

The Impact of Beauty Influencers Review on Purchase Intention of Generation Z Towards Local Beauty Brands

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Abstract - In Indonesia, the Beauty & Personal care market is thriving and considered one of the fastest-growing consumer markets. The strong growth is due to the generational shift with young customers penetrating the market and the reinforcement of social media users to generate beauty-related content. These users are known as beauty influencers. Beauty influencers have rapidly become the most successful way to target beauty customers. However, many long-standing players in the beauty industry are struggling to keep up with cutting-edge brands that collaborated with influencers far earlier in the game. For certain long-time competitors in the beauty industry, this transition is difficult to accept and challenging. Thus, this research aims to understand how Indonesian beauty influencers affect the purchase intention of Generation Z towards local beauty products being reviewed by them. The online survey obtained 308 respondents and was analyzed by the PLS-SEM statistical method. This research indicates a positive significant influence of expertise, attractiveness, and trustworthiness on consumer attitude and parasocial interaction; consumer attitude on purchase intention; and parasocial interaction on purchase intention.

Keywords - Local Beauty Brand, Beauty Influencers, Social Media, Source Credibility, Consumer Attitude, Para-Social Interactions, Purchase Intention, Generation Z.

I. INTRODUCTION

Marketing is a dynamic business process that requires agility and creativity. As a function, marketing has gone through a significant change. As the internet and social media are rising and technology is rapidly changing, the world is becoming increasingly interconnected. Data from Internet World Stats ^[1] tells that Indonesia is on the 4th rank of the country with the highest number of internet users. This phenomenon of a growing number of social media users in Indonesia has prompted local companies to progressively engage with social media influencers, specifically beauty influencers, to endorse their products and brands, especially targeted to the youngest marketable generation (Generation Z) who were born between the mid-1990s and early 2010s ^[2]. Other than that, according to a report by WGSN Beauty & Insight 2019, with huge spending power, Gen Z consumers have been named the biggest cohort of beauty spenders ^[3]. These self-made social media celebrities are vital to brand storytelling due to their ability to connect with their audiences. Other than that, the reason why influencers have higher engagement with their audiences is that they don't just post about makeup, they always share glimpses of their personal

lives as well. Hence, many of their followers perceived them as their friends.

Due to local beauty brands that grew rapidly in Indonesia, the role of influencers is unavoidable. Influencers play a critical role in influencing their audience's attitude ^[4]. This article shows the result of a report released by Meltwater Asia Pacific entitled "Beyond skin deep: Understanding the shopping journey of the Southeast Asian beauty buyer". According to the survey, beauty buyers frequently seek out the opinions of beauty influencers on social media platforms such as Instagram and YouTube for recommendations and the latest trends in the beauty industry. Additionally, the survey discovered that beauty influencers were favored above celebrities for partnership since they are believed to have higher engagement levels. The research also revealed that Indonesian netizens really love to discuss beauty online, with 38% dominating all beauty-related conversations in Southeast Asia, followed by 29% in Malaysia and 27% in the Philippines.

The findings above are also supported by the research entitled "Disruption of information channels in the beauty industry" conducted by Alessia Vettese ^[5], influencer marketing has rapidly become the most successful way to target beauty customers, outperforming celebrity endorsements and company advertisements. Increasingly popular on social media platforms, particularly Instagram and YouTube, beauty influencers are changing the face of the beauty industry. According to the research, Vettese found out that people used to watch celebrities on the red carpet, discuss their outfits, or flip through magazines looking at celebrities in beauty advertisements, but this has faded in prominence, especially among younger customers. Even now celebrities are perceived as less trustworthy and less credible. People nowadays tend to go online and have everything at their fingertips. They want to ask a question to get a direct and personal answer from an influencer. In her research, Vettese stated that many long-standing players in the beauty industry are struggling to keep up with cutting-edge brands that collaborate with influencers far earlier in the game, leading some legacy brands to swap traditional celebrities or models for online tutorials featuring more "ordinary users". For certain long-time competitors in the beauty industry, this transition is difficult to accept and challenging. As a result of being threatened by direct-to-consumer brands, these established brands are losing reputation (loss of credibility), forcing them to consider alliances with reliable partners and new ways of acquiring and

