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COMPARATIVE ANALYSIS OF YOUTUBER AND CELEBGRAM IN DEVELOPING CONSUMER BRAND PERCEPTIONS AND INTENTIONS TO BUY LUXURY BRAND COSMETICS

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Abstract

Manuscript type: *Empirical Research*

Research Aims: *This study aims to determine the effect YouTuber and celebgram in the form of parasocial interaction that occurs between the influence to their followers in shaping consumer perceptions and purchase intention for the product that was endorsed by the influencers in the context of luxury cosmetic brand.*

Methodology: *Descriptive quantitave research, total 430 women respondents aged 18 to 34 years, analyzed by using SEM.*

Research Findings: *For both YouTuber and Celebgram all the hypotheses are supported; physical and social attractiveness are found to positively influence the parasocial interaction (PSI). Next, PSI significantly influences the perception of luxury brand that consist of brand value, brand user fit, and brand luxury, further proven to influences purchase intention.*

Originality: *The study is one of study that compares the PSI impact of YouTuber and Celebgram influence toward luxury brand perception and purchase intention.*

Practitioner Implication: *YouTuber and Celebgram are proven have impact toward brand perception and purchase intention so the company could enhance the interaction of the influencer with their followers for example by giving discsount code by using the name of the influencer in certain time or specific e-commerce merchant.*

Research limitation: *could not see the impact of PSI between responden that watch the influencer's video compare to others not watch the video, so it is better to do the experiment design in the future.*

Keywords: *luxury brand, parasosila interactionl, endorser, YouTuber, Celebgram, brand perception, purchase intentions.*

Introduction

Consumers have many alternative options, one of the usual ways of differentiation is through advertising (Tremblay and Polasky, 2002). Between all ad campaigns, celebrity endorsers, or vast customers (Erdogan et al, 2001) for almost any type of service or service (Doss, 2011). Based on research by Atkin and Block (1983) they argue that celebrity endorsers are more effective than advertisements by non-celebrity endorsers.

In research conducted by Lien-Fa Lin (2015) shows that the support of celebrities in an ad can bring many advantages such as improving a brand's good image, introducing brands, changing brand perceptions, increasing attention, generating positive attitudes toward advertising and improving purchasing intentions, which further gives a competitive advantage in differentiating the company's products from its competitors (Doss, 2011).

Celebrities have the ability to get people to pay attention to what they support, in this case what they advertise, and instantly create identity and personality of the brand (Cooper 1984). Now, product marketing is not only done in a traditional way such as using print media, television and radio. Product marketing is more creative and innovative so consumers are more interested in the ads being played.

The use of social media as a primary marketing tool is based on four purposes: market research and feedback; publicity, branding and reputation management; business network; and

customer service and customer relationship management (Thoring, 2011). As a platform that gives users the freedom to upload content, Lee & Watkins (2016) says the development of social media encourages practitioners to transform ways to communicate with targeted audience. Practitioners can reach their target audience directly using creative and innovative marketing strategies.

Increasing use of internet and social media also encourage the occurrence of online buying and selling, a survey conducted by Global Web Index shows, as much as 45 percent of Indonesian people research on products or services that will be purchased through the internet, especially social media based on user generated content. The use of social media can lead people to make impulsive purchases and buy celebrity-supported products (Wilcox & Stephen, 2013). Celebrities have a great impact in promoting products and services (Van Norel et al, 2014). But over the past few years, along with the increasing use of social media, there have emerged new celebrity types, the celebrities in social media or known as YouTuber, vloggers, and instafamous or Celebgram (Chahal, 2016).

Research conducted by Elmira Djafarova (2017) states, YouTuber or Celebgram considered the most influence in providing a reference to buy products or services compared with traditional celebrities. The majority of Instagram followers purchased items they had known only through the celeb programming they believed on Instagram, they felt more confident because they were now using the products or services used by their favorite celebrities (Chloe Rushworth, 2017).

To understand the effect of celebgram to the process of development of perception and intention of consumer purchase of luxury brand cosmetics used PSI theory and social comparison theory. The PSI is used to understand the one-way relationship between the media personality and the audience (Frederick, 2012).

In a marketing context, the PSI is an illusion of relationships that make consumers feel that they have a direct interaction with endorsers as if they were present and engaged in mutual relationships (Labrecque, 2014). Stever and Lawson (2013) argue that the PSI theory is a fitting description for explaining the one-way relationship between fans with celebrities or, in this case, the audience with the influencers YouTuber and Celebgram.

