

THE EFFECT OF YOUTUBE BEAUTY VLOGGER CREDIBILITY AND PARA-SOCIAL INTERACTION TO CONSUMER BUYING INTENT FOR FOCALLURE MAKE-UP PRODUCT

Lianindra¹

Faculty of Economy and Business, Jendral Soedirman University

Abstract. This study relies on the persuasion factors related to the beauty vlogger. This research analyze the relationship of, beauty vlogger credibility and para-social interaction – the characteristics that could lead to initiate consumer buying intent. Quantitative analyze was utilized to examine the degree of purchase intention thru scales that have been build before by academism.

Keywords: Para-social Interaction (PSI), Source Credibility, Beauty Vlogger, YouTube and Consumer Buying Intent

1. BACKGROUND

This last decade there is a major shift in people behavior of getting information from the media. People are no longer enjoying reading, they are watching, listening and even imitating instead. Nowadays the information transfer process is not limited by static word, moreover after the development of Web 2.0 (Chen, Chang and Yeh, 2017). In order to get information people are mostly referred to digital media. Due to this fact, the popularity of social media rocketing and still developing until present-day. There are many social media that we commonly hear or use such as Instagram, Facebook, Twitter, Snapchat, YouTube, etc.

Along with the phenomena this research was inspired by previous research by Sokolova and Kefi on 2019. On their research Sokolova and Kefi (2019) found that physical attractiveness had no effect in para-social interaction (PSI) in the case of beauty vlogger. On the other hand, Lee and Watkins (2016) found that physical attractiveness had a positive effect on PSI in term of luxury product. In fact according to Chevalier and Mazzalovo (2008) cosmetics or make up is defined as one of significant criterion to define luxury product (Lee, et al). Rooted by those two contrary finding this research is trying to excel the degree of consumer buying intent with respect to beauty vloggers' credibility and para-social interaction (PSI).

Building on the research by Sokolova and Kefi (2019) this research will examine beauty vlogger credibility and para-social interaction along with their dimensions on the intentions of consumers to buy the make-up product reviewed by the vloggers. This research also propose the following research question: Is there any influenced between buying intentions of consumers with the credibility and para-social interactions of the beauty vloggers?

This research will specifically discuss YouTube as YouTube dominated a third of the online population (Bhatia, 2017). YouTube also got a 'title' as the largest video website that has uploaded millions of videos. (Chen, et al., 2017). Development of YouTube has gained so much attention from

¹ Corresponden author email: lianindra47@gmail.com

the academism. Previously, there are some studies discussed about YouTube, which examined on many aspects as the following; There are some researches that have been conducted about the Youtube phenomena such as research by Frobenius (2014) which explained how vloggers involve their viewer through monologues, Lee and Watkins (2016) described how YouTube vlogger in influencing perception in luxury product, Yen-Liang Chen, Chia Ling Chung and Chin Sheng-Yeh (2017) talk about the classification of YouTube videos based on emotions or Aditi Bhatia (2017) tried to relate one discourse with another discourse in digital professions in the case of YouTube tutorials. Among researches involving YouTube few of them discussing how vlogger influence potential consumer to buy the product or having an intention to buy at least. The beauty concepts and YouTube has created history in the digital beauty era. According Pixability, YouTube is the number one leading online beauty consumption platform with almost 1.8 million videos of beauty content (Bhatia, 2017).

The reason to choose Focallure brand because this brand a relatively new brand that based in Guangzhou, China. The induction of Focallure in Indonesia was hyped, many beauty influencers gave a good review on this new product. Focallure is trying to convince people that beauty is not necessarily costly. Their mission is to redefine luxury beauty by creating amazing product at an affordable price. Beside its cheap price this brand had successfully got US trademark on 28 February 2017. Focallure also claimed that all of their make-up products are 100% cruelty-free. (focallure.com)

2. LITERATURE REVIEW AND HYPOTHESES

2.1 Consumer Buying Intent

In this research consumer buying-intent plays the part as an independent variable which is influenced by other variable and for this research the variables involving are Para-social Interaction (PSI) and beauty vloggers' credibility. Consumer buying intent is supposedly influenced by beauty vlogger credibility and para social interactions, but to understand more it is important to understand the factors that influencing buying intention (Have, C.E., 2017).

To identify the factor that influence consumer buying intent, this research use the theory that proposed by Khaniwale (2015). This research prefer to use Khaniwale's concept of buying intention because this concept provides a detail underlying factors that derived people to have an intention to buy certain product. This concept analyze the underlying of consumer intention not only by their demographic data but also the psychological factor that sometime may not be realistic but could play an important role in decision making process.

According to Khaniwale there are several factors that influence someone to act in certain manner such as deciding to buy product. Khaniwale describes that factors which influence buyer to buy product come up in order to answer the questions of what to buy, where to buy, why to buy, when to buy how to buy, to buy or not to buy questions are the ones which influence the buyer behavior. Moreover, the factors are not always controllable by consumers (Khaniwale, 2015)

Khaniwale divided the factors into 2 (two) main categories which are (1) Internal Factors and (2) External factors. Internal factors consist of personal factor and psychological factor. Khaniwale explained that personal factors is unique by individual, the factors are; age, income, education, lifestyle, personality and profession. While psychological factors are individual's perception, motivation, learning, beliefs and attitudes. The second category is external factors, this factors consist of cultural factors and social factors. The cultural factors are buyer culture, sub culture and social class. While social factor including reference group, role and status and family (Khaniwale, et al).

2.2 Beauty Vloggers' Credibility

It is not too dramatic if we said that YouTube is the one who responsible with the creation of a new profession called vlogger. Vlogger stands for video blogger. Vloggers post a video blogs which content a single speaker talking into camera and use multidimensional elements while they describing something (Frobenius, et al). Vloggers or could be said as content creator also, are categorized by types depend on their videos' content. Among so many content on Youtube the beauty content conquered others.

