

Celebrities And Celebgrams Of Cosmetics: The Mediating Effect Of Opinion Leadership On The Relationship Between Instagram Profile And Consumer Behavioral Intention

Firda Istania, Intan Putri Pratiwi, Mizla Felia Yasmine, Artha Sejati Ananda

Abstract: Instagram is increasingly becoming popular among Indonesian consumers as a source of reference, thereby leading to the emergence of online influencers such as 'celebrities' and 'celebgrams'. The research purpose is to study if characteristics of an influencer's Instagram account affect the influencer's opinion leadership as well as its consequences on the behavioral intention of Indonesian cosmetic product consumers. The study uses a quantitative survey conducted on 250 Instagram users who follow selected celebgrams or celebrities who endorse cosmetic products. A hypothesized model is built to analyze the antecedents and consequences of the opinion leadership of the two types of influencer. As for opinion leadership antecedents, both models show that originality of the Instagram account is crucial in building up the opinion leadership, while quality and quantity of the Instagram posts are not significant factors. Perceived uniqueness of the account seems to affect the opinion leadership only for celebrity accounts and not for the celebgrams'. Further, findings suggest that opinion leadership affect consumer behavioral intentions, namely intentions to interact, recommend, and follow advice. Finally, the account's perceived fit with personal interest is not affecting the relationship between opinion leadership and the intention to follow advice for both celebrity and celebgram. The findings suggest some important implications for cosmetic companies in utilizing opinion leaders as their promoters, and also for micro-influencers that are beauty gurus who wish to learn the important key factors to attract more Instagram followers and build their social media communities.

Index Terms: Celebrity, Celebgram, Consumer behavioral intentions, Cosmetic industry, Influencers, Instagram, Opinion Leadership

1 INTRODUCTION

THE development of social media use in Indonesia is growing rapidly. According to Nuzar (2017) it shows that the growth rate of internet usage in Indonesia has reached 143.26 million of the total population of 262 million. From the same survey, Indonesians spend more than 6 hours per day using the internet, especially on social media. One of the most widely used social media in Indonesia is Instagram (Widowati, 2017). Active Instagram users in Indonesia reach no less than 45 million according to Instagram, while active users from Indonesia number more than 111 million, based on the data from We Are Social and Hootsuite surveys (Jeko, 2017). Indonesia also has Instagram's largest market in the Asia Pacific and most Indonesians regard social media as a benchmark for their lifestyle and needs (Rose, 2017). Even social media users often use social media tools to shop, for example, cosmetic products (Syuhada and Gambetta, 2013). It is predicted that 7% of total cosmetic product sales in Indonesia will come from online sales in 2021, with estimated total of \$385 million (Cekindo.com) Cosmetic products have become a significant daily need for most people, especially women (Fischeux et al., 2018). A survey conducted by PT Beiersdorf revealed the fact that 80 percent of Indonesian women use cosmetics as daily necessities (Diananto, 2016).

In the conventional market, consumers buy beauty cosmetic products in physical stores, allowing them to inspect the products directly and consult the shopkeeper or seller to obtain more information and recommendation. In cosmetic and beauty industry, consumers have been continuously exposed to imagery of highly attractive figures who advertise cosmetic brands; For consumers, this may lead to significant behavioural implications (Apaolaza-Ibáñez, et al., 2011). Meanwhile, consumers' intention to purchase is influenced by several factors, such as a recommendation from peers or expected performance and knowledge, enhanced by digital marketing strategies used by companies to increase sales (Gesenhues, 2013). Before the development of digital marketing around 1990 and 2000, consumers still relied on physical stores in shopping as online shopping had not yet become a trend until around 2010, and with the advent of the mobile commerce era, company's online sales increased dramatically (Lucy, 2016). With the rising of social media adoption by businesses as integral part of their marketing strategy, one important marketing action conducted by companies is to engage with the online influencers as a means of promotional tool (Ananda, Hernández-García and Lamberti, 2016). Recently, beauty brands have adopted influencer marketing that help them to create link between social media and ecommerce with the most important reason enlisting the support of digital influencers is to build brand awareness (Gilliland, 2018). Besides that, the number of tutorial videos in using beauty cosmetics also plays roles in increasing consumer buying interest. As such, vlogging (i.e. video blogging) is commonplace within the beauty industry nowadays, with opinion leaders share their insight into products/services through make-up tutorials and product reviews (Ding et al., 2019). This phenomenon has led to the rise of the so called non-traditional celebrities emerging as social media influencers, such as "youtuber" on YouTube or "celebgram" on Instagram (Sri, 2018; Martinez and Olson, 2019). As digital marketing expands widely, reviews of

- Firda Istania, Intan Putri Pratiwi, and Mizla Felia Yasmine are currently pursuing Masters degree program at Creative Marketing Program, Management Department, BINUS Business School Master Program, Bina Nusantara University, Jakarta, Indonesia 11480. E-mail: firda.istania@binus.ac.id, intan.pratiwi001@binus.ac.id, mizla.yasmine@binus.ac.id
- Artha Sejati Ananda is currently a Faculty Member at Management Department, BINUS Business School Master Program, Bina Nusantara University, Jakarta, Indonesia 11480. E-mail: artha.ananda@binus.edu

cosmetic products now can be accessed easily. Buyers start to search for information or feedbacks online by reading the comments section and to find out whether the product to be purchased is suitable or not (Mikalef, Giannakos, and Pateli, 2012). As such, the use of both traditional celebrities and non-traditional celebrities such as the micro-influencers for beauty products in Indonesia has been mushrooming recently (Magfiroh and Hapsari, 2015). As they have significant effect to consumer decision making, some companies such as Wardah, a growing leading cosmetic brand in Indonesia, hires influencers as one of their marketing strategies (Yulistara, 2018). The sharing of information and experiences on social networking sites are considered reliable and value-adding. Consumers and users who share opinions form a relationship of trust via social media, which is similar to the relationship between opinion leaders and opinion leader-followers (Kristina, 2011). With the increasing adoptions of social media and influencer marketing by businesses, it is becoming critical for brands to decide and manage relationships with social media influencers because they need to understand this online influencer phenomenon to make the right investment (Sokolova and Kefi, 2019). Also, online influencers need insights to be more persuasive while working with brands and promoting the products to their followers in social media. As it is becoming important also to define the characteristics of social media influencers that lead to effective opinion leaderships. For instance, consumers have started to question the authenticity of beauty influencers for the past year or so (Wischhover, 2018). Therefore, an important question may arise such as: what makes a compelling online influencer in social media, or in other words, what are the characteristics of an online influencer that positively affecting his or her opinion leaderships and influencing consumers' behavior in social media? Considering the importance of the use of online influencers as part of strategic marketing plans in cosmetic and beauty industries –more specifically in emerging countries like Indonesia, as well as to address the current issues and questions arises in this field, this research has the purpose to study how opinion leadership can mediate the characteristics of social media accounts of the online influencers and the consumers' behavioral intention, more specifically on Instagram platform. Thus, the main objectives of this research are: (1) to investigate the influence of Instagram account characteristics of an online influencer on the opinion leaderships, (2) to investigate the consequences of the opinion leadership in Instagram on consumers' behavioral intentions, and (3) to study whether there are differences between the antecedents and consequences of opinion leaderships brought by the traditional celebrities and the non-traditional ones. To fulfill its objectives, this research replicates the study of Casaló, Flavián and Ibáñez-Sánchez (2018) that identifies key antecedents and consequents of opinion leadership on Instagram through the characteristics of the content published on Instagram account of an influencer. The replication considers the scarcity of previous theories that may explain the antecedents of online opinion leadership in social media from the perspective of characteristics of the social media accounts. The results of the study of Casaló, Flavián and Ibáñez-Sánchez (2018) suggest that perceived originality and uniqueness of a non-traditional fashion Instagram influencer have positive impacts on opinion leadership, and opinion leadership itself plays a role in shaping the consumer behavioral intentions such as the intentions to interact,

recommend, and to follow the opinion leader's advice. Finally, the consumer's plan to follow the advice is strengthened by the consumer's perceived fit with personal interests. This study goes forward by analyzing the usage of both traditional celebrities and non-traditional celebrities in Instagram as influencers in the cosmetic industry in Indonesia. The result of this study is expected to enhance knowledge on building opinion leaderships from online influencers, as well as increasing the effectiveness in endorsing activities through social media for the cosmetic and beauty industries in Indonesia.

