



## Paper 12

The Influence of Male Beauty Influencer Review on Social Media Towards Female Purchase Intention on Local Cosmetic Products

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*Abstract* - In the era of digital media, many local cosmetic brands compete in the beauty industry with various advantages offered through social media beauty influencers. Currently, brands are no longer contented with discovering influencers who own the same sex as the product users and strive to develop their target market across gender to show that cosmetics can be for everyone. Therefore, the purpose of this research is to examine the source credibility of opposite-sex beauty influencers and to determine suggestions that can be executed by the local cosmetic brands as their strategies in determining male beauty influencers to increase purchase intention. A quantitative approach using an online survey was conducted with 320 female respondents in Indonesia. The findings of this research indicate that there is a significant influence of expertise, attractiveness, and trustworthiness on consumer attitude; attractiveness and trustworthiness on para-social interaction; consumer attitude and para-social interaction on purchase intention. Consequently, local cosmetic brands might utilize the findings to guide their selection of male beauty influencers with whom to collaborate to gain the most significant advantage from successful marketing.

*Keywords* - Female Buyers, Opposite-sex Beauty Influencer, Local Cosmetic Brand, Purchase Intention, Social Media

### I. INTRODUCTION

Currently, in the era of digital media, the beauty business demands to bring out a social media influencer marketing strategy. Beauty brands have to practice relevant marketing strategies to communicate their product messages to the purchasers. Influencers lead today's driving beauty marketing approaches, designing the most significant part of Voice for the beauty industry in the five powerful voices (influencers, owned media, media, partners, and celebrities) [1]. Influencers remained the most critical subscribers to driving buzz and Media Impact Value for businesses in this market, considering 55% of the value. Brands commonly recognize that social media influencers can be observed from the credible viewpoint of the concerned audience which gives a meaningful and significant effect on purchase intentions [2]. Moreover, credibility dictates that they can uniquely express the attractiveness of the product and suit its representation and the spokesman [3]. Any other way,

the perception of a credible influencer qualification also reaches the specifications, for example, having inherent characteristics such as expertise, uniqueness, and trust [4].

Also, in today's business era, customers spend extra attention on the brand business when buying products [5]. Many local and international brands are competing in the beauty industry with various solutions and advantages offered through social media beauty influencers. Tasya Farasya, Abel Cantika, Sarah Ayu, Cinderella, Sara Robert, Ludovica Jessica, Kiara Leswara, Lizzie Para, Molita Lin, Fatya Biya, Almiranti Fira, and Stefany Talita Visa are examples of beauty influencers in Indonesia. As a result, the majority sex of beauty influencers in Indonesia is female. Females invest significantly in their outward appearance in a society where their appearance of features are distinguished for their beauty [6].

Indonesia's rising beauty products business has presented a vital opportunity for local cosmetic brands to start and expand their dominance in the Indonesian market competition. Local cosmetic brands are competing to encourage the purchase intention of female consumers in various ways and channels, one of which is by collaborating with beauty influencers to be able to recommend their products to consumers. However, brands are no longer contented with discovering influencers who own the same sex as the product users and strive to develop their target market across gender to show that cosmetics can be for everyone. Furthermore, in recent years, the boundaries among males and females for product use such as cosmetics have shifted more blurred. Several well-known local cosmetic brands such as Make Over, Rollover Reaction, Wardah, By Lizzie Parra Beauty (BLP), and Emina have started working with opposite-sex (male) beauty influencers to review and promote their cosmetic products. The cosmetics industry has conventionally been considered feminine and frequently gendered formulated on normative sexual dualism. Despite the fact that the social part of both genders has evolved extremely in recent years, various cosmetic advertisements still represent women and men in the standard environment for advertising brands. The current shift towards a less gendered society is changing the alternative products promoted to modern cosmetic enthusiasts.

Since local cosmetic brands proliferated in Indonesia, the function of influencers in influencing consumer buying

interest and purchase intention is unavoidable. Customer buying interest is a critical determinant in product purchasing decisions [7]. The products appropriated by social media influencers brought 40% of customers purchasing decisions [8]. The previous study reveals that the opposite-sex beauty influencer positively impacts the attitudes towards the marketing activity and the product itself [5]. When the product has particular intimacy, the influence on the attitudes towards the advertisement also has a positive result.

