HOW CELEBGRAM'S FACE APPEARANCE ON SKINCARE ENDORSEMENT AFFECT CUSTOMER ENGAGEMENT INTENTION THROUGH TRI-COMPONENT ATTITUDE MODEL

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Abstract. Nowadays, Instagram marketing is growing rapidly with the endorsement system done by celebgrams. Skincare endorsement is one of the popular endorsement sector. The purpose of this research is to analyze the appearance of celebgram's (endorser) face on the customer's engagement intention of a skincare endorsement post based on tri-component attitude model. This research conduct questionnaire development which questions are arranged based on the tri-component models (Schiffman & Kanuk, 2004), this study use question items that have been used by Makanyeza (2014) using Likert Scale proceeded with data collection from 370 questionnaire respondents and the result is analyzed using Descriptive Test, Comparative Test Analysis, and Multiple Linear Regression (MLR). This study finds that there is no significant difference in attitude between skincare endorsement post on Instagram which displays the endorser face and the one without, another finding is that both Belief and Feeling variables are significantly related to the Intention to Engage on the endorsement post whether they display the endorser face or not. This study is supposed to be used by practitioners and the academician to give new insight and direct new Instagram marketing innovation

Keywords: Instagram, endorsement, customer engagement intention, tri-component attitude model

INTRODUCTION

One of the most interesting phenomenon that happens in Instagram, is Influencer Marketing, done by Celebgram who post endorsements on their account to promote specific goods or service provided by one's company. Customer engagement is one of the key measurements of effective endorsement marketing. It is important for both the company who endorses and the Celebgram to understand how to maximize their endorsement engagement. This study analyses about how face appearance of a Celebgram affect customer engagement intention, so this study could be further used for marketing purpose in order for both the company who endorses and the Celebgram could maximize their marketing efforts and strategies. This is analysed using tri-component attitude model. The research uses 200 questionnaire respondents data and analysed using Multiple Linear Regression and t-test to figure out the differences of the variables. The expected result of the research is that the data from the questionnaire proves that face appearance does affect customer engagement intention and this knowledge could be further used for marketing purposes.

LITERATURE REVIEW

Consumer Behavior
Consumer behavior is a study of consumer action as long as consumers do the process of searching for, purchasing, using, evaluating, and disposing of product and service that they expect the product and service to meet their needs. The main objective of marketing activities is identifying unfilled needs and fulfilling those needs through delivering products and service to the consumer (Schiffman & Wisenblit, 2015).

Tri Component Model
Referring to the characteristic of attitude that attitude is learned disposition which means that attitude can be learned, the researcher has been motivated to be able to understand consumers attitude and its relationship with consumer purchasing behavior (Schiffman & Kanuk, 2004). This desire is manifested by a model or theory that can capture the dimensions of attitude. Attitude model is a picture of how consumers process information that affects the process of selecting a product (Arnould et al., 2002). Some popular attitude models discussed in marketing literature include Tri-component attitude models, effect hierarchy models, attitudes toward object models, and attitudes toward behavioral models. The Tri-component attitude model stipulates that attitudes consist of three main components, namely cognition, affect and conation. The Tri-component attitude model is illustrated in Figure 2.1 below.

The Cognitive Component
The cognitive component refers to a person's knowledge and perceptions obtained by consumers from a combination of direct

experience, attitude objects and related information from various sources. Knowledge and perceptions of consumers are called beliefs. The cognitive component of consumers holds trust in a product or brand. Consumers believe that a brand or product possesses or does not possess certain attributes (Schiffman & Kanuk, 2004).

The Affective Component
The affective component is a representation of emotion and feeling from consumers regarding the attitudes of objects where the attitude is a form of consumer's evaluation.

The Conative Component
The conative component is the tendency of consumers to take certain actions against a brand or product. This component is interpreted as an expression of consumer's intention to buy (Schiffman & Kanuk, 2004).

Attitude Toward The Ad Model
Attitude Toward The Ad Model is a model for understanding the impact of advertising vehicle on customer attitudes toward a product or a brand (Schiffman & Kanuk, 2004).

Social Media Marketing
Social media has given a big change to the pattern of human life. Nowadays social media is a new place for people to interact. The practice of communication on social media has built connections not only between people but also the connection between things and ideas (Van Dijck, 2012).

Instagram
Launched in 2010 by Mike Krieger and Kevin Systrom, Instagram is the first social media platform specifically released for mobile use. Instagram is a social media platform released so that users can communicate with other people with virtual cues (Kang & Wei, 2019).