maintaining consumers. This challenge is also faced by Viva Cosmetics, one of the pioneers of local beauty brands. Susanto Nugroho, Director of PT Vitapharm, Producer of Viva Cosmetics, admits that one of the big challenges currently facing Viva Cosmetics is the image attached to the brand that Viva Cosmetics is only for creating the old one [6]. Hence, Viva Cosmetics is still trying to keep up with the trend and finding new ways to penetrate the younger market which is Generation Z.

Moreover, Kat Von D, founder of Kat Von D Beauty, talked about how the barriers to entry have been lowered, creating a competitive threat to the established players. Companies from any industry should be adaptive in this high-speed and aggressive digital world to keep up their business performance, growth, and relevancy to be able to catch up with competitors. Apart from the challenges, this digital world phenomenon also provides golden opportunities for businesses to expand their wings. By knowing the factors in beauty influencer marketing that could influence the purchase intention of Generation Z, marketers can maximize their marketing efforts on beauty influencers, hence generating a maximum benefit of an effective product promotion that can boost sales and lead to more profitability.

II. METHODOLOGY

This research focuses on analyzing how Indonesian beauty influencers that consistently upload beauty-related content (such as makeup, skincare, and body care products) on their social media platforms especially Instagram and Youtube could influence the purchase intention of Generation Z towards local beauty brands. The limitations include women who were born between the years 1995 to 2010 (Generation Z) who either followed or subscribed to Indonesian beauty influencers who endorse local beauty brands on social media. Furthermore, in order to obtain more reliable results, this study will gather information from women who have seen local beauty product reviews from any Indonesian beauty influencers and also users of local beauty products. The data was collected through an online questionnaire with 308 respondents, using quantitative methods and judgmental sampling techniques. The questionnaire is more adaptable since it is better structured and easier to complete for respondents [7]. The questionnaire uses a five-point Likert Scale to assess all the variables in the research framework. The data is analyzed using the PLS-SEM statistical method. To interpret quantitative data, the researcher employs descriptive statistics analysis.

The researcher constructed the research structure outlined below by combining and modifying several previous researches. In this study, the researcher focuses on analyzing the Source Credibility Model, which consists of expertise, attractiveness, and trustworthiness, and their effect on consumer attitude and para-social interaction that will lead to purchase intention. The following is the hypothesis proposed, which is as follows:

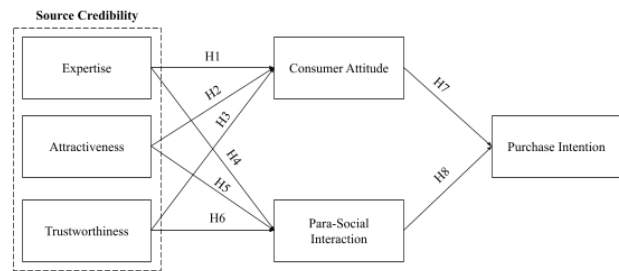


Fig. 1. Conceptual Framework

Based on the framework above, the hypothesis for this research are:

- H1: Expertise of beauty influencers has a significant effect on consumers attitude towards the local beauty brand
- H2: Attractiveness of beauty influencers has a significant effect on consumers attitude towards the local beauty brand
- H3: Trustworthiness of beauty influencers has a significant effect on consumers attitude towards the local beauty brand
- H4: Expertise of beauty influencers has a significant effect on Para-social Interaction (PSI)
- H5: Attractiveness of beauty influencers has a significant effect on Para-social Interaction (PSI)
- H6: Trustworthiness of beauty influencers has a significant effect on Para-social Interaction (PSI)
- H7: Consumer attitude towards beauty brand has a significant effect on purchase intention
- H8: Para-social Interaction (PSI) towards beauty brand has a significant effect on purchase intention

Following the completion of the questionnaire, data analysis is carried out using SmartPLS and the results are derived using Partial Least Squares Structural Equation Modelling (PLS-SEM). Structural Equation Modelling is a multivariate data analysis method that explains how variables are connected to one another, and how various variables are tied together to generate different constructs in quantitative research [8]. The reason why the researcher uses PLS-SEM in this research is that PLS-SEM operates effectively with limited sample size and complex models and basically results in no assumptions about underlying data [9].

