

**THE INFLUENCING FACTORS OF SOCIAL
MEDIA INFLUENCERS ON BRAND SELECTION,
FOCUSING ON BEAUTY CONTENT IN THAILAND**



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entitled
**THE INFLUENCING FACTORS OF SOCIAL
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FOCUSING ON BEAUTY CONTENT IN THAILAND**

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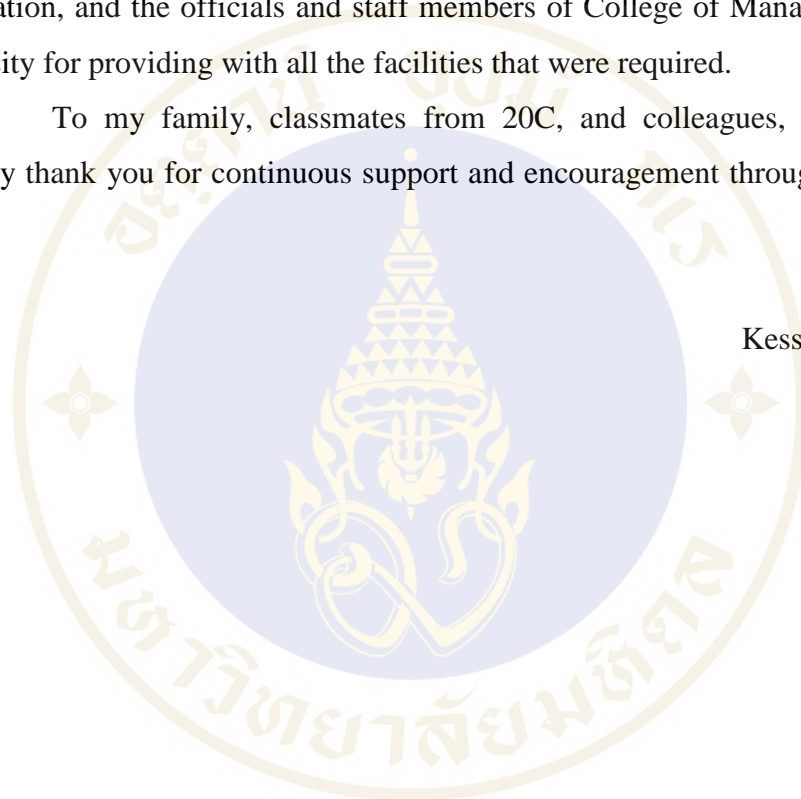
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ABSTRACT

The purpose of this paper is to identify the key success factors that social media influencers have impact on beauty brand selection in Bangkok, Thailand. The outcome is expected to be useful as criteria for marketers or advertisers to select the right influencers to promote their beauty brand.

The data were derived from online survey through questionnaires. The respondents are social media user who had been experienced social media influencer content related to beauty products or services within the past 3 months.

The findings of this research illustrate that high frequency of time that the audiences are exposed to the influencers, and social media platform like Instagram, have influence on the intention to buy. While credibility and attractiveness of the influencers impact on brand selection of beauty products or services.

KEY WORDS: Social Media, Influencer, Beauty Product and Service, Brand Selection, Intention to Buy

35 pages

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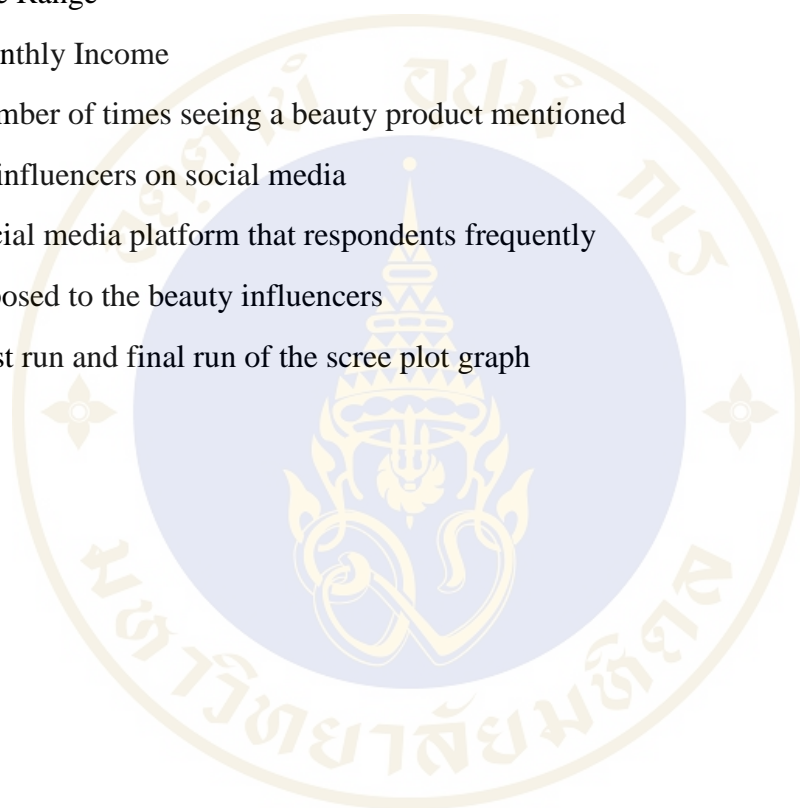
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CHAPTER I

INTRODUCTION

Online influencer marketing is one of the fast-growing marketing strategies that many brands from various industries adopt to drive their business. The power of those people called influencers could affect consumer behavior toward many aspects such as perception, attitude, consideration, and purchase intent. Since using celebrity endorsements mostly requires high cost and sometimes they are perceived as an advertisement that is not trustworthy comparing to ordinary people who might share more honest opinions (O'Mahony and Meenaghan, 1997). Some brands or products become very popular and demanded at a moment due to their recommendation. This way of communication somehow is more effective than the brands communicate by themselves. Therefore, more and more people today turn themselves to be an influencer based on one's interests including lifestyle, foodies, health and fitness, and so on. The way they present and pass the content through the audience seems to be nonstructural. It might be unclear to identify by marketers about how some influencers can drive brands or products so successfully in their way, while some others might not be able to.

