

The Effect of Beauty Influencer Characteristics on Relationship Continuation Intention and Purchase Intention - Focusing on Mongolian Consumers -

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Abstract

Social networking is gaining speed and has grown indispensable as technology develops. As a result, social media, particularly Facebook, Instagram, and influencer marketing, are replacing conventional marketing trends. The top 15 search terms for Mongolian women between the ages of 18 and 34 in 2019 on Facebook were cosmetics and shopping. Companies use social media, the main tool of social media, to promote their products while simultaneously increasing productivity at a minimal cost. In Mongolia, finding out about cosmetic brand products on social media is rather usual. The impact of social media influencers on the purchasing of cosmetic brands must thus be researched. We aimed to find out the relationship between attractiveness, authenticity, communication ability, and influence, which are characteristics of beauty influencers, on product purchase intention and identification between consumers and followers (information acceptance, purchase intention). Communication ability and influence appeared to have a statistically significant positive (+) effect on identification. On the other hand, attractiveness, communication ability, and influence all showed a statistically significant positive (+) effect on information acceptance. Identification and information acceptance has a significant positive effect on purchase intention.

Keywords: *Beauty Influencer, Attractiveness, Authenticity, Communication Ability, Influence*

1. Introduction

In user-centered platforms (UCI) like social media and online communities, influencers are a select group of regular people who have a significant impact on the general audience [1]. Social networking has also grown commonplace as technology has advanced. As a result, social media, particularly Facebook, Instagram, and influencer marketing, are replacing conventional marketing trends. In recent years, the number of Facebook users in Mongolia has remained constant. It has now risen to 1.7 million after a steady rise. They use Facebook in about equal amounts—52% of women and 48% of men—among themselves. The top 15 search terms for Mongolian women between the ages of 18 and 34 in 2019 according to Facebook are those pertaining to shopping and cosmetics.

However, due to social media's tremendous impact and low cost, many businesses use it to advertise their products. Studying the influence of social media influencers on Mongolian consumers' purchases of cosmetics

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brands is crucial because it is typical in Mongolia for people to learn about cosmetics brand products through social media.

The popularity of cosmetics among Mongolian women started to rise in the 2000s, and in the 2010s, interest in Korean cosmetics started to soar. Korea imported about \$5 million worth of cosmetics in 2010, but this number rose steadily, reaching \$9 million in 2014 and \$12.35 million in 2019. Because Korean basic cosmetics are well-liked by local women, shops offering Korean cosmetics have started to appear. High-priced products are typically offered in department stores in the local market, but cosmetics from Asian nations like Vietnam, Japan, and Korea are typically sold at specialist malls and street vendors that cater to young people. Social media, which distributes information, experiences, and views in the digital environment, has emerged as a significant distribution and advertising channel as consumer purchasing habits have altered as a result of changes in the media environment. In this context, there is growing interest in the influencers that shape customer attitudes, habits, and decision-making based on social media. Influencer marketing is a successful tactic for businesses, as customers are influenced by influencers' messages [2, 3]. There is a lack of research on how the service characteristics of SNS provided to users or the personal characteristics of users affect the use of SNS [4]. Therefore, the purpose of this study is to comprehend how customers and beauty influencers interact.

2. Theoretical Background

2.1. The Concept of a Beauty Influencer

The follower's perceptions of the influencer's numerous traits, including various personal ones, are referred to as the influencer's characteristics. Expertise, beauty, and integrity are influencer traits [5]. The characteristics of influencers are dependability, professionalism, and attractiveness. Various characteristics of information providers influencing the public affect the confidence of providers, and these characteristic constituent factors have been treated as important factors not only in research on influencer but also in research on characteristics of advertising models and sources [5]. The characteristics of influencers are classified into four categories—non-universality, authenticity, propagation ability, and social distance—and found that, of these, the authenticity of the influencer had the greatest impact on the formation of consumer attitudes [6]. In addition, followers' behavioral intentions are significantly influenced by the attractiveness and moral character of influencers [6]. Additionally, it has been demonstrated that having a positive attitude toward influencers mediates the relationships between appearance attractiveness and integrity, relationship maintenance and recommendation intention with followers, and purchase intention, with influencer integrity having the greatest impact.