III. RESULTS

The PLS-SEM method was used to evaluate the data from the online survey, which had 308 responses. After the data has been collected, it should pass the Validity and Reliability tests to measure the accuracy of the answers. The validity and reliability constructs in SmartPLS will be evaluated in the research in order to verify that the variables included in the questionnaire are valid and reliable. An indicator reliability test is done to determine the consistency of a group of variables regarding what it

intends to measure ^[10]. The researcher uses a SmartPLS application to test the indicator's reliability. The minimum preferred score of outer loadings is 0.7 ^[11]. For exploratory research, however, a lower score of 0.4 or higher is acceptable ^[12]. The calculations in the reflective measurement model are presented in the following diagram.

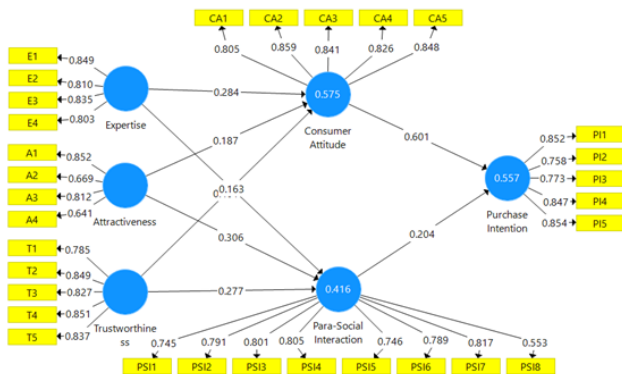


Fig. 2. Path Diagram based on Loading Factor Value

TABLE 1
INDICATOR RELIABILITY RESULT

Variables	Indicators	Outer Loading	Reliability
Attractiveness	A1	0.852	Reliable
	A2	0.669	Reliable
	A3	0.812	Reliable
	A4	0.641	Reliable
Consumer Attitude	CA1	0.805	Reliable
	CA2	0.859	Reliable
	CA3	0.841	Reliable
	CA4	0.826	Reliable
	CA5	0.848	Reliable
Expertise	E1	0.849	Reliable
	E2	0.810	Reliable
	E3	0.835	Reliable
	E4	0.803	Reliable
Purchase Intention	PI1	0.852	Reliable
	PI2	0.758	Reliable
	PI3	0.773	Reliable
	PI4	0.847	Reliable
	PI5	0.854	Reliable

Para-social Interaction (PSI)	PSI1	0.745	Reliable
	PSI2	0.791	Reliable
	PSI3	0.801	Reliable
	PSI4	0.805	Reliable
	PSI5	0.746	Reliable
	PSI6	0.789	Reliable
	PSI7	0.817	Reliable
	PSI8	0.553	Reliable
Trustworthiness	T1	0.785	Reliable
	T2	0.849	Reliable
	T3	0.827	Reliable
	T4	0.851	Reliable
	T5	0.837	Reliable

Based on the results in table 1, all variables meet the minimum acceptable score. It signifies that all variables are reliable and can be examined further for the following phase. The tests carried out on the outer model are Indicator Reliability, Convergent Validity, Discriminant Validity, Composite Reliability, and Average Variance Extracted (AVE).