2 LITERATURE REVIEW

2.1 Opinion Leadership

Opinion Leaders are individuals who have the power to influence or move the opinions of others about specific areas. According to Weber (1968), opinion leaders could be recognized as someone who has some appealing qualities and charismatic in terms of their face, body or talents. Charisma from a person has been identified as a source of power. They are able to have influences over a specific group of people and are easier to be accepted by the public due to their positive image, thus embodying the image of a role model (Frazer and Brown, 2002). Opinion leaders becomes source of information for their followers, and according to Yılmaz, Iscioglu and Bodur (2011), there are two attributes that adds to source effectiveness, likability and credibility. A person who has a high social status (opinion leader) will always maintain the values and norms of his group as a minimum requirement in maintaining their status (Homans, 1961). As such, opinion leadership is related to what extent an individual is perceived to be a model for others, hence the degree to which the information provided by this individual is considered interesting as well as their persuasiveness (Casaló, Flavián and Ibáñez-Sánchez, 2018).

2.1.1 Influence of opinion leaders

In the era where interactions can be carried out both online and offline, the role of opinion leaders might be even more significant. Opinion leaders could either be people with an extensive knowledge of a particular topic (experts) or who have many connections with others (social connectors) (Turcotte et al., 2015). People who are considered as opinion leaders by their peers probably indeed influence them (Iyengar, Van den Bulte, and Valente, 2011). As such, the use of celebrities for marketing communication purposes is not a recent phenomenon and they have been endorsing products since the late nineteenth century (Erdogan, 1999). On the other hand, we might find opinion seekers, that is, people who are looking for information or advice from others who are considered opinion leaders (Engel, Blackwell, and Miniard, 1990). Katz (1955) states that it was the duty of opinion leaders to introduce the community to new ideas that were in accordance with the nature of their environment, through whatever media they feel was right. That could explain why the opinion from opinion leaders towards the community is very influential in decision making.

2.1.2 Online opinion leaderships in cosmetics industry

Due to the popularity of the Internet, people share their views and feeling on social media. Hence, it is no surprise that online consumer review is critically important to consumers and

marketers nowadays (Frichou, 2018). A study conducted by Chan, Cheng and Yeung (2017) shows that consumers rely heavily on consumer recommendations before they decide whether to buy that product or not. Almost one-fourth of internet users have sought product review before they purchase. They take product reviews into account before their purchasing decisions. In consumers' perception, such recommendations are regarded as convincing and authoritative. They can assure or break one's purchasing decision. Hence, more and more companies are trying to get into this market by sponsoring or pay opinion leaders to do product reviews, especially companies in the beauty industry. This kind of trend is beneficial to both consumers and marketers (Tsang and Prendergast, 2009). For consumers, they'll be able to assess whether the products offered suitable for them or not, and for marketers, they can understand how their customer feel towards their products and the products' performance. With an anticipated annual growth rate of 4.3%, the global beauty market is projected to reach \$429.8 billion by 2022 (Businesswire.com, 2017) marketers look to the words and selfies of beauty influencers to garner these large audience, including in the social media ecosystem (Mediakix, 2018). A few of these successful online influencers has even launched their own beauty collections too (Harperbazaar, 2019). As social media marketing grew, consumers have started to trust the so-called "regular" people they see on social media instead of the homogeneous models in magazines or celebrity ambassadors (Wisichhover, 2018). YouTube and Instagram are two social media platforms that have been intensively used by beauty sector where influencers and bloggers often present the products they have tested providing their opinion or promoting them online to other users (Sokolova and Kefi, 2019). To investigate the opinion leaders' product reviews on Instagram, it is essential to understand the basic concept and implication of social media site. According to Drury (2008), a variety of social media enable users to receive, share, and interact with other Instagram users and make the contents more accessible and almost identical. Indeed, social media allows people to create and maintain a community of individuals. In Indonesia, Instagram is one of the most popular social networking apps which raise the occurrence of opinion leaders who are appealing and charismatic in terms of attractiveness or expertise (Amelina and Zhu, 2016). Opinion leaders can easily be found on Instagram, from traditional celebrities who are already recognized as public figures by mass media (Bailla and Nicolau, 2018), to those who build their fame through personal branding in Instagram, namely "celebgrams" (Totoatmojo, 2015). Celebgram is a term mostly used by Indonesian Instagram users, referring to new celebrities emerging from endorsing products on Instagram (Magfirah and Hapsari, 2015). Previous research on opinion leadership brought by the influencers, both in offline and online media, has been conducted mainly on two main research streams: (1) identifying the characteristics and motivations of opinion leaders, and (2) impact of the resulting opinion leadership on areas such as decision making and the diffusion of new products and innovations (Casaló, Flavián and Ibáñez-Sánchez, 2018). There are several studies which discuss industry-specific opinion leadership, and most of them focuses on fashion industry (e.g. Bailey and Seock, 2010; Casaló, Flavián and Ibáñez-Sánchez, 2018; Bertrandias and Goldsmith, 2006; Hong and Kim, 2011) and a few on cosmetic

industry, (e.g. Coulter, Feick and Price, 2002; Lena and Luning, 2018). Most of opinion leadership on online perspective studies discusses within the context of a particular social media platform, such as on Facebook (Akar, Yüskel, and Bulut, 2015), Twitter (Juliadi and Ardani, 2019), or on Instagram (Solvita, 2018). A few studies also focus on Instagram traditional celebrities (Richardson, Ganz and Vallone, 2013) and non-traditional celebrities (Djavarofa and Rushworth, 2016). Further details on opinion leadership studies on online perspective show the lack of research in the comparison of the use of traditional celebrities and non-traditional celebrities as influencers. On the other hand, so far, study about characteristics needed to influence consumer behavioral intentions from a social media profile or account of an influencer has only been discussed by Casaló, Flavián and Ibáñez-Sánchez (2018). Casaló, Flavián and Ibáñez-Sánchez, 2018 has provided an initial study on how Instagram characteristics of a fashion topic non-traditional celebrity may influence its perceived opinion leadership and consumers' behavioral intention. However, their results need to be extended to the cosmetic industry and the traditional celebrity online influencer context. Moreover, Casaló, Flavián and Ibáñez-Sánchez, 2018 get their evidences through only a single social media community of a non-traditional influencer, i.e. followers of a single Instagram account. Thus, a broader and more diverse types of social media community may help to generalize the findings of Casaló, Flavián and Ibáñez-Sánchez (2018). In addition, only a few studies about social media influencers focuses their scope in Indonesia (e.g. Puspitasari and Dolahr, 2017; Purwaningmulan et al., 2018).

2.2 Formulation of Hypotheses

2.2.1 Instagram Account Characteristics

Opinion leaders may be identified as a person who is professional in crafting original content because they understand the attributes of the article posted in social media could influence the reader's perceptions (Casaló, 2015). For opinion leaders whose focus is on lifestyle branding, originality is the key. Originality is the state where opinion leaders being genuine, having integrity, and open with their followers. Authenticity allows an opinion leader to relate with followers on a new level and aids in building a relationship between followers and brands (Glucksman, 2017). Originality could also be defined as the degree of novelty that some individuals may achieve by performing specific actions which are perceived as unusual, innovative and sophisticated (Derbaix and Vanhamme, 2003). Creating posts with original content can help opinion leader become popular which can generate more followers and resonate with the audience (Later and HubSpot, 2018). Opinion leaders usually able to differentiate themselves in public and it may have an impact on whether they would be successful in circulating the information to others. Distributing information through social media makes opinion leader attract attention among the group (Chan and Misra, 1990). As a result of being considered unique, aspirational self-image can be created that are admired by others (Gentina, Shrum, and Lowrey, 2016). This has been used as a way to distinguish between opinion leaders and non-leaders (Chan and Misra, 1990). Followers observe the opinions and recommendations from the opinion leaders, and they pay attention to the review created by them. They will pay more attention to the unique content rather than usual ones (Bertrandias and Goldsmith,

