

Examining the Effect of Persuasive Message of Beauty Vloggers on Information Acceptance of eWOM and Purchase Intention: The Study of Consumers of Beauty Products in Jabodetabek, Indonesia

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ABSTRACT

Beauty vlogger, as an influencer on YouTube, provides a change in consumer purchase behaviour. Beauty vlogger is a new platform of eWOM providing honest feedback towards skincare and cosmetics products. This study aimed to examine the effect of beauty vlogger through the persuasive eWOM Message, based on the construct of argument quality, source credibility, source attractiveness, and sources perception on information acceptance of eWOM. This study also evaluated the impact of information acceptance of eWOM on purchase intention through Vlogger in the Beauty Industry. This research used an online questionnaire from 400 female respondents who were the subscribers or the viewers of beauty vlogger with the age ranging from 15 to 25 years old. Data were analyzed using Structural Equation Modeling. The results showed that based on the construct of

the Persuasive eWOM message, source credibility was the only variable which had no effect on Information Acceptance of eWOM. However, information acceptance of eWOM and source credibility had a direct effect on purchase intention.

Keywords: Beauty vlogger, information acceptance of eWOM, persuasive eWOM message, purchase intention

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INTRODUCTION

Social Networking Sites (SNS) have been used by the users to share and create relationships with other users (Karpinska-Krakowiak, 2016). In addition, the second most popular SNS among users around the world (including in Indonesia) is YouTube while Facebook is still in the first rank (Wang & Li, 2015). The popularity of YouTube relates to site accessibility (Simonsen, 2011), allowing everyone to upload and share video content that has been created (Amy et al., 2013).

YouTube users can upload and share instrumental videos for their video blog (Vlogs) to their followers. These YouTube users are known as vloggers (Hill et al., 2017). Vloggers may upload videos about their personal lives (Lee & Watkins, 2016), the products they use, the places they visit and others. A vlogger can convey a message of thoughts, opinions, and reviews to the audiences who cannot provide immediate feedback at the same time (Haider et al., 2016). Furthermore, a vlogger provides a reference for her followers regarded as an opinion leader (Zanette et al., 2013).

Vlogger is an embodiment of Electronic Word of Mouth (eWOM), in which a person or a group of people may recommend or provide opinions about a product or service (Bayazit et al., 2017). Currently, vlog content is a highly credible source for online users as it is considered more trustworthy through testimonials of product experience (Hsu et al., 2014). A vlog about beauty is one of the most popular and widely subscribed contents (Ananda & Wandebori, 2016). The

viewers of the beauty vlogger content reach more than 125 million and most of them are young women (Berryman & Kavka, 2017).

In Indonesia, beauty vloggers such as Sarah Ayu, Titan Tyra, Suhay Salim are the most recommended vloggers for the best beauty advice (Rahmiasri, 2016). The beauty vloggers such as Nanda Arsyinta and Molita Lin are even on the list of 66 Top Asian Beauty Bloggers on YouTube in the world (nylonpink.tv, 2017). Beauty vloggers are believed to be able to stamp their approval on a particular product where the viewers can trust their opinion very much because it is considered a recommendation (Sokol, 2017).

Consequently, beauty vloggers become influencers to their viewers with a persuasive message through interaction and interpersonal influence (Have, 2017). The beauty vloggers creating video content about beauty tutorial and product review can be a manifestation of the persuasive eWOM message. Persuasive eWOM message is formed by argument quality, source credibility, source attractiveness, and source perception (Teng et al., 2016). Persuasive eWOM message from beauty vloggers is perceived as a credible source, indicating the explanatory power in online information acceptance (Teng et al., 2014). Persuasive eWOM message and information acceptance of eWOM effectively influence the purchase behaviour of online consumer (Erkan & Evans, 2016).

Therefore, this research investigated the power of beauty vloggers as the influencers to their viewers through the eWOM message

which finally would influence the intention of those viewers to buy the beauty product. The objective of this research was to examine the influence of the persuasive eWOM message, based on the constructs of argument quality, source credibility, source attractiveness, and source perception on the purchase intention through the Information Acceptance of eWOM in Jabodetabek, Indonesia.

