

The Influence of Beauty Vlogger on Purchase Intention of Netizens in social media

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Abstract

This research aimed to investigate contributing factors and the effects of beauty vloggers in Indonesia. In this era, the digital platform has a significantly important role in influencing purchase intentions, and it is one of the most effective marketing strategies. Content creators like Youtubers become one place to share. There are a lot of YouTube content creators such as beauty vloggers and become a figure that inspires many people to have a strong influence on the minds of the consumers. We used the Theory of Planned Behaviour (TPB) model in this research. There were three independent variables and one dependent variable. The independent variables were attitude, subjective norm, and perceived behavioral control, and the dependent variable was behavioral intention and beauty vlogger as a moderating variable. This research used the questionnaire to collect data from 400 respondents. The results of this research were that the TPB model matches the data at 0.718. In the coefficient of determination r -square and the conjectures that Behavioural Intention was affected by attitude with the significance of t -stat 7.795 (associated to sig/p-value of 0,000), Subjective Norm with t -stat of 6.330 (0,000), and Perceived Behavioural Control with t -stat of 2.628 (0,001). From this research, we found out that the conjectures of Behavioural Intention were affected by attitude and Perceived Behavioural Control and Subjective Norm moderated beauty Vloggers. However, there is a strong relationship between beauty vloggers and purchase intention without moderating Attitude, Subjective Norm, and Perceived Behavioural Control.

Keywords: Beauty Vlogger, Purchase Intention, E-commerce, Theory Planned Behaviour, Social Media.

I. INTRODUCTION

Vlogger is a new profession born from the development of information technology and social media. One type of vlogger that keeps increasing in number is beauty vlogger. A beauty vlogger is a user who produces and publishes videos related to beauty or cosmetics on their personal YouTube account. Social media makes it possible for consumers to write reviews of a product and interact with another user (Mangold & Faulds, 2009), identified; the product has received positive word-of-mouth reviews, which influences the purchase

decision. Therefore, the consumers in the digital era have enough and tend not to believe the message of a brand delivered from television advertisements. Right now, women tend to look for someone who can be honest and thoroughly comprehend the beauty industry. All those characters can be found on a beauty vlogger (Mariezska, Hafar, & Yustikasari, 2018). In addition, according to previous research, beauty vlogger is believed to be more trustworthy and has more knowledge than traditional celebrity (Djafarova & Rushworth, 2017). The ability of beauty vloggers as the beauty brand endorser in

their videos will increase a consumer's confidence in that product (Ananda & Wandebori, 2016). The trustworthiness, expertise, and appeal of a beauty vlogger indirectly affect the purchase intention.

The number of Internet users has rapidly increased worldwide, especially in Indonesia who has a high rate of Internet usage. Internet users in Indonesia were around 2 million in 2000 and around 176 million by 2019 (International Telecommunications Union, 2019). This extensive use of the Internet affects business models such as e-commerce by a great deal. E-commerce facilitates buying, selling, transferring, or exchanging products, services, and information (Marshall & McKay, 2002). Indonesia had the highest e-commerce transaction in South East Asia in 2016 with \$245.86 billion, and it is still growing by now (Das, Gryseels, Sudhir, & Tan, 2016). Currently, e-commerce in Indonesia's market shows rapid growth (Lestari, 2019). In defining the customer-centric experiences, we need to develop omnichannel engagement besides understanding individual motives to grow the market (Das et al., 2016). The E-commerce market in Indonesia has received approximately \$2.5 billion in investment since 2015. E-commerce platforms in Indonesia such as Tokopedia, Traveloka, Bukalapak, Lazada, and Gojek dominate the market, with around 119 million online shoppers projected by 2025. These platforms represent the top 4 out of 7 in ASEAN Unicorn e-commerce. According to the Australian Trade and Investment Commission (2019), foreign investors' growth of digital payments and direct investment supported e-commerce growth in Indonesia (Lestari, 2019).

Purchase intention is the customer's willingness to buy a product at a particular time or situation (Lu, Chang, & Chang, 2014). It is essential for successful marketing because it precedes the actual purchase behavior of the customer. Although several factors affect purchase intention in previous studies, they argue that trust is one of the critical factors in e-commerce which affects customers to purchase products or services (Chen & Teng, 2013). Consumers' tendency to purchase and express the desire to purchase goods and their assessment of alternative options based on preference, experience, and external factors are related to purchase intention (Sarjono, Sasmita, & Handoko, 2019).