2006). Therefore, the level of uniqueness of the content posted on social media accounts can be connected with the perception of being an opinion leader. A previous study suggested that level and frequency of interactivity, authenticity, and confidence are crucial characteristics for opinion leader to possess when creating lifestyle branded content. When opinion leader possesses these three characteristics, they are likely to be successful in attaining brand partnership goals (Glucksman, 2017). Consumers easily forget the advertisement of a product; however, repeatedly broadcasting of advertising reinforces consumers' impression and makes the content less forgettable (Chih-Chung et al., 2012). A high level of interactivity in the social media page is related to the capacity to influence others in the online context (Huffaker, 2010). Active interaction is vital to be identified as an opinion leader because these leaders are considered to have more knowledge and expertise (Rahman et al., 2014); they have to create articles more frequently to construct their reputation in the community (Leal, Hor-Meyll and Pessôa, 2014). Therefore, the number of posts created by opinion leader can have a positive impact on the reader's perception. A previous study suggests that with a high number of followers, the product may not be unique and exclusive, as many are interested in it. Therefore marketers must choose the quality of content presented by the opinion leader as this is more important over quantity (Veirman, Cauberghe, and Hudders, 2017). The quality and the composition of contents posted in social media are crucial for users to decide to follow a specific person (Djafarova and Rushworth, 2017). Perceived quality may lead to consumer satisfaction, which is determined by actual performance and expectation. Perceived quality also provides a reason which attributes need to be included and excluded from consideration (Chaudhuri, 2002). As a conclusion, the quality of the contents shared by opinion leader with their followers is crucial in increasing the success of perceived opinion leadership. Based on the previous studies about originality, uniqueness, quantity, and quality, it is proposed that:

- H1a.** *Perceived originality of an Instagram account has a positive relationship with perceived opinion leadership*
- H1b.** *Perceived uniqueness of an Instagram account has a positive relationship with perceived opinion leadership*
- H1c.** *Perceived quantity of an Instagram account has a positive relationship with perceived opinion leadership*
- H1d.** *Perceived quality of an Instagram account has a positive relationship with perceived opinion leadership.*

2.2.2 Consumer Behavioral Intentions

The previous study examines that opinion leadership could influence consumer behavior intentions (Park, 2013). Consumers are significantly influenced by experienced consumers who have market information for some products, especially new products in the market. Despite having access to information from the mass media, consumers still decide their purchase decisions based on the review of individuals who are perceived as knowledgeable about the products they want to buy (Kwon and Song, 2015). This will lead the consumer to look for the person, an opinion leader, who has expertise in the products. Consumer will find way through traditional and modern approach to observe the opinion leaders, in this case, they will use social media in which the opinion leaders mostly used, because the mass media has

much less influence in shaping the perception of the public; however, the opinion leaders who interpret media messages do influence them (Klingemann and Rommele, 2002). By following an opinion leader, consumers will obtain information from someone who is considered to have a high degree of credibility for a specific topic (Rahman et al., 2014). Endorsement by someone who is expertise or has great popularity profoundly influences the feelings of the consumers and can also control the attitude consumers to have towards the advertisement and attitude towards the brands (McCracken's, 1989). In today's society, makeup and fashion trend seekers are influenced by opinion leaders who may come from journalists, celebrities, bloggers, and brand ambassador, and they are regarded as the most influencing factor in the fashion marketplace (Sudha and Sheena, 2017). However, due to the limited access to all the information available on that subject and ability to process and evaluate a product, the consumer will define decision-making through recommendations from opinion leaders that give useful information on the products (Kumar and Benbasat, 2006). Consumers who get benefit from their previous experience will tell about that experience and recommend to others (D'Souza, 2006). As a result, focusing on the Instagram context, the hypotheses are as follow:

- H2a.** *Opinion leadership tends to have a positive effect on user intention to interact with the Instagram account.*
- H2b.** *Opinion leadership tends to have a positive effect on user intention to recommend the Instagram account online.*
- H2c.** *Opinion leadership tends to have a positive effect on user intention to follow the advice obtained from the Instagram account*

For advertising to be effective, the product message and opinion leader image should be congruent (Kamins, 1990). The congruency depends on the perceived fit between the opinion leader's image and the brand, including brand name and attributes. The greater congruence means the greater opinion leader's believability (Kotler, 1997). Opinion leaders who are perceived to be knowledgeable, reliable, believable, and attractive are considered credible and, in turn, induce consumers' positive attitude and behavior to the brand and the product (Ohanian, 1991). The previous study found that consumers expect congruity and a perceived fit between the opinion leader and the brand (Erdogan, 1999). This results in consumer feeling more confidence following the suggestion from opinion leader's which congruent with their personality and thoughts which could lead to an aspirational self-image as portrayed by the opinion leader (Pradhan, Duraipandian, and Sethi, 2014). As a conclusion, if the contents posted by an opinion leader on social media are in harmonic with the consumer's personality, the consumer may follow the message suggested by the opinion leader. Based on these points, we propose the following interaction effect:

- H3.** *The perceived fit of the account with the consumer's personality strengthens the influence of opinion leaders on his/her intention to follow the advice offered by the Instagram account*

As this study aims to see the difference between celebrities' and celebgrams' Instagram account profiles, the primary framework model will be analysed differently for celebrities' and celebgrams' opinion leaderships.

3 RESEARCH DESIGN AND METHODOLOGY

To test the hypotheses, this study uses a quantitative research by the distribution of online survey conducted through link-sharing via direct messages to the followers –hence member of communities– of selected Instagram accounts considered as influencers from among both traditional and non-traditional celebrities. Purposive sampling technique is used for this study. As cosmetic industry in Indonesia is still strongly dominated by female consumers and most brands use feminine attributes for cosmetic product advertisements (Tirto.id, 2017), the influencers and respondents chosen are all women. The respondents are random female followers of the Instagram account assessed as opinion leaders. The selection of these influencers is based on some criteria, such as: it has a considerable and growing number of followers, often posting contents about cosmetic and beauty products (regardless they are endorsed or not), and have been portrayed in media as opinion leaders in cosmetic and beauty industry. The influencers consist of six different Instagram accounts, three traditional celebrities and three non-traditional celebrities (i.e the “celebgrams”). For traditional celebrities, they have minimum 10million followers; whilst for celebgrams, they have minimum 10 thousand followers (Norris, 2017). Hence, the selected Instagram accounts are: Raisa (@raisa6690), Jessica Iskandar (@inijedar), and Dian Sastro (@therealdisastr) for traditional celebrities, and Tasya Farasya (@tasyafarasya), Rachel Vennya (@rachelvennya), and Clairine Christabel (@clairineclay) for celebgrams.

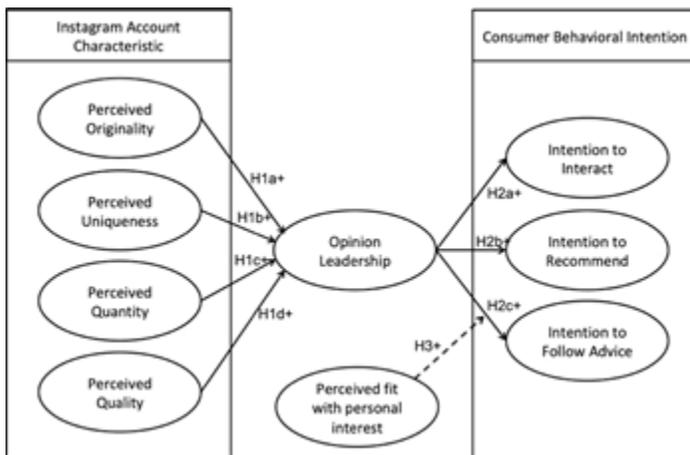


Fig.1. Framework Model

The data analysis uses the variance-based SEM of Partial Least Square (PLS) with a main consideration that there has been a lack of established theory in relation to the online opinion leadership in social media research area. The use of PLS-SEM is recommended when there is a scarcity on theoretical foundation of a topic (Braojos-Gomez, Benitez-Amado and Llorens-Montes, 2015). Thus, the analysis takes into account the predictive capabilities of PLS-SEM. With PLS-SEM, the minimum sample size to test the hypotheses is ten times the most significant number of indicators used to measure a single construct (Hair et al., 2017), which in this

case, there are 9 indicators from perceived originality and perceived uniqueness that measures the endogenous variable, opinion leadership; thus totaling the minimum sample size of 90. To increase the chance of validity and reliability, the minimum sample size is increased to 125 from traditional celebrities' followers and 125 from celebgram followers, which is 250 in total. The survey includes questionnaire items that measure nine variables with reflective measurements, which are adopted from the study of Casaló, Flavián and Ibáñez-Sánchez (2018) and uses seven Likert scales to rate the responses from the respondents as summarized in Table 1. The original items were translated into Indonesian with expert judgments validity before being distributed in the form of questionnaires to respondents in the survey. To minimize bias, the measurement items of the constructs were randomized in the questionnaires.

