

Instagram Micro-Influencer's Factors in Influencing Purchase Intention Towards Bath & Personal Care Products

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Abstract - Nowadays, social media has a significant impact on marketing. Many businesses use several marketing strategies to increase customers' purchase intentions and average revenue, including cosmetics businesses. Moreover, marketing also has a high contribution in the cosmetics industry, especially in increasing purchase intentions and average revenue, and influencer marketing is one option. This research is focused on analyzing micro-influencers since they have a high engagement rate compared to other influencers with a higher number of followers. However, there is difficulty in determining which micro-influencers have good factors that can influence customer purchases. This research aims to identify micro influencers' influential factors towards purchase intention for cosmetics products from 224 respondents who are followers of The Daily Maiimi, a local online cosmetics store on Instagram and uses SEM-PLS as the analysis method. There are five variables used in this research: trustworthiness, expertise, attractiveness, brand congruence, and purchase intention. This research shows that three significant variables influence purchase intention: attractiveness, expertise, and brand congruence.

Keywords – bath products, cosmetics, Instagram, marketing, micro-influencer, purchase intention, source of credibility

I. INTRODUCTION

Cosmetics is a massive industry proven by its classification of products. These different types of cosmetics tend to increase based on their annual growth, which is 10.1% in a million US dollars from 2002 – 2007 [1]. This is in line with its primary purpose, to make the human appearance better [2]. Cosmetics constant growth due to high demands also occurs in Indonesia. Indonesia's annual revenue from cosmetics has constantly been rising since 2012. In 2020, the cosmetics industry will contribute 1.92 percent to Indonesia's gross domestic product (GDP). Cosmetics can be considered as a promising industry not only for large companies but also for SMEs. In Indonesia, SMEs have a significant contribution to the national economy. More than 760 cosmetics business operations existed in 2017, and marketing is one of the strategies to survive in the competitive market [3]. Due to the cosmetic SMEs industry rising, there are several problems and limitations faced. SMEs are limited to global market access, which leads to their performance restriction, and they are stuck in the local competitive market [4]. SMEs should have several marketing strategies to keep their products selling

[5]. Social media marketing can enhance communication with customers and encourage people to visit social media [6]. However, using social media marketing is to generate leads that convert visitors to customers [7]. Nowadays, Most consumers considered influencers are more trustworthy than advertising due to their authenticity [8]. Influencers can provide enough opportunities for SMEs to use their service, proven by their ability to increase followers and selling [9]. Of 2500 influencers, 75% consider Instagram their top platform to do their jobs as influencers [10]. Influencers are divided into several types based on their audience's segmentation. The segmentation helps them accept a brand and collaboration that suits their audiences, and among them, there are micro-influencers.

Micro-influencers have a high engagement rate on Instagram, which is about 3.6%, compared to macro-influencers that only reach about 1.5%. Niche audience will most likely increase enthusiasm towards sponsored posts if the post is relevant to audience preferences. Hiring micro-influencers may give opportunities to receive deep insights from their audiences related to products reviewed by the micro-influencers. However, hiring micro-influencers should be careful because if a false micro-influencer is hired and does not have any progressive results towards purchase intention, it will only waste the marketing budget, leading to company losses.

As the business issue, shown in Fig.1.1 The Daily Maiimi had a fluctuating revenue in 2020. Since January 2020, The Daily Maiimi has been using social media as its main marketing channel, but monthly revenue started to grow in August until December. October until December became three months with the highest revenue because The Daily Maiimi started to maximize content on Instagram. The Daily Maiimi's Instagram has the most followers compared to other social media, where the objective of maximizing content is to generate customers' purchase intention.



Fig. 1.1 - The Daily Maiimi Monthly Revenue

From many marketing strategies to maximize contents performance, The Daily Maiimi chose influencer marketing as one of its strategies. The Daily Maiimi has hired several micro-influencers. Even though it has a higher reach on Instagram story compared to regular content, some of the hired micro-influencers hired does not give progressive results towards purchase intention, measured by Instagram Story's Reach, shown in Fig.1.2.

