The Influence of Beauty Influencers in Recommending Halal Cosmetics: Examining Their Impact on Engagement, Expected Value, and Purchase Intention

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Authors' contributions

This work was carried out in collaboration between both authors. Both authors read and approved the final manuscript.

Original Research Article

ABSTRACT

The purpose of this research is to examine the effect of perceived influence, brand engagement in self-concept, and brand expected value on the purchase intention of halal cosmetic products. This research uses quantitative methods. The research uses convenience sampling techniques to collect information from the desired target respondents. The analysis in this study used the Structural Equation Model (SEM) which was processed with SmartPLS version 03 software for 210 respondents. The results of the analysis it finds that perceived influence has a positive and significant effect on brand engagement in self-concept and brand expected value. Perceived influence has no positive and significant effect on purchase intention Brand

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engagement in self-concept has a positive and significant effect on brand expected value and purchase intention. And brand expected value has a positive and significant effect on purchase intention.

Keywords: Brand engagement in self concept; brand expected value; purchase intention; perceived influence.

1. INTRODUCTION

The development of the cosmetic industry in Indonesia can be said to be quite agile, in line with the increasing public demand for cosmetic products. Cosmetics are important for women to get a beautiful look in everyday life. The cosmetics market in Indonesia is a potential market because Indonesian women are very concerned about their appearance, especially facial beauty. Based on the results of a Statista survey [1], regarding cosmetic brands sold in major online stores in Indonesia, it is proven that the total online sales of the ten brands are IDR 29.08 billion. And 5 out of 10 cosmetic brands are halal cosmetics based on the website Indonesian Council of Ulama. In line with this, online sales is an interesting phenomenon to be discussed in research on marketing topics . In fact, research on the topic of online sales has been carried out by many parties, one of which was carried out by Farivar et al., [2] which discusses influencer marketing on social media. Influencer marketing is a promotional practice that uses the influence of influencers to build public opinion about brands and attract followers' buying interest [3].

According to Nuseir, [4], purchase intention is a consumer attitude that leads to a purchasing decision-making process, in which the consumer will consider various conditions and reasons, including what goods and services will be purchased, when are the conditions right to buy, where, how to buy it, how much, and also the reasons why to buy the product. Meanwhile, according to Castillo & Fernández [5], the intention to buy a recommended brand is considered an act of a consumer to buy a product recommended by an influencer in a certain quantity and within a certain period.

The intention to buy the recommended product can be influenced by several factors including perceived influence [5, 6, 7] brand engagement in self-concept [8, 9, 10, 5], and expected brand value [11, 12, 15, 5]. However, there is research that shows different results such as Amaldi et al., [14], where perceived influence does not have a

significant and positive effect on purchase intention. Because in essence not everything recommended by other people affects consumer interest in buying a product.

The difference in the results of this study is interesting for further research on the role of influencers in marketing which will influence consumer purchase intentions, especially halal cosmetic products. It needs to be studied more deeply about the influence felt by followers on brand engagement on self-concept, on the value followers expect from brands, and the intention to buy brands recommended by influencers.

This research is a follow-up research and a modification of the research by Jiménez-castillo & Sánchez-fernández [5]. This research focuses on buying interest in halal cosmetic products in Indonesia. This study aims to analyze and explain the influence of beauty influencers in recommending halal cosmetic brands: examining their impact on engagement, expected value, and purchase intention.

2. STUDY LITERATURE

Based on the Information Adoption Model or information adoption model, a consumer will get information from social media which will then enter that information into their minds, to take further action. When a consumer truly believes in the review, they will tend to adopt this information and then it is very likely to make a purchase decision [15]. Information will be more adopted when the review comes from someone who is known in the online community, so that people enthusiastically criticize the information for the purpose of forming an ideal purchase intention [16].

According to Nuseir [4], purchase intention is a consumer attitude that leads to the purchasing decision-making process, where the consumer will consider various conditions and reasons, including what goods and services will be purchased, when are the conditions right to buy, where, how to buy it, how much, and also the reasons why to buy the product. Tracing

someone's purchase intention is a complex process [15], which is directly related to the perception, behavior, and also the attitude of consumers towards the product or service itself as well as towards the seller [17]. Castillo & Fernández [5] defines that the intention to buy a recommended brand is considered as a consumer action to buy a product recommended by an influencer in a certain quantity and within a certain period.

