

THE EFFECTIVENESS OF INFLUENCER MARKETING ON SOCIAL MEDIA:
FACIAL COSMETICS TARGETING GENERATION Y AND GENERATION Z IN
BANGKOK



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BANGKOK

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ABSTRACT

The research is aimed at analyzing and determining the effectiveness of Influencer marketing of facial cosmetics as perceived by Generation Y and Generation Z in terms of their word-of-mouth communication and purchase decision-making and exploring the significance of the types of the advertising process, communicative channels, and different methods of communication which are used to convey information about facial cosmetic products to Generation Y and Generation Z. This study utilizes an analysis of these topics through the use of a qualitative research methodology applying an online interview to gather the information. With this study, it identifies the value influencers have in the new advertising media while their communicative talents and various channels of social media have allowed them to reach out to the Millennials and Gen Z. The results therefore show that the many viewers and individuals who find their purchasing decisions and daily lives impacted by their favorite influencers are drawn towards content that is quick, easily accessible and contain entertainment value.

Keywords: Public Relations; Effectiveness of Influencer Marketing; Facial Cosmetics targeting Generation Y and Z.

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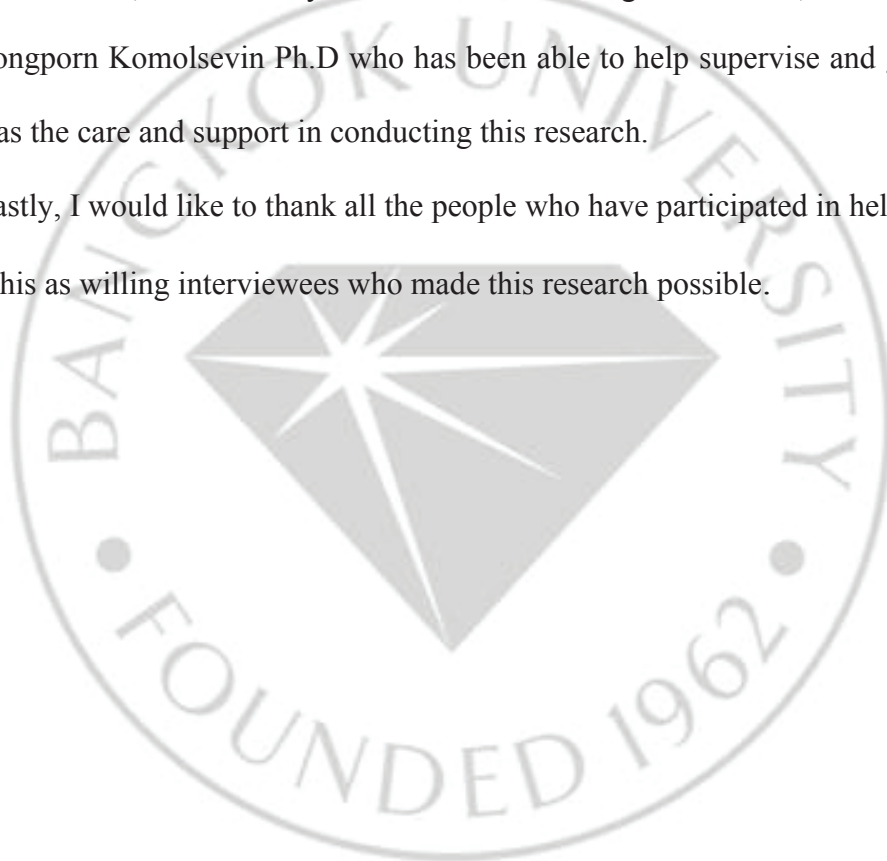


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CHAPTER 1

INTRODUCTION

1.1 Research Background

Influencer marketing has become a significant aspect of many marketing tactics for many companies. Each generation, be it Generation X, Y and Z showed slight variations in their likes, dislikes, and what appeals to them may vary according to their differing needs and behaviors. As noted by Dhanik (2017), “influencer marketing -- if you're one of those viewers -- is seen as a way, maybe even *the* way, to connect with Gen Y and millennials.” (p. 1). Connecting with the audience is an important part of marketing. It is observed that influencer marketing is steadily replacing conventional marketing methods.

