The Role of Beauty Influencers and Online Reviews on Purchase Intention of Makeup Products

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ABSTRACT

The trend of makeup products continues to increase, the era of digitalization has influenced the growth of the influence of beauty influencers in marketing makeup products which has an impact on purchasing intentions for makeup products. This research aims to find evidence regarding how beauty influencers influence consumers' purchasing intentions for makeup products in Surabaya. The results from 239 respondents show that variable relationships influence consumer purchasing intentions, using the SEM (Structural Equation Modeling) method. The research was processed using SPSS Statistics 27 and Amos Graphics. The research results are processed through measurement models and structural models. This research contributes to gaining a deeper understanding of the strength of purchasing intentions influenced by beauty influencers. This study found that online customer reviews and the role of an influencer with high credibility can influence consumer attitudes toward purchase intention. Additionally, brand loyalty was proven to have a significant impact on the purchase intention of makeup products.

Keywords: Beauty influncer, purchase intention, makeup products

1. INTRODUCTION

Over the past ten years, the cosmetics industry has become one of the largest industries in the world (Macheka et al., 2023). Therefore, it has become increasingly crucial for local beauty product companies to allocate time and resources to research and development to better understand the desires and needs of local women (Macheka et al., 2023).

According to Kartono (2014), makeup is a technique of adding color to the face to enhance attractiveness and beauty. Makeup includes various cosmetic products such as blush, eyeliner, eyeshadow, and lipstick, which are applied to different areas of the face. Thus, makeup can be defined as a technique of using cosmetics to enhance and transform one's appearance, making the face look more ideal. According to data from GoodStats (2022), Indonesia ranks as the second-largest consumer of halal makeup after India, with a market value reaching 4.19 billion USD. Over the next 10 to 15 years, Indonesia is projected to become the fifth-largest makeup market in the world.

In the digital era, social media has become one of the most effective promotional strategies. This presents a great opportunity for companies in the makeup industry to market their products without incurring significant costs (Rosara & Luthfia, 2020). According to data from Faster Capital (2024), celebrities have a significant influence on consumer behavior in the beauty industry. The use of celebrities in promoting beauty products has long been an effective traditional marketing strategy. The messages conveyed by celebrities can shape customer attitudes toward makeup products and influence their purchase intentions (Dalziel & Klerk, 2021). The more consumers admire and favor a celebrity, the stronger their intention to purchase the promoted product. The credibility of celebrities is based on their social status, which is believed to influence social media users in a commercial context (Schwemmer & Ziewiecki, 2018).

The research hypothesis was developed as follows:

One of the main reasons for using influencers in advertisements is that they add credibility to the advertisement and can enhance consumer awareness (Belanche et al., 2020). As a result, an advertisement featuring an influencer with greater credibility will positively impact consumers' attitudes toward the advertisement (Macheka et al., 2023). According to Singh and Banerjee (2018), who conducted a study in India exploring the factors influencing celebrity credibility in advertisements on consumer attitudes toward brands and consumer purchase intention, the study involved 38 participants. The findings confirmed that celebrity credibility has a significant impact on consumers' attitudes toward both the brand and the advertisement (Macheka et al., 2023).

H1: Influencer credibility has a positive effect on attitude.

All brands related to personal beauty, such as makeup products, skincare, and hair care, are influenced by the physical attractiveness of the influencer (Shabangu, 2016). A study titled "The Impact of Social Media Influencer Marketing on Buying Intention from an Irish Male Millennial's Perception: A Case Study of the Irish Fashion Sector" found that a consumer's purchasing intention is influenced by the physical beauty of an influencer (Kalu, 2019).

H2: Influencer's attractiveness has a positive effect on attitude.

Rathod et al. (2022), in their study on the impact of customer online reviews on brand perception and purchase intention, found that uploaded reviews play a significant role in shaping customer attitudes and purchase intention. The study also stated that positive online reviews can make a brand or product more appealing and perceived as more reliable by customers. Online customer reviews are considered more trustworthy and less biased compared to information from company advertisements.

H3: Online customers' reviews have a positive effect on attitude.

According to a theoretical and conceptual study, satisfied consumers are more likely to repurchase the same product or service and share their positive experiences with friends and family (Kristianti, 2021). Additionally, researchers have emphasized that protective and supportive attitudes can foster consumer loyalty (Lee & Kim, 2020; Pappu & Quester, 2016).

H4: Attitude has a positive effect on brand loyalty.

The more frequently and intensively consumers see, hear, and think about a brand, the easier it becomes to form a strong bond in their memory, which in turn enhances their perception of that brand (Foroudi, 2019). Therefore, it can be said that brand awareness influences brand image. Consumer attitude directly affects purchase intention, which in turn directly influences behavior, according to various studies (Hsu et al., 2014; Makanyeza & Makanyeza, 2015).

H5: Attitude has a positive effect on brand awareness.

