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The Effect of Instagram Influencers on Purchase Intentions Mediated by Brand Image on Cosmetic Products (Study on Gen Z Women)

Dewi Tamara[2]*, Lidiya Heriyati[1], Tsabita Hanifa[1], Michelle Carmen[1]

[1] Business Management, Binus Business School Master Program, Universitas Bina Nusantara, Jakarta, Indonesia
[2] Executive Strategic in Management, Binus Business School Master Program, Universitas Bina Nusantara, Jakarta, Indonesia

A B S T R A C T

Rise of internet usage gives a sense of urgency for marketer to develop enchanted promotion methods through the help of social media. This research focuses on analyze the correlation between social media influencer and purchase intention with brand image as mediating variables. Object of this research is Generation Z women since their perspectives are rarely elaborated in previous research. Sample of this research is Generation Z women, actively using make-ups and skincare, and use Instagram in their daily basis. Validity is measured through convergent validity and discriminant validity, while reliability is measured through cronbach's alpha and composite reliability. Hypotheses are measured using PLS-SEM and considered as significant if t-value > t-table. Results indicate that social media influencer significantly correlated with purchase intention when mediated with brand image. Specifically, numbers of followers, high-activity on social media, and influencer credibility influence brand image and purchase intention in significant ways. Moreover, positive brand image, public awareness, and brand uniqueness determined as mediating factors on the relationship social media influencer and purchase intention.

1. Introduction

Usage of internet and social media consistently increase through years. According to Asosiasi Penyelenggara Jasa Internet Indonesia (APJII) on 2017, 87% of internet usage in Indonesia were used in social media. These huge amount of social media usage currently benefits marketer to increase their promotion. Nowadays, promotion and marketing activation through media social are considered as common phenomena, because social media is an important source of information in the views of customer to develop their motivation and purchase intention (Pop et al., 2020). Based on these recent phenomena, marketer must develop accurate and specific marketing methods through social media in mission to deliver their value to their market segmentation.

Social media marketing could be activated through the help of social media influencer (SMI). Their marketing contents usually take form on photo and videos, when they subtly deliver messages about their views on specific brand, when those brands are expected to fulfill people's needs, including theirs. SMI is an important part of online communication in several social media such as Facebook and Youtube, but latest trend indicates that influencer marketing is more focuses on Instagram because its positive connection between followers and influencers through visual identification (Bevins, 2014). In Instagram

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context, the usage of SMI effectively increases customer's purchase intention as a result of their followers, as well as linearity between produced content and their market demographic. In marketing world, although influencer's credibility could be considered as credible as marketing communication tools, several explorations are still needed. For example, what if those influencers are mediated through brand image? Successful marketing also needs strong brand image on its customer, as well as SMI. That being said, brand image is a form based on set of customer perceptions, because brand image developed from customer information and experiences with specific brand. Hence, brand with positive image could mediate purchase intention of its customer (Mahrinasari, 2020).

Nowadays, brand needs to actively participate in social media and cosmetic brand is not an exception. In practical setting, cosmetic brand needs to adjust their target market on social media. Study conducted by Belanche et al. (2019) shows that Instagram is dominated by woman users, while Generation Z is a generation born within year 1995 until 2010 (Priporas et al., 2017). Gen Z women intent to use Instagram to show their beauty as their main attractiveness. They imitate influencer and beauty blogger to apply make-ups, which indicate that they try to increase their beauty, and it also influence their purchase intention towards cosmetic brand (Fitriana et al., 2020).

Previous research from Nurhandayani et al. (2019) and Isyanto et al. (2020) focuses on general analysis of SMI, and it doesn't elaborate analysis of SMI specifically on Instagram. Furthermore, promotion of social media influencer through Instagram is increasing in Indonesia setting. Based on those backgrounds and reasons, this research conducted to empirically analyze how social media influencer on Instagram influence purchase intention in context of cosmetic brand. This research also aims to analyze the role of brand image on mediating setting of Instagram social media influencer and purchase intention of

cosmetic brand.

Previous research also rarely uses Generation Z as research sample. For example, research of Rachmy and Ismail (2018) uses women older than 17 years old without age limitations needed. Hence, this research contribution is using Generation Z as a sample. Aside of variable analysis, this research also aims to shows role of Generation Z women that assumed will strengthen the influence of each variables to purchase intention.

2. Literature Review
Social media influencer

SMI is one of the most common marketing strategy in Instagram platform. SMI defined as an entity in social network, which helps future consumer to make their purchase decision through influence, opinions, and social network.[39] Influencer defined as people who build large followers network, and known as opinion leader in one or multiple subjects.[9] Previous explanations lead to a conclusion that SMI could be defined as an individual with large social and followers network in social media, which their opinions also drive consumer behavior, especially those who belongs in their follower network.