The purpose of this study is to identify the types of communication processes, and the most effective channels to communicate to audiences for the influencer, as part of the betterment of understanding of how marketing utilizes this. By understanding how influencers are the future of marketing, it gives the opportunity to understand the methods of how to best communicate with Gen Y and Gen Z, who are the main audiences of most influencers of facial cosmetics.

Thus, the study will cover the related literary materials to help offer a background for the research and allow for a foundation of previous research to give further insight and clarity into the research topic as well as an understanding of influencers and facial cosmetics. Then it will incorporate the research method applied

by this paper to gather the appropriate data and form a reasonable conclusion to answer the hypothesis proposed at the end of the literary review.

1.2 Rationale and Problem Statement

The use of influencers to communicate ideas and themes, and even to market products is still a relatively new field. Influencer marketing is an essential part of understanding the future of marketing in communicating with the Generation Y and Z. In order to understand it, Kadekova and Holienčinová, 2018) found that social media have been crucial in revitalizing this instrument, creating a greater and better opportunity for its use which is based on the ability for social media to provide a new way for marketing to become relevant on the new platform that is social media (p. 92). It is important to study Gen Y and Gen Z because they make up a substantial proportion of viewers for influencers. Steadily, social media has begun to replace much of the media consumed by viewers and Gen Y and Gen Z make up to most viewed age-groups, thus, making them the appropriate target. Therefore, companies often resort to influencers as they can reach out towards these people who readily consume this media.

According to Wong et al. (2008), the needs and behaviours of Gen Y and Z differ. As a result, influencers are the best means of reaching out towards the varied and diverse groups of niche audiences that Gen Y and Gen Z have to offer. In the field of cosmetics, facial cosmetics has a deep-rooted history in being the bedrock of influencers' backgrounds. This means that facial cosmetics is perhaps the one field of influencer content that many influencers have their origins steeped in.

Although facial cosmetics are the foundation for which many influencers are known and popularized, there is little research conducted in this particular area of research. According to Freberg et al. (2011), the research dictated that influencers are often quintessential to the endorsement of brands and that they communicate more efficiently than other companies, which poses the question as to why they are seen as more trustworthy. The topics that are discussed rarely speak of the significance of the types of process, communicative channels, and different methods of communication which are used based on the type of facial cosmetic products. Hence, the objective of this study aim is to determine in what ways “influencers” including those found on social media, in the media at large, and in professional settings - determine what sorts of facial cosmetics people in various age groups buy and talk about.

One of the most significant greatest variables in this study is the age of those in the market for facial products. These age groups can most easily be defined by the general years of the individual’s birth - Generations X, Y, and Z. Members of Generation X were born from the mid-1960s to the end of the 1970s, and many grew up during a period of new commercial growth. Generation Y, also known as Millennials, were born between 1980 and the mid-1990s, with many coming of age in a time when new social media technologies were taking off across the world. And Generation Z, children born from the mid-1990s onwards, grew up with social media and constant streams of information at the tips of their fingers.

Another important variable in the study is the source of the influencer itself. While historically influencers have been professionals in the industry of facial

cosmetics, such as the employees who give women makeovers at a department store's cosmetics counter, many influencers have also shared their opinions through traditional media. It is made possible thanks to social media that influencers can now begin to market products through their personalities and loyal followings and hence generating advertising revenue or 'ad revenue' as noted by (Geiser, 2017).

Television and magazines commonly display advertisements for cosmetics and skincare, and home shopping networks often have entire segments dedicated to selling and talking about such products. However, the rise of social media over the past 15 years means that anyone can be an influencer, so long as that person has at least one of many free social media accounts, access to the internet, and some amount of skill or gimmick when it comes to applying or discussing the cosmetics in question.

In order for this study to be successful, one must first understand the relationship each generation has to the various types of media and the platforms that influencers use. While members of Gen X may be more apt to watch television, Gen Z has grown up with social media at their fingertips. It is therefore imperative to first understand this relationship in order to know where to look for influence.

It is also necessary to understand that the term "facial cosmetics" is incredibly broad, including everything from sunscreen formulated for sensitive facial skin to lipstick. Narrowing down these parameters is essential in order to gather data as succinctly as possible.

