THE IMPACT OF DRUGSTORE MAKEUP PRODUCT REVIEWS BY BEAUTY VLOGGER ON YOUTUBE TOWARDS PURCHASE INTENTION BY UNDERGRADUATE STUDENTS IN INDONESIA

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Abstract

In this era, digital platforms play a very significant role in influencing consumer preference and attitude. Content creators on digital platforms such as YouTube are becoming aspirational figures that have strong influence in the minds of the consumers. This paper is aimed to determine the impact of drugstore makeup product reviews by beauty vloggers on YouTube towards purchase intention by undergraduate students in Indonesia. In order to determine the factors that influence purchase intention, the variables of Source Credibility Model (Ohanian, 1990) were used. The Source Credibility Model was also projected as a mean to evaluate the factors of quality that was delivered by the beauty vloggers on their videos. Moreover, the dimensions of Trustworthiness, Expertise and Attractiveness from Source Credibility Model are projected into overall consumer attitude in order to determine the impact towards purchase intention. The author had gathered primary data in the form of online questionnaires as well as secondary data resources including journals, books, and articles. Furthermore, quantitative research methods were used in order to examine the respondent's knowledge and preference. The result indicates that the dimensions of Source Credibility Model in most extent had significantly influenced purchase intention through the videos that was presented by the beauty vloggers on YouTube. In the end, this research would contribute to academic and practical sector in exploring the impact of digital platforms towards consumer preference and attitude. Other than that, this research would also encourage cosmetics brands to realize the importance of content creators and digital platforms and imply them as a new way of marketing.

Keywords: Cosmetics, Beauty Vlogger, Purchase Intention, Consumer Attitude

INTRODUCTION

Backgorund

It is the nature of women to look beautiful and feel beautiful. Therefore, women use makeup as a way to empower themselves and feel confident. In recent years, makeup is happening and trending, especially in urban citizens who follow latest trends. Most women aged 17 to 35 in Indonesia are wearing makeup for different purposes, from daily basis to special occasion. There are two kinds of makeup products sold in the market, which are drugstore makeup product and high-end makeup products. Focusing on drugstore makeup, it is the type of makeup products that sold in drugstores, which is a store that sells variety of health and beauty products. For the quality, drugstore makeup products are having quality which as good compared to higher-priced high-end makeup products.

Moreover about cosmetics and its industry, the companies are coming up with lots of campaigns and promotions of drugstore makeup to emerge in the market. One of the most powerful tools of promotion in this digital era is definitely the internet. The internet has

facilitated people to express themselves on social media such as Facebook, YouTube, Twitter and Instagram, where everyone is able to express themselves freely without boundaries. It can be said that the phenomenon of social media and Internet is impacting the consumer preference hugely, which works as powerful as word of mouth. In other words, social media could be considered as a new media of word of mouth.

The same phenomenon is also happening on YouTube, a video-sharing site that was launched in 2006. Ever since its initial launch in 2006, YouTube has gained positive reviews from its users worldwide. There are a lot of YouTube content creators from the beauty segment. These content creators are called beauty vloggers. Beauty vlogger or also known as beauty influencer uploads videos of makeup reviews and tutorial on YouTube a way to express themselves and influence people to wear what they use. Most drugstore makeup companies see this as an opportunity to emerge their product to their segment. Thus, cosmetic companies offer the beauty influencers a partnership to promote their product on their YouTube channel and other social media accounts such as Instagram. In the end, the beauty influencer will gain popularity and fame in return of the partnership.

In conclusion, the hype of internet and social media usage has triggered the establishment of beauty vloggers and its community on Youtbe. This phenomenon will result in the increase of brand awareness and perceived quality, which highly influences purchase intention by the target market. As a response of the promotion done by these beauty vloggers, the viewers of their YouTube channel would either purchase or not purchase the promoted product. These correlated things have encouraged this research to analyze the impact of beauty vlogger reviews on YouTube towards drugstore makeup purchase intention by women in Indonesia.

Problem Identification

In recent years, the use of internet and social media has increased significantly. It has led to the use of social media as a way for people to express themselves, including beauty vloggers who post their creations on YouTube. Moreover, the influence of beauty vloggers is also impacting the brand awareness and perceived quality of a certain makeup brand. These factors are correlated with the purchase intention of consumers in choosing which product to buy. Thus, this research is focusing on the impact of beauty vlogger reviews on YouTube towards drugstore makeup purchase intention by women in Indonesia.

From the problem identification above, some questions are generated as the research question:

1. How do consumers perceive the review videos by beauty vloggers?
2. In which aspect of the beauty vlogger and review videos do consumers find to be the most influencing factor in purchasing drugstore makeup products?
3. Do the factors that influence purchase intention provide positive impact towards consumer's purchase intention?
4. Do consumers feel convinced to buy drugstore makeup products after watching these videos?