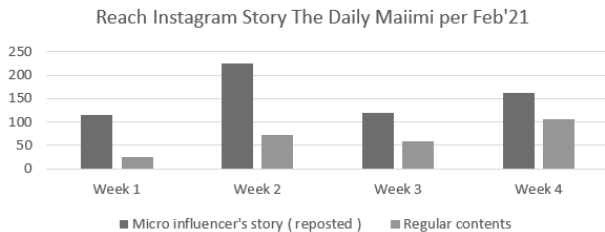


Fig. 1.2 - The Daily Maiimi Instagram Story's Reach

From those comparisons, micro-influencer can give more positive results as one of the marketing strategies. But, since there are many types of micro-influencer on Instagram, The Daily Maiimi should wisely choose suitable micro-influencers with The Daily Maiimi's customers. Therefore, The Daily Maiimi needs to identify micro-influencers factors that can influence customers' purchase intention. In the end, those factors can be guidance and consideration to choose which micro-influencers would like to be hired by The Daily Maiimi. Therefore, the research aims to identify micro-influencers characteristics that influence purchase intention towards cosmetics products. Based on the background and the problem of this research, which is to identify characteristics of micro-influencers, has resulted in one research question.

RQ: What are micro-influencers characteristics that influence customers' purchase intention towards cosmetics products on Instagram?

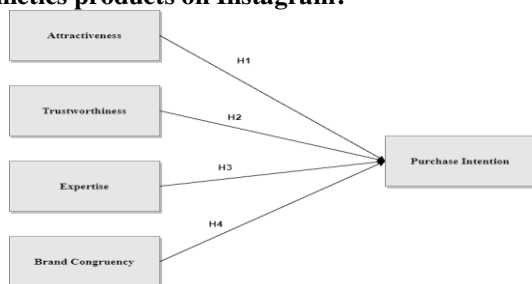


Fig. 1.3. Conceptual Framework

Based on Fig.1.3, this research uses three factors from the source of credibility theory [11] and brand congruence. The influence will be measured towards purchase intention from cosmetics products reviewed by micro-influencer. Roobina Ohanian developed a model of credibility in 1990. The Source Credibility Model was used to analyze two factors: expertise and trustworthiness. As time passes by, McGuire developed the Source Valence model to measure the attractiveness in credibility, which was adopted by Ohanian to the Source Credibility Model, resulting in one new factor to be analyzed: attractiveness [12]. The researcher's reason for using those four variables as measurements is because those variables are proven to have the ability to describe a comprehensive explanation between testimonials towards a specific product [13].

As the scope and limitations, the research is only focused on The Daily Maiimi, a cosmetics business that has been operational for at least four years and is limited to micro-influencers who have followers ranging from 10,000 to 100,000. Additionally, this research only applies to the reach of Instagram's story since it is used for measurement. The researcher's main reason for using Instagram is that The Daily Maiimi uses Instagram as their primary social media and has the most followers compared to their other social media, with followers of more than 20,000. Also, the usage of Instagram's story as the measurement is based on The Daily Maiimi's influencer's contents, where most of The Daily Maiimi's reposted influencer content is on Instagram story. Additionally, this study only focuses on purchase intention, which is influenced by micro-influencers.

II. THEORETICAL FOUNDATION

A. Source of Credibility

In 1990, Roobina Ohanian developed a model of credibility, known as the Source Credibility Model, where credibility has an essential factor in determining the effectiveness of communication which is commonly used to inferred positive characteristics of the communicator [11]. In 1990, Roobina Ohanian developed a model of credibility, known as the Source Credibility Model, where credibility has an essential factor in determining the effectiveness of communication which is commonly used to inferred positive characteristics of the communicator.