Many types of research prove how the social media influencer's review impacts the consumer's purchase intention towards beauty products. Nonetheless, some studies discuss the influence of opposite-sex beauty influencer reviews on social media towards female purchase intentions on local cosmetic products. Thus, this research is conducted to examine factors on opposite-sex beauty influencers that affect local cosmetic brands' purchase intention. These factors mean the source of credibility of the influencer which consist of expertise, attractiveness, and trustworthiness.

## II. LITERATURE REVIEW

In supporting the current research, the researcher found out that source credibility leads to a positive feature of the influencer that can enhance recognition and encouragement all across the process of marketing. Therefore, it indicates that social media influencers, opposite-sex beauty influencers, that serve as the origin of online evaluations of a product will retain an influence on customers' attitudes regarding businesses because the public perceives them as credible. In the context of influencers, the source credibility model contains three primary determinants of purchase intention: expertise, attractiveness, and trustworthiness. Moreover, another study discovered that the credibility of the source based on expertise, trustworthiness, and attractiveness do have a significant influence on para-social interaction [9]. When a person feels they share many similarities with an influencer, the influencer's actions own a greater impact. Therefore, the hypotheses of this research are developed as follows.

- H1a : There is a significant influence between the expertise of opposite-sex beauty influencers and consumer attitude towards the local cosmetic brand.
- H1b : There is a significant influence between the expertise of opposite-sex beauty influencers and Para-social Interaction (PSI).
- H2a : There is a significant influence between the attractiveness of opposite-sex beauty

influencers and consumer attitude towards the local cosmetic brand.

- H2b : There is a significant influence between the attractiveness of opposite-sex beauty influencers and Para-social Interaction (PSI).
- H3a : There is a significant influence between the trustworthiness of opposite-sex beauty influencers and consumer attitude towards the local cosmetic brand.
- H3b : There is a significant influence between the trustworthiness of opposite-sex beauty influencers and Para-social Interaction (PSI).
- H4 : There is a significant influence between the consumer attitude towards local cosmetics and purchase intention.
- H5 : There is a significant influence between the Para-social Interaction (PSI) towards local cosmetics and purchase intention.

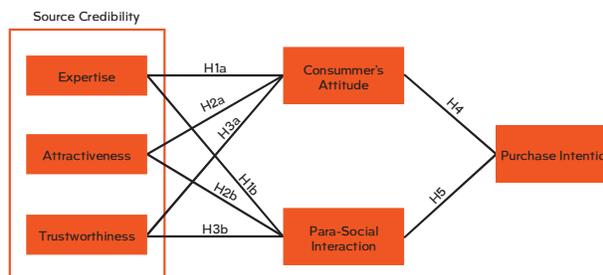


Fig. 1. Conceptual Framework

Modified from Ohanian (1990), Ha & Lam (2016), Zhang, Xu and Gursoy (2020), Lin et al. (2021)

## III. METHODOLOGY

This study will apply a quantitative method by conducting a survey using an online questionnaire. To ensure that all parties comprehend the questionnaire, the questionnaire will be provided in Bahasa Indonesia, the native tongue of both the researcher and the respondents. The researcher utilized judgmental or purposive sampling in this research. Since the context of this research is to examine the influence of opposite-sex beauty influencer reviews on females' purchase intention of local cosmetics brand products, the selected sample must females who were born between the years 1997 and 2012 aged 10-25 [10] years old (Generation Z), have purchased local cosmetic brands for a minimum of six months, know at least one male beauty influencer in Indonesia who reviews local cosmetic products. The female population was selected because according to Allied Market Research (2019), the number of Indonesian women who are concerned about

their looks, physical well-being, and grooming is growing, and the female segmentation led the Indonesian cosmetic products market.

The questionnaire employs a five-point Likert Scale to measure respondents' degree of agreement with many hypothetical circumstances related to the influences of opposite-sex beauty influencers' reviews on females' purchase intention. In order to enhance output quality and effectiveness while minimizing participants' "frustration level," a five-point Likert-type scale was selected [11]. The data will be analyzed using the PLS-SEM approach via the SmartPLS program. SmartPLS software was utilized by the researcher to assess the relationship between all variables employed in this study, which include expertise, attractiveness, trustworthiness, consumers' attitude, para-social interaction, and purchase intention.

