

The Factors of Influencer Endorsement Affecting Green Cosmetics' Purchase Intention at Social Media

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Abstract:- The development of online shopping increases tremendously; the appearance of a wide variety of cosmetic products leads to the problem related to the change in the people's lifestyle. Social media can be used currently for shopping and marketing product. This research aims to find out the effect of influencer endorsement on purchase intention (a case study on online shopping for Roromendut-brand organic skincare product in Social Media). The problem raised in this study is the high competition in organic cosmetic business requiring the cosmetic business actors to improve purchase intention in social media using effective marketing strategies such as influencer endorsement. Influencer endorsement proposed has attractiveness, trustworthiness, and expertise indicators. This qualitative research was conducted with 100 respondents. The sample was selected through distributing questionnaire in social media, Instagram. The result of research shows that influencer endorsement with high attractiveness, trustworthiness, and popularity tends to influence the purchase intention of Roromendut-brand organic mask in social media. This paper can contribute to literature on in relation to what type of influencer endorsement is effective to be used to improve the purchase intention of organic cosmetic mask.

Keywords: *Influencer endorsement, Attractiveness, Trustworthiness, Expertise, Purchase Intention.*

1. Introduction

Technology development results in the development of people's lifestyles. The people's lifestyle, previously preferring shopping using traditional ways such as shopping directly in the store, now changes into online shopping. Online shopping is perceived more comfortable as we can shop from anywhere and just need to wait for the stuff's arrival. The change in the people's shopping method leads to the business actors' marketing pattern. The marketing strategy used employs influencer endorsement. Influencer endorsement can be video content containing product review uploaded in the social media by the corresponding influencer and thereby can increase WOM (Witari, Mulyana and Gumilar, 2021). The influencer's review is considered as a good information source because online customers like to explore information before buying a product (Tolson, 2010).

The business actor of Roromendut-brand organic mask is one of business actors marketing their product through social media. The prevalence of brand circulating requires the business actors of organic cosmetic to market their products responsively, quickly, and widely through employing influencer endorsement in social media. For that reason, it is necessary to know whether or not influence affects purchase intention in Roromendut-brand organic cosmetics. Considering the elaboration in Introduction section, the problem statements of current study are as follows:

1. How do online consumers view influencer endorsement?
2. Does influencer affect purchase intention in Roromendut-brand organic mask through social media?
3. What kind of influencer does affect the purchase intention of online customers?

2. Literature Review

A. Influencer Endorsement

The increase in social media use leads many online customers to look for opinion partners in making purchasing decision (Audrezet, de Kerviler and Guidry Moulard, 2020). Influencer is called a social media figure to disseminate information on product or service and thereby can popularize novelties (Jin, Muqaddam and Ryu, 2019). Influencer can also be defined as an individual producing a content to attract followers and thereby can have marketing value in social media (Jin, Muqaddam and Ryu, 2019). It indicates that influencer becomes a big community, the members of which engage with and trust in each other (Hair, Clark and Shapiro, 2010). The high number of followers means that an influencer is more popular and preferred. Influencer affects purchase intention more strongly than the celebrity endorser does (Djafarova and Rushworth, 2017; Southgate, 2017). Cooperation with influencer can be used to improve customer's purchase intention (Lee and Watkins, 2016). Previous studies also investigated the effect of influencer endorsement on purchase intention (Lyons and Henderson, 2005; Watts and Dodds, 2007; Lou and Yuan, 2019).

