Beauty Influencer's User-Generated Content On Instagram: Indonesian Millennials Context

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Abstract : Despite the widespread literature discussion on the strategies of marketing, little is known of how user-generated content(UGC) can influence the future purchase intention of young consumers on social media. Data were collected from 150 Indonesian young respondents. Pearson's correlation and multiple linear regression were employed for data analysis. The result finds that directive strategy from user-generated content to future purchase intention is more effective than through perceived information quality. Based on the results, theoretical and practical implications are highlighted.

Index Terms : User-generated content, perceived information quality, future-purchase intention, instagram, beauty influencer

1 INTRODUCTION

The role of using digital media is increasingly important for companies to reach their target markets. Today, consumers highly value the opinions from those on their social networking sites. Thus, in online purchase decision, consumers depend more on information generated by other users in their online social media which provides shared values leading to a positive impact on product promotion [1], [2].The growing popularity of social media creates the phenomenon of behavior shifting from passive absorbers (e.g. receiving product information) to active generators (e.g. distributing information through information gathering and opinion sharing). Hence, the rise of user-generated content (in opposition to firm-created content) that is based on consumers' own experiences [3], [4]. This situation, then, raises a question: how do we manage the user-generated social media communication process that affects consumer purchase decisions? Previous literature has discussed the influences of user-generated content on consumer decision-making in different contexts. Some of the literature has examined the influences of it shared via different social media, such as brand-related user-generated content on Facebook [5], [6], on YouTube [7], [8], on Twitter [9], [3]. Other research has investigated UGC on beauty-related products, such as the examination of videos and user comments of different categories, i.e. tutorials and vlogs, to explore the value of beauty gurus[10], the employment of social media using beauty brands to increase brand awareness and reinforce brand loyalty [11],the impact of Turkish YouTube make-up tutorial videos towards the viewers' willingness to buy and word-of-mouth (WOM) intention [12].Cognitive responses, which refer to the thoughts and ideas evoked by advertisements and other types of persuasive messages, have long been viewed as critical determinants of consumer persuasion. Information quality, as part of cognitive responses, is becoming a focal point in the e-satisfaction literature, especially in commercial websites [13]. In a computer-mediated environment, customers' purchasing decisions on a firm's products and services can be determined by their perceived quality of information [14]. And information quality is found to play an essential role, because it is ranked as a key success factor in many product categories [15]. Even though, some studies define the effect user-generated content on the consumers' future purchase intention, the causal linkage has not been clearly validated, i.e. unexpectedly weak [16] or non-significant [17].To fill the gap, this study chose Instagram as a matter of subject in the literature of consumer behavior and as one of the fastest growing social media platforms and highest engagement levels [18]. Therefore, this research investigated the influences of beauty influencer's user-generated content on future-purchase intention within the setting of Instagram.

2 LITERATURE REVIEW

UGC refers to media content created by members of the general public and includes any form of online content created, initiated, circulated, and consumedby users [19].UGC is defined as published content that demonstrates a degree of creative effort and is created outside of professional routines and practices [20]. UGC, that usually hired peers and amateurs, is seen to appear within or in opposition to professional media, often as a disruptive, creative, change-making force [7],[21].However, while UGC can be seen as the sum of all ways in which people make use of social media, [22], it is not intrinsically tied to social media.In comparison to the traditional marketing communication tools employed by the companies, consumers find social media to be much more reliable sources of information [23], [24], [25].Brand-related UGC appearing in social media, function as electronic word-of-mouth (eWOM) messages [5]. UGC is referred to the generation of content, while eWOM addresses the conveyance of content, and the two concepts can stand alone [26].Electronically delivered statements about a product, service, or brand made by potential, actual, or former customers are called electronic word-of-mouth or eWOM [23]. Although broader in its scope than eWOM, UGC and eWOM are often used interchangeably when UGC is brand-related [27].Cognitive responses are said to have components such as belief, thoughts, and perceptions formed through direct interaction (i.e., touching the product) and processing secondary source information (e.g., friend's word-of mouth, online product reviews, advertisements, blog) [28]. Based on past research, website design as stimulus had a significant relationship towards cognitive response such as perceived information quality [29], [30], [5]. Based on this reasoning, the following hypothesis was proposed. H1: User-generated content has a positive influence on consumers' cognitive response (i.e., perceived information quality).Cognitive processes of consumers affect both the brand attitudes and confidence toward evaluating the brand [31], which develops the attitudes and