Literature Review

Argument Quality. Argument quality refers to the strength of the persuasion power of arguments embedded in informational messages which will develop the positive attitude of consumers (Djafarova & Rushworth, 2017). High argument quality can be interpreted by both high informativeness of sufficient data and high persuasive level of strong support claims (Zhang et al., 2014). Messages are considered to have strong or weak qualities based on their relevance, timeliness, accuracy, and comprehensiveness (Cheung & Thadani, 2012). The high-quality review message reflects the clear reviewer's attitude and contains how and why the reviewer has shaped a certain attitude towards the target (Teng et al., 2014). Therefore, it can be concluded that Argument Quality is the information conveyed by the communicator referring to the extent to which the recipient of the message can understand and take an attitude in response to the information.

H1: Argument quality has positive effects on Information Acceptance of eWOM

Source Credibility. Source credibility is the ability and motivation of the source of the message to generate accurate and correct information to the audience (Li & Zhan, 2011). Source credibility can generate an effective persuasive message and encourage a good attitude towards the product/service associated with its review. Source credibility is a multi-dimensional concept that serves as a tool for the recipient of information to assess the source or transmitter of communication with respect to the information. Source credibility is formed by the dimensions of expertness, trustworthiness, and source experience (Khong & Wu, 2013). Source credibility is driven by the perception of expertise and trust of communicator to influence the consumer attitudes towards the evaluation of information received (De Veirman et al., 2017). Expertness refers to the knowledge that communicators have about the product/service. Trustworthiness is a level of trust and acceptance that the recipient of the message develops toward the source. Source experience deals with the extent to which the communicator is familiar with the product/service based on his or her actual experience, as perceived by the eWOM recipients (Teng et al., 2014). Additionally, the credibility of the information relates to the source's influence on his or her followers for changing and driving the opinion of their purchase intention (Martawilaga & Purwanegara, 2016).

H2: Source credibility has positive effects on Information Acceptance of eWOM

H3: Source credibility has positive effects on Purchase Intention

Source Attractiveness. Source attractiveness is persuasion through the identification process in which the recipient is motivated to accumulate relation with the source and by adopting the beliefs, attitudes, preferences, or similar behaviour (Belch & Belch, 2015). Source attractiveness has a positive impact on consumer perceptions and has the ability to influence opinion change (Hill et al., 2017). In addition, the source attractiveness perceived to be attractive is more likely to lead to purchase intention (Ananda & Wandebori, 2016). Source attractiveness is formed by the dimensions of familiarity, likability, similarity (Muda et al., 2014). Thus, source attractiveness concluded as the ability of a person referring to the attraction who causes persuasion and will result in trust in the recipient of the message (Kittikowit et al., 2018).

H4: Source attractiveness has positive effects on information acceptance of eWOM

H5: Source attractiveness has positive effects on purchase intention

Source Perception. Source perception is a process of selecting, arranging and interpreting the stimulation. Perception is formed to give a sensation of its own in giving meaning to the audiences (Solomon, 2015). Source perception is a form of online review created by users aimed at influencing other users' intentions to receive

and use online information (Teng et al., 2016). Source perceptions take possession of opinion leader role by an online review which is helpful, reliable and valuable to other users (De Veirman et al., 2017). The dimensions of source perception are usefulness, helpfulness, social tie, and homophily (Teng et al., 2014).

H6: Source perception has positive effects on information acceptance of eWOM

Information Acceptance of eWOM.

Information acceptance of eWOM is based on social norms or opinions in virtual communities through the process of message evaluation. If the reader determines that the review is credible, he is more likely to receive the eWOM message and this influences the purchasing decision process (Fan et al., 2013). Information acceptance of eWOM is a persuasive message received by the recipient from the trusted source and it convinces the recipient that the message is valid, growing his or her desire in making a purchase. Persuasive messages from social media opinion leader can lead the acceptance of information that will be affected the consumer behaviour regarding recommending the product or services and their intention to buy (Huhn et al., 2018). The dimensions of information acceptance of eWOM are acceptance and influence (Teng et al., 2014).

