



**The influence difference between word of mouth and generational characteristics on beauty cosmetics brand awareness**

By

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Thesis submitted as partial fulfilment of the requirements for the  
Bachelor's Degree in Communications Studies  
(Sarjana Ilmu Komunikasi)

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Communication Studies  
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SEPTEMBER 2025

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## Abstract

The highly competitive beauty industry makes brand awareness crucial in influencing consumer choices. This study analyses the differences in the influence of two types of Word of Mouth (WOM), organic and amplified, and generational characteristics on brand awareness of beauty cosmetics products. The quantitative research method surveyed 180 female respondents who actively use cosmetics from three generational groups: Generation X, Generation Y, and Generation Z. The data were analysed using Two-Way ANOVA. The findings show that amplified WOM has a greater influence on brand awareness than organic WOM, namely among Generation Z with the highest influence, then Generation Y, and Generation X. In addition, there are significant differences in brand awareness levels between generations, with Generation Z showing the highest level, followed by Generation Y and Generation X. These differences are related to their media consumption habits: Generation Z is most influenced by amplified WOM from influencers on social media, Generation Y balances both, and Generation X relies more on organic WOM from their personal social circles. This study explains the results and integrates the Theory of Innovation Diffusion, the Theory of Use and Satisfaction, and the Theory of Social Penetration. This research provides important insights into tailoring marketing strategies based on generational characteristics to optimize WOM communication in enhancing brand awareness for cosmetic products. These implications can assist cosmetic industry players in developing effective marketing strategies aligned with consumer segmentation.

Keywords: Word of Mouth; Generation Characteristics; Brand Awareness; Two-way ANOVA

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## **Acknowledgements**

All glory goes to Allah, the Almighty, Allah SWT, the Most Gracious and Merciful. I humbly thank Him for His immeasurable blessings, mercy, and direction. I accomplished this thesis from beginning to end because of His tremendous mercy and generosity. Throughout this journey, He has given me health, strength, peace of mind, and several benefits. Thanks to Allah for His continuous support and supernatural aid, I am eternally grateful.

For my supervisors, I would also like to convey my heartfelt gratitude to Mr. Supardi and Mr. Haris for being willing to guide and supervise my thesis. Thank you for always taking the time to assist me despite your hectic schedules, with the information and reference books you offered, and for all the encouragement you gave me while I struggled with my thesis. Thanks for your patience in guiding me through the thesis writing process and for believing I could finish and graduate on time. I would not be where I am today without the help of Mr. Supardi and Mr. Haris. May God Almighty continually grant Mr. Supardi and Mr. Haris health, peacefulness, and blessings.

For Mr. Raudy, as the Head of Program, I'd want to offer my heartfelt appreciation for your help before I began my thesis journey. Thank you for your encouraging advice and for always addressing my queries and clearing up any academic confusion. Mr. Raudy was always optimistic that I could accomplish my thesis until the end. May Allah SWT reward Mr. Raudy for his goodwill.

To all the lecturers, I would like to convey my heartfelt gratitude, particularly Mr. Abhirama, Mr. Shihab, Mr. Hari, Mrs. Marin, Mr. Syam, and others who have diligently guided me from the first semester to the semester before I began my thesis journey. Although words alone cannot express my gratitude, I am truly humbled to have been one of your students. Thank you for sharing your knowledge, ideas, and tricks with me. I'd also like to thank Mrs. Meri for her help throughout the process, from the start of my studies to the preparation for my thesis defence. Thank you so much, dear instructors, for your unwavering dedication and support throughout my academic career.

On this meaningful day, I am deeply grateful for the monumental impact that my loving family, Papa, Mama, Mas Affan, (late) Grandpa, Grandma, and all of my extended family, have had on my life. I would like to thank Mama, Papa, and Mas Affan for their endless love and support. Thank you for all your assistance from the moment I was born till I became the person I am

today. I wouldn't be the Nadia I am today if not for them. May every opportunity I do make you proud and bring prosperity to our family.

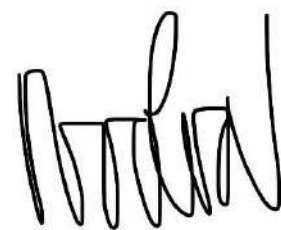
Thank you to one remarkable person in my life who has opened the door to knowledge from the time I headed to university until today. I would not be where I am now if it weren't for him. Support, ideas, guidance, knowledge and so much more have pushed me to finish this thesis. Endless motivation, jokes, criticism, and other things helped me do what I wasn't sure I could do and believe in myself. I doubt I could have become the Nadia I am today without your encouragement.

I would like to express my deepest gratitude to all my friends from the 2022 Communication Studies batch, especially Joana, Maudy, Firda, and Abel. Thank you so much for everything you did in getting me from zero to hero. My college years would have been less memorable without you. I learned so much from dealing with troubles and obstacles in life to completing homework on time, hehe. All of the deep talks we had during university will be among my most treasured memories. Though these words alone cannot reflect the happiness and appreciation. May our friendship last till our hair turns gray.

I would also like to acknowledge the participants who filled my questionnaire. Thank you for taking the time to answer all of my questions. I would not have been able to finish this thesis without your help. Thank you so much.

Lastly, I'd like to thank myself for working so hard on my thesis. I am quite proud to have done this thesis with confidence, courage, and passion. Nadia, congratulations on finishing your three years of college. Hoping that in the future, I will be able to move forward to higher degrees with a greater version of Nadia.

Cikarang, September 16, 2025

A handwritten signature in black ink, appearing to read 'Nadia Candraningtyas', with a stylized, cursive script.

Nadia Candraningtyas



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