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The Role of Social Media Influencer, Brand Image and Advertising Trust to Purchase Intention among Local Cosmetic Consumers: A Conceptual Paper

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Abstract

Social media marketing is one of the latest trends in marketing research. Due to globalization and rapid development era of digital, social media is used as one of online communication medium that made a tremendous impact to the society and business. Therefore, companies increasingly shifted from traditional celebrity endorser to social media influencer to influence purchase intention. Social media influencer is a third party or a person who delivered information on the local cosmetic products to their followers. Thus, they often viewed as a role model in consumption. Furthermore, brand image and advertising trust affected consumers' purchase intention. Based on this reason, this paper serves an understanding on factors influencing purchase intention, namely, social media influencer, brand image as well as advertising trust on local cosmetic brand. Lastly, this paper provides a conceptual framework as a primary attempt on the role of social media influencer, brand image and advertising trust on purchase intention on local cosmetic brands in Malaysia.

Keywords: Social Media Influencer, Local Cosmetic Brands, Purchase Intention, Brand Image, Advertising Trust.

Introduction

Due to globalization and rapid development era of digital, social media is used as one of online communication medium that made a tremendous impact to the society (Li et al., 2021; Mylona & Amanatidis, 2018; Nam & Dân, 2018). Hence, business practitioners are expanding marketing strategies by using social media (Li et al., 2021). Other communication medium of traditional marketing tactics and campaign such as magazines, television as well as radio were hardly to attract and retain consumers as the market shifted caused by the transformation of offline and online setting taken place in marketing of interaction between consumers and brands (Opreana & Vinerean, 2015).

Previously, business practitioners employed celebrity to attract consumers to their brand, however, a new type of celebrity, namely, social influencer has taken place to gain attention

from the audiences via social media network (Freberg et al., 2011). Surprisingly, social media influencer and traditional celebrity share similarities. However, the main dissimilarities between them are the social media influencer are more accessible and trustworthy as compared to a traditional celebrity (Abidin, 2016). As such, social media influencers can attract audience to give full commitment, reach an audience as well as build relationship between followers and consumers (Shen, 2021).

Social media influencer is a third party or a person who delivered information on the local cosmetic products to their followers (Hermanda et al., 2019). Thus, they often viewed as a role model in consumption. What is more, the role of social media influencer on consumer buying decisions rises as consumers view them as an ideal role model and tend to imitate purchase intention (Dinh & Lee, 2021). The connection between social media influencer and their followers exists through content sharing communities and also brand related messages and finally attract followers to buy products as well as services (Wang, 2021). Furthermore, social media influencer create positive relationship among consumers and the brand (Dinh & Lee, 2021).

Despite the fact that this phenomenon or the study is still under-research, and the effectiveness of influencer endorsement are not well examined as compared to traditional celebrities (Dinh & Lee, 2021; Schouten et al., 2019) and there are limited studies that combined social media marketing, brand image, advertising trust and purchase intention (Hermanda et al., 2019; Li & Peng, 2021) toward local cosmetics brand in Malaysia. Therefore, this paper intended to conceptually study on the roles of social media influencers, brand image, advertising trust and purchasing intention on local cosmetic brands due to the lack of studies that explaining to these factors. This paper structure of article is divided into following sections, namely, literature reviews, methodology, conclusion, discussion, and reference.

Literature Review

Social Media Influencer

Social media influencers also known as content creators who share their activity in daily lives, offering insights and their experience about products or brands, sharing their thoughts about life events of campaigns via social network platforms, namely, Facebook, YouTube, Instagram and what is more, they have several followers to interact by using social media platforms (Lou & Yuan, 2019). By sharing their contents, it allows followers or consumers to change their attitude or behaviours based on thoughts that shared by the social media influencers. Furthermore, social media influencers play a role of opinion leaders in one of the types of marketing strategy which transfer brand's information to a large group of audiences (Byrne et al., 2017). As such, social media influencers are one of online communication tools that provide information of products or services to their followers with the aims to endorse, shape as well disseminate information of products or services (Veirman et al., 2017).