Previous studies revealed that one of important factors in influencer endorsement is credibility. The credible influencer can affect consumer behavior. The credibility of celebrity endorsement consists of three factors: attractiveness, trustworthiness, and expertise. (Riley et al., 1954; Ohanian, 1990; Chu and Kamal, 2008). Celebrity attractiveness is considered as the main factor in the effect of celebrity endorsement on the consumers' purchasing (Kahle and Homer, 1985). Attractiveness is the extent to which an individual's face is nice to look at (Patzner, 1983). Celebrity attractiveness increases social interaction in luxurious fashion brand (Lee and Watkins, 2016). The effectiveness of endorsement improves consumer behavioral intention based on celebrity endorser's attractiveness (McGuire, 1968). The attractive celebrity tends to support the consumer brand trust and thereby strengthens the consumer's purchase intention (Lou and Yuan, 2019); it is in line with a perception that celebrity attractiveness affects directly the purchase intention (Weismueller et al., 2020). Very attractive influencer can have an impact on the followers' intention to purchase a product (Van Der Waltd and Wehmeyer, 2009). Celebrity's trustworthiness refers to the trust the customers have in endorsement (Erdogan, 1999). In this study, trustworthiness is used to answer the question "Are influencer considered trustworthy in delivering message? An influencer sharing informative content actively will improve his/her emotional bonding with his/her followers and thereby will affect positively the brand or the product he/she recommends (Ki et al., 2020). A influencer trusted by online customers has high credibility and therefore will result in high purchase intention leading to the increased purchasing (Wang and Scheinbaum, 2018).

Celebrity's expertise refers to experience, knowledge and quality the celebrity has (Erdogan, 1999). This study focuses on how online customers view an influencer. Previous studies found that consumers tend to buy the product reviewed by influencers having experience with the product (Weismueller et al., 2020).

B. Purchase Intention

Purchase intention is an individual's plan to buy a product or brand. Purchase intention is defined as a possibility of devising to buy a product or a service in the future (Wu, Yeh and Hsiao, 2011). In addition, purchase intention is defined as any attempt of buying a product or a service (Diallo, 2012). A previous study found that the efficiency of promotion affects the consumers' purchase intention (Kim and Park, 2023).

3. Material And Method

This study belongs to a qualitative research aiming to find out the online customers' perceived purchase intention on the influencer in shopping Roromendut-brand organic mask in online manner. The questionnaire were distributed to the followers of instagram "franskaviashop" and 100 first respondents were taken and then 10 respondents were selected to be interviewed to find out their opinion about influencer endorsement and what factors generated the purchase intention of Roromendut-brand organic mask.

The research method used in this study was a descriptive analysis. Respondent's identity and response (answer) were classified by the similarity of response.

4. Result And Discussion

Figure 1 shows that the respondents of current study were majority females (97%), and 3 males (3%). It indicates that women are more consumptive than men in shopping online (Eka et al., 2022). The respondents of current study were 19-23 years old, 70% of which have income less than IDR 1,500,000. It is because 43% of respondents were university students meaning that most of Instagram users are university students. Figure 4 shows that majority Instagram users have bachelor (graduates) education (47%), Senior High School (25%), Junior High School (12%), Undergraduate (11%), Elementary School (4%), and Postgraduate (1%).

