

**THE IMPACT OF BLOGGER CHARACTERISTICS THAT  
AFFECT CUSTOMER'S PURCHASE INTENTION TO  
PURCHASE COSMETICS**



**A THEMATIC PAPER SUBMITTED IN PARTIAL  
FULFILLMENT OF THE REQUIREMENTS FOR  
THE DEGREE OF MASTER OF MANAGEMENT  
COLLEGE OF MANAGEMENT  
MAHIDOL UNIVERSITY  
2019**

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Thematic paper  
entitled  
**THE IMPACT OF BLOGGER CHARACTERISTICS THAT  
AFFECT CUSTOMER'S PURCHASE INTENTION TO  
PURCHASE COSMETICS**

was submitted to the College of Management, Mahidol University  
for the degree of Master of Management

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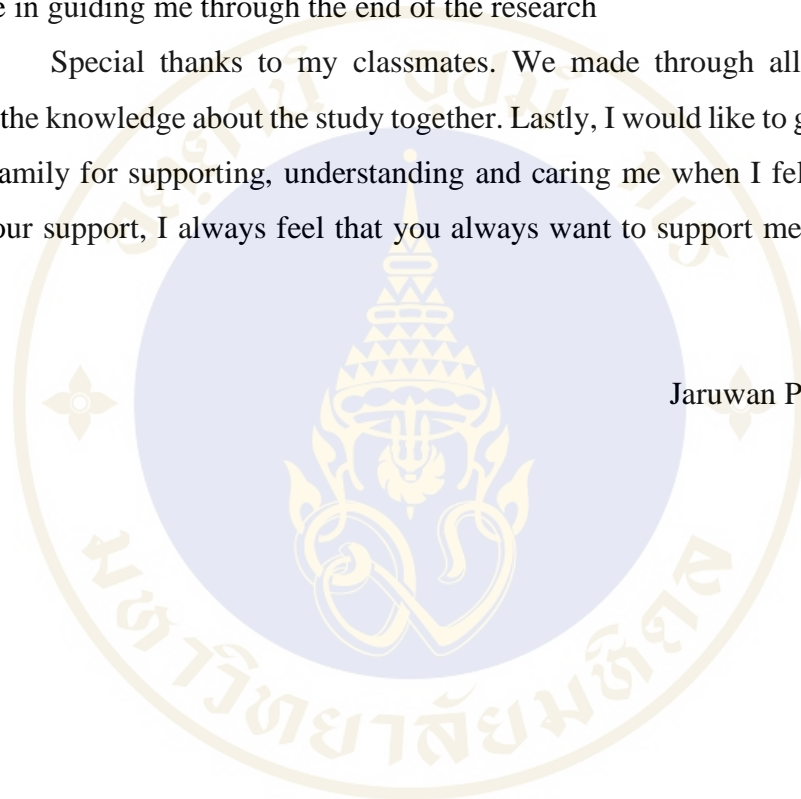
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## ACKNOWLEDGEMENTS

This thematic paper would not have been possible without the support of my advisor, Dr. Ronal Surachai Thesenvitz, who always helpful and offered invaluable assistance, support and guidance. I would like to express my deepest gratitude for the patience in guiding me through the end of the research

Special thanks to my classmates. We made through all difficulties and sharing the knowledge about the study together. Lastly, I would like to give many thanks to my family for supporting, understanding and caring me when I felt like giving up. With your support, I always feel that you always want to support me as much as you can.

Jaruwan Pananuwetchawat



## **THE IMPACT OF BLOGGER CHARACTERISTICS THAT AFFECT CUSTOMER'S PURCHASE INTENTION TO PURCHASE COSMETICS**

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### **ABSTRACT**

The purpose of this study is to identify the factor of blogger characteristics affect consumer's purchase intention to purchase cosmetics, in order to understand female's purchase intention related with their behavior when searching information about cosmetics review on their social media channels. This study was collected from 100 female respondents who have followed blogger at least 1 blogger on their social media channel.

The findings of this study show the factors that affect consumer's purchase intention are Opinion Leadership, Blogger's posting content Behavior and Quality of publication. Moreover, three key factors that affect consumer's purchase intention are Quality of image and VDO, blogger they have followed is highly unique and also create content on his/her own style.

**KEY WORDS:** Blogger characteristics/ Cosmetics/ Consumer's purchase intention/  
Social media

46 pages

## CONTENTS

	<b>Page</b>
<b>ACKNOWLEDGEMENTS</b>	<b>ii</b>
<b>ABSTRACT</b>	<b>iii</b>
<b>LIST OF FIGURES</b>	<b>vi</b>
<b>LIST OF TABLES</b>	<b>vii</b>
<b>CHAPTER I INTRODUCTION</b>	<b>1</b>
1.1 Problem Statement	2
1.2 Research Objective	2
1.3 Research Questions	2
1.4 Research Scope	3
<b>CHAPTER II LITERATURE REVIEW</b>	<b>4</b>
2.1 Blogger and Blogger Characteristics	4
2.2 Cosmetics	5
2.3 Social Media	5
2.4 Opinion leadership	6
2.5 Perceived Originality	7
2.6 Perceived Uniqueness	8
2.7 Perceived Quality	8
2.8 Perceived Quantity	8
2.9 Customer's Purchase Intention	9
2.10 Hypothesis Summary	11
<b>CHAPTER III RESEARCH METHODOLOGY</b>	<b>12</b>
3.1 Research Design	12
3.2 Sample and Data Collection	12
3.3 Data Analysis	14
3.4 Reliability and Validity	14
<b>CHAPTER IV RESULT AND DATA ANALYSIS</b>	<b>15</b>
4.1 Demographics Information	15

## CONTENTS (cont.)

	<b>Page</b>
4.2 General Information	18
4.3 Descriptive Analysis	19
4.4 Factor Analysis	21
4.5 Reliability Statistics	23
4.5.1 QC'S (Quality of Content) Reliability Statistics	23
4.5.2 OP'S (Opinion Leadership) Reliability Statistics	23
4.5.3 BBH'S (Blogger's Posting Behavior) Reliability Statistics	24
4.6 Regression Analysis	24
<b>CHAPTER V CONCLUSION AND RECOMMENDATION</b>	<b>27</b>
5.1 Conclusion	27
5.2 Limitation	28
5.3 Recommendation	28
5.4 Opportunities For Future Research	28
<b>REFERENCES</b>	<b>30</b>
<b>APPENDICES</b>	<b>33</b>
A. Age	38
B. Education	41
C. Status	44

## CHAPTER I

### INTRODUCTION

Nowadays digital things are massively used and play an important role in society, business and many aspects of life. It is going to be another thing in our lives that we cannot live without the internet. According to the Digital Global Report 2019, they found that there are 49 million mobile social media users in Thailand or 71 percent of mobile users, and 51 million active internet social media users. From the reports it indicates that Thai people spend their time through social media world. And definitely, people that in the same community, the same lifestyle as you or even the person that close to you also has some influence on each other's opinion and lead you to the action at the end. We cannot deny that customers feel that Word-of-mouth is more credible than advertising or commercial messages. (Berkman and Gilson 1986)

The results of allowing internet users to receive and also generate content can cause excessive amounts of information can call the issue as information overload or intoxication among users when they are processing information to make a decision (Gómez-Rodríguez et al., 2014). Today, consumers are wiser that before they can access all the information that they want to know only use their finger to search it.