confidence to make purchase decision. Advertising did not create an impact on purchasing choice, but cognitive and emotional components played a role [32]. The effect of cognitive learning is related with purchasing intention, which would create a much higher probability once the brand is recalled [33]. Based on these research findings and the reasoning, the following hypotheses were developed.H2: Cognitive response (i.e., perceived information quality) has a positive influence on future-purchase intention.According to a study on the influence of user-generated content (UGC) in online shopping, it was found that UGC have influence future-purchase intention directly [34]. Moreover, previous research findings also show that UGC has significant effects on brand images, purchase intentions, and sales [35], [36]. Based on these research findings and the reasoning, the following hypotheses were developed.
H3: User-generated content has a positive influence on future-purchase intention.

3 MATERIALS AND METHODS

The design of the study is quantitative methodology and questionnaire distribution was used for the data collection. Visual stimuli simulating an Indonesian beauty influencer fan page (TasyaFarasya, currently has more than 2 million followers) on Instagram was developed and included as a part of the self-administered questionnaire.In this research, the target population is the female university students in the cities of Jakarta, Bogor, Depok, Tangerang, and Bekasi. According to Kemenristekdiktior Indonesian Ministry of Research, Technology and Higher Education, the number of female registered students (including diploma program, bachelor program, master program, doctoral program, professions, and specialist) in 2017 is 579,301 in DKI Jakarta and 407,174 in West Java [37]. In fact, the total number of registered college/university students in both DKI Jakarta and West Java in 2017 is 986,475 students. Therefore, the target population for this study is 986,475 students.The sampling method that used in this study is non-probability sampling, specifically purposive sampling or also known as judgmental sampling. This method was chosen for efficiency due to limited of time. For the size of the sample, the minimum number of subjects per variable is five [38]. In this study, therequired minimum of sample size is 57, yet this study managed to be able to get 150 respondents in total for the sample size.

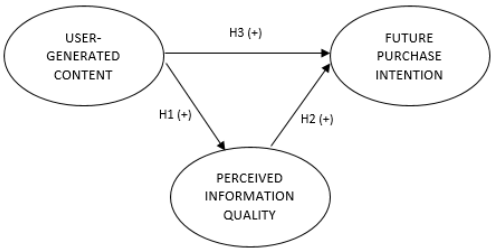

Figure 1: *Framework Model*

The survey was built based on prior research which uses currently validated scales, such as Likert-type scale with response options ranging from “1=strongly disagree” to “6=strongly agree”. The original items are in English and were translated into Bahasa Indonesia. The measurement indicators can be seen in Table 1. The dimensions were adapted from previous studies [27], [39], [40]. Then, SPSS was utilized to test the hypotheses in the proposed framework model (see Figure 1).

Table 1 Operational Variable

Variable	Definition	Indicator
User-generated Content	UGC refers to brand and/or product related information that has been created and shared by consumers [27].	• Brand/product information created and shared by consumers/users. • Publicly available online information (e.g., text, video, images) that was created, sourced, and initiated by end-users of online services
Perceived Information Quality	Information quality is the usefulness of information to an individual judged by its reliability, value, accuracy and currency [39].	• The information quality refers to the value, reliability, currency, and accuracy of the information. • The information is relevant to the customer, up-to-date, provided valuable tips on product and have unique content.
Future-purchase Intention	Future-purchase intention is consumers’ intention to buy a particular product or service at some point in the future [40].	• Tendency to buy the products. • The probability of purchasing the brand is high. • The willingness to buy the product is high.