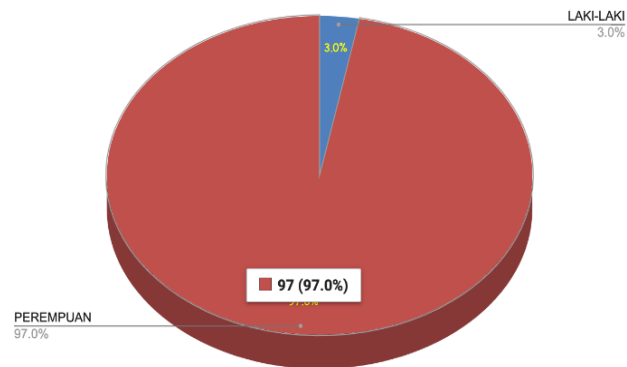


Figure 1. Percentage of Respondents' Gender

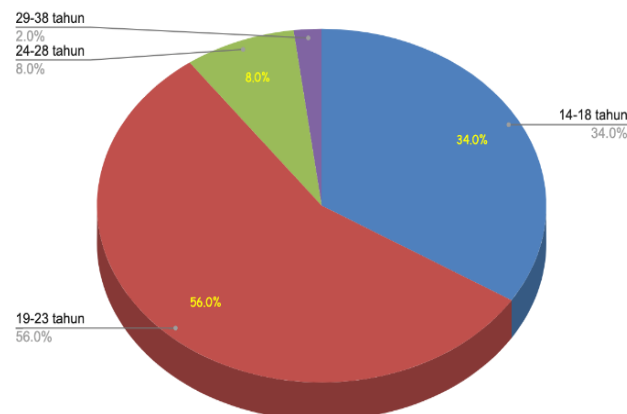


Figure 2. Percentage of Respondents' Age

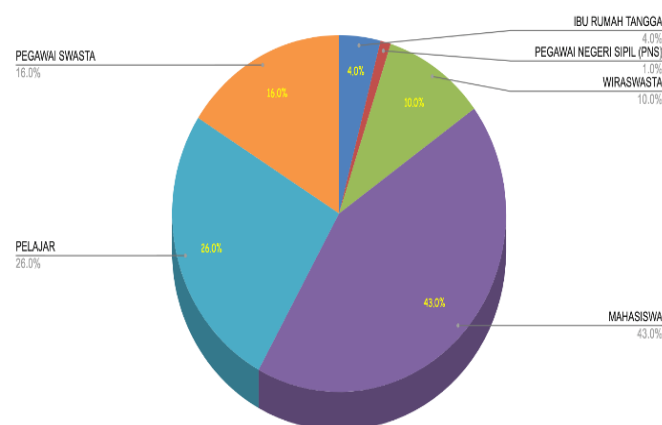


Figure 3. Percentage of Respondents' Occupation

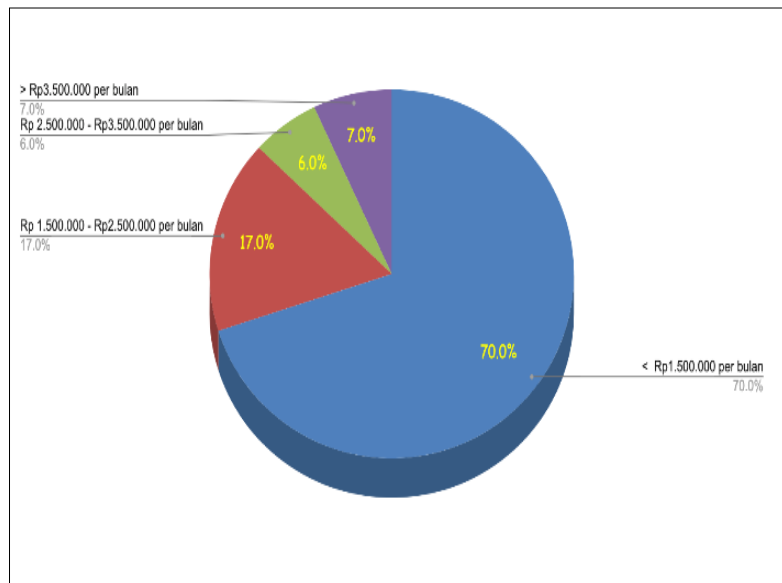


Figure 4. Percentage of Respondents' Income

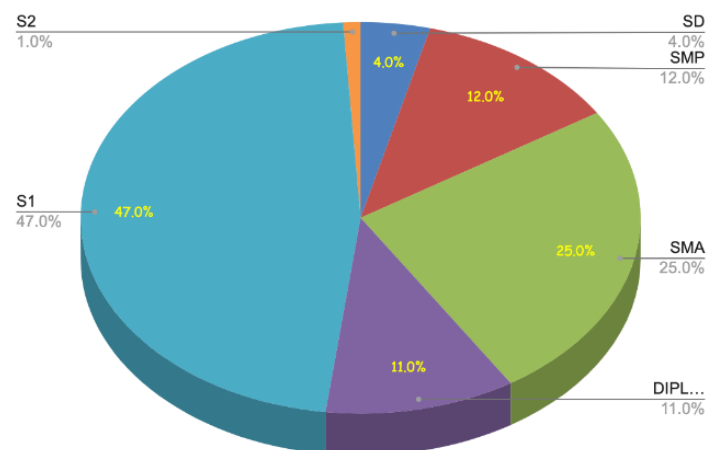


Figure 5. Respondents' Last Education

Table 1 shows that 75% of motivation of online consumers to intend to buy Roromendut-brand organic cosmetic product is that they see influencer use the organic mask. From 100 respondents, it means that influencer can influence the prospective buyers to buy a product. This study is in line with a previous study finding that influencer affects purchase intention (Chandra and Indrawati, 2023)