Increase of SMI phenomenon heavily influence consumer consumption behavior. Current lifestyle that cares more about prestige drive people to follow the stream of latest trend, popularized by SMI. Those argument is proven by research from Edelman (2018) that shows public trust on SMI increased by 51% at 2018 period. Casalo et al. (2018) explained that this increase influenced by SMI's capability to be opinion leader in front of their followers. Specifically, Leah et al. (2014) explained that SMI has the needed character to be opinion leaders: considered as expert in specific products or services, active in virtual platform and/or community, has significant contribution at their participation, and considered as people with high taste in their consuming behavior. Rise of social media user in Indonesia directly increase SMI influence

power (Turcotte et al., 2015). People who follows specific SMI tend to look for SMI opinion or trust SMI testimonies in mission to avoid consumption risks (Casalo et al., 2018). SMI influence grows bigger because their satisfied followers tend to spread SMI credibility to their own social network (Goldsmith & Clark, 2008). Specifically, SMI has positive influence on purchase intention (Lim et al., 2017). Sari et al. (2016) and Rebelo (2017) explained that the most important dimension on SMI influence on purchase intention is trustworthiness, which explains the degree of trust SMI has on their followers.

Purchase intention

Purchase intention could be defined as consumer's process to conduct consumption, whether its purchase or switch preferable brands based on several calculations (Kotler & Keller, 2009). Purchase decision is a complex process, and specifically correlate with behavior and perception of consumer. Purchase intention might change under the influence of price, quality and value perception (Mirabi et al., 2015), as well as internal and external motivation during purchasing process (Gogoi, 2013). Hamouda and Tabbane (2013) explained that purchase intention is further escalation point that drives people's behavior to conduct purchasing activity based on positive stimulus. Purchasing process on consumers divided by six process: awareness, knowledge, interest, preference, persuasion, and purchase (Kotler & Armstrong, 2014).

Furthermore, Kotler & Armstrong (2014) elaborates about AIDA Model that explained the process of intention forming in consumer's mind – which those models are divided by four specific steps: 1) attention, where consumer began to exposed by specific brand; 2) interest, where consumer start to consider that specific brand; 3) desire, where consumer has strong willingness to make purchase; and 4) action, where consumer do specific actions based on their perception about specific brand. Moreover, Solomon (2011)

explained further that AIDA Model could be elaborated further through three new process classification named CAB Model (cognitive, affect, and behavior). This model explained how knowledge, perception, intuition, and emotion of an individual could form specific actions that correlates with specific products or brand.

Brand image

Kotler & Keller (2014) defined brand image as consumer perception about a brand that reflects internal association on consumer's mind. Effective brand image should portray three important things: form characters of product, deliver unique value of product, and enhance emotional strength of product (Kotler, 2003).

Lee, James & Jim (2014) elaborated that brand image could be a difference between brand and its competitor. Specifically, positive brand image could be one of the part of consumer's decision to purchase specific product (Zeithamal, 2012). This benefits bring urgencies for brand to develop strong, preferable, and unique brand associations, in mission to consistently enhance brand image's strength and positivity (Kotler & Keller, 2014).

Simamora (2011) explained that brand image is an interpretation from collected information perceived by consumer. Specifically, Keller (2013) explained that brand image is made from brand associations that influenced by how consumer perceive information and how consumer rely on that information. Furthermore, Evelyn & Fenneli (2016) explained that brand image has monetary value that could be considered as company assets, since brand image also influence selling price, marketing costs, and uniqueness on competitive advantage. Khasawneh and Hasouneh (2010) explained that consumer tend to buy products with better images, even though that specific product slightly more expensive than its competitor price.

Specifically, brand image also influences purchase intention of a brand. Torlak et al.

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explained that brand image positively influences purchase intention, because brand image could reflect on quality of specific products and services. Charo et al. (2015) support those argument by explained that brand image influence purchase intention, since strong brand image will easily remembered by consumer and it will influence their purchase intention itself.