1.1 Problem statement

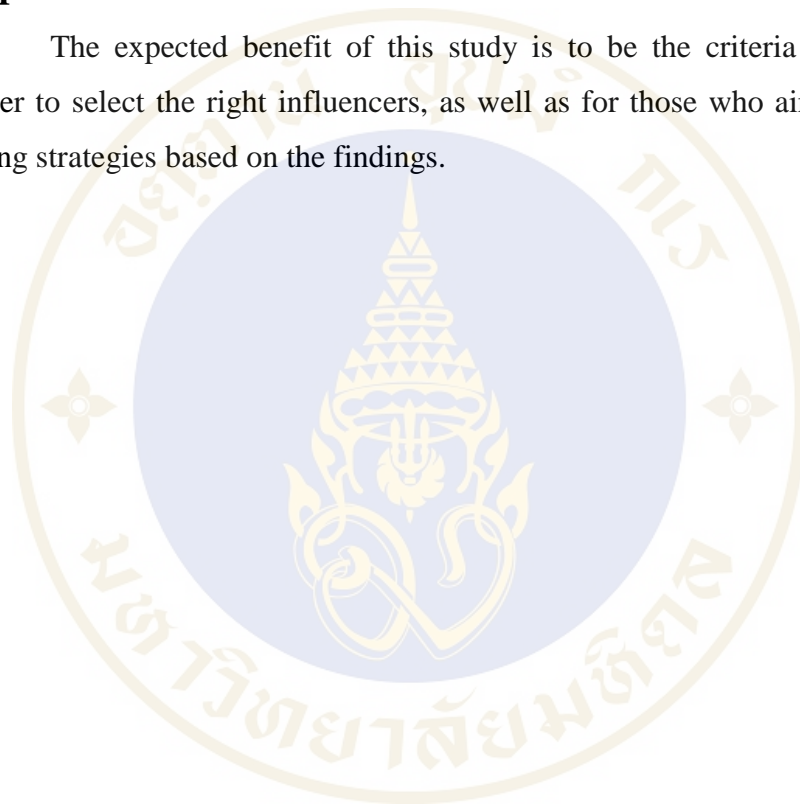
Even though social media influencer in beauty area has been growing dramatically these days and using as a marketing tool widely for various objectives such as for build buzz for mass awareness, drive consideration through review, or expand the fan base. There were rarely been investigated regarding the key elements, which the influencers have and do to successfully impact on the brand perception of beauty products or brands.

1.2 Research Objective

This research intends to identify the factors that make the social media influencers successfully influence on consumer's brand selection. The context of this study will focus on the perspectives of audiences, followers, or consumers toward the influencers in Thailand whose content related to beauty.

1.3 Expected Benefits

The expected benefit of this study is to be the criteria for brand or advertiser to select the right influencers, as well as for those who aim to improve marketing strategies based on the findings.



CHAPTER II

LITERATURE REVIEW

An influencer on social media is defined as a third party who drives audience attitude in some directions through social media platforms (Freberg et al., 2011). While Social media is known as "Websites and other online means of communication that are used by large groups of people to share information and to develop social and professional contacts", (Morteo, 2017). According to O'Mahony and Meenaghan (1997), the famous personal accounts on Instagram, one of the most popular social media platforms worldwide and especially in Thailand, are not always the actor, singer, or celebrity. The regular account owners like product users or consumers instead who can generate a huge fan and followers by bringing up an interesting content which sometimes educating and entertaining in a way that audiences share the same interests with. There are such topics queries on the direction to identify the right influencers to a particular industry with supportive reasons to acquire as a strategy for business. However, the conversational information was found mostly by the practitioners rather than by official research or study (Morteo, 2017). While the definition of social media follower is a person who subscribes or follows the post of others on a social media platform (Kwak, Lee, Park, & Moon, 2010). While social media influencer in the beauty area of content in this study such as cosmetic, skincare, and hair care product who are including beauty blogger and key opinion leader on varying social media platforms like Facebook, YouTube, Twitter, or Instagram.

To measure the effectiveness of the social media influencers has been discussed variously in several studies. According to Gillin (2008), there is a wide range of measuring factors such as rank on the search engine or the number of page views. Booth and Matic (2011) also suggested looking at audience participation, and the frequency of performing activities. However, the common objective of the influencer's perspective to achieve probably gaining a reputation as well as develop

a relationship with their followers. On the other hands, the goal of a business is different. As a marketer use influencer endorsement as one of the market tools to create an impact on their brand perception toward the consumer. In this study, the brand selection is presumed to be a result of influencer's characteristic and communicating behavior. Each construct and its definitions will be discussed in the following paragraphs.

2.1 Theoretical Framework

To identify a set of factors in which help understanding the rationale behind the acquiring achievement of those social media influencers. Several frameworks from past research studies related to the sources of credibility and trustworthiness were applied. According to Ohanian (1991) who constructed the tri-component of the credibility source model, in which had been found to use for examining the criteria elements that contribute to the positive influence of celebrity endorser in past studies (Byberg, Hansen, Basic, 2015). In the context of social media influencer, factors within the model also shared the same essentials in building credibility. The original theories prior to this version of Ohanian's theory included (1) source-credibility model; indicated expertise and trustworthiness (Hovland, Janis & Kelley, 1953), and (2) source-attractiveness model (McGuire, 1985) that suggests the important factors to be persuasive as a communicator consisted of Similarity, Familiarity, and Likability.

The source credibility theory focuses on the combination of factors that produce credibility to an individual. However, there is an absence of the influencer's capability in improving the relationship with the audience over time. Therefore, another framework is brought up to support and combine elements that potentially produce the effectiveness of those social media influencers performance. Laura Dodd (2018) suggested a model analyze the social influencer trustworthiness, the adapted model of organizational trustworthiness (Sekhon et al. 2014). Focusing on the four components that contribute to influencer trustworthiness including (1) Expertise and competence, (2) Bilateral Communication, (3) Value Congruence, and (4)

Benevolence. Within the model, there are some factors in which overlapped with the source credibility model discussed earlier include; expertise, value congruence-mentioned as similarity and benevolence in which its description can be referred to the same direction as trustworthiness's components in the previous model. Hence, the highlight element that will be discussed based on this model is the bilateral communication in which also known as two-way communication. The importance of this communication type will be illustrated in the later part.