B. Attractiveness

Attractiveness can be used to analyze the degree of the bond between communicators and receivers. People can be more attracted if the person who gives the information is likable [14]. Receivers of information can be attracted from the facial and physical appearance of the communicators, where it can influence the degree of the

receiver's judgment and behavioral changes. In the end, the attractiveness factor can also influence the other two factors: trustworthiness and expertise [15]. These physical and facial appearances are correlated with familiarity, similarity, and likeability [16]

C. Trustworthiness

Trustworthiness can be interpreted as the level of confidence owned by communicators to deliver the most valid information to receivers [14]. In celebrity or influencers' endorsement, trustworthiness can be seen and proven through honesty, believability, and integrity of celebrity or influencers. When the more they are considered trustworthy, it will increase the effectiveness of the message and more integrated receivers [15]. However, even though celebrities and influencers are considered trustworthy by their audience, influencers are perceived as their fellow ordinary. Influencers can be seen as more trustworthy than a celebrity where most people considered them often using commercial messages when they receive products endorsements [17].

D. Expertise

Expertise as the third factor in source of credibility is the factor that explains the professionalism and degree of qualification owned by influencers where it can be seen through several aspects such as knowledge and skills [11]. The knowledge and skills to become the influencer's expertise should be relevant to the products endorsed. If it matches correctly, expertise can influence a product's purchase intention [15].

E. Brand Congruence

Congruence can be defined as a fit or the harmony of the brand and the influencers or celebrity. Brands choose influencers or celebrities that match their brand characteristics to reduce potential risk where the image ruins the brand image represented [18]. A research proved that the higher congruency between influencers and products would encourage a higher congruency between customers and products, and it applies vice versa, where lower congruency between influencers and products will encourage a lower congruency between customers and products [19].

F. Purchase Intention

Purchase intention can be defined as a person's intention towards a brand or product after several assessments and considerations. Some values can affect a purchase intention, such as good image and awareness of a particular brand or product [20]. Purchase intention also applies in the online channel. It can be defined as the willingness to purchase to conduct an online transaction based on their decision to purchase a product or service through an online channel which can be influenced by trigger, outcome expectation, recommendation, and personal association [21].

Based on the theoretical foundation explained above, the researcher has made four hypotheses to be analyzed using the SEM-PLS method:

H1: Attractiveness has a significant relationship towards purchase intention.

Micro-influencers attractiveness in reviewing products can be one factor that raises customers' purchase intention to be attracted by micro-influencers content and to micro-influencers subjectively. Attractiveness variables are measure by familiarity, similarity, and likeability as the indicators.

H2: Trustworthiness has a significant relationship towards purchase intention.

The trustworthiness of micro-influencers can be seen and considered by customers and audience through their trustworthy, honest, and reliable where it can lead to trustworthiness to products reviewed. Trustworthiness variables are measured by honesty, believability, and integrity as the indicators.

H3: Expertise has a significant relationship towards purchase intention.

The expertise of micro-influencers can be seen through how good and fluent they are in explaining and story-telling products that they reviewed. A micro-influencer who reviews products with the same branding will be considered more expert by their audiences. Expertise is measured by knowledge, skills, and special experience as the indicators.

H4: Brand congruence has a significant relationship towards purchase intention.

Brand congruence between micro-influencers, products, and consumers are affecting each other. If between products and micro-influencers has a high congruence, it will also encourage the congruency between products and customers, leading to purchasing intention. Brand congruence is measured by characteristics and risk reduction as the indicators.

III. METHODOLOGY

A. Quantitative Method

Online surveys will collect data about customers' perception of micro-influencers characteristics that can raise purchase intention the most. The Likert scale has been used to research how celebrity endorsers positively impact brands [22].

B. Population

Participants of this research are based on several criteria: ages between 18 and 30, using bath & personal care products and following micro-influencers in their

Instagram. There are 6.755 people as populations for this research.

C. Sampling

In this research, the sampling method is purposive sampling, where purposive sampling selects respondents that will be prioritized based on specific criteria, judgments, and quota sampling techniques [23]. Meanwhile, the minimum sample size for problem-solving marketing research is 200 respondents. Therefore the survey will be conducted to a minimum of 200 respondents [24]. The targeted respondents for this research are aged 18-30 years old, female, followers of The Daily Maiimi, following micro-influencer on Instagram.

