

SOCIAL MEDIA SPONSORED CONTENT MARKETING TOWARDS BEAUTY SOAP PRODUCTS REPURCHASE INTENTION OF WORKING MILLENNIALS

**MECHILLE GOD A. MAGDALUYO, CHRISTEL MAE R. PADRIGO, MA.
CRISTINE G. TULIN, JOHN F. CARBONEL, RHEA C. MAHILUM, REBECCA
PACO & RITCH M. BANATE**
Cavite State University – Tanza Campus

<https://doi.org/10.37602/IJREHC.2025.6120>

ABSTRACT

The study determined how social media sponsored content marketing influences the repeat buying intention of beauty soap products among working millennials. Specifically, it determined the relationship between socio-demographic factors, participants' perceptions of social media marketing, and their repurchase behavior. Key factors considered include content authenticity, disclosure transparency, credibility, audience engagement, content dilemma, value proposition, content personalization, brand awareness, interaction, credibility and trust, and promotion and offers. The study also examined the socio-demographic profile of participants, including age, sex, civil status, monthly income, types of soap products purchased, and frequency of use. The study used a descriptive research design, where the data was collected through a survey handed physically to the participants. The participants were 150 working millennials from Tanza, Cavite, selected using purposive, quota, and convenience sampling techniques. Further, the results showed that social media sponsored content significantly impacted participants' emotional connection to beauty soap products and their intention to repurchase. Most participants were young, working female millennials, single, minimum-wage earners, using beauty soap products twice daily. They found social media marketing effective in influencing repurchase decisions, especially considering their busy lifestyles. Factors such as sex, frequency of social media exposure, and brand preferences were significant in shaping repurchase intentions. The study concluded that beauty soap brands should prioritize authentic, engaging, and transparent content that addresses customer concerns and highlights product quality. Future research could explore the role of audience engagement and trust in repurchase intentions across different demographics. Businesses can apply these insights to refine their digital marketing strategies. Furthermore, collaborating with influencers aligned with the target audience can help the enhancement of brand credibility and extend the reach of sponsored content. Moreover, studies could investigate the effects of different social media platforms on consumer behavior, providing insights for more targeted marketing strategies.

Keywords: Social media, sponsored content marketing, beauty soap products, repurchase intention, working millennials

1.0 INTRODUCTION

Technology has rapidly advanced, making social media evolve from a form of entertainment into an integral part of daily life, molding nearly every aspect of society for millions of people (Knowledge at Wharton Staff, 2019) and it has become a central hub for marketing. People tend to buy products and services based on recommendations and inspiration from people they trust. These individuals scroll through their feeds filled with influencers' recommendations or their peers posted a review of a contain product, millennials often connect their purchases to their self- image and personal values (Murdoch et al., 2022).

Millennials are those born between 1981 and 1996, they are known for their high use and familiarity with the internet, smartphones, and social media platforms. Growing up during the rapid enhancement of digital technology, millennials or this generation Y's daily lives are heavily intertwined with the digital interactions, making these people particularly receptive in social media as a tool for discovering and/or purchasing products. Platforms like Facebook, Instagram, X, Shopee, Lazada, and TikTok are the key spaces for millennials where they are exposed to personal care and beauty soap products, and they are often targeted by brands through sponsored contents. For this generation, social media is not just for an entertainment only, rather a tool for a marketplace that shapes their interaction with other individuals before making a decision when it comes to buying products, especially in beauty soap products (Ekholm, 2021).

Thus, this study determined how these social media platforms, particularly in social media sponsored content marketing impacted the repurchase or buying decision of working millennials with regard to the beauty soap products. Specifically, by how these individuals engage with sponsored content on digital platforms and how this content influenced their repeat buying decisions on beauty soap products. Understanding such dynamics is crucial for businesses like those in the beauty industry and brands on how they can enhance the social media to leverage their marketing efforts, foster customer's loyalty, and mainly the effect of sponsored content marketing towards repurchase intention of working millennials.

In view of the preceding statements, this study was conducted to:

1. Determine the socio-demographic profile of the participants in terms of:
 - a. Age;
 - b. Sex;
 - c. Civil status;
 - d. Monthly income;
 - e. Types of soap product purchased; and
 - f. Frequency of using beauty soap products;

2. Identify the perception of the participants towards social media sponsored content marketing in terms of:
 - a. Content authenticity;
 - b. Disclosure transparency;
 - c. Credibility;
 - d. Audience engagement;
 - e. Content dilemma;

- f. Value proposition; and
 - g. Content personalization;
3. Determine the effect of social media sponsored content marketing in repurchase intention of working millennials towards beauty soap products in terms of:
- a. Brand awareness;
 - b. Interaction;
 - c. Credibility and trust; and
 - d. Product; and Promotion and offers;

2.0 METHODOLOGY

This study used a descriptive research design to determine how social media sponsored content marketing impact the repurchase intentions of working millennials towards beauty soap products. The researchers focused on understanding the demographic profile, perceptions on social media sponsored content marketing, and how social media sponsored content marketing influenced working millennials repurchase intention. The researchers used purposive sampling, quota sampling, and convenience sampling techniques to select 150 working millennials from Tanza, Cavite who have purchased beauty soap products through social media, allowing for manageable sample size while striving for representative distribution across relevant characteristics. The researchers selected participants depending on their availability and willingness to participate. A survey questionnaire was administered via face-to- face or physically handed to them to collect the necessary data from the participants.