LITERATURE REVIEW

Characteristics Affecting Consumer Attitude

According to Kotler et al. (2013), consumer purchases are strongly influenced by cultural, social, personal, and psychological characteristics. However, consumers are often heavily influenced by reference groups which they do not belong (Blackwell et al, 2006). This indicates that reference groups expose the consumer to new behaviors and lifestyles.

Beauty Vlogger impact in Purchase Decision

Hsu et al. (2013) demonstrated that vlog is one of the popular eWOM platforms, which are considered by online users as a highly credible source among all sources in different media. Through watching and frequent interactions on YouTube, consumers become familiar with beauty vloggers and the content they provide, resulting a condition where trust will be formed between beauty vloggers and the consumers. While according to Evans, Jamal and Foxall (2009), recommendations from reference groups play an important role in consumer buying decisions particularly in purchasing new products. Further explanation about beauty vlogger impact in purchase decision will be discussed through theories and the conceptual framework below.

Source Credibility Model

Ohanian (1990) constructed the source credibility theory to model the tendency of people to be persuaded by a credible source. The model fuses Hovland, Janis and Kelley's source credibility model (1953) which suggests trustworthiness and expertise, and McGuire's source credibility model (1985) which demonstrates that familiarity, likability, similarity and attractiveness are able to produce an effective message. From those factors mentioned, trustworthiness, expertise, attractiveness are taken as source of credibility for this research.

Trustworthiness

Acccording to Ohanian (1990), trustworthiness is the individual's degree of confidence in, and level of acceptance of, the influencer and the message. According to Loggerenberg, Waldt & Wehmeyer (2009), large part of trustworthiness lies in the likeability of the influencer.

Expertise

According to Ohanian (1990), expertise refers to the extent in which the influencer is considered to be qualified enough to provide valid and accurate information or discuss a specific subject (experienced, expert, qualified, knowledgeable, and skilled).

Attractiveness

According to Ohanian (1990), source attractiveness is a combination of similarity, familiarity, and likability. Moreover, attractiveness has to do with social values and its

overall perception, including personality, physical appearance, and similarity to the viewers. According to Loggerenberg et al. (2009), influencers who are perceived to be attractive are more likely to lead purchase intention.
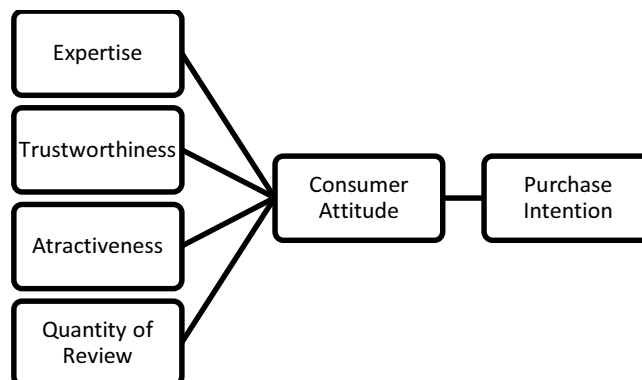
Quantity of Review

Consumers usually depend on the amount of opinions or suggestions from others to evaluate purchases in order to reduce risk and uncertainty in buying (Hsu et al, 2013). This way, the consumers would feel more secure and convinced to purchase a certain product due to its familiarity among other consumers.

Purchase intention

According to Mackenzie et al. (1986), purchase intention refers to an individual's intention to purchase a specific brand after a confident evaluation. Basically, attitudes influence consumers' intention to purchase (Korzaan, 2003). Additionally, Kotler (2003) suggest that individual attitudes and unpredictable situations will influence purchase intention.

Conceptual Framework

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┌──────────────┐
│  Expertise   │──┐
└──────────────┘  │
┌──────────────┐  │   ┌──────────────┐    ┌──────────────┐
│Trustworthiness│──┼──▶│  Consumer    │────│   Purchase   │
└──────────────┘  │   │  Attitude    │    │  Intention   │
┌──────────────┐  │   └──────────────┘    └──────────────┘
│ Atractiveness│──┤
└──────────────┘  │
┌──────────────┐  │
│  Quantity of │──┘
│    Review    │
└──────────────┘
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Accordingly, the following hypotheses were proposed:

H1: Trustworthiness of beauty vlogger is a part that constructs consumer attitude that influences purchase intention

H2: Expertise of beauty vlogger is a part that constructs consumer attitude that influences purchase intention

H3: Attractiveness of beauty vlogger is a part that constructs consumer attitude that influences purchase intention

H4: Quantity of product review is a part that constructs consumer attitude that influences purchase intention

H5: There is a relationship between consumer attitude based on drugstore makeup product reviews by beauty vlogger towards intention to buy.