2.2. Attractiveness

The definition of attractiveness is "the degree to which one feels favorably toward the other's good feelings or the other's presence." [7]. Additionally, customers get attracted to information providers when they emotionally identify with them in order to feel good about themselves [8]. The attractiveness of influencers draws the attention of the other person by inducing pleasurable and joyful feelings in them, which fosters interdependence and obedience. It can be argued that attractiveness is a key element in the development of interpersonal relationships since those who are deemed attractive by others are seen as trustworthy and fair. As a result, the relationship between information providers and consumers is greatly influenced by the attractiveness of information sources, and the attractiveness of influencers, celebrities, and advertising models is viewed as a fundamental precondition to explain their influence [9]. In particular, it incorporates several influencer traits, such as physical attractiveness, intellectual capacity, lifestyle, and attitude, as well as psychological appeal in addition to physical attractiveness.

2.3. Authenticity

When someone accomplishes something, they should feel a sense of obligation or responsibility. This is the idea of authenticity. It is a shared understanding among people that acts performed out of genuine concern for another person, rather than as a result of a physical barrier, should be done [10]. The concept of authenticity is created in the mind based on different social indicators, and it can be defined as the degree of sincerity or sincerity that customers feel toward a specific thing [10]. Sincerity became a crucial aspect in the modern social media environment during the early stages of social network development, when the two main buzzwords were interaction and real-time to assess new channels transmitted by the public.

2.4. Influence

The most fundamental form of communication that results in a human-like human being is communication, which is the process of exchanging information within a society. From a cognitive standpoint, communication ability was defined as personal language structural knowledge. By serving as the foundation for all social organizations and phenomena that humans create, communication serves as the primary way of communication that makes humans human [11]. Humans communicate in order to fulfill their desired aims and desires as well as to exchange knowledge, inner thoughts, or feelings. In other words, through influencing one another, this process finally develops into a human relationship that organizes activities.

2.5. Identification

Identification is a psychological process in which people adopt the behavior of the item or become absorbed in it out of a desire to resemble the object they adore [12]. To put it another way, viewers identify with the character in the film and aspire to be just like them [13]. Each consumer must identify with the celebrity and look up to it as a role model in order for the symbolic meaning of a brand or product to be effectively communicated to consumers through a well-known public like a celebrity [14]. In this way, people adopt the mannerisms and appearance of particular celebrities and adopt their ideals, style, and way of life. The propensity to harm others exists [15].

3. Research Model and Hypotheses

Hypothesis 1: The characteristics of influencer will have a positive (+) effect at the same time.

Hypothesis 1-1: The attractiveness of influencers will have a positive (+) effect at the same time.

Hypothesis 1-2: The authenticity of the influencer will have a positive (+) effect at the same time.

Hypothesis 1-3: The influence of influencer will have a positive (+) effect at the same time.

Hypothesis 1-4: The communication ability of influencers will have a positive (+) effect at the same time.

Hypothesis 2: The characteristics of influencer will have a positive (+) effect on information acceptance.

Hypothesis 2-1: The attractiveness of influencers will have a positive (+) effect on information acceptance.

Hypothesis 2-2: The authenticity of influencer will have a positive (+) effect on information acceptance.

Hypothesis 2-3: The influence of influencer will have a positive (+) effect on information acceptance.

Hypothesis 2-4: The communication ability of influencers will have a positive (+) effect on information acceptance.

Hypothesis 3: Identification will have a positive (+) effect on purchase intention.

Hypothesis 4: Identification will have a positive (+) effect on purchase intention.

4. Survey Design

4.1. Data Collection and Analysis Method

A questionnaire was initially developed to test the notion of variables, and a two-month survey of Mongolian consumers was conducted from October to December 2021 in order to verify the research model and research hypothesis based on the previous research model. During the survey period, 254 questionnaires were collected, of which 224 were used for the final analysis, removing untruthful responses. The survey was graded on a 5-point Likert scale, and statistical processing of the data was carried out using SPSS 26.0 to examine frequency to identify demographic variables, the reliability and validity of the measurement items, and exploratory factor analysis. The association between variables was also examined using correlation analysis. To validate the idea, multiple regression analysis and hierarchical regression analysis were lastly performed.