Data were analyzed using statistical tools such as frequency counts, percentages, means, and standard deviations to describe the participants’ demographic profile and their perceptions of social media sponsored content marketing. A 5-point Likert scale was used to determine the level of agreement on statements related to social media sponsored content marketing and repurchase intention. The following conversion scales were used to interpret the data.

Table 1. Descriptive interpretation for content authenticity

NUMERICAL RANGE	VERBAL INTERPRETATION	DESCRIPTIVE INTERPRETATION
4.21 - 5.00	Strongly Agree	It means that the participants strongly recommend the products and they are willing to buy the product due to its content and its influences.
3.41 - 4.20	Agree	It means that they are satisfied with the contents of the product and agree on what other influencers advertise regarding the product.
2.61 - 3.40	Slightly agree	It shows that the participants are neutral when it comes to the content of the product and sponsorship content.

1.81 - 2.60	Disagree	It illustrates that the participants are not satisfied with the content of the product and does not want to buy the product because of the sponsored content.
1.00 - 1.80	Strongly disagree	It means that the participants are not willing to buy the product because they firmly disapprove its content and insights regarding sponsored content.

Table 2. Descriptive interpretation for disclosure transparency

NUMERICAL RANGE	VERBAL INTERPRETATION	DESCRIPTIVE INTERPRETATION
4.21 - 5.00	Strongly Agree	It illustrates that the participants are strongly trusting the product on social media because influencers or sponsored content provides disclosure transparency on beauty soap products.
3.41 - 4.20	Agree	It means that the participants are satisfied when there is disclosure transparency in the beauty soap products when promoted on social media by influencers and sponsored content.
2.61 - 3.40	Slightly agree	It shows that the participants are neutral when it comes to disclosure transparency of the beauty soap products.
1.81 - 2.60	Disagree	It means that the participants are not satisfied with the disclosure transparency of the beauty soap products provided by the influencers or sponsored content.
1.00 - 1.80	Strongly disagree	It illustrates that participants firmly disapprove disclosure transparency in beauty soap products.

Table 3. Descriptive interpretation for credibility

NUMERICAL RANGE	VERBAL INTERPRETATION	DESCRIPTIVE INTERPRETATION
4.21 - 5.00	Strongly Agree	It means that participants see social media sponsored content marketing very reliable.
3.41 - 4.20	Agree	It means that the participants believe social media sponsored content marketing credible but it might still be a bit careful towards which

2.61 - 3.40	Slightly agree	advertisement is worth their trust. It means that the participants are unsure about the credibility of social media sponsored content marketing. They are cautious because of either past experiences or the content itself is over-do.
1.81 - 2.60	Disagree	It means that the participants find the advertisement too exaggerated, making it for them too hard to believe of what is being advertised.
1.00 - 1.80	Strongly disagree	It means that participants find social media sponsored content marketing misleading because they trust the content more if it's genuine.

Table 4. Descriptive interpretation for audience engagement

NUMERICAL RANGE	VERBAL INTERPRETATION	DESCRIPTIVE INTERPRETATION
4.21 - 5.00	Strongly Agree	It means that participants often interact with the content by liking, commenting, sharing, or talking about it with other audiences.
3.41 - 4.20	Agree	It means that participants interact with the content now and then, however, it doesn't always capture their interest or attention.
2.61 - 3.40	Slightly agree	It means that participants might interact occasionally, but may not be that interested, means that the content itself doesn't always meet their interests.
1.81 - 2.60	Disagree	It means that participants may skip posts or ignore them because they don't feel connected to the advertisement or the content.
1.00 - 1.80	Strongly disagree	It means that participants might find social media sponsored content marketing irrelevant or uninteresting, that's why they don't engage with the content at all

Table 5. Descriptive interpretation for content dilemma

NUMERICAL RANGE	VERBAL INTERPRETATION	DESCRIPTIVE INTERPRETATION
-----------------	-----------------------	----------------------------

4.21 - 5.00	Strongly Agree	It means participants are constantly faced with the temptation to try new deals, even they are already satisfied with a previous brand of product.
3.41 - 4.20	Agree	It means that participants may feel compelled to trust the influencer's endorsement and explore other options, even if they have a reliable go-to brand.
2.61 - 3.40	Slightly agree	It means that participants may still be uncertain about whether the promotion is worth the change.
1.81 - 2.60	Disagree	It means that social media campaigns promoting affordability don't always lead to dilemma for participants.
1.00 - 1.80	Strongly disagree	It means that loyalty programs and influencer discounts are not likely to create a content dilemma for participants

Table 6. Descriptive interpretation for value proposition

NUMERICAL RANGE	VERBAL INTERPRETATION	DESCRIPTIVE INTERPRETATION
4.21 - 5.00	Strongly Agree	It means that participants are more likely to recognize the brand's strong value proposition, making it feel like a worthwhile investment.
3.41 - 4.20	Agree	It means that influencers make the product seem more trustworthy and valuable, which can significantly increase participants' intent to repurchase.
2.61 - 3.40	Slightly agree	It means that social media sponsored content marketing promotes discounts and promotions, but participants might still prioritize quality and brand loyalty.
1.81 - 2.60	Disagree	It means that the product quality does not meet the expectation of participants. No offers or deals will influence their decision to repurchase or switch brand.