H7: Information Acceptance of eWOM has positive effects on Purchase Intention

Purchase Intention. Purchase intention relates to consumer behaviour based on personal characteristics of everyone in determining a factor that can be categorized as a brand, product, retailer, purchase time and purchase quantity (Kotler & Armstrong, 2014). Purchase intention describes and determines consumer responses to buy a product based on his or her intention. Consumer purchase intention can be determined through their feedback and engagement (Schiffman et al., 2013). Purchase Intention is formed by the dimensions of likely, probably, and definitely (Sari & Kusuma, 2014). Figure 1 depicts the conceptual model of this research.

Based on the research framework, the variables of source perception and argument credibility are not directly tested for purchase intent, this is because, according to Teng et al. (2014), Source

Perception is an assessment made by the user to influence the intentions of other users to receive and use the information. Ideally, based on the literature, source perception should be mediated by the acceptance of the information provided, so that it can only influence consumer behaviour. Similarly, the quality argument in the study by Teng et al. (2014) states that the quality of the argumentation refers to “the persuasiveness of the argument embedded in the information message” because it is still in the form of information that is substantiated or assessed. In order to be able to influence consumer behaviour, the acceptance level of the information itself must then be mediated. Therefore, based on the proposed research framework, source perception and argument quality variables are not immediately recognized but must be mediated by eWOM information acceptance.

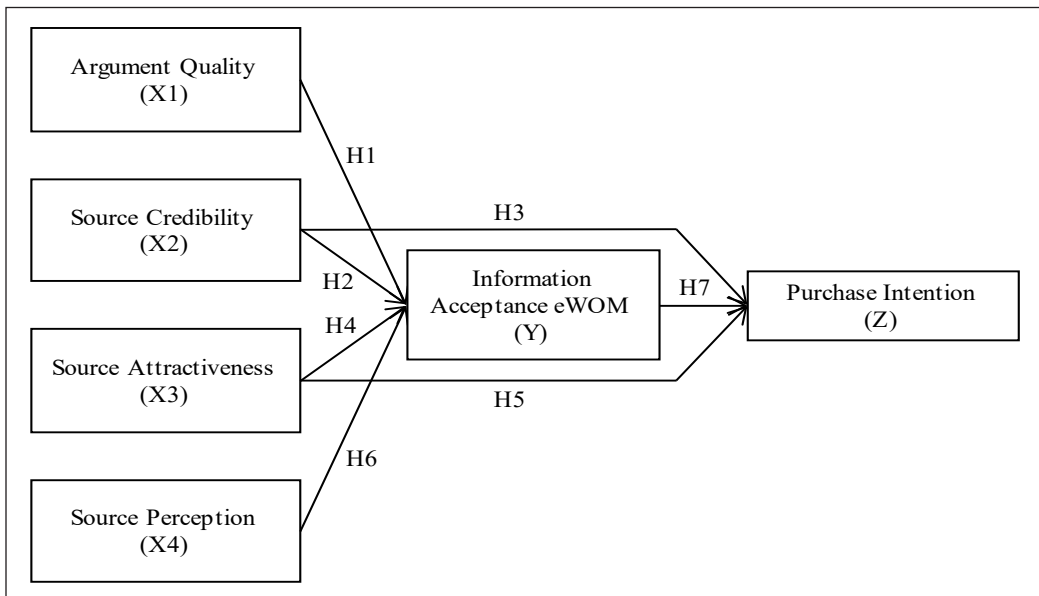


Figure 1. Research framework and hypotheses

MATERIALS AND METHODS

Measurement Items

The empirical hypothesis testing in this research used multi-item scales based on the previous studies which were identified and modified to suit with the study setting. A questionnaire with six constructs was designed to capture the respondents' evaluation of the persuasive eWOM message based on the constructs of argument quality, source credibility, source attractiveness, and source perception, on the information acceptance of eWOM. In addition, this study also measured the effect of information acceptance of eWOM on purchase intention through vlogger in the beauty industry.

The argument quality consists of four dimensions, namely relevance, timeliness, accuracy, and comprehensiveness (Cheung & Thadani, 2012). The source credibility consists of three dimensions, namely expertness, trustworthiness and source experience (Khong & Wu, 2013). The source attractiveness consists of three dimensions, namely familiarity, likability, and similarity (Muda et al., 2014). The source perception consists of four dimensions, namely usefulness, helpfulness, social tie, and homophily (Teng et al., 2014). The Acceptance of eWOM consists of two dimensions, namely acceptance and influence (Teng et al., 2014). Finally, purchase intention consists of two dimensions, namely likely, probably, and definitely (Sari & Kusuma, 2014). The questionnaires were distributed online using Likert scales covering points 1 through 5.