2.2 The influencer's source of influence on brand selection

Following the theories illustrated in the previous section, they help in forming the constructs of the conceptual framework for this study. The combination of key factors that are considered as a requirement for the social media influencer to reach their effectiveness of impacting brand selection. The necessary of each element will be described based on the conceptual framework below (figure 2.3).

2.2.1 Expertise

Expertise is highly important when it comes to a selection of spokesperson, as it required knowledge, skill, or experience on specific content. Morteo (2017) argued that the influencers who are experts in a particular area would generate original content with an unbiased point of views transferring to their audience, and then they will be perceived as a referent.

2.2.2 Trustworthiness

According to the two models of theoretical frameworks above (Ohanian, 1991 & Dodd, 2018), building trust can be formed by several elements including dependable, honesty, sincerely, reliability, and trustworthy. While another framework of Laura D. (2018) also identified quite similar meaning through the factor "perceived benevolence" (Hasio et al, 2010; Kim and Park 2013).

2.2.3 Attractiveness

Attractiveness is explained as to "enhance positive attitudes" as agreed from many findings of past reports (Simon, Berkowitz & Moyer, 1970; Kahle & Homer, 1985). The term was given definitions variously by many researchers such as likability, sexuality, also the communicator who has the consistency of likability and more positive impact than the others (Steadman, 1969; Maddux & Rogers, 1980, Joseph, 1982). McGuire (1985) raised a motive dimension that source-attractiveness is the factors that a person who would be an influencer should obtain. To get the acceptance of the messages by the followers, the influencer needs to enhance their attractiveness and build their self-image. Since the attractiveness is the perspective of initial judgment toward a communicator (Baker & Churchill, 1977).

In the beauty context, attractiveness plays an important role in related business for selecting the spokesperson or endorser (Loggerenberg, Waldt & Wehmeyer, 2009). Therefore, those who are attractive tend to gain an advantage since the beginning stage of communication. The effect of source credibility is to be accepted by the message's receivers (Ohanian, 1990). McGuire (1985) identifies that there are three components as sources of attractiveness in which are important for convincing a receiver includes Similarity, Familiarity, and Likability as previously mentioned. The similarity is stated in terms between the communicator and the recipient, as there is more influence if both parties have a sense of similarity or share the same interest. Likability is another dimension to select endorser by the brand as the past study indicated that it has a positive impact on consumer purchasing the product (Premeaux, 2009; Prieler, Kohlbacher, Hagiwara & Arima, 2010; Simsek, 2014; Um, 2013). The word can be referred into many ways such as admiring physical appearance or personality.

2.2.4 Bilateral Communication

As stated in the earlier section that bilateral communication is the selected element from the adapted model of organizational trustworthiness. The outstanding characteristic of being an influencer on social media that identify the difference between celebrity endorser and the social media influencer is bilateral communication. The influencer mostly tends to use two-way communication and motivates audiences continuously through interaction and engagement. To preserve a good relationship as

well as increasing size of followers (Khamis et al., 2016; Marwick & Boyd, 2010). According to Hamann (cited by Biaudet, 2017), another indicator to evaluate how good a relationship between the influencer and their follower is engagement in terms of responses, likes, comments, and shares.

2.2.5 Influencer-product fit

Apart from the four constructs that were stated above which illustrated the credibility to an influencer individually, it still lacks brand and product dimension in term of matching between the influencer and the content to be delivered. Match-up of relatedness between influencer and product (Kamins, 1990; Till & Busler 1998, 2000) is the last variable that past studies (Till, 1998 and Busler, 2000) indicated as a strong factor, especially in expertise dimension of receiver perception. Meaning that although an influencer who delivers message an expert on that specific area of a product, if the influencer image or his/her lifestyle does not seem to match with the brand or product, it tends to negatively effect on the ability to influence others to follow the message. According to Sofie Biaudet (2017), the influencer-marketing campaign has to find the one who is a good fit for the brand, product, or service as it is the most important part of using this marketing tool.

2.2.6 The influencer's influence on brand selection

Miller & Ginter (1979) argued that brand selection is one of consumer behavior that caused by the influence of situational factors. It could be impacted by media or advertisement. (Spears & Singh, 2004). The brand selection associates with many other factors when it comes to branding as awareness, value, and positioning. It tends to be an outcome of attitude toward the brand whether negative or positive. The past research finding shows that there is a strong correlation between positive attitude and brand selection (Alvi & Mohsin, 2012). In this study, the brand selection is considered as the dependent variables which are resulted by the influencing factors of the social media influencers. Some of them explained that brand selection can be a situational factor that may lead different consumer behavior Miller & Ginter (1979), so some explained that brand selection can be influenced through attractive advertisement display Biehal, Stephens and Curlo (1992) & Spears & Singh (2004).

2.3 Hypothesis Development and Conceptual Framework

All the factors include; (1) Expertise, (2) Trustworthiness, (3) Attractiveness, (4) Bilateral communication, and (5) Match-up hypothesis, aim to build upon a person to be credible and trusted on the influencer. They are hypothesized as the independent variables that result in the effectiveness of influencing on brand selection. The influence success in this study is defined as an ability to make belief, impacting on attitude and behavioral change toward the consumer brand choice. The conceptual framework is constructed as shown in figure 2.1, the influencer's source of influence on brand selection.

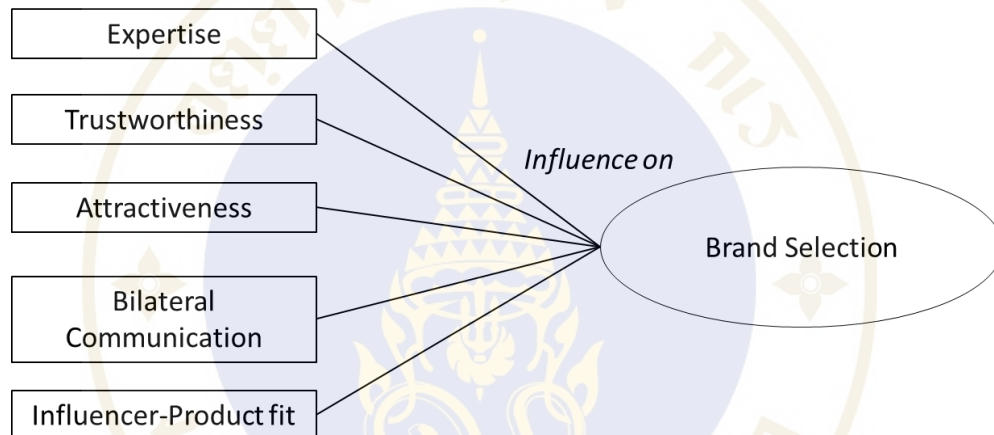


Figure 2.1 Influencer's source of influence on brand selection conceptual framework

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

The study will use a quantitative research approach to discover the factors based on social media influencers' action that influence on consumer brand selection. The set of questionnaires will be formed by applying the variables from the hypothesis on the conceptual framework to ask consumers. This approach allows this study to collect data from respondents at scale within a limited timeframe.