1.00 - 1.80	Strongly disagree	It means that despite frequent promotions and influencer campaigns, millennials may not always see enough value in the beauty soap brand to consider it their first choice
-------------	-------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Table 7. Descriptive interpretation for content personalization

NUMERICAL RANGE	VERBAL INTERPRETATION	DESCRIPTIVE INTERPRETATION
4.21 - 5.00	Strongly Agree	It means the content marketing strategies effectively in purchasing soap products stems from a shift in consumer expectations towards more individualized and meaningful experiences.
3.41 - 4.20	Agree	It means that participants want more control over the products they use, especially when it comes to beauty and skincare.
2.61 - 3.40	Slightly agree	It means that participants may believe that the core purpose of soap is fairly universal cleansing might not be as essential for all consumers.
1.81 - 2.60	Disagree	It means that participants might believe that the core value of soap products does not require to meet consumers' needs.
1.00 - 1.80	Strongly disagree	It means that participants believe purchasing beauty soap products view it as an unnecessary or overly complicated trend.

Table 8. Descriptive interpretation for brand awareness

NUMERICAL RANGE	VERBAL INTERPRETATION	DESCRIPTIVE INTERPRETATION
4.21 - 5.00	Strongly Agree	It means that participants are aware of the brand, and more likely to trust it and choose its products over others.
3.41 - 4.20	Agree	It means that participants are more likely to purchase products from brands they are familiar with.

2.61 - 3.40	Slightly agree	It means that participants may recognize a brand, but doesn't strongly influence their purchasing decisions.
1.81 - 2.60	Disagree	It means that participants do not consider brand to be a significant factor in their purchasing decisions.
1.00 - 1.80	Strongly disagree	It means that participants believe that brand has no impact on their purchasing decisions.

Table 9. Descriptive interpretation for interactions

NUMERICAL RANGE	VERBAL INTERPRETATION	DESCRIPTIVE INTERPRETATION
4.21 - 5.00	Strongly Agree	It means that the participants strongly agreed that the more interactions of the brand with consumers have an impact on rebuying the product.
3.41 - 4.20	Agree	It means that the participants agreed that the more interactions of the brand with consumers have an impact on rebuying the product.
2.61 - 3.40	Slightly agree	It means that the participants slightly agreed that the more interactions of the brand with consumers have an impact rebuying the product.
1.81 - 2.60	Disagree	It means that the participants disagreed that the more interactions of the brand with consumers have an impact on rebuying the product.
1.00 - 1.80	Strongly disagree	It means that the participants strongly disagreed that the more interactions of the brand with consumers have an impact on rebuying the product.

Table 10. Descriptive interpretation for credibility and trust

NUMERICAL RANGE	VERBAL INTERPRETATION	DESCRIPTIVE INTERPRETATION
4.21 - 5.00	Strongly Agree	It means that the participants strongly agreed that trusted social media feedback boosts their repurchase intent.

3.41 - 4.20	Agree	It means that the participants agreed that trusted social media feedback boosts their repurchase intent.
2.61 - 3.40	Slightly agree	It means that the participants slightly agreed that trusted social media feedback boosts their repurchase intent.
1.81 - 2.60	Disagree	It means that the participants disagreed that trusted social media feedback boosts their repurchase intent.
1.00 - 1.80	Strongly disagree	It means that the participants strongly disagreed that trusted social media feedback boosts their repurchase intent.

Table 11. Descriptive interpretation for promotion and offers

NUMERICAL RANGE	VERBAL INTERPRETATION	DESCRIPTIVE INTERPRETATION
4.21 - 5.00	Strongly Agree	It means that the social media content strategy effectively influenced participants when it comes to purchasing.
3.41 - 4.20	Agree	It means participants are more likely to trust product recommendations from influencers they follow online or friends.
2.61 - 3.40	Slightly agree	It means that promotional efforts or contents of influencers may capture participants' attention but don't guarantee repurchasing.
1.81 - 2.60	Disagree	It means that social media sponsored content marketing don't see promotion and offers as a key factor in repurchase decisions of participants.
1.00 - 1.80	Strongly disagree	It means that participants remain unaffected by social media sponsored content marketing like promotion and offers in purchasing decisions

3.0 RESULTS AND DISCUSSION

3.1 Demographic Profiles of the Participants

Table 12 shows socio-demographic profiles of the participants. The majority of participants (50%) belongs to the age of 28-31 years old. Most participants are female (74%) and single

(62.67%). Regarding their monthly income, the largest proportion (42.67%) earns between Php 5,001 to Php 10,000.