4 RESULTS AND DISCUSSIONS

A pretest was conducted based on 30 respondents’ data to examine the validity and reliability of the questions. The value of KMO that is greater than 0.5 is barely accepted, below 0.5 unacceptable, between 0.7 and 0.8 good, between 0.8 and 0.9 great, and greater than 0.9 superb [41]. For the anti-image correlations, the values should be above 0.5. In conducting the reliability test, the result of the

Cronbach's Alpha value will be a number between 0 and 1 and the test can be accepted if the values are 0.7 or higher [42]. The value of the alpha that is lower than 0.7 is unacceptable and considered unreliable. The summary of the validity and reliability of each questionnaire questions can be seen in Table 2.

Table 2 Validity Test Summary

Factor	Item	KMO	Correlation Coefficient	Alpha	Remarks
User-generated Content	UGC1	0.832	0.823	0.846	Valid
	UGC2		0.871		Valid
	UGC3		0.810		Valid
	UGC4		0.787		Valid
	UGC5		0.905		Valid
	UGC6		0.856		Valid
Perceived Information Quality	IQ1	0.767	0.750	0.898	Valid
	IQ2		0.791		Valid
	IQ3		0.784		Valid
	IQ4		0.736		Valid
Future-purchase intention	FP1	0.805	0.828	0.885	Valid
	FP2		0.757		Valid
	FP3		0.817		Valid
	FP4		0.855		Valid
	FP5		0.759		Valid

The respondent's age (see Table 3) is categorized into 4 classifications: 17-19 years old (3 respondents), 20-22 (120), 23-25 (17), and 26 or over (10). The majority of the respondents comes from students who are in the 20-22 years of age range with the total respondents of 120 or 80% of the total. For the place of residents, majority comes from Jakarta with the total respondents of 105 or 70%. The respondent's social media of choice has been categorized into three classifications and the respondents were free to choose only one or more than one options. Out of the three social media that has been presented, Instagram has the most votes with 61.09% or 146 respondents. The respondent's frequency of weekly online shopping is categorized into three: 1-3 times, 4-6 times, and 7 or over. Out of the three options, the majority of the respondents spend 1-3 times on online shopping in a week with the total respondents of 141 or 94% of the total.

Table 3 Demographic Profiles

Variable	Description	Frequency	Percentage
Age	17 - 19	3	2.00
	20 - 22	120	80.00
	23 - 25	17	11.33
	> 25	10	6.67
Town of Residency	Jakarta	105	70.00
	Bogor	12	8.00
	Depok	8	5.33
	Tangerang	14	9.33
	Bekasi	11	7.33
Social Media	Instagram	146	61.09
	Facebook	48	20.08
	Twitter	46	19.25
Online Shopping	1 - 3 / week	141	94.00
	4 - 6 / week	5	3.33
	> 6 / week	4	2.67

In Table 4, the final mean value for the variable User-generated Content(UGC_1 to UGC_6) is 4.88, which indicates that in general the respondents "Somewhat Agree" with the statements. Here, the mean score of items UGC_1 (4.87), items UGC_2 (4.75), items UGC_3 (4.83), items UGC_4 (4.99), items UGC_5 (4.91), and items

UGC_6 (4.95) have described the range not too far away. Item UGC_4 has the highest mean score which is 4.99 and item UGC_2 has the lowest means score which is 4.75. For Perceived Information Quality, the final mean value of IQ_1 to IQ_4 is 4.56, which indicated that the respondents "Somewhat Agree" with the statements. Here, the mean score of items IQ_1 (4.80), items IQ_2 (4.67), items IQ_3 (4.52) have described the range not too far away, except for the mean score of the IQ_4 item (4.23) reflects that its value is quite far compared to the others. For Future-purchasing Intention, the final mean value of FP_1 to FP_5 is 4.20, which indicates that in general the respondents are "Somewhat Agree" with the statements. Here, the item of FP_1 has the highest mean score of 4.37; while the item of FP_4 has the lowest means score of 3.99. The final mean value of FP_4 indicated that the respondents "Somewhat Disagree" with the statements.