TABLE 1
MEASUREMENT ITEMS

Variable	Indicator	Scale
Opinion Leadership	OL1. This Instagram account serves as a model for others.	Seven points Likert scale (Strongly disagree to Strongly agree)
	OL2. This Instagram account is one step ahead of others.	
	OL3. This Instagram account offers interesting pictures that suggest new ideas about fashion.	
	OL4. This Instagram account persuades people to dress like the account pictures suggest.	
	OL5. This Instagram account influences people's opinions about fashion.	
	OL6. I used this Instagram account as a source of information.	
Opinion Leadership Antecedents (Instagram Account Characteristics)		
Perceived Originality	PO1. Publications on this Instagram account are original	Seven points Likert scale (Strongly disagree to Strongly agree)
	PO2. Publications on this Instagram account are novel	
	PO3. Publications on this Instagram account are unusual	
	PO4. Publications on this Instagram account are innovative	
	PO5. Publications on this Instagram account are sophisticated	
	PO6. Publications on this Instagram account are creative	
Perceived Uniqueness	PU1. This Instagram account is highly unique	Seven points Likert scale (Strongly disagree to Strongly agree)
	PU2. This Instagram account is one of a kind	
	PU3. This Instagram account is really special and different from others	
Perceived Quantity and Quality	QN. The quantity of publications on this Instagram account	Seven points Likert scale (Very low to Very high)
	QL. Quality of publications on this Instagram account	
Opinion Leadership Consequences (Consumer Behavioral Intentions)		
Intention to Interact	II1. I have the intention to interact with this Instagram account in the near future.	Seven points Likert scale (Strongly disagree to Strongly agree)
	II2. I predict that I will interact with this Instagram account.	
Intention to Recommend	IR1. I would likely recommend this Instagram account to friends and relatives interested in fashion.	Seven points Likert scale (Strongly disagree to Strongly agree)
Intention to Follow the Advice	IFA1. I would feel comfortable dressing as shown in the pictures published on this Instagram account.	Seven points Likert scale (Strongly disagree to Strongly agree)
	IFA2. I would not hesitate to take into account the suggestions about clothing I can find in the pictures	

125 usable responses for Celebrity followers and 125 for Celebgram followers were collected, already excluding straight-line answers to minimize the risk of having illogical responses. Before conducting the measurement and structural model evaluation, a MICOM procedure was established to check whether the multigroup analysis was feasible in analysing the two groups of Celebrity and Celebgram followers as suggested by Henseler, Ringle and Sarstedt (2016). The compositional invariance was not established, hence the

multigroup analysis was not feasible. It led to separate models of analysis consisting of Celebrity and Celebgram follower groups. Analysis of measurement models included checking the validity and reliability of the measurement instrument of each model. Constructs' validity is examined by looking at the factor loading to see if the items fulfill the 0.7 benchmark as stated by Hair et al. (2017). Some measurement items were above the recommended 0.9 limits in Heterotrait-monotrait (HTMT) ratio for discriminant validity calculation (Hair et al., 2017). Thus, it was needed to eliminate several items for both groups, which were chosen by excluding related items with relatively high cross-loadings. After that, the suggested requirement of maximum 0.9 in HTMT ratio, minimum 0.5 scores for average variance extracted (AVE) and 0.7 for composite reliability (Hair et al., 2017) has been met. The final list of measurement items for each group can be seen in Table 2 and Table 3.

TABLE 2

FACTOR LOADING, COMPOSITE RELIABILITY AND AVE (TRADITIONAL CELEBRITIES)

Traditional Celebrity Instagram Account				
Variable	Indicator	Factor Loading	Composite Reliability	AVE
Originality	PO4	0.825	0.885	0.719
	PO5	0.885		
	PO6	0.832		
Uniqueness	PU1	0.877	0.874	0.699
	PU2	0.756		
	PU3	0.870		
Quantity	QN1	1.000	1.000	1.000
Quality	QL1	1.000	1.000	1.000
Opinion Leadership	OL3	0.836	0.876	0.638
	OL4	0.824		
	OL5	0.754		
	OL6	0.778		
Intention to Interact	II2	1.000	1.000	1.000
Intention to Recommend	IR1	1.000	1.000	1.000
Intention to Follow Advices	IFA1	1.000	1.000	1.000
Perceived Fit with Personal Interest	PF1	0.914	0.913	0.777
	PF2	0.888		
	PF3	0.842		
	Moderating Effect	1.088	1.000	1.000

TABLE 3

FACTOR LOADING, COMPOSITE RELIABILITY AND AVE (CELEBGRAMS)

Celebgram Instagram Account				
Variable	Indicator	Factor Loading	Composite Reliability	AVE
Originality	PO1	0.766	0.924	0.670
	PO2	0.815		
	PO3	0.821		
	PO4	0.847		
	PO5	0.843		
	PO6	0.814		
Uniqueness	PU2	1.000	1.000	1.000
Quantity	QN1	1.000	1.000	1.000
Quality	QL1	1.000	1.000	1.000
Opinion Leadership	OL1	0.836	0.893	0.677
	OL4	0.816		
	OL5	0.821		
	OL6	0.817		
Intention to Interact	II1	0.935	0.940	0.887
	II2	0.949		
Intention to Recommend	IR1	1.000	1.000	1.000
Intention to Follow Advices	IFA1	0.905	0.907	0.829
	IFA2	0.915		
Perceived Fit with Personal Interest	PF3	1.000	1.000	1.000
	Moderating Effect	1.212	1.000	1.000

4 RESULTS

4.1 Traditional Celebrities

For opinion leadership of traditional celebrity, the results of structural model analysis using PLS Algorithm with the default setting and bootstrapping using 5000 samples can be seen in Table 4, which shows that perceived opinion leadership are predicted by its antecedents of originality and uniqueness, thus accepting hypotheses H1a and H1b. On the other hand, the level of quantity and quality have an insignificant influence on opinion leadership, thus rejecting hypothesis H1c and H1d. Perceived opinion leadership does have a tendency to affect positively its consequences –consumer behavioral intentions– to interact, recommend, and follow advice, therefore all H2 hypotheses are accepted. However, the moderating effect of perceived fit with personal interest doesn't have any significant impact to strengthen nor weaken the impact of opinion leadership to intention to follow advice, and so hypothesis H3 is rejected.

TABLE 4
STRUCTURAL MODEL AND HYPOTHESES TESTING RESULTS
(TRADITIONAL CELEBRITIES)

Traditional Celebrities Result					
Indicators	Path Coefficients	T-Values	p-Values	Sig	Hypotheses
Originality → Opinion Leadership	0.453	4.077	0.000	Sig	H1a Accept
Uniqueness →Opinion Leadership	0.423	3.745	0.000	Sig	H1b Accept
Quantity →Opinion Leadership	-0.016	0.202	0.840	Not Sig	H1c Reject
Quality →Opinion Leadership	-0.066	0.898	0.369	Not Sig	H1d Reject
Opinion Leadership →Intention to Interact	0.680	11.731	0.000	Sig	H2a Accept
Opinion Leadership →Intention to Recommend	0.797	25.034	0.000	Sig	H2b Accept
Opinion Leadership → Intention to Follow Advices	0.417	3.918	0.000	Sig	H2c Accept
Perceived Fit (moderating) →Intention to Follow Advices	0.001	0.020	0.984	Not Sig	H3 Reject

4.2 Celebgrams

For opinion leadership of celebgram, the analysis shows slightly different results as compared to the celebrity one as shown by Table 5. In this case, originality is the only characteristic of the celebgrams' accounts that may positively affect the celebgrams' opinion leadership as perceived by their Instagram followers. Therefore, hypotheses H1a is accepted, but H1b, H1c, and H1d are rejected. As for the consequences of the opinion leadership, it also appears that the opinion leadership predicts the consumer behavioral intentions to interact, recommend, and follow advice. Thus, H2a, H2b, and H2c are accepted. Moreover, same with the case of celebrities, perceived fit with personal interest doesn't have any significant influence on the relationship between the opinion leadership and intention to follow advice. Thus, hypothesis H3 is rejected as well.