In terms of product usage, most participants (42%) use Beauty Soap twice a day, while (34%) use it once daily. Additionally, the most frequently purchased type of soap product is Whitening Soap (22.67), followed by Moisturizing Soap (18.12%) and Antibacterial Soap (16.46%). Other types of soap purchased include Exfoliating Soap, Himalayan Soap, Anti-Aging Soap, and others, with lower percentages.

Table 12. Distribution of participants in terms of their socio-demographic profile

DEMOGRAPHIC PROFILES	FREQUENCY	PERCENTAGE
Age		
28-31	75	50.00
32-34	17	11.33
35-38	19	12.67
39-43	39	26.00
Sex		
Female	96	74.00
Male	54	26.00
Civil Status		
Single	94	62.67
Married	51	34.00
Widow/ Widower	64	3.33
Monthly Income		
5,000- 10,000	64	42.67
10,000-15,000	43	28.67
15,000-20,000	19	12.67
20,000- 25,000	14	9.33
25,000- 30,000	4	2.67
30,000 and above	6	4.00

Types of soap product purchased

Whitening Soap	73	22.67
Exfoliating Soap	16	4.97
Moisturizing Soap	58	18.01
Antibacterial Soap	53	16.46
Himalayan Soap	13	4.04
Anti-Aging Soap.	18	5.59
Scent Soap	17	5.28
Toxin-Free Soap	4	1.24
Baby Soap	20	6.21
Shaving Soap	7	2.17
Cleaning Soap	26	8.07
Sulfur Soap	13	4.04
Others, please specify	4	1.24
Frequency of using beauty soap products		
Never	7	4.67
Once a day	51	34.00
Twice a day	63	42.00
Three times a day	29	19.33

3.2 Perceptions of Working Millennials towards social media sponsored content

Table 13 presents the perception of working millennials regarding content authenticity in social media sponsored content. Based on the result of the perception of participants in social media content marketing in terms of content authenticity is strongly agree it means that the participants strongly recommend the products and they are willing to buy the product due to its content and its influences.

The statement that participants strongly recommend products and are willing to buy them due to content and its influences align with the findings in the Australasian Marketing journal by Kapitan et al., (2022). The study suggests that consumers’ willingness to pay for an endorsed product is influenced by the type of endorser (Celebrity vs. Influencer). With perceptions of authenticity playing a key mediating role. This implies that when consumers trust the authenticity of the endorsement, whether from a celebrity or influencers, they are more likely to recommend and purchase the product, driven by the perceived credibility and influence of the endorsement.

Table 13. Perception on social media sponsored content marketing in terms of content authenticity

CONTENT AUTHENTICITY	WEIGHTED MEAN	STANDARD DEVIATION	REMARKS
1. It shows strong trust in the reviews found within sponsored content.	4.133	1.373	Agree
2. It reflects a strong willingness to pay more for soap products perceived as authentically presented	4.046	0.326	Agree
3. It indicates a strong preference for purchasing soap products that are FDA-approved.	4.786	0.375	Strongly Agree
4. It reflects a strong belief that sponsored content feels more authentic when influencers share both positive and negative feedback about the products.	4.14	0.399	Agree
5. It demonstrates a strong agreement that it enables budget discipline by allowing control over spending.	4.18	0.365	Agree
OVER-ALL	4.257	0.568	Strongly Agree

Table 14 shows the perception of working millennials regarding disclosure transparency in social media sponsored content. Based on the result of perception social media content marketing in terms disclosure transparency is agree, it means that the participants are satisfied when there is transparency in disclosure regarding beauty soap products promoted on social media by influencers and through sponsored content.

The concept of transparency in social media, as highlighted in the article from the journal of Advertising and Promotion Research by Chan Yun Yoo (2014), align with the idea that participants strongly trust beauty soap products on social media when influencers or sponsored content provide clear disclosure. The rise of digital media has shifted how brands communicate, with social media enabling more authentic, direct engagement between brands and consumers. This transparency where influencers openly disclose their endorsement enhances trust and credibility, making consumers more likely to trust the product and form positive perceptions. This approach reflects the growing emphasis on transparency in advertising, where brands can build stronger relationship and trust with their audience by being open and honest.

Table 14. Perception on social media sponsored content marketing in terms of disclosure transparency

DISCLOSURE TRANSPARENCY	WEIGHTED MEAN	STANDARD DEVIATION	REMARKS
1. It builds trust by openly revealing sponsorships and ensuring product authenticity.	4.166	0.377	Agree
2. It is helpful in making informed purchasing decisions.	4.173	0.357	Agree
3. It shows that strong disclosure influences the purchasing of beauty soap products.	4.02	0.328	Agree
4. It satisfied with the disclosure of the beauty soap products provided by the influencers or sponsored content.	4.026	0.342	Agree
5. It is providing strong clear content product endorsements, ingredients and potential biases from influencers.	4.62	0.569	Strongly Agree
OVER-ALL	4.202	0.395	Agree

Table 15 shows the perception of working millennials regarding credibility in social media sponsored content. Based on the result of perception social media content marketing in terms of credibility is strongly agree, it means that participants see social media sponsored content marketing very reliable.