A study identified informativeness, entertainment value, reliability, experience, and similarity as factors typically associated with brand and purchase intention (Chih et al., 2020). Personal attributes of influencers, such as physical attractiveness and personality traits, are inherent qualities they possess, whereas influencer characteristics are those perceived or interpreted by their followers (Macheka et al., 2023).

H6: Attitude has a positive effect on eWOM.

Brand loyalty drives customers to consistently purchase the same brand and prevents them from buying other brands or products (Yoo et al., 2000). It represents a success in creating customer satisfaction that motivates buyers to make positive decisions by choosing to purchase the same product or brand from the same company (Macheka et al., 2023).

H7: Brand loyalty has a positive effect on purchase intention.

Previous research (Lu et al., 2014; Sasmita & Suki, 2015; Saumendra & Padhy, 2015) shows that brand awareness influences consumers' purchase intention toward a product. For example, the more well known a makeup brand is, the more likely customers are to choose it over other brands (Macheka et al., 2023).

H8: Brand awareness has a positive effect on purchase intention.

This study also found that positive feedback significantly influences trust in purchasing intentions, users place their confidence in eWOM based on information provided by customers who are satisfied and make their purchases online. (Macheka et al., 2023).

H9: Attitude has a positive effect on eWOM.

2. RESEARCH METHOD

The type of research is basic research where this research is a development of research conducted by Macheka et al., (2023), Lee et al., (2019), and Rosara & Luthfia, (2020). This research is included in causal research which aims to observe and identify cause-and-effect relationships or independent variables, namely Influencer Credibility, Influencer Attractiveness, Online Customer Review, and access to services on the dependent variables, namely Attitude, Brand Awareness, Brand Loyalty, EWOM and Purchase Intention. In this research, the researcher uses a quantitative approach where the researcher will collect data using a survey method which will be processed based on numerical measurements. This research method uses Structural Equation Modeling (SEM) SPSS 27 and AMOS 22 which aims to analyze the data. This research distributed questionnaires on the Google Form site to 242 respondents and only 239 respondents in Indonesia were used for this research. In this research, the measurement level used is the interval measurement level.

Measurements use a numerical scale with 5 scales. The initial scale ranges from 1, which means that the respondent "strongly disagrees," the scale continues to scale 5, which means "strongly agree" with the statement listed on the questionnaire.

3. RESULTS AND DISCUSSIONS

The results of the measurement model show that the CMIN/DF and RMSEA results have qualified the existing criteria, CMIN/DF of 1,295 (good fit), RMSEA of 0.035 (good fit), GFI of 0.867 (marginal fit), CFI of 0. 960 (good fit), and TLI of 0.955 (good fit). Meanwhile, the results of the structural model show CMIN/DF and RMSEA results have met the existing criteria, namely CMIN/DF of 1,872 (good fit), RMSEA of 0.061 (good fit), GFI of 0.800 (marginal fit), CFI of 0.878 (marginal fit), and TLI of 0.867 (marginal fit).

Table 1. Hypothesis Testing Results

Hypothesis		Standardized Estimate	C.R.	p-value	Description
H1 (+)	Influencer Credibility → Attitude	0,263	2,600	0,009	Supported
H2 (+)	Influencer Attractiveness → Attitude	0,196	1,973	0,049	Supported
H3 (+)	Online Customer Review → Attitude	0,190	2,071	0,038	Supported
H4 (+)	Attitude → Brand Loyalty	0,570	6,794	***	Supported
H5 (+)	Attitude → Brand Awareness	0,459	5,141	***	Supported
H6 (+)	Attitude → EWOM	0,471	5,586	***	Supported
H7 (+)	Brand Loyalty → Purchase Intention	0,656	6,398	***	Supported
H8 (+)	Brand Awareness → Purchase Intention	0,183	2,070	0,038	Supported
H9 (+)	EWOM → Purchase Intention	0,282	3,684	***	Supported

Note: *** = significant with p-value < 0.001.