Cosmetic industry in Thailand is continuously growing year by year. Refer to Statistic.com "Cosmetic in Thailand generated revenue amounts to US\$ 510.6 million or 15,987.92 million baht which grow annually by 4.9%" Thailand is one of the manufacture-based of cosmetics in the world which ranked 17th country. The export number amount is growing from 2017 to be 15.12% Director-General Department of International Trade Promotion said. With the advent of the internet and communication tools nowadays, Consumer behavior has changed over time. Many consumers voluntarily contribute product reviews by reviewing their opinion while using the

products and published review contents via an individual online channel to influence others' opinions.

Then I want to figure it out which characteristic of bloggers influence purchase intention and make use of all the data and information that we are going to get. In order to develop the marketing campaign of the business.

## **1.1 Problem Statement**

Today people life-style is changing a lot by the advent of the internet and technology. People would like to share their experiences of using product and those gaining the reputation from their review become a blogger in the context of cosmetic we called them as “Blogger”. Many Industry need to adjust their behavior become e-commerce and advertising in the online channels. It is unavoidable that bloggers have become a tool in commercial things and this study want to research about the impact of blogger characteristics that affect customer's purchase intention to purchase cosmetics.

## **1.2 Research Objective**

The main purpose of this study is to study blogger characteristics that affect customer's purchase intention to purchase cosmetics.

## **1.3 Research Questions**

What factors of blogger characteristics affect purchase intention of consumers to purchase cosmetics?



#### 1.4 Research Scope

This study has limitation in cosmetic industry only. There are too many factors that influence purchase intention in cosmetic but this study only focus on blogger's characteristics in Thailand.



## **CHAPTER II**

### **LITERATURE REVIEW**

In the cosmetic environment, women across the world have one thing in common “a passion in beauty” (Siam2nite.com) When you are looking for inspiration and some advice, bloggers have become the pop-up thinking that you can find more information about the product you are interested in.

Many researchers found that bloggers or micro-influencer nowadays become more powerful and could influence people on their purchase intention as well.

Bloggers have tons of knowledge about cosmetics maybe some bloggers have more knowledge about fashion, skincare and so on. They are enjoy sharing their experiences, tips, and tricks with others through personal channels they have and some of them become a blogger as their career. Blogger needs to create contents in their own style and it's done by their passion in beauty and cosmetics industry. Moreover, Bloggers have to keep their social media channels (Facebook, Instagram, Twitter, etc.) up-to-date to continue publishing their contents on their channel.

#### **2.1 Blogger and blogger characteristics**

Since the internet became an important role in every single unit and allow interpersonal communication and broadcasting of communication from a few to many persons. There is a potential way that can influence along with the two-way communication that can call person-to-person technologies (Public Choice ,2008). The communication channel called blogs. Blogs have occurred after the internet networks established as an innovative tool for sharing information, and it is the example of how the online communication can take place and it can be the reaction between a few people

or thousands of the parties. The person who created contents and published contents to social media is called blogger. For this study, Blogger in cosmetic context that we called beauty blogger in Thailand but in this study will use “ Blogger” to avoid misunderstanding.

## **2.2 Cosmetics**

In this thematic cosmetic category is defined to cover all makeup products including cosmetics for face, lips, eyes, nails and natural makeup also exclude the products that applied to skin for cleansing and care. Cosmetics products for example Lipstick, mascara, makeup powder, mascara and nail polishes.

## **2.3 Social Media**

Social media or web 2.0 technologies has defined the meaning that as innovative tools designed to enhance communication and collaboration JISC (2010). Social media is the most popular and impactful media online platform, for example, Facebook, YouTube, Myspace, Twitter. And those platforms have been provided people with pervasive network connectivity (Asur & Huberman, 2010).

There are many researches that defined this word in a variety of different meaning. The researcher found that the meaning of social media in the meaning that “it is a platform to create profiles, make explicit and traverse relationship” (Boyd & Ellison, 2008) is the most often used in all scholar over 13,000 times refer to Google scholar. The previous research that the author found often refer to new forms of media that involve interactive participation. Refer to Nicholas and Rowland (2011), social also include many specific tools. Social media tools can be categorized into eight categories: social networking, blogging, microblogging, collaborative authoring, social tagging and bookmarking, scheduling and meeting tools, conferencing, and image or video sharing. Gu and Widen-Wolff (2010) also categorized social media in their own definition into

eight categories which consist of blogs, mini-blogs, RSS (Reality Simple Syndication), wikistagging, social network, multimedia sharing, and online documents. Besides, the things that make social network unique is not only allowed individuals to meet strangers but also enable users to articulate and make visible their social networks. (Haythornthwaite, 2005)

In this paper, social media is impactful media online platforms that imply the internet network, for example, Facebook, YouTube, Myspace, Twitter, etc. that enables user-generated content to spread at a rate that is faster than traditional “word of mouth” (Murthy 2012a; Edwards et al. 2013).

## **2.4 Opinion leadership**

Opinion leadership plays an important role in all industries around the world in part of product adoption and diffusion (Chan & Misra, 1990; Wang, Ting, & Wu, 2013) and we can say that it is another key component in marketing communications (Tsang & Zhou, 2005). Opinion leaders are defined as individual's perception that they can influence other people on the follower or the opinion seeker's decision making (Rogers & Cartano, 1962) also their attitude and behavior (Rogers, 2003).

And it is an ability that the leaders can influence information flow (Cha, Haddadi, Benevenuto, & Gummadi, 2010; Sun, Youn, Wu, & Kuntaraporn, 2006). There are two directions of the abilities; First is the ability to contribute all information (Weimann, Tustin, Van Vuuren, & Joubert, 2007) and the second is an ability to lead others in broadcast the information (Cha et al., 2010; Phelps, Lewis, Mobilio, Perry, & Raman, 2004). The related process, developed by Katz and Lazarsfeld (1955), is called “two-step flow model” which talked about most people are shaped their opinion or their thought from the influencing of opinion leaders who are more effective than using mass media or other social media advertisement.

Goldenberg, Lehmann, Shidlovski, and Barak (2006) stated that the opinion leaders can be categorized into two types. Firstly, a person with a wide knowledge of those particular topics or the expert. Secondly, a person who has a lot of connections with others or can call social connector.