The statement that participants view social media sponsored content marketing as highly reliable aligns with Matilda Addae’s study in the Open Journal of Business and Management (2021), which emphasizes the importance of credibility in influencing consumer behavior. Addae’s study suggests that when product information is detailed and endorsed by influencers, it builds trust and credibility, making consumers more likely to trust the information and, ultimately, have stronger repurchase intentions. This mirrors the idea that social media

sponsored content, often promoted by influencers, is perceived as reliable, reinforcing the role of credibility in consumer decision-making.

Table 15. Perception on social media sponsored content marketing in terms of credibility

CREDIBILITY	WEIGHTED MEAN	STANDARD DEVIATION	REMARKS
1. It reflects a strong belief that soap products claiming to be "natural or organic are credible.	4.38	0.621	Strongly Agree
2. It reflects a strong confidence in buying soap brands that are well-known or popular.	4.313	0.565	Strongly Agree
3. It reflects a strong trust in soap brands that label their products as "moisturizing" or "antibacterial."	4.5	0.607	Strongly Agree
4. It reflects a strong perception that brands behind sponsored content are trustworthy.	4.18	0.609	Agree
5. It reflects a strong preference for soap brands that keep their advertising simple and honest.	4.433	0.381	Strongly Agree
OVER-ALL	4.361	0.383	Strongly Agree

Table 16 presents the perception of working millennials regarding audience engagement in social media sponsored content. Based on the result of perception social media content marketing in terms of audience engagement is agree, it means that participants interact with the content now and then, however, it doesn't always capture their interest or attention.

This finding is supported by Harmeling et al. (2017), who found that customer engagement reflects a customer's willingness to participate in the dialogue related to a specific product. Where participants engagement is critical for businesses, there is a clear understanding of how to conceptualize, validate, and measure consumer engagement on social media, particularly regarding users' active participation in content co-creation for a product.

Table 16. Perceptions on social media sponsored content marketing in terms of audience engagement

AUDIENCE ENGAGEMENT	WEIGHTED MEAN	STANDARD DEVIATION	REMARKS
---------------------	---------------	--------------------	---------

1. It reflects a strong confidence in my knowledge of purchasing soap products online.	4.12	0.337	Agree
2. It reflects a strong preference for using affordable soap products purchased online rather than buying expensive ones.	3.973	0.327	Agree
3. It reflects a strong habit of reading reviews or watching videos before deciding to buy a new soap brand.	4.253	0.352	Strongly Agree
4. It reflects a strong belief that sponsored content is more credible when influencers actively engage with their audience in the comments about the product.	4.1	0.375	Agree
5. It reflects a strong ikelihood of buying a product when influencers host live Q&A sessions about it.	4.18	1.597	Agree
OVER-ALL	4.125	1.712	Agree

Table 17 shows the perception of working millennials regarding content dilemma in social media sponsored content. Based on the result of perception social media content marketing in terms of content dilemma is strongly agree it means participants are constantly faced with the temptation to try new deals, even they are already satisfied with a previous brand of product.

Illustrates the idea that even when users are satisfied with a previous brand or product, the constant stream of targeted content and trending offers encourages them to try something new align with the social dilemma documentary by Petrescu et al., (2020) explains on how social media platforms use algorithms to manipulate user behavior, products. As discussed in the documentary, tech companies like Google, Facebook, and Twitter play a major role in this manipulation, influencing consumer choices and making it difficult for individuals to resist the temptation of exploring new options, despite their initial contentment with a previous choice. The impact of these algorithm- driven suggestions emphasizes how media not only affects opinions and beliefs but also drives purchasing behavior.

Table 17. Perception on social media sponsored content marketing in terms of content dilemma

CONTENT DILEMMA	WEIGHTED MEAN	STANDARD DEVIATION	REMARKS
------------------------	----------------------	---------------------------	----------------

1. It reflects a strong likelihood of repurchasing a soap product if I see positive reviews on social media.	4.253	0.357	Strongly Agree
2. It reflects a strong belief that trending videos on social media are more effective than static images.	4.073	0.337	Agree
3. It builds a strong awareness that social media ads often offer discounts.	4.326	0.356	Strongly Agree
4. It reflects a strong observation that social media emphasizes the positive impact of soap products.	4.446	0.391	Strongly Agree
5. It reflects a strong difficulty in trusting sponsored content that doesn't explain how the product benefits me.	4.373	0.362	Strongly Agree
OVER-ALL	4.294	1.515	Strongly Agree

Table 18 shows the perception of working millennials regarding the value proposition in social media sponsored content. Based on the result of perception social media content marketing in terms of value proposition is agree, it means that influencers make the product seem more trustworthy and valuable, which can significantly increase participants' intent to repurchase.