PSI is influenced by social attractiveness, physical attractiveness, and homophile attitude (Lee and Watkins, 2016). Consumer interest in influencers, both socially and physically, is considered as the driving factor for PSI (Perse and Rubin, 1989). An interest in influencers will encourage consumers to watch more frequent impressions by influencers (Rubin and McHugh, 1987). While homophile attitude shows more and more things are equally favored between influencers with the audience then the higher the chance they will be friends (Turner, 1993). In the PSI discussion, more viewers see many similarities in terms of trust with influencers, the more likely they will continue the interaction. So, these three variables, social attractiveness, physical attractiveness, and homophily attitude directly affect the PSI.

Research on the use of social media for brand luxury marketing is still limited (Mike, 2014). To understand the effect of celebgram to the process of development of perception and intention of consumer purchase of luxury brand cosmetics used PSI theory and social comparison theory. PSI is used to understand the one-way relationship between the media personality and the audience. The relationship between consumers and vloggers, although a one-way relationship, has the potential to affect consumer perceptions of brand luxury products.

Research on the use of social media for the latest luxury marketing products shows that make-up brands are increasing their marketing investment through YouTube (Pixability, 2014). This encourages makeup brands to endorsement to beauty vloggers to market their products on their YouTube channel. Hsu et al. (2013) reveals that vlog-like content on Youtube is one of the Electric Word of Mouth (eWOM) that internet users consider to have high credibility, compared to other media.

Based on previous research by Jung Eun Lee and Brandi Watkins (2016) who advocated to conduct further research on the phenomenon of influenza social media influence in different platforms, the researchers decided to conduct research on the same phenomenon but performed on different platforms Instagram. Later researchers will compare the effectiveness level of Celebgram influence compared with Youtuber. The choice of platform is supported based on the fact that Individuals spend more time on Instagram than other similar sites, indicating that it is important to research this type of media (Sheldon & Bryant, 2016). Based on the above explanation, the researcher will conduct a study related to the difference of vlogger and celeb in forming physical attractiveness, social attractiveness / attitude homophily which will affect the PSI in the context of building the perception and buying intention of consumers to the luxury brand cosmetics product.

Theoretical Review

Parasocial Interaction

PSI (the social interaction) explains the relationship of celebrities with their fans (Horton and Whol, 1956). Rubin, Perse and Powell (1985) explains that the concept of PSI is the interpersonal involvement between celebrities and their fans, this involvement may be to seek direction from celebrities, celebrity acts as a friend, have a strong desire to meet celebrities. Perse and Rubin (1989) add, PSI is an experience where individuals feel know and get to know celebrities as they understand friends or relatives themselves. PSI is influenced by several entesedent variables, Rubin et al (1985) suggests that the delivery of facts, watch frequency, and attractiveness increases the effect of PSI between the actor and the audience. Homophile attitudes were also rated as a strong predictor of PSI (Turner, 1993). In his research, Frederick et al (2012) included some constructs to see iterations between professional athletes and their fans on Twitter. The results of the study showed that attraction, homophile attitude, time spent using the media, and the delivery of facts proved to be significantly correlated with PSI. Because this study would like to see YouTuber and Celebgram interactions with followers, the physical and social attractiveness variables, as well as the homophili (attitude homophilic) attitudes proposed have a significant positive effect on the PSI. *Social Attractiveness.*

Social Attractiveness is a condition in which a person feels motivated and tends to think, feel, and usually behaves positively toward others (Simpson & Harris, 1994). Interest in media personality is increasing as the number of interactions increases or the quantity of media viewers watch (Rubin & McHugh, 1987). The attractiveness of social media and social figures has been defined as a predictor of PSI (social interaction).