Though the limits of the study cannot encompass all members of these three generations who actively seek out opinions and information on facial cosmetics, it is

necessary to have a large pool from which to draw data. While the most obvious data would come from those who are influenced by these “influencers” to buy, use, and investigate facial cosmetics, data can also be drawn from people who do not purchase the cosmetics (Coco & Eckert, 2020). As influencer marketing has become a significant trend, a lot of questions remain unanswered. For example, why are they not interested in what these influencers have to say? Would any other forms of advertisement convince them to purchase facial cosmetics? Are their opinions of cosmetics, either functional or decorative, shaped in any way despite their refusal to purchase such items?

1.3 Objectives of Study

1. To study the effectiveness of Influencer marketing of facial cosmetics as perceived by Generation Y and Generation Z in terms of their word-of-mouth communication and purchase decision-making
2. To explore the significance of the types of the advertising process, communicative channels, and different methods of communication which are used to convey information about facial cosmetic products to Generation Y and Generation Z.

1.4 Scope of Study

This research will incorporate a sample group of 200 individuals who will be asked a series of questions from a survey which will detail specific queries about the overall implications and how much they believe their lives are influenced by

influencers, especially their purchasing habits for those of the age groups of Gen Y and Gen Z. The research will be conducted from the date of 19th June to the 25th of June 2020 and leaves five days of analysis to deduce the findings. Thus, the methodology utilized is a qualitative method as the data gathered will provide a detailed view of a sample size to get a general consensus.

1.5 Research Questions

The questions posed for this research help to answer and provide information that is relevant to determining the communicative process, channel, and methodology that is being conducted by the influencer when marketing or generating content for their posts towards their selected audiences. The effectiveness of their communication process will also be investigated.

- ❑ Q1: What is the effectiveness of influencer marketing of facial cosmetics as perceived by Generation Y and Generation Z in terms of their word-of-mouth communication and purchase decision-making?
 - ❑ Q1.1: What type of influencer contributes the most to consumers' decision-making to purchase and word-of-mouth communication, as categorized by age group of Generation Y and Generation Z?
 - ❑ Q1.2: What type of social media platform is most beneficial for raising popularity in a cosmetic?

- ❑ Q2: To what degree do the types of the advertising process, communicative channels, and different methods of communication are used to convey information about facial cosmetic products to Generation Y and Generation Z?
- ❑ Q2.1: What are the different methods of communication which are used by influences with regards to the types of facial cosmetic product?

1.6 Significance of Study

The study shows promise in being able to provide a deeper insight into the varying communication channels utilized by influencers. Each influencer has unique styles and notable is their reliance on generating content for their audiences. Content is the bread and butter of any content generator such as influencers. This study provides a significant contribution towards understanding how influencers communicate to their audiences of different generations, primarily Gen Y and Z, the Millennials and Zoomers respectively.

By combining the materials from this research, it shows benefit for future researchers that intend to utilize the provided materials to enhance or refer to for reliable information relating to influencers and their communication methods, as this is something that has yet to be largely explored by significant research within the field.

1.7 Definition of Terms

To better clarify the terms used in this research the following list of them have been compiled and given definition to better help readers understand the terms used;

Communicative Channels

YouTube: An online platform that allows users to share their experiences among other fellow users through videos and live-streaming.

Blogger: A website owned by a blogger that generates content, typically tips and guides of products, services, or general life skills that are perceived as useful by audiences and people alike.

Instagrammer: An online application that allows users to share experience, memorable moments, and other events through images and solely relies on images and captions. It is one of the top places for influencer marketing as it generates a lot of attention.

Effectiveness

This is in reference to the overall competency of an individual, program, or action in achieving its aim, goal or objective. This takes the form of electronic word of mouth method of communication, it is the social media variant of word of mouth, where influencers share their opinions and experiences that manifests in an exchange of word of mouth to better convince and influence purchasing behaviour.

Influencer Marketing

Influencer marketing is a type of marketing that utilizes the influence that an influencer has over their audiences to persuade or help influence the decision-making process of their audiences into using the products that they endorse or show confidence in using.

Facial Cosmetics

Facial cosmetics are products which are used to enhance the beauty or features of an individual's face and is a type of product used to beautify someone's features.