Beauty vlogger has a significant predictor of intention to purchase some products (Rahmi, Sekarasih, & Sjabadhyni, 2016). This study examined the relationship between beauty vlogger influence on purchase intention through consumers' perceptions and use consumers' previous experience of the product as a moderator. The result from this study indicated that there is no effect from the source of information on purchasing intention. This study also found out that there is an interaction between previous experience of the product and information source in consumers' purchase intention to buy the product. From this study, it can be concluded that beauty vloggers positively affected the customers' intention of purchase. This study aimed to predict how much influence the beauty vlogger on purchase intention. However, what distinguishes previous research from this research is that the model and construct to measure are different from previous research.

A random sample of 215 cultural blog readers was taken to show whether the impact of reader intention to use the products suggested by the blog is strongly influenced by reader engagement within the blog. According to previous research with this study has the same purpose. The aim is to see how much influencers can influence consumers. However, the difference obtained is the variable measured by the moderation variable beauty vlogger (Magno, 2017).

II. LITERATURE REVIEW

The Theory of Planned Behaviour (TPB) was used to study students' behavioral intentions to purchase organic food in Iran. Ethical norms and customers' personalities are additional coefficients to the TPB model that can significantly increase explanatory power. The findings suggest the value of including ethical norms and customers' personality variables into the TPB framework. Both categories appeared to be effective in understanding and forecasting intents to purchase organic food. They demonstrated that personal attitude, moral standards, and self-identity are relevant in predicting intention to purchase organic food among Iranian students. This research adopted the TPB model and added two additional constructs. Data processing was analyzed using SEM AMOS 20 and multivariate regression analysis (Yazdanpanah & Forouzani, 2015). As

the authors notified, the Customers' personalities and ecological motives also affect TPB in Chinese customers' intentions to purchase organic food. Meanwhile, the attitude and ecological purpose were independent predictors of students' intention in the adjusted model.

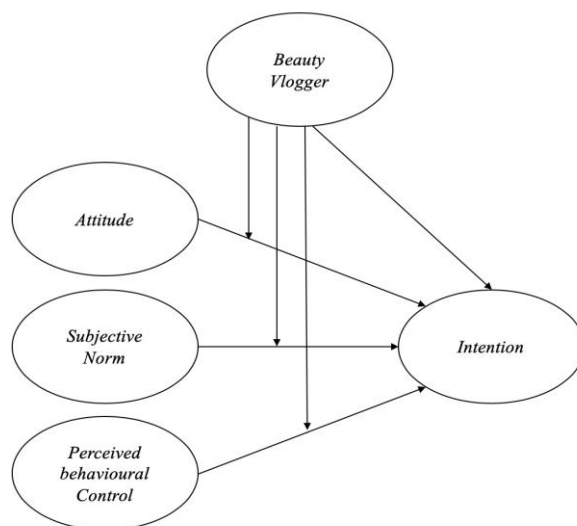
Furthermore, the subjective norm perceived behavioral control and increased self-identity had little impact on purchase intention (Zhu, 2018). Product characteristics, brand name, and social influence have a tangible link with smartphone purchase intention among university students. Millennials in Indonesia who purchased smartphones significantly affect product features and price on purchase intention. Empirical research suggested that product-related information on digital media influences consumers' purchase intentions (Rahim, Safin, Kheng, Abas, & Ali, 2016). User reviews of a product on social media sites like Facebook have a more significant impact on buy intent than reviews written by marketers since consumer reviews are viewed as more valuable and compelling (Goh, Heng, & Lin, 2013). Based on these facts, the authors focused our research on beauty vloggers toward purchase intention. The Authors adopted the TPB model to see what factors impact consumers' purchasing decisions, moderated by beauty

vloggers. The perceived utility and ease of use of social media influence online purchase intention (Najib & Siddiqni, 2019).

In summary, deeper explanations about what factors influence purchase intention were explored. This research was carried out to determine which factors influence purchase intention, which beauty vloggers moderate. More specifically, the authors seek to understand whether beauty vlogger influences the relationship between behavioral intention and its determining factors: Attitude, Subjective Norm, and Perceived Behavioural Control. The research was essential because there was little research about purchase intention influenced by beauty vloggers based on empirical research facts.

III. METHOD

This research aimed to understand how the aspects of beauty vloggers affect the factors that determine the purchase decision on online products. This research adopted the Theory of Planned Behavior (TPB), the extension of the Theory of Reasoned Action (Ajzen & Fishbein, 2000). According to Webb and Sheeran (2006), this theory often succeeds in predicting the characters of a consumer. The model is shown in Figure 1.