TABLE 5
STRUCTURAL MODEL AND HYPOTHESES TESTING RESULTS
(CELEBGRAMS)

Celebgrams Results					
Indicators	Path Coefficients	T-Values	p-Values	Sig	Hypotheses
Originality →Opinion Leadership	0.719	6.566	0.000	Sig	H1a Accept
Uniqueness →Opinion Leadership	0.047	0.529	0.597	Not Sig	H1b Reject
Quantity →Opinion Leadership	0.069	0.705	0.481	Not Sig	H1c Reject
Quality →Opinion Leadership	-0.008	0.092	0.927	Not Sig	H1d Reject
Opinion Leadership →Intention to Interact	0.648	9.258	0.000	Sig	H2a Accept
Opinion Leadership →Intention to Recommend	0.800	24.491	0.000	Sig	H2b Accept
Opinion Leadership →Intention to Follow Advices	0.577	8.487	0.000	Sig	H2c Accept
Perceived Fit (moderating) → Intention to Follow Advices	0.045	0.789	0.430	Not Sig	H3 Reject

5 DISCUSSION AND CONCLUSION

Many women of Indonesians think that makeup or cosmetic products are considered as a significant need (Diananto, 2016). Therefore, in order to know which product is the best and looking for references for makeup, Indonesian women also often look for recommendations of makeup products and look on social media that they are familiar with, for example in Instagram, as the top-four most popular social network in Indonesia (Statista, 2018), and often look up to influencers and opinion leaders for referencing. Cosmetic product companies that are having commercial activities in Indonesia understand this very well. Therefore, they often pick opinion leaders whether they are traditional celebrities such as artists and public figures or non-traditional celebrities such as the so-called celebgrams to promote their makeup and beauty products. Therefore, a study is needed to get evidence on whether opinion leadership of online cosmetic influencers in Instagram has that the ability to affect the Indonesian consumer behavioral intention in terms of users' engagement such as their intention to interact and recommend the account and also their intention to follow the influencers' advice about makeup and beauty. Also, it is needed to analyze what perceived characteristics of the Instagram accounts of these two different types of influencers that may build the influencers' opinion leaderships. As such, this study is part of an effort to bridge the gaps between insufficient knowledge among managers in cosmetic industry in Indonesia as well as academicians about how to generate online opinion leadership from influencers in social media and how to make use of it to influence consumer behavior taking into account the difference types of the online influencers. In relation with our research objectives, the results show that there are some similarities as well as differences between social media community made up of members or followers of traditional celebrity influencers and non-traditional celebrity influencers in terms of the antecedents and the consequences of members' perception of the influencers' opinion leadership in Instagram. The findings also suggest some similarities and differences with the current literature, i.e. Casaló, Flavián and Ibáñez-Sánchez (2018). The details of the discussion of this research findings are as described in the following subsections.

5.1 Traditional Celebrities

Regarding the antecedents of perceived opinion leadership of traditional celebrities in Instagram, our findings confirm that the originality and uniqueness of a makeup and beauty influencer's Instagram profile have tendency to positively affect the perception of their Indonesian social media community members or followers –hence the perception of Indonesian cosmetic consumers– regarding the influencer's opinion leadership. In this case, our results show that the originality of a celebrity's Instagram account is slightly a stronger antecedent of its opinion leadership as compared to the uniqueness of the account. Further, the number of posts, i.e. the quantity, of the Instagram account of a celebrity influencer as well as the perceived quality of the influencer's posts seem to not have any significant impact on the perceived opinion leadership. These findings confirm the results of Casaló, Flavián and Ibáñez-Sánchez (2018) which find that the uniqueness and originality of a fashion influencer's Instagram content –and not the quantity and quality of the content– that contribute to consumers' perception of the influencer's opinion leadership. Additionally,

our findings confirm that perceived fit with personal interest does not affect the relation of opinion leadership to consumers' intention to follow influencers' advice about cosmetics. Therefore, the celebrity needs to post original, unique and creative content to be a successful online influencer whose advice can be quickly followed by their followers in the beauty industry (Gentina, Butori and Heath, 2014; Thakur, Angriawan and Summey, 2016). This identifies that opinion leaders are created based on the content they publish. When a celebrity uploads creative, original, and unique content, they would be seen by their social media community members as a potential opinion leader. Their unique and original content can lead their followers to reach a state of flow while surfing these opinion leaders' Instagram accounts which, in turn, can create optimal experiences (Herrando, Jimenez-Martinez and Martin de Hoyos, 2018). The original and unique content posted by online influencers is potential to boost the usefulness and enjoyment of the influencers' Instagram profile as perceived by the beauty consumers which constitute consumers' online experience (Bilgihan, Kandampully and Zhang, 2016) which tend to lead the influencers as opinion leaders in the industry. Regarding the consequences of perceived opinion leadership of traditional celebrities in Instagram, our findings suggest that celebrity's opinion leadership influences all three consumer behavioral intentions, which are: intention to interact, recommend, and follow beauty advices. This is also consistent with the findings of Casaló, Flavián and Ibáñez-Sánchez (2018). This means that the more the opinion leader interacts with their social media community members, the more these members will follow the recommendation and advice of the said celebrity's Instagram account. Hence, this confirms that celebrity as influencers should be taken into account in the cosmetic industry as many consumers follow them and tend to imitate their sense and follow the suggestion of these opinion leaders.

5.2 Celebgrams

Regarding the antecedents of perceived opinion leadership of non-traditional beauty celebrities in Instagram, our findings confirm the difference between the factors that may drive the opinion leadership of this type of influencer as compared to the traditional one. In this perspective, the Instagram profile of a celebgram of makeup and beauty has a tendency to positively affect the perception of their Indonesian social media community members or followers regarding the influencer's opinion leadership only through how the members view the Instagram content of the influencers' profile as being original. In this case, our results show that the uniqueness of the Instagram account of a celebgram seem do not affect the built-up of the said celebgram's opinion leadership as perceived by consumers, which is contrary to our findings concerning the traditional celebrities. This finding suggests that in order for a celebgram to be considered as an opinion leader by makeup and beauty consumers, this type of influencer should strictly post content that are deemed as original by the consumers. As revealed by Casaló, Flavian, and Ibáñez-Sánchez (2017), perceived originality of an Instagram content is the most relevant factor to guarantee an enjoyable and satisfactory experience by consumers when interacting with an Instagram account. Thus, the consumers' enjoyable experience is likely to be the most important driver of celebgrams' opinion leadership as perceived by consumers resulting from the perceived originality of the celebgrams' Instagram account.

Regarding the consequences of perceived opinion leadership of the non-traditional celebrities in Instagram, the findings suggest similarities with the ones concerning the traditional celebrities. Consumers' perceived opinion leadership of the corresponding celebgram tend to affect positively consumers' behavioral intention in terms of intention to interact, recommend, and follow beauty advices. These findings imply that with multiple information cues brought by the influencers' opinion leadership, consumers can identify themselves with influencers as a reference group whom they can trust and perceived as enhancing consumers' knowledge, hence they are more willing to follow the advice (Zhao, Stylianoua and Zheng, 2018) hence engaging consumers to interact and recommend the celebrities' and celebgrams' Instagram profiles.