TABLE 2
VALIDITY TEST

Variables	Composite Reliability	Average Variance Extracted (AVE)
Attractiveness	0.834	0.561
Consumer Attitude	0.921	0.699
Expertise	0.895	0.680
Para-social Interaction	0.915	0.578
Purchase Intention	0.910	0.669
Trustworthiness	0.917	0.689

The construct measurements are evaluated using internal composite reliability ^[13]. A reliability test is used to ensure that the answers to each valid question in the questionnaire are consistent and stable. This is done by ensuring that the composite reliability value is above 0.7 or higher ^[12]. As seen in the table above, the composite reliability values for all variables involved are exceeded the preferred value. As a result, this research could be considered reliable. While the Average Variance Extracted (AVE) of each variable is used to determine convergent validity. The AVE value must be at least 0.5 for the convergence to be valid ^[14]. As shown in Table 2,

it can be seen that the entire Average Variance Extracted (AVE) value of each variable exceeds 0.5, which means that all the variables in this research are valid.

TABLE 3
DISCRIMINANT VALIDITY RESULT

	A	CA	E	PSI	PI	T
Attractiveness	0.749					
Consumer Attitude	0.591	0.836				
Expertise	0.526	0.643	0.824			
Para-social Interaction (PSI)	0.568	0.630	0.504	0.760		
Purchase Intention	0.562	0.729	0.534	0.582	0.818	
Trustworthiness	0.637	0.704	0.651	0.578	0.605	0.830

Other than convergent validity, AVE also assesses validity using discriminant validity. The square root of AVE result could be used to examine the discriminant validity result. In order to pass the discriminant validity test, the square root of AVE must be greater than the correlation between the latent variables ^[12]. Hence, the discriminant validity test was passed by all variables.

TABLE 4
MULTICOLLINEARITY RESULT

Indicators	VIF
A1	1.795
A2	1.393
A3	1.572
A4	1.230
CA1	2.412
CA2	2.919
CA3	2.256
CA4	2.141
CA5	2.324
E1	2.019
E2	1.780
E3	2.008
E4	1.787
PI1	2.328

PI2	1.731
PI3	1.766
PI4	2.329
PI5	2.353
PSI1	2.106
PSI2	2.502
PSI3	2.842
PSI4	3.262
PSI5	2.124
PSI6	2.482
PSI7	2.871
PSI8	1.294
T1	1.845
T2	2.373
T3	2.202
T4	2.419
T5	2.280

A collinearity test is used to determine whether any variables should be deleted, merged into one, or a higher-order latent variable established to address any collinearity issues. The value of the Variance Inflation Factor (VIF) can be used to analyze the collinearity test. VIF is counted as "1/Tolerance" with a preferred value of 5 or lower to avoid the question of collinearity. Based on the calculated VIF values shown in Table 4, all VIF values for all indicators passed the preferred criteria which are lower than 5. As a result, there are no concerns with multicollinearity among the independent variables.

Bootstrapping is the process that needs to be done after completing a number of important steps previously. The bootstrapping approach in SmartPLS is used to test hypothesis relationships by analyzing the inner and outer models. The author can later evaluate whether the hypothesis is accepted or rejected based on the analysis results. Path coefficient, coefficient of determination (R²), and cross-validated redundancy (Q²) are some attributes used to evaluate the model's quality. T-values, which have a requirement of being greater than or equal to 1.96, reflect the significance of the model's relationship. In this research, there are 8 hypotheses. The table shows explain that all the hypotheses used are accepted.

TABLE 5
HYPOTHESIS RESULT

Hypothesis	Structural Path	T-Values	P-Values	Result
1	Expertise	5.530	0.000	Accepted
2	Attractiveness	4.011	0.000	Accepted
3	Trustworthiness	6.445	0.000	Accepted
4	Expertise → Para-	2.799	0.005	Accepted
5	Attractiveness	4.504	0.000	Accepted
6	Trustworthiness	4.074	0.000	Accepted
7	Consumer Attitude	11.074	0.000	Accepted
8	Para-social Interaction	3.686	0.000	Accepted