According to Pfister & Lehmann (2022) has evidenced that plenty of the innovative virtual technologies are central for communications development and improve this issue with the customers throughout the relationship with them to influence their brand preference. The prior phase of the awareness acquisition, evaluation, and search, the companies have some opportunities to identify, interact and engage with the existing and potential customers which they note and evaluate a particular brand.

Table 18. Perception on social media sponsored content marketing in terms of value proposition

VALUE PROPOSITION	WEIGHTED MEAN	STANDARD DEVIATION	REMARKS
1. It shows strong in the value of products or services promoted in sponsored content on social media	4.146	0.339	Agree
2. It shows strong sponsored posts for helping discover new soap products.	4.126	0.366	Agree

3. It shows strong alignment between the soap product in sponsored content and my personal preferences.	4.093	0.332	Agree
4. It reflects a strong observation that social media emphasizes the positive impact of soap products.	4.166	0.353	Agree
5. It shows strong clear communication of the product's value in sponsored content.	4.313	0.365	Strongly Agree
OVER-ALL	4.169	1.515	Agree

Table 19 shows the perception of working millennials regarding content personalization in social media sponsored content. Based on the result of perception social media content marketing in terms of content personalization is strongly agree, it means the content marketing strategies effectively in purchasing soap products stems from a shift in consumer expectations towards more individualized and meaningful experiences.

Makhmudovich et al., (2023) emphasizes how important personalization is to content marketing. In the context of soap products, marketers must respond consumer demands for relevant, personalized experiences in order to meet their changing expectations and, eventually, increase customer loyalty and sales. This is similar to the article’s emphasis on customizing content to individual preferences in order to improve engagement and customer choice.

Table 19. Perception on social media sponsored content marketing in terms of content personalization

CONTENT PERSONALIZATION	WEIGHTED MEAN	STANDARD DEVIATION	REMARKS
1. It reflects strong connection with a soap brand when the content is tailored to personal interests	4.026	0.368	Agree
2. It reflects strong purchasing decisions when the brand content addresses specific skin type concerns.	4.333	0.403	Strongly Agree
3. It reflects strong trust in the transparency of soap products, as "what you see is what you get."	4.014	0.331	Agree
4. It reflects strong engaging with sponsored posts that address specific needs and interests.	4.313	0.389	Strongly Agree

5. It reflects strong sponsored posts when influencers share their personal experiences with the product.	4.286	0.348	Strongly Agree
OVER-ALL	4.266	0.368	Strongly Agree

3.3 Effect of social media-sponsored content in influencing the repurchase intention of working millennials

Table 20 shows the effect of social media-sponsored content on the repurchase intention of working millennials in terms of brand awareness. Based on the result the effect of social media content marketing in terms of brand awareness is strongly agree, it means that participants are aware of the brand, and more likely to trust it and choose its products over others.

This finding is supported by Smith and Johnson (2024), who found that social media sponsored content significantly enhances brand recall and recognition, leading to increased consumer trust and repurchase intentions. They also emphasize that millennials, being digital natives are more likely to engage with sponsored content the resonates with their values and preferences, making it an effective strategy for building brand awareness and loyalty.

Table 20. Effect of social media sponsored content marketing on repurchase intention in terms of brand awareness

BRAND AWARENESS	WEIGHTED MEAN	STANDARD DEVIATION	REMARKS
1. It reflects strong frequently advertised by a recognizable brand.	4.038	0.380	Agree
2. It reflects strong trying a new soap product from a well-known brand.	4.233	0.351	Agree
3. It reflects strong reading reviews or watching videos before deciding to buy a new soap brand.	4.273	0.261	Agree
4. It reflects strong sponsored content when influencers actively engage with their audience in the comments about the product.	4.022	0.403	Agree
5. It reflects strong sponsored content when influencers host live Q&A sessions about the product.	4.173	0.622	Agree

OVER-ALL	4.256	0.603	Strongly Agree
-----------------	--------------	--------------	-----------------------

Table 21 shows the effect of social media-sponsored content on the repurchase intention of working millennials in terms of interaction. Based on the result the effect of social media content marketing in terms of interactions is agree, it means that the participants agreed that the more interactions of the brand with consumers have an impact on rebuying the product.

Harun and Husin (2019), who examined how social media marketing dimensions, including interaction, affect millennials online purchasing behavior. Their study found that while online communities, entertainment, and perceived trust positively influenced purchasing behavior. Interaction did not have significant effect. This suggests that while interaction is a component of social media marketing, its impact on purchasing behavior may vary depending on other factors.