4.2. Composition of the Questionnaires

A Likert scale with seven points was used to create all of the questions. The questionnaire's contents are displayed in the table below. Table 1 presents a list of each question that measures each variable.

Table 1. The contents of questionnaires

| Variable | The Contents of the Questionnaires |
|----------------------|--|
| Attractiveness | Beauty influencers are cool. |
| | Beauty influencers are attractive. |
| | I think beauty influencers provide original content that distinguishes them from others. |
| authenticity | Beauty influencers are honest in promoting beauty products. |
| | Beauty influencers are diligent in promoting beauty products. |
| | Beauty influencers can feel sincerity in promoting beauty products. |
| Influence | Beauty influencers have a high profile. |
| | Beauty influencers have excellent content management skills. |
| | Beauty influencer has a great effect on the public. |
| | Beauty influencers are hot topics. |
| | Beauty influencers have a ripple effect on public opinion. |
| communication skills | Beauty influencers communicate actively and actively with their followers. |
| | Beauty influencers have no hesitation in experiencing followers' opinions or new cultures. |
| | Beauty influencers value relationships with followers. |

4.3. Reliability and Validity Analysis

In order to confirm the reliability and validity of the measurement items of the detailed factors for each constituent concept used in this study, factor analysis and reliability analysis were carried out prior to hypothesis validation.

Using a varimax rotation approach through the primary component, factors with factor loadings of at least 0.5 and eigenvalues of at least 1.0 were chosen and given as follows for the factor analysis of measurement items. The total sample fit (KMO) value, which indicates whether the survey's variable data are appropriate for factor analysis, is .964, as shown in Table 4-2, demonstrating that the data is suitable for factor analysis with greater than 0.5 is true. Bartlett's sphericity test approximation 22 is 4858.347 (df. = 231, p 0.000), and factor analysis verified that the sample size was secure enough. The internal consistency of the measurement questions for the constituent concept was then confirmed using a reliability analysis, and all of the

measurement items had Cronbach's alpha values of 0.7 or above, or .828. It was determined that reliability had been established because the range of 942 was larger than the 0.6 reported by Nunally and Bernstein (1994) [16].

4.4. Hypothesis Test Results

The degree of explanatory power R^2 of the regression model, as determined by multiple regression analysis for hypothesis validation, was 34.5% (adjusted $R^2 = 33.334\%$). Table 2 presents the result values for Hypothesis 1. When evaluating the statistical significance of each independent variable's impact on the dependent variable, hypothesis 1 was only partially adopted. First, $t = -.372$, $p >$, which indicates that the attractiveness of beauty influencers will have a favorable impact on customers' identities. As of 05, the theory was rejected. Second, it is also $t = .520$, $p >$ that the authenticity of beauty influencers will have a favorable impact on customers' identities. It was deemed to be a 05. Third, $t = 2.547$, p , supporting hypothesis 1-3 that beauty influencers' communication skills will simultaneously have a favorable impact. At the significance level of 5% at the year 2005, the hypothesis was accepted. Finally, $t = 3.466$, $p =$, supports hypothesis 1-4 that the identity of customers will benefit from the influence of beauty influencers. The hypothesis was accepted at a significance level of 1% when it showed up as 001. It was established that the influence of the influencer had a bigger influence at the same time than the communication capacity based on the beta value of the non-standardized coefficient showing the relative influence.