Hypothesis development

Previous research explained that when SMI posted brand-related content in Instagram, it will significantly influence brand image of that specific brand (Sanny et al., 2020). Furthermore, SMI also has positive influence on local cosmetics brand image (Hermanda et al., 2019). Recent changes in communication methods makes companies choose SMI to persuade consumers because it has positive influence on brand image formulation (Nurhandayani et al., 2019). Based on those findings, hypotheses could be formulated as:

H1: SMI has positive and significant correlation on brand image

Iryanita & Sugiarto explained that brand image has positive correlation on purchase decision, which strong brand image will lead to increase on purchase decision itself. Positive brand image will influence consumer trust of a brand and indirectly drive to consumer purchase decision (Dodds et al., 1991; Kim et al., 2012). Positive brand image will make consumer trust the brand more and influence purchase intention (Hien et al., 2020). Based on those explanations, formed hypothesis is explained below:

H2: Brand image has positive and significant correlation on purchase intention

Lim et al. (2017) explained that SMI also has positive correlation on purchase intention. This finding is aligned with research from Morra et al. (2018), which elaborated that content made by social media users to communicate a specific product shows positive effect on purchase intention. Based on that, posts and electronic word of mouth formulated by SMI in Instagram could be considered as positively influence purchase intention, especially on those specific SMI's followers (Adila et al., 2020). Hence, formed hypotheses are:

H3: SMI has positive and significant correlation on purchase intention.
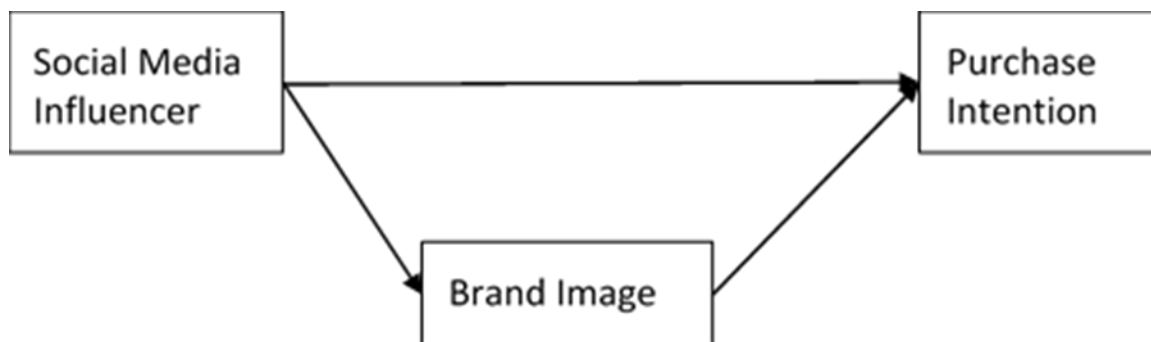
Variables in this research are classified as independent variables, dependent variables, and mediating variables. SMI stands as an independent variable, where purchase intention takes place as the dependent variable, and brand image stands as mediating variable.

3. Methods
Measures

To ensure research validity, each item must represent a holistic concept about variables developed in this research. The questionnaire used in this research was adapted from previous questionnaire

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indicators used to ensure indicators validity. Three items to determine SMI variables are adapted from Ionaid, Militaru & Mihai (2015). Three items to determine brand image are conducted from previous measurements to calculate brand image and modified based on Indonesian's influencer context (Arsita & Astuti, 2011; Shimp, 2014). Indicators used in this research are presented below:

Table 1. Indicator table

NO	Variables	Indicator	Source
1	*Social Media Influencer*	1. Good Credibility 2. High Activity 3. Large Following	Ionaid, Militaru, & Mihai (2015)
2	*Purchase Intention*	1. Action 2. Target 3. Context 4. Time	Seftian (2018)
3	*Brand Image*	1. Positive image 2. Different characteristics 3. Known to the wider community	(Arsita & Astuti, 2011; Shimp 2014)

Research subject

Subject of this research is Gen Z woman, those who currently using cosmetics and actively participate in Instagram. Gen Z is defined as a generation born between 1995 – 2010 (Priporas et al., 2017). This research was conducted in Jabodetabek area because those places have significant growth that could be measured from education, transactions, health and urbanization destination of Indonesian folks. Samples were collected with purposive sampling by spread questionnaire to 200 participants through online questionnaire platforms developed by Google Form. 200 participant standard were adapted from Malhotra (2009: 369), whom stated that for market research studies, minimum numbers needed are 200 participants.

4. Results

Validity and reliability measurement

Validity in this research was measured by convergent validity and discriminant validity. Convergent validity could be measured through AVE values and all constructs are > 0,50 (Fornell & Lacker, 1981). Convergent validity also can be measured through loading factor. Following the recommendations from Hair et al. (1998), loading factor > 0,50 could be considered significant. All loading factors of research items passed the value of 0,50, hence research constructs are proven valid. Previously, several items were dismissed, which are TI1, LF2, and LF.