Table 21. Effect of social media sponsored content marketing on repurchase intention in terms of interaction

INTERACTIONS	WEIGHTED MEAN	STANDARD DEVIATION	REMARKS
1. It shows strong soap products when brands engage with customers online.	4.024	0.349	Agree
2. It shows strong soap products when friends or classmates are seen using them.	4.186	0.325	Agree
3. It shows strong soap products with positive interactions or comments online.	4.36	0.404	Strongly Agree
4. It shows strong soap products when recommended by someone I idolize.	3.966	0.325	Agree
5. It shows strong soap products when seeking recommendations from people I know before purchasing.	4.273	0.343	Strongly Agree
OVER-ALL	4.206	0.349	Agree

Table 22 shows the effect of social media-sponsored content on the repurchase intention of working millennials in terms of credibility and trust. Based on the result the effect of social media content marketing in terms of credibility and trust is strongly agree, it means that the participants strongly agreed that trusted social media feedback boosts their repurchase intent.

Baig and Shahzda’s (2022) examined on how customer behavior in Pakistan’s fashion industry is affected by the legitimacy of social media influencers, is consistent with this finding. Their research revealed that social media influencers dependability, beauty, and knowledge have a beneficial impact on consumers’ opinion about businesses. They added that these aspects of credibility play a critical role in influencing consumer behavior and building brand loyalty. Furthermore, Anastaseis et al’s. study from 2024 looked into the causes of electronic word-of-mouth (eWORM) and how it affects consumers’ intentions to repurchase.

Table 22. Effect of social media sponsored content marketing on repurchase intention in terms of credibility and trust

CREDIBILITY AND TRUST	WEIGHTED MEAN	STANDARD DEVIATION	REMARKS
1. It reflects a strong experience shared by friends and family.	4.406	0.379	Strongly Agree
2. It reflects a strong recommendation found within sponsored content.	4.586	0.431	Strongly Agree
3. It reflects a strong recommendation from healthcare professionals.	4.573	0.502	Strongly Agree
4. It reflects a strong personal recommendation from those I know.	4.024	0.352	Agree
5. It reflects a strong positive online rating of the soap product.	4.086	0.332	Agree
OVER-ALL	4.378	0.399	Strongly Agree

Table 23 shows the effect of social media-sponsored content on the repurchase intention of working millennials, particularly in terms of promotions and offers. Based on the result the effect of social media content marketing in terms of promotions and offers is strongly agree, it means that the social media content strategy effectively influenced participants when it comes to purchasing.

The result of the study can be justified by Chaniago (2021), who also found out that consumers' shopping experiences have affected their product intention during the pandemic. During the pandemic, where the income of most consumers has been affected, online shoppers tend to look for durable and high-quality products. Among these consumers are employees assigned to work from home, where most of them are buying products online that have greater performance and usage as well as reasonably priced compared to those from traditional stores, which are highly priced as affected by the pandemic.

Table 23. Effect of social media sponsored content marketing on repurchase intention in terms of promotion and offers

PROMOTION AND OFFERS	WEIGHTED MEAN	STANDARD DEVIATION	REMARKS
1. It shows a strong interest in discounts or promotions associated with the soap product.	4.393	0.363	Strongly Agree
2. It shows a strong preference for soap products that offer bundles or deals.	4.028	0.352	Agree
3. It shows a strong inclination to purchase a soap product when it's on sale, even without an immediate need.	3.793	0.329	Agree
4. It shows a strong influence of promotions on decision when choosing a soap product.	4.054	0.324	Agree
5. It shows a strong temptation to purchase a soap product when an exclusive discount is available.	4.059	1.337	Agree
OVER-ALL	4.319	0.341	Strongly Agree

4.0 CONCLUSIONS AND RECOMMENDATIONS

The study explored working millennials repurchase intentions towards beauty soap products in relation to social media sponsored content marketing. It also examined the effects of sponsored content marketing strategies on their decision to repurchase beauty soap products. Based on the findings, the following conclusions were drawn:

1. Most of the participants are young, single, working female millennials earning a minimum wage, with a preference of whitening soap products, and they used beauty soap product twice a day. These demographic insights provide a clear understanding of the target audience for beauty soap brands.
2. Participants found the content marketing sponsored by social media highly effective in terms of authenticity, credibility, and engagement with content. These are the attributes that have high impact on their purchasing behavior, especially when the content is personalized and transparent to the participants.
3. Sponsored content marketing positively influences the participations in terms of their repurchase intention of beauty soap products. Brand awareness, promotions, and

interactive features, which resonate the participants' preferences and busy work lives is the key factors.

Based on the above conclusions, the following recommendations are made:

1. Beauty soap brands should focus on improving their social media sponsored content by creating engaging and relatable post and videos, addressing customers concern, showcasing authentic product reviews and ensuring the quality of their products meets customer satisfactions.
2. Future researchers may use the study as a reference for determining the impact of social media sponsored content on the repurchase intention of working millennials. They may also examine other factors such as audience engagement or consumer trust that affect purchasing behavior.
3. Online businesses and other businesses or companies can use the study result as example to develop effective marketing strategies for their online businesses platforms.
4. Beauty soap brands should consider collaborating with influencers that have the same target audience as theirs in order to build trust and credibility of the brand. This strategy will help their sponsored content reach wider audience and increase audience engagement.
5. Future researchers could also look into how different social media platforms such TikTok, Facebook, and YouTube affect purchase decisions for different demographic, giving a comparative analysis for targeted marketing strategies.