Gen Y (Millennials)

Gen Y, or Millennials are people born within the years of 1980 and 1994. They attribute the aging population that are first-jobbers and people who are coming out into the working world for the first time and often have a lot of capital or income to spend, making them one of the larger spending groups soon to enter the market.

Gen Z (Zoomers)

This is the budding new generation born between 1995 to 2015, making them the new generation which has yet to discover themselves, also allows them to be extremely influenced and easily molded by exposure. They also make up the inheritors of the next generation.

Tik Tok

This is a video sharing service that allows people to create their own short minute long music samples, lip-syncing, and other various forms of entertainment for the

length of 3 to 15 seconds, sometimes more. It is essentially a service of video sharing for experiences and entertainment that allows people to have immediate gratification rather than long winded videos commonly seen on Youtube and is solely for video sharing unlike Instagram.



CHAPTER 2

LITERATURE REVIEW

2.1 Related Literature and Previous Studies

In the field of influencer marketing, Nazeral (2017) denotes that it is “rewriting the marketing rulebook” (p, 1). As noted, the growing potential of influencer marketing has definitely posed great changes. It is worth noting that influencer marketing shares little resemblance to celebrity marketing, as influencer marketing involves quite a bit of brand familiarity, making stronger relations with the target audience and relatability which celebrity marketing does not have, as they are meant to be famous and memorable. Furthermore, according to Nazeral (2017), the “how” matters as much as the “who” (p, 4). This emphasizes the importance of influencers who give ‘demos’ help to drive home the value and qualities of the brand’s product more efficiently.

Influencers are the future as noted by Kadekova and Holienčinová (2018). The importance of social media influences has offered a means to present new opportunities, creating frontiers into marketing and communication with virtual opportunities ever-present. The researchers show that social media influencers are “winning over the internet” (p, 1). It shows that the influencer is able to have strong and profound impacts on their audiences and what they say can shape or mould someone’s perspectives towards something, by presenting their point of view. Furthermore, Kadekova and Holienčinová, (2018) have identified that there are

different types of influencers according to their categories. In the particular order, “Bloggers, YouTubers, Instagrammer, and Celebrities” (p, 92) make up the list of social media influencers. From this study, it also revealed that millennials considered social media as their main areas of interest, which Gen Y and Gen Z are a part of.

In the list of different types of influencers, Bloggers represented the type of influencer who is the owner of a website that provides content by expressing and sharing their thoughts through unique and authentic personal content. The said content is usually in written form, accentuated by photos and other graphic media.

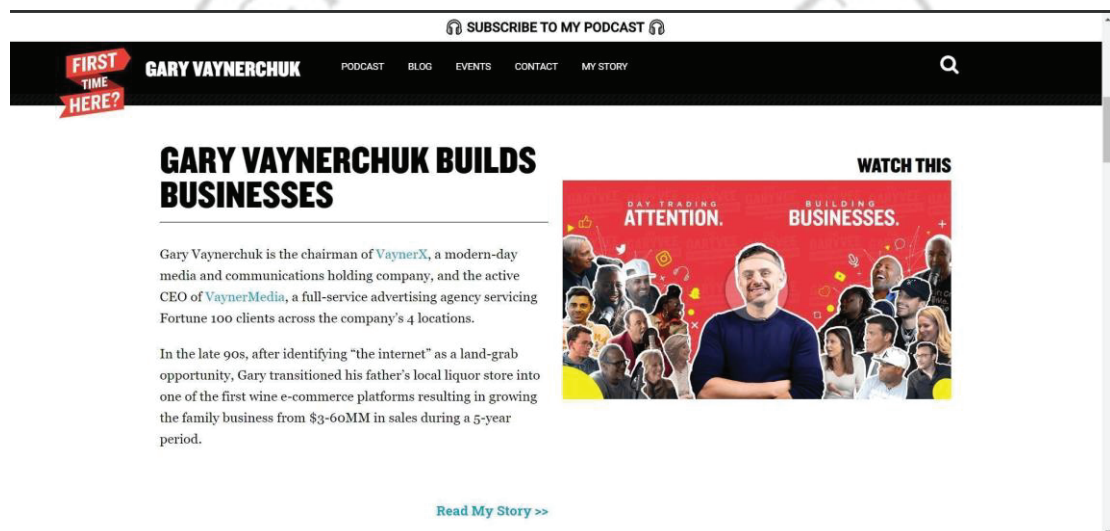


Figure 2.1: Related Literature and Previous Studies

Example of the world's most popular blogger; Gary Vaynerchuk. Retrieved from (Vaynerchuk, 2020)

Above is the example of what a blogger is. As a blogger, Gary writes content regularly to share experiences, stories and provides guides and other authentic and genuine content which makes the person popular amongst his readers.

