Customers in terms of product awareness, purchase intentions, and actual purchases?
4. Is there a strong relationship between macro influencer marketing and product purchasing decisions for skincare?
5. Is there a significant relationship between word-of-mouth endorsements for skin care products and skin care purchasing decisions among Gen Z customers?

### *Null Hypotheses:*

Ho1: There is no strong relationship between macro influencer marketing toward skincare product purchasing decision?

Ho2: There is no strong relationship between word-of-mouth endorsements for skin care products and skin care purchasing decision among Gen Z customers?

## **RESEARCH METHODOLOGY**

### *Design*

The Study used the quantitative approach using the descriptive-correlational research design. The purpose of descriptive research is to present a deep understanding of a particular phenomenon (Siqebengu, 2018). This design involves collecting and analyzing data to describe the current state of Macro macro-influencer marketing and word-of-mouth endorsements in the skincare industry, as well as evaluating their impact on the purchasing decisions of Generation Z customers. On the other hand, the correlational design seeks to explore the relationship among the variables. This design was appropriate in this Study since it explored the significant influence of macro influencers' marketing and word-of-mouth endorsements to the Generation Z purchasing decisions for skincare products. The study sought to find out preferences and behaviors of Generation Z customers when selecting skincare products.

### *Locale of the Study*

The research took place in the higher education institutions in Ozamiz City, Misamis Occidental, Philippines. This institution is renowned for its commitment to academic excellence and holistic development. It is also deregulated by the Commission on Higher Education (CHED) with an excellent reputation for nurturing well-rounded individuals. This institution is an ideal setting for exploring the intersection of academic pursuits and consumer behaviors while associated with helping unravel the complex web of factors influencing Generation Z's skincare product preferences, offering insights that can inform marketing strategies and product development initiatives in the skincare industry.

### *Respondents*

There were 384 respondents who were chosen through stratified sampling technique. In choosing the respondents, the following selection criteria were used: (1) the respondents must belong to Generation Z and fall within the age range of 16 to 25 years old; (2) they should actively engage with skincare-related content on various social media platforms ; (3) they have at least tried using a skincare product like rejuvenating set or used those skin care products as their night and day routine; (4) they should know at least one macro and micro-influencers who endorse skincare products. However, those individuals who does not meet these specified criteria and were not included as study respondents.

### *Instruments*

A. Macro Influencer Marketing Endorsements Questionnaire. This is a 4-point Likert scale questionnaire, which is adapted and modified from Xiao et al., (2018). This consists of constructs related to influencer marketing factors like influencers' credibility, content authenticity, and engagement levels. It consists of 15 items of indicators/questions. This questionnaire was used to determine the level of macro influencer marketing endorsements as perceived by Generation Z. The following scale was used (see Appendix B).

| <b>Responses</b>           | <b>Continuum</b> | <b>Interpretation</b> |
|----------------------------|------------------|-----------------------|
| 4- Strongly Agree (SA)     | 3.25 - 4.0       | Very High (VH)        |
| 3 - Agree (A)              | 2.50 - 3.24      | High(H)               |
| 2 - Disagree (D)           | 1.75 - 2.49      | Low(L)                |
| 1 - Strongly Disagree (SD) | 1.0 - 1.74       | Very Low (VL)         |

B. Word of Mouth Endorsements Questionnaire. This is a 4-point Likert scale questionnaire, which is adapted and modified from Chu & Kamal (2022). This consists of 3 constructs, including referrals/mentions of the product to friends, brand-related conversation participation and positive sentiments of products, with 15 indicators (See Appendix C)

In determining the level of word-of-mouth endorsement, the following scale was used:

| <b>Responses</b>           | <b>Continuum</b> | <b>Interpretation</b> |
|----------------------------|------------------|-----------------------|
| 4- Strongly Agree (SA)     | 3.25 - 4.0       | Very High (VH)        |
| 3- Agree (A)               | 2.50 - 3.24      | High (H)              |
| 2- Disagree (D)            | 1.75 - 2.49      | Low (L)               |
| 1 - Strongly Disagree (SD) | 1.0 - 1.74       | Very Low (VL)         |

C. Skincare Purchasing Decision Questionnaire. This is a 4-point Likert scale questionnaire, which is adapted and modified from Radzol et al., (2017). This consists of 3 constructs, namely, product awareness, purchase intentions, and actual purchase. It consists of 15 indicators (see Appendix D).

In determining the level of purchasing decision among Generation Z, the following scale was used:

| <b>Responses</b>           | <b>Continuum</b> | <b>Interpretation</b> |
|----------------------------|------------------|-----------------------|
| 4- Strongly Agree (SA)     | 3.25 - 4.0       | Very High (VH)        |
| 3 - Agree (A)              | 2.50 - 3.24      | High (H)              |
| 2 - Disagree (D)           | 1.75 - 2.49      | Low (L)               |
| 1 - Strongly Disagree (SD) | 1.0 - 1.74       | Very Low (VL)         |

### *Data Collection*

Prior to commencing the research, the researchers sought and obtained a letter of consent from the Dean of the College of Business and Management. This approval was formally conveyed to the researchers by their thesis advisor. After granting the letter, the researchers distributed the questionnaires to the respondents in a face-to-face manner, with informed consent from the respondents and a discussion related to the objectives of the research study. The researchers gave this questionnaire among selected random respondents. The researchers provided a formal letter of consent for each respondent to access and interact with them. The respondents gave a consent letter before asking them to answer the questionnaires.

Once the questionnaires were answered by the respondents, the researchers collected the questionnaires. The data collected from the respondents were tallied, evaluated, and carefully analyzed using statistical methods.

### *Ethical Considerations*

Before conducting the study, the researchers ensured that ethical considerations prioritized the well-being of the respondents. The researcher sought an approval from the thesis committee and ethical considerations by Bell & Bryman were observed. The respondents were ensured with voluntary participation in the research study. Respondents were given the freedom to refuse participation after initially accepting the consent letter and signing it, without facing any forms of consequence or penalty. This emphasis on voluntary involvement underscores the importance of respecting the decision-making capacity of each respondent and ensuring that their consent is genuine and freely given. Furthermore, informed consent was disseminated to outline the purpose, procedures, and benefits of participation.

This document serves as a crucial tool for transparent communication, enabling respondents to make an informed decision about their involvement in the study. The consent letter was provided to ensure the respondents of legal age could comprehend the essential information need. Ensuring respondents were of legal age was crucial to validate their ability to give consent and comprehend the implications of their participation. Moreover, safeguarding the confidentiality and anonymity of respondents is paramount to protect their privacy and personal information. Therefore, to maintain the confidentiality, their names remained confidential from the readers and replaced by numerical identifiers (e.g., Respondent 1, Respondent 2, etc.) By employing coding or identifiers instead of names, the researchers maintained the confidentiality of the respondent's data and prevented the disclosure of sensitive information. These ethical safeguards not only demonstrate a commitment to upholding the rights and dignity of the respondents but also contributing to the integrity and credibility of your research findings.

### *Data Analysis*

The following statistical tools were utilized in analyzing the data:

*Mean and Standard Deviation.* These tools were utilized to measure the level of macro influencer marketing endorsement for skincare products as perceived by Generation Z Customers, the level of Word of Mouth endorsements for skin care products, as well as the level of skin care purchasing decisions among Generation Z Customers.

*Pearson Product Moment Correlation Coefficient.* This tool was utilized to examine the significant impact of macro-influencer marketing endorsements on Generation Z customers' purchasing decisions for skincare products.

## RESULTS AND DISCUSSION

### *Level of Macro Influencer Marketing Endorsements for Skincare Products as Perceived by Generation Z Customers*

Table 1 shows the level of Macro influencer marketing endorsement for skin care products. Generation Z customers for skin care products perceive macro influencers as very effective because of their very high rating ( $M = 3.25$ ;  $SD = 0.48$ ). Meanwhile, the Influencer credibility of macro influencer marketing was found to be very high ( $M = 3.32$ ;  $SD = 0.46$ ). Subsequently, the content authenticity of the macro influencer marketing is also rated as very high with ( $M = 3.28$ ;  $SD = 0.46$ ). Additionally, the engagement level of macro influencer marketing is rated as high ( $M = 3.20$ ;  $SD = 0.52$ ). Moreover, the perceived product value is also rated as high ( $M = 3.19$ ;  $SD = 0.49$ ).