Source: Ajzen (1991)

Figure 1. Research Framework of Ajzen (1991)

In this research, we propose Beauty Vlogger as the variable that moderates the relationship between those four constructs. The definition of every construct is given based on

the description from Fishbein and Aizen. The first construct is the attitude which is defined as how far someone can have a personal review that benefits or does not benefit the attitude

shown by the consumer. The second section is the Subjective Norm, which is described as an individual's assessment of the likelihood that a possible referent group or persons will accept or disapprove of certain conduct (Ajzen, 2011; Ajzen & Fishbein, 2000). The third section is Perceived Behavioral Control, defined as perceiving an individual's difficulty in doing a

confident attitude. Furthermore, the Perceived Behavioral Control that being felt involves reflecting the experience and the anticipation of every barrier, which also mirrors the internal control and external difficulty factors being felt. Therefore, the hypotheses that will be tested are shown in Table 1.

Table 1. Six Hypotheses That will be Examined on This Research

No	Hypotheses
1	Attitude affected Behavioural Intention positively.
2	Subjective Norm affected Behavioural Intention positively.
3	Perceived Behavioural Control affected Behavioural Intention positively.
4	The relationship between Attitude and Behavioural Intention was moderated by Beauty Vlogger
5	The relationship between Subjective Norm and Behavioural Intention was moderated by Beauty Vlogger.
6	The relationship between Perceived Behavioural Control and Behavioural Intention was moderated by Beauty Vlogger.

Source: Processed by the Researchers

The population of this research is the e-commerce consumers of beauty products, those who have or have not seen Beauty Vlogger related to the beauty products they bought on Youtube. It is assumed that the population is very high in numbers. For a population bigger than 10000, 400 samples are needed for the

precision rate of 5%. The respondents were selected randomly. The data for the four constructs were collected using the questionnaire shown in Table 2. The questionnaire was adopted from Yazdanpanah and Forouzani (2015), with slight tweaks adjusted for this research requirement.

Table 2. Questionnaire

Questionnaire	
Attitude - I think watching videos of beauty vlogger on YouTube is interesting. - I think watching videos about product reviews by beauty vlogger is a good idea. - I think watching beauty vlogger videos on Youtube is useful.	Yazdanpanah, M., & Forouzani, M. (2015)
Subjective Norm - I'm planning to buy makeup products that have been reviewed by beauty vlogger. - I want to buy good quality makeup products which have prices around my budget and have been discussed in videos of beauty vlogger on YouTube.	Yazdanpanah, M., & Forouzani, M. (2015)

- I will try to purchase products that have been reviewed by beauty vlogger.	
Intention - My family thinks that I should buy products that have been reviewed by beauty vlogger. - Most people that are close to me will buy a product after watching its review from a beauty vlogger. - My close friends that agree with me think that I should buy a product if it has been reviewed by a beauty vlogger.	Yazdanpanah, M., & Forouzani, M. (2015)
Perceived Behavioural Control - If I want to, I can buy a product without watching its review from a beauty vlogger beforehand. - It's easy for me to buy a product that has been reviewed by a beauty vlogger. - Most of my final decisions in purchasing a product are depending on if it has been reviewed by a beauty vlogger or not.	Yazdanpanah, M., & Forouzani, M. (2015)

Source: Processed by the Researchers

A regular analysis to see the effect of a free variable on the bound variable and to evaluate if there is a significant effect from the moderation variable in strengthening or weakening the effect of the free variable to the bound variable. We set Variable Dependent Y

and k as Independent Variable, X_1, X_2, \dots, X_k . The six given hypotheses in Table 1 were tested empirically using Moderated Regression Analysis (MRA). In this research, we create the linear model:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \dots + \beta_k X_k + \varepsilon \quad (2.1)$$

The generated model is then put through statistical tests to ensure its validity. The R-square statistic, also known as the coefficient of

determination, indicates how well the regression model fits the data. The following formulae are used to calculate it:

$$\begin{aligned}
 R^2 &= 1 - \frac{SSE}{SS_{YY}}, \\
 SS_{YY} &= \sum_i (Y_i - \bar{Y})^2, \\
 SSE &= \sum_i (Y_i - \hat{Y})^2,
 \end{aligned} \quad (2.2)$$

In this scenario, Y_1 is the i-th respondent's dependent variable value, is the sample average, and Y_i is the model forecast.

The F statistics are the second. It assesses the importance of all independent factors concerning the dependent variable. The following hypotheses are put to the test:

$$H_0 : \beta_1 = \beta_2 = \dots = \beta_k = 0$$

H_a : At least one of the coefficients is not zero.

The t statistic for each independent variable is the third step. It denotes how vital the independent variable is concerning the dependent variable. For each independent

variable, we compute the statistic. It examines the hypotheses for the independent variable X_1 , for example.

$$H_0 : \beta_1 = 0$$

$$H_a : \beta_1 \neq 0$$

Finally, the multivariate regression model is based on the assumption that the residual data, the difference between the data Y and its prediction \hat{Y} , is random, homoscedastic, and regularly distributed. There should also be examined to ensure that the model is genuine.