3.2 Data Collection and Analysis

The research will collect data by questionnaires distribution through online survey tools, Google Survey. This method is a convenient way in which enable the data collecting to reach the target consumers who usually use the internet and tend to access social media regularly. The target respondents are those female or male consumers who express interest in beauty products or services. The expected sample size is 100 respondents. The questionnaires creation will be taken to pre-tested process as well as rephrased if needed. To ensure that the word use and the context in the sentence are understandable for the respondents. Rephrase based on the feedback comments. Statistical Package for Social Sciences (SPSS) program software will be used for statistical analyzing the data collected from the survey accordingly.

3.3 Questionnaire design

The questionnaire will comprise four parts as follows;

Part 1 Screening information

The questions will be nominal scale which is yes or no answer. Steven (1946) defined the nominal scale as “the rule of assigning numbers informs one of which category the data value belongs.” Among all the types of scale which Steven had introduced including nominal, ordinal, interval, and ratio, the nominal scale was least controversial. The reason is that the measurement requires only simply unique identifiers which regardless of numerical values such as A-B-C or 1.-2.-3.

Example questions;

- Are you a social media user (Social media platform such as YouTube, Facebook, Twitter, or Instagram)?
- Have you purchased beauty products or service within past 6 months?
- Have you seen online beauty influencers from social media within the past 6 months?

Part 2 General information

The questions will be as a guide for respondents to initially know about the context of the survey before entering to the specific questions. The part uses the nominal scale.

Part 3 Specific question

This part will use interval, Likert scale, type of question with a rank of answers from 1 to 4. The scale has a fixed choice that the format is designed to measure attitudes or opinions through the level of agreement or disagreement (Bowling, 1997; Burns, & Grove, 1997). It allows the study to measure the values of some factors that have an impact over one another. The rank will be as 1 — Strongly disagree, 2 — Disagree, 3 — Agree, and 4 — Strongly agree

Part 4 Demographic information

This part will apply the nominal scales to label the variables which the questions are including age, gender, and education.

CHAPTER IV

RESULTS AND DATA ANALYSIS

4.1 Demographic Results

The data was collected via an online Google Survey which targeted those who are social media users. The respondents who did the survey are mainly women since the survey tended to target those who have behavior fit this study. Therefore, the screening questions are used to ask whether they have purchased or watched content related to beauty products or not. There is a total of 111 respondents who submitted the survey. However, after screening those who are only target respondents, the total number is 103 that included 100 female respondents and three male respondents. Since the number of male respondents is too low, this study hence focusses on the analysis of only female respondents.

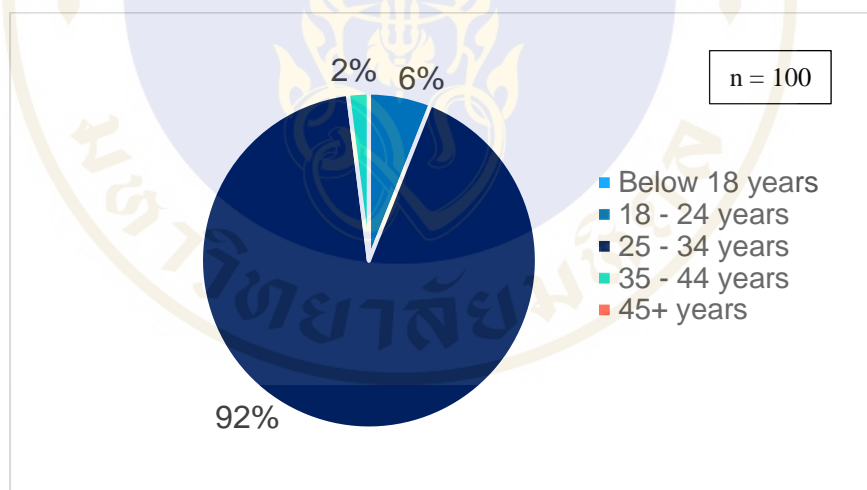


Figure 4.1 Age Range

According to figure 4.1, most of the age range is between 25-34 years old at 92%, followed by 18-24 years old at 6%, and 35-44 years old at 2%. While female age range between under 18 years old and over 45 years old are absent in the survey.

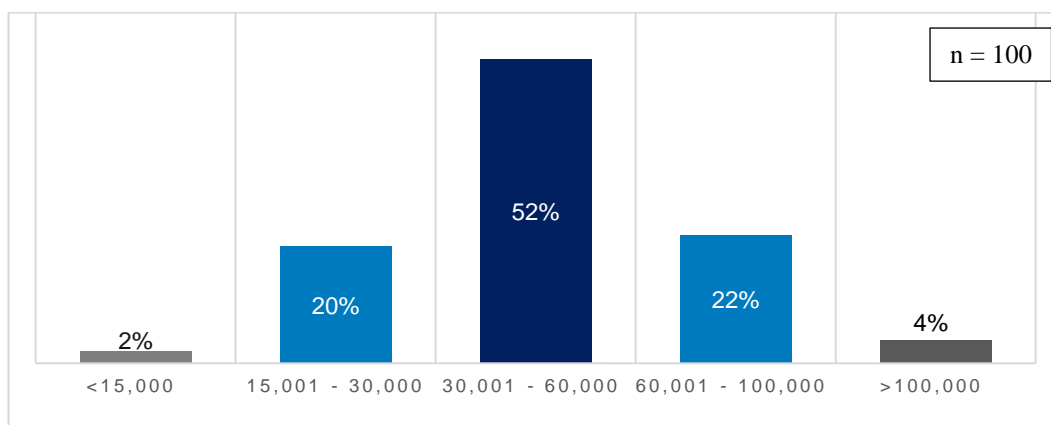


Figure 4.2 Monthly Income (THB)

Besides, Figure 4.2 illustrates the percentage of monthly income range of the respondents that most of them have a monthly income between 30,001-60,000 THB (52%), while the range of 60,001- 100,000 THB and 15,001-030,000 THB have quite close proportion at 22% and 20% in sequence.