Chen et al., [18], defined perceived influence in this study as the perception felt by viewers of vlog content about the extent to which beauty influencers devote resources, efforts, and attention to their followers with the aim of maintaining or enhancing relationships. with ordinary viewers.

Castillo & Fernandez [5] defines brand engagement as a person's tendency to include a particular brand as part of that person's self-concept, namely as their view of themselves. At the level of symbiosis, a brand is declared as a "life partner", whose existence shows the most important closeness relationship. This situation shows that the brand is part of a person's self-concept or it can be called brand engagement in self-concept [8]. Consumers are often attracted to a particular product or brand that fits their social status. The influence of influencers in recommending products will indirectly influence followers to integrate this content into their self-concept, and contribute to the construction of their personal identity. Then followers will involve the brand being promoted into their daily life. In other words, followers will follow trends recommended by influencers by buying related products to match the influencer's self-concept [19].

The expected brand value according to Castillo & Fernández [5] is defined as the perception of the value of a product brand that has been recommended by influencers. One way to sell online is through working with influencers to attract interest in building public opinion about the brands being sold. Opinions built by influencers are moderated by post characteristics, where followers are more influenced by posts that contain stories [2]. These findings demonstrate the importance of the social aspect of influencer marketing, and inform influencer marketing practices of "who says what" to increase the effectiveness of communication via social media. Thus, followers will get the expected brand value, which it is

hoped will be converted into consumer purchase intentions for the product being marketed.

2.1 Perceived Influence on Brand Engagement in Self-Concept

Previous research that explained the external influence exerted by an influencer on brand engagement in the self-concept of its followers led to a psychological relationship between followers and the recommended brand . In addition, Castillo & Fernández [5] revealed that perceived influence has a positive influence on brand engagement in self-concept. Based on the research experience, the following hypotheses can be drawn :

H1: Perceived influence has a positive impact on brand involvement in self-concept

2.2 Perceived Influence on Brand Expected Value

Research by Kim and Han [20], an influence exerted by an influencer on a person through the diversity of information media has a positive and of course significant influence on the formation of the value felt by that person in a particular product or service. This is supported by research conducted by Castillo & Fernandez [5] which reveals that perceived influence has a positive and significant impact on expected brand value. In addition, according to Gruen et al., [21] in the digital sphere, marketing through electronic Word of Mouth (eWOM) can have an impact on the overall value of a product or service brand that can be felt by customers. With this, the hypothesis is determined as follows:

H2: Perceived influence has a positive impact on brand expected value

2.3 Perceived Influence on Purchase Intention

In the studies conducted by [6]; [7] which states that perceived influence positively motivates consumer purchase intentions. In addition, Castillo & Fernandez [5] revealed that the influence felt by followers of social media influencers has a positive and significant influence on the purchase intention of the recommended product. Based on this explanation, the researcher formulated the following hypothesis:

H3: Perceived influence has a positive impact on purchase intention

2.4 Brand Engagement in Self-concept on Brand Expected Value

Research conducted by Youssef et al., [22] explains that the impact of engagement will lead to value creation, perceived quality, customer value, and will lead to brand loyalty. Thus, when someone is highly involved in a brand, they will also derive the expected brand value from that engagement. In line with research conducted by Castillo & Fernandez [5] which shows that brand engagement in self-concept has a positive effect on brand value expected by customers. the following hypotheses can be drawn :

H4: Brand engagement in self-concept has a positive impact on brand expected value

2.5 Brand Engagement in Self-concept on Purchase Intention

Research conducted by Hanaysha [9] shows that brand engagement has a positive effect on purchase intention, where the higher the brand engagement in consumers, the higher the purchase intention. In addition, according to Kumar and Nayak [10] brand engagement has a positive effect on brand purchase intention, where brand engagement can stimulate purchase intention, but the effect of brand

enggagement on purchase intention is supported when combined with brand engagement. From the discussion, the hypothesis can be formulated:

H5: Brand engagement in self-concept has a positive impact on purchase intention

2.6 Brand Expected Value on Purchase Intention

Studies by Gallarza et al., [11] revealed that the expected value has a positive and significant effect on purchase intention. This is supported by research conducted by Wu et al., [12] which identified that in the sphere of influencer social media marketing, when a follower's expectation of a product suggested by an influencer is large, the intention of the followers to buy the product will also be large. suggested. In addition, Castillo & Fernandez [5] revealed that the expected brand value has a positive influence on the purchase intention of the recommended product.