The questionnaire was developed by adapting relevant literature and modifying the variance questionnaires from various studies related to this research topic. The inquiry structure of the questionnaire of survey is displayed in table below.

Table 1 - INDICATORS OF QUESTIONNAIRE

Expertise		
Label	Indicators	Items
E1	Expert	Male beauty influencers, in my opinion, are local cosmetic experts.
E2	Experienced	Male beauty influencers, in my opinion, have sufficient experience in the local cosmetic industry.
E3	Qualified	Male beauty influencers, in my opinion, have high professional qualifications in the local cosmetic industry.
E4	Skilled	Male beauty influencers, in my opinion, have proficient expertise in the local cosmetic industry.
Attractiveness		
Label	Indicators	Items
A1	Similarity	I feel similar to the male beauty influencers concerning facial features or skin type.
A2		I have similar thoughts and views to the male beauty influencer in reviewing local cosmetic products.
A3	Familiarity	All of the male beauty influencers mentioned in the preceding section are familiar to me.
A4	Likeability	I like how male beauty influencers talk about or review local cosmetic products.
A5		The male beauty influencer is likeable person.
Trustworthiness		
Label	Indicators	Items
T1	Dependable	Regarding local cosmetic products, I can depend on the opinions of male beauty influencers.
T2	Honest	When it comes to discussing or reviewing local cosmetic products, I see male beauty influencers being open and honest.
T3	Reliable	The opinions of male beauty influencers on local cosmetic products are reliable.

T4	Sincere	The male beauty influencers' opinions on local cosmetic products are sincere.
T5	Trustworthy	When discussing or reviewing local cosmetic products, I see the male beauty influencer is not ostentatious or exaggerated.
Consumer Attitude		
Label	Indicators	Items
CA1	Believe	When the male beauty influencer also mentions the goodness of the local cosmetic brand, I believe it is a good brand.
CA2	Think	When the male beauty influencer is like the local cosmetic brand, I also think the local cosmetic brand concerned by male beauty influencers has a good quality.
CA3	Like	When the male beauty influencer likes the products, I also might like the local cosmetic brand product.
CA4	Good/Bad	After noticing the male beauty influencer state that the local cosmetic brand has a pleasing quality, I believe it has a good quality.
CA5	Confident	After hearing or reading about the local cosmetic brand from male beauty influencers, I am confident in the product.
Para-social Interaction		
Label	Indicators	Items
PSI1		I am excited to watch his videos, read his posts, and leave comments on his social media platforms.
PSI2		I would follow him and communicate with him on other social media platforms.
PSI3		I feel like I am a part of the male beauty influencer's group when I watch him.
PSI4		I consider the male beauty influencer to be a buddy of mine.
PSI5		I would like to see the male beauty influencer face to face.
PSI6		I would read a story about a male beauty influencer if it appeared in a newspaper or magazine.
PSI7		I feel completely comfortable with the male beauty influencer as if I am with my best friends.
PSI8		When a male beauty influencer expresses his feelings about a local cosmetic brand, it guides me from my point of view about the brand.
Purchase Intention		
Label	Indicators	Items
PI1	Seek Product	I'm looking for a specific local cosmetic product that has been reviewed or discussed by male beauty influencers.
PI2	Seek Information	I might look for information on a specific local cosmetic product that has been reviewed or discussed by male beauty influencers.
PI3	Try Product	I might try a specific local cosmetic product that has been reviewed or discussed by male beauty influencers.
PI4	Motivated to Purchase	I will be persuaded to buy a specific local cosmetic product that has been reviewed or discussed by male beauty influencers.
PI5	Purchase	I am interested to purchase a specific local cosmetic product that has been reviewed or discussed by male beauty influencers.

### IV. RESULTS

The findings of demographic and behavioral questions have explained the fact that the majority of respondents to this questionnaire are females aged 17-23. As a result, the data showed that cosmetic users are females who are in high school and college age because they want to look beautiful and take care of themselves through cosmetics. As they age, they might adapt their beauty selection of products to suit their needs [12]. Due to their continuous occupation as college students as well as school students, the majority of respondents spend around Rp100.001 – Rp250.000 per month, making them more price sensitive and conservative in their expenditures. In addition, respondents who did not seek reviews from male beauty influencers before buying local cosmetic products were 172 respondents (53.8%) more than respondents who first sought reviews of male beauty influencers with 148 respondents (46.3%). From this data, it can be concluded that there are still many female consumers who do not refer to male beauty influencers in Indonesia as a reference when buying local cosmetic products.