6 RESEARCH IMPLICATIONS AND SUGGESTED FUTURE RESEARCH

This research contributes to the theoretical development in the online opinion leadership theoretical body of knowledge in at least three areas. First, this research extends the current study concerning online opinion leaderships brought by social media in Indonesian landscape whose population is one of the largest ones in the world. Second, this research further provides more empirical evidences on the antecedents and consequences of the opinion leadership in Instagram in cosmetic industry which already recently started to conduct online influencer marketing. And lastly, this research provides further evidences on the different factors of antecedents and consequences of online opinion leaderships brought by the traditional and non-traditional online celebrities in social media. From managerial perspective, this research contributes to provide advance knowledge on building opinion leaderships from different types of online influencers, as well as increasing the effectiveness in promoting and endorsing activities through social media for the cosmetic industry in Indonesia. In particular, this study can serve as a guidance for the managers in makeup and beauty products in Indonesia in choosing the right types of influencers (e.g. traditional or non-traditional celebrities) that are expected to be opinion leaders in social media, i.e. in Instagram, and what kind of Instagram content is more appropriate for each type of influencer. The company then needs to provide some guidelines that would help the opinion leaders to make an original and unique content, so it is not seen as mere promotional posts to the followers, since the quantity or quality solely does not matter for the followers as long as the post is authentic and unique. Since it is likely that social media content can further enhance a positive user experience because consumers value the immersive and experiential aspects of the Internet (Bilgihan, Kandampully, and Zhang 2016) that may influence their perception of opinion leaderships of the influencers, and in the end of the day, their behavioral intentions. Despite its contribution to theory and practice development, this research offers possibilities for other researchers since it still has several limitations. First, Instagram is not the most popular social media in Indonesia (Hootsuite, 2019). Therefore, future studies can complement this research with online influencers in other popular platforms in Indonesia such as Facebook, Twitter, or Youtube. Second, future research can extend the study of online opinion leadership to other industries from the non-involvement markets, since current literature within online opinion leadership topics (fashion and cosmetic industries)

involve high-involvement products (Suh and Yi, 2006). Other than that, the number of antecedents of online opinion leadership could be broader. For examples, innovativeness (e.g. Kang and Park-Poaps, 2010) or expertise (e.g. Thakur, Angriawan and Summey, 2016). Moderating effect on opinion leadership such as source credibility is another construct worth to be investigated (Jin and Ryu, 2019). Another limitation would be from the fact that this study only uses local female influencers and female respondents, due to the condition of cosmetic markets much dominated by female in Indonesia (Tirto.id, 2017). Other researchers can conduct further studies by including male influencers and male respondents and in a more global scope. Although cosmetic industry is still women-centric in Indonesia (Tirto.id, 2017), the trend for male beauty products has been rising (Cosmeticbusiness.com, 2018) and some global cosmetic companies have been using male models for their products (Whitehouse, 2016; Wilbur, 2016). The trend for male beauty bloggers is also rising, with the famous examples of James Charles, Manny Gutierrez, and Bretman Rock (Izea, 2018). Lastly, there are many global or multinational companies operating in Indonesia that uses global influencers (e.g. Miller, 2017), global beauty influencers can be a topic for further researches, as this study only focuses on local influencers.

REFERENCES

- [1] Akar, E., Yüskel, H.F. and Bulu, Z.A. (2015). The impact of social influence on the decision-making process of sports consumers on Facebook. *Journal: İnternet Uygulamaları ve Yönetimi Dergisi*. Turkey: Netrevart
- [2] Amelina, D. and Zhu, Y. Q. (2016). Investigating effectiveness of source credibility elements on social commerce endorsement: The case of Instagram in Indonesia. *PACIS 2016 Proceedings*. pp.232. Available at: <http://aisel.aisnet.org/pacis2016/232> [Accessed 10 May 2019]
- [3] Ananda, A. S., Hernández-García, Á. and Lamberti, L. (2016). N-REL: A comprehensive framework of social media marketing strategic actions for marketing organizations. *Journal of Innovation And Knowledge*, 1(3), pp.170-180.
- [4] Apaolaza-Ibáñez, V., Hartmann, P., Diehl, S. and Terlutter, R. (2011). Women satisfaction with cosmetic brands: The role of dissatisfaction and hedonic brand benefits. *African Journal of Business Management*, 5(3), pp.792.
- [5] Baila, M. and Nicolau E., (2018). Celebs you should be following on Instagram. [online] *Refinery29.com*. Available at: <https://www.refinery29.com/en-us/celebrity-instagram-to-follow> [Accessed 10 May 2019]
- [6] Bailey, L. R. and Seock, Y-K. (2010). The relationships of fashion leadership, fashion magazine content and loyalty tendency. *Journal of Fashion Marketing and Management: An International Journal*, 14(1), pp.39-57
- [7] Bertrandias, L. and Goldsmith, R. E. (2006). Some psychological motivations for fashion opinion leadership and fashion opinion seeking. *Journal of Fashion Marketing and Management*, 10(1), pp.25 –40.
- [8] Bilgihan, A. Kandampully, J. and Zhang, T. (2016). Towards a unified customer experience in online shopping environments: Antecedents and outcomes. *International Journal of Quality and Service Sciences*, 8(1), pp.102-119,
- [9] Braojos-Gomez, J., Benitez-Amado, J. and Llorens-Montes, F. J. (2015). How do small firms learn to develop a social media competence?. *International Journal of Information Management: The Journal for Informational Professionals*
- [10] Brightlocal. (2017). *Local Business Review Habits*. [online] Brightlocal.com. Available at: <https://www.brightlocal.com/learn/local-consumer-review-survey/>
- [11] Business Wire. (2017). The global cosmetics market to reach \$390 billion by 2020 - Rising demand for natural cosmetics - Research and markets. [online] *businesswire.com*. Available at: <https://www.businesswire.com/news/home/20170524005627/en/Global-Cosmetics-Market-Reach-390-Billion-2020> [Accessed 9 May 2019]
- [12] Casalo, L. V., Flavián, C. and Ibáñez-Sánchez, S. (2017). Understanding consumer interaction on instagram: The role of satisfaction, hedonism, and content characteristics. *Cyberpsychology, Behavior, and Social Networking*, 20(6), pp.369-375.
- [13] Casalo, L. V., Flavián, C. and Ibáñez-Sánchez, S. (2018). Influencers on Instagram: Antecedents and consequences of opinion leadership. *Journal of Business Research*. 10.1016/j.jbusres.2018.07.005.
- [14] Cekindo.com. Di mana harus berinvestasi: Sektor kosmetik di Indonesia. [online] Available at: <https://www.cekindo.com/id/sektor/kosmetik> [Accessed 11 May 2019]
- [15] Chan, B., Cheng, D. and Yeung, N. (2017). The influence of Instagram key opinion leaders on their followers. The University of Hong Kong Department of Sociology.
- [16] Chan, K. K. and Misra, S. (1990). Characteristics of the opinion leader: A new dimension. *Journal of Advertising*, 19(3), pp.53 –60.
- [17] Chaudhry, A. Shahid. and Irshad, W. (2013). Opinion Leadership and its role in buyer decision making. *Academy of Contemporary Research Journal*, VII (I), 7-14, ISSN: 2305-865, January 2013.
- [18] Chaudhuri, A. (2002). How brand reputation affects the advertising brand equity link?. *Journal of Advertising Research*, 42(3), pp.33-43.
- [19] Chih-Chung, C., Chang, C., Lin, L. and Yau-Nang. (2012). The Effect of Advertisement Frequency on the Advertisement Attitude-The controlled Effects of Brand Image and Spokesperson's Credibility. *Procedia - Social and Behavioral Sciences*, ISSN: 1877-0428, 57, pp.352-359
- [20] *Cosmeticsbusiness.com*, (2018), *Cosmetics Business reveals the 5 biggest male beauty trends of 2018 in new report*. [online] *Cosmeticsbusiness.com*. Available at: https://www.cosmeticsbusiness.com/news/article_page/Cosmetics_Business_reveals_the_5_biggest_male_beauty_trends_of_2018_in_new_report/141892. [Accessed 14 May 2019]
- [21] Coulter, R.A., Feick, L.F. and Price, L.L., (2002). Changing faces: cosmetics opinion leadership among women in the new Hungary. *European Journal of Marketing*, 36(11), pp.1287-1308
- [22] D'Souza, C., Taghian, M., Lamb, P. and Peretiatkos, R. (2006). Green products and corporate strategy: an empirical investigation. *Society and Business Review*, 1 (2), pp.144-157.