METHODOLOGY

The data analysis of this research will be done with SPSS software, which through some phases:

Validity Test

The Pearson correlation will be used in this research in order to test the validity of the variables used in the questionnaire. Thus, a variable is considered as valid if the coefficient is above 0.3.

Multiple Linear Regression Analysis

This method will be used to model the simultaneous and partial relationship between the dimensions that construct Consumer Attitude variable (Trustworthiness, Expertise, Attractiveness and Quantity Of Review) towards Purchase Intention. Therefore, the model will create an influence in linear form that will best estimate all the individual data points.

Simple Linear Regression Analysis

This study will also use simple linear regression analysis to model the simultaneous relationship between the Consumer Attitude variable towards Purchase Intention. Therefore, the model will describe the relationship between two variables that will best estimate all influential points.

DATA ANALYSIS

Respondent's Answers

In order to analyze the responses of all questions, the descriptive analysis is used to determine the levels of responses from the respondents. The descriptive analysis method is categorized into five categories, which are very good, good, fair good, poor and very poor.
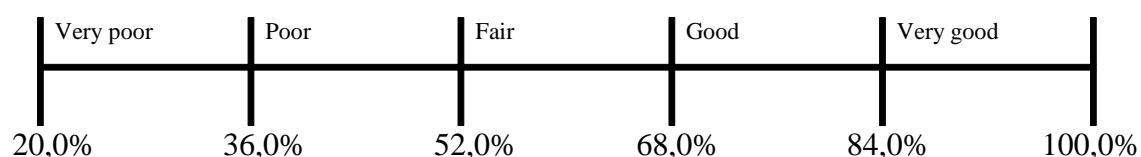

Figure 1. Continuum Line

Table 1. Dimension Category

No	Dimension	Total Score	Ideal Score	Score Percentage	Category
1	Trustworthiness	18585	24000	77,4%	Good
2	Expertise	21794	28000	77,8%	Good
3	Attractiveness	20830	26000	80,1%	Good
4	Quantity Of Review	7578	10000	75,8%	Good
	Consumer Attitude	68787	88000	78,2%	Good

The table above represents the respondent's response towards *Consumer Attitude* variable. Based on the calculation on the table above, it can be said that the total score for *Consumer Attitude* is 68787 or 78,2% from the ideal score of 88000. Therefore, the respondent's response towards *Consumer Attitude* is in the good category, so with the response towards *consumer attitude* dimensions.

Based on the continuum line above, it can be seen that the total score of *Purchase Intention* variable is in the range of 68,1% - 84,0%. Therefore, the respondent's response towards *Purchase Intention* dimension is in the good category.

The Impact of Trustworthiness, Expertise, Attractiveness and Quantity Of Review towards Purchase Intention

Multiple linear regression analysis will be used to determine the the simultaneous and partial relationship between Trustworthiness, Expertise, Attractiveness and Quantity of Review dimension towards Purchase Intention.

Multiple Correlation Analysis

Multiple correlation (R) analysis is used in order to determine the simultaneous relationship between Trustworthiness, Expertise, Attractiveness and Quantity of Review towards Purchase Intention.

Table 2. Multiple Linear Regression

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,783[a]	,613	,609	2,23121

Based on the output of SPSS software above, the correlation coefficient value (R) of 0,783 was obtained. This indicates that there is a significant relationship between Trustworthiness, Expertise, Attractiveness and Quantity Of Review towards Purchase Intention.

Partial Effect Analysis

The influence of Trustworthiness towards Purchase Intention partially is 10,3%, Expertise towards Purchase Intention partially is 11,6%, Attractiveness towards Purchase Intention partially is 2,8%, and Quantity Of Review towards Purchase Intention partially is 36,5%. Therefore, the total effect of Trustworthiness, Expertise, Attractiveness and Quantity Of Review towards Purchase Intention simultaneously is 61,3%. Additionally, it can also be seen from the coefficient of determination value which will be explained on the next part.

Coefficient Determination

The influence magnitude of *Trustworthiness, Expertise*, *Attractiveness* and *Quantity Of Review* towards *Purchase Intention* can be represented by coefficient of determination with the following formula:

$$CD = R^2 \times 100\%$$
$$= (0,783)^2 \times 100\%$$
$$= 61,3\%$$

Overall, it means that the dimensions of *Trustworthiness, Expertise*, *Attractiveness* and *Quantity Of Review* gives the effect of 61,3% towards *Purchase Intention*. Whereas the remaining 38,7% is a contribution from other variables beside *Trustworthiness, Expertise*, *Attractiveness* and *Quantity Of Review*.

Regression Coefficient Test

Overall Hypotesis Test (F Test)

Ho : There is no significant influence between Trustworthiness, Expertise, Attractiveness and Quantity Of Review toward Purchase Intention.

Ha : There is a significant influence between Trustworthiness, Expertise, Attractiveness and Quantity Of Review toward Purchase Intention.