Credibility is the level of trustworthiness and reability of a source (Rogers and Bhowmil, 1970). Source credibility usually connected with communicator's positive character that affect the viewer's acceptance of the message (Ohanian, 2013). Source Credibility theory was firstly proposed by Hovland, Janis, and Kelley (1953) and they come up with two factor that could lead to the credibility of source communicator which are expertness and trustworthiness (Chin, Isa and Alodin, 2019). Then as the knowledge about source credibility grow McGuire (1985) added the term attractiveness as the third factor of source credibility (Chin, et al).

First dimension of source credibility is expertise, expertise is the point where a vlogger is perceived to be able of making right statement (Hovland and Weiss, 1951). Second dimension is trustworthiness, in term of communication trustworthiness is the degree of viewers' confidence, the level of acceptance of both the vloggers and the message (Ohanian, et al.) When viewers believe that the speaker is trustworthy they will also certainly believe that the message they deliver is also believable (Hovland, et al.). Last dimension id attractiveness, attractiveness tend to be visual judgment of the source.

The degree of credibility reflects the degree of quality, greater value, and worthiness of the product (which being reviewed by vloggers), then leads to a gain positive feedback from the viewers (Chin, et al). From the previous description above this research try to propose the first hypothesis of this research as follow;

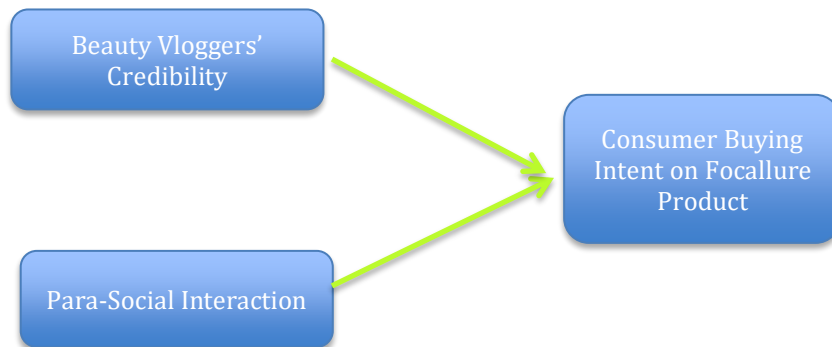
H1: The credibility of the vloggers is positively related to consumer buying intent to buy make up product

2.3 Beauty Vloggers and Para-social Interaction (PSI)

The term Para-social interaction (PSI) was firstly emerged by Horton and Wohl (1956). They defined PSI as a relationship that tend to friendship or intimacy between viewer and the remote media "persona" (Rubin, Perse and Powell, 1985). At the early years of its emerging the concept of PSI was believed that the relation only exist along with the duration of the viewing experience (Rubin, et al). The relationship is really personal and the intimacy level is solely depends on the viewers' feeling. This kind of relation is similar to the relation of beauty vloggers and their viewers. The viewers as an online social networking user can create certain relationship with certain vloggers by following and subscribing their channels on YouTube (Sokolova, et al). The vloggers purposely make actions to build and maintain the relationship with their viewers (Ferchaud, Grzeslo, Orme and LaGroue, 2017). PSI tend to discuss the social attractiveness rather than the physical one. Social attractiveness refers to whether the vloggers are interesting to talk to or even to interact with (Have, C.E., et al). The beauty vloggers influence viewer by their reviews or tutorial about certain product to a certain degree that arose the viewers' intention to buy in the future. By the fact this research propose second hypothesis as follow:

H2: Para-social interaction between vlogger and his/her viewer is positively related to consumer buying intent

Research Model



3. RESEARCH METHOD

4.1 Questionnaire Development and Administration

In order to operationalize the constructs, all the measurement used in this research are adapted from the literature. This research aim to find out to what extent consumer buying intent are influenced by the credibility and para social interactions of beauty vlogger. The dependent variable is “consumer buying intent”. The consumer buying intent is measured by using measurement develop by Baker and Churchill Jr. 1997 with three level questions (Have, 2017). The three level questions are; trying the product, intention to buy and actively seeking out to buy the product. All of the three level questions will be asked and responded on five-point likert scale.

For the credibility construct this research adapted the measurement by five characteristics by Gillin (2007). The five characteristics are (1) having great market knowledge, (2) wanting to be involved, (3) being on top of transparency, (4) looking for discussion. Scale developed by Gillin id considered as best fitted to this research because this scale made specifically for influencers. Para social interactions operationalized using Lee and Watkins (2016) with 2 indicators, (1) watching videos, read posts and comments, (2) follow and interact on other social networking sites.

This research collect the data using online survey which administrated in a large population of YouTube viewer in Indonesia. This study adopted this technique due to its practicality and also better way to filter samples that already experience browsing beauty website. Participations were on voluntary basis; students and working adults were ensured of their anonymous contributions. So in order to construct a more homogeneous sample this research selecting respondents who are familiar with this following Indonesian beauty influencer: Tasya Farasya, Abel Cantika, Sarah Ayu and Suhay Salim by utilizing filtering questions. All of these four influencer are among the most popular beauty influencer in Indonesia on YouTube. They are all females living in Indonesia and aged between 20 and 35 years old.

4.2 Statistical Procedures

The collected data was input into Statistical Package for the Social Sciences (SPSS) software for analysis. In order to test the reliability and internal consistency of each factor, Cronbach's alpha scores were calculated. Regressions were then conducted to test the hypotheses. The overall model fit for the regressions was assessed by F statistics.

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