4.2 General views

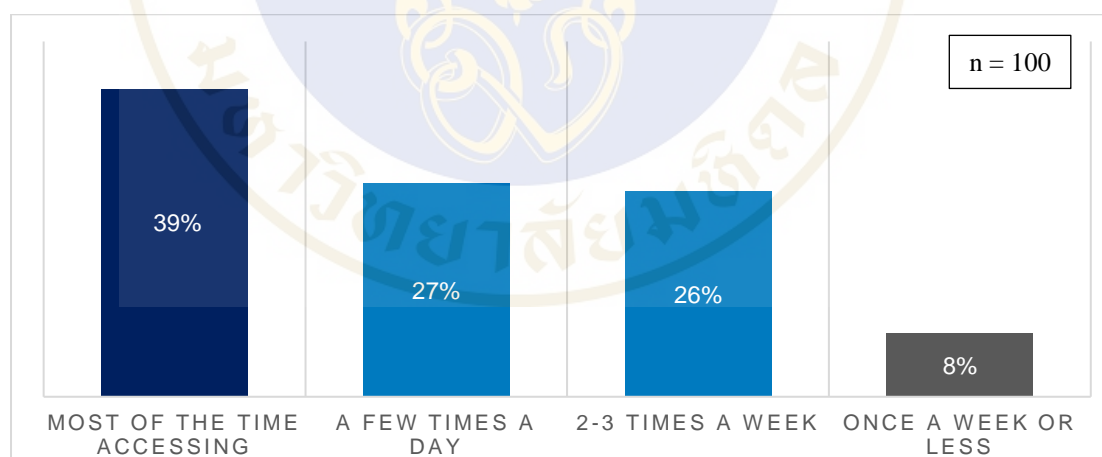


Figure 4.3 Number of times seeing a beauty product mentioned by influencers on Social media

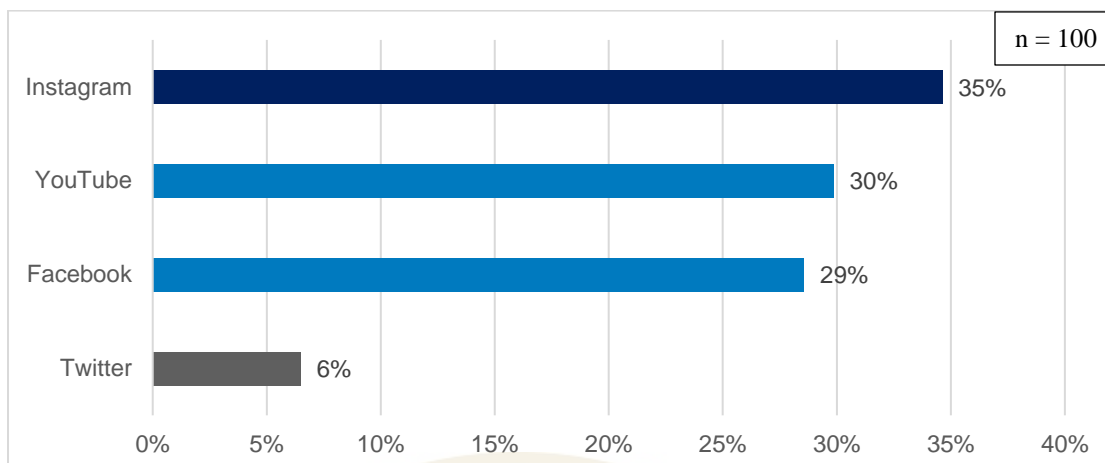


Figure 4.4 Social media platform that respondents frequently exposed to the beauty influencers

According to figure 4.3, Majority of the respondents seen influencers' content related to beauty product or service in most of the time they access the social media platform at 39%. Furthermore, the most frequent platform which the respondents were exposed to those influencers' beauty product content are Instagram at 35%, followed by both Facebook and YouTube that are equal at 30% and 29% (figure 4.4).

4.3 Descriptive Analysis

4.3.1 Comparing mean scores

According to the table 4.1, it shows that to the level of agreement is quite close at the range between 2.79- 3.83 in term of mean scores. The most important factors are from the two variables which are Trustworthiness, following by Expertise. As the highest mean scores belong to their group of statements including “*I prefer the influencers who sincerely reveal related information to the products or services. - Trustworthiness*” (3.83), “*The influencers should have knowledge on the area of product they review. -Expertise*” (3.78)

Table 4.1 Descriptive Statistics

Descriptive Statistics						
Variables		n	Mini mum	Maxi mum	Mean	Std. Deviation
Trustworthiness	I prefer the influencers who sincerely reveal related information to the products or services.	100	3	4	3.83	.378
Expertise	The influencers should have the knowledge on the area of product they review.	100	1	4	3.78	.504
Expertise	Influencers should have experiences on the product or service they talk about	100	2	4	3.70	.522
Influencer-Product fit	Influencers should review on the beauty products or services that match their real usage.	100	2	4	3.60	.550
Influencer-Product fit	Influencers should recommend beauty products or services that match their lifestyles.	100	2	4	3.54	.576
Trustworthiness	I tend to follow the influencers who give an honest opinion on products or services.	100	1	4	3.54	.688
Influencer-Product fit	It is not a concern that influencers are sponsored by a beauty brand as long as they are matched with the products.	100	2	4	3.42	.622

Table 4.1 Descriptive Statistics (cont.)