Furthermore, for the main data analysis, the researcher used SmartPLS software to evaluate the relationship between all variables used in this research, which include expertise, attractiveness, trustworthiness, consumers' attitude, para-social interaction, and purchase intention. There are several important phases that must be done before the researcher continues the data analysis process, such as the phase of determining indicator reliability, internal consistency reliability, convergent validity, and discriminant validity. The computation result is shown in the figure below.

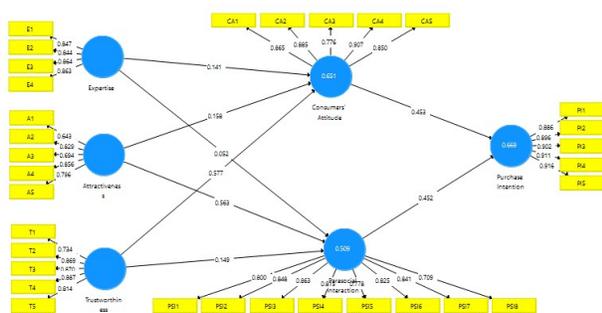


Fig. 2. PLS Algorithm Result

To determine the data's relevance, the variable's value should be larger than 0.7 for the absolute standardized outer loadings [13]. According to the results of the outer loadings, certain indicators have been recognized as not reliable, which is indicator A1 and A3. Therefore, to decide whether indicator A1 and A3 should be removed or remains used, the researcher will further conduct the CR and AVE tests to assess each variable.

Table 2 - INDICATOR RELIABILITY RESULT

Variables	Indicators	Outer Loadings	Reliability
Expertise (E)	E1	0.847	Reliable
	E2	0.844	Reliable
	E3	0.864	Reliable
	E4	0.863	Reliable
Attractiveness (A)	A1	0.643	Not Reliable
	A2	0.829	Reliable
	A3	0.694	Not Reliable
	A4	0.856	Reliable
	A5	0.796	Reliable
Trustworthiness (T)	T1	0.734	Reliable
	T2	0.869	Reliable
	T3	0.870	Reliable
	T4	0.887	Reliable
	T5	0.814	Reliable
Consumer Attitude (CA)	CA1	0.856	Reliable
	CA2	0.885	Reliable
	CA3	0.776	Reliable
	CA4	0.907	Reliable
	CA5	0.850	Reliable
Para-social Interaction (PSI)	PSI1	0.800	Reliable
	PSI2	0.848	Reliable
	PSI3	0.863	Reliable
	PSI4	0.815	Reliable
	PSI5	0.778	Reliable
	PSI6	0.825	Reliable
	PSI7	0.841	Reliable
	PSI8	0.709	Reliable
Purchase Intention (PI)	PI1	0.866	Reliable
	PI2	0.896	Reliable
	PI3	0.902	Reliable
	PI4	0.911	Reliable
	PI5	0.916	Reliable

However, as can be seen in Table 2, all composite reliability scores are greater than 0.7. As a result, it can be concluded that all of the variables are reliable and may be used in the subsequent analytic procedure.

Table 3 - VALIDITY TEST RESULT

Variables	Composite Reliability	Average Variance Extracted (AVE)	Reliability
Expertise (E)	0.915	0.730	Reliable
Attractiveness (A)	0.877	0.590	Reliable
Trustworthiness (T)	0.921	0.700	Reliable
Consumers' Attitude (CA)	0.933	0.736	Reliable
Para-social Interaction (PSI)	0.939	0.658	Reliable
Purchase Intention (PI)	0.956	0.814	Reliable

The discriminant validity result might be examined using the square root of the AVE value. The square root of AVE has to be higher than the correlation between the latent variables in passing the discriminant validity test [14].

The AVE square root findings for each latent variable are presented in Table 3 below, shown diagonally and in bold. The AVE square root of each latent variable is greater than all of the results of the correlations among latent variables suggesting that the discriminant validity test was completed for all variables as shown in the table below.

