

# The Influence of Beauty Vlogger's Content on the Purchase Intentions of Local Brands in Indonesia

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## ABSTRACT

**Objective** – This study aims to propose a conceptual model of how the influence of beauty vlogger content affects purchase intentions on local brand beauty products in Indonesia with brand image as a mediating variable.

**Methodology/Technique** – Purposive sampling is used with 100 respondents distributed online via Google forms. A path analysis technique is used.

**Findings** – The study findings show that beauty vlogger content influence brand image but does not influence the purchase intentions on local brand beauty products in Indonesia. Brand image is a mediating variable between beauty vlogger content and purchase intentions on local brand beauty products in Indonesia.

**Novelty** – The development of beauty vloggers in Indonesia is growing rapidly, but the study of beauty vlogger content is still scarce and only examines the effect of vloggers on purchase intentions, not on the brand image.

**Type of Paper:** Empirical.

**Keywords:** Vlogger; Beauty Vlogger Content; Purchase Intention; Local Brands in Indonesia.

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**JEL Classification:** M15, M31, M37.

## 1. Introduction

The use of digital media has expanded as a means of communication and various information and plays an important role in marketing, distribution, and services. For example, producers have used Facebook, Blogs, and YouTube to promote products and communicate directly with consumers (Mangold & Fauld, 2009). A new phenomenon on YouTube that is loved by women today is the beauty vlog delivered by beauty vloggers. Beauty vloggers express their opinions about a beauty product or compare products with different brands that can pique interest in the product.

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Social media provides a broad space for marketers to reach consumers directly (Handerson & Bowley, 2010), as well as to increase engagement with customers. On the other hand, social media is the main source of information for many consumers, and even provides an opportunity for consumers to connect with each other and share information. From the perspective of consumers, the source of information delivered is more honest and reliable and can contribute to purchasing decisions (Wang, Yu & We, 2012; Goh, Heng & Lin, 2013; Yuksel., 2016).

Beauty vloggers are YouTube users who produce and publish videos related to beauty or cosmetic products to their personal YouTube account and are not affiliated with brands and can influence purchasing decisions (Pixability, 2014; Goh, Heng & Lin, 2013). Therefore, beauty vloggers are ordinary consumers who make YouTube content about beauty products and do not have a relationship with a particular brand. Beauty vloggers are able to suggest their audience to buy a product with a certain brand or vice versa. This is because the information conveyed by beauty vlogger content can shape consumer preferences for a brand (Kotler & Armstrong, 2014).

The study of beauty vlogger content and its effect on purchase intentions on local brand beauty products in Indonesia mediated by brand image is still limited (Jung & Watkins, 2016; Rahmi, et. al., 2016; Mike, 2014). Hence, this study examines beauty vlogger content and its effect on purchase intentions on local brands beauty products in Indonesia, mediated by brand image.

## **Literature Review**

### **2.1. The Effect of Beauty Vlogger Content on Brand Image on Local Brand Beauty Products in Indonesia**

Vlogs are a popular e-wom platform and are considered by online users to be a very credible source among all other media sources (Hsu et. al., 2013). A Beauty Vlogger is a beauty influencer who shares information and teaches certain skills and illustrates how to do things with content through video clips which are then posted on the YouTube platform (Choi & Behm, 2017).

Messages delivered by beauty vloggers on YouTube tend to have something in common with consumers because they are fellow users who do not have commercial elements related to the product. Beauty vlogger content is very important in the process of developing a personal or corporate image because of the possibility of reaching and influencing thousands of people. Even the perception of a luxury brand of a product can increase after watching beauty vlogger content (Jung & Watkins, 2016). It can even influence consumers to have a positive and negative attitude towards the brand (Lange, 2014). This is because vloggers utilize different and varied communication strategies from traditional media, so the information conveyed by beauty vlogger content can shape consumer preferences for a brand (Kotler & Armstrong, 2014). Based on the description stated above, the first hypothesis can be formulated as follows:

H1: Beauty vloggers influence brand image of local brand beauty products in Indonesia.

### **2.2. Effect of Beauty Vlogger Content on Purchase Intention on Local Brand Beauty Products in Indonesia**

Consumer reviews about a product on social media have an influence on purchase intentions rather than reviews made by marketers. This is because consumer reviews are considered more informative and persuasive (Goh, Heng & Lin, 2013), as well as information obtained through online consumer forums generates more interest in products than information obtained by marketers (Bickart & Schindler, 2001).