Therefore, I propose that:

**H1** perceived opinion leadership has a positive impact on customer's purchase intention.

## 2.5 Perceived Originality

Due to the previous literature (Casaló, Flavián, Guinalú, & Ekinci, 2015) characteristics of all contents in online may affect consumer's perceptions. A significant factor is Perceived Originality which is defined that blogger provided audiences fresh and new contents also have some differentiation by doing some actions. The originality perceived as an unusual performing or innovative content. (Derbaix & Vanhamme, 2003). Audiences will have more willing to interact with the contents if there is a high degree of surprising and interesting contained. (Peters, Kashima, & Clark, 2009). And found that the higher the degree of originality of the products, the higher is the amount of word-of-mouth generated (Moldovan, Goldenberg, & Chattopadhyay, 2011). From the previous research found that the original content also supports fashion bloggers to become successful bloggers. (Mendola, 2014) In the author's opinion cosmetic is another thing that is a subset in fashion industry because it always goes with the trend around the world. And in this thematic paper, I propose that:

**H2** perceived originality of bloggers' content has a positive impact on customer's purchase intention.

## 2.6 Perceived Uniqueness

To be unique is the state that the feeling is different from others (Maslach, Stapp, & Santee, 1985) by behaving the action that others will pay attention to. Bloggers' differentiation comes up with the objective of increasing their self-image and social image (Tian, Bearden, & Hunter, 2001). Therefore, the uniqueness of the content that is going to be posted can be related to customer's purchase intention.

It is proposed that:

**H3** Perceive uniqueness has a positive impact on customer's purchase intention.

## 2.7 Perceived Quality

The quality of created content has been regarded as being important in building bloggers' reputation in social media community. Content's quality can lead users to be considered as an opinion leader as well. (Leal et al., 2014). Great content can happen in many types of media, for example, VDOs, photography or even writing daily by posting through online channel. Moreover, the contents that contain some characteristics such as the attractiveness or quality of content are one of the factors that audiences or follower decided to follow specific blogger, (Djafarova & Rushworth, 2017). Other aspects related perceiving quality such a comprehensiveness of the content (Lu, Jerath, & Singh, 2013), the level of talkativeness, linguistic diversity, assertiveness and affect (Huffaker, 2010). It is proposed that:

**H4** perceived quality has a positive effect on customer's purchase intention.

## 2.8 Perceived Quantity

Quantity in this study is the relationship between the volume of the communication made by other people. For example, group members, friends, audiences. Refer to Tsang and Zhou (2005), self-reported opinion leaders likely to be more



motivated to broadcast their opinion social network channel and post the contents more frequently (Park,2013). In addition, in a high level of communication activity (frequency of posts and replies) is also related to ability in order to influence others in the online context. Thus, it is proposed that:

**H5** perceived quantity has a positive effect on customer's purchase intention.

## 2.9 Customer's purchase intention

According to the theory of planned behavior purchase intention is predicted by attitudes, norms and perceived behavioral control (Fishbein and Ajzen,1975). In and Kang (2011) explains purchase intention relating four behavior of customer; undoubted plan to buy the product, when the customers have plan before buying that product and the purchase intention can be classified to be one component of the consumer cognitive which has been used for predicting, product testing, market segmentation, and other purchasing behavior. The previous research from Moon et al. (2012) found that the online platform tracking users' intention is difficult due to the nature of different intentions are formed. In addition, Jiang et al. (2010) noted that website also leads customers to higher purchase intention.

Independent Variable	Measure Items	References
Opinion Leadership	The bloggers you follow serve as a model for others.	(Rogers & Cartano, 1962), (Rogers, 2003), Goldenberg, Lehmann, Shidlovski, and Barak (2006).
	In cosmetic trends, the blogger you follow is one step ahead of others.	
	The blogger you follow offers interesting content that suggest new ideas and trend about using cosmetic.	
	The blogger is able to persuades you to wear makeup like he/she suggested.	
	The blogger influences people's opinions about cosmetics.	
	I used bloggers as a source of information about cosmetics.	

Perceived Originally	Publications of bloggers are original.	(Casaló, Flavián, Guinalú, & Ekinci, 2015),(Derbaix & Vanhamme, 2003), (Peters, Kashima, & Clark, 2009).
	Publications of bloggers are novel.	
	Publications of bloggers are unusual.	
	Publications of bloggers are innovative.	
	Publications of bloggers are sophisticated.	
	Publications of bloggers are creative.	
Perceived Uniqueness	The blogger you follow are highly unique.	(Maslach, Stapp, & Santee, 1985), (Tian, Bearden, & Hunter, 2001)
	Bloggers can create contents in their own style.	
Perceived Quantity	The blogger you follow publishes new content often.	(Leal et al., 2014), (Djafarova & Rushworth, 2017), (Lu, Jerath, & Singh, 2013)
	The blogger you follow publishes a freshness content when you visit his/her channel.	
Perceived Quality	Quality of image and VDO on bloggers' channel are excellent	(Park,2013), (Huffaker, 2010)
	The knowledge of Publication on bloggers' channel are provable and based on facts.	
	The Publications on bloggers' channel are provided all information about cosmetics that you need to know.	
Consumer's purchase Intention	I tend to buy a cosmetic that was recommend by blogger.	(Fishbein and Ajzen,1975), Kang (2011), (Morwitz and Schmittlein 1992).

**Figure 2.1: Outline items in questionnaire**

The proposed model is summarized in Figure 2



## CONCEPTUAL FRAMEWORK

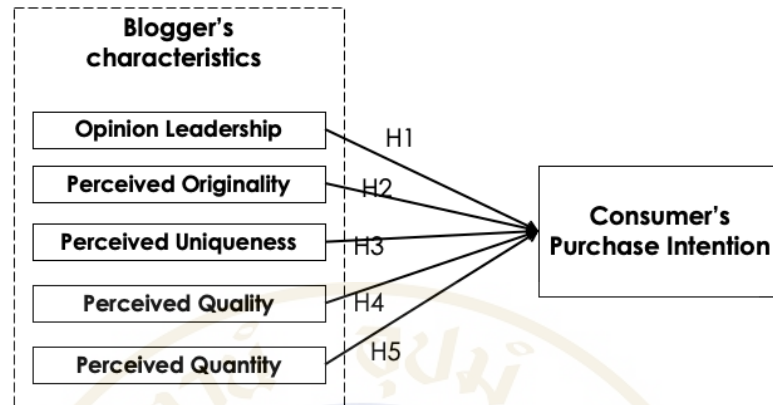


Figure 2.2 Conceptual Framework

### 2.10 Hypothesis Summary

According to literature review, these hypothesized below is a summary of all hypothesis.

**H1** perceived opinion leadership has a positive impact on customer's purchase intention.

**H2** perceived originality of bloggers' content has a positive impact on customer's purchase intention.

**H3** Perceived uniqueness has a positive impact on customer's purchase intention.

**H4** perceived quality has a positive effect on customer's purchase intention.

**H5** perceived quantity has a positive effect on customer's purchase intention.

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

#### **3.1 Research Design**

This research will focus on female who followed blogger (at least 1 blogger) in their social media channel. The research method will be the quantitative method to measure which blogger characteristics that affect customer's purchase intention to cosmetics. This survey will be distributed by online questionnaire which provided respondents more convenience and can avoid the error of the answers such as skipping some questions or doing the research in the same group of people which may mislead the results of the research.

#### **3.2 Sample and Data collection**

The sample size of this research will collect the data from 100 female respondents which will have the error to 10 percentage of the result and the result from this study would be 95% probability. (The Creative Research Systems website (Creative Research Systems, 2003)). These 100 respondents required to follow blogger (at least 1 blogger) in their social media channels because this kind of respondents is somehow related to their social media behavior. And this social media behavior is going to be different from the one who does not follow blogger in their social media channels. This research is designed to ask for characteristics of blogger that affect customer's purchase intention to cosmetics. Data will be collected by using Google form to provide a convenient way to respondents they can do the questionnaire whatever they want. The

method of collecting data will be through an online platform randomly to everyone and the respondents who match with the study will pass the screening questions.