Table 4 - DISCRIMINANT VALIDITY RESULT

	E	A	T	CA	PSI	PI
E	<b>0.855</b>					
A	0.648	<b>0.768</b>				
T	0.706	0.708	<b>0.837</b>			
CA	0.651	0.659	0.789	<b>0.858</b>		
PSI	0.522	0.702	0.584	0.632	<b>0.811</b>	
PI	0.592	0.765	0.685	0.739	0.739	<b>0.902</b>

In addition to discriminant validity, a heterotrait-monotrait (HTMT) ratio test is used to assess the comparability of each latent variable. In this study, the researcher puts the threshold value at 0.90 because the SmartPLS software would output invalid data for the HTMT ratio if the number is more than 0.90. In this study, the heterotrait-monotrait ratio reveals that all variables are valid because the values are less than 0.90. As a result, the researcher can continue to the following test in the study.

Table 5 - HETERO TRAIT-MONOTRAIT RATIO RESULT

	E	A	T	CA	PSI	PI
E						
A	0.756					
T	0.798	0.820				
CA	0.727	0.753	0.873			
PSI	0.563	0.788	0.628	0.674		
PI	0.649	0.862	0.474	0.797	0.778	

The bootstrapping method investigates the correlations of each hypothesis in SmartPLS by examining the inner and outer models [14]. Bootstrapping will eventually offer a T-test to determine the significance of the path [13]. Researchers could assess whether the hypothesis is accepted or rejected based on the outcomes of data analysis through bootstrapping. The researcher could use bootstrapping to determine whether the hypotheses are accepted or rejected based on the analyzed data. The significance and inner model path coefficient of the hypothesis are supported by T-values, P-values, and original samples. Table 6 summarizes the outcomes of the hypothesis testing.

Table 6 - HYPOTHESIS TESTING RESULT

	Structural Path	Original Sample	T-Value	P-Value	Result
H1a	E → CA	0.141	2.516	0.012	Accepted
H1b	E → PSI	0.158	0.737	0.462	Rejected
H2a	A → CA	0.577	3.033	0.004	Accepted
H2b	A → PSI	0.052	10.056	0.000	Accepted
H3a	T → CA	0.563	9.708	0.000	Accepted
H3b	T → PSI	0.149	1.998	0.046	Accepted
H4	CA → PI	0.453	8.308	0.000	Accepted
H5	PSI → PI	0.452	8.135	0.000	Accepted

This study has eight hypotheses in total. According to Table 6, only one hypothesis is rejected, while the others are accepted. Hypotheses 1a, 2a, and 3a are accepted since the T-value is 2.516, 3.033, and 9.708 respectively which are more than 1.96 at a 5% significance level and have original sample values greater than 0. This indicates that expertise, attractiveness, and trustworthiness have a significant and positive influence towards consumer attitude. On the other hand, hypotheses 2b and 3b are accepted since the T-value is 10.056 and 1.998 respectively which are more than 1.96 at a 5% significance level and also have original sample values greater than 0. Thus, attractiveness and trustworthiness have a significant and positive influence towards para-social interaction. Lastly, hypotheses 4 and 5 are accepted since the T-value is 8.308 and 8.135 respectively which are more than 1.96 at a 5% significance level and also have original sample values greater than 0. Therefore, consumer attitude and para-social interaction have a significant and positive influence towards purchase intention. However, the remaining hypotheses which is hypotheses 1b is rejected since the T-value is 0.737, which is less than 1.96 at a 5% significance level. Even though the hypotheses 1b do not generate significant influence towards the para-social interaction variable, the expertise still resulted in a positive influence because the original sample values are above 0.

## V. DISCUSSION

The first hypothesis assumed that the expertise of opposite-sex beauty influencers has a significant influence on consumer attitude toward the local cosmetic brand. According to the analysis of data, their relationship is positive and significant. Hence, this hypothesis is accepted. This result is consistent with the findings of a prior study done by [15] which discovered a significant relationship between competence and customer attitude. According to the findings of this study, the expertise of opposite-sex beauty influencers has a positive impact on customer attitudes about a local cosmetic business. As this hypothesis is supported in this study, opposite-sex beauty influencers should be seen as competent, informed, experienced, and skilled providers of beauty