The mean and standard deviation offer insight into Generation Z customer's perceptions of macro influencer marketing, specifically regarding influencer credibility, content authenticity, engagement level, and perceived product value. The high mean scores across these categories suggest that Generation Z customers generally perceive macro influencers positively. Furthermore, the low standard deviation indicates a narrow distribution deviation of data points around the mean, implying a high degree of consistency in these perceptions among Generation Z customers. This consistency highlights a strong and uniform proficiency in evaluating macro influencers' marketing efforts, emphasizing the importance of factors like influencer credibility, content authenticity, engagement level, and perceived product value.

The findings demonstrate a supporting connection with the Study of Sesar et al. (2022) which asserted that influencer credibility significantly increased when the influencer endorsed the product and posted it online. Blanche et al. (2021) also supported this finding as they assert that credibility is crucial for fostering positive attitudes toward influencers. Authenticity is essential for an effective marketing strategy and a valuable approach that has a positive impact on the brand, ultimately enhancing its equity (Carù et al., 2017).

The stipulated findings of perceived product value were supported by Casaló et al., (2020), who stated that perceived product value is a crucial part of macro influencer marketing for the reason that influencers play a important role in shaping customers' perception and evaluations of products, which result in high perceived product value. Perceived product value is the customer's overall evaluation of the benefit associated with acquiring the product (Dehghani & Tumer, 2019).

Based on the findings presented, Generation Z customers have a very high perception of macro influencer marketing endorsement for skincare products. Macro influencers are seen as highly credible, authentic, and engaging, significantly impacting how Generation Z views product value and purchasing decisions.

Thus, it can be concluded that macro-influencer marketing is critical in shaping Generation Z's consumer behavior, particularly in the skincare market. Influencer credibility is essential as it establishes trust, which is vital for fostering positive consumer attitudes and increasing purchasing intentions. This credibility is further enhanced when influencers actively engage their audience and maintain authenticity in their content. Moreover, the engagement level of macro influencers indicates the strength of the relationship between influencers and their audience, supporting the effectiveness of marketing efforts. Generation Z's positive perception of macro influencers, as shown by high engagement, signals a strong connection that can drive product endorsements. Similarly, the high perceived product value associated with macro influencer marketing suggests that influencers play a crucial role in shaping customer evaluations, leading to favorable outcomes for brands.

*Table 1. Level of Macro Influencer Marketing Endorsement Product as Perceived by Generation Z Customers (n=384)*

| <b>Constructs</b>                | <b>M</b> | <b>SD</b> | <b>Interpretation</b> |
|----------------------------------|----------|-----------|-----------------------|
| Influencer Credibility           | 3.32     | 0.46      | Very High             |
| Content Authenticity             | 3.28     | 0.46      | Very High             |
| Engagement Level                 | 3.20     | 0.52      | High                  |
| Perceived Product Value          | 3.19     | 0.46      | High                  |
| Overall Level of Macro Influence | 3.25     | 0.48      | Very High             |

*Note: Macro Influence Scale: 3.25-4.0 (Very High); 2.50-3.24 (High); 1.75-2.49 (Low); 1.0-1.74 (Very Low)*

*Level of Word-of-Mouth Endorsement for Skin Care Product as Perceived by Generation Z Customers*

Table 2 presents the level of word-of-mouth endorsements among Generation Z customers for skincare products. According to the findings, Generation Z customers for skin care products have a high level of word-of-mouth endorsements with an overall mean of 3.21 and a standard deviation of 0.49. Regarding the number of referrals among Generation Z customers for skincare products, the findings reveal a very high level of word-of-mouth endorsements, with a mean of 3.31 and a standard deviation of 0.554. Moreover, the brand-related conversations among Generation Z customers about skincare products are notably high, with a mean of 3.13 and a standard deviation of 0.47. Additionally, the positive sentiments of products among Generation Z customers for skin care products show a high rating with a mean of 3.21 and a standard deviation of 0.45.

These means and standard deviation representations provide insights into the word-of-mouth endorsements for skincare products. The High and Very High mean scores suggest that Generation Z customers actively engage in referrals and product related conversations and maintain positive sentiments about skincare brands. The standard deviations, while moderate, indicate some variability in responses but still emphasize a consistent endorsement level across respondents.

These findings reflect strong word-of-mouth endorsements behaviors among Generation Z customers, highlighting their tendency to recommend skincare products and express positive opinions within their social networks.

Vo (2023) supported the number of referrals as part of Generation Z customers' word-of-mouth endorsement of skincare products, stating that a number of referrals indicate the frequency at which the product is recommended in personal conversations, a powerful form of endorsement as it typically comes from trusted sources. Sinaga & Puruwita, (2024) claimed that when consumer personally recommend a skincare product to their friends, it serves as a form of social proof and increases the likelihood of others making similar purchasing decisions.

The stipulated finding was also supported by brand attachment theory, which stated that customers who develop an emotional bond with a brand are more likely to be loyal to it and to spread good word-of-mouth about it (Thomson et al., 2008). Brandrelated conversation participation is positively linked to electronic word-of-mouth (eWOM) intentions, which, in turn, strengthen brand image, purchase intentions, and brand loyalty (Chu et al., 2022).

Habibi and Kusumaningtyas (2023) supported this finding as they stated that it was positive. Sentiment is crucial as it can significantly influence potential customers' perceptions as well as purchasing decisions. Chen et al. (2024) even discovered that positive sentiment evaluates brand and product attitude through conversations, reflecting a favorable perception and satisfaction among customers, contributing to a positive brand image and customer loyalty.

In line with this, it is evident that word-of-mouth endorsement plays a crucial role in shaping Generation Z customers' purchasing decisions regarding skincare products. The high level of engagement in brand-related conversations, positive sentiments, and referrals highlight the importance of personal recommendations and social proof in the marketing strategies of the skincare brand.

According to the research findings, Generation Z customers actively participate in word-of-mouth endorsements, with strong referral rates and positive brand-related conversations. This suggests that skincare brands can leverage these

personal recommendations to enhance brand loyalty and customer acquisition. The data imply that Generation Z values authenticity and trust in their product endorsement, and brands that foster strong emotional connections with their customers may see greater success in the market. In this case, brand success is not solely dependent on traditional advertising methods but rather on the organic spread of positive opinions and referrals among customers, which can significantly influence the purchasing decisions of potential buyers. Therefore, skincare brands should focus on strategies that encourage word-of-mouth endorsement, as they have the potential to create lasting brand loyalty and increase sales.

*Table 2. Level of Word-of-Mouth Endorsement for Skin Care Product as Perceived by Generation Z Customers (n=384)*

| <b>Constructs</b>                          | <b>M</b> | <b>SD</b> | <b>Interpretation</b> |
|--------------------------------------------|----------|-----------|-----------------------|
| Number of Referrals                        | 3.31     | 0.54      | Very High             |
| Brand related conversation participation   | 3.13     | 0.47      | High                  |
| Positive Sentiments of Products            | 3.18     | 0.45      | High                  |
| Overall Level of Word-of-Mouth Endorsement | 3.21     | 0.49      | High                  |

*Note: Word-of-Mount Endorsement Scale: 3.25-4.0 (Very High); 2.50-3.24 (High); 1.75-2.49 (Low); 1.0-1.74 (Very Low)*

#### *Level of Purchasing Decisions among Generation Z Skin Care Customers*

Table 3 shows the level of purchasing decisions among Generation Z customers for skincare products. Generation Z customers for skincare products have a high level of purchasing decisions with an overall mean of 3.21, and a standard deviation of 0.38. In terms of the product awareness of Generation Z customers for skincare products, the results show a very high with a mean of 3.27 and a standard deviation of 0.43. Moreover, purchasing intention show a high rating with a mean

of 3.23 and a standard deviation of 0.45. Actual purchase also is rated high with a mean of 3.14 and a standard deviation of 0.42.