Table 2. Factor analysis results (outer loading)

Scale Items	Brand Image	Purchase Intention	Social Media Influencer
CK1	0,760		
CK2	0,656		
CK3	0,709		
CP1	0,778		
CP2	0,666		
CP3	0,767		
DM1	0,701		
DM2	0,698		
DM3	0,782		
A1		0,663	
A2		0,740	
A3		0,764	
TA1		0,801	
TA2		0,686	
TA3		0,773	
TI2		0,656	
TI3		0,601	
GC1			0,847
GC2			0,891
GC3			0,803
HA1			0,623
HA2			0,701
HA3			0,824
LF1			0,761

Reliability was measured with Cronbach's Alpha and Composite Reliability. Data could be considered reliable if Cronbach's Alpha > 0,70 (Nunnaly, 1978). As shown in Table 2, values of Cronbach's Alpha and Composite Reliability all passed recommended values, hence variables of brand image, purchase intention, and SMI could be considered reliable.

Table 3. Reliability measurement

Construct	Cronbach's Alpha	Composite Reliability	Average Variance Extracted
Brand Image	0,888	0,893	0,526
Purchase Intention	0,861	0,871	0,509
Social Media Influencer	0,894	0,917	0,613

To measure discriminant validity, HTMT methods introduced Henseler, Ringle and Sarstedt (2015) was used to calculate similarities between latent variable. If HTMT value is smaller than 1, hence latent variables passed the standard of discriminant validity. In many practical situation, 0,85 value was used to differentiate between latent variable whom passed discriminant validity. In this research as presented in Table 3 below, HTMT value of all variables are under 1 and more than 0,85, hence could be considered that all variables have acceptable discriminant validity.

Table 4. HTMT discriminant validity

Variables	Brand Image	Purchase Intention	Social Media Influencer
Brand Image			
Purchase Intention	0,883		
Social Media Influencer	0,610	0,772	

Hypotheses testing

Correlation between variable could be considered significant if t-value > t-table. T-table value with significant level 5% measured as 5% is 1,65. Correlation between variables also could be determined with the p-value. If the p-value between variables is less than 0,005, hence the correlation between variables could be considered significant.

Based on the measurement used PLS-SEM, it shows that all hypotheses are accepted. Results from three hypotheses show that there are positive and significant correlations between measured variables. Correlation between SMI and brand image is represented by value (t = 12.640, p-value = 0,000). Research analysis shows that SMI has a positive and significant correlation with brand image, hence H1 is accepted. Correlation between brand image and purchase intention is represented by value (t = 11.582, p-value = 0,000). Research analysis shows that brand image has a positive and significant correlation with purchase intention, hence H2 is accepted. Correlation between SMI and purchase intention is represented by value (t = 6.067, p-value = 0,000). Research analysis shows that SMI has a positive and significant correlation with purchase intention, hence H3 is accepted.

Table 5. Result of the hypotheses testing (n = 200)

	Hypotheses	*t*-value	*p*-value	Hypotheses Decision
H1	Social Media Influencer → Brand Image	12.640	0.000	Accepted
H2	Brand Image → Purchase Intention	11.582	0.000	Accepted
H3	Social Media Influencer → Purchase Intention	6.067	0.000	Accepted

5. Discussion

Brand image could be formed when SMI is capable to develop meaningful relationship with its followers, which leads to be potential customer for brands. Because of that, to gain positive brand image and increase the numbers of customer, company is suggested to use SMI to increase purchase intention of those company's products.

Hypotheses 1 explained that positive and significant correlation between SMI and brand image is proven correct. Results show that t-value > t-table, and p-value is less than 0,005, hence indicates that Instagram SMI has positive and significant correlation on brand image at cosmetic product. Positive Path Coefficient value means that higher Instagram SMI value will enhance brand image on cosmetics products. Three important characteristics to help Instagram SMI to develop brand image are: large followers, social media activity of SMI, and SMI credibility.

Hypotheses 2 explained that positive and significant correlation between brand image and purchase intention is proven correct. Results show that t-value > t-table, and p-value is less than 0,005, hence indicates that brand image has positive and significant correlation on purchase intention at cosmetic product. Positive Path Coefficient value means that higher brand image value will enhance purchase intention on cosmetics products. Three important characteristics to help brand image to develop purchase intentions are: positive brand image, unique image, and well-known popularity.

Hypotheses 3 explained that positive and significant correlation between SMI and purchase intention is proven correct. Results show that t-value > t-table, and p-value is less than 0,005, hence indicates that Instagram SMI has positive and significant correlation on purchase intention at cosmetic product. Positive Path Coefficient value means that higher Instagram SMI value will enhance purchase intention on cosmetics products.

6. Conclusions

Social media influencers have a positive influence on purchase intention. Therefore, promotions done by social media influencers on Instagram, supported by visual content such as photos and videos can bring a positive impact to brand image and increase purchase intention.

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