



The Influence of Social Media Influencers on Purchase Intention of Local Personal Care Products

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Abstract

Nowadays, Personal care products grow rapidly every year even in a red ocean industry. With changes in this digital era, personal care companies have to innovate in order to survive and grow. One of the ways is the use of digital marketing. There are many ways to do digital marketing and one of the popular methods is social media influencers. However, with so many new influencers on social media, marketers find it challenging to choose the right influencers to promote their products because not every influencer brings a significant impact. Choosing the wrong influencers could cause the business to lose money and harm the image of a product or a brand. On the other hand, choosing the right influencers may lead to the popularity of the product and an increase in sales. Based on that, this research is focusing on the influencers from the consumer's point of view, in order to know the type of influencers that fit with the product offered. This research is based on literature study that describes Influencer credibility has a positive impact on consumers' purchase intention, attitude towards products, and advertising. The result shows that the influencer credibility describe and evaluate an influencer based on their attractiveness, trustworthiness, and expertise.

Keywords: Covid 19 Pandemic, Information Technology, Learning Platform, FMADM.

1. Introduction

The number of small and medium enterprises is growing through the years. There were more than 64 million small and medium enterprises in Indonesia in 2018 and the number keeps growing. There include small and medium-enterprises in various fields, such as culinary (Irawan, 2020), fashion (Dhewanto et al., 2020), digital technology (Papadopoulos et al., 2020), Malaysia's furniture industry (Ratnasingam et al., 2020), cybersecurity education (Bada and Nurse, 2019), human resources (Klepič, 2021) and Occupational health problems (Jahangiri et al., 2019).

The growing number of small and medium-sized enterprises contributes to the growth of local products (Taneo et al., 2022; Maulina and Fordian, 2018). According to the survey conducted by Katadata Insight Center (KIC), 88.8% of consumers prefer using and consuming local products. This is due to the national government's mission to increase the use of local products. Moreover, the COVID-19 pandemic has made people more aware of local products (Hidayati and Rachman, 2021; Rohmah and Achdian, 2021; Priambodo et al., 2021). Among a lot of local products in Indonesia, the consumption of personal care grew by 29% in 2020.

Along with the strict competitiveness in the personal care industry, enterprises need to create more innovations to keep growing, especially in their marketing strategies. One of the easy ways to take is by carrying out digital marketing, especially by working with social media influencers (Kemp et al., 2020; Vrontis et al., 2021). This method may become the best way to market products since they have audience or community to which they can promote the endorsed products (Dewi, 2020). Besides, business owners can also benefit since such endorsements can save their budget for promotion as well as gaining interaction between a brand and their consumers which might not happen with conventional advertisement method (Saima and Khan, 2020).

Hermanda et al. (2019) presented of the how social media influencers influenced the brand image, self-concept and the purchase intention of cosmetic consumers. They found that the significant negative influence of both social media influencer and self-concept towards the purchase intention, in contrast with the brand image which had a significant positive effect. Weismueller et al. (2020) investigated the impact of social media influencer endorsements on purchase intention, more specifically, the impact advertising disclosure and source credibility have in this process. They show that the number of followers positively influences source attractiveness, source trustworthiness and purchase

intention. Chetioui et al. (2020) studied of the impact of attitudes toward fashion influencers (FIs) on brand attitude and consumer purchase intention. They show that the attitudes toward FIs positively impact brand attitude and consumer purchase intention.

Based on above problem, the main objective of this study is to describe the relations between influencer credibility, customer's purchase intention, attitude towards product and advertisement.

2. Methodology

This research focuses more on social media influencers, by reviewing literatures related to influencers' credibility, purchase intention, attitude towards product, and attitude towards advertisement. Moreover, literature research method conducted based on previous journal and article.

3. Results and Discussions

It is revealed that there are several instruments used to judge an influencer, one of which is to measure their credibility. The most common measuring tool used is credibility source model. This tool should be applied to measure social media influencers, especially those related to personal care products, since it has been used in various studies (Jin et al., 2019; Pick, 2020). Three dimensions that shape influencer's credibility are attractiveness, trustworthiness, and expertise.

Along with the changing times, market segmentation has become more divided since humans need a lot more items and there are a lot more choices. Today's consumers usually gather information and take it into their consideration prior to purchasing an item. The way consumers view endorsement contents by social media influencers can illustrate their intentions to buy the item promoted.

Furthermore, as the technology and internet keep developing, social media platforms, which have become a part of humans' lives, have changed the humans interact and communicate with each other. As a result, social media influencers have become role models observed and imitated by their communities or online followers. Social perception formed when an influencer likes, uses, or appreciates a product makes it possible to understand their impacts regardless the platforms they use to interact with consumers (Kapitan and Silvera, 2016). Employing social media influencers may give positive impacts when introducing a brand to their followers by improving awareness, trust, and loyalty, which eventually create purchase intention in consumers (Jun and Yi, 2020).