The mean and standard deviation data provide an understanding of the purchasing decisions of Generation Z skincare customers concerning product awareness, purchasing intentions, and actual purchasing behavior. The very high overall mean indicates that Generation Z customers are highly engaged in purchasing decisions, particularly in product awareness. The lower standard deviations indicate a moderate range of variability, suggesting a consistent level of purchasing behavior among this demographic. The high mean scores for purchase intentions and actual purchases further reflect a strong tendency to make informed decisions based on product knowledge, with actual purchases showing slightly more variability.

The very high level of purchasing decisions aligns with theories such as the Theory of Planned Behavior, which suggests that attitudes, intentions, and perceived control predict actual behavior. In the context of skincare products, product awareness and purchasing intentions are strong indicators of future purchasing behavior (Ajzen, 1991). Additionally, Howard and Sheth's (1969) consumer decision-making model highlighted the importance of product awareness in shaping consumer preferences, which subsequently leads to purchase decisions. These findings support the idea that Generation Z's purchasing behavior is driven by a combination of awareness, intent, and actual engagement with products.

The findings suggest that product awareness, purchasing intentions, and actual purchases are crucial indicators of Generation Z's purchasing decisions for skincare products. The high level of purchasing decisions is primarily driven by product knowledge, but it may also be influenced by factors such as personal preferences, motivations for trying new products, and overall brand perception. Generation Z customers tend to be highly engaged and informed when making purchasing decisions, reflecting a strong connection between awareness, intention, and actual purchase behavior. In general, the ability to make strong indicators of

future purchasing behavior defines the purchasing success of Generation Z skincare consumers.

*Table 3. Level of Purchasing Decisions among Generation Z Skin Care Customers (n=384)*

| <b>Constructs</b>                     | <b>M</b> | <b>SD</b> | <b>Interpretation</b> |
|---------------------------------------|----------|-----------|-----------------------|
| Product Awareness                     | 3.27     | 0.43      | Very High             |
| Purchase Intentions                   | 3.23     | 0.45      | High                  |
| Actual Purchase                       | 3.14     | 0.42      | High                  |
| Overall Level of Purchasing Decisions | 3.21     | 0.43      | High                  |

*Note: Purchasing Decisions Scale: 3.25-4.0 (Very High); 2.50-3.24 (High); 1.75-2.49 (Low); 1.0-1.74 (Very Low)*

#### *Significant Relationship between Macro Influencer Marketing Endorsement and Product Purchasing Decisions for Skin Care*

Table 4 demonstrates the substantial relationship between the two variables: macro influencer marketing endorsement and product purchasing decisions. According to the findings, macro influencer marketing endorsement and product purchasing decisions have an r-value of 0.55 and a p-value of 0.00 which indicates a strong positive correlation/high significance between macro influencer marketing endorsement and product purchasing decisions.

According to the correlation study findings, there is a strong positive correlation/ highly significant in macro influencer marketing endorsement and product purchasing. The study's p-value has a zero percent, and the r-value strengthens the idea that there is a strong positive correlation, and a meaningful relationship. In implementation, this means that, based on the available data, macro-influencer marketing endorsement and purchasing decisions for skin care do significantly determine that Gen Z customers vary their decisions.

Studies demonstrate that macro influencer endorsements have a notable impact on consumer purchase intentions for skincare products (Libunao et al., 2022). Studies have shown that recommendations from these influential figures can significantly sway consumer choices, highlighting their considerable influence in the market. This highlights the significance of integrating influencer marketing strategies into successful skincare marketing campaigns (Mishra & Ashfaq 2023).

In such matters, while macro influencer marketing endorsement plays a significant role in shaping purchasing decisions, Generation Z consumers do not see it as the sole determinant of their choices. Although the strong positive correlation between macro influencer endorsements and purchasing decisions underscores the importance of influencer marketing, consumers also factor in other considerations when making their decisions. These may include product quality, brand reputation, or personal preferences that go beyond the influence of endorsements.

Despite this, macro influencer marketing remains a powerful tool, as it significantly impacts consumer behavior, particularly in the skincare industry. Influencers can sway purchasing decisions by creating authentic, relatable content that resonates with their audience. The consistent impact of endorsements suggests that incorporating influencer strategies into marketing campaigns can drive consumer engagement and boost sales. This comprehensive approach enables brands to leverage both influencer credibility and other consumer-driven factors to achieve success in the competitive skincare market.

*Table 4. Significant Relationship between Macro Influencer Marketing Endorsement and Product Purchasing Decisions for Skin Care (n=384)*

| <b>Variable</b>                                                               | <b>r-value</b> | <b>p-value</b> | <b>Interpretation</b>                                |
|-------------------------------------------------------------------------------|----------------|----------------|------------------------------------------------------|
| Macro Influencer Marketing<br>Endorsement and Product<br>Purchasing Decisions | 0.55           | 0.00           | Strong Positive<br>Correlation/Highly<br>Significant |

*Note: 1). Perfect Negative Correlation (-0.61 to -1.00), Strong Negative Correlation 0.31 to -0.60), Moderate Negative Correlation (-0.11 to -0.30), No Correlation (0.00), Weak Positive Correlation (0.01 to 0.10), Moderate Positive Correlation (0.11 to 0.30), Strong Positive Correlation (0.31 to 0.60), and Perfect Positive Correlation (0.61 to 1.00)*

*2). \*\*p<0.01 (Highly Significant); \*p<0.05 (Significant); \*p>0.05 (Not Significant)*

#### *Significant Relationship between Word-of-Mouth Endorsements for Skin Care Products and Skin Care Purchasing Decision among Generation Z Customers*

Table 5 shows the substantial relationship between the two variables among word-of-mouth endorsement and purchasing decisions. According to the data, word-of-mouth endorsement and purchasing decisions have an r-value of 0.55 and a pvalue of 0.00. These studies show that there is a perfect positive correlation/highly significant relationship between word-of-mouth endorsement and purchasing decisions.

The low p-value and highly significant r-value of the correlation analysis between word-of-mouth endorsement and purchasing decisions indicate that there is a significant relationship between the two variables. The p-value has a zero percent, and the r-value suggests that the relationship between word-of-mouth endorsement and purchasing decision has perfect positive correlation. Therefore, based on the data, it can be concluded that word-of-mouth endorsement are significantly associated with the purchasing decisions among Generation Z customers for skincare products.

This research delves into the connection between word-of-mouth endorsements and skin care purchasing decisions, specifically focusing on Generation Z consumers (Baloch 2024). The findings indicate that word-of-mouth plays an important role in shaping the skincare choices of Generation Z individuals,

especially in today's digital age, where they are highly connected and depend heavily on peer recommendations (Janwatsiri & Sangsingkeo, 2022). This emphasizes the importance of understanding and harnessing the power of word-of-mouth marketing to effectively reach and influence this influential Generation (Liu et al., (2022).

Connectively, word-of-mouth endorsement is recognized as a crucial factor in influencing the purchasing decisions among Generation Z consumers, but it is not the only determinant of their choices. While the strong positive correlation between wordof-mouth endorsement and purchasing decisions indicate a significant relationship, Generation Z customers also rely on other factors such as personal preferences, product quality, and brand reputation.

Furthermore, businesses can enhance the impact of word-of-mouth endorsement without requiring a deep understanding of complex marketing strategies. In today's digital landscape, social media platforms, and online reviews provide automated solutions that allow companies to track consumer sentiment, monitor conversations, and leverage peer recommendations effectively. These tools enable businesses to capitalize on word-of-mouth endorsement and optimize their marketing efforts to reach Generation Z consumers, aligning with their expectations and preferences. This holistic approach ensures that companies can drive purchasing decisions while staying true to their brand vision and consumer engagement strategies.