Physical Attractiveness

The facts show that, more physically attractive celebrities, can convey brand messages more efficiently (Till & Busler, 2000). The attraction of celebrities can come from physical or lifestyle attributes (Erdogan, 1999), these things that amaze consumers and ultimately be influenced to buy, remember, and create attitudes toward brands advertised by celebrities (Friedman & Friedman, 1979; Till & Busler, 2000). Thus, the hypotesis is:

H1: The higher physical attractiveness of the YouTuber or Celebgram will increase the interaction of their social interaction (parasocial interaction)

Social Attractiveness or Attitude Homophily

Attitude Homophily is a tendency to form friendships among those with similarity in some aspects (Turner, 1993). Eyal and Rubin (2003). Adding, homophile attitude is a state when individuals have similarities in trust, education, social status, and likes. The more people

see themselves having much in common with others, the more likely they are to interact with that person. Through interaction with others, one can confirm their own beliefs (Eyal and Rubin, 2003). Thus, the hypothesis is:

H2: The higher social attractiveness or attitude homophily on YouTuber or Celebgram, will increase their social interaction (parasocial interaction)

Luxury

The definition and characteristics of a luxury brand's judgment are often judged to be subjective, although the luxury is not a subjective construct of constructs (Godey et al., 2012). Literature defines luxury brands based on consumer perceptions and / or managerial-defined dimensions such as marketing activities and product attributes (Ko, Costello and Taylor, 2017). Dubois et al (2009) defines a luxury brand as a brand that has six aspects such as (1) excellent qualities, (2) high prices, (3) scarcity and uniqueness, (4) aesthetics and polisensuality, (5) ancestral heritage and history personally, and (6) subsubation. Tynan, Mckenchie & Chuon (2010) added that the key brand identification of luxury brands is high-quality, expensive and unimportant, high-end, rare, exclusive, prestigious and authentic products and services and offers high symbolic and emotional and hedonic values customer experience. luxury brands are different from brands not fancy, because luxury brands have three distinctive dimensions of instrumental performance: functionalism, experience, and symbolic interactionism (Vickers & Renand, 2003).

Brand value is an overall evaluation of the value of the luxury brand (Miller & Mills, 2012). In economics, luxury is defined as expensive and rare, demand has a positive relationship with income in the case of a luxury brand, the greater the increase in income leading to a greater increase in the demand for luxury goods (Deaton & Muellbauer, 1980). There are several persepies when individuals buy luxury goods, partly because of their great desire and also seek pleasure from buying luxury goods (Berry, 1994), partly because of looking for the prestige gained from buying a luxury brand (Vigneron & Johnson, 1994). Thus, the hypothesis is:

H3a: The higher the influence of parasocial interaction, will increase the luxury brand value

Brand-User-Imagery Fit is a thorough assessment of the compatibility or compatibility between individuals and brands (Miller & Mills, 2012). luxury brand has an emotional attachment to its users as it is said Hagtvedt & Patrick (2009) luxury brand offers premium products, giving emotional pleasure and emotion to consumers. Brands have personal and social meaning (McCracken, 1989), which individuals use to create, enhance, or communicate their own identity (Belk, 1988). Brand-User-Imagery Fit refers to the simultaneous similarities between consumer self-image and brand image (Tuskej et al., 2013). So, the hypothesis is:

H3b: The higher the influence of parasocial interaction, will enhance the suitability of the user image with brand image (brand user imagery fit)

Brand Luxury is the consumer's perception of the brand luxury symbol (Miller and Mills, 2012). Heine (2012) states, luxury brand is associated with consumer perceptions about the level of price, quality, aesthetics, scarcity, luxury, and high levels of non-functional associations. luxury brand is more than just a characteristic or a series of attributes (Berthon et al., 2009). So, the hypothesis is:

H3c: The higher the influence of parasocial interaction, will increase the perception of brand luxury

Luxury Brand Purchase Intention

According to self-consistency theory, consumers behave in a way that is consistent with the way they see themselves so they feel motivated to buy and be loyal to brands that reinforce their self-perceptions (Sirgy, Lee, Johar, & Tidwell, 2008). For example, Grubb and Grathwohl (1967) argue that consumer buying behavior is determined by the interaction between the buyer's personality and the image of the purchased product. Fashion brand is expressed as a symbol of social classification and group affiliation that can reinforce social image and increase one's self-esteem (Park, Jeon, & Rabolt, 2008). Thus, the hypotheses are:

- H4a: The higher the luxury brand value will increase the purchase intention
- H4b: The higher the brand user imagery fit will increase the purchase intention
- H4c: The higher the perception of brand luxury will increase the purchase intention

Based on the hypotheses above, so the conceptual model for this study could be seen at Figure 1 below.