D. Data Analysis

The data analysis is using the SEM-PLS method. SEM-PLS is the method to measure variables that have not been observed, measured by indicator variables by examining the model constructed by endogenous and exogenous variables [25].

IV. RESULTS

A. Demographic

Based on figure 4.1, most of the respondents, with 96%, are aged 18-25 years old, 2.7% are aged below 18 years old, and 0.9% are aged 25-30 years old.

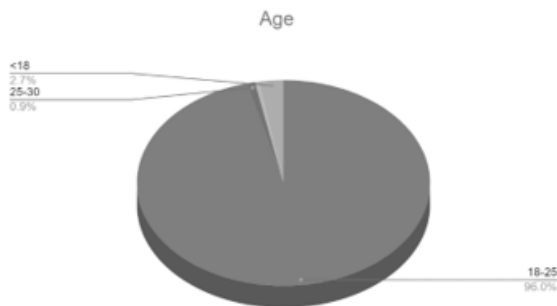


Fig. 4.1 - Age of Respondents

According to figure 4.2, most respondents are in Jakarta and its surroundings, with a percentage of 34.6%, 26.3% from Bandung and its surroundings, 16.5% from East Java, and Sumatra Island with a percentage of 9.8%. Another domicile percentage is shown in the figure above.

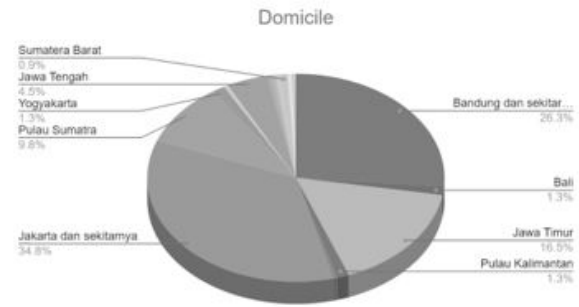


Fig. 4.2 - Domicile of Respondents

Based on figure 4.3, most respondents have purchased The Daily Maiimi's products once, with a percentage of 67.6%, followed by 2-5 times with a percentage of 26.5%, and more than five times with a percentage of 5.9%.



Fig. 4.3 - Respondents Purchasing Intensity

According to figure 4.4 shown which micro-influencers on Instagram followed by respondents the most. Most of the respondents are following Keke Genio (@kekegeniouz) with the percentage of 5.8%, followed by Shanika (@shanikancita) with a percentage of 2.2%, Sanly Liu (@sanlyliuu), Kana Az-Zahra (@kanazhra), Friska Miranda (@friskamiranda) were 3 of them with 1.3% percentage.

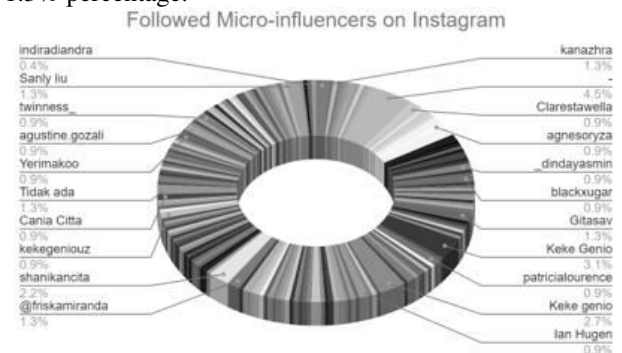


Fig. 4.4 - Respondents' Followed Micro-influencers

B. Validity Test

The purpose of the validity test is to identify whether indicators for certain variables are valid for the analysis. This test consists of two parts: Convergent Validity and

Discriminant Validity. for the result of Average Variance Extracted (AVE), which should be 0.5 or higher, in this research, all the values for each variable are above 0.5, all of the factors already valid. The result is shown in table 1.

TABLE 1
AVE TEST RESULT

Variables	Average Variance Extracted (AVE)	Validity
Attractiveness	0.668	Valid
Brand Congruence	0.704	Valid
Expertise	0.7	Valid
Purchase Intention	0.718	Valid
Trustworthiness	0.784	Valid

For the second step in the validity test, Fornell-Larker Criterion is the first that must be analyzed. A variable's correlation value should be higher than other variables in the same column based on the rule. Based on the result, all of the variables have fulfilled the rule. The result is shown in table 2.