The questionnaire is developed from the literature review which state in chapter II and used 5-point Likert scale. These 5-point scales used fixed choices response format and are designed to measure attitudes or opinion (Bowling 1997; Burns & Grove, 1997)

The purpose of the survey is to study the characteristics and demographics of blogger that affect customer's purchase intention to cosmetics. This questionnaire consists of 4 sections, which contain 26 questions in total.

**Part 1:** Screening question- to avoid unneeded respondents

**Part 2:** Specific Question. This part is asking about blogger's characteristics - which contain the questions which all developed from the literature review.

The question asked about their perceptions of opinion leadership (Gentina et al., 2014; Park, 2013; Thakur et al., 2016), originality (Moldovan et al., 2011) and uniqueness of the bloggers (Franke & Schreier, 2008), Perceive Quantity and perceived Quality. The scale used the 5-point Likert scale rating scale from 1 ("Strongly disagree") to 5 ("Strongly agree").

**Part 3:** Purchase intention to see that the purchase intention is depends on blogger's characteristics or not

**Part 4:** General information about respondents

The survey questions are adapted from Gentina et al., 2014; Park, 2013; Thakur et al., 2016)

### 3.3 Data Analysis

The data will be analyzed by Statistic for social Sciences or SPSS program to calculate and test the variables that are related to the topics. This research uses measurement tools as below;

**Factor Analysis**, which is a statistic technique and will be used to identify the relationship based on conceptual framework. Start by coding all the data in Excel file and define each definition and input data to SPSS program to analyze and search for joint variations in response to unobserved latent variables. In order to reduce unnecessary factors, we are going to cut out the factor that loading below 0.4, cross loading and mismatch wording. After getting the final sets of data and leveling off which indicates the number of factors that should be generated and also use **Regression Analysis** is a set of statistical processes for estimating the relationship among variables. Using this analysis when we want to focus on the relationship between a dependent variable and one or more independent variables. Moreover, this analysis helps us understand how the typical value of the dependent variable changes when any one of the independent variables is varied.

### 3.4 Reliability and Validity

Measuring the data and result it involves assigning scores to individual and based on their understanding of construct which can see the score following.

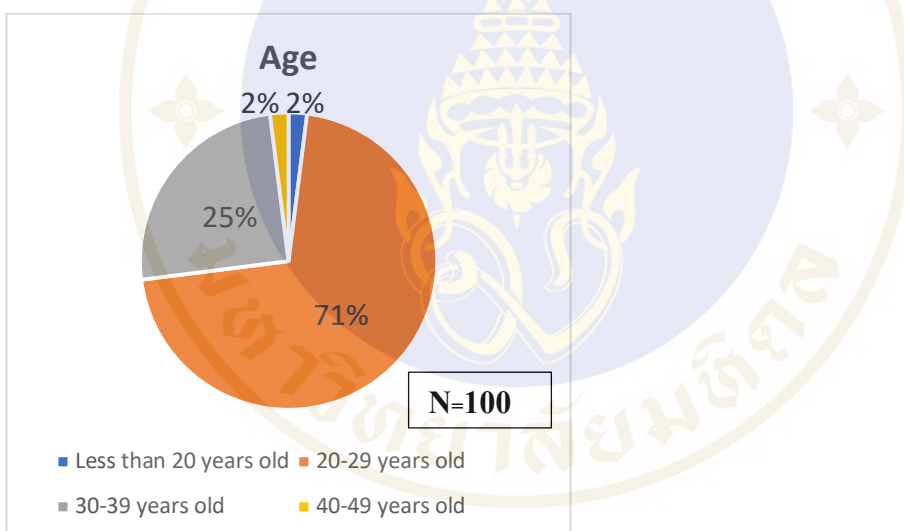
**Cronbach's Alpha** is the most common form of internal consistency reliability coefficient. And Cronbach's Alpha is more than 0.07 or higher to retain an item in an adequate scale. A reliability coefficient of .70 or higher is considered "acceptable" in most social science research situations.

## CHAPTER IV

### RESULT AND DATA ANALYSIS

#### 4.1 Demographics Information

The demographics results from the data analysis of the impact of blogger characteristics that affect purchase intention of customers to purchase cosmetics. The selected data were collected from 120 respondents via Google Form, but after screening question the number of respondents reduced to 105 respondents. And 5 respondents were male then we cut the male data information off. In total we have 100 respondents.

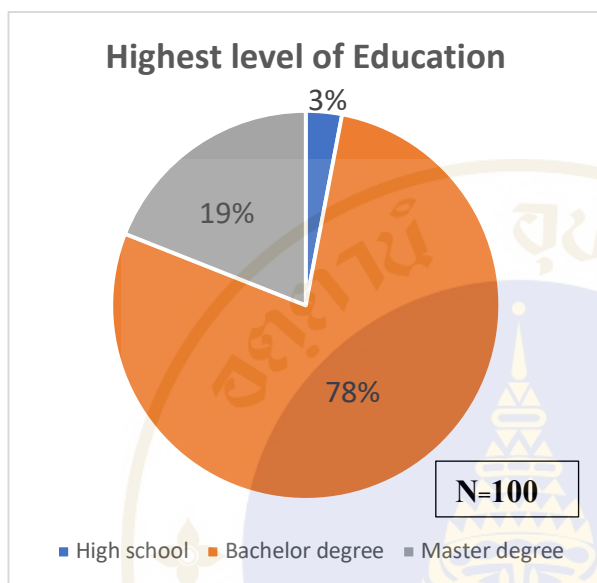


**Figure 4.1 Age**

**Table 4.1 Age**

Age	
Less than 20 years old	2
20-29 years old	71
30-39 years old	25
40-49 years old	2
<b>Total</b>	<b>100</b>

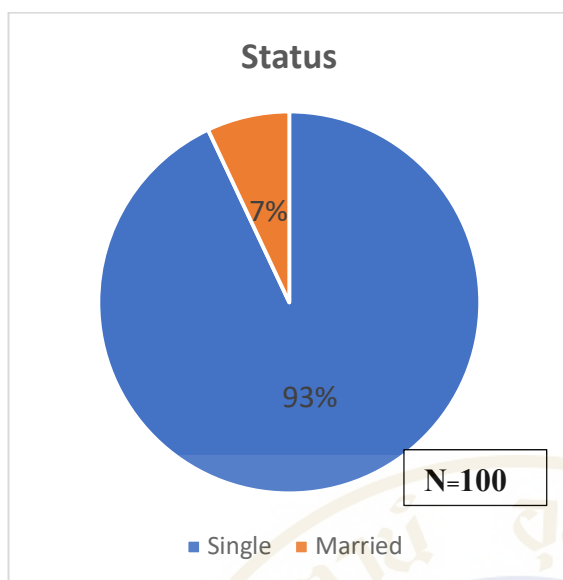
From Figure 4.1, There are 2 % of respondents are less than 20 years old.71% of 20-29 years old, 25% of 30-39 years old and 2% of 40-49 years old in this study. As mentioned in chapter 3 all data analyzed are collected from 100 female respondents.