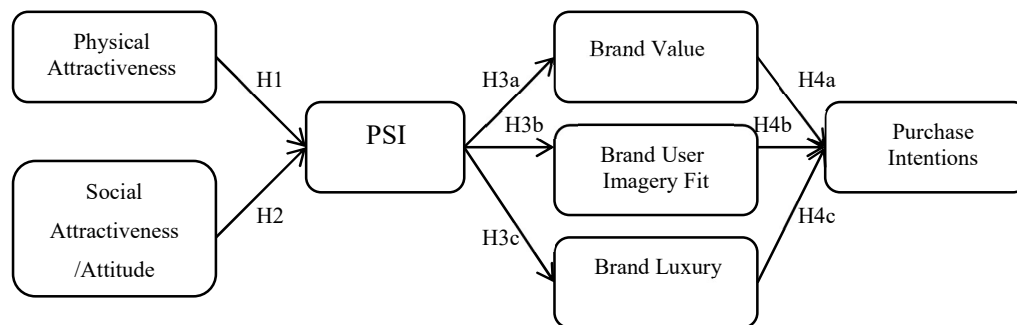


Figure 1: Conceptual Framework

Methods

This study used a conclusive descriptive research method in which primary data collection was obtained from respondents using a single cross-sectional study design. There are 43 items of questionnaires adapted from previous research, translated into Bahasa Indonesia. The questionnaire was created using Google Form which was then distributed through online social media and private messages, such as Whatsapp, Line and Instagram. Using a 5-point Likert scale, respondents were asked to indicate the judgment or inclination of each item contained in the questionnaire, where 1 denotes the statement "Strongly disagree" for the statement and 7 for the "Strongly Agree" statement. Respondents were selected using purposive judgment sampling method. Collected 30 respondents in the pre-test where all items and research variables declared reliable and valid. Then at the main test collected 430 respondents, with details 215 for each group Youtuber and Celebgram. Then data is processed using SEM method through Lisrel 8.51 software.

Result and Discussion

The sample obtained in this study consisted of women aged 18-34 years, knowing and considering Dior as a luxury brand cosmetic product and know Youtuber Tasya Farasya or Celebgram Tyna Kanna Mirdad. Then the majority of the last education level of the sample is SMA / equivalent. The majority of the sample work is a student as big as, domiciled in Jakarta, and the majority of the sample has a total monthly spending expenditure of Rp3,000,000 - Rp4,000,000.

The results of data processing showed that all variables and indicators met the validity requirements, with SLF values ≥ 0.7 and T-Value ≥ 1.96 (Wijanto, 2008; Igbaria et al., 1997). As well as meeting reliability requirements where CR ≥ 0.70 and VE ≥ 0.50 (Hair et al., 1998 in Wijanto, 2008). This study also applies reliability requirements by Fornell (1981), where if $VE \leq 0.5$, but CR value is greater than 0.7, then the construct is sufficient to be declared to have adequate reliability. The results of data processing can be seen in Table 1

Table 1. Validity and Reliability of Main Test Results

Variable or Indicators	Youtuber				Celebgram			
	SLF	T-Values	CR	VE	SLF	T-Values	CR	VE
Social Attractiveness / Attitude Homophily								
Youtuber or Celebgram has similar make-up preferences	0,57	8,82	0.89	0.46	0,37	5,30	0.84	0.35
Youtuber or Celebgram has similar behavior in using make-up product	0,71	11,62			0,54	8,12		
Youtuber or Celebgram has similar interaction while using social media	0,70	11,37			0,58	8,85		
Youtuber or Celebgram has similar values	0,69	11,19			0,55	8,28		
Youtuber or Celebgram has in common	0,78	13,31			0,72	11,72		
Youtuber or celebgram has similar behavior	0,80	13,70			0,75	12,37		
Youtuber or Celebgram has similar opinion and idea	0,72	11,82			0,74	11,97		
Youtuber or Celebgram could become my friend	0,58	9,00			0,61	9,35		
I would like to talk with that Youtuber/celebgram	0,56	8,63			0,38	5,46		
The Youtuber/celebgram treat others like me	0,61	9,58			0,50	7,34		
Physical Attractiveness								
The Youtuber/celebgram physically attractive	0,64	8,82	0.79	0.45	0,64	9,29	0.84	0.52
The Youtuber/celebgram is beautiful	0,57	9,25			0,69	8,98		
The Youtuber/celebgram is sexy	0,58	9,24			0,48	9,91		
The Youtuber/celebgram is graceful	0,71	7,99			0,85	6,25		
The Youtuber/celebgram is elegant	0,81	6,07			0,87	5,61		
Parasocial Interaction								
Could see the Youtuber or celebgram video review on her account	0,74	12,40	0.91	0.56	0,51	7,43	0.86	0.44