Descriptive Statistics						
Variables		n	Mini mum	Maxi mum	Mean	Std. Deviation
Attractiv eness	I tend to follow the influencers who share the same beauty style of interest as mine.	100	2	4	3.36	.704
Bilateral Commun ication	Influencer communication is more reachable in terms of engagement through likes, comments, shares when compared to other types of the endorser.	100	2	4	3.35	.626
Bilateral Commun ication	I prefer to follow the influencers who keep updating new content based on followers	100	1	4	3.34	.714
Attractiv eness	I tend to follow or subscribe influencers who I admire their personality.	100	1	4	3.29	.743
Bilateral Commun ication	I like influencers who generate content based on followers	100	1	4	3.28	.726
Attractiv eness	I feel like following influencers who are attractive to me.	100	2	4	3.24	.726
Expertise	I will seek for influencers' product experiences before making a decision.	100	2	4	3.24	.754

Table 4.1 Descriptive Statistics (cont.)

Descriptive Statistics						
Variables		n	Mini mum	Maxi mum	Mean	Std. Deviation
Bilateral Communi cation	I tend to follow influencers who share their feedback about products or services.	100	1	4	3.21	.769
Influencer -Product fit	I am likely to follow the recommendation of influencer whose skin condition match to the type of product or service such as skin tone and skin type	100	1	4	3.18	.744
Attractive ness	I prefer following the recommendation of influencer who has the same physical condition as mine (e.g. skin type and skin tone)	100	1	4	3.14	.853
Trustwort hiness	I will consider the products or services that were recommended by the influencer whom I trust.	100	1	4	3.11	.815
Expertise	I will seek for beauty product information from influencers who are expert in this field.	100	2	4	3.07	.671
Bilateral Communi cation	I like the influencers who always reply to other users' comments or queries.	100	1	4	3.04	.887

Table 4.1 Descriptive Statistics (cont.)

Descriptive Statistics						
Variables		n	Minimum	Maximum	Mean	Std. Deviation
Influencer-Product fit	I am likely to follow the recommendation of influencers whose hair type match to hair products they use.	100	1	4	3.02	.887
Trustworthiness	I will avoid the beauty products that influencers shared a bad opinion about them.	100	1	4	2.89	.898
Trustworthiness	Influencer reviews on products are more trustworthy than brand messages.	100	1	4	2.86	.752
Attractiveness	I like an influencer who has a good appearance.	100	1	4	2.83	.829
Expertise	I rarely consider beauty products that have a few online reviews.	100	1	4	2.79	.868

4.3.2 ANOVA analysis

One-way ANOVA was run on SPSS to examine if there is the significant difference (sig. < 0.05) concerning main variables across the age range, income, and frequency of being exposed to the social media influencers. There are no significant influence shows among the factors of age range and income. While significance shows between groups of the frequency of experiencing influencers across some variables. The difference can be seen that group of those who have seen social media influencer's beauty content most of the time they access tends to have a higher level of agreement that those who have seen less frequency in terms of the following factors;

- "I will consider the products or services that were recommended by the influencer whom I trust [Trustworthiness]." (Sig. = 0.049)
- "I like an influencer who has good appearance [Attractiveness]." (Sig. = 0.030)
- "I tend to buy a beauty brand/ product that was recommended by my favorite social media influencers. [Brand Selection]." (Sig. = 0.006)

Table 4.2 Combined table of ANOVA and Descriptive selected output

ANOVA					
		f	Sig.	n	Mean
I will consider the products or services that were recommended by the influencer whom I trust.	Between Groups	2.723	.049		
	Most of the time accessing			39	3.26
	a few times a day			27	3.11
	2-3 times a week			26	3.12
	Once a week or less			8	2.38
	Total			100	3.11
I like an influencer who has a good appearance.	Between Groups	3.105	.030		
	Most of the time accessing			39	3.05
	a few times a day			27	2.93
	2-3 times a week			26	2.54
	Once a week or less			8	2.38
	Total			100	2.83
I tend to buy a beauty brand/ product that was recommended by my favorite social media influencers.	Between Groups	4.385	.006		
	Most of the time accessing			39	3.31
	a few times a day			27	3.22
	2-3 times a week			26	2.81
	Once a week or less			8	2.75
	Total			100	3.11

4.4 Factor Analysis

After the reduction of low factor value loading, cross-loading, and irrelevant factors, the variables were grouped into 5 groups of components under the existing variable from the hypothesis as well as new naming variables. Cumulative percentage shows on Total Variance Explained table at 70.6% in which is higher than the first run at 67.8%.