**Figure 4.2 Highest Level of Education**

**Table 4.2 Highest Level of Education**

Highest level of Education	
High school	3
Bachelor degree	78
Master degree	19
<b>Total</b>	<b>100</b>



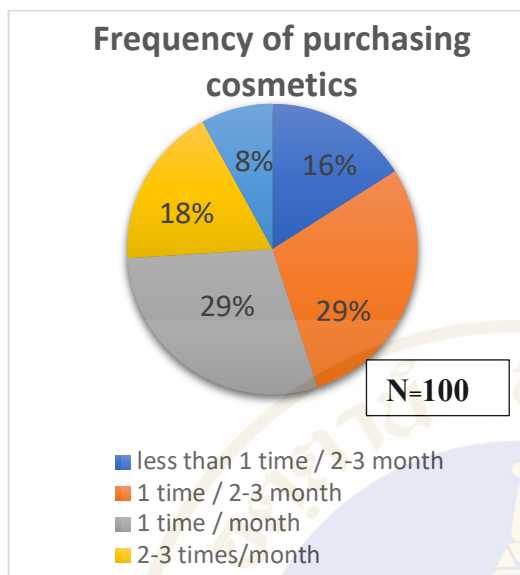
**Figure 4.3 Status**

**Table 4.3 Status**

Status	
Single	93
Married	7
<b>Total</b>	<b>100</b>

From Figure 4.2 Highest Level of Education, there are 3% of respondents graduate from high school, 19% graduated Master's degree and 78% graduated Bachelor's degree. And figure 4.3 Show the majority of respondents are single which 93% and the minority are 7%.

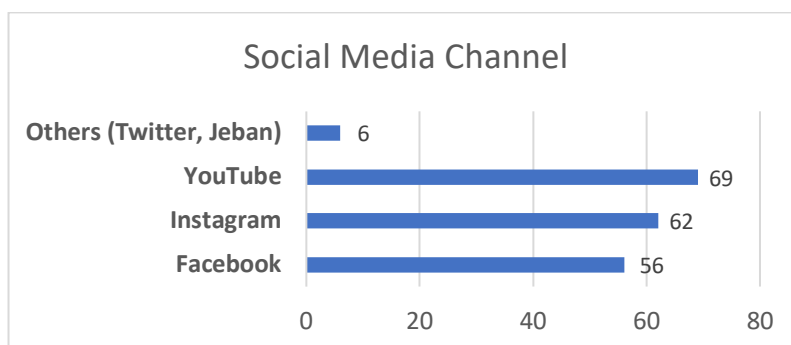
## 4.2 General Information



**Figure 4.4 Frequency of Purchasing Cosmetic**

**Table 4.4 Frequency of Purchasing Cosmetic**

Frequency of Purchasing Cosmetics	
1 time / 2-3 month	29
1 time / month	29
2-3 times/month	18
less than 1 time / 2-3 month	16
more than 3 times/month	8
<b>Total</b>	<b>100</b>



**Figure 4.5 Social Media Channel**



**Table 4.5 Social Media Channel**

<b>Social Media Channel</b>	
YouTube	69
Instagram	62
Facebook	56
Others (Twitter, Jeban)	6
<b>Total</b>	<b>193</b>

According to figure 4. 4, the frequency of purchasing cosmetics are following, 8% of respondents have been purchasing cosmetics more than 3 time per month. 16% of respondents have been purchasing cosmetics less than 1 time per 2 to 3 months. 29% of respondents have been purchasing cosmetics 1 time per 2 to 3 months which are the same number of respondents have been purchasing cosmetics one time per month at 29%. Social media also play important role to spread out trend and how to VDO to the audiences.

As figure 4. 5 shows, majority of respondents search for blogger review via YouTube at 69 respondents. 62 respondents search for review via Instagram and 56 respondents search for review via Facebook 6 people reach blogger by using Twitter or Jeban.

### **4.3 Descriptive Analysis**

#### **4.3.1 Comparing mean scores**

According to the table 4.3. 1, it shows that the result stayed in the range between 4.27 – 3.80. The most significant factors are from two main factors which are Perceived Quality “Quality of image and VDO on bloggers’ channel are excellent” (4.27) and Perceived Uniqueness “The blogger you follow is highly unique.” (4.20)

**Table 4.6 Descriptive Analysis Score**

<b>Title</b>		<b>N</b>	<b>Mean</b>
Perceived Quality	Quality of image and VDO on bloggers' channel are excellent	100	4.27
Perceived Uniqueness	The blogger you follow is highly unique.	100	4.20
Perceived Uniqueness	Blogger can create contents in his/her own style.	100	4.18
Opinion Leadership	The blogger influences people's opinions about cosmetics.	100	4.17
Opinion Leadership	The blogger is able to persuades you to wear makeup like he/she suggested.	100	4.15
Perceived Quantity	The blogger you follow publishes new content often.	100	4.15
Perceived Quantity	The blogger you follow publishes a freshness content when you visit his/her channel.	100	4.10
Opinion Leadership	The blogger you follow offers interesting content that suggest new ideas and trend about using cosmetic.	100	4.07
Opinion Leadership	I used bloggers as a source of information about cosmetics.	100	4.02
Perceived Quality	The knowledge of Publication on bloggers' channel are provable and based on facts.	100	4.01
Perceived Originally	Publications of bloggers are creative.	100	3.96
Perceived Originally	Publications of bloggers are original.	100	3.84
Perceived Quality	The Publications on bloggers' channel are provided all information about cosmetics that you need to know.	100	3.80
Opinion Leadership	The bloggers you follow serve as a model for others.	100	3.77
Opinion Leadership	In cosmetic trends, the blogger you follow is one step ahead of others.	100	3.72
Perceived Originally	Publications of bloggers are innovative.	100	3.71

**Table 4.6 Descriptive Analysis Score (cont.)**

Perceived Originally	Publications of bloggers are sophisticated.	100	3.65
Perceived Originally	Publications of bloggers are unusual.	100	3.54
Perceived Originally	Publications of bloggers are novel.	100	3.44

### 4.3.2 ANOVA analysis

One-way ANOVA is used to determine whether. There are any statistically significant between the means of three or more independent groups. In the study, there are 4 different question of demographics include which are Age, Gender, Education and Status. Based on the analyzed data there seems to be no significant differences between different age groups (See Table A.1 in the Appendix), Education (See Table A.2 in the Appendix) and status (See Table A.3 in the Appendix).

### 4.4 Factor Analysis

Factor analysis is underlying dimension, or factors, that explain the correlations among a set of variables. According to the study there are 20 initial question were used for representing 5 variables. After running, there was a total of components that has the Eigenvalue more than 1.