H6: Brand Expected Value has a positive impact on Purchase Intention

Based on these theories and hypotheses, the framework for this research is formed in Fig. 1 as follows:
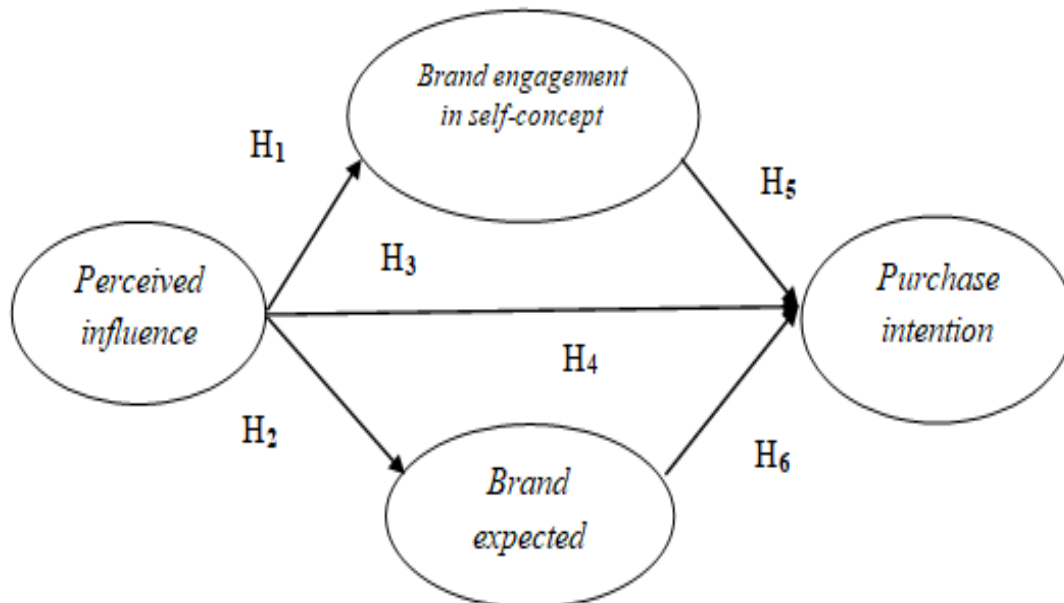

Fig .1. The framework for this research

3. METHODOLOGY

All Indonesian people are the population in this study, actively use social media and follow beauty influencers. The type of sample used when taking samples in this study is convenience sampling, respondents will be more easily found according to what is needed by researchers. This technique will be distributed to respondents who are able to fill out the Google form, are female, and actively use social media at least Instagram, and have the intention to make purchases or use halal cosmetic products. A questionnaire containing variable indicators was obtained from a modified study by Castillo & Fernandez [5] and Khoirunnisa & Albari [23], namely 7 purchase intention statements, 3 perceived influence statement items, 4 brand engagement in self-concept statement items, 4 brand expected statements value.

The questionnaire statements included answers using a 5 Likert scale, namely scale 1 (strongly disagree) to scale 5, namely (strongly agree).

Based on testing the validity of the questionnaire (instrument) using SPSS showed values between 0.720 and 0.945 compared to r table = 0.279, while the results of variable reliability testing using the Cronbach's Alpha approach produced values between 0.803 and 0.945. Therefore all research instruments are declared valid and reliable, therefore questionnaires can be distributed in order to obtain data.

The number of respondents is 210 sample. According to Hair et al., [24] it is sufficient to carry out a structural equation model (SEM) analysis. The data obtained will later be processed using the SmartPLS version 3 program, by testing the outer model and inner model.

4. RESULTS

The first test in SmartPLS is the evaluation of the outer model, the data obtained is tested for the validity and reliability of the data. The test results are shown in Table 1.

Table 1. Validity and Reliability

Variables and Indicator	Loading factor	Reliability
Perceived Influence		0.718
Perceptions often change when receiving new information from beauty influencers	0.822	
I value the opinions of the influencers I follow as if they were people close to me	0.817	
Influencers suggest useful products or brands	0.757	
Brand Engagement in Self-Concept		0.829
I often feel a personal connection with brands recommended by influencers	0.800	
Part of who you are is defined by the brands that influencers recommend	0.829	
I feel as if I am close to a brand recommended by an influencer	0.866	
here is a relationship between brands recommended by influencers and how I see myself	0.757	
Brand Expected Value		0.859
Quality brand	0.837	
Brands are well produced	0.850	
Interested in products recommended by influencers	0.841	
Appreciate the recommended product	0.823	
Purchase Intention		0.888
Buy halal cosmetic products recommended by influencers	0.800	
I Follow brand recommendations from the influence	0.827	
I will buy products or brands recommended by influencers	0.810	
Have consideration to buying the product	0.804	
Have a desire to buy a product even though there is another brand	0.725	
Have a further desire to know about product promos	0.711	
Have the willingness to suggest halal cosmetic products to others	0.735	