Following the analysis of the outer model, the researcher examines the inner model by examining the value of the Coefficient of Determination (R²). R² is a measure of coefficients of determination of the model's predictive accuracy. The ratio of explained variance to total variance is known as R². The coefficient of determination is a metric for determining how much variability in one variable can be explained by its relationship with another. The range of values is 0 to 1, with 1 indicating perfect predictive accuracy. The R² of Consumer Attitude (CA) is 0,571, which means that three latent variables (Expertise, Attractiveness, and Trustworthiness) explain the 57.1% of the variance in Consumer Attitude (CA). For Para-social Interaction (PSI), the R² value is 0,410, meaning that three latent variables (Expertise, Attractiveness, and Trustworthiness) explain the 41% of the variance in Para-social Interaction (PSI). Last, R² of Purchase Intention (PI) is 0,554, which means 2 latent variables (Consumer Attitude and Para-social Interaction) explain 55.4% of the variance in Purchase Intention (PI). Values between 0.3 and 0.67 are classified as moderate-level predictive accuracy ^[10]. As a result, it can be concluded that the predictive accuracy of this research model is included in the moderate level.

In addition to R², Stone-Geisser's (Q²) value was also evaluated as a predictive relevance criterion. The Q² results were obtained via the blindfolding procedure in the SmartPLS application. The Q² result for Consumer Attitude (CA), Para-social Interaction (PSI), and Purchase Intention (PI) are 0.395, 0.228, 0.366 respectively. A Q² score greater than 0 indicates that the model is predictive for a specific endogenous construct. Values of 0 and lower, on the other hand, show a lack of predictive relevance. Hence, these three positive Q² values indicate the predictive relevance with respect to a particular construct.

The Goodness of Fit (GoF) is then calculated by multiplying the average value of Q² by the square root of

the average value of R². The researcher obtained a GoF value of 0.238 which is greater than 0.1, indicating that the model is capable of explaining empirical data.

IV. DISCUSSION

Hypothesis 1 stated that the expertise of beauty influencers has a significant effect on consumers' attitudes towards the local beauty brand. This hypothesis is accepted. The result of this research is aligned with past findings ^[15] that there is a positive influence of expertise on attitudes towards the brand. Also with the past findings that the expertise of beauty influencers has been shown to have a strong effect on viewers' attitudes ^[16], specifically Generation Z in this case, which eventually contributes to purchase intention. As this hypothesis is confirmed in this research, beauty influencers should be perceived as an expert, experienced, knowledgeable, qualified, and skilled sources of information about beauty, as they were identified as the indicators of expertise ^[17]. This statement is also supported by one of the indicators in the Expertise variable that has the highest mean score among other indicators in this variable, which is Skilled, "I see beauty influencers have capable skills in the beauty industry". This statement may explain the main reason for audiences to look for beauty influencers' reviews on local beauty products. Hence, in order to shape positive attitudes of Gen Z consumers towards the local beauty brand endorsed, the beauty influencer should be perceived as someone that is an expert in the beauty industry by the audience. Furthermore, local beauty brands should consider the expertise of beauty influencers that they want to be partnered with, specifically their skill, experience, and knowledge in the beauty industry. When the local beauty brand chooses the right beauty influencer that is an expert in the beauty industry, it could help them to convey the brand message nicely through the beauty influencer which can lead to a positive consumer attitude towards the brand.

Hypothesis 2 stated that the attractiveness of beauty influencers has a significant effect on consumers' attitudes towards the local beauty brand. This hypothesis is accepted. It can be concluded that viewers, specifically Generation Z in this case, see more attractive beauty influencers as an essential variable that leads them to have a greater impact on favorable attitudes towards the brand. This result is consistent with findings of previous researches which show that attractiveness of a beauty influencer has a significant influence on consumers' attitudes ^[16, 17, 18]. As this hypothesis is confirmed in this research, the likability, familiarity, and similarity of the beauty influencers with their audiences play a significant role in the formation of consumers' attitudes towards the local beauty brand, since those are three indicators of attractiveness ^[17]. Hence, local beauty brands should consider the attractiveness of beauty influencers that they