**Table 4.7 Final Rotated Component Mix**

	Component			Group
	1	2	3	
Publications of bloggers are novel.	0.861			QC (Quality of content)
Publications of bloggers are unusual.	0.819			
Publications of bloggers are innovative.	0.801			
Publications of bloggers are sophisticated.	0.748			
I used bloggers as a source of information about cosmetics.		0.822		OP (Opinion Leadership)
The blogger influences people's opinions about cosmetics.		0.808		
The blogger is able to persuades you to wear makeup like he/she suggested.		0.723		
The blogger you follow are highly unique.			0.8	BBH (Blogger's posting content behavior)
Bloggers can create contents in their own style.			0.796	
The blogger you follow publishes new content often.			0.72	

From the Table 4.7 Final Rotated Component Mix, there were 10 questions left, after input and process data into factor analysis to cut out unnecessary data. In the summary, we can regroup all related factors into 3 groups, QC (Quality of Content), OP (Opinion Leadership), BBH (Blogger's posting content Behavior). Congruence is defined in the context which matched between bloggers and respondents. As the table above, Firstly, **QC (Quality of content)** is grouped by the factors that related with the content in publication. **OP (Opinion Leadership)** is regarding the information that be given by bloggers and can also influence customer's purchase intention to purchase

cosmetics. Lastly, *BBH (Blogger's posting content behavior)* represent blogger's traits and include the frequency of the publication.

## 4.5 Reliability Statistics

After run reliability, we got a reliability for each group of factors. Cronbach's alpha is a measure of internal consistency about how closely related a set of items are as a group. Cronbach's alpha shows the result in a number between 0 to 1 if score more than 0.7 or higher is consider "acceptable" in most social science research situations.

### 4.5.1 QC's (Quality of content) reliability statistics

Reliability Statistics	
Cronbach's Alpha	N of Items
0.868	4

Figure 4.6 QC reliability statistics

The alpha coefficient for the four items is .868, suggesting that the items have relatively high internal consistency. (higher than 0.7)

### 4.5.2 OP's (opinion leadership) reliability statistics

Reliability Statistics	
Cronbach's Alpha	N of Items
0.773	3

Figure 4.7 OP reliability statistics

The alpha coefficient for the three items is .773, suggesting that the items have relatively high internal consistency. (higher than 0.7)

### 4.5.3 BBH's (Blogger's posting content behavior) reliability statistics

Reliability Statistics	
Cronbach's Alpha	N of Items
0.769	3

Figure 4.8 BBH reliability statistics

The alpha coefficient for the three items is .769, suggesting that the items have relatively high internal consistency. (higher than 0.7)

### 4.6 Regression Analysis

Regression analysis come up with a set of relationship among variables in order to find the relationship between independent variables which grouped into three group as explained in part of factor analysis and dependent variables which is customer's purchase intention.

Table 4.8 Model Summary

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.660 <sup>a</sup>	0.436	0.418	0.607
a. Predictors: (Constant), BBH, QC, OL				
b. Dependent Variable: I tend to buy a cosmetic that was recommend by blogger.				

**Table 4.9 Model ANOVA Score**

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	27.33	3	9.11	24.691	.000a
	Residual	35.42	96	0.369		
	Total	62.75	99			

a. Predictors: (Constant), Behavior, Quality of publication, Opinion Leadership

b. Dependent Variable: I tend to buy a cosmetic that was recommend by blogger

According to Table 4.8 Model Summary, indicate that the model in which consists of independent variables influence on the dependent variable at adjusted r-squared 0.418. While Table 4.9 Model ANOVA score, shows the result of running regression analysis between all three independent variables (QC (Quality of content), OL (Opinion Leadership), BBH (Blogger's posting content behavior)) and one dependent variable (customer's purchase intention) at sig. equal to 0.000.

This indicates the statistical significance of the regression model that was run. Here, sig.= 0.000, which is less than 0.05, and indicates that, overall, the regression model statistically significantly predicts the outcome variable.

**Table 4.10: Coefficients**

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.266	0.438		0.608	0.545
	QC	0.038	0.021	0.159	1.775	0.079
	OL	0.145	0.036	0.379	4.094	0
	BBH	0.107	0.037	0.268	2.878	0.005

a. Dependent Variable: I tend to buy a cosmetic that was recommend by blogger.



From Table 4.10, there is a significant relationship between OL (Opinion Leadership) and intention to use (Sig. = 0.000) with a strong relationship is 0.379 (Beta). Follow by, the relationship between BBH (Blogger's posting content behavior) and consumer's purchase intention. (sig. = 0.005) with 0.268 (Beta) strong relationship. While QC (Quality of publication) has an effect not as much as with the other independent variables, but still the contribution to the model.

The relationship can be described by using regression formula below that you can predict consumer's purchase intention from these three independent variables and determine whether independent variables contribute statistically significantly to the model.  $TB = 0.266 + (0.038 \times QC) + (0.145 \times OL) + (0.107 \times BBH)$

Which means consumer's purchase intention (TB) have relationship among independent variables by 0.038 times of quality of content that blogger created plus 0.145 times opinion leadership and 0.107 times of blogger's behavior posting content.

A constant of 0.266 represents an intercept for the model if the other independent variables be a zero value. After get amount of number it equal to consumer's purchase intention.



## CHAPTER V

### CONCLUSION AND RECOMMENDATION

#### 5.1 Conclusion

According to this study objective, is to study blogger characteristics that affect customer's purchase intention to purchase cosmetics by using quantitative research. All the questions in questionnaire were develop to understand what are the factors that might affect to consumer's purchase intention. The research was collected via online survey platform (Google form) and analyzed by SPSS. The result of the analysis is useful for the cosmetic business that need to consider bloggers as other tools of their marketing tools and strategies. Also, blogger in cosmetic industry can gain the knowledge from this study to understand their target audiences to improve their outstanding characteristics and contents.

The result from the study indicated blogger characteristics that affect consumer's purchase intention. There are two significant characteristics shown in this study. First characteristic is *Opinion leadership* of bloggers who customer can use them as a source of information about cosmetic, influence audience's opinion about cosmetic and also be able to persuade audiences to ware make up like they suggested. Followed by *Blogger's posting content behavior* which is the combination of bloggers characteristic that should be highly unique and the content that need to be in their own style and also provide the new and fresh contents often. Moreover, the sample size in this study reveal that female's purchase intention in cosmetic is influenced by opinion leadership and blogger's posting content behavior factor.

On the other hand, light impact of *Quality of content* that blogger created can affect customer's purchase intention but have a lower impact when compare with other two main factors that I mentioned before. Quality of content in this study include Publications of bloggers are novel, unusual, innovative and sophisticated. Therefore, these all three sets of blogger characteristics (*Opinion leadership, Blogger's posting*

*content behavior*, Quality of content) affect to customer's purchase intention to purchase cosmetics.

## 5.2 Limitation

Due to some conditions of different behavior between male and female, this study only focus on female's purchase intention in only cosmetic industry. Moreover, this research only focuses on finding the various characteristic of blogger but do not looking into details or the reason behind each factor.

## 5.3 Recommendation

As this study was conducted with quantitative research which based on statistic information. This study cannot provide the qualitative information in order to understand more details and the reasons why the answers were chosen. In addition, these factors toward consumer's purchase intention which are *Opinion Leadership of blogger and Blogger's posting content behavior* are really distinguish when comparing with those factors such as perceive original or perceive uniqueness characteristics. Audiences or consumers have a willingness to seek the information by their own interest and followed different bloggers on their own social media channel.