advice especially in cosmetics, as they recognized the qualities of the expertise attribute defined by [16]. This assertion is also confirmed by one of the indicators in the expertise variable, Experienced, "Male beauty influencers, in my opinion, have sufficient experience in the local cosmetic industry", which has the highest mean score among the other indicators in this variable. This assertion may reflect why viewers seek for opposite-sex beauty experts' opinions on local cosmetic items. As a result, to develop positive attitudes of female customers toward the recommended local cosmetic company, the male beauty influencer should be viewed by the viewer as an expert in the beauty industry, particularly cosmetics. Moreover, local cosmetic brands should examine the competence of male beauty influencers with whom they wish to collaborate, particularly their talent, background, and understanding in the cosmetic industry. If a local cosmetic business selects the perfect male beauty influencer who is an expert in the beauty sector, it may allow them to express the brand information correctly, resulting in a good consumer attitude toward their business.

The second hypothesis assumed that the expertise of opposite-sex beauty influencers has a significant influence on para-social interaction. According to the analysis of data, their relationship is positive but not significant. Hence, this hypothesis is rejected. This discovery contradicts the findings of recent research by [17], which discovered a significant influence between expertise and para-social interaction among its influencers and their viewers. This interaction also happened between opposite-sex (male) beauty influencers and their audiences, in this instance female cosmetic enthusiasts. As a result, it can be argued that male beauty influencers cannot be viewed as experts by their audiences in order to increase the depth of their Para-social Interaction (PSI) to respective audiences. Moreover, local cosmetic brands should examine the competence of male beauty influencers with whom they wish to collaborate, particularly their talent, background, and understanding of the cosmetics industry. If a local cosmetic firm assigns the ideal male beauty influencer who is an industry expert, they tend to have a significant Para-social Interaction (PSI) intensity with their audiences, which may contribute to improved purchase intention.

Another hypothesis assumed that the attractiveness of opposite-sex beauty influencers has a significant influence on consumer attitude toward the local cosmetic brand. According to the analysis of data, their relationship is positive and significant. Hence, this hypothesis is accepted. This outcome is consistent with the results of a prior study done by [18], which discovered a significant relationship between attractiveness and customer attitude. Familiarity, resemblance, and likeability of male beauty influencers with their audiences have a key impact in the construction of consumers' sentiments about local

cosmetic products, as this theory is supported in this research [16]. As a result, local cosmetic businesses should assess the attractiveness of male beauty influencers with whom they wish to collaborate, notably their likability, similarity, and resemblance with their targeted audience. From the findings of this research, female consumers tend to follow male beauty influencers because they are likable people. If a local cosmetic business selects the correct and pleasant male beauty influencer for their market, it may result in a positive customer attitude toward the brand.

The other hypothesis assumed that the attractiveness of opposite-sex beauty influencers has a significant influence on para-social interaction. According to the analysis of data, their relationship is positive and significant. Hence, this hypothesis is accepted. This finding is consistent with [19] examination of earlier research, which revealed a substantial effect between beauty and para-social interaction among its influencers and their viewers. This connection also occurred between opposite-sex (male) beauty influencer and their respective audience, in this case, female cosmetic enthusiasts. Beauty influencers are more inclined to interact in an intimate relationship with their audience as a reviewer who is considered appealing by their audience. As a result, it can be stated that the attractiveness of male beauty influencers might drive to Para-social Interaction (PSI) with their audiences, which in this instance are female cosmetic enthusiasts. Consumers may notice that male beauty influencers can describe or evaluate local cosmetic items in an appealing manner, which may improve the complexity of their Para-social Interaction (PSI) with their followers. Male beauty influencers with unique and appealing looks and styles can strengthen their connection with their audiences. If male beauty influencers have an attractive physical appearance, viewers are more inclined to spend more time viewing their cosmetics products. The male beauty influencer and his audience will develop a closer bond as a consequence of their regular interaction. Influencers, particularly male beauty influencers in this study, appear to have stronger persuasiveness and credibility since their followers are more inclined to connect to them [20]. Moreover, local cosmetic brands should analyze the attractiveness of male beauty influencers with whom they wish to collaborate, notably their likability, familiarity, and resemblance with their audiences. If a local cosmetic business selects an attractive male beauty influencer, they have a significant Para-social Interaction (PSI) intensity with their viewers, which can result to a favorable purchase intention.