want to be partnered with, specifically the likability, familiarity, and similarity of the beauty influencers with their target market. For instance, when the local beauty brand launches a new acne-kit product, they can choose beauty influencers that have acne-prone skin so that they can review the newly launched product better since the product is suitable with their skin condition. From the findings of this research, Generation Z consumers tend to follow beauty influencers that are similar to them in terms of appearance. This statement has a 4.140 mean score, which can be considered high. Therefore, if they have acne-prone skin, they tend to see a beauty product review by beauty influencers that have a similar skin type to them. When the local beauty brand chooses the right beauty influencer that is attractive to their market, it could generate a positive consumer attitude towards the brand.

Hypothesis 3 stated that the trustworthiness of beauty influencers has a significant effect on consumers' attitudes towards the local beauty brand. This hypothesis is accepted. This finding supports the previous researches^[16, 19, 20] which also found that a spokesperson's trustworthiness was shown to have a significant effect on attitude towards recommended brands. If influencers are seen as a trustworthy and insightful source of information, the message of product or service recommendations in their review videos would be more influential than if the source is seen as less favorable in shaping viewers' attitudes^[17]. According to one of the open questions in the questionnaire "Dislikes about The Reviewer and The Review", the top thing mentioned by the respondents is that they don't like it when the beauty influencers look exaggerated and not sincere in reviewing the beauty products because of endorsement or partnership with the brand, it leads to biased reviews of the beauty product. This can be insight for local beauty brands to not require the beauty influencers to follow their instruction. Instead, it would be better if local beauty brands provide detailed information regarding their product so that the beauty influencers can share the knowledge with their audience without requiring them to share "fake reviews", and even better when the local beauty brands encourage the beauty influencers to share the honest review because there's nothing better than such constructive feedback that can be used for local beauty brands to keep improving their products' qualities. When the local beauty brand chooses the right beauty influencer that is trustworthy to their audience, it could generate a positive consumer attitude towards the brand. Generation Z consumers like it when the beauty influencers are completely honest in giving a detailed product review without being exaggerated. Hence, beauty influencers also need to own the characteristics of trustworthiness, which consists of trustworthy, honest, reliable, sincere, and dependable^[17], in order to be able to lead to a significant impact on the consumer attitude, which in this case is Generation Z, towards the local beauty brand reviewed.

Hypothesis 4 stated that the expertise of beauty influencers has a significant effect on Para-social Interaction (PSI). This hypothesis is accepted. This result is in line with past findings^[21, 22] which show that expertise has a significant effect on Para-social Interaction (PSI) between an influencer and its audiences. This relationship also occurred between beauty influencers as the local beauty product reviewers with their audiences which in this case is Generation Z. Hence, it can be concluded that the beauty influencers should be perceived as expertise by their audiences in order to strengthen the parasocial interaction intensity with their audiences. Furthermore, local beauty brands should consider the expertise of beauty influencers that they want to be partnered with, specifically their skill, experience, and knowledge in the beauty industry. When the local beauty brand chooses the right beauty influencer that is an expert in the beauty industry, they tend to have a strong parasocial interaction intensity with their audiences which can lead to a positive purchase intention.