The assessment used was 1 for strongly disagree, 2 for disagree, 3 for neutral, 4 for agree, and 5 for strongly agree.

Data Collection

This research used explanatory research with a quantitative approach. Data collection method used surveys to 400 subscribers or beauty vlogger viewers in Jabodetabek area, Indonesia. The sampling technique used was probability sampling with a simple random sampling, where we assigned a number to each population element and then used a random number table to select the specific element to be inserted into the sample. The respondents' answers in the questionnaires were processed using Structural Equation Modeling (SEM). In this study, we used SmartPLS 3.0 to process the data. In performing the analysis, several stages were conducted, namely, designing path analysis, testing the outer model, and testing the inner model.

RESULTS AND DISCUSSIONS

Descriptive Information

Based on research results, it is known that among 400 respondents, there were 395 respondents (98.7%) aged 15-25 years old. Thus, it can be concluded that most of the followers of the beauty vlogger are aged 15-25 years old. This result relates to the age of internet user in Indonesia, which is around 15-25 years old. Based on the respondents' domicile, 203 respondents (50.8%) lived in Tangerang, 126 respondents (31.5%) lived in Jakarta, 30 respondents (7.5%) lived in

Bekasi, 24 respondents (6%) lived in Depok, and 17 respondents (4.2%) lived in Bogor.

To assess the internal consistency of each construction, the composite reliability (CR) and Cronbach Alpha were calculated. The acceptable threshold level for the test is 0.7. As shown in Table 1, according to Fornell and Larcker (1981), all CR and Cronbach's values exceed the value of 0.7, thus indicating adequate internal consistency (Hsu et al., 2014).

In addition, for testing convergent validity, Fornell and Larcker (1981) suggested that the loading factor of each dimension must exceed 0.7 and AVE must exceed 0.5. In Table 1, all loading factors range from 0.74 to 0.96 and AVE ranged from 0.62 to 0.91, all of which meet the recommended criteria. Regarding the discriminant validity, the tests were performed based on the criteria suggested by Fornell and Larcker (1981). In Table 1, all diagonal values exceed the inter-construct

correlation, thus meeting the criteria for establishing discriminant validity.

Correlation and Structural Model

Based on the test results, it is found that the r-square value of argument quality, source credibility, source attractiveness and source perception on information acceptance of eWOM was 0.506. This can be interpreted that information acceptance of eWOM can be explained by the independent variables (X1-X4) of 50.6%. the purchase intention variable in the model shows the r-square value of 0.557. This can be interpreted that 55.7% of purchase intention constructs can be explained by the variables in this study (argument quality, source perception, and the information acceptance of eWOM).

Based on Table 2, it is shown that Argument Quality, Source Attractiveness, and Source Perception variables have a significant and positive influence on

Table 1
The properties of reliability and confirmatory factor analysis

Construct	Cronbach's Alpha	Composite Reliability	Standardized Factor Loadings	AVE
Argument Quality: Q1/ Q2/ Q3/ Q4/ Q5/ Q6/ Q7/ Q8	0.896	0.917	0.698/ 0.725/ 0.670/ 0.813/ 0.846/ 0.790/ 0.770/ 0.777	0.582
Source Credibility: Q9/ Q10/ Q11	0.821	0.902	0.837/ 0.848/ 0.889	0.647
Source Attractiveness: Q12/ Q14/ Q15/ Q16/ Q17/ Q18	0.811	0.883	0.575/ 0.717/ 0.779/ 0.756/ 0.744/ 0.727	0.654
Source Perception: Q19/ Q20/ Q21/ Q23	0.670	0.864	0.868/ 0.852/ 0.602/ 0.500	0.517
Information Acceptance eWOM: Q24/ Q25/ Q26/ Q27/ Q28	0.863	0.893	0.800/ 0.752/ 0.823/ 0.846/ 0.799	0.736
Purchase Intention: Q29/ Q30/ Q31/ Q32	0.825	0.796	0.831/ 0.851/ 0.753/ 0.798	0.509

information acceptance of eWOM. This can be seen from the T-statistics > 1.96 and P-Value < 0.05. source credibility is the only factor which has no effect on the information acceptance of eWOM, but source credibility has a significant effect on purchase intention. This is not in line with Source Attractiveness that does not affect purchase intention. Meanwhile, information acceptance of eWOM significantly and positively affects purchase intention.