IV. RESULT AND DISCUSSION

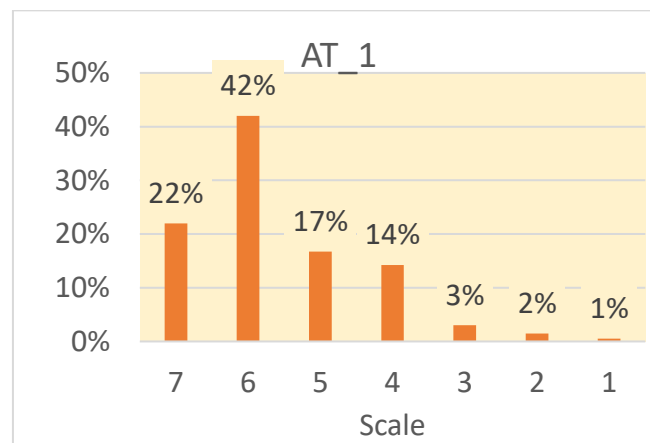
The descriptive analysis was made in the form of a monogram. The results of respondents' answers were on a scale of 1 (Strongly Disagree) to a scale of 7 (Strongly Agree). Researchers used an average score of each statement item

and variables to see the description of respondents' responses to each studied variable. The average score is a measure of main symptoms that represent the assessment of all respondents' statement items and variables. The results of interpretation are used in 5 categories, namely Very Low (1.00 - 2.19), Low (2.20 - 3.39), Medium (3.40 - 4.59), High (4.60 - 5.79), and Very High (5.80 - 7.00), where the interval score of each category is obtained from the interval of statement score interval $(7-1 = 6)$ divided by the number of categories $(6/5 = 1.20)$. The following is a monogram of the respondent's statement for each variable:

Attitude

AT1. I think watching videos of beauty vlogger on YouTube is interesting.

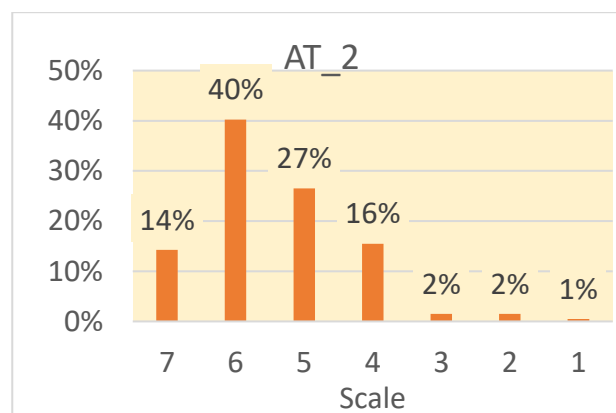
Table 3. Monogram of Attitude



Source: Processed by the Researchers

AT2. I think watching videos about product reviews by beauty vlogger is a good idea.

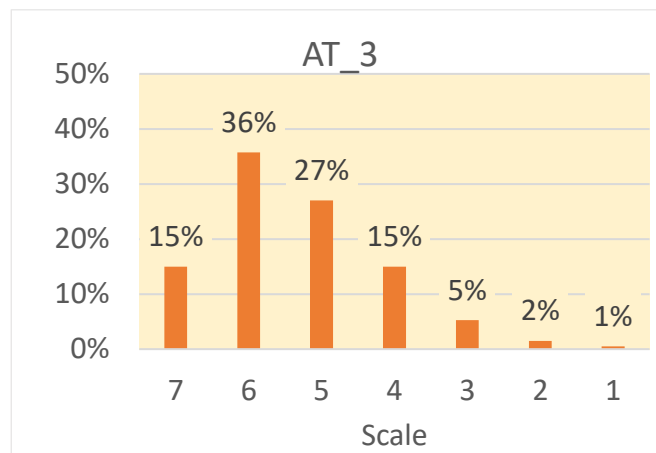
Table 4. Monogram of Attitude



Source: Processed by the Researchers

AT3. I think watching beauty vlogger videos on Youtube is useful.