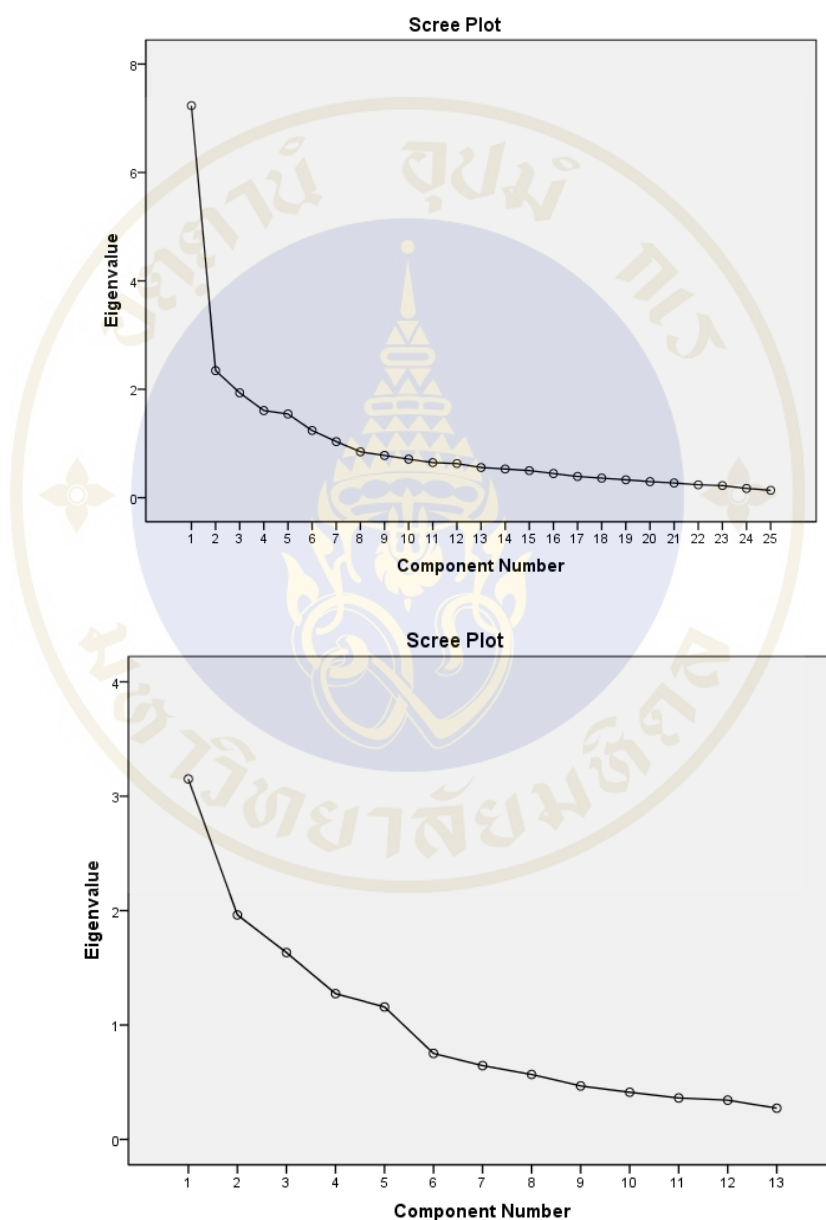


Figure 4.5 First run and final run of the Scree Plot graph

Table 4.3 Final Rotated Component Matrix

	Component					
	1	2	3	4	5	
I am likely to follow the recommendation of influencer whose skin condition match to the type of product or service such as skin tone and skin type.	.860					Physical Condition Match
I prefer following the recommendation of influencer who has the same physical condition as mine (e.g. skin type and skin tone).	.835					
I am likely to follow the recommendation of influencers whose hair type match to hair products they use.	.796					
I will consider the products or services that were recommended by the influencer whom I trust.		.792				Credibility
I will seek for influencers' product experiences before making a decision.		.744				
I will seek for beauty product information from influencers who are expert in this field.		.650				
I like an influencer who has a good appearance.			.796			Attractiveness
I feel like following influencers who are attractive to me.			.796			

Table 4.3 Final Rotated Component Matrix (cont.)

	Component					
	1	2	3	4	5	
I tend to follow or subscribe influencers who I admire their personality.			.716			Attractive ness
The influencers should have the knowledge of the area of product they review.				.892		Product Expertise
Influencers should have experiences on the product or service they talk about.				.818		
I rarely consider beauty products that has few online reviews.					.838	Negative Opinion Effect
I will avoid the beauty products that influencers shared a bad opinion about them.					.723	

The new renamed five variables including Physical Condition Match, Credibility, Attractiveness, Product Expertise, and Negative Opinion Effect. Congruence is defined in this context as the match between influencers and audience (respondent) in terms of physical condition or lifestyle that affect the product type that they choose to use. As shown on the set of statements that those all are related to the physical conditions including skin tone, skin type, and hair type. Credibility is grouped by the set of factors that related to influencer's source of credibility that creates trust among their followers. Set of statements fell into each group as shown in the table below. Attractiveness remains since the conceptual framework as consisted of character and appearance of the influencers that are attractive to the audiences. Product Expertise is regarding the expertise of the influencers on the product specifically. Last but not least, Negative Opinion Effect, which could be defined as the influence of bad opinion toward the product that passes on to the followers' perception and leads to product avoidance.

4.5 Regression Analysis

Base on the regrouped variables after the factor analysis running, the 4 new groups of social media influencers' elements is taken to run regression analysis. To explore whether the model that included those independent variables influence the brand selection of beauty product, the dependent variable, or not.

Table 4.4 Model Summary

Model Summary				
Model	r	r Square	Adjusted r Square	Std. Error of the Estimate
1.	.565 ^a	.319	.283	.563

a. Predictors: (Constant), Physical Condition Match, Product Expertise, Negative Opinion Effect, Attractiveness, Credibility

Table 4.5 Model ANOVA Score

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.962	5	2.792	8.800	.000 ^a
	Residual	29.828	94	.317		
	Total	43.790	99			

a. Predictors: (Constant), Physical Condition Match, Product Expertise, Negative Opinion Effect, Attractiveness, Credibility

According to table 4.4 indicated that the model in which consists of the influence of the independent variables on the dependent variable can explain the outcome with the adjusted r square at 28.3%. While credibility by far is the most important factor. While table 4.5 the ANOVA table shows that regression model statistically significantly predicts the dependent variables which are Brand Selection (sig. =0.000).

Table 4.6 Coefficients

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	b	Std. Error	beta		
1 (Constant)	.398	.589		.676	.501
Credibility	.154	.036	.403	4.228	.000
Attractiveness	.093	.033	.249	2.845	.005
Product Expertise	-.003	.065	-.004	-.046	.964
Negative Opinion Effect	.000	.040	-.001	-.008	.994
Physical Condition Match	.045	.030	.143	1.488	.140

a. Dependent Variable: I tend to buy a beauty brand/ product that was recommended by my favorite social media influencers.

When it comes to Coefficient (Table 4.6), the result shows that two independent variables contribute significantly to the model as they positively influence on Brand Selection, include Credibility (sig, .000), followed by Attractiveness (sig.0.005). Plus, the standardized coefficients beta, credibility has the highest value which means that it is the most significant factor effecting on the brand selection (.403), followed by attractiveness (.249). While the rest three independent variables have not significant effect on the brand selection.

CHAPTER V

CONCLUSION AND RECOMMENDATIONS

5.1 Conclusions

Referring to the objective of the study that intended to explore the factors of social media influencers that have impact on customer's beauty brand selection. The quantitative research was conducted through the online survey data collecting, and analyzed on the statistical analysis software, SPSS. The results comparing to the hypothesis from literature review illustrated that there are some alignments between set of constructs in the conceptual framework and the new group of variables.