YouTubers, on the other hand, are described by Kadekova and Holienčinová (2018) as; ‘vloggers’ (p, 92). These are individuals who connect to their audiences through the use of the social media website known as YouTube which allows users to share their experiences through video content. Vloggers are a type of social media influencer which is growing in popularity as YouTube, which fundamentally has replaced regular media such as Television and radios. The role that YouTubers play is similar to that of a celebrity but the goals are vastly different. Where celebrities work to share the experiences, they wish to post on their social media.

An example of a popular YouTube is Pewdiepie, who is a Swedish man who gained over 105 million subscribers on YouTube and is one of the most influential individuals. His endorsement, usually for games, has become quite popular. As a YouTuber, Pewdiepie provides entertainment via his expressions and reactions on games where he records himself and displays his exaggerated responses (Kaba, 2017).

The Instagrammer, according to Kadekova and Holienčinová (2018), is a “person who, thanks to high-quality photo content, has been able to attract the audience.”. An Instagrammer at least, Kadekova and Holienčinová (2018), is individuals who base their success and content solely on the visual aspects of communication, allowing images to tell the story rather than with words audio or written. As one of the top Instagrammers, the celebrity Cristiano Ronaldo with over 216 million followers is in the top ranking sensational people on Instagram (Huang & Su, 2018).

Based on the study by Hjortass and Øverås (2018), the applied of the theoretical framework of Principles of Persuasion and PSI or parasocial interaction is utilized in the research which reveals that marketers can see the significance of influencers and that factors are not the driving force but rather a guideline for influencers and marketing strategies should be geared towards that. In this particular research, De Veirman et al. (2017) showcased the “far-reaching potential and growth” of social media as the future of marketing. Influencers is the core of this, as it is shown that Instagram is one of the faster-growing media sites and this study uncovered why (p. 1). The study thus revealed in earnest that impressions do significantly determine the believability of an influencer based upon the number of subscribers. Thus, noting that the more subscribers, the more positive the perception which is due to a higher number of followers.

According to Lou and Yuan (2019), the researchers uncovered the fundamental importance of ‘message value and credibility effect’ when it comes to branded content on social media (p, 146). Here, it is analyzed and proven that influencer’s attractiveness and influence is perceived based on the credibility of its sources and information.

A study by Williams and Page (2011), each generation possesses unique traits. Verifying that indeed, Gen Y, Z, and X are all variants of one another. In this research, it determined that Gen Y are interested in matters that concern themselves. As noted by Williams and Page (2011), “Generation Y is tremendously image-driven including electronic decorations, piercings, and tattoos.” (p. 8). As for Gen Z

individuals, “[they] are the new conservatives embracing traditional beliefs” (p. 10). They value family units, self-control, and are more responsible for their actions. They have lived a life of technology and know no life without it.

In previous studies, there shows some increase in marketers who are pursuing the opportunities that lie in social media and its influencers. According to Lim et al. (2017), the impact of social media’s influencers can be felt in how customers make their purchasing decisions. As stated “influencer marketing yields return on investments” (p. 20), this relates to the fact that investments into influencers for the sake of marketing showed more yields than other traditional marketing methods.

Furthermore, according to Guruge (2018), the contribution which relates to celebrity endorsement and social media influencer marketing is definitely huge. That is, Instagram is one of the fastest-growing sources of influencer marketing that is credited to be worth as stated: “\$ 2 billion in 2018” (p. 17-37). Based on the attributes listed above detailing the types of social media influencer roles help to list out the potential for growth, opportunity, and intense competition within the market.