Table 5. Monogram of Attitude

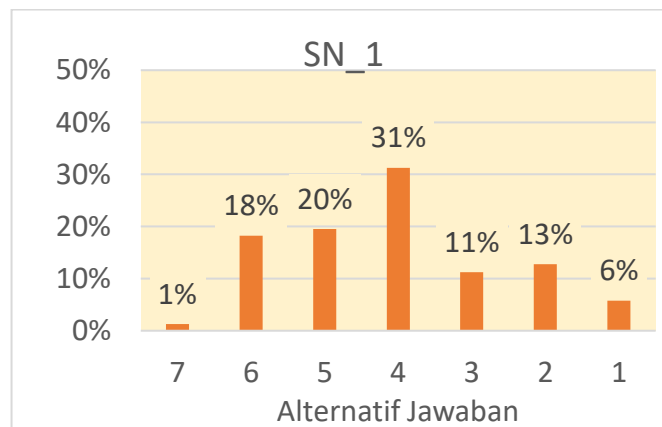


Source: Processed by the Researchers

Subjective Norm

SN1. I'm planning to buy makeup products that have been reviewed by beauty vlogger.

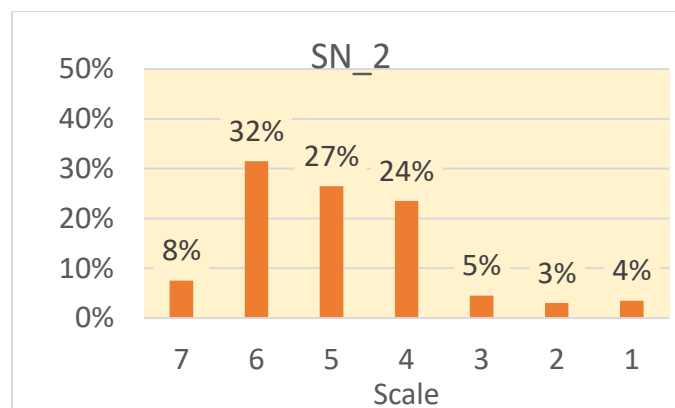
Table 6. Monogram of Subjective Norm



Source: Processed by the Researchers

SN2. I want to buy good quality makeup products which have prices around my budget and have been discussed in videos of beauty vlogger on YouTube.

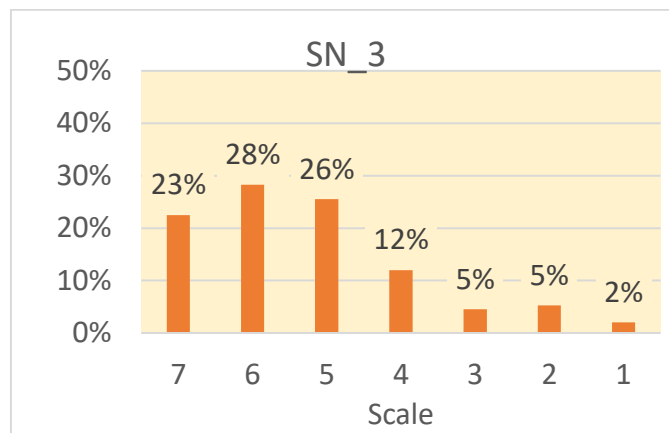
Table 7. Monogram of Subjective Norm



Source: Processed by the Researchers

SN3. I will try to purchase products that have been reviewed by beauty vlogger.

Table 8. Monogram of Subjective Norm

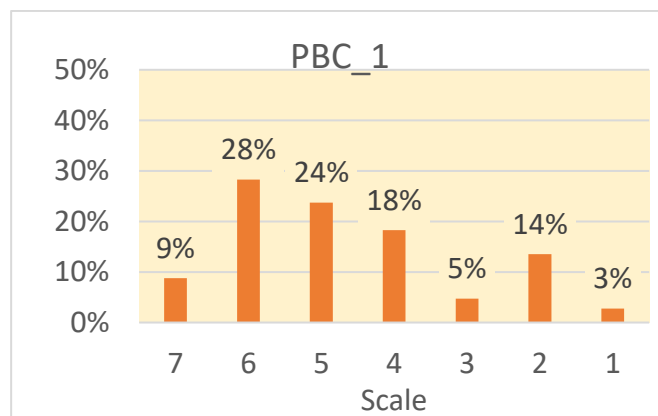


Source: Processed by the Researchers

Perceived Behavioral Control

PBC1. If I want to, I can buy a product without watching its review from a beauty vlogger beforehand.

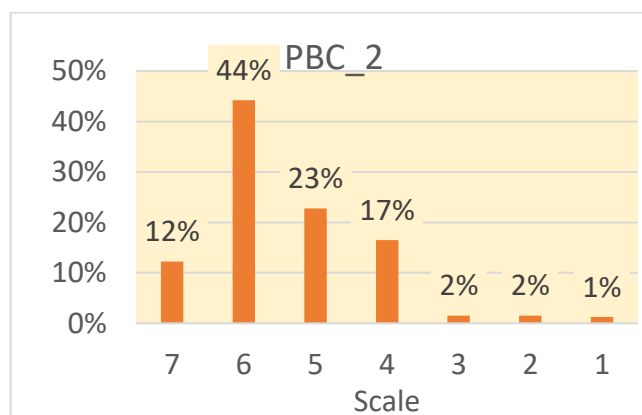
Table 9. Monogram of Perceived Behavioral Control



Source: Processed by the Researchers

PBC2. It's easy for me to buy a product that has been reviewed by a beauty vlogger.