The results from this study have indicated that influencer's credibility and attractiveness are the most two important elements toward the consumer considering stage to select a beauty brand. Credibility of the influencer relates directly to the individual who should be trustful and expert on what they are and do. Followed by the Attractiveness, in terms of personality and appearance, which also surprisingly have high influence over the other factors. Moreover, based on the sample size, this study also reveals the result that the more frequent they were exposed to the social media influencer, the more they tend to have a positive perception. In terms of the influencer's trustworthiness and admiration as well as purchase intention over the recommended beauty products. Nevertheless, regardless of the brand selection influence, it could be seen from the mean scores that well-performed influencers should have the ability to express their sincerity and pass on product experience and knowledge to the audience.

5.2 Limitations

Regarding time and budget constraints, there are some limitations that this study encounter such as acquiring various age range and monthly income range. As well as the gender which result can only analyze from the female sample size, due to the reason that most of the male respondents did not pass the screening questions. Therefore,

future research could have the possibility to reach out to a bigger scale of both gender respondents. Consequently, the result would be able to show interesting facts among the male's perspective.

5.3 Recommendations

As this study was conducted with quantitative research in which analyzed results based on statistical data. It is quite regardless of an in-depth understanding of the reason behind the influence factors from the customer's perspective. Besides, the two important factors toward brand selection which this study shows the result, credibility, and attractiveness of an influencer, are both subjective comparing to others as such physical condition matching or product expertise. Therefore, double jeopardize should be taken into consideration, as it can be related to the brand selection of customer that popularity drives popularity. Consumer's perception and judgment tend to be shaped by other groups of people as social norms.

Therefore, future research could focus on an explanation through the essentialness of each variable. Plus, describing how those elements, required by the social media influencers, are perceived as important and influenced on the customer. Moreover, it could be more direct in terms of which beauty product category that influencers tend to have the most powerful toward their purchase decision such as skin care, hair care, or cosmetics. To interpret more meaning further from the given result. Since this study asked respondents in a wide range of beauty products nonspecifically.

When it comes to the use of this study, those who are beauty brand marketers as well as social media influencers, current or soon to be, may apply the findings to apply to their projects. As they could focus on planning for more frequency, selecting the right social media platform, and express value factors through the presentation style to influence on audience decision process, and finally convert them to be their customer.

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Appendix A: Questionnaire

Introduction: This survey is a part of the research for a consulting practice to fulfill the requirements for the degree of Master of Management at the College of Management, Mahidol University. The study relates to 'The influencing factors of social media influencers on brand selection, focusing on beauty brands. This survey will take about 10 minutes to complete.

Part 1: Screening information:

If your answer to this part is 'Yes', please continue to the next questions. If 'No', thank you for taking your time answer the questionnaire)

1.Are you a social media user (Social media platform such as YouTube, Facebook, Twitter, or Instagram)?

Yes

No

2.Have you purchased beauty products or service such as Skincare, Haircare, Cosmetic, or Personal care products within the past 6 months?

Yes

No

3.Have you seen online beauty influencers content from social media in the past 6 months?

Yes

No

Part 2: General information

4.How often do you see beauty product or service mentioned by influencers on social media?

Every time of accessing

Once a day

- 2-3 times a week
- Once a week or less

5. Which social media platforms do you frequently expose to online beauty influencers?
(you can choose more than one answers that apply)

- Facebook
- Instagram
- YouTube
- Twitter
- Others (please specify...)

6. How do you see online beauty content from social media influencers? (you can choose more than one answers that apply)

- Advertisement/ Sponsored
- Followed or subscribed
- Shared by the other users
- A result from your search on specific terms (problem, product, or person)
- Others (please specify...)

Part 3: Specific question:

Please specify the level of your agreement on the following statements.

Assessment scale: Strongly Disagree =1, Disagree = 2, Agree = 3, Strongly Agree = 4

Statement	Strongly Disagree 1	Disagree 2	Agree 3	Strongly Agree 4
7.1 I will seek for product information from an influencer who is expert in this field.				

Statement (cont.)	Strongly Disagree 1	Disagree 2	Agree 3	Strongly Agree 4
7.2 The influencer should have experiences on the beauty product or service they talk about.				
7.3 The influencer should have knowledge of the area of product they review.				
7.4 I rarely consider a beauty product that has less online reviews.				
7.5 I will seek for influencers' review on their beauty product experiences before making a decision.				
7.6 I will consider the product or service that was recommended by the influencer whom I trust.				
7.7 I tend to follow the influencer who gives an honest opinion on product or service.				
7.8 I prefer the influencer who sincerely reveals information related to the product or service.				
7.9 I would avoid the beauty products that social media influencers shared a bad opinion about it.				
7.10 Online influencer reviews are more trustworthy than company messages.				

Statement (cont.)	Strongly Disagree 1	Disagree 2	Agree 3	Strongly Agree 4
7.10 Online influencer reviews are more trustworthy than company messages.				
7.11 I prefer following recommendation of influencer who has the same physical condition as mine (e.g. skin type and skin tone).				
7.12 I tend to follow the influencer who share the same beautiful style and interest as mine.				
7.13 I like an influencer who has a good appearance.				
7.14 I feel like following influencers who seems more attractive to me.				
7.15 I tend to follow or subscribe influencers whom I admire their personality.				
7.16 I prefer the influencers who always reply to other users' comments or queries.				
7.17 I prefer to follow the influencer who keep updating new content based on followers' interest.				
7.18 I like influencers who generate content based on followers' request.				
7.19 Influencers are more reachable in terms of engagement through likes, comments, shares.				

Statement (cont.)	Strongly Disagree 1	Disagree 2	Agree 3	Strongly Agree 4
7.20 I tend to follow influencers who share their feedbacks about product or service.				
7.21 I likely to follow recommendation of influencer whose skin condition match to the product or service such as skin tone and skin type.				
7.22 I likely to follow recommendation of influencer whose hair type match to hair products.				
7.23 Influencers should review on the beauty product or service that match to their real usage.				
7.24 Social media influencers should recommend beauty product or service that match their lifestyle.				
7.25 It is not a concern that influencers are sponsored by a beauty brand as long as they are matched with the products.				

Part 4: Demographic information

8. What is your gender?

Male

Female

9. What is your age?

- Below 18
- 18 - 24
- 25 - 34
- 35 - 44
- 45+

10. What is your personal monthly income? (THB)

- <15,000
- 15,001 - 30,000
- 30,001 - 60,000
- 60,001 - 100,000
- >100,000

Thank you for taking your much-valued time to complete our survey.