REFERENCES

- Abdurahmanov Abdulaziz Makhmudovich, & Ochildiyeva Naima Mengziya qizi. (2023). The Importance of Personalization in Marketing. Retrieved from <https://www.uzbekscholar.com/index.php/uzs/article/view/701>
- Anastasiie, B., Dospinescu, N., & Dospinescu, O. (2024). Individual and product- related antecedents of electronic word-of-mouth. Retrieved from <https://arxiv.org/abs/2403.14717>
- Baig, F., & Shahzad, S. U. (2022). Impact of social media influencer's credibility dimensions on consumer behavior. Retrieved from <https://www.ju.se/>
- Frida Ekholm (2021). Marketing To Millennials. Retrieved from <https://www.curemedia.com/marketing-to-millennials/>
- Gou et al. (2020) The Impact of Online Reviews on Consumers' Purchasing Decisions: Evidence from an Eye-Tracking Study. <https://www.frontiersin.org/journals/psychology/articles/10.3389/fpsyg.2022.865702/full>
- Harmeling C.M., Moffett J.W., Arnold M.J., Carlson B.D. (2017). Toward a theory of customer engagement marketing in Journal of the Academy of Marketing Science, 45 312-335. https://scholar.google.com/scholar_lookup?title=Toward%20a%20theory%20o

f%20customer%20engagement%20marketing&publication_year=2017&author=C.M
. %20Harmeling&author=J.W. %20Moffett&author=M.J. %20Arnold&autho
r=B.D. %20Carlson#d=gs_qabs&t=1736379488219&u=%23p%3DHPAVarA_V
KQJ

Harun, A., & Husin, W. H. R. (2019). Is the purchasing behavior of suburban millennials affected by social media marketing? Retrieved from <https://doi.org/10.17646/KOME.75672.38>

Mohsin, M. (2021). 10 Online Shopping Statistics You Need to Know in 2021. Retrieved from <https://www.oberlo.com/blog/online-shopping-statistics?utm>

Murdoch et al (2022). Why shopping's set for a social revolution from https://www.accenture.com/us-en/insights/software-platforms/why-shopping-set-social-revolution?c=acn_glb_socialcommercebusinesswire_12755585&n=mrl_0122

Nguyen, T. T. N., & Homolka, L. (2020). Gender Differences in Determinants of Customer Satisfaction in Beauty and Cosmetic E-commerce. *Journal of Asian Finance, Economics and Business*. https://publikace.k.utb.cz/bitstream/handle/10563/1010040/Fulltext_1010040.pdf?isAllowed=y&sequence=1&utm

Nguyen, T. T. N., & Homolka, L. (2021). Marital Status and Satisfaction of Online Shoppers in the Beauty and Cosmetic Sector in Vietnam. *Journal of Asian Finance, Economics and Business*. https://publikace.k.utb.cz/bitstream/handle/10563/1010235/Fulltext_1010235.pdf?isAllowed=n&sequence=1&utm

Peter Kwasi Oppong, John Mensah, Matilda Addae (2021). The Importance of Value, Image, Credibility and Trust to Repurchase Intentions in Over-the-Counter Herbal Market in Sub-Saharan Africa. *Open Journal of Business and Management* 9 (4), 2080-2099. https://scholar.google.com/scholar?hl=en&as_sdt=0%2C5&q=repurchase+intention+credibility&oq=repurchase+intention

Pfizer & Lehmann, (2022). The effect of digital marketing on value creation and customer satisfaction from https://www.researchgate.net/publication/360453840_The_effect_of_digital_marketing_on_value_creation_and_customer_satisfaction

Roberta De Cicco, Serena Iacobucci, Stefano Pagliaro (2021). The effect of influencer-product fit on advertising recognition and the role of an enhanced disclosure in increasing sponsorship transparency. *International Journal of Advertising* 40 (5), 733-759. https://scholar.google.com/scholar?hl=en&as_sdt=0%2C5&q=infulencer+disclosure+transparency

Smith T., Johnson E. (2022). Social media marketing is an effective strategy for increasing brand awareness, customer loyalty, and sales. Retrieved from <https://www.researchgate.net/publication/377158900>

Sommer Kapitan, Patrick Van Esch, Vrinda Soma, Jan Kietzmann (2022). Influencer marketing and authenticity in content creation. *Australasian Marketing Journal* 30 (4), 342-351.

https://scholar.google.com/scholar?hl=en&as_sdt=0%2C5&q=product+content+authenticity

Tarabieh, S., Gil-Pechuán, I., (2024). The new game of online marketing: How social media influencers drive online repurchase intention through brand trust and customer brand engagement. Retrieved from <https://doi.org/10.3926/ic.2515>

Wharton (2019). The Impact of Social Media: Is it Irreplaceable? from <https://knowledge.wharton.upenn.edu/article/impact-of-social-media/>