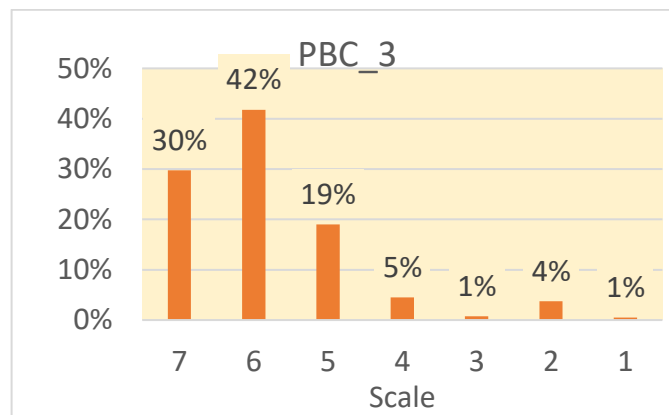
Table 10. Monogram of Perceived Behavioral Control



Source: Processed by the Researchers

PBC3. Most of my final decisions in purchasing a product are depending on if it has been reviewed by a beauty vlogger or not.

Table 11. Monogram of Perceived Behavioral Control

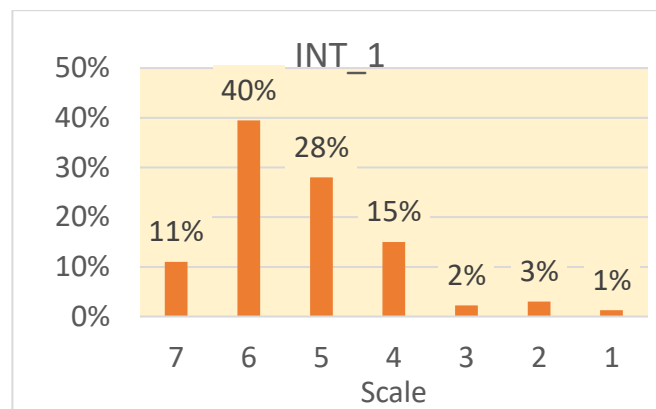


Source: Processed by the Researchers

Intention

INT1. My family thinks that I should buy products that have been reviewed by beauty vlogger.

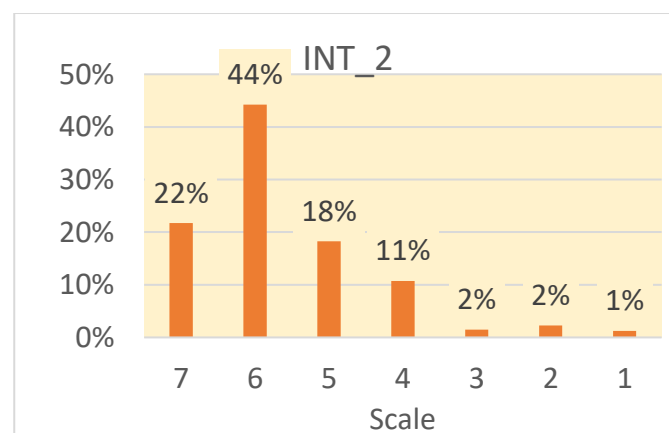
Table 12. Monogram of Intention



Source: Processed by the Researchers

INT2. Most people that are close to me will buy a product after watching its review from a beauty vlogger.

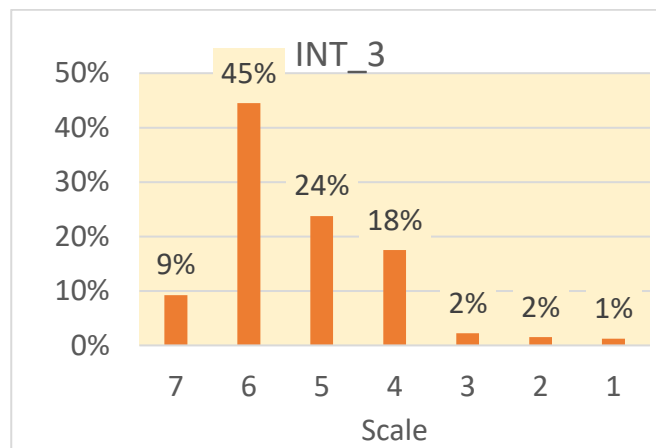
Table 13. Monogram of Intention



Source: Processed by the Researchers

INT3. My close friends that agree with me think that I should buy a product if it has been reviewed by a beauty vlogger.