This research was trying to predict the power of beauty vloggers as influencers to their viewers through an eWOM message which would finally influence the intention of those viewers to buy the beauty product. Based on the research results, it is indicated that argument quality had a significant and positive influence on information acceptance of eWOM. This result is consistent with previous research conducted by Cheung and Thadani (2012) explaining that people would be more receptive to the information when argument

quality is comprehensive, accurate, relevant and up-to-date. Argument quality acts as the most important determinant that can be implemented in several ways, such as submitting online reviews that can convince and encourage stronger relationships with online customers (Teng et al., 2014). A good argument of the beauty vloggers in sharing their choices and tips toward beauty products may influence viewers' decision making (Martawilaga & Purwanegara, 2016) and develop the viewer's positive attitude to product and brand (Djafarova & Rushworth, 2017). Argument quality of beauty vloggers, through their vlogs about beauty products, will exert a high influence of persuasion when the reviews are positive and informative (Zhang et al., 2014).

Conversely, source credibility has a negative and insignificant influence on information acceptance of eWOM. This result is contrary to the previous research of Martawilaga and Purwanegara (2016) stating that Source Credibility

Table 2
Hypothesis of the structural model

	T-statistic	P-Value	Original Sample	Hypothesis
Argument Quality - Information Acceptance of eWOM	2.633 > 1.96	0.009 > 0.05	0.176	Significant impact
Source Credibility - Information Acceptance of eWOM	0.175 < 1.96	0.861 < 0,05	-0.011	Not significant impact
Source Credibility - Purchase Intention	2.167 > 1.96	0.031 < 0.05	0.107	Significant impact
Source Attractiveness - Information Acceptance of eWOM	3.906 > 1.96	0.000 > 0.05	0.187	Significant impact
Source Attractiveness - Purchase Intention	1.598 > 1.96	0.128 < 0.05	0.079	Not significant impact
Source Perception - Information Acceptance of eWOM	8.253 > 1.96	0.000 < 0.05	0.455	Significant impact
Information Acceptance of eWOM - Purchase Intention	1.443 > 1.96	0.000 < 0.05	0.638	Significant impact

had a positive and significant influence because the experience of a professional and reliable person could make the message delivery better. This different result might be caused by the difference in the industry. Martawilaga and Purwanegara examined the fashion industry while we in this study examine the Beauty Industry. In addition, this research result is also different from the research conducted by Teng et al. (2014) explaining that Source Credibility positively and significantly influences information acceptance of eWOM in a direct way. This might be caused by the object in this study being different from their study. In this study, we used beauty industry in YouTube video content (Vlog) as the research object and these results may differ between the fashion industry and beauty industry where source credibility is not a factor that makes viewers to information acceptance of eWOM.

However, based on the result of this research, source credibility positively and significantly influences purchase intention. This result is consistent with the previous research of Ananda and Wandebori (2016) stating that source credibility could affect consumer buying interest through video by vlogger on YouTube. Meanwhile, according to Engel's (Widodo & Mawardi, 2017), the level of knowledge or expertise and reliability are the main determinants of Source Credibility in affecting the process of persuasion. Further, Teng et al. (2014) pointed out that source credibility was very important in influencing a person's perception of online reviews before making a final decision. This means as an influencer,

beauty vlogger is one of the most important factors which affects Purchase Intention of his or her viewers.