Table 4 Mean Values of the Variables

Variable	Item's Number	Mean Score	Final Mean Value
User-generated Content	UGC_1	4.87	4.88
	UGC_2	4.75	
	UGC_3	4.83	
	UGC_4	4.99	
	UGC_5	4.91	
	UGC_6	4.95	
Perceived Information Quality	IQ_1	4.80	4.56
	IQ_2	4.67	
	IQ_3	4.52	
	IQ_4	4.23	
Future-purchase Intention	FP_1	4.37	4.20
	FP_2	4.17	
	FP_3	4.27	
	FP_4	3.99	
	FP_5	4.20	

The multiple R (R) from the regression test (Table 6) indicates that the strength of the overall linear relationship is 0.496. Since the result of the coefficient of determination is close to 0.5, it means that the linear relationship is quite strong. Besides, the model summary also shows the R Square (R^2) which measures the proportion of variation in dependent variable towards the independent variable. In

Table 5 Multicollinearity Test

Model	Tolerance	VIF	Model	Tolerance	VIF
1 (Constant)			2 (Constant)		
UGC	1.00	1.00	IQ	0.822	1.216
			UGC	1.00	1.00
a. Dependent Variable: IQ			a. Dependent Variable: FP		

UGC: User-generated Content, IQ: Perceived Information Quality, FP: Future-purchase Intention, VIF: Variance Inflation Factor

Based on Table 5, the tolerance values for all variables are greater than 0.1 and the VIF value smaller than 10. Therefore, it can be concluded that the variables are free of multicollinearity, indicating that correlation between independent variables would not cause any instability in the following regression analysis.

model 2, the result of R Square is 0.469, which illustrates that 46.9% of future-purchase intention can be described through information quality and user-generated content. The significance threshold for this study was set at $p \leq 0.05$

Table 6 Regression Test

Model	R	R-square	Adjusted R-square	Standard error of the estimate
1	0.496	0.246	0.241	0.62939
2	0.469	0.220	0.215	0.80182

According to Table 7, the F-test result in Model 1 shows that the Sig. value is 0.000 which is less than alpha (<0.05), meaning that the relationship is considered significant. The F-statistic result also shows greater number than F-table or 48.232 > 3.84 which can be concluded that H0 is rejected. In conclusion, the model is significant and accepts H1. For Model 2, the Sig. value is also 0.000, while the F-statistic result also shows greater number than F-table or 35.637 > 2.60 which can be concluded that H0 is rejected. In conclusion, the model is significant and accepts H2.

Table 7 ANOVA

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19.106	1	19.106	48.232	0.000
	Residual	58.627	148	0.396		
	Total	77.734	149			
2	Regression	51.555	2	17.185	35.637	0.000
	Residual	70.405	146	0.482		
	Total	121.960	149			

According to the t-test's rule of thumb, to reject the null hypothesis or H0, the p-value should be less than the alpha of 0.05 and the value of t-test should be higher than the t-table. The results of Model 1 signify that the p-value of UGC is 0.000 which is lower than α of 0.05, then it can be concluded that the variable is significant. The value of t-test is 6.945 and the t-table is 1.980. The value of t-test is higher than the t-table, which indicates that the null