## 5.4 Opportunities For Future Research

The further study, I could recommend to conduct the qualitative research in order to understand more about descriptive answers or concept answers that quantitative research cannot provide to us and also can get insight under the consumer's behavior. To extent the study, the sample size also related to the accuracy of the research. Due to time constrain in this research only collect data from 100 respondents the future study should collect data from specific area for example, collect the data nation-wide to represent specific consumer's purchase intention.

Finally, it might be useful to cosmetic or related organization to gain benefit from this research to consider blogger's characteristics that need to fit with brand and also take a decision based on publications of bloggers, provide customers all the information they want to know and represent cosmetic brand in their own unique style.



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## Questionnaire

Please fill in the entire question in this survey

Do you follow blogger in your social media channel?

- Yes
- No (Skip to general information questions)

Please rate the following statements from 1 (strongly disagree) to 5 (strongly agree) based on your influencing factors towards blogger's characteristics

	1 Strongly Disagree	2 Somewhat Disagree	3 Neutral	4 Somewhat Agree	5 Strongly Agree
1. The blogger you follow serve as a model for others.					
2. In cosmetic trend, the blogger you follow is one step ahead of others					
3. The blogger you follow offers interesting content that suggest new ideas and trend about using cosmetic.					
4. The blogger is able to persuades you to wear makeup like he/she suggest.					
5. The blogger influences people's opinions about cosmetics.					



6. I used bloggers as a source of information about cosmetics.					
7.Publications of bloggers are original.					
8.Publications of bloggers are novel.					
9.Publications of bloggers are unusual.					
10.Publications of bloggers are innovative.					
11.Publications of bloggers are sophisticated.					
12.Publications of bloggers are creative.					
13.The bloggers you follow are highly unique.					
14. Bloggers can create contents in their own style.					
15. The blogger you follow publishes new content often.					
16.The blogger you follow publishes a freshness content when you visit his/her channel.					

17. Quality of image and VDO on bloggers' channel are excellent.					
18. The knowledge of Publication on bloggers' channel are provable and based on facts.					
19. The Publications on bloggers' channel are provided all information about cosmetics that you need to know.					
20. I tend to buy a cosmetic that was recommend by blogger.					

General information about respondents

21. Age

- Less than 20 years old
- 20-29 years old
- 30-39 years old
- 40-49 years old
- 50-59 years old
- More than 59 years old

22. Gender

- Male
- Female

## 23.Highest level of Education

- High school
- Bachelor degree
- Master degree
- Doctoral degree
- Other...

## 24.Marital Status

- Single
- Married
- Divorced/widowed
- Other...

## 25. Which media channel you search for blogger review? (can choose more than 1)

- Facebook
- Instagram
- YouTube
- Other ...

## 26. How often do you purchase cosmetics?

- less than 1 time /2-3 month
- 1 time /2-3 month
- 1 time / month
- 2-3 times/month
- more than 3 times/month
- Other...

----- End of questionnaire -----

## ANOVA Analysis result

### A. Age

	Age	N	Mean	F	Sig.
1. The bloggers you follow serve as a model for others.	Less than 20 years old	2	5	1.541	0.209
	20-29 years old/	71	3.73		
	30-39 years old	25	3.8		
	40-49 years old	2	3.5		
	Total	100	3.77		
2. In cosmetic trends, the blogger you follow is one step ahead of others.	Less than 20 years old	2	4.5	0.849	0.47
	20-29 years old/	71	3.69		
	30-39 years old	25	3.68		
	40-49 years old	2	4.5		
	Total	100	3.72		
3. The blogger you follow offers interesting content that suggest new ideas and trend about using cosmetic.	Less than 20 years old	2	4	0.76	0.519
	20-29 years old/	71	4		
	30-39 years old	25	4.24		
	40-49 years old	2	4.5		
	Total	100	4.07		
4. The blogger is able to persuades you to wear makeup like he/she suggested.	Less than 20 years old	2	5	0.682	0.565
	20-29 years old/	71	4.14		
	30-39 years old	25	4.12		
	40-49 years old	2	4		
	Total	100	4.15		
5. The blogger influences people's opinions about cosmetics.	Less than 20 years old	2	4.5	0.372	0.773
	20-29 years old/	71	4.13		
	30-39 years old	25	4.24		
	40-49 years old	2	4.5		
	Total	100	4.17		
6. I used bloggers as a source of information about cosmetics.	Less than 20 years old	2	4.5	1.12	0.345
	20-29 years old/	71	4		
	30-39 years old	25	3.96		

	40-49 years old	2	5		
	Total	100	4.02		
7. Publications of bloggers are original.	Less than 20 years old	2	4.5	0.397	0.756
	20-29 years old/	71	3.85		
	30-39 years old	25	3.8		
	40-49 years old	2	3.5		
	Total	100	3.84		
8. Publications of bloggers are novel.	Less than 20 years old	2	4	1.814	0.15
	20-29 years old/	71	3.3		
	30-39 years old	25	3.76		
	40-49 years old	2	4		
	Total	100	3.44		
9. Publications of bloggers are unusual.	Less than 20 years old	2	4.5	0.678	0.567
	20-29 years old/	71	3.49		
	30-39 years old	25	3.6		
	40-49 years old	2	3.5		
	Total	100	3.54		
10. Publications of bloggers are innovative.	Less than 20 years old	2	5	1.846	0.144
	20-29 years old/	71	3.63		
	30-39 years old	25	3.76		
	40-49 years old	2	4.5		
	Total	100	3.71		
11. Publications of bloggers are sophisticated.	Less than 20 years old	2	5	1.696	0.173
	20-29 years old/	71	3.58		
	30-39 years old	25	3.76		
	40-49 years old	2	3.5		
	Total	100	3.65		
12. Publications of bloggers are creative.	Less than 20 years old	2	5	1.241	0.299
	20-29 years old/	71	3.97		
	30-39 years old	25	3.88		
	40-49 years old	2	3.5		
	Total	100	3.96		

13.The blogger you follow are highly unique.	Less than 20 years old	2	5	1.781	0.156
	20-29 years old/	71	4.27		
	30-39 years old	25	4		
	40-49 years old	2	3.5		
	Total	100	4.2		
14.Bloggers can create contents in their own style.	Less than 20 years old	2	5	1.072	0.365
	20-29 years old/	71	4.21		
	30-39 years old	25	4.04		
	40-49 years old	2	4		
	Total	100	4.18		
15.The blogger you follow publishes new content often.	Less than 20 years old	2	4.5	0.201	0.896
	20-29 years old/	71	4.13		
	30-39 years old	25	4.2		
	40-49 years old	2	4		
	Total	100	4.15		
16.The blogger you follow publishes a freshness content when you visit his/her channel.	Less than 20 years old	2	5	1.574	0.201
	20-29 years old/	71	4.01		
	30-39 years old	25	4.24		
	40-49 years old	2	4.5		
	Total	100	4.1		
17.Quality of image and VDO on bloggers' channel are excellent.	Less than 20 years old	2	5	0.679	0.567
	20-29 years old/	71	4.24		
	30-39 years old	25	4.28		
	40-49 years old	2	4.5		
	Total	100	4.27		
18.The knowledge of Publication on bloggers' channel are provable and based on facts.	Less than 20 years old	2	5	1.241	0.299
	20-29 years old/	71	4		
	30-39 years old	25	3.92		
	40-49 years old	2	4.5		
	Total	100	4.01		
19.The Publications on bloggers' channel are provided all information about cosmetics that you need to know.	Less than 20 years old	2	5	1.86	0.142
	20-29 years old/	71	3.72		
	30-39 years old	25	3.96		
	40-49 years old	2	3.5		
	Total	100	3.8		