A Beauty Vlogger is a beauty influencer who shares information that teaches certain skills and illustrates how to do things with content through video clips which are then posted on the YouTube platform (Choi &

Behm, 2017). Kotler and Armstrong (2014) reveal that purchase intentions develop by consumers forming preferences from all of the available brand choices.

The presence of a digital forum can be a source for sharing and finding more honest and reliable information that helps consumers make purchasing decisions (O'Connor, 2015). Based on the description stated above, the second hypothesis can be formulated follows:

H2: Beauty vloggers influence purchase intentions of local brand beauty products in Indonesia.

### 2.3. Effect of Brand Image as a Mediating Variable between Beauty Vlogger and Purchase Intention on Local Brand Beauty Products in Indonesia

Brand image describes the extrinsic nature that comes from a product or service, including how the brand tries to meet the psychological or social needs of customers. (Kotler & Keller, 2016). The presence of consumer purchase intention towards a brand begins with the formation of preferences of all available brand choices (Kotler & Armstrong, 2014) and one of those preferences is beauty vlogger.

User-generated content includes evaluations and honest experiences of consumers about the positive and negative aspects of the product (Park et. al., 2007). This creates perceptions of the brand of a product and can influence purchasing interest (Yuksel, 2016). Based on the above, the third hypothesis can be formulated as follows:

H3: Brand image is a mediating variable between beauty vlogger content and purchase intentions of local brand beauty products in Indonesia.

### 3. Research Methodology

This study was conducted in Indonesia with questionnaire distribution techniques using the Google Form (online). The sample in this study was 100 respondents chosen using a purposive sampling technique, namely YouTube viewers who watched vlog content from beauty vloggers about their review of local brand beauty products in Indonesia.

The variables in this study include beauty vlogger content with indicators of trust, expertise (Hsu et. al., 2013; Choi & Beham, 2017), brand image with indicators of uniqueness, strength and benefits (Kotler & Keller, 2016; Yuksel, 2016), and purchase intention with indicators of stimulation, awareness and information (Assael, 2001). The analysis technique in this study is path analysis.

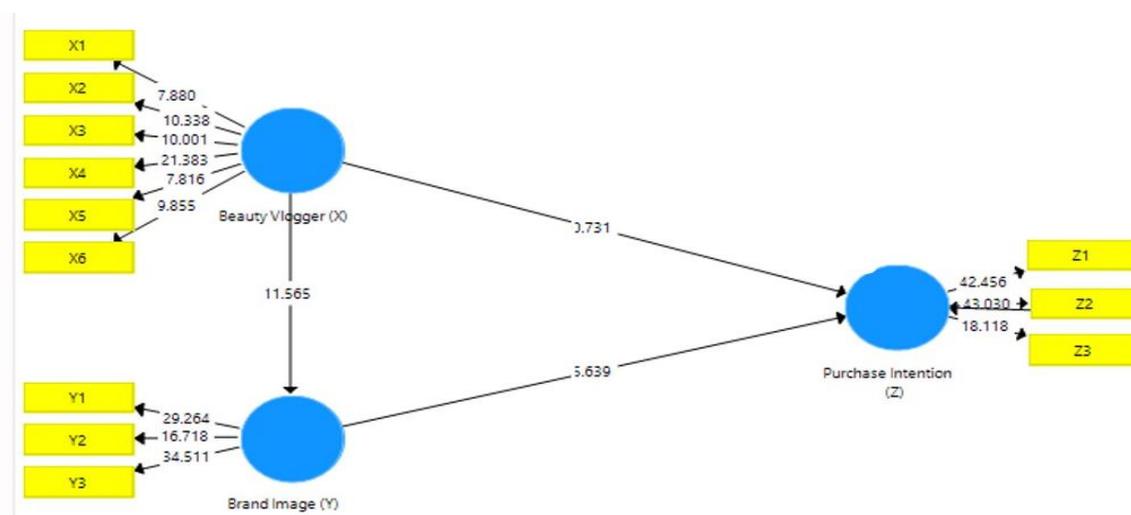
### Results

Hypotheses	Path Coefficient	P-Value	Conclusion
Beauty vlogger influence brand image on local brands beauty products Indonesia	0,625	0,000	Significance
Beauty vlogger influence purchase intention on local brand beauty products Indonesia	0,082	0,462	Not Significance
Brand image as a mediating variable between beauty vlogger and purchase intention on local brand beauty products Indonesia	0,406	0,000	Significance

Table 1 shows that the relationship between the variable beauty vlogger content on brand image on local brand beauty products in Indonesia products is influential with a p-value of  $0,000 \leq 0,05$  and path coefficient of 0.625. This means that Hypothesis 1 is "accepted".