Instagram as Marketing Media
Instagram is currently not only used to share users' personal moments with their friends, but it is also used for business purposes, especially for marketing. Various interesting features on Instagram make the business world is interested in marketing its products on Instagram. Miles (2014) stated that Instagram is a tool that is appreciated by marketers to make their brand known to customers. Instagram has prepared its platform to be used for business purposes. Marketing can be done on Instagram in several ways including upgrading user accounts to business profiles or posting advertisements to Instagram.

Celebrity Instagram
The practices of celebrity endorsement are widely used in the advertising business to obtain or improve the credibility and effectiveness of message delivery. What is meant by endorsement is a marketing way that usually uses someone who has popularity in the public area, which is called celebrity. Marketers expect that celebrity endorsers can increase the effectiveness of the advertisement (Munnukka, Uusitalo, & Toivonen, 2016).

Customer Engagement
Marketing activity on Instagram is communication carried out in two directions. Customers can provide feedback on what is posted by marketers. For that reason, marketers cannot just leave the photos they post but they need to create engagement on what they upload on Instagram.

Intention to Engage
Kotler & Keller (2016) explain several steps for customers to decide what products or brands they buy. The buyer decision process is explained in five steps, namely need recognition, information search, evaluate alternatives, purchase decision and post purchase. At that stage, the consumer will make an intention to evaluate the stage.

Hypothesis Development
H1: There is a significant difference in attitude between skincare endorsement post which displays the endorser face and the one without in Instagram.
H2a: Belief is significantly related to intention to engage on skincare endorsement post in Instagram that displays the endorser face
H2b: Belief is significantly related to intention to engage on skincare endorsement post in Instagram that does not display the endorser face
H3a: Feeling is significantly related to intention to engage on skincare endorsement post in Instagram that displays the endorser face

H3b: Feeling is significantly related to intention to engage on skincare endorsement post in Instagram that does not display the endorser face

METHODOLOGY

Population
The population of this study is Instagram active users in Indonesia who are actively looking for skincare products on Instagram.

Sampling
The sample size that will be used in this study is 370 respondents. Researcher chose to use a minimum sample size of 200 respondents because this type of research is problem solving research (Malhotra, 2015).

Questionnaire Development
This study used a survey method by distributing questionnaires. Questionnaire is a recommended method to use as a tool for capturing three dimensions of attitude, namely beliefs, feelings, and intention to buy (Assael, 2004). Respondents will answer the question with the answer in the form of 7 ordinal point Likert scale. To measure a customer's attitude in a three component model, the researcher uses question items that have been used by Makanyeza (2014).

Data Collection
In conducting this research, the data collection conducted using quantitative approach. The type of data collected for this research is primary data. The primary data is gathered by spreading questionnaire. The questionnaire was distributed to the respondents through Instagram story posting

Data Analysis Method
At this stage the researcher conducted data analysis using multiple linear regression, multiple linear regression is done twice to test the face group and the faceless group. Before analyzing the data using multiple linear regression, the researcher first performs the classical assumption test. After doing multiple linear regression, the researcher explained the results of data processing using descriptive statistics and t-test

FINDINGS AND ARGUMENT

In this chapter researcher will explain the results of the analysis and discussion of the data that has been obtained in the field with the data processing techniques according to the previous chapter.

Respondents Profile
This analysis is used to see the characteristics of respondents in the study. It elaborates four conditions of the respondents that consists of gender, age, their activity in looking for skincare information on Instagram and the frequency of using Instagram in one day. The respondents profile of this research are 87.8% Female and 12.2% Male for gender. 69% of the respondents are at the age 20-30, 28% in their 20s, 2% above 40, and 1% below 20 years old. 100% of them are actively looking for skincare information on Instagram. For their frequency of using Instagram in a day, 38% use Instagram for 1-3 hours a day, 32% use 4-6 hours a day, 24% use above 6 hours a day, and 6% use below 1 hour a day.

Validity Test and Reliability Test
Validity Test is done to define how well the test measures the purpose of the study, whereas Reliability Test is done to test the measure of the consistency or stability of the test. Both are needed in order to ensure that the questionnaire is sufficient enough for the test. This test is done by calculating the answers from 37 respondents. Both the results are valid and reliable.

Descriptive Analysis
This analysis is used to obtain a description of the perceptions of respondents descriptively. The following is the result of a descriptive analysis calculation based on recapitulated data The result shows that the average score towards Belief perception on the face group is lower than the faceless group. Whereas for the feeling and intention to engage perception, the face group is higher than the faceless group.

Comparative Test Analysis
In this section there will be a comparison test of perceptions in the components of attitude (belief, feeling, and intention to engage) between Instagram posts by displaying faces and Instagram posts without showing faces.