Hypothesis 5 stated that the attractiveness of beauty influencers has a significant effect on Para-social Interaction (PSI). This hypothesis is accepted as also supported by the past findings^[18, 21] which show that the attractiveness of a source has been shown to have a significant effect on consumer attitudes towards brands. This relationship also occurred between beauty influencers as the local beauty product reviewers with their audiences. The beauty influencers as a reviewer who is viewed as attractive by their audience are more likely to engage in close connection with the audience^[23]. Hence, it can be concluded that the beauty influencers' attractiveness can lead to Para-social Interaction (PSI) with its audiences which in this case is Generation Z. This statement is also supported by one of the indicators in the Attractiveness variable that has the highest mean score among other variables and indicators, which is Likeability, "I like how the beauty influencers talk or review beauty products". This statement may explain the main reason for viewers to look for beauty influencers' reviews on local beauty products. They might see that the beauty influencers can explain or review local beauty products in an attractive way which may increase the Para-social Interaction (PSI) intensity with their audiences. Beauty influencers can enhance the relationship with their audiences by having a beautiful and attractive face and good makeup skills. The audiences will be more likely to spend more time watching the beauty influencers' beauty product reviews if they have an attractive physical look. As a result of this frequent connection, the beauty influencer and its audiences will create a stronger relationship. Digital personalities, specifically beauty influencers, in this case, seem to have greater persuasiveness and credibility because their audiences are more likely to relate to them^[24]. Furthermore, local beauty brands should consider the

attractiveness of beauty influencers that they want to be partnered with, specifically the likability, familiarity, and similarity of the beauty influencers with their audiences. When the local beauty brand chooses the right beauty influencer that is attractive, they tend to have a strong parasocial interaction intensity with their audiences which can lead to a positive purchase intention.

Hypothesis 6 stated that the trustworthiness of beauty influencers has a significant effect on Para-social Interaction (PSI). This hypothesis is accepted. This finding supports the previous research^[21] that found trustworthiness has a significant impact on Para-social Interaction (PSI) between an influencer and its audiences. This relationship also occurred between beauty influencers as the local beauty product reviewers with their audiences which in this case is Generation Z. As the daily users of beauty products, beauty influencers are able to provide trustworthy or unbiased opinions based on their personal experiences with the product, allowing their audiences to relate to and engage with the review content and also with the beauty influencers. Since the concept of Para-social interaction (PSI) is an emotional connection or relationship between digital personalities and viewers, this engagement and relatable feelings could reflect the higher para-social interaction between the audiences and beauty influencers as the reviewers. Furthermore, local beauty brands should consider the trustworthiness of beauty influencers that they want to be partnered with, specifically the trustworthy, honest, reliable, sincere, and dependable beauty influencers. When the local beauty brand chooses the right beauty influencer that is trustworthy, they tend to have a strong parasocial interaction intensity with their audiences which can lead to a positive purchase intention.

Hypothesis 7 stated that consumer attitude towards beauty brands has a significant effect on purchase intention. This hypothesis is accepted as also supported by the past findings^[25] which show that audiences with a favorable attitude towards social media influencers, specifically beauty influencers in this case, typically harbor an intention to buy the endorsed product of the influencers. Moreover, another research found that the consumer's attitude towards a brand has a huge effect on its purchase intention since it is the most critical determinant of purchase intention^[26]. This research finding shows that the audience's, which in this case in Generation Z, positive attitude toward the brand will impact their purchase intention of the beauty products reviewed by the beauty influencers. Hence, it is important for local beauty brands to maintain a positive consumer attitude, as this will increase the likelihood of Generation Z consumers purchasing their products.

Hypothesis 8 stated that Para-social Interaction (PSI) towards beauty brands has a significant effect on purchase intention. This hypothesis is accepted. The result of this research is aligned with past findings^[27, 28, 29] that Para-

social Interaction (PSI) has a significant influence on the audiences' intention to purchase products that have been reviewed by the beauty influencers. As a major explanatory factor of natural endorsement impact, Para-social Interaction (PSI) was found to be a significant factor^[30]. Media personalities, specifically beauty influencers, in this case, seem to have greater persuasiveness and credibility because their audiences are more likely to relate to them. Viewers are more likely to trust what is being conveyed if they feel as if they are being spoken to directly through this perceived relationship they have with the speaker^[31]. Even if the connection between beauty influencers and their audiences is only an imaginary one-sided relationship that the audiences experience with beauty influencers in this digital era, it could lead to the greater impact of the intention of its audiences, which in this case is Generation Z, to purchase the local beauty products reviewed by the beauty influencers. Therefore, it can be concluded that it is important that parasocial interaction must be positive and engaging in order to have a significant impact on the consumer. Furthermore, in choosing the beauty influencers to be partnered with, local beauty brands should consider the parasocial interaction intensity of the beauty influencers with their audiences, it could be done by checking their social media platform insights and engagement. Followers/subscribers/audiences that have a strong parasocial interaction intensity with the beauty influencers can lead to a positive purchase intention.