$\alpha = 5\%$

Table 3. ANOVA Table

ANOVAᵃ

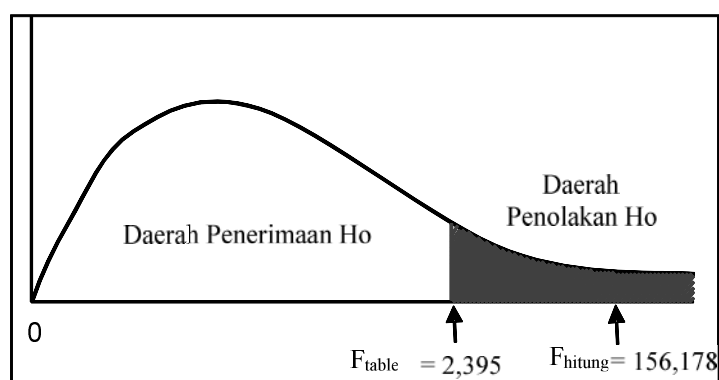| Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3110,010	4	777,503	156,178	,000ᵇ
	Residual	1966,430	395	4,978		
	Total	5076,440	399			

Figure 2. Overall Test

As shown in the table above, the F value is 156,178. Since F value (156,178) is greater than F table (2,395), therefore Ho is rejected. Thus, it can be said that there is a significant influence from *Trustworthiness, Expertise, Attractiveness* and *Quantity Of Review* towards *Purchase Intention*.

Partial Hypothesis Test (T Test)

The results of T test based on SPSS software are presented as follows:

Table 4. Partial Hypotesis Test (T Test)

Variable	t value	df	t table	Sig	Explanation	Conclusion
Trustworthiness	3,352	395	1,966	0,001	Ho Rejected	Significant
Expertise	3,040	395	1,966	0,003	Ho Rejected	Significant
Attractiveness	0,865	395	1,966	0,388	Ho Accepted	Not Significant
Quantity Of Review	12,099	395	1,966	0,000	Ho Rejected	Significant

The Impact of Consumer Attitude towards Purchase Intention

Simple linear regression analysis was used to determine the simultaneous relationship between the Consumer Attitude variable towards Purchase Intention. Based on the analysis using SPSS 20 software, the following results were obtained.

Table 5. Simple Linear Regression

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7,661	,714		10,724	,000
		,792	,037	,730	21,323	,000

Hypothesis Test

$H_0 : \beta = 0$ There is no impact from *Consumer Attitude* towards *Purchase Intention*.

$H_1 : \beta \neq 0$ There is an impact from *Consumer Attitude* towards *Purchase Intention*.

Based on the following test criterions:

1. Accept Ho if -t table < t value < t table

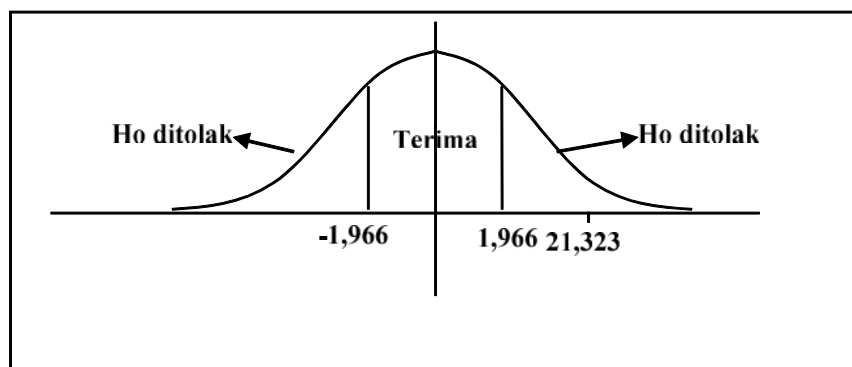2. Reject Ho if t value > t table or t value < -t table

Figure 4. Partial Test

According to the calculations above, t value of 21,323 was obtained. Since t value (21,323) is greater than t table (1,966), therefore Ho is rejected. This indicates that there is an impact from *Consumer Attitude* towards *Purchase Intention*.

CONCLUSION AND RECOMMENDATION

In the conclusion, based on the result of research and hypotheses testing, it is proven that Trustworthiness of beauty vlogger is a part that constructs consumer attitude that influences purchase intention, expertise of beauty vlogger is a part that constructs consumer attitude that influences purchase intention, quantity of product review is a part that constructs consumer attitude that influences purchase intention, and there is a relationship between consumer attitude based on drugstore makeup product reviews by beauty vlogger towards intention to buy, while for attractiveness of beauty vlogger does not proven as part that constructs consumer attitude that influences purchase intention.

From the result of this research the recommendation can be implied for both of the cosmetics companies, customer, and beauty vloggers.

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