There is also hypothesis assumed that the trustworthiness of opposite-sex beauty influencers has a significant influence on consumer attitude toward the local cosmetic brand. According to the analysis of data, their relationship is positive and significant. This result is consistent with

the findings of a prior study done by [15], which discovered a significant relationship between trustworthiness and customer attitude. Based on the findings of this study, the trustworthiness of opposite-sex beauty influencers has a positive impact on customer attitudes about a local cosmetic business. If influencers are viewed as a reliable and perceptive source of information, the content of product suggestions in their review content will be more persuasive than if the source is viewed negatively in changing viewers' perceptions [16]. It would be preferable if local cosmetic brands delivered detailed knowledge about the product so that male beauty influencers could convey their knowledge to their audience, and even better if local cosmetic brands encouraged male beauty influencers to communicate honest reviews because nothing beats constructive feedback that can be employed by local cosmetic business to continually improve the qualities of their products. When a local cosmetic business selects the perfect male beauty influencer who is trustworthy to their target audience, it may result in a favorable customer attitude toward the brand. If male beauty influencers give a comprehensive product review without exaggerating, female customers like it. As a result, male beauty influencers must also know the characteristics of trustworthiness, which include being trustworthy, genuine, dependable, sincere, and highly reliable [16], in order to have a significant impact on the consumer attitude, which in this case is female, toward the local cosmetic brand under consideration.

Besides that, there is another hypothesis assumed that the trustworthiness of opposite-sex beauty influencers has a significant influence on para-social interaction. According to the analysis of data, their relationship is positive and significant. This result is consistent with the findings of prior research by [19], which discovered a significant relationship between trustworthiness and para-social interaction. According to this study, the trustworthiness of opposite-sex beauty influencers has a favorable impact on para-social interaction between the influencer and their viewers. This connection also occurred between opposite-sex (male) beauty influencer and their respective audience, in this case, female cosmetic enthusiasts. Male beauty influencers, as everyday consumers of cosmetics products, may give trustworthy or impartial comments based on their own knowledge of the product, enabling their audiences to connect to and interact with the review material as well as the male beauty influencers. Because the idea of para-social interaction (PSI) refers to an emotional attachment or connection between online personas and viewers, this engagement and comparable sentiments may indicate the increased para-social interaction between viewers and beauty influencers as reviewers. Moreover, local cosmetic brands should examine the integrity of male

beauty influencers with whom they wish to collaborate, particularly those who are reputable, genuine, dependable, truthful, and responsible. When a local cosmetic brand selects a credible male beauty influencer, they have a significant Para-social Interaction (PSI) depth with their consumers, which can contribute to positive purchase intention.

Furthermore, there is hypothesis stated that there is a positive and significant influence between the consumer attitude toward local cosmetics and purchase intention. This hypothesis is recognized as corroborated by earlier studies by [15], which suggest that audiences with a favorable attitude toward social media influencers, especially male beauty influencers, in this case, are more likely to purchase the influencers' advertised product. Moreover, [21] discovered that the consumer's attitude toward a brand has a significant impact on its buy intention because it is the greatest important driver of purchase intention. This study found that the audience, in this case, females, had a positive attitude towards the brand influencing their purchase intention towards beauty products evaluated by male beauty influencers. Thus, it is critical for a local cosmetic brand to retain a positive consumer attitude, as this will improve the possibility that female consumers would purchase local cosmetic products.

Lastly, the hypothesis stated that there is a positive and significant influence between the Para-social Interaction (PSI) toward local cosmetics and purchase intention. This hypothesis is accepted. The findings of this study are consistent with previous findings by [22] impact on audiences' intentions to purchase items evaluated by beauty influencers. In this situation, media celebrities, particularly male beauty influencers, appear to have stronger persuasiveness and credibility since their viewers are more inclined to connect to them. Audiences are more likely to believe what is being communicated if they assume they are being addressed to directly as a result of their important connection with the presenter [23]. Although the connection among both male beauty influencers and their audiences is only an illusionary one-sided correlation undergone by the audience with beauty influencers in this digital era, it can have a substantial effect on the viewer's intention, which in this particular instance is female, to purchase local cosmetic products that are evaluated by beauty influencers. As a result, it is critical that Para-social Interaction (PSI) be positive and entertaining in order to have a substantial influence on the customer. Additionally, when selecting beauty influencers to collaborate with, local cosmetic businesses should evaluate the Para-social Interaction (PSI) intensity of male beauty influencers with their audiences, which can be determined by reviewing their platform on social media knowledge and insight.