Table 5. Significant Relationship between Word-of-Mouth Endorsements for Skin Care Products and Skin Care Purchasing Decision among Generation Z\_Customers (n=384)

| Variable                                                | r-value | p-value | Interpretation                                        |
|---------------------------------------------------------|---------|---------|-------------------------------------------------------|
| Word-of-Mouth<br>Endorsement and<br>Purchasing Decision | 0.65    | 0.00    | Perfect Positive<br>Correlation/Highly<br>Significant |

*Note: 1). Perfect Negative Correlation (-0.61 to -1.00), Strong Negative Correlation (-0.31 to -0.60), Moderate Negative Correlation (-0.11 to -0.30), No Correlation (0.00), Weak Positive Correlation (0.01 to 0.10), Moderate Positive Correlation (0.11 to 0.30), Strong Positive Correlation (0.31 to 0.60), and Perfect Positive Correlation (0.61 to 1.00)*

*2). \*\*p<0.01 (Highly Significant); \*p<0.05 (Significant); \*p>0.05 (Not Significant)*

## **CONCLUSION AND RECOMMENDATIONS**

### *Summary*

In the pursuit of finding a better way of selling skincare products among Generation Z consumers, macro influencer marketing, and word-of-mouth endorsement significantly impact their purchasing decisions. Being able to know the quality and effectiveness of skincare products through influencers who are authentic when it comes to recommendation, and hearing a word-of-mouth recommendation from a trusted source can significantly increase the purchasing decision among Generation Z consumers.

This study is entitled "Macro Influencer Marketing, Word-Of-Mouth Endorsement, and Purchasing Decision of Generation Z Customers for Skincare Products, " and its main objective was to investigate the Generation Z customers' macro influencer marketing and word-of-mouth endorsement in relation to their purchasing decision. The data was collected from Generation Z consumers of skin care products in Ozamiz City who engaged in influencer marketing and word-of-mouth endorsement.

There were 384 selected Generation Z customers who used skincare products in Ozamiz City. Throughout the research, the collected data were meticulously counted, analyzed, and assessed using statistical techniques such as frequency and percentage, mean and standard deviation, and Pearson correlation coefficient. Consequently, the study highlighted the significance of macro-influencer marketing and word-of-mouth endorsements in shaping the purchasing decisions of Generation Z customers for skincare products.

### *Findings*

1. The data showed that Generation Z customers have a very high perception of macro influencer marketing endorsement for skincare products, which underscores that macro influencer marketing is crucial in shaping Generation Z behavior, particularly in the skincare market.
2. The data showed that word-of-mouth endorsement for skincare products can enhance brand loyalty and acquisition. In this case, brand success is not solely dependent on traditional advertising methods but rather on positive opinions and referrals among trusted sources.
3. In the findings, product awareness, purchasing intention, and actual purchase are crucial indicators of Generation Z's purchasing decision. The finding showed that the high level of purchasing decisions is primarily driven by product knowledge.
4. The finding presented that the relationship between macro influencer marketing toward skincare product purchasing decisions is statistically significant. It implies that the elements of macro influencer marketing are crucial when it comes to the purchasing decision of generation Z customer for skincare products.
5. In this finding, word-of-mouth endorsement is significant in purchasing decisions based on the statistics. It indicates that the factors of word-of-mouth endorsement enhances the purchasing decision of young individuals who are Generation Z customers towards skincare products.

## *Conclusion*

The researchers conclude that:

1. The study demonstrates that macro influencer marketing has a highly significant influence on the purchasing decisions of Generation Z customers. The perceived credibility, authenticity, and engagement levels of influencers play a crucial role in shaping product awareness, purchase intentions, and actual purchases.
2. Word-of-mouth endorsement also has a strong positive correlation with purchasing decisions among Generation Z consumers. The findings suggest that peer recommendations and social proof are powerful factors in influencing the skincare purchasing behavior of this demographic, especially when trust and authenticity are key.
3. Skincare brands aiming to capture the Generation Z market should integrate both influencer marketing and word-of-mouth strategies. These approaches not only increase brand awareness but also foster consumer loyalty and product satisfaction, contributing to sustainable business success.
4. The researcher rejects the study's Ho1, which denotes no significant relationship between macro influencer marketing and skincare product purchasing decisions. This suggests that the factors under macro influencer marketing significantly impact the purchasing decision among Generation Z customer for skincare products.
5. The researcher rejects the study's Ho2, which denotes no significant relationship between word-of-mouth endorsements for skin care products and skin care purchasing decision among Gen Z customers. This demonstrates that word-of-mouth endorsements for skincare products is crucial and important when it comes to the purchasing decision.

### *Recommendation*

Based on the conclusions drawn from this study, here are two recommendations for further research:

1. Future researcher may consider expanding the study to include a broader demographic, such as investigating skincare purchasing decisions across other regions or age groups within Generation Z. This would offer a deeper insight into how macro-influencer marketing and word-of-mouth endorsements influence different segments of this consumer group.
2. The skincare industry could explore the long-term effects of macro influencer marketing regarding brand loyalty. This would help determine whether the initial influence of endorsements translates into sustained consumer engagement and loyalty over time.

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## Appendix A

(Survey Questionnaire)

### Appendix A-1

#### Macro Influencer Marketing Endorsements Questionnaire

(Adapted and modified from Xiao et al. (2018))

**Directions:** Read each statement carefully and write a check mark (/) on the columns that contain your answer. Be guided by the following scale: 4 - Strongly Agree; 3 - Agree; 2 - Disagree; 1 - Strongly Disagree

| INDICATORS                                                                                   | RESPONSE |   |   |   |
|----------------------------------------------------------------------------------------------|----------|---|---|---|
|                                                                                              | 4        | 3 | 2 | 1 |
| <b>Influencer Credibility</b>                                                                |          |   |   |   |
| 1. Influencers enhance the credibility of the skincare products                              |          |   |   |   |
| 2. I trust the recommendations made by influencers about skincare products.                  |          |   |   |   |
| 3. The brands endorsed by influencers are trustworthy.                                       |          |   |   |   |
| 4. I consider the expertise of influencers when they recommend skincare products.            |          |   |   |   |
| 5. Influencers play an influential role in my decision to purchase skincare products.        |          |   |   |   |
| <b>Content Authenticity</b>                                                                  |          |   |   |   |
| 1. The recommendations made by influencers seem genuine.                                     |          |   |   |   |
| 2. I feel confident about the effectiveness of skincare products recommended by influencers. |          |   |   |   |
| 3. Authenticity is important to me when it comes to influencer endorsements.                 |          |   |   |   |

|                                                                                                               |  |  |  |  |
|---------------------------------------------------------------------------------------------------------------|--|--|--|--|
| 4. I perceive influencers when they endorse skincare products.                                                |  |  |  |  |
| 5. The authenticity of influencer content impacts my purchasing decision.                                     |  |  |  |  |
| <b>Engagement Levels</b>                                                                                      |  |  |  |  |
| 1.I actively engage with influencers about skincare products.                                                 |  |  |  |  |
| 2. Influencers capture my attention with their skincare product content.                                      |  |  |  |  |
| 3. Engagement with influencers encourages me to further explore their endorsed products.                      |  |  |  |  |
| 4. My interactions with influencers affect my skincare purchasing decisions.                                  |  |  |  |  |
| 5. I trust skincare products more due to my engagement with influencer content.                               |  |  |  |  |
| <b>Perceived Product Value</b>                                                                                |  |  |  |  |
| 1.The skincare products endorsed by influencers appear to be high quality.                                    |  |  |  |  |
| 2. Influencer-promoted skincare products offer good value for money.                                          |  |  |  |  |
| 3. Using influencer-endorsed skincare products would provide me personal satisfaction.                        |  |  |  |  |
| 4. Skincare products promoted by influencers can enhance my social image/status because of its effectiveness. |  |  |  |  |
| 5. Overall, influencer-endorsed skincare products have high perceived value.                                  |  |  |  |  |

## APPENDIX A-2

### Word of Mouth Endorsements Questionnaire

(Adapted and modified from Chu & Kamal, (2022) and Lam & Mizerski (2005)