Influencers' credibility can bridge consumers' trust with purchase intention (Saima and Khan, 2020). A similar claim was also stated by Chopra et al. (2021) that mentioned that influencers' credibility is a pivotal aspect in influencer marketing. In order to elaborate influencers' impacts on consumers' behaviours, credibility source model proposed by Ohanian (1990) shows that there are three factors which significantly contribute to consumers' purchase intention and attitudes towards advertisements, namely, trustworthiness, expertise, and attractiveness. The credibility felt by consumers indicates that social media influencers are able to give different positive and significant impacts to consumption and evaluation of consumers' behaviours used in this study in order to discover the effects of influencer marketing.

An opinion coming from a trusted person that can change consumers' attitudes and trust is a determining factor in influencing attitudes towards eWOM which is also known as viral marketing. This is confirmed by Erkan and Evans (2016) who asserted that social media influencers' credibility possesses positive effects towards purchase intention. This aspect may improve when influencers who market certain products are experienced in the field related to the products (Ohanian, 1990). Social media influencers' attractiveness positively affect consumers' behaviours towards brand, product, and purchase intention (Kim and Na, 2007). However, negative news on an influencer may ruin their credibility and also damage the reputation of brands that use the influencer's endorsement service.

It is interesting that consumers will show more trust and positive attitudes towards brands whose products have already been posted by social media influencers (Jin et al., 2019). Influencers who are more knowledgeable in the related field and have more trust from their audience are able to positively impact the products (Schouten et al., 2020). Furthermore, attractiveness, trustworthiness, and expertise which are influencers' credibility dimension also give good effects to consumers' attitudes towards advertisement. This confirms the previous study which was conducted by Wang and Chien (2012) which shows that influencers' credibility give significantly positive influence to consumers' attitudes towards advertisement.

Advertisement is a means of marketing which functions to persuade people to purchase the products promoted. The aims of advertisement vary, and the success of advertisement is determined by whether the advertisement aim is fulfilled. Some marketers would like to increase their product awareness, consideration, or conversion. Nevertheless, marketers eventually want to raise the sale of the products they offer. Therefore, an advertisement that can gain consumers' attention is pivotal. Marketers should be able to comprehend their consumer target because different targeted consumers require different kinds of advertisement.

Consumers' attitudes towards advertisement may differ when they come from different cultures. The attitudes positively contribute to their purchase intention (Mohsin Butt and Cyril Run, 2010). Besides, a similar finding was

discovered that advertisement content can affect consumers' attitudes. For instance, better consumers' attitudes can appear when they see advertisement that contain religious message, and this eventually increase their purchase intention.



Figure 1. The Effects of Influencer Marketing

Digital marketing can be a measure to take when everyone spends their time online, especially on social media. With 170 million social media users, this can be the main channel that is suitable to carry out marketing, especially by involving social media influencers. Nevertheless, companies must be able to manage their product promotion when using social media influencers as their promotional media and figure out the right influencers (Casaló et al., 2020). Figure V illustrates how an influencer can affect consumers' purchase intention as well as their attitudes towards the products and advertisement.

From the explanation above, influencers' credibility can be seen from their skills, consumers' interest in their looks, and their styles (Ohanian, 1990). Attitudes towards products and advertisement can be measured by finding out whether consumers see the influencers when they want to gain information related to personal care products, whether they are interested when seeing endorsement contents, and whether they will spread the information they obtain to others (Cheah et al., 2019). Meanwhile, purchase intention can be determined by the possibility for consumers to have the intention and will to purchase as well as try the products recommended by social media influencers (Coyle and Thorson, 2001). The influencer marketing variable and definition can be seen in Table 1.

Table 1. Influencer Marketing Variable and Definition

Variable	Definition
Influencer Credibility (Adopted from Ohanian, 1990 and Pick, 2020)	Influencers has credibility that can be measured by attractiveness, trustworthiness and expertise.
Attitude towards product and advertisement (Adopted from Huang et al. 2011 and Cheah et al. 2019)	Consumer's attitude towards personal care product and advertisement.
Purchase intention (Adopted from Erkan and Evans, 2016)	Purchase intention refer to the possibility of customers willingness to buy a product in the future.

4. Conclusion

In this paper, we have discovered the social media influencers make crucial contributions and give various benefits for marketers. In order to determine the influence, marketers can see how an influencer's credibility affect purchase intention as well as consumers' attitudes towards product and advertisement. Furthermore, purchase intention influenced by consumers' attitudes towards products and advertisement can be utilized by marketers in figuring out the most important aspect in influencer marketing.

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