Table 14. Monogram of Intention



Source: Processed by the Researchers

The Moderated Regression Analysis (MRA) method was used to answer this research and propose hypotheses. The authors used the data normality test, a heteroscedasticity test, and a multicollinearity test. The normality test used graph analysis in a Normal P-P plot. The data is generally distributed if the coordinate points produced follow diagonal lines on both axes. It may be assumed that the data under consideration are regularly distributed. Furthermore, a heteroscedasticity test is performed to see if there is an inequality of variance between the residuals in the regression model. In this study, the analyzed data were

declared to be free from violations of heteroscedasticity because, based on the graph above, they obtained coordinate points with random patterns around 0 on both axes. The next step was to run a multicollinearity test to see if the regression model discovered a substantial connection between the independent variables. Multicollinearity should not arise in a decent regression model. It used the Variance Inflation Factor (VIF) method and tolerance. Regression models do not have multicollinearity if the VIF value is <10 or tolerance >0.10 . By using IBM SPSS 22.0 software, the multicollinearity test results are obtained as follows:

Table 15. Multicollinearity Test Results Coefficients

Model		Collinearity Statistics	
		Tolerance	VIF
1	X1 Attitude	0,531	1,885
	X2 Subjective Norm	0,580	1,724
	X3 Perceived Behavioral Control	0,770	1,299
	Beauty Vlogger memoderasi ATT	0,248	4,040
	Beauty Vlogger memoderasi SN	0,381	2,625
	Beauty Vlogger memoderasi PBC	0,330	3,034

a. Dependent Variable: Y Intention

Source: SPSS

This study found a link between beauty vlogger, Attitude, Subjective Norm, and Perceived Behavioural Control on consumers without moderating it on customers' intention to purchase. The tolerance values of all independent variables were calculated using the table above, variables >0.10 , and the VIF values

of all independent variables <10 , which indicate that the data were free from multicollinearity violations. From the three tests above, it can be concluded that the classical assumptions have been fulfilled so that a Moderated Regression Analysis (MRA) can be carried out and produce an unbiased estimate. From the results we can

see after this, it can be seen that Attitude, Subjective Norm, and Perceived Behavioural Control was a part that influences purchase intention (Behavioural Intention) if they stand alone without being modulated by beauty vloggers. It can be seen from the monogrammed table for the Attitude variable above that people were aware of the existence of beauty vloggers. From the results obtained, it was found that consumers see the beauty vlogger be one of the interesting people to see and follow, and they feel that what was reviewed by the beauty vlogger is very helpful and valuable for them. However, the results obtained from the Subjective Norm variable were that people still did not thoroughly plan to buy anything that beauty vloggers have reviewed. However, the results can show that they are willing to try the products that have been reviewed.

The results obtained from the variable, Perceived Behavioural Control, was that

consumers find it very easy to buy a product if a beauty vlogger has reviewed the desired item. Even though they feel they can buy whatever they want without needing to see the review, consumers were more confident and trustful to purchase if a beauty vlogger had reviewed it. Final results from the Intention variable also proved that the consumer environment was supportive if buying a product that a beauty vlogger has reviewed has high credibility. However, the findings revealed that beauty vloggers did not moderate the link between Attitude, Subjective Norm, and Perceived Behavioural Control factors. The findings might be seen in the final line of table 4 below. The sig/p-value was more significant than 0.05, which did not strengthen or weaken. Table 4 the sig moderation value of beauty vlogger was significant towards intention, but if it stands alone. More complete results will be elaborated and seen in further discussion.

We start the analysis with a multiple model of

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 \quad (3.1)$$

where Y is Behavioural Intention, X_1 is Attitude, X_2 is Subjective Norm and X_3 is PBC.

We disregard the moderating variables and consider the three independent variables when using Model (3.1). With a coefficient determination R^2 of 0.718 and a standard error of 1.810, the regression analysis suggests that the Model fits the data relatively well. An F test and several t-tests are used to assess the

potential reliance of Behavioural Intention on the three independent variables. The F test findings, with an F statistic of 108.006 and p values of 0.000, indicating that at least one of the three independent variables is dependent (Table 16).