**Directions:** Read each statement carefully and write a check mark (/) on the columns that contain your answer. Be guided by the following scale: 4 - Strongly Agree; 3 - Agree; 2 - Disagree; 1 - Strongly Disagree

| INDICATORS                                                                                       | RESPONSES |   |   |   |
|--------------------------------------------------------------------------------------------------|-----------|---|---|---|
|                                                                                                  | 4         | 3 | 2 | 1 |
| <b>Number of Referrals/Mentions</b>                                                              |           |   |   |   |
| 1.I frequently receive recommendations about skincare products from friends/family.              |           |   |   |   |
| 2. My friends/family often mention specific skincare brands when making recommendations.         |           |   |   |   |
| 3. Recommendations from friends/family significantly influence my skincare purchasing decisions. |           |   |   |   |
| 4. I have a high level of trust in skincare recommendations from friends/family.                 |           |   |   |   |
| 5. I actively seek out recommendations from friends/family for skincare products.                |           |   |   |   |
| <b>Participating in Brand Conversation</b>                                                       |           |   |   |   |
| 1.I regularly participate in discussions about skincare brands.                                  |           |   |   |   |
| 2. I frequently engage in conversation about skincare products.                                  |           |   |   |   |
| 3. I enjoy sharing my personal experiences with skincare products.                               |           |   |   |   |
| 4. I trust the opinions shared by others in skincare product conversations.                      |           |   |   |   |

|                                                                                                  |  |  |  |  |
|--------------------------------------------------------------------------------------------------|--|--|--|--|
| 5. Brand conversation play an important role in my skincare purchasing decisions.                |  |  |  |  |
| <b>Positive Product Sentiments</b>                                                               |  |  |  |  |
| 1.I generally have positive feeling towards skincare products.                                   |  |  |  |  |
| 2. I am enthusiastic about trying new skincare product releases.                                 |  |  |  |  |
| 3. I believe skincare products recommended by others are effective.                              |  |  |  |  |
| 4. Positive sentiments expressed by others increase my trust in skincare products.               |  |  |  |  |
| 5. I prioritize purchasing skincare products that have received glowing reviews/recommendations. |  |  |  |  |

### APPENDIX A-3

#### Skincare Purchasing Decision Questionnaire

(Adapted and modified from Lim, Radzol, Cheah, & Wong, (2017).

Directions: Read each statement carefully and write a check mark (/) on the columns that contain your answer. Be guided by the following scale: 4 – Strongly Agree; 3 - Agree; 2 -Disagree; 1 - Strongly Disagree

| INDICATORS                                                                       | RESPONSES |   |   |   |
|----------------------------------------------------------------------------------|-----------|---|---|---|
|                                                                                  | 4         | 3 | 2 | 1 |
| <b>Product Awareness</b>                                                         |           |   |   |   |
| 1.I am aware of the various skincare products available in the market.           |           |   |   |   |
| 2. I have knowledge about different skincare brands and their product offerings. |           |   |   |   |
| 3. I am familiar with the latest trends in skincare products.                    |           |   |   |   |
| 4. I actively seek information about skincare products.                          |           |   |   |   |
| 5. I keep up-to-date with skincare product reviews and recommendations.          |           |   |   |   |
| <b>Purchase Intentions</b>                                                       |           |   |   |   |
| 1.I intend to purchase skincare products in the near future.                     |           |   |   |   |
| 2. I am considering buying new skincare products.                                |           |   |   |   |
| 3. I am planning to explore different skincare brands.                           |           |   |   |   |
| 4. I am likely to try out skincare products recommended by others.               |           |   |   |   |

|                                                                     |  |  |  |  |
|---------------------------------------------------------------------|--|--|--|--|
| 5. I am willing to invest in high-quality skincare products.        |  |  |  |  |
| <b>Actual Purchase</b>                                              |  |  |  |  |
| 1.I have recently purchased skincare products.                      |  |  |  |  |
| 2. I regularly buy skincare products                                |  |  |  |  |
| 3. I frequently make purchases based on recommendations for others. |  |  |  |  |
| 4. I am satisfied with my previous skincare product purchases       |  |  |  |  |
| 5. I have a collection of skincare products from various brands.    |  |  |  |  |

## APPENDIX B

(Sample Filled-out Questionnaire)

### APPENDIX B-1

#### MACRO INFLUENCER MARKETING ENDORSEMENTS QUESTIONNAIRE

(Adapted and modified from from Xiao et al. (2018))

**Directions:** Read each statement carefully and write a check mark (/) on the columns that contain your answer. Be guided by the following scale: 4 - Strongly Agree; 3 - Agree; 2 - Disagree; 1 - Strongly Disagree

| INDICATORS                                                                                   | RESPONSE |   |   |   |
|----------------------------------------------------------------------------------------------|----------|---|---|---|
|                                                                                              | 4        | 3 | 2 | 1 |
| <b>Influencer Credibility</b>                                                                |          |   |   |   |
| 1. Influencers enhance the credibility of the skincare products                              |          | ✓ |   |   |
| 2. I trust the recommendations made by influencers about skincare products.                  | ✓        |   |   |   |
| 3. The brands endorsed by influencers are trustworthy.                                       | ✓        |   |   |   |
| 4. I consider the expertise of influencers when they recommend skincare products.            | ✓        |   |   |   |
| 5. Influencers play an influential role in my decision to purchase skincare products.        | ✓        |   |   |   |
| <b>Content Authenticity</b>                                                                  |          |   |   |   |
| 1. The recommendations made by influencers seem genuine.                                     |          | ✓ |   |   |
| 2. I feel confident about the effectiveness of skincare products recommended by influencers. | ✓        |   |   |   |
| 3. Authenticity is important to me when it comes to influencer endorsements.                 | ✓        |   |   |   |
| 4. I perceive influencers when they endorse skincare products.                               | ✓        |   |   |   |
| 5. The authenticity of influencer content impacts my purchasing decision.                    |          | ✓ |   |   |

| <b>Engagement Levels</b>                                                                                      |   |   |  |  |
|---------------------------------------------------------------------------------------------------------------|---|---|--|--|
| 1. I actively engage with influencers about skincare products.                                                |   | ✓ |  |  |
| 2. Influencers capture my attention with their skincare product content.                                      |   | ✓ |  |  |
| 3. Engagement with influencers encourages me to further explore their endorsed products.                      |   | ✓ |  |  |
| 4. My interactions with influencers affect my skincare purchasing decisions.                                  | ✓ |   |  |  |
| 5. I trust skincare products more due to my engagement with influencer content.                               |   | ✓ |  |  |
| <b>Perceived Product Value</b>                                                                                |   |   |  |  |
| 1. The skincare products endorsed by influencers appear to be high quality.                                   |   | ✓ |  |  |
| 2. Influencer-promoted skincare products offer good value for money.                                          |   | ✓ |  |  |
| 3. Using influencer-endorsed skincare products would provide me personal satisfaction.                        |   | ✓ |  |  |
| 4. Skincare products promoted by influencers can enhance my social image/status because of its effectiveness. |   | ✓ |  |  |
| 5. Overall, influencer-endorsed skincare products have high perceived value.                                  |   | ✓ |  |  |

## APPENDIX B-2

(Word of Mouth Endorsements Questionnaire)

### Word Of Mouth Endorsements QUESTIONNAIRE

(Adapted and modified from Chu, S.C. & Kamal, S. (2022) and Lam & Mizerski (2005))