## V. CONCLUSION

Currently, influencer marketing has rapidly become the most effective strategy to reach beauty consumers, particularly women as their main target market in the cosmetic industry. In addition to working with male beauty influencers as spokesmodels, collaborations, or endorsements, the local cosmetic company offers them recently introduced items on a continual basis. In return, after testing out the local cosmetic product, the beauty influencers would express their views and impressions on social media. The researcher recommends for local cosmetic businesses in selecting appropriate beauty influencers to be partners, particularly those targeting the younger female consumer market, must be discriminating and cautious in deciding the best beauty influencers to be companions. As a result, in order to effectively enter the market, local cosmetic businesses may select the most attractive, knowledgeable, and trustworthy beauty influencers based on their preferences, even if the influencer has a different gender from the main target market and has a strong stereotype that the product is identical to a certain gender. This research proves that opposite-sex influencers can be effective in increasing purchasing intention as long as they are considered experts, attractive, and honest. Furthermore, through the interaction of consumer attitudes, the expertise, attractiveness, and trustworthiness of male beauty influencers have a positive and significant effect on females' purchase intention of local cosmetic businesses. Nonetheless, the influencer's attractiveness and trustworthiness have a positive and considerable impact on female purchase intention through para-social interaction.

All of the data collected from the responses of the respondents could enable male beauty influencers to improve their quality of review and content. To prevent "fake reviews" of male beauty influencers' content, local cosmetic brands should encourage male beauty influencers to fulfill their guidelines. Alternatively, it would be preferable if local cosmetic brands delivered detailed knowledge about the product so that male beauty influencers could convey their knowledge to their audience, and even better if local cosmetic brands encouraged male beauty influencers to communicate honest reviews because nothing beats constructive feedback that can be employed by local cosmetic business to continually improve the qualities of their products.

Aside from that, local cosmetic brands should always manage the quality of their products so that male beauty influencers may promote their positive experiences with them and urge their audiences to purchase the local cosmetic product that the reviews suggest. As a result, consumers will have a pleasant experience with the

product, as experienced by male beauty influencers.

The insights gained from the gathered information are extremely valuable to a wide range of stakeholders, notably local cosmetic businesses. These recommendations are not only useful for local cosmetic brands, but will also be valuable insights for Indonesian male beauty influencers about how they are viewed by the audience and how to better interact with their audience, especially female audience in this case, which in the end can be beneficial for them, customers, and also a local cosmetic brand.

The next recommendation is aimed at the male beauty influencer itself. As some male beauty influencers rely on the cosmetic 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, male beauty influencers should be able to establish a good consumer attitude and positive Para-social Interaction (PSI) with their audiences, which can contribute to purchase intentions of the local cosmetic products recommended by them. According to the research, male beauty influencers should retain their reputation, which includes expertise, attractiveness, and trustworthiness, across product review content.

In general, expertise refers to the influencer's experience, knowledge, or abilities in a certain field, which in this case is cosmetics. Then, male beauty influencers might acquire attractiveness by being familiar and similar to the audience. Although, in the context of this research, the attractiveness of a male beauty influencer that is liked by female consumers is someone who is likable and has a pleasant and attractive personality. Last, trustworthiness is associated with an influencer's sincerity, integrity, and credibility to be perceived as credible.

Male beauty influencers must also preserve their reputation by always being objective and genuine in giving product reviews; most respondents indicated they dislike it when beauty influencers appear excessive and fake in discussing cosmetic products because of a brand endorsement or collaboration. Being innovative in developing local cosmetic product review content is also something that male beauty influencers should explore in order to maintain the audience's interest and engagement. They also have to be able to create their own strategy and uniqueness in order to compete with existing female beauty influencers in order to be accepted by cosmetic enthusiasts. Last, according to previous data, cosmetic enthusiasts use social media the most on Instagram, especially females. However, based on the results of this study, other social media such as YouTube are also often used as references for female consumers to find product information about local cosmetics. Therefore, male beauty influencers should try and explore other social media as

platforms to review local cosmetic products in order to achieve maximum engagement and results.

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