Table 1. Reason why online customers purchase Roromendut-brand organic cosmetics

Attractiveness' influencer	Total	%
Best friend's habit	1	1%
Wanting to try only	11	11%
Seeing influencers using the organic cosmetics	75	75%
Knowing the advantage of organic cosmetic to skin health	13	13%
Total	100	100%

Table 2. The factors of influencer's attractiveness affecting the purchase intention of Roromendut-brand organic mask

Attractiveness' influencer	Total	%
Influencer has attractive appearance	77	77%
Influencer is classy	7	7%
Influencer beautiful	11	11%
Influencer is elegant	5	5%
Influencer is sexy	0	0%
Total	100	100%

Based on the Table 2, this study shows that 77% of respondents argue that influencers appearing in the advertisements have attractive appearance, can increase the respondents likeness to the content and eventually will affect the purchase intention. It is in line with the findings of previous studies (Djafarova and Rushworth, 2017; Weismueller et al., 2020; Ao et al., 2023). Thus, this research supports the previous studies indicating that influencer's attractiveness affects purchase intention (Atiq et al., 2022).

Table 3. The factor of Influencer's Trustworthiness affecting the purchase intention of Roromendut-brand organic mask

Influencer's Trustworthiness	Total	%
Influencer is credible (trustworthy) in delivering message	9	9%
Influencer delivers message honestly	7	7%
Influencer reviews the product consistently	4	4%
Influencer is credible in expressing the review on product	80	80%
Total	100	100%

The next factor of influencer endorsement is trustworthiness. In this study, 80% of respondents view that celebrities appearing in the advertisement posting deliver the message of advertisement credibly so that they can increase the purchase intention on Roromendut-brand organic mask. This study confirms the previous studies finding that influencer's trustworthiness affects purchase intention (Shan, Chen and Lin, 2020)

Table 4. The Factor of Influencer's expertise affecting the purchase intention of Roromendut-brand organic mask.

Influencer's Expertise	Total	%
Influencer has an expertise in reviewing a product	8	8%
Influencer is experienced with reviewing the product of Roromendut-brand organic mask	1	1%
Influencer with high popularity shows high-quality organic mask	83	83%
Influencer demonstrates skillfully the advertisement of Roromendut organic mask	8	8%
Influencer is experienced with reviewing the product of Roromendut-brand organic mask	0	0%
Total	100	100%

Influencer appearing in the advertisement posting, according to 83% of respondents, is the one with high popularity and thereby can deliver the message of high quality-perceived product. Therefore, it can influence them to buy Roromendut-brand organic mask. It is in line with a previous study finding that there is a significant relationship between celebrity's expertise and purchase intention (Nguyen, Nguyen and Luu, 2022).

5. Conclusion

Influence endorsement becomes trending in marketing in social media. The increase in the number of business actors operating a wide variety of organic cosmetic business lead them to use effective and efficient marketing strategy.

The result of research shows that influencer endorsement affects the purchase intention of Roromendut-brand organic mask in social media. The product review they express can influence online customers. Therefore, the business actors of organic cosmetics should pay attention to what indicators of influencer can influence online customers to intend to purchase. In this study, an effective influencer endorsement to influence purchase intention is the one with high attractiveness, credibility in delivering message, and high popularity because the product promoted will be perceived as the high-quality one.

This study is expected to contribute to the marketing in social media. To the business actors, this study can be useful to improve the purchase intention of organic mask.

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