**Directions:** Read each statement carefully and write a check mark (/) on the columns that contain your answer. Be guided by the following scale: 4 - Strongly Agree; 3 - Agree; 2 - Disagree; 1 - Strongly Disagree

| INDICATORS                                                                                       | RESPONSES |   |   |   |
|--------------------------------------------------------------------------------------------------|-----------|---|---|---|
|                                                                                                  | 4         | 3 | 2 | 1 |
| <b>Number of Referrals/Mentions</b>                                                              |           |   |   |   |
| 1.I frequently receive recommendations about skincare products from friends/family.              | ✓         |   |   |   |
| 2. My friends/family often mention specific skincare brands when making recommendations.         | ✓         |   |   |   |
| 3. Recommendations from friends/family significantly influence my skincare purchasing decisions. | ✓         |   |   |   |
| 4. I have a high level of trust in skincare recommendations from friends/family.                 | ✓         |   |   |   |
| 5. I actively seek out recommendations from friends/family for skincare products.                | ✓         |   |   |   |
| <b>Participating in Brand Conversation</b>                                                       |           |   |   |   |
| 1.I regularly participate in discussions about skincare brands.                                  | ✓         |   |   |   |
| 2. I frequently engage in conversation about skincare products.                                  |           | ✓ |   |   |
| 3. I enjoy sharing my personal experiences with skincare products.                               |           | ✓ |   |   |
| 4. I trust the opinions shared by others in skincare product conversations.                      |           | ✓ |   |   |
| 5. Brand conversation play an important role in my skincare purchasing decisions.                | ✓         |   |   |   |
| <b>Positive Product Sentiments</b>                                                               |           |   |   |   |
| 1.I generally have positive feeling towards skincare                                             | ✓         |   |   |   |

|                                                                                                  |   |   |  |  |
|--------------------------------------------------------------------------------------------------|---|---|--|--|
| products.                                                                                        |   |   |  |  |
| 2. I am enthusiastic about trying new skincare product releases.                                 | ✓ |   |  |  |
| 3. I believe skincare products recommended by others are effective.                              |   | ✓ |  |  |
| 4. Positive sentiments expressed by others increase my trust in skincare products.               |   | ✓ |  |  |
| 5. I prioritize purchasing skincare products that have received glowing reviews/recommendations. |   | ✓ |  |  |

## APPENDIX B-3

### (Skincare Purchasing Decision Questionnaire)

#### SKINCARE PURCHASING DECISION QUESTIONNAIRE

(Adapted and modified from Lim, X.J., Radzol, A.R.M., Cheah, J.H., & Wong, M.W. (2017)).

Directions: Read each statement carefully and write a check mark (/) on the columns that contain your answer. Be guided by the following scale: 4 – Strongly Agree; 3 - Agree; 2 - Disagree; 1 - Strongly Disagree

| INDICATORS                                                                       | RESPONSES |   |   |   |
|----------------------------------------------------------------------------------|-----------|---|---|---|
|                                                                                  | 4         | 3 | 2 | 1 |
| <b>Product Awareness</b>                                                         |           |   |   |   |
| 1.I am aware of the various skincare products available in the market.           |           | ✓ |   |   |
| 2. I have knowledge about different skincare brands and their product offerings. |           | ✓ |   |   |
| 3. I am familiar with the latest trends in skincare products.                    | ✓         |   |   |   |
| 4. I actively seek information about skincare products.                          |           | ✓ |   |   |
| 5. I keep up-to-date with skincare product reviews and recommendations.          | ✓         |   |   |   |
| <b>Purchase Intentions</b>                                                       |           |   |   |   |
| 1.I intend to purchase skincare products in the near future.                     |           | ✓ |   |   |
| 2. I am considering buying new skincare products.                                |           | ✓ |   |   |
| 3. I am planning to explore different skincare brands.                           |           | ✓ |   |   |
| 4. I am likely to try out skincare products recommended by others.               | ✓         |   |   |   |
| 5. I am willing to invest in high-quality skincare products.                     | ✓         |   |   |   |
| <b>Actual Purchase</b>                                                           |           |   |   |   |
| 1.I have recently purchased skincare products.                                   |           | ✓ |   |   |

|                                                                     |   |   |  |  |
|---------------------------------------------------------------------|---|---|--|--|
| 2. I regularly buy skincare products                                |   | ✓ |  |  |
| 3. I frequently make purchases based on recommendations for others. | ✓ |   |  |  |
| 4. I am satisfied with my previous skincare product purchases       |   | ✓ |  |  |
| 5. I have a collection of skincare products from various brands.    |   | ✓ |  |  |

## Appendix C

### (Sampling Computation)

The screenshot shows a web browser with three tabs: 'isamis university logo - Google', 'Sample Size Calculator', and another 'Sample Size Calculator'. The address bar shows the URL: `calculator.net/sample-size-calculator.html?type=1&cl=95&ci=5&pp=50&ps=200000&x=Calculate`. The Calculator.net logo is in the top left, with 'FINANCIAL' and 'FITNESS & HEALTH' links on the right. Below the logo is a breadcrumb trail: 'home / math / sample size calculator'. The main heading is 'Sample Size Calculator', followed by the sub-heading 'Find Out The Sample Size'. A descriptive text states: 'This calculator computes the minimum number of necessary samples to meet the desired statistical constraints.' A green box labeled 'Result' contains the text 'Sample size: 384'. Below this, a paragraph explains: 'This means 384 or more measurements/surveys are needed to have a confidence level of 95% that the real value is within  $\pm 5\%$  of the measured/surveyed value.' At the bottom, a form contains four input fields: 'Confidence Level' (95%), 'Margin of Error' (5%), 'Population Proportion' (50%), and 'Population Size' (empty). To the right of the 'Population Proportion' field is the text 'Use 50% if not sure', and to the right of the 'Population Size' field is 'Leave blank if unlimited population size.' At the bottom of the form are two buttons: 'Calculate' (green) and 'Clear' (grey).

Calculator.net

home / math / sample size calculator

### Sample Size Calculator

#### Find Out The Sample Size

This calculator computes the minimum number of necessary samples to meet the desired statistical constraints.

**Result**

Sample size: **384**

This means 384 or more measurements/surveys are needed to have a confidence level of 95% that the real value is within  $\pm 5\%$  of the measured/surveyed value.

Confidence Level: 95%  
Margin of Error: 5%  
Population Proportion: 50% Use 50% if not sure  
Population Size: Leave blank if unlimited population size.

**Calculate** **Clear**

## APPENDIX D

(Informed Consent)



**MISAMIS UNIVERSITY**

*Ozamiz City*



**College of Business and Management**

### INFORMED CONSENT FORM

**Researcher/Investigator:**

Name: Jhisel M. Berjame, Archel Louie C. Fuentes, Dianne Kristel Logronio

Course: Bachelor of Science in Business

Administration College: Business and

Management Email / Contact Number:

09816204218

Thesis Title:

**MACRO INFLUENCER MARKETING, WORD-OF-MOUTH  
ENDORSEMENT, AND PURCHASING DECISION OF GENERATION Z  
CUSTOMER FOR SKINCARE PRODUCTS**

| PART I. INFORMATION SHEET |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|---------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Introduction              | Good day! I am Jhisel M. Berjame, the principal researcher of the study entitled “Macro Influencer Marketing, Word-Of-Mouth Endorsement, And Purchasing Decision of Generation Z Customers for Skincare Products” I am an undergraduate student under the program Bachelor of Science in Business Administration at Misamis University in Ozamiz City. I am to conduct the research with Generation Z as respondents. In this vein, I am respectfully seeking your voluntary participation, being qualified to give your informed consent to the part in this study. Before you decide whether to participate or not in this study, please read the succeeding information about the study and feel free to ask questions anytime should there be anything you do not understand or want to clarify. If you agree to answer the interview, you will be asked to affix your name and signature on this form for which you will be given a copy. |

|                               |                                                                                                                                                                                                                                  |
|-------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Purpose                       | The purpose of this study is to explore the significant influence of macro influencer marketing endorsements and the word-of-mouth endorsements toward the purchasing decision of generation z customers for skin care products. |
| Type of Research Intervention | This study will be conducted through the adapted questionnaires from Xiao et al. (2018). Chu, S.C. & Kamal, S. (2022) and Lam & Mizerski (2005). and Lim, X.J., Radzol, A.R.M., Cheah, J.H., & Wong, M.W.                        |

|                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|---------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                           | (2017). The gathering of data will be conducted through online and in person.                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Selection of Participants | This study will select 384 respondents. The selection is based on the following inclusion criteria: (1) the respondents must belong to Generation Z and fall within the age range of 16 to 25 years old; (2) they should actively engage with skincare related content on various social media platforms; (3) they have at least tried using a skincare product like rejuvenating set or used those skin care products as their night and day routine; (4) they should know at least one macro and micro influencer who endorse skincare product. |
| Voluntary Participation   | Your participation has to be voluntary and will not affect your situation or status in any way, including your relationship with the researcher. You are free to decide if you will take part or not. If you decide to participate, you are free not to answer any questions that you do not prefer to answer.                                                                                                                                                                                                                                    |