Based on the results of this research, source attractiveness has a positive and significant influence on information acceptance of eWOM. This is in line with the research conducted by Martawilaga and Purwanegara (2016) who pointed out that source attractiveness, consisting of similarity, familiarity, and likeability could make the consumers receive the information directly and they would be affected. In addition, beauty vloggers can drive the viewer's opinion to the same opinion of the beauty product based on their testimony. Likewise, beauty vloggers' attractiveness has a positive impact on the perception which the source is associated, the perception of the source, and the opinion change caused by the eWOM message (Hill et al., 2017). With regard to source attractiveness, the research results indicated that the viewers found online reviews to be attractive when they had similar opinions on the content of beauty vloggers. Besides, the persuasive eWOM message is deemed attractive when the viewers are familiar with the beauty products being reviewed or recommended (Teng et al., 2016)

Nevertheless, based on the research result, source attractiveness has a negative and insignificant influence on purchase intention. This result is contrary to the previous research conducted by Sertoglu et al. (2014) stating that source attractiveness had a positive and significant influence on purchase intention. Beauty vlogger,

as a source attractiveness, creates video content based on opinion similarity as his or her audiences on a chosen product. Familiarity or intimacy in a video can also affect consumers in their purchase intention. However, the result is not in line with the research of Martawilaga and Purwanegara (2016) examining the fashion industry, while this study examines the Beauty Industry.

Based on the research result, Source Perception positively and significantly influences information acceptance of eWOM. The result of this study is reinforced by the previous research of Teng et al. (2014) who stated that online reviews offered useful information in influencing a person's perception. Someone tends to see the social tie or social similarity to other people based on the background they have in receiving the messages. In this study, it was also emphasized that reviews were very useful and could help someone in receiving information that would have an impact on the decision making. This research result is also in line with Teng et al. (2016) stating that source perception affected information acceptance of eWOM. Vlogger viewers believe that online reviews generated by friends and people with similar educational and social backgrounds are a very important resource when they make a decision.

Based on the results of the research, information acceptance of eWOM has a positive and significant impact on purchase intention. This result is in line with the research conducted by Fan and Miao (2012) explaining that to make consumers have a high buying interest, the acceptance of their

messages must be higher or clearer. This result is also reinforced by the previous research of Teng et al. (2014) explaining that purchase intention would increase along with the increasing acceptance of information. These results reinforce that if a person can well receive the message, the level of interest in the purchase arising in that person will also increase. The persuasive message from beauty vloggers persuade the viewers to lead the behaviour to recommended and intention to buy the product or the specific beauty brand (Huhn et al., 2018).

CONCLUSIONS

This research adopted the conceptual framework of the persuasive eWOM message and its impact on consumer purchase intention. The results show some theoretical implications. This paper adds to the literature by enhancing the understanding of eWOM in the context of social media through video blogging (vlog). We believe that this study contributes to the existing concepts and empirical eWOM literature. As a result, an integrated conceptual framework was developed to describe the comprehensive antecedent of persuasive eWOM messages, the relationship between these messages, the acceptance of information and its impact on purchase intention. This research framework is expected to expand and enrich previous studies or literature in the relevant field. This research provides a comprehensive overview of the antecedents of persuasive eWOM messages.

Previous research has highlighted the importance of argument quality, source credibility, source attractiveness, and source perception in influencing the information acceptance of eWOM and its impact on purchase intention (Teng et al., 2014). The findings are inconsistent with some of the previous studies where source credibility has a negative and insignificant influence on information acceptance of eWOM. Nonetheless, source perception can affect the user's perception of online reviews before making a final decision. However, the results show that source perception is the most influential determinant of persuasive eWOM Messages. It is important to expand the focus of the research. This is presumably because the media used in this research is different from other research where we used a video blogger (vlogger) and in the beauty industry. So, the dimensions such as skin similarity or main physical characteristics of vloggers are considered to be the most important reference. In other hands, this study indicates a significant relationship between information acceptance and purchase intention of the product. This strongly reaffirms the findings of previous studies on effective persuasive eWOM message and also explain a new area of eWOM studies in the context of social media, especially with the medium of a Vlog.

This study has some practical implications as well. It is recognized that vloggers have become a new phenomenon in exchanging personal information, experiences and ideas among young

people. They actively share opinions or information with other members or online users. In addition, it is suggested that marketers maximizing their presence as an intermediary of communication about a product or brand and also influencing consumer behaviour. Marketers can choose a beauty vlogger who has knowledge and experience in the field of beauty. In addition, the vloggers must be able to maximize a beauty contest. Recently, marketers should be selective in choosing a beauty vlogger who has physical characteristics like the characteristics of the product itself.

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