2.2 Related Theories

In relation to the topic of the effectiveness of Influencer marketing with regards to facial cosmetics as perceived by Generation Y and Generation Z, the application of source credibility theory which involves the “3 R’s” Reach, Relevance, Resonance (Diza, 2018, p, 14) is this most appropriate. Reach stands for the capacity to deliver content to the wider audience. Relevance associates with the strengths of the relation between

brand and topic with the audience. Resonance refers to the ability to insinuate or influence a desired type of behavior into the audience.

According to the research by Braatz (2017) the study utilizes the theory of influence it advocates for the belief that a minor percentage of people possesses the talents necessary to persuade a large group of people. Thus, the marketing belief is that it involves targeting these key individuals which will have a ‘snowball effect’, as per deduction based on this study itself.

Similarly, another theory incorporates the two-step flow. This is a research conducted by Ewers (2017) stipulating that there exist key opinion leaders who themselves are very attentive to mass media and thus convert their interpretation of other media and pass it on to the masses. Thus, from a marketing standpoint, these key opinion leaders represent the influencers that need to be convinced. Therefore, upon closer analysis, these theories share a common and binding factor, in that marketing has gone from a mass scale to that of a niche, and a smaller scale.

By targeting key individuals, it can then extend into what is known as a ‘snowball’ effect. Where the ball gets rolling and becomes bigger and bigger as it gains traction. Another noteworthy analysis from the previous research shows that influencer endorsements are similarly treated as celebrity endorsements, yet with a higher level of relatability. Deriving this theory from Zietek (2016) revealed the use of decision-making theory and applying it to the influencer marketing style, in order to determine how it affects decision making on a theoretical level.

Deriving from the understanding and information taken from the literature review, it can be determined that the current commonplace occurrence is the steady shift from mass advertising to niche targeted audiences, primarily with influencers as a better chance of convincing their fans. Thus, convincing and influencing the influencer is a more effective communication method. Furthermore, Gen Y and Gen Z are one of the largest consumers of mass media, primarily social media as Gen Z was born in an era that was built upon it and Millennials are in fact addicted to the self-promoting nature of social media.

2.3 Theoretical Framework

According to Kostic et al. (2018), influencer marketing is a new form of word of mouth. Its basis stems from the root of the influential factors of the word of mouth that plays a crucial role in decision making, as it imparts a stronger relatability between the audience and the product. Furthermore, it includes the definition of the word of mouth which is the sharing of information from one individual to another either through face to face, verbal or through social media. This new form of marketing emphasizes social media's ability to target mass groups while still having the same impact of word of mouth. This is where influencers become a major component.

As noted by Kl (2019), it is stated that "The growth of influencer marketing has played a vital role in changing the marketing landscape" (p. 1). Here, influencers utilize several methods to outreach towards their audiences. This method of outreach

often takes the shape of tips, guides, and hacks. Typically used by bloggers, and YouTubers to communicate and gain interest in the product that they are promoting.