Product-influencer Match Up

One of the characteristics of social media influencer are product-influencer match up. Therefore, it is important to have congruity between social media influencer and the product or service that he or she represents in dealing with consumers. Thus, it affects consumers' trust on the credence of the social media influencer, hence, it has positive effect on purchase intention (Ezenwafor et al., 2021; Nam & Dân, 2018).

Brand Image

Brand image is defined as the portrayal of products in consumers' mind and the way it interprets the characteristics of a products (Chatterjee & Basu, 2020; Gabrielli & Baghi, 2016). It also refers as an image or an impression towards a certain brand in consumers' mind (Benhardy et al., 2020). The previous studies revealed that brand image influences purchase intentions of consumers (Benhardy et al., 2020; Forsythe et al., 2012; Rahman et al., 2020). The previous studies shown that positive brand image of product or services influenced consumers intention to purchase the product or service (Arslan & Zaman, 2014; Benhardy et al., 2020)

Advertising Trust

Trust is one of the key roles in creating purchase intention (Y. Li & Peng, 2021). Therefore, advertising trust will lessen consumers' perceived risk as well as perceived complexity in purchase decision making and at the same time enhance the perceived certainty of expected results, thus, positively influencing purchase intention (Gefen et al., 2003). Moreover, trust significantly influenced purchase intention of consumers products as well as services (Chang et al., 2014; Rahman et al., 2020). Hence, advertising trust is one of the variables to be assess in this study that may influence consumers' purchase intention on local cosmetic brands.

Purchase Intention

Purchase intention is defined to the consumers' intention to consciously plan or stive to purchase brand products (Spears & Singh, 2004).

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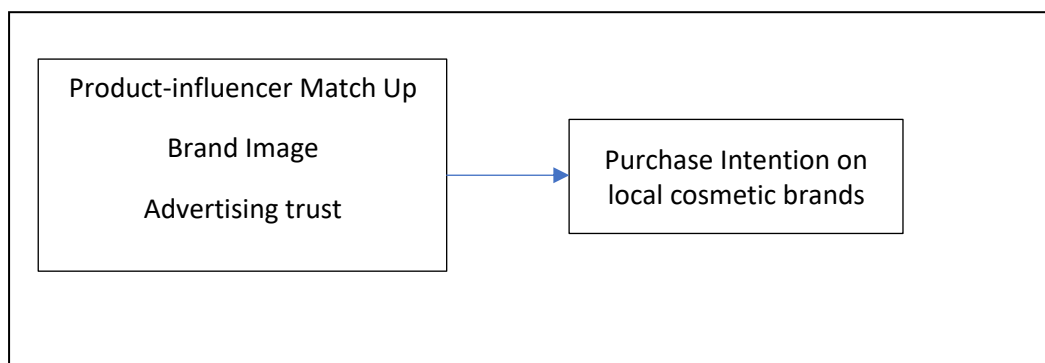
Methodology

The study is focusing to assess the role of social influencer, brand image and advertising trust to purchase intention in local cosmetic brands in Malaysia. Hence, the study will be using descriptive research for the aims to gain fruitful insight and further to better explain the

relationship of social influencer, brand image as well as advertising trust that influence purchase intention of local cosmetic brands.

As the purpose of collecting empirical data, the structured questionnaire will be given to respondent by using convenience sampling method in regard to assess the role of social media influencer, brand image and advertising trust to purchase intention among consumers. Furthermore, several statistical tools will be using for the study, such as, descriptive analysis, correlation as well as multiple regression. Thus, the proposed conceptual framework are as follows:

Figure 1. Proposed Framework



Conclusion

The study is conceptually proposed the role of social media influencer, brand image, advertising trust influencing purchase intention of consumers on local cosmetics brands. Therefore, social media influencer, brand image, advertising trust are the proposed variables in creating purchase intention of consumers on local cosmetic brands. Thus, it is hope that the proposed framework will contribute for future studies in the relevant topics, business operators in providing fruitful insight. Thus, it is recommended for future researchers to do an empirical study on the proposed framework.

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