Hypothesis Test 1

Table.1:Hypothesis Test

| Variables | Group | | p-Value* | Result |
	Face	Faceless		
Belief				
X±SD	4.81 ± 1.31	5.03 ± 1.32	0.021	Significant
Range	1 − 7	1 - 7		
Feeling				
X±SD	5.27 ± 1.12	5.10 ± 1.35	0.294	Not Significant
Range	1 − 7	1 - 7		
Intention to Engage				
X±SD	4.30 ± 1.52	4.27 ± 1.45	0.656	Not Significant
Range	1 − 7	1 - 7		

: *)mann whiteny test

The hypothesis can be accepted if the value of p (p-value) has a number below 0.05. From the test in Table 4.1, only the belief component has significant difference between face and faceless. The rest two variables, Feeling and Intention to Engage is not significantly different. Thus we will conduct T-test to see the significant difference of the overall attitude variable.

T-Test
This T-Test in shows that the overall attitude does not have significant difference whether the endorsement post displays face or not. which means that Hypothesis 1 that states that there is a significant difference in attitude between skincare endorsement post which displays the endorser face and the one without in Instagram is rejected.
Seeing the result of the Hypothesis 1 test, we could see that the hypothesis is rejected even though it is backed with the fact that that faces, especially appealing ones, are observed to be efficient in increasing customer responses to advertisement (Baker and Churchill, 1977). Previous research from Bakhshi, Shamma, & Gilbert (2014) that have examined how photos with faces relate to involvement by measuring the likes and comment by displaying face and without displaying face and this study prove that the presence of a face in a photo significantly influences its social involvement. Nonetheless, the result of hypothesis 1 turns out to be contradictive with the previous research stated above because the previous research only examine how face appearance significantly influences the engagement based on the measurements of the likes and comments of the endorsement post, whereas this study use questionnaire that is based on tri-component attitude model that consist of three main components, cognition, affect and conation (Schiffman & Kanuk, 2004). The fact that face is appealing to human in general may also be not strong enough because there are few other variables that could significantly affect one's attitude toward a skincare endorsement post.
Multiple Linear Regression for Endorsement with Face and without Face
The multiple regression analysis will be divided into two parts, the first one is the endorsement with face section, and then followed by the classical assumption test and linear regression test of the endorsement without face appearance section.
Classical Assumption Test (Face and Faceless)
The classical assumption test used the normality test, linearity test, multicollinearity test, amd heteroscedasticity test and have passed all the test for both the face and faceless aspects.
Hypothesis Test
Belief and Feeling Regression Analysis of Intention to Engage (Face)
Analysis of the effect of the Belief variable between the Intention to Engage face results obtained based on IBM SPSS version 22.0 output as follows.

Table 2:Belief and Feeling Regression Analysis of Intention to Engage (Face & Faceless)

Model	Face - Unstandardized Coefficients (B)	Sig.	Faceless - Unstandardized Coefficients (B)	Sig.
Belief	.409	.000	.293	.000
Feeling	.554	.000	.502	.000

Based on Table.2 it showed that Belief and Feeling is positively correlated towards Intention to Engage for both the face and faceless group (note the coefficient in column B) which leads to a meaning that if there is an increase in Belief and Feeling, it will also increase the Intention to Engage. In order to see whether Belief and Feeling have a significant effect towards Intention to

Engage, it can be seen from the Sig score which is below 0.05 that means belief is significantly related to intention to engage whether the endorsement post displays face or not. It also can be seen that feeling is significantly related to intention to engage whether the endorsement post displays face or not. This means that both Belief and Feeling variables are significantly related to Intention to Engage on skincare endorsement post in Instagram that displays the endorser face (Hypotheses 2a and 3a are accepted). And this also means that there is a significant effect of Belief and Feeling towards Intention to Engage on the Instagram Post without displaying faces. (Hypothesis 2b and 3b are accepted.)

CONCLUSIONS

The practical implication from this study is that celebgram as endorser does not need to put too much effort on putting their face on the endorsement post. It can be concluded that there is no significant difference in attitude between skincare endorsement post that displays face and the one that does not. It can also be concluded that Belief is significantly related and positively correlated toward Intention to Engage whether the skincare endorsement post displays the celebgram's face or not. It can also be concluded that Feeling is significantly related and positively correlated toward Intention to Engage whether the skincare endorsement pos displays the celebgram's face or not. As for recommendation, for practitioners it can be recommended that celebgram and skincare brands does not need to put much concern on whether the celebgram face is displayed on the endorsement post or not because it does not make any significant difference towards the customer intention to engage. In making future Instagram content, the skincare brand marketing department should consider focusing on Females on their 20s to 30s as the main target market of their advertisement as they are the major respondents of this study. As for future research, the researcher should add more variables regarding the things that could impacted the customer engagement intention.

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