The hypothesis is said to be supported if it produces results in the same direction as the test results and produces a significant value according to the existing criteria, namely the $|C.R.| \geq 1.96$ (α value = 5%) or p-value ≤ 0.05. Based on table 1, there are 9 supported hypotheses. Hypothesis 1 was declared supported because the C.R. 2,600 and p-value 0,009 where this result meets the C.R. test results and p-value and has a relationship direction (+) which is in accordance with the research hypothesis. Hypothesis 2 was declared supported because the C.R. value 1,973 and p-value 0,049 where this result meets the C.R. test results and p-value and has a relationship direction (+) which is in accordance with the research hypothesis. Hypothesis 3 was declared supported because the C.R. value 2,071and p-value 0,038 where these results meet the C.R. test results. and p-value and has a relationship direction (+) which is in accordance with the research hypothesis. Hypothesis 4 was declared supported because the C.R. value 6,794 and p-value ≤0.001(***), where these results meet the C.R. test results. and p-value and has a relationship direction (+) which is in accordance with the research hypothesis. Hypothesis 5 was declared supported because the C.R. value 5,141and p-value ≤0.001(***) where these results meet the C.R. test results. and p-value and has a relationship direction (+) which is in accordance with the research hypothesis. Hypothesis 6 was declared supported because the C.R. value 5,586 and p-value ≤ 0.001 (***) where these results meet the C.R. test results. and p-value and has a relationship direction (+) which is in accordance with the research hypothesis. Hypothesis 7 was declared supported because the C.R. value 6,398 and p-value ≤ 0.001 (***) where these results meet the C.R. test results. and p-value and has a relationship direction (+) which is in accordance with the research hypothesis. Hypothesis 8 was declared supported because the C.R. value 2,070 and p-value 0,038 where these results meet the C.R. test results. and p-value and has a relationship direction (+) which is in accordance with the research hypothesis. Hypothesis 9 was declared supported because the C.R. value 3,684 and p-value ≤ 0.001 (***) where these results meet the C.R. test results. and p-value and has a relationship direction (+) which is in accordance with the research hypothesis.
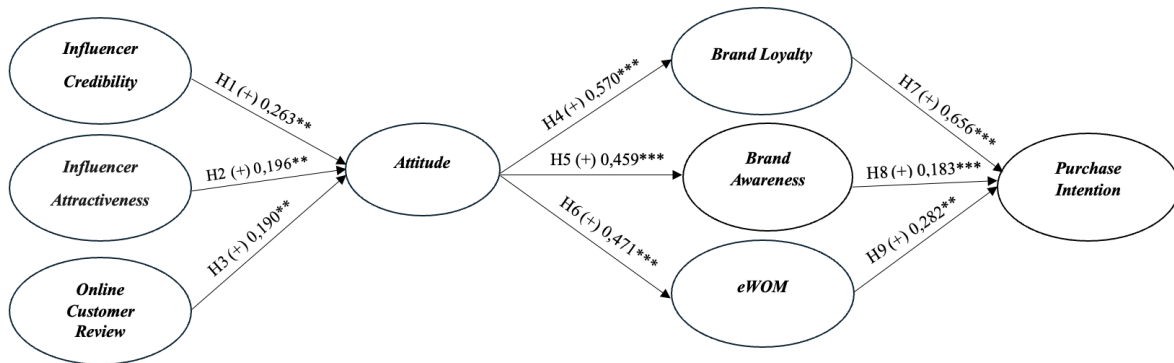
Figure 1 Result of the Hypothesis Test Research Model

Note: the numbers listed are standardized estimates
Dotted lines indicate unsupported relationships
***significant is assessed as p-value < 0.001
** significant assessed p-value < 0.05
* significant assessed p-value < 0.1

4. CONCLUSION

Based on the results of data processing using AMOS 22 software, conclusion results were obtained from each hypothesis test. There are 9 hypotheses that have been tested and there are 9 hypotheses that are supported. Following are the conclusions of each hypothesis:

1. Influencer credibility has a positive effect on attitude toward makeup products in Surabaya.

2. Influencer attractiveness has a positive effect on attitude toward makeup products in Surabaya.

3. Online customer reviews have a positive effect on attitude toward makeup products in Surabaya.

4. Attitude has a positive effect on brand loyalty toward makeup products in Surabaya.

5. Attitude has a positive effect on brand awareness toward makeup products in Surabaya.

6. Attitude has a positive effect on eWOM for makeup products in Surabaya.

7. Brand loyalty has a positive effect on purchase intention for makeup products in Surabaya.

8. Brand awareness has a positive effect on purchase intention for makeup products in Surabaya.

9. eWOM has a positive effect on purchase intention for makeup products in Surabaya.

There are several limitations when conducting this research so there are opportunities to conduct further research in the future. Based on the results that has been carried out, several recommendations are attached which aim to facilitate similar research in the future. The following are the recommendations given:

4. 1. Recommendations for Companies

Makeup producers should focus on enhancing product quality by ensuring their formulations are safe, long-lasting, and tailored to consumer needs, while incorporating eco-friendly, vegan, or cruelty-free ingredients to add value given the frequent purchase behavior of consumers. Additionally, leveraging high credibility beauty influencers who align with the target market through careful evaluation of their reputation, credibility, and engagement can effectively boost brand awareness and purchase intention, as seen with influencers like Tasya Farasya. Producers can also stimulate positive online customer reviews by offering discounts or free products for testimonials and build active online communities for sharing product experiences. Implementing loyalty programs, such as point accumulation or membership benefits for repeat customers, can further enhance both brand awareness and brand loyalty.

4. 2. Recommendations for Further Research

This research has several limitations that can affect the research results. Existing limitations can become references and opportunities for further research. The following are recommendations for further research:

a. Most respondents in this study were aged 24-39. Future research should include a wider age range to capture diverse perspectives, ensuring that findings are more comprehensive and applicable to various age groups.

b. Future research could be conducted in different cities, such as Jakarta, or in countries with cultures similar to Indonesia, to determine whether the supported hypotheses exhibit the same effects.

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