- [23] De Veirman, M., Cauberghe, V. and Hudders, L. (2017). Marketing through Instagram influencers: The impact of number of followers and product divergence on brand attitude. *International Journal of Advertising*, 36(5), pp.798–828.
- [24] Derbaix, C. and Vanhamme, J. (2003). Inducing word-of-mouth by eliciting surprise –A pilot investigation. *Journal of Economic Psychology*, 24(1), pp.99–116.
- [25] Diananto, W. (2016). 80% Wanita Indonesia Menggunakan Make Up Setiap Hari. [online] *Tabloidbintang.com*. Available at: <https://aura.tabloidbintang.com/articles/cantik-sehat/44070-80-persen-wanita-indonesia-menggunakan-makeup-setiap-hari> [Accessed 10 May 2019].
- [26] Ding, W., Henninger, C. E., Blazquez, M. and Boardman, R. (2019). Effects of Beauty Vloggers' eWOM and Sponsored Advertising on Weibo. *Social Commerce* (pp. 235-253). Palgrave Macmillan, Cham.
- [27] Djafarova, E. and Rushworth, C. (2016). Exploring the credibility of online celebrities' Instagram profiles in influencing the purchase decisions of young female users. *Journal of Computers in Human Behavior*. Elsevier. 68, 2017, pp.1-7
- [28] Drury, G. (2008). Opinion piece: Social media: Should marketers engage and how can it be done effectively?. *Journal of Direct, Data and Digital Marketing Practice*, 9, pp.274-277.
- [29] Engel, James, F., Blackwell, D. and Miniard, P. (1990). *Consumer Behavior*. Chicago: Dryden.
- [30] Erdogan, B. Z. (1999). Celebrity endorsement: A literature review. *Journal of marketing management*, 15(4), pp.291-314.
- [31] Fischeux, A., Gomez-Berrada, M., Roudot, A. and Ferret, P. (2018). Consumption and exposure to finished cosmetic products: A systematic review. *Elsevier Journal of Food and Chemical Toxicology*, 124, February 2019, pp.280-299.
- [32] Frazer, B. P. and Brown, W. J. (2002). Media, Celebrities, and Social Influence: Identification with Elvis Presley. *Mass Communication And Society*, 5(2), pp.183-206.
- [33] Frichou, F. (2019). 5 Examples How to Use Customer Reviews in Your Marketing Campaigns. [online] *Instapage.com*. Available at: <https://instapage.com/blog/customer-reviews-marketing>. [Accessed 10 May 2019]
- [34] Gentina, E., Butori, R. And Heath, T. B. (2014). Unique but integrated: The role of individuation and assimilation processes in teen opinion leadership. *Journal of Business Research*, 67(2), pp.83–91.
- [35] Gentina, E., Shrum, L. J. And Lowrey, T. M. (2016). Teen attitudes toward luxury fashion brands from a social identity perspective: A cross-cultural study of French and US teenagers. *Journal of Business Research*, 69(12), pp.5785–5792.
- [36] Gesenhues, A. (2013) Survey: 90% Of Customers Say Buying Decisions Are Influenced by Online Review. [online] *Marketingland.com*. Available at: <https://marketingland.com/survey-customers-more-frustrated-by-how-long-it-takes-to-resolve-a-customer-service-issue-than-the-resolution-38756>
- [37] Glucksman, Morgan. (2017). Rise of Social Media Influencer Marketing on Lifestyle Branding. *Elon Journal of Undergraduate Research in Communications*, 8(2) 2017.
- [38] Hair, J. F., Hult, G. T. M., Ringle, C. M. and Sarstedt, M. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. Sage Publications, Inc.
- [39] Heinonen, Kristina. (2011). Consumer Activity In Social Media: Managerial Approaches To Consumers' Social Media Behavior. *Journal of Consumer Behaviour*. 10. pp.356-364. 10.1002/cb.376.
- [40] Henseler, J., Ringle, C. and Sarstedt, M. (2016). Testing measurement invariance of composites using partial least squares. *International Marketing Review*, 33(3), pp.405-431.
- [41] Herrando, C., Jimenez-Martinez, J. and Martin De Hoyos, M. J. (2018). Surfing or flowing?How to retain e-customers on the internet. *Spanish Journal of Marketing-ESIC*, 22(1), pp.2–21.
- [42] Homans. G.C. (1961). *Social Behavior*. NY: Harcourt Brace.
- [43] Huffaker, D. (2010). Dimensions of Leadership and Social Influence in Online Communities. *Human Communication Research*. 36. 593 - 617. 10.1111/j.1468-2958.2010.01390.x.
- [44] Izea. (2018). 25 Top Male Beauty Influencers [online] *Izea.com*. Available at: <https://izea.com/2018/05/03/top-male-beauty-influencers/> [Accessed 14 May 2019]
- [45] Jin, S. V. and Ryu E. (2019). Celebrity fashion brand endorsement in Facebook viral marketing and social commerce: Interactive effects of social identification, materialism, fashion involvement, and opinion leadership. *Journal of Fashion Marketing and Management: An International Journal*, 23(1), pp.104-123,
- [46] Juliadi, R. and Ardani, E.G., (2019). The Interactivity of Twitwar among Social Media Influencer and Followers on Twitter. *International Journal of Multicultural and Multireligious Understanding*.
- [47] Kamins, M. A. (1990). An Investigation into the match-up hypothesis in celebrity advertising: When beauty may be only skin deep — *Journal of Advertising*, 19, pp.4–13.
- [48] Kang, J. and Park-Poaps, H. (2010). Hedonic and utilitarian shopping motivations of fashion leadership. *Journal of Fashion Marketing and Management: An International Journal*, 14(2), pp.312-328.
- [49] Katz, E. and Lazarsfeld, P. (1955). *Personal Influence*. New York: Free Press.
- [50] Kim, H.-S. and Hong, H. (2011). Fashion Leadership and Hedonic Shopping Motivations of Female Consumers. *Clothing and Textiles Research Journal*, 29(4), 314–330
- [51] Klingemann, H. and Rommele, A. (2002). *Public Information Campaigns & Opinion Research: A Handbook for the Student & Practitioner*. London: SAGE.
- [52] Kotler, P. (1997). *Marketing management: Analysis, planning implementation, and control*. 9th ed. Englewood Cliffs, NJ: Prentice-Hall.
- [53] Kumar, N. and Benbasat, I. (2006). Research Note: The Influence of Recommendations and Consumer Reviews on Evaluations of Websites. *Information Systems Research*, 17(4), 425-439.
- [54] Kwon, Young-Sung and Ryong Song, Hae. (2014). The Role of Opinion Leaders in Influencing Consumer Behaviors with a Focus on Market Mavens: A Meta-analysis. *Athens Journal of Mass Media and Communications*. 1. 43-54. 10.30958/ajmmc.1-1-3.