Table 16. The Result of the *F* test of Fitting Model (3.1)

	Sum of Squares	df	Mean Square	F-Stat	p-value
Regression	1.061.072	3	353.691	108.006	0.000
Residual	415.890	127	3.275		
Total	1.476.962	130			

Source: SPSS

Table 17. The Result of the *t* tests of Fittig Model (3.1)

	Unstandardize d Coefficients		Standardize d Coefficients	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Part	Toleranc e	VIF
(Constant)	0.651	1.021		0.637	0.525					
X_1	0.508	0.065	0.495	7.795	0.000	0.782	0.569	0.367	0.551	1.816
X_2	0.317	0.050	0.371	6.330	0.000	0.708	0.490	0.298	0.645	1.552
X_3	0.173	0.066	0.141	2.628	0.010	0.487	0.227	0.124	0.775	1.290

Source: SPSS

As shown in Table 2, the relationship between Behavioural intention and attitude, subjective norm, and perceived behavioral control is statistically significant. The table also includes VIF statistics, which help determine whether or not the independent variables are collinear, and no collinearity is detected. The next step is to introduce Beauty Vlogger (X4) as a moderating variable into the model to produce Moderating Regression Analysis (MRA) with the interaction model approach.

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_1 X_4 + \beta_6 X_2 X_4 + \beta_7 X_3 X_4. \quad (3.2)$$

This model is referred to as Model (3.2). The following are the Model 2 statistics. It has

Table 18. The Result of the *F* test of Fitting Model (3.2)

	Sum of Squares	df	Mean Square	F	Sig.
Regression	1082.324	7	154.618	48.191	0.000
Residual	394.638	123	3.208		
Total	1476.962	130			

Source: SPSS

Table 19. The Result of the *t* tests of Fitting Model (3.2)

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
(Constant)	3.034	1.753		1.731	0.086					
X ₁	0.381	0.083	0.371	4.609	0.000	0.782	0.384	0.215	0.335	2.989
X ₂	0.322	0.052	0.377	6.154	0.000	0.708	0.485	0.287	0.579	1.728
X ₃	0.210	0.067	0.170	3.130	0.002	0.487	0.272	0.146	0.737	1.357
X ₄	-1.072	0.479	-0.147	-2.236	0.027	-0.597	-0.198	-0.104	0.502	1.990
X ₁ X ₄	-0.009	0.060	-0.014	-0.146	0.884	-0.031	-0.013	-0.007	0.247	4.041
X ₂ X ₄	-0.006	0.042	-0.012	-0.153	0.879	0.076	-0.014	-0.007	0.379	2.639
X ₃ X ₄	0.035	0.036	0.081	0.997	0.321	0.061	0.090	0.046	0.330	3.034

Source: SPSS

This finding revealed that beauty vloggers had a substantial impact on behavioral intention but that beauty vloggers did not significantly moderate the link between other factors, including Attitude, subjective norm, and perceived behavioral control. Because some participants were unfamiliar with beauty vloggers, the result might be related to their familiarity with them, which might have contributed to participants' perceptions of the vloggers. However, Attitude was the most

an R-square = 0.733, which is somewhat higher than Model 1 by 1.50 percent. Table 3 reveals that the F statistic, with a value of 48.191 and a p-value of 0.000, is still significant but significantly lower than in Model 1, implying that the new variable is not being considered. The t-test, as indicated in Table 4, backs up the evaluation. The Beauty Vlogger does not moderate any correlations between Y and X₁, X₂, or X₃ (X₄). We have completed computing all essential statistics for proving or disproving the conjectures up to this point. There is enough data to imply that Attitude (29.1%) is the most critical predictor of Behavioural intention, followed by Subjective Norm (26.7%) and Perceived Behavioural Control (8.3%).

relevant predictor that significantly affects behavioral intention. From a business standpoint, there is a lot that marketers can do in terms of marketing campaigns that can be done to be more able to work with beauty vloggers so that people older than 35 or people unfamiliar with are more aware of beauty vloggers. Because in this era, beauty vlogger is one of the most effective marketing strategies to implement.

V. CONCLUSION

Internet users in Indonesia attained 176 million by 2019. The Internet is unquestionably one of the most potent promotional tools available in this digital age. It has led to people using social media to express themselves, including beauty vloggers who publish their videos on YouTube. It is fair to say that the phenomena of social media and the Internet have had a significant influence on consumer preferences. This research contributes insight into affect business models that suggest continuing and developing marketing campaigns and promotions to increase purchase intentions in consumers.

According to the findings of research and hypothesis, Attitude, Subjective Norm, and Perceived Behavioural Control were all factors that influence purchase intent, and none of the relationships between Attitude, Subjective Norm, and Perceived Behavioural Control is moderated by the Beauty Vlogger. However, without adjusting for Attitude, Subjective Norm, and Perceived Behavioural Control, there is a link between beauty vloggers and purchase intent. As for future research, Future research should take into account how familiar participants are with beauty vloggers while planning this study, as well as how much of an impact a beauty vlogger has, compared to other traditional marketing strategies.

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