Furthermore, the relationship between the beauty vlogger variable on purchase intention on local brand beauty products in Indonesia is not significant with a p-value of  $0.426 \geq 0.05$  and a path coefficient of 0.082. This means that Hypothesis 2 is "rejected".

The relationship between brand image as a mediating variable between beauty vlogger content and purchase intention on local brand beauty products in Indonesia is influential with a p-value of  $0,000 \leq 0.05$ . This means that Hypothesis 3 is "accepted". Further details can be seen in Figure 1.



## 5. Discussion

This study aims to propose a conceptual model of beauty vlogger content and its effect on purchase intentions on local brand beauty products in Indonesia, which is mediated by brand image. The study results support the first hypothesis that beauty vlogger content influences the brand image of local brand beauty products Indonesia. This shows that consumers' perceptions about the trust and expertise of vloggers in providing information on local brand beauty products in Indonesia influence brand image. This study supports the results of a study conducted by Jung and Watkins (2016) which concludes that the perception of luxury brands is significantly increased after watching a vlog (beauty vlogger).

The second hypothesis is rejected, meaning that beauty vloggers have no effect on purchase intentions. This study shows that beauty vlogs are no more effective than advertising in increasing consumer intentions to buy. The results of this study do not support the study conducted by Djafarova and Rushworth (2017), which states that vlogs can influence purchase intentions.

The third hypothesis is accepted meaning that brand image is a mediating variable between beauty vlogger content and purchase intentions. The higher or better the brand image of local brand beauty products in Indonesia, the higher the purchase intentions made by consumers after watching beauty vlogger content. The results of this study are consistent with the findings of Kotler and Armstrong (2014), who conclude that consumers' perceptions of a brand originated from forming preferences of all available brand choices and one of those preferences is beauty vloggers.

In the context of the beauty industry with local brands in Indonesia, the results of this study show that marketers of beauty products with local brands in Indonesia can use vlogs for different purposes. This is because vlogs are able to persuade consumers and play a role in increasing purchase intentions (Petrick, 2002). Hence, product reviews by beauty vloggers are very important in enhancing brand image and will increase purchase intentions. In addition, beauty vlogs can be used as instruments to improve consumer disappointment with product quality.

## 6. Conclusion

The study results show that beauty vlogger content influences the brand image of beauty products but does not affect purchase intentions. However, brand image is a mediating variable between beauty vlogger content and purchase intentions on local brand beauty products in Indonesia. This means that the influence of vloggers does not exceed that of online advertising or celebrity advertising on purchase intentions. This shows that consumers' perceptions of local brand beauty products in Indonesia are not influenced by the trust and experience of a Beauty Vlogger. A Vlogger's experience and trust only creates the image brand in local brand beauty products in Indonesia. This shows that the information conveyed by beauty vlogger content can build consumer perceptions of a product (Jung & Watkins, 2016), but the information conveyed by beauty vlogger content cannot directly influence the purchase intentions of local brand beauty products in Indonesia. The results of this study are consistent with the results of Wang, Yu, and We (2012), Goh, Heng, and Lin (2013) and Yuksel. (2016).

However, brand image is a mediating variable between beauty vlogger content and purchase intentions because user-generated content is content created by the general public about a product which is not paid for by any brand and is distributed online. Hence, the information conveyed by beauty vlogger content can influence purchase intentions, but it begins with the formation of brand image perceptions by consumers of local brand beauty products in Indonesia (Kotler & Armstrong, 2014).

### Implications of the Study for YouTube Vloggers

Anyone can be a vlogger. A vlogger is even considered an opinion leader. Therefore, the ability to provide information that is based on experience will make the vlog the attention of my audience because the vlogger provides information as it is for the product. Thus, increasing the statement's confidence in advertising and increasing the perceived credibility of the endorser.

### Implications of the Study for Marketers

Vloggers on YouTube are changing the face of the beauty industry; vlogs on YouTube have the potential as a platform for product placement strategies. Therefore, companies need to use social media to increase engagement between companies and consumers. This is because the use of digital media today has gone beyond as a means of communication and various information and plays an important role in marketing, distribution, and services.

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