

LIST OF FIGURE

Figure 1.1 Somethinc Logo	1
Figure 1.2 The several products of Somethinc	2
Figure 1.3 Annual Digital Growth Indonesia 2022	4
Figure 1.4 Annual Digital Growth Indonesia 2021	4
Figure 1.5 Revenue Growth of the Skin Care Market in Indonesia	5
Figure 1.6 The Top of Mind Indonesian of Beauty Brands in June 2022	6
Figure 2.1 Conceptual Framework	33
Figure 3.1 Research Stages	35
Figure 3.2 Continuum Line	45
Figure 4.1 Respondent Characteristics by Gender	50
Figure 4.2 Respondent Characteristics by Age	51
Figure 4.3 Respondent Characteristics by by Type of Work	52
Figure 4.4 Respondent Characteristics by Incomer per Month	53
Figure 4.5 Entertainment Continuum Line	55
Figure 4.6 Interaction Continuum Line	57
Figure 4.7 Trendiness Continuum Line	58
Figure 4.8 Customization Continuum Line	60
Figure 4.9 Perceived Risk Continuum Line	61
Figure 4.10 Brand Awareness Continuum Line	63
Figure 4.11 Brand Image Continuum Line	65
Figure 4.12 e-WOM Continuum Line	66
Figure 4.13 Commitment Continuum Line	68
Figure 4.14 Outer Model	69
Figure 4.15 Inner Model	74
Figure 4.16 Theoretical Framework with the Result	77