TABLE 2
FORNELL-LARKER CRITERION RESULT

Variables	A	BC	E	PI	T
Attractiveness	0.818				
Brand Congruence	0.556	0.839			
Expertise	0.511	0.739	0.837		
Purchase Intention	0.576	0.706	0.67	0.848	
Trustworthiness	0.568	0.671	0.731	0.615	0.885

For the third step, the collinearity test gives an overview of a correlation between the power of prediction of latent variables. Based on the rule, where the value of VIF should be below 5, all the values in this analysis are below 5. Therefore it can be concluded that there is no multicollinearity between variables. The result is shown in table 3.

TABLE 3
COLLINEARITY TEST RESULT

Variables	Purchase Intention
Attractiveness	1.61
Brand Congruence	2.539
Expertise	2.838
Purchase Intention	
Trustworthiness	2.517

C. Reliability Test

The reliability test aims to give an overview and measurement of the consistency of a construct in research. As the first step in this test, the rule of the composite reliability test is that the value should be 0.7 or above. Based on table 4, the result of this analysis is reliable.

TABLE 4
COMPOSITE RELIABILITY TEST RESULT

Variables	Composite Reliability	Reliability
Attractiveness	0.89	Reliable
Brand Congruence	0.905	Reliable
Expertise	0.921	Reliable
Purchase Intention	0.911	Reliable
Trustworthiness	0.916	Reliable

For the second step in the reliability test, Cronbach's Alpha result also has the following rule: composite reliability, where the value should be 0.7 or above. Based on table 5 below, the result of this analysis is reliable.

TABLE 5
CRONBACH'S ALPHA TEST RESULT

Variables	Cronbach's Alpha	Reliability
Attractiveness	0.835	Reliable
Brand Congruence	0.86	Reliable
Expertise	0.891	Reliable
Purchase Intention	0.869	Reliable
Trustworthiness	0.862	Reliable

D. Path Coefficients

As part of the evaluation of the structural model, based on the rule for the SEM-PLS method, T-values higher than 1.96 as the critical values with the two-tailed test are considered accepted. Meanwhile, the hypothesis is also accepted if the value is below 0.05. Therefore, it can be concluded that all the hypotheses in table 1 are accepted, except hypothesis 2, since it is not fulfilling the rule. It can be interpreted as the relationship of trustworthiness towards purchase intention is a negative relationship. The result is shown in table 6.

TABLE 6
 PATH COEFFICIENTS TEST RESULT

Structural Path		T Statistics (O/STDEV)	P Values	Results
A -> PI	H1	3.188	0.002	Accepted
T -> PI	H2	1	0.318	Rejected
E -> PI	H3	2.794	0.005	Accepted
B -> PI	H4	4.487	0	Accepted

Hypothesis 1

Hypothesis 1 is attractiveness towards purchase intention. From the result, the hypothesis is accepted since the T-value is higher than the critical values: $3.188 > 1.96$ at a P-value below 0.05: $0.002 < 0.05$. This means that attractiveness is statistically significant towards purchase intention.

Hypothesis 2

Hypothesis 2 is trustworthiness towards purchase intention. From the result, the hypothesis is rejected since the T-value is lower than the critical values: $3.318 > 1.96$ at a P-value higher than 0.05: $0.318 > 0.05$. This means that trustworthiness is not statistically significant towards purchase intention.

Hypothesis 3

Hypothesis 3 is expertise towards purchase intention. From the result, the hypothesis is accepted since the T-value is higher than the critical values: $2.794 > 1.96$ at a P-value lower than 0.05: $0.005 < 0.05$. This means that expertise is statistically significant towards purchase intention.

Hypothesis 4

Hypothesis 4 is brand congruency towards purchase intention. From the result, the hypothesis is accepted since the T-value is higher than the critical values: $4.487 > 1.96$ at a P-value lower than 0.05: $0 < 0.05$. This means that brand congruency is statistically significant towards purchase intention.