- [55] Later and HubSpot. (2018). Instagram for business in 2018. [pdf] Available at: <https://offers.hubspot.com/instagram-for-business-in-2018> [Accessed 16 May 2019]
- [56] Leal, G. P. A., Hor-Meyll, L. F. and de Paula Pessôa, L. A. G. (2014). Influence of virtual communities in purchasing decisions: The participants' perspective. *Journal of Business Research*, 67(5), 882–890.
- [57] Maghfiroh, L. and Fitri, N. H. (2015). A Celebification of Celebgram on Instagram: A Case Study of @Shireenz. *Allusion*, Vol. 04 No. 01.
- [58] March, B. (2019). How influencer beauty lines became as big as celebrity collections. [online] *Harpersbazaar.com*. Available at: <https://www.harpersbazaar.com/uk/beauty/a26320975/influencers-beauty-collaborators-brands/> [Accessed 9 May 2019]
- [59] Martínez, C. and Olsson, T. (2019). Making sense of YouTubers: how Swedish children construct and negotiate the YouTuber Misslisibell as a girl celebrity. *Journal of Children and Media*, 13(1), 36-52.
- [60] McCracken, G. (1989). Who is the celebrity endorser? Cultural foundation of the endorsement process. *Journal of Consumer Research*, Vol. 16, 310-321.
- [61] Mediakix, (2018). Top 10 Up-And-Coming Beauty Instagram Influencers To Follow in 2019. [online] *Mediakix.com*. Available at: <http://mediakix.com/2018/11/top-beauty-instagram-influencers-best-popular/#gs.a97tgb> [Accessed 9 May 2019]
- [62] Mikalef, P., Giannakos, M. and Pateli, A. (2013). Shopping and Word-of-Mouth Intentions on Social Media. *Journal of theoretical and applied electronic commerce research*, 8(1), 17-34.
- [63] Miller, D. (2017). What beauty brands can learn from L'Oreal's successful influencer marketing campaigns. [online] *Tubularinsights.com*. Available at: <https://tubularinsights.com/loreal-influencer-marketing-campaigns/> [Accessed 17 June 2019].
- [64] Moldovan, S., Goldenberg, J. and Chattopadhyay, A. (2011). The different roles of product originality and usefulness in generating word-of-mouth. *International Journal of Research in Marketing*, 28(2), 109–119.
- [65] Norris, S. A. (2017). Shifting advertising agency structure and evolving technology. *University Honors Theses*. Paper 403
- [66] Nuzar, I. (2018). Tahun 2017 Jumlah Pengguna Internet di Indonesia Capai 14.326 Juta. [online] *Teknopreneur.com*. Available at: <http://teknopreneur.com/2018/02/19/2017-pengguna-internet-di-indonesia-mencapai-143-26-juta> [Accessed 16 May 2019]
- [67] Ohanian, R. (1991). The impact of celebrity spokespersons' perceived image on consumers' intention to purchase. *Journal of Advertising Research*, 31(1), 46-54.
- [68] Park, C. S. (2013). Does Twitter motivate involvement in politics? Tweeting, opinion leadership, and political engagement. *Computers in Human Behavior*, 29, 1641–1648.
- [69] Pradhan, D., Duraipandian, I. and Sethi, D. (2014). Celebrity endorsement: How celebrity –brand –user personality congruence affects brand attitude and purchase intention. *Journal of Marketing Communications*, 22(5), 456–473.
- [70] Purwaningwulan, M.M., Suryana, A., Wahyudin, U.U. and Dida, S.S., (2018). The Uniqueness of Influencer Marketing in The Indonesian Muslim Fashion Industry on Digital Marketing Communication Era. In: *Proceedings of the International Conference on Business, Economic, Social Science and Humanities*. Bandung: Atlantis Press
- [71] Puspitasari, C. and Dolahr, J. (2017). Hijab Design and Style in Indonesia which Influenced by Hijabers Community. In: *Social Sciences Postgraduate International Seminar*. Penang
- [72] R, Jeko. (2017) Indonesia negara Ke 4 dengan pengguna Facebook teraktif di dunia. [online] *Liputan6.com*. Available at: <http://tekno.liputan6.com/read/2926217/indonesia-negara-ke-4-dengan-pengguna-facebook-teraktif-di-dunia> [Accessed 16 May 2019]
- [73] Iyengar, R., Bulte, C. V. d. and Valente, T. W. (2011). Opinion leadership and social contagion in new product diffusion. *Marketing Science*, Vol. 30 (March/April), pp. 195 – 212.
- [74] Rahman, S. U., Saleem, S., Akhtar, S., Ali, T. and Khan, M. A. (2014). Consumers' adoption of apparel fashion: The role of innovativeness, involvement, and social values. *International Journal of Marketing Studies*, 6(3), 49–64.
- [75] Phua, J., Lin, J.-S. and Lim D. J. (2018). Understanding consumer engagement with celebrity-endorsed E-Cigarette advertising on instagram. *Computers in Human Behavior*, Vol. 84, pp. 93-102
- [76] Rose, S. (2017). Pengguna instagram aktif di Indonesia mencapai tidak kurang dari 45 juta. [online] *Dailysocial.id*. Available at: <https://dailysocial.id/post/indonesia-kini-miliki-45-juta-pengguna-aktif-bulanan-di-instagram>
- [77] Sokolova, K. and Kefi, H., (2019). Instagram and YouTube bloggers promote it, why should I buy? How credibility and parasocial interaction influence purchase intentions. *Journal of Retailing and Consumer Services*
- [78] Solvita, B. (2018). Representation of woman's body on Instagram. *Qualitative Content Analysis of the year 2018 posts of top fitness influencer Michelle Lewin*. MA. Örebro University
- [79] Sri, H. (2018). The influence of Celebgrams, e-WOM, and pictures on impulse buying. *Increasing Management Relevance and Competitiveness*, pp. 221-223. CRC Press.
- [80] Sri, W. (2017) 45 Juta Pengguna Instagram Indonesia Pasar Terbesar di Asia. [online] *Tempo.com*. Available at: <https://bisnis.tempo.co/read/894605/45-juta-pengguna-instagram-indonesia-pasar-terbesar-di-asia>
- [81] Statista (2018). Indonesia social network penetration Q3 2018. [online] *Statista.com*. Available at: <https://www.statista.com/statistics/284437/indonesia-social-network-penetration/> [Accessed 23 March 2019].
- [82] Sudha, M. and Sheena, K. (2017). Impact of influencers in consumer decision process: the fashion industry. *SCMS Journal of Indian Management*, 14(3), 14–30.
- [83] Suh, J.C. and Yi, Y. (2006). When brand attitudes affect the customer satisfaction-loyalty relation: the moderating role of product involvement. *Journal of Consumer Psychology*, 16(2), pp.145-155.
- [84] Thakur, R., Angriawan, A. and Summey, J. H. (2016). Technological opinion leadership: The role of personal

- innovativeness, gadget love, and technological innovativeness. *Journal of Business Research*, 69(8), 2764–2773.
- [85] Tirto.id, (2017). Ledakan Industri Kecantikan Pria. [online] Tirto.id. Available at: <https://tirto.id/ledakan-industri-kecantikan-pria-cuZc> [Accessed 10 May 2019].
- [86] Totoatmojo, K. M. (2015). The Celebrity Endorser (Selebgram) Effect Toward Purchase Intention On Instagram Social Media. In: *ASIAN Academic Society International Conference*. Nakhon Pathom: Indonesian Student Association In Thailand (PERMITHA). pp. 245-253.
- [87] Tsang, A. and Prendergast, G. (2009). Is a star worth a thousand words?. *European Journal of Marketing*, pp. 1269-1280.
- [88] Turcotte, J., York, C., Irving, J., Rosanne, M. S. and Pingree, R. (2015). News Recommendations from Social Media Opinion Leaders: Effects on Media Trust and Information Seeking. *Journal of Computer-Mediated Communication*. 20. 10.1111/jcc4.12127.
- [89] Weber, M. (1968). *Economy and society: An outline of interpretive sociology*. Berkeley: University of California Press.
- [90] Whitehouse, L. (2016). L'Oreal uses first ever male model in a cosmetics campaign. [online] *Cosmeticsdesign-europe.com*. Available at: <https://www.cosmeticsdesign-europe.com/Article/2016/09/01/L-Oreal-uses-first-ever-male-model-in-a-cosmetics-campaign> [Accessed 14 May 2019]
- [91] Wichhover, C. (2018). The shady world of beauty influencers and the brands that pay them, explained. [online] *Vox.com*. Available at: <https://www.vox.com/2018/8/31/17801182/beauty-influencers-pay-negative-reviews> [Accessed 9 May 2019]
- [92] Wilbur, H. (2016). This beauty brand casts male models for its new campaign - And it's gorgeous. [online] *Mic.com*. Available at: <https://www.mic.com/articles/148475/this-beauty-brand-casts-male-models-for-its-new-campaign-and-it-s-gorgeous> [Accessed 14 May 2019]
- [93] Xiong, Y., Cheng, Z., Liang, E. and Wu, Y. (2018). Accumulation mechanism of opinion leaders' social interaction ties in virtual communities: Empirical evidence from China. *Computers in Human Behavior*, 82, 81–93.
- [94] Yulistara, A. (2018). Influencer jadi Andalan Penjualan Produk di Era Digital. [online] *Cnbcindonesia.com*. Available at: <https://www.cnbcindonesia.com/lifestyle/20180301110855-33-5868/influencer-jadi-andalan-penjualan-produk-di-era-digital> [Accessed 9 May 2019]
- [95] Zhao, K., Stylianou, A. C. and Zheng, Y. (2018), Source and impacts of social influence from online anonymous user reviews. *Information & Management*, 55 (2018) 16–30.