Table 2. Results of hypothesis 1

| variable | B | SE | t | significance |
|----------------------|------|------|-------|--------------|
| constant | .785 | .328 | 2.395 | .017 |
| attractiveness | .785 | .063 | -.372 | .710 |
| authenticity | .033 | .064 | .520 | .604 |
| communication skills | .302 | .118 | 2.547 | .012 |
| Influence | .400 | .115 | 3.466 | .001 |

In this study, factors such as influencer's attractiveness, sincerity, communication ability, and influence were set as independent variables, and information acceptance was set as dependent variables, and multiple regression analysis was performed to confirm hypothesis 2, and the analysis results were presented in Table 2. First, the degree of explanatory power (R^2) of the regression model was 71.1%. Hypothesis 2 was also partially adopted when examining the statistical significance of the influence of each independent variable on the dependent variable. Table 3 presents the result values for Hypothesis 2. First, the hypothesis 2-1 that the attractiveness of beauty influencers will have a positive effect on consumer information acceptance was adopted ($\beta = .093$, $t = 2.207$, $p < .05$). Second, hypothesis 2-2 that the authenticity of beauty influencer will have a positive effect on consumer information acceptance was not accepted ($t = -1.019$, $p > .05$). Third, Hypothesis 2-3 was adopted that the communication ability of beauty influencers had a positive effect on information acceptance ($\beta = .590$, $t = 7.458$, $p < .01$). Finally, hypothesis 2-4 that the influence of beauty influencer will have a positive effect on information acceptance was adopted at the significance level of 1% ($\beta = .419$, $t = 5.442$, $p < .01$). According to the beta value of the non-standardized coefficient showing relative influence, it was confirmed that it affects information acceptance by ranking communication ability, influence, and attractiveness (see table 4). Identification was found to have a significant effect on purchase intention ($\beta = .324$, $t = 6.617$, $p < .01$). Information acceptance was found to have a significant effect on purchase intention ($\beta = .774$,

$p < .01$). Therefore, hypotheses 3 and 4 were both accepted.

Table 3. Results of hypothesis 2

| variable | B | SE | t | significance |
|----------------------|-------|------|--------|--------------|
| constant | -.273 | .219 | -1.250 | .213 |
| attractiveness | .093 | .042 | -1.019 | .310 |
| authenticity | -.044 | .043 | -1.019 | .310 |
| communication skills | .590 | .079 | 7.458 | .000 |
| Influence | .419 | .077 | 5.442 | .000 |

5. Conclusion

Here is a summary of the findings from this study's empirical analysis.

In order to confirm the influence relationship between the features of the influencer and time, hypotheses 1-1 and 1-2 were first rejected since the attractiveness and authenticity of the influencer's attributes did not significantly affect the same time. On the other hand, among the influencer traits, it was discovered that communication skill and influence had a statistically significant positive (+) effect at the same time, leading to the adoption of hypotheses 1-3 and 1-4. Therefore, the first hypothesis—that the traits of beauty influencers will have a favorable impact on Mongolian consumers' identities—was partially accepted.

Second, it was discovered that, with the exception of authenticity, influence, communication ability, and attractiveness all had a statistically significant positive (+) impact on information acceptance. As a result, hypotheses 2-1, 2-3, and 2-4 were accepted. On the other hand, it was discovered that the influencer's credibility had no impact on how well the information was received. As a result, hypothesis number two—that the traits of beauty influencers will have a favorable impact on Mongolian consumers' acceptance of information—was also partially accepted.

6. Implication

We drew the following implications. The mediating role of identification and information acceptance was validated concurrently in the results of the mediating effect verification, particularly in tying influencer communication ability and influence to buy intention and influencer relationship intention. This suggests that when cosmetics vendors or brands use influencer marketing, the influencer's manner, capacity, or social influence eventually leads to the purchase intention of the product or brand, the role of identification and information acceptance is significant, and these factors are formed first to increase the purchase intention of cosmetics. These findings from the study provide evidence that the idea of identification, which is present in the interaction between consumers and influencers, also holds true in the context of social media. In other words, it is clear that social media influencers may serve as both a role model for and a source of adoration for customers. To put it another way, it is clear that consumers use social media influencers in the beauty industry who appear in media on a variety of platforms as their role models in order to follow the advice they offer and to resemble social media influencers. Marketers also asserted that it is effective for influencer marketing to guarantee that the traits of the influencer affect how consumers perceive and accept information about cosmetics.

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