D. R^2 Value

The R^2 value result of purchase intention is 0.584. Based on the rule of thumb, attractiveness, trustworthiness, expertise, and brand congruency have a 58.4% predictive accuracy at a moderate level. The 41.6% value can be identified by adding more variables to the framework.

V. DISCUSSION

Based on the analysis, hypothesis 1, "Attractiveness has a significant relationship towards purchase intention," is accepted. Since familiarity and likeability do not pass the

validity and reliability test, similarity is the only indicator of attractiveness factors that influence purchase intention. Similarity can be referred to respondents' lifestyle, problems, and goals where those should be a resemblance between respondents' preferences and micro-influencers preferences which they publish on Instagram. At the same time, also, their followed micro-influencers do not need to be followed by their mutual or the micro-influencer no need to be on their inner circle. Those resemblances also can be interpreted as there should be only a small social gap to have a high resemblance lifestyle, problems, and goals between respondents and micro-influencers. Those resemblances can be seen from respondents referred micro-influencers such as Monica Amadea, where her contents mostly are activities done by people with middle to high income such as vacation on luxury hotels, where also it is similar with activities of The Daily Maiimi's customers since both have the similar economic condition.

According to analysis result hypothesis 2, "Trustworthiness has a significant relationship towards purchase intention," are rejected. This means that believability, honesty, and integrity do not impact customers' purchase intention. Even though many micro-influencers have the believability, integrity, and honesty in reviewing products, many of them are paid for overrating the review. Therefore, The Daily Maiimi's customers aged 18-25 years old are tending to more trust the quality of the product if they explore the products by themselves, and based on the data, where most respondents tend to buy only once for The Daily Maiimi's product, they want to experience the product by themselves and perceive the quality of the products rather than trusting what micro-influencers said. Also, it can be interpreted that as long as the micro-influencer is considered entertaining, it can generate purchase intention rather than generating purchase intention through reviewing products. This result can be a consideration also for The Daily Maiimi, where The Daily Maiimi can start to add more soft-selling content in the form of posting content that relates to customers' activities where The Daily Maiimi products can be placed as supporting elements, rather than hard-selling where the content orientation is more focus on reviewing products.

For hypothesis 3, "Expertise has a significant relationship towards purchase intention," are accepted. This result can be correlated to some indicators of expertise variable: knowledge, skills, and special experience. Based on

respondents' micro-influencers preference such as Keke Genio and Kana Az-Zahra, both are graduated from business major, which means that they have the knowledge about marketing, whereby learning marketing, people have the knowledge on how to promote products in many ways. Also, they graduated from a reputable university; therefore, respondents considered them has sufficient knowledge related to marketing. Besides Keke Genio and Kana Az-Zahra, other preferred micro-influencers by respondents also have sufficient knowledge in the cosmetics industry, even though they are not graduated from reputable universities, which can prove where some of them have content about educating people about cosmetics, even though it is just only based on their general product knowledge. Therefore, if micro-influencers can convince people by showing their general product knowledge about cosmetics, it can impact purchase intention. Also, skills are important for respondents in their rating towards micro-influencers. Based on the data, micro-influencers referred by respondents has a different style in storytelling. Regardless of what kind of story they upload on social media, those preferred micro-influencers have a good communication skill, whether on their verbal or non-verbal communication. Those story-telling advantages can be seen while their uploading any of their activities. Micro-influencers communication skills can be considered for The Daily Maiimi on choosing micro-influencers, such as from their language usage as verbal communication, and gesture a non-verbal communication. Meanwhile, special experience indicators can be seen from their track record in the cosmetics & beauty industry. Based on respondents referred micro-influencers, some of them have been in cosmetics industry for many years, whether as an influencer or businessperson, where those special experience can generate purchase intention, especially from marketing, which is to market cosmetics products.