Source: Author

Based on Table 1, the results of the validity test show that the loading factor values resulting from all indicators have a value of > 0.7, so that all indicators of each variable can be said to be valid. whereas in the reliability test all variables have a Cronbach's Alpha value > 0.6 and also show a Composite Reliability value of more than all variables > 0.7, and an AVE value > 0.5. Therefore it can be concluded that all variables in this study are said to be reliable. Therefore, the next stage of analysis can be carried out, namely evaluating the inner model.

4.1 Testing R Square (R2)

In testing the inner smartPLS model including the R square test where it is known that the R2 value is the brand expectation value of 0.506, this can be interpreted that the brand expectation value variable is explained by the influence of the perception variable and brand involvement on self-concept by 51%, then 49% is explained by other variables . In addition, it is known that brand engagement on the self-concept variable has a value of 0.206, brand engagement on the self-concept variable is explained by the perceived influence variable by 21% and the remaining 79% is explained by the perceived influence variable. other variables outside of this study. Finally, the purchase intention variable explained by perceived influence has a value of 0.527, meanwhile, brand involvement in self-concept, and brand expected value of 53% and the remaining 47% is explained by variables

other than those in this study. Below Table 2 will show the results of testing the R-Square value.

4.2 Hypothesis Testing Between Variables

As for testing the hypothesis between variables in this study using bootstrapping, the point is to know the results of the hypotheses that have been formulated. From this test it is known that of the six hypotheses there is one hypothesis which is declared rejected, namely H3, while other hypotheses such as (H1, H2, H4, H5, H6) are all supported. The rejected hypothesis shows a t statistic value of 0.692 where the value is less than 1.96 and the p value is 0.489 more than 0.05. While hypothesis 1 shows the result of the t statistic of 6.702 which means more than 1.96 and the p value of 0.000 is less than 0.05 then the hypothesis is accepted, then hypothesis 2 shows that the t statistic value is 2.046 more than 1.96 and the p value is 0.041 less than 0.05 then it is declared supported, hypothesis 4 the t statistic value is 11.017 more than 1.96 and the p value is 0.000 less than 0.05 then the hypothesis is accepted, hypothesis 5 shows the t statistic is 5.210 more than 1.96 and the p value is 0.000 less than 0.05, and finally hypothesis 6 shows a t statistic of 5.021 more than 1.96 and a p value of 0.000 less than 0.05, this also shows that the five hypotheses have proven to have a positive and significant effect. Below, Table 3 will display the results of hypothesis testing.

Table 2. R Square Test Results

Variables	R Square	R Square Adjusted
Brand expected Value	0.506	0.502
Brand engagement in self concept	0.206	0.202
Purchase intention	0.527	0.520

Source: Author

Table 3. Hypothesis Test

Variables	T Statistics (|O/STDEV|)	P Value	Information
Perceived Influence→Brand Engagement in Self-concept	6.702	0.000	H1 Supported
Perceived Influence→Brand Expected Value	2.046	0.041	H2 Supported
Perceived Influence →Purchase Intention	0.692	0.489	H3 Not Supported
Brand Engagement in Self-concept→Brand Expected Value	11.017	0.000	H4 Supported
Brand Engagement in Self-concept→Purchase Intention	5.210	0.000	H5 Supported
Brand Expected Value → Purchase Intention	5.021	0.000	H6 Supported

Source: Author

5. DISCUSSION

5.1 Hypothesis 1: Effect of Perceived Influence on Brand Engagement in Self-Concept

The test results prove that perceived influence has a positive and significant effect on brand engagement on self-concept, so this hypothesis is accepted. This identifies that the influence felt by beauty influencer followers has a positive effect on brand engagement on self-concept. This is in line with research conducted by Castillo & Fernandez [5], namely the existence of perceived influence has a positive effect on brand engagement on self-concept.