Variable or Indicators	Youtuber				Celebgram			
	SLF	T-Values	CR	VE	SLF	T-Values	CR	VE
Would see whether the Youtuber/celebgram appears on other's video	0,74	12,43			0,62	9,60		
Feel being her friends when see her video	0,83	14,51			0,74	11,92		
Feel being old friends of her when see her video	0,75	12,67			0,69	10,92		
Want meet directly with Youtuber or celebgram	0,76	12,73			0,66	10,36		
Will read the news of the Youtuber or celebgram	0,74	12,24			0,74	12,10		
The Youtuber/celebgram makes comfort	0,79	13,48			0,72	11,66		
Help me to decide about certain brand	0,65	10,32			0,58	8,71		
Brand Luxury								
The brand is a symbol of honor	0,66	9,97	0.76	0.39	0,72	11,18	0.77	0.41
The brand is a symbol of luxury	0,55	7,99			0,59	8,69		
The brand makes me accepted in society	0,67	10,09			0,70	10,77		
Using the brand gives other's good perception	0,67	9,92			0,72	11,06		
The brand is reliable	0,56	8,19			0,43	6,00		
Brand User Imagery Fit								
similar to typical brand user	0,72	11,59	0.87	0.58	0,80	13,68	0.89	0.62
Similar to the traits of brand user	0,75	12,25			0,89	16,13		
Others think me as brand user	0,69	10,91			0,75	12,53		
Similar to the person who use the brand than others	0,86	14,94			0,73	12,08		
Similar image with the brand	0,78	13,00			0,74	12,19		
Brand Value								
The brand has price worth by the quality	0,59	9,09	0.86	0.57	0,65	9,76	0.82	0.48
It's good to buy the brand	0,63	9,87			0,70	10,81		
The brand has high value	0,80	13,55			0,68	10,57		
The brand is worth to buy compare other brand	0,87	15,51			0,69	10,77		
The brand has good exchange rate than others	0,83	14,50			0,76	12,22		
Purchase Intention								
I am willing to buy the brand	0,84	14,47	0.86	0.56	0,84	14,22	0.82	0.49
I consider to buy the brand	0,61	9,39			0,62	9,49		
I probably would buy the brand	0,86	14,93			0,79	13,07		

Variable or Indicators	Youtuber				Celebgram			
	SLF	T-Values	CR	VE	SLF	T-Values	CR	VE
I would try to buy the brand in the future	0,72	11,70			0,62	9,46		
I would find the brand in the future	0,68	10,78			0,59	8,80		

Then a goodness of fit analysis of the overall measurement dan structural model are performed. Both the measurement and structural model of Youtuber and Celebgram show good fit by RMSEA 0.062 and 0.069.

The analysis of causal relationships is done to determine the effect of a variable with other variables used in research indicated by t-value. The significance level between the latent variables of this study was tested using a one-tailed test with a 0.05 significance level. The latent variable can be expressed significantly to another latent variable if it meets the t-value requirement ≥ 1.645 . Table 2 summarizes the results of the research hypothesis test, in which all hypotheses are accepted.

Table 2. Results of Hypothesis Testing

Hypothesis	Connection of Laten Variabel	T-Value Youtuber	T-Value Celebgram	Research Results
H1	<i>Physical Attractiveness → Para Social Interaction</i>	7,39	6.57	Data Support
H2	<i>Social Attractiveness / Attitude Homophily → Para Social Interaction</i>	4,61	4.27	Data Support
H3a	<i>Para Social Interaction → Luxury Brand Value</i>	5,21	5.23	Data Support
H3b	<i>Para Social Interaction → Brand User Imagery Fit</i>	6,01	5.53	Data Support
H3c	<i>Para Social Interaction → Brand Luxury</i>	6,25	5.47	Data Support
H4a	<i>Luxury Brand Value → Purchase Intentions</i>	5,34	4.84	Data Support
H4b	<i>Brand User Imagery Fit → Purchase Intentions</i>	2,40	5.34	Data Support
H4c	<i>Brand Luxury → Purchase Intentions</i>	2,40	5.34	Data Support