|                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|-----------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Procedure             | <p>The distribution and retrieval of the questionnaires will be done in your workplace, house, or online through google forms, which will be sent to you via Facebook or Messenger. The researcher will personally or online distribute and retrieve the research instruments. To ensure your understanding of the statements indicated in the questionnaires, the statements will be translated into the Bisayan language. In case you will have questions, such will be answered fully.</p> <p>The respondents will be given ample time to complete the questionnaires. The researcher will get your responses for data analysis and interpretation. The information and data provided by you as a respondent will be utilized for this study alone and will be treated with the utmost confidentiality.</p> |
| Duration              | Answering the questionnaires will last for 10 to 15 minutes.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Risks and Discomforts | The respondents will be protected from physical, social, or economic risks. In case the items in the questionnaires are too personal and make you feel uncomfortable, you may decline to answer any or all questions and may terminate your involvement at any time you choose.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Benefits              | This study is beneficial to you because the researcher may be able to provide an understanding of the perceptions of generation Z when it                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |

|                |                                                                                                                                                                                                                                                                              |
|----------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                | comes to purchasing a skincare product. Thus, your responses shall be highly valued being deemed important in the online industry.                                                                                                                                           |
| Reimbursements | There will be no monetary expenses or costs on your part as a respondent, nor any monetary compensation for your participation in this study. However, a small token of appreciation in the form of a light snack may be provided during the gathering of the research data. |

|                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Confidentiality of Data      | Only the researcher will have access to the information and responses of the participants. The personal identifying information of the participants will only be used for research analysis and will be treated with the utmost confidentiality. During the study, all data will be kept in a locked, secure filing cabinet, which will be discarded 6 months after the publication of the results.                                                                                                                                                                                                                                                                          |
| Sharing of Findings          | The results of this study will be presented during the thesis final defense of the researcher. Also, the research findings may be shared through publications and conferences with the assurance that the identities of the respondents will remain confidential. A printed copy of the completed study will be provided to the participants.                                                                                                                                                                                                                                                                                                                                |
| Rights to Refuse or Withdraw | You are free to withdraw or terminate participation at any stage of the study, without the need to give any reason. You will not be penalized in case of termination of participation.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Who to Contact               | <p>Should there be any queries as a respondent, you can contact the researcher through the following details:</p> <p>Name of the Researchers: Jhisel Berjame, Archel Louie Fuentes, Dianne Kristel Logronio</p> <p>Cellphone Number/s: 09816204218 e-mail add: jhiselberjame07@gmail.com</p> <p><b>STATEMENT BY THE RESEARCHER</b></p> <p>I will read the Information sheet to the potential respondent. With the best of my ability, I make sure that the respondent will understand the statements of the questionnaires.</p> <p>I can assure that the participant will be given an opportunity to ask questions about the study, and all the questions raised will be</p> |

|  |                                                                                                                                                                                                                                                                                                                                     |
|--|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | <p>answered fully. I can likewise assure that the participant will not be coerced into giving consent that must be free and voluntary.</p> <p>A copy of this Informed Consent Form will be provided to the participant.</p> <p>Print Name of Researchers: <u>JHISEL BERJAME, ARCHEL LOUIES FUENTES, DIANNE KRISTEL LOGRONIO</u></p> |
|--|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>PART II. CERTIFICATE OF CONSENT</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <p>This research entitled “Macro Influencer Marketing, Word-Of-Mouth Endorsement, And Purchasing Decision of Generation Z Customers for Skincare Products” by Jhisel Berjame, Archel Louie Fuentes, Dianne Kristel Logronio with the aim of gathering information and data pertaining to the purchasing decision of generation Z for skincare products, this study has been presented and explained to me clearly. Since the study involves Generation Z customers, I am chosen as one of the participants.</p> <p>I have read the foregoing Informed Consent Form, or it has been read to me. I had the opportunity to ask questions, which were subsequently answered fully. I consent voluntarily to be a participant of this study.</p> <p>Print Name of Participant:</p> <p>_____</p> <p>Signature of Participant:</p> <p>_____</p> <p>Date: [MM/DD/YYYY]</p> <p>_____</p> |

## **APPENDIX E**

(Approved Letter of Consent)

### **APPENDIX E-1**

(Letters of Consent)

July 26, 2024

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Dear Sir/Madam:

Greetings!

We are the students in the Bachelor of Science in Business Administration program Marketing Management at Misamis University in Ozamiz City. We are pursuing our thesis entitled "MACRO INFLUENCER MARKETING, WORD-OF-MOUTH ENDORSEMENTS, AND PURCHASING DECISION OF GENERATION Z CUSTOMERS FOR SKIN CARE PRODUCTS." The study was approved by the Thesis Committee last May 9, 2024.

In this vein, we would like to ask for permission for the conduct of the study at Misamis University, Ozamiz City. The study aims to explore how macro influencer marketing and word-of-mouth endorsements affect the purchasing decisions of Generation Z customers for skin care products. The target respondents will be Generation Z individuals, selected through stratified sampling technique. Questionnaires will be used in gathering the data. Be assured that ethical considerations will be duly observed in the conduct of the study and that the data to be gathered will be used solely for research purpose.

We earnestly hope for your approval of this request.

Truly,

  
**ARCHEL LOUIE FUENTES**

Noted:

  
**EFREN J. BARILLO, CPA, DMA**  
Dean, College of Business and Management

## APPENDIX E-2

(Letter of Approval to Conduct Study)



# Misamis University



Ozamiz City, Philippines 7200  
Tel. No. +63 88 521 0367 / Telefax No. +63 88 521 2917  
Website : <http://www.mu.edu.ph>

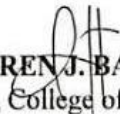
CERTIFIED: ISO 9001:2015 Quality Management System DNV-GL, Australia  
ACCREDITED: Philippine Association of Colleges and Universities Commission on Accreditation (PACUCOA)

## CERTIFICATION

This is to certify that **MR. ARCHEL LOUIE FUENTES; MS. JHISEL M. BERJAME and MS. DIANNE KRISTEL LOGRONIO** are bonafide students of Misamis University College of Business and Management and are currently enrolled in **Bachelor of Science in Business Administration**

Furthermore, their proposed study entitled **“MACRO INFLUENCER MARKETING, WORD-OF-MOUTH ENDORSEMENTS, AND PURCHASING DECISION OF GENERATION Z CUSTOMERS FOR SKIN CARE PRODUCTS”** has been approved by the Thesis Committee. They are likewise granted permission by the Office of the College of Business and Management to gather data to substantiate her research paper.

Issued this 10th day of July 2024 at MISAMIS UNIVERSITY, Ozamiz City.

  
**EFREN J. BARILLO, CPA, DM**  
Dean, College of Business and Management

## Appendix F: Statistical Computations

1. What is the level of macro influencer marketing endorsement for skin care products as perceived by Generation Z customers in terms of influencer credibility, content authenticity, engagement levels, and perceived product value?

### Descriptive Statistics

|                         | N   | Mean | Std. Deviation |
|-------------------------|-----|------|----------------|
| Influencer Credibility  | 384 | 3.32 | 0.46           |
| Content Authenticity    | 384 | 3.28 | 0.46           |
| Engagement Level        | 384 | 3.20 | 0.52           |
| Perceived Product Value | 384 | 3.19 | 0.48           |

2. What is the level of Word-of-Mouth endorsements for skincare products as perceived by Generation Z customers in terms of number of referrals, brand related conversation participation, positive sentiments of products?

### Descriptive Statistics

|                                | N   | Mean | Std. Deviation |
|--------------------------------|-----|------|----------------|
| Number of Referrals            | 384 | 3.31 | 0.54           |
| Brand Related Conversation     | 384 | 3.13 | 0.47           |
| Positive Sentiment of Products | 384 | 3.18 | 0.45           |

3. What is the level of purchasing decisions among Generation Z Skincare Customers in terms of product awareness, purchase intentions, actual purchase?