5.2 Hypotesis 2: Effect Perceived influence on Brand Expected Value.

Results testing the hypothesis using SmartPLS show evidence that there is a positive and significant influence of the Perceived influence variable on brand expected value. Identifies that the perceived influence of a beauty influencer influences the brand value expected by beauty influencer followers.

The existence of this research strengthens the research conducted by Castillo & Fernandez [5], which revealed that perceived influence has a positive impact on the expected brand value. As for, this is also in line with Jia et al., [25] which explains that there is a positive perception effect on the value of brand expectations.

5.3 Hypotesis 3: Effect Perceived Influence on Purchase Intention

Results testing the third hypothesis show that the perceived influence variable is not proven to have a positive and significant effect on the purchase intention variable and so this hypothesis is rejected. It can be identified that the influence felt by consumers on a product recommended by a beauty influencer does not affect the purchase intention of their followers.

This research is in line with previous research conducted by Amaldi et al., [14], Perceived influence does not have a positively effect on purchase intention. Because in essence not everything recommended by other people affects consumer interest in buying a product.

5.4 Hypotesis 4: Effect Brand Engagement in Self Concept on Brand Expected Value

Based on the results of the fourth hypothesis testing, this provides evidence that there is a positive influence between brand engagement in self-concept variables on brand expected value variables. This identifies that when someone is very involved in a brand, they will also get the expected brand value from this engagement. This fact strengthens Castillo & Fernandez's research [5] which has proven that there is a positive influence from brand engagement in self concept on purchase intention.

5.5 Hypotesis 5: Effect Brand Engagement in Self Concept on Purchase Intention

Results of testing the fifth hypothesis, namely brand engagement in self concept, have a positive and significant effect on purchase intention, so the hypothesis is accepted. This can be interpreted that brand engagement in the self-concept of a consumer or beauty influencer followers influences the intention to purchase halal cosmetic products.

The results of this hypothesis validate the research conducted by Hanaysha [9] which shows that brand engagement has a positive effect on purchase intention, where the higher the brand engagement in consumers, the higher the purchase intention. In addition, this research is also in line with Castillo and Fernandez's [5] research which suggests that brand engagement in self-concept has a positive influence on the intention to purchase a recommended brand.

5.6 Hypotesis 6: Pengaruh Brand Expected Value on Purchase Intention

From testing the sixth hypothesis, it shows that the brand expected value has a positive and significant influence on purchase intention, so this hypothesis is accepted. This indicates that the higher the value perceived by consumers, the higher the intention to buy halal cosmetic products.

This validates research conducted by Wu et al., [12] which identified that in the sphere of influencer social media marketing, when follower expectations of a product suggested by an

influencer are large, follower intentions to buy the product will also increase. In addition, the results of this study are also in line with research conducted by (Jia et al., [25], which explains that there is a positive influence of brand expected value variables on purchase intention.

6. CONCLUSION

The research examines the effect of perceived influence, brand engagement in self-concept, and brand expected value on the purchase intention of halal cosmetic products. The results of the analysis it finds that perceived influence has a positive and significant effect on brand engagement in self-concept and brand expected value. Perceived influence has no positive and significant effect on purchase intention Brand engagement in self-concept has a positive and significant effect on brand expected value and purchase intention. And brand expected value has a positive and significant effect on purchase intention.

7. IMPLICATION

Based on this research, several things that the authors consider important for business people or managers in the field of halal cosmetics, namely being able to carry out marketing strategies in the form of promotions by utilizing the services of a beauty influencer by considering whether the beauty influencers are in accordance with the basic concepts of the halal cosmetics business being run. The basis for selecting beauty influencers is not only seen from the number of followers but also seen from how these beauty influencers influence their followers. This is done because it is hoped that the magnitude of the influence felt by beauty influencer followers can influence brand involvement in self-concept, expected brand value, and also the intention to buy recommended halal cosmetic products.

8. RESEARCH LIMITATIONS AND SUGGESTION

This research is limited to 1 independent variable and 2 linking variables that influence purchase intention. Suggestions from the authors for future research are expected to add other variables that can also influence purchase intentions so that the research becomes more complex. This research only uses beauty influencers who focus on halal cosmetics, therefore the author's

suggestion for further research is to use beauty influencers in general, not only focusing on halal products, or more broadly, namely using influencers in various fields such as food influencers, fashion influencers etc.

CONSENT

As per international standard or university standard, respondents' written consent has been collected and preserved by the author(s).

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COMPETING INTERESTS

Authors have declared that no competing interests exist.

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