

LIST OF FIGURES

Figure 1.1 Innisfree Logo	12
Figure 1.2 Mobile, Internet, and Social Media Use Headline	14
Figure 1.3 Instagram Audience Overview	14
Figure 1.4 Innisfree Instagram Account	15
Figure 1.5 E-Commerce Report 2020.....	15
Figure 1.6 Innisfree Sales Revenue from 2015 to 2020	16
Figure 2.1 Research Framework Model.....	36
Figure 3.1 Quantitative Research Process	43
Figure 3.2 Continuum Line Score.....	51
Figure 4.1 Continuum Line of Social Media Marketing (X).....	67
Figure 4.2 Continuum Line of Consumer Purchase Decision (Y)	75
Figure 4.3 P-Plot Normality Test Result	77
Figure 4.4 Heteroscedasticity Test Result.....	78