V. CONCLUSION

It can be concluded from the finding in this research that all variables in this research are included as the factors that influence the purchase intention of Generation Z towards local beauty brands since all the hypotheses are confirmed. "Source Credibility" refers to the positive characteristic of the endorser that can boost the level of acceptance and persuasion in the advertising process. The characteristics of the beauty influencers that are confirmed to have a significant influence to purchase intention of Generation Z towards local beauty brands are expertise, attractiveness, and trustworthiness, which all included as three main predictors of the source credibility model. Hence, when the beauty influencers are perceived as expertise, attractive, and trustworthy, the audiences will more likely to have a positive consumer attitude and higher Para-social Interaction (PSI) with the beauty influencer, which eventually leads to purchase intention.

Nowadays influencer marketing has rapidly become the most successful way to target beauty customers. Aside from having collaboration with beauty influencers as brand ambassadors, partnerships, or endorsements, local beauty brands also send them newly launched products regularly, which are referred to as "PR packages". In exchange, the beauty influencers would post their

thoughts and opinions regarding the local beauty product on social media after trying it out. The recommendation for local beauty brands in selecting suitable beauty influencers to be partnered with, especially when they're targeting younger market segments which is Generation Z is to be selective and attentive in choosing suitable beauty influencers to be partnered with. Hence, local beauty brands could choose the most attractive, expertise, and trustworthy beauty influencers depending on their preferences in order to successfully win the market. In this research, expertise, attractiveness, and trustworthiness have been found to have a significant effect on the purchase intention of Generation Z towards local beauty brands through Para-social Interaction (PSI) and consumer attitude. Other than that, local beauty brands also have to always maintain their products' quality so that the beauty influencers can share their positive experiences with it and encourage their audiences to buy the local beauty product that the reviewers recommend. Hence, the consumer will also get a positive experience with the product just like what the beauty influencer experienced.

The insights derived from the data collected are very beneficial to a variety of parties, particularly local beauty brands. Not only for local beauty brands, but the recommendations will also be valuable insights to Indonesia beauty influencers on how to engage more with their audiences, especially Generation Z, that eventually can lead to being beneficial for them, consumers, and also the local beauty brands. As some beauty influencers rely on the beauty industry as their primary source of income, it's critical for them to grasp what factors are crucial for them to be able to engage audiences. Furthermore, it is highly advised for beauty influencers to be able to maintain a positive Para-social Interaction (PSI) with their audiences and construct a favorable consumer attitude which can lead to purchase intention of the local beauty products reviewed by them. The findings suggested that throughout product review content, beauty influencers should maintain their credibility that consists of expertise, attractiveness, and trustworthiness. Expertise generally related to knowledge, experience, or skills that the influencer possesses in a given area, which in this case is beauty-related. While attractiveness could be achieved if the beauty influencers appear familiar and similar to the audience. Trustworthiness is related to the honesty, integrity, and believability that an influencer possesses. Influencers who demonstrate trustworthiness and ethics with honesty, dignity, and sincerity are seen as more credible. Beauty influencers should also maintain their credibility by always being objective and honest in giving a product review, as the top thing mentioned by the respondents is that they don't like it when the beauty influencers look exaggerated and not sincere in reviewing the beauty products because of endorsement or partnership with the brand. Other than that, the audience,

which in this case is Generation Z, likes it when the beauty influencers provide detailed information regarding the local beauty products on the review content. Being creative in creating local beauty products review content is also one of the things that should be considered by beauty influencers in order to keep the audience entertained and engaged.

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