Hypothesis 4, "Brand Congruence has a significant relationship towards purchase intention," is also accepted. This also can be seen through the characteristics of respondents and their referred micro-influencers. Micro-influencers such as Kana Az-Zahra are also aged below 25 years old, which is also the same as most respondents' age. Also, the domicile of respondents is dominated by Jakarta and other cities on Java, where some of the referred micro-influencers are in Java island. The same age & domicile between some micro-influencers and respondents can be proof that respondents tend to follow micro-influencers that have the same characteristics as

they do, where it can lead to a more relatable content, including what products that micro-influencers consume, where this result indicates that there is a correlation with similarity from attractiveness factor, which can be concluded as similar characteristics of brand preferences between respondents and micro-influencers. Aside from characteristics, brand congruence is measured by risk reduction as a second indicator in the variable. Risk reduction can be correlated with knowledge in expertise variables. Suppose micro-influencers can raise issues that can be solved by using cosmetics, especially bath & personal care products. In that case, those micro-influencers have sufficient knowledge in understanding their audiences, especially their audiences' problems. By understanding audience issues, it can draw audience attention towards content delivered by micro-influencers.

For managerial implications, the result of this research can be realized in a form of standard operating procedure/SOP. The SOP consist of two pages. On the first page of the SOP, the first section explains influencers' profiles in general, which consist of the influencer's name, influencer's Instagram account, endorsement date, endorsement fee, and endorsed products. Meanwhile, each section realizes based on significant variables found in this research for the next section until the end.

A. Attractiveness

Attractiveness is explained in the second section of the guideline, consisting of followers, following, engagement rate, average likes, and average comments. Those points can be considered for The Daily Maiimi to measure how large an audience the micro-influencer has and how intense the interaction between the micro-influencer and their audience is. Several requirements need to be fulfilled. The number of followers must be above 10.000, but it cannot apply for specific campaigns if The Daily Maiimi wants to endorse nano-influencers. Also, it must be above 3% for the engagement rate, where engagement rates below 3% are considered to have a low engagement rate between influencers and their audience.

B. Expertise

Expertise is explained in the campaign deliverables section wherein those sections, micro-influencers expertise, especially their communication skills, verbal and non-verbal, are explained descriptively to identify if their communication skills have met the requirements to influence influencer customers' purchase intention. For instance, communication skills can be described by what

language they use, how often they use gestures in their videos, and how special experience can be measured by describing micro-influencers previous achievements or activities such as campaigns or social projects related to the occupation influencers.

C. Brand Congruence

The third variable, brand congruence, is explained in the content preview and daily content preview section. That section describes visually by photos posted on Instagram by micro-influencer to overview how congruence the characteristics between the micro-influencer and The Daily Maiimi customers. In Content Preview, photos of them partnering brands can be an overview of how strong the congruence of characteristics between The Daily Maiimi products, customers, and micro-influencers themselves are. Meanwhile, Daily Content Preview can overview how micro-influencer daily content with The Daily Maiimi's characteristics and customers' characteristics. For instance, if micro-influencer often posted their bath routine on Instagram, it can be considered that that micro-influencer has a strong congruence with The Daily Maiimi and its customers. Those contents also describe that there can be a substantial risk reduction of different brand preferences and show that micro-influencers can raise issues that The Daily Maiimi's customers also feel.

VI. CONCLUSION

This research supported The Daily Maiimi as a local brand cosmetic shop on choosing Instagram micro-influencers for influencer marketing strategy. Data collected were analyzed using SEM-PLS on SmartPLS software. The analysis result of this research shows three factors owned by Instagram micro-influencers that have a significant relationship towards purchase intention. Brand congruence, attractiveness, and expertise are the most significant relationships. Brand congruence in this research can be measured through relevancy characteristics of brand preferences, profile, and behavior between Instagram micro-influencers and respondents. Attractiveness in this research can be measured through similarity of respondents. Expertise in this research can be measured through knowledge, skills, and special experience. Meanwhile, trustworthiness as the fourth variable is not significant towards purchase intention. Therefore, it can be concluded that to choose influencers, it can be assess based on their brand congruency, attractiveness, and expertise.

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