Table 2 shows there is a significant positive effect of the physical attractiveness variable on the social interaction variable both on the research model of YouTuber (t-value = 7.39) and Celebgram (t-value = 6.57). Thus, for both Youtuber and Celebgram physical attractiveness influences positively toward parasocial interaction (H1 supported). Likewise, for social attractiveness or attitude homophily found to be positively influences the para social interaction for both Youtuber and Celebgram (H2 supported). These finding is in accordance with Lee and Watkins (2016) that both physical and social attraction to celebrities are predictors of PSI.

Moreover, for H3 a, b, and c all of them found supported also. That means Parasocial interaction (PSI) found positively significance influences for luxury brand value, brand user imagery fit, and also brand luxury, for both Youtuber and Celebgram respondents. It means viewers who now consider YouTubers or Celebgrams as friends because they have often watched videos and articles about their favorite influencers have ratings that tend to be in line

with influencers' assessment of a brand. This statement is supported by Alperstein (1991) that in interpersonal friendships, the opinions of friends often affect individual habits and feelings. Vigneron and Johnson (1999) explained luxury brand value integrates interpersonal values, personal values and the motives to buy luxury brands.

Finally, the luxury brand value, brand user imagery fit, and brand luxury found positively influenced the purchase intention for the specific brand luxury (H4a, H4b, and H4c supported) for both Youtuber and celebgram respondents. Consumers buy luxury brands based on a variety of motives and values (Vigneron and Johnson, 2004), such as the motive to seek prestige (Vigneron and Johnson, 1994) and get symbols that reflect individual social achievements (Wilcox and Kim, 2009). Meanwhile, the value of luxury brands can be divided into three groups of values; social, symbolic and functional. Luxury brands provides self-confidence and encourages individuals to feel accepted, increases their self-perception of others, and gives a positive impression (Sweeney and Soutar, 2001). The results are also in line with previous research by Tuskej et al (2013) which states, the more of brand image is considered the same as the consumer image, the more consumers will identify the brand. Thus, consumers are more likely to make repeated purchases and make relationships with brands that reflect or enhance their identity (Escalas & Bettman, 2003). Puntoni (2001) also has the same opinion, that the harmony of user image and brand image can strengthen consumer purchasing intentions.

Conclusion

Based on data that has been processed and analyzed, researchers can draw some conclusions to answer the purpose of research. Physical Attractiveness variables positively affect the social interaction. This explains that the audience interest in YouTuber or Celebgram in terms of physical influencers positively influence the social interaction (social interaction). In other word the audience feels himself friends with YouTuber or Celebgram because one of them is based on the physical attraction that the audience feels about influencers. The same results were also found in the PSI antesenden, Social Attractiveness / Attitude Homophily. This variable positively affects the social interaction. That means, if the respondents think YouTuber or Celebgram interesting from the social side, it will lead to a positive attitude to social interaction (the social interaction). For example, audiences who feel they have behavioral similarities with YouTuber or Celebgram, the higher the social interaction occurs.

The study also found a significant positive impact of PSI on brand perceptions; brand value, brand user imagery fit, luxury brand. This explains that social interaction (social interaction) encourages consumers to have a positive assessment of the value of goods down. PSI also encourages consumers to feel themselves to have a harmonious self-image with brand image. Ultimately the positive value of brand perceptions; brand value, brand user imagery fit, luxury brand is able to influence consumers to make purchase of brand.

Limitations and Future Research

Researchers hope there are improvements to refine this study that will be conducted by other researchers in future research: First, this research is not longitudinal in other word researchers only do video exposure YouTuber and Celebgram once when the respondent will answer the questionnaire. We recommend that in future research respondents are given exposure for a week to watch videos YouTuber or Celebgram so that the value of PSI really validated, because the PSI score should increase along with the more frequent interaction between the influencer with the audience. Second, running research qualitatively, so that respondents can determine their own beauty influencers and cosmetic brands that should be studied. Third, in the next study should, the researchers see whether or not there is a significant

comparison when someone has not been exposed to video YouTuber or Celebgram with after they watch the video by using experiment design. So, it is better in the next study to do the comparison to really know whether the PSI has an influence on brand perception and ultimately intention to buy.

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