hypothesis (H0) is rejected. Overall the variable of UGC is significant and null hypothesis (H0) should be rejected while H1 should be accepted. Therefore, it can be implied that UGC has a positive influence on consumers' cognitive response: perceived information quality (IQ). Moreover, the unstandardized beta coefficient illustrates that the relationship between dependent variable (IQ) and independent variable (UGC) is positive. This relationship explains that every increase by 1 UGC score, the IQ will increase by 0.538. For hypothesis 2, the results signify that the p-value of Perceived Information Quality (IQ) is 0.000 which is lower than α of 0.05, then it can be concluded that the variable is significant. Besides that, it can also be seen that the value of t-test is 7.172 and the t-table is 1.980. The value of t-test is higher than the t-table, which indicates that the null hypothesis (H0) is rejected. Overall the variable of UGC is significant and null hypothesis (H0) should be rejected while H2 should be accepted. Therefore, it can be implied that Perceived Information Quality (IQ) has a positive influence on future-purchase intention (FP). Moreover, the unstandardized beta coefficient illustrates that the relationship between dependent variable (FP) and independent variable (IQ) is positive. This relationship explains that every increase by 1 IQ score, the FP will increase by 0.623. For hypothesis 3, the value of t-test is 6.457 and the t-table is 1.980. The value of t-test is higher than the t-table, which indicates that the null hypothesis (H0) is rejected. Overall the variable of UGC is significant and null hypothesis (H0) should be rejected while H3 should be accepted. Therefore, it can be implied that UGC has a positive influence on future-purchase intention (FP). Moreover, the unstandardized beta coefficient illustrates that the relationship between dependent variable (FP) and independent variable (UGC) is positive. This relationship explains that every increase by 1 UGC score, the FP will increase by 0.638.

Table 8 Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.926	0.382		5.041	0.000
	UGC	0.538	0.078	0.496	6.945	0.000
a. Dependent variable: IQ						
2	(Constant)	0.513	0.372		1.377	0.171
	IQ	0.623	0.087	0.497	7.172	0.000
	UGC	0.638	0.099	0.469	6.457	0.000
a. Dependent Variable: FP						

UGC: User-generated Content, IQ: Perceived Information Quality, FP: Future-purchase Intention

5 CONCLUSION

The findings in current study show that UGC has a significant positive relationship with information quality. In addition, both UGC and information quality have significant positive relationships with future-purchase intention. The result of current study is in line with the S-O-R model applied to consumer research proposed by Kim & Johnson which studied the influences of brand-related UGC on Facebook and found that brand-related UGC that have information and emotional content have positively influenced perceived information quality [5]. Thus, it supports the argument that UGC has positive influence on perceived information quality (IQ).The result of hypothesis 2 validates Kim & Johnson's study that cognitive responses such as perceived information quality positively influenced future-purchase intention [5]. In S-O-R model, cognitive responses (i.e., perceived information quality) together with emotional responses (i.e. pleasure) act as mediator between brand-related UGC (the stimuli) and the behavioral responses which in this context refers to future-purchase intention. Moreover, UGC include both informational and emotional content, those content provide information to the consumers and build consumer's trust, which lead them to had intention to purchase the products [5]. Thus, it supports the argument that perceived information quality (IQ) has positive influence on future-purchase intention (FP).UGC refers to online opinions/comments which can influence other users' purchase decisions. According to past study, females have greater impact on purchase intentions as a result of a user-generated content [34]. Even though the frequency of purchase behavior of both males and females did not positively influence purchase intention, frequency of authoring reviews has significant relationship with purchase intention. Moreover, consumers' behavior of reading UGC have positively influenced both males and females on purchase intention. Thus, it supports the argument that UGC has positive influence on future-purchase intention (FP).UGC and social media create new opportunity for advertisers to promote their brand. Moreover, knowing the direct influence of UGC on Instagram to future-purchase intention is more effective rather than going through information quality. It is important for business managers to develop more effective and efficient user-generated content management practices by carefully choosing which ordinary-consumer-turned-influencer to create and amplify branded messages [34].Since the samples is limited, the result cannot be generalized. A more comprehensive sample in a broader range of context is needed. Future research can investigate if UGC outcomes are different between female influencers in comparison to male influencers.

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