### Descriptive Statistics

|                      | N   | Mean | Std. Deviation |
|----------------------|-----|------|----------------|
| Product Awareness    | 384 | 3.27 | 0.43           |
| Purchasing Intention | 384 | 3.23 | 0.45           |
| Actual Purchase      | 384 | 3.14 | 0.42           |

4. Is there a significant relationship between macro influencer marketing toward product purchasing decision to skincare?

### Correlations

|                   |                                  |                         | MACRO<br>INFLUENCER<br>MARKETING | PURCHASING<br>DECISION |
|-------------------|----------------------------------|-------------------------|----------------------------------|------------------------|
| Spearman's<br>rho | MACRO<br>INFLUENCER<br>MARKETING | Correlation Coefficient | 1.000                            | .55                    |
|                   |                                  | Sig. (2-tailed)         | .                                | 0.00                   |
|                   |                                  | N                       | 384                              | 384                    |
|                   | PURCHASING<br>DECISION           | Correlation Coefficient | .55                              | 1.000                  |
|                   |                                  | Sig. (2-tailed)         | 0.00                             | .                      |
|                   |                                  | N                       | 384                              | 384                    |

5. Is there a significant relationship between word-of-mouth endorsements for skin care products and skin care purchasing decision among Gen Z customers?

### Correlations

|                   |                                  |                 | WORD OF<br>MOUTH<br>ENDORSEMENTS | PURCHASING<br>DECISION |
|-------------------|----------------------------------|-----------------|----------------------------------|------------------------|
| Spearman's<br>rho | WORD OF<br>MOUTH<br>ENDORSEMENTS | Correlation     | 0.500                            | 0.65                   |
|                   |                                  | Coefficient     | .                                | 0.00                   |
|                   |                                  | Sig. (2-tailed) | 384                              | 384                    |
|                   |                                  | N               |                                  |                        |
|                   | PURCHASINGG<br>DECISION          | Correlation     | 0.65                             | 0.500                  |
|                   |                                  | Coefficient     | 0.00                             | .                      |
|                   |                                  | Sig. (2-tailed) | 384                              | 384                    |
|                   |                                  | N               |                                  |                        |

## **APPENDIX G**

(Documentations)

### **APPENDIX G-1**

(Thesis Proposal Defense)



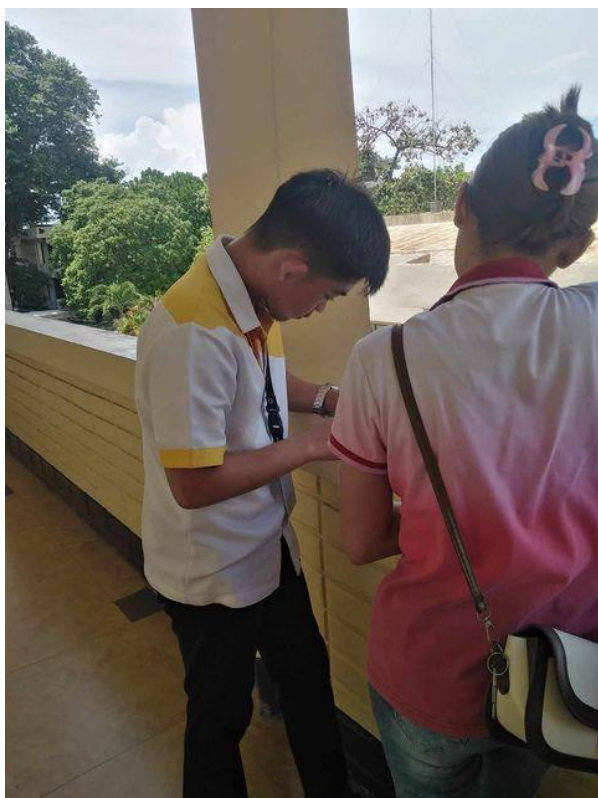
## APPENDIX G-2

(Thesis Final Defense)



## APPENDIX G-3

(Conducting Survey)



## Appendix H: Plagiarism Test



Similarity Report ID: oid:28447:71500767

### PAPER NAME

JHISEL M. BERJAME.docx

### WORD COUNT

**8671 Words**

### CHARACTER COUNT

**53825 Characters**

### PAGE COUNT

**42 Pages**

### FILE SIZE

**88.5KB**

### SUBMISSION DATE

**Nov 18, 2024 1:15 PM GMT+8**

### REPORT DATE

**Nov 18, 2024 1:16 PM GMT+8**

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## Appendix I: Grammarly Test Result



Report: MACRO INFLUENCER MARKETING, WORD-OF-MOUTH ENDORSEMENTS, AND PURCHASING DECISION...

### MACRO INFLUENCER MARKETING, WORD-OF-MOUTH ENDORSEMENTS, AND PURCHASING DECISION OF GENERATION Z CUSTOMERS FOR SKINCARE PRODUCTS

by Misamis University

#### General metrics

|               |              |            |                      |                      |
|---------------|--------------|------------|----------------------|----------------------|
| <b>49,586</b> | <b>6,879</b> | <b>549</b> | <b>27 min 30 sec</b> | <b>52 min 54 sec</b> |
| characters    | words        | sentences  | reading time         | speaking time        |

#### Score



This text scores better than 99%  
of all texts checked by Grammarly

#### Writing Issues

|             |          |           |
|-------------|----------|-----------|
| <b>33</b>   | <b>8</b> | <b>25</b> |
| Issues left | Critical | Advanced  |

#### Plagiarism

This text hasn't been checked for plagiarism

## CURRICULUM VITAE



### PERSONAL INFORMATION

---

**Name** : Archel Louie Fuentes  
**Age** : 27 yrs. old  
**Sex** : Male  
**Address** : Purok 1, Gango, Ozamiz City, Misamis Occidental  
**Mobile No.** : 09383965893  
**Religion** : INC

### EDUCATIONAL BACKGROUND

---

**College:**

Bachelor of Science in Business and Management Major in Marketing Management  
Misamis University  
S.Y. 2024 – 2025

**Junior High School:**

Misamis University  
S.Y. 2012-2013

**Elementary:**

Gregorio A. Saquin Elementary School  
S.Y. 2008-2009

## CURRICULUM VITAE



### PERSONAL INFORMATION

---

**Name** : Jhisel M. Berjame  
**Age** : 21 yrs. old  
**Sex** : Female  
**Address** : Purok 12 Catadman Manabay Ozamiz City,  
Misamis Occidental  
**Mobile No.** : 09816204218  
**Religion** : Roman Catholic

---

### EDUCATIONAL BACKGROUND

#### **College:**

Bachelor of Science in Business and Management Major in Marketing  
Management  
Misamis University  
S.Y. 2024 – 2025

#### **Senior High School**

Accountancy, Business, and  
Management  
Misamis University  
S.Y. 2020 – 2021

#### **Junior High School:**

Misamis Annex Integrated School  
S.Y. 2018 – 2019

#### **Elementary:**

Catadman Manabay Elementary School  
S.Y. 2014 – 2015

## CURRICULUM VITAE



### PERSONAL INFORMATION

---

**Name** : Dianne Kristel S. Logronio  
**Age** : 23 yrs. old  
**Sex** : Female  
**Address** : Purok 1 Kinuman Norte, Ozamiz City  
**Mobile No.** : 09933674150  
**Religion** : Roman Catholic

---

### EDUCATIONAL BACKGROUND

**College:**

Bachelor of Science in Business and Management Major in Marketing Management  
Misamis University  
S.Y. 2024 – 2025

**Senior High School:**

General Academic Strand  
Kinuman Norte National High School  
S.Y. 2018 – 2019

**Junior High School:**

Marcelino C. Regis Integrated School  
S.Y. 2016 – 2017

**Elementary:**

Marcelino C. Regis Integrated School  
S.Y. 2012 – 2013