**B. Education**

		N	Mean	F	Sig.
1. The bloggers you follow serve as a model for others.	High school	3	4.67	1.8	0.171
	Bachelor degree	78	3.76		
	Master degree	19	3.68		
	Total	100	3.77		
2. In cosmetic trends, the blogger you follow is one step ahead of others.	High school	3	4.33	0.639	0.53
	Bachelor degree	78	3.72		
	Master degree	19	3.63		
	Total	100	3.72		
3. The blogger you follow offers interesting content that suggest new ideas and trend about using cosmetic.	High school	3	4.33	0.238	0.789
	Bachelor degree	78	4.08		
	Master degree	19	4		
	Total	100	4.07		
4. The blogger is able to persuades you to wear makeup like he/she suggested.	High school	3	4.67	0.651	0.524
	Bachelor degree	78	4.12		
	Master degree	19	4.21		
	Total	100	4.15		
5. The blogger influences people's opinions about cosmetics.	High school	3	4.67	0.855	0.429
	Bachelor degree	78	4.13		
	Master degree	19	4.26		
	Total	100	4.17		
6. I used bloggers as a source of information about cosmetics.	High school	3	4.33	0.228	0.797
	Bachelor degree	78	4		
	Master degree	19	4.05		
	Total	100	4.02		
7. Publications of bloggers are original.	High school	3	4.33	0.582	0.561
	Bachelor degree	78	3.79		
	Master degree	19	3.95		
	Total	100	3.84		



8.Publications of bloggers are novel.	High school	3	4	1.306	0.276
	Bachelor degree	78	3.36		
	Master degree	19	3.68		
	Total	100	3.44		
9.Publications of bloggers are unusual.	High school	3	4.33	2.248	0.111
	Bachelor degree	78	3.44		
	Master degree	19	3.84		
	Total	100	3.54		
10.Publications of bloggers are innovative.	High school	3	5	3.564	0.032
	Bachelor degree	78	3.62		
	Master degree	19	3.89		
	Total	100	3.71		
11.Publications of bloggers are sophisticated.	High school	3	5	5.168	0.007
	Bachelor degree	78	3.53		
	Master degree	19	3.95		
	Total	100	3.65		
12.Publications of bloggers are creative.	High school	3	5	2.843	0.063
	Bachelor degree	78	3.88		
	Master degree	19	4.11		
	Total	100	3.96		
13.The blogger you follow are highly unique.	High school	3	5	1.542	0.219
	Bachelor degree	78	4.19		
	Master degree	19	4.11		
	Total	100	4.2		
14.Bloggers can create contents in their own style.	High school	3	5	1.958	0.147
	Bachelor degree	78	4.13		
	Master degree	19	4.26		
	Total	100	4.18		
15.The blogger you follow publishes new content often.	High school	3	4.67	1.699	0.188
	Bachelor degree	78	4.08		
	Master degree	19	4.37		

	Total	100	4.15		
16.The blogger you follow publishes a freshness content when you visit his/her channel.	High school	3	5	3.207	0.045
	Bachelor degree	78	4.01		
	Master degree	19	4.32		
	Total	100	4.1		
17.Quality of image and VDO on bloggers' channel are excellent.	High school	3	5	3.712	0.028
	Bachelor degree	78	4.17		
	Master degree	19	4.58		
	Total	100	4.27		
18.The knowledge of Publication on bloggers' channel are provable and based on facts.	High school	3	4.67	0.995	0.373
	Bachelor degree	78	3.97		
	Master degree	19	4.05		
	Total	100	4.01		
19.The Publications on bloggers' channel are provided all information about cosmetics that you need to know.	High school	3	5	4.488	0.014
	Bachelor degree	78	3.69		
	Master degree	19	4.05		
	Total	100	3.8		

### C. Status

	Status	N	Mean	F	Sig.
1. The bloggers you follow serve as a model for others.	Single	93	3.8	1.214	0.273
	Married	7	3.43		
	Total	100	3.77		
2. In cosmetic trends, the blogger you follow is one step ahead of others.	Single	93	3.7	0.593	0.443
	Married	7	4		
	Total	100	3.72		
3. The blogger you follow offers interesting content that suggest new ideas and trend about using cosmetic.	Single	93	4.06	0.063	0.803
	Married	7	4.14		
	Total	100	4.07		
4. The blogger is able to persuades you to wear makeup like he/she suggested.	Single	93	4.14	0.187	0.666
	Married	7	4.29		
	Total	100	4.15		
5. The blogger influences people's opinions about cosmetics.	Single	93	4.15	0.827	0.365
	Married	7	4.43		
	Total	100	4.17		
6. I used bloggers as a source of information about cosmetics.	Single	93	4.02	0.004	0.95
	Married	7	4		
	Total	100	4.02		
7. Publications of bloggers are original.	Single	93	3.86	0.573	0.451
	Married	7	3.57		
	Total	100	3.84		
8. Publications of bloggers are novel.	Single	93	3.42	0.566	0.454
	Married	7	3.71		
	Total	100	3.44		
9. Publications of bloggers are unusual.	Single	93	3.55	0.091	0.764
	Married	7	3.43		
	Total	100	3.54		

10.Publications of bloggers are innovative.	Single	93	3.71	0	0.99
	Married	7	3.71		
	Total	100	3.71		
11.Publications of bloggers are sophisticated.	Single	93	3.67	0.419	0.519
	Married	7	3.43		
	Total	100	3.65		
12.Publications of bloggers are creative.	Single	93	3.96	0.016	0.9
	Married	7	4		
	Total	100	3.96		
13.The blogger you follow are highly unique.	Single	93	4.19	0.08	0.778
	Married	7	4.29		
	Total	100	4.2		
14.Bloggers can create contents in their own style.	Single	93	4.18	0.017	0.897
	Married	7	4.14		
	Total	100	4.18		
15.The blogger you follow publishes new content often.	Single	93	4.18	2.284	0.134
	Married	7	3.71		
	Total	100	4.15		
16.The blogger you follow publishes a freshness content when you visit his/her channel.	Single	93	4.1	0.022	0.884
	Married	7	4.14		
	Total	100	4.1		
17.Quality of image and VDO on bloggers' channel are excellent.	Single	93	4.28	0.2	0.656
	Married	7	4.14		
	Total	100	4.27		
18.The knowledge of Publication on bloggers' channel are provable and based on facts.	Single	93	4.02	0.243	0.623
	Married	7	3.86		
	Total	100	4.01		
19.The Publications on bloggers' channel are provided all information about cosmetics that you need to know.	Single	93	3.81	0.071	0.79
	Married	7	3.71		
	Total	100	3.8		