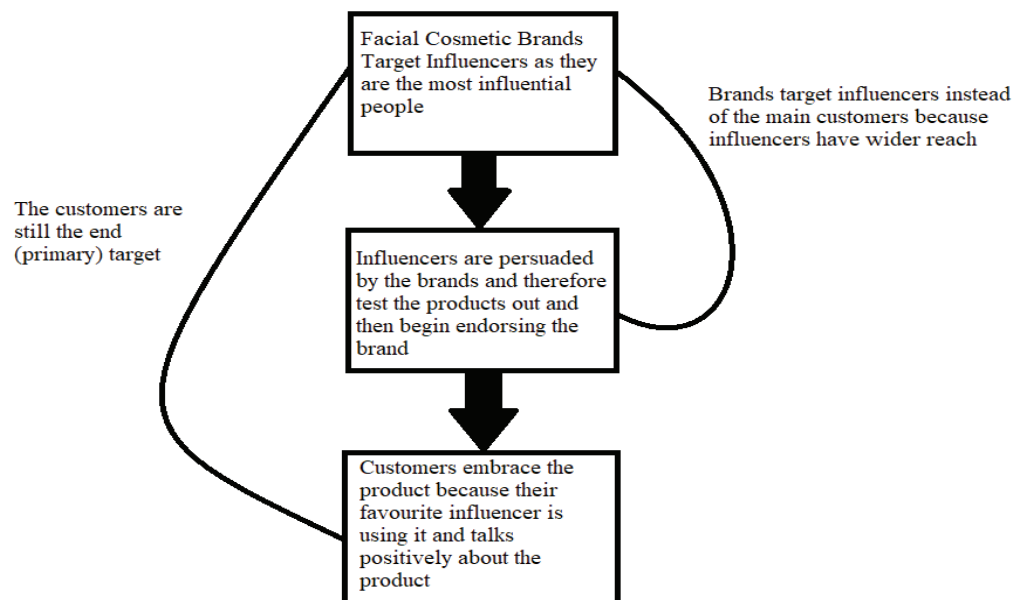


Figure 2.3: Conceptual Framework

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Research Design

The research used a qualitative research method and conducted an in-depth interview online with key informants. The key informants for this research were selected based on their specific demographics; Gen Y and Z, people aged 16 to 33.

3.2 Key Informants

Interviews were conducted with 20 key informants selected purposively based upon their age group of 16 - 24 years old and 25 - to 33 years old. This was attributed to the fact that those within these age groups were born between the years of 1994 to 2002 and 2003 to 2015 as Gen Y and Gen Z. The target for this research was narrowed down to 20 individuals to coincide with the necessities and requirements of the qualitative interview research methodology, as noted by Ryan et al. (2009). The target demographics also included individuals who were preferably women, as women were the main consumers of facial cosmetics to whom facial cosmetics were promoting.

The key respondents to be selected were those residing in Bangkok, as Bangkok is one of the places in the world that has some of the highest and most prominent social media societies (Jansuttipan, 2013).

3.3 Issues of Study

In order to study the effectiveness of influencer marketing, there needs to be an understanding of how they are perceived by a Gen Y and Gen Z perspective. The present issues that can be found based on the research objectives show that word of mouth is usually harder to measure and study, thus the questions will need to be phrased appropriately. Furthermore, in order to attain the perception of the Gen Y and Z is to ask them directly for their thoughts and opinions, as quantitative research data cannot provide more conclusive data.

Another measurement to be decided is how loyal the audiences are to their influencers, to be able to determine how closely they follow their influencers. The issue that comes from this is the ability to measure it is not convenient as it often varies.

3.4 Research Tool

The interview was conducted online using a list of open-ended questions via one-on-one voice calls. The questions are as following:

3.5 Interview Questions

- 1) Which channels of social media are you more likely to follow? Why?
- 2) If you see a famous influencer endorse a certain brand of facial cosmetic, are you more likely to buy it? Why or why not?
- 3) Do you follow influencers according to their popularity or the frequency of their posts? Why or why not?

- 4) Will you buy a brand of facial cosmetic that you see your favourite influencer use? Why or why not?
- 5) Will you repeat your purchase and further recommend friends to buy based on the posts promoting the product on social media? Why or why not?
- 6) Based on Facebook, Instagram, YouTube and TikTok which one do you spend more time on and follow an influencer daily? Why?
- 7) Do you prefer paid influencer post advertising or a more subtle approach by an influencer in endorsing a facial cosmetic on social media? Why or why not?
- 8) Do you regularly purchase facial cosmetic products that you have seen on social media? Why or why not?
- 9) Do you share information often among your friends on facial cosmetics you have seen on social media? Why or why not?

3.6 Data Collection Procedure

These responses were then further analyzed using a combination of both a deductive approach, as well as a thematic content analysis. The research itself was conducted online from June 23-30, 2020, and the information will be compiled and analyzed on July 1, 2020. The interview itself was sent online via URL to the subject group of key informants on the 23rd. The information itself was gathered by a method of social distancing due to the COVID 19 lockdown. To work around it, the use of face to face video calls was conducted with the respected people, through Zoom and Messenger. The identity of the participants were kept anonymous and thus be labelled as A1, A2, A3, and onwards. This is so that this coincides with professional ethics in

regards to the identity and privacy of the key-informants. Furthermore, at the beginning of the interview and to notify them in advance, their consent was requested so that they know that all information given will be strictly for academic uses only. This means their identities are confidential and their responses anonymous.

The data collection process has been noted down in a notepad form, recording their sessions via recording them and using the recording to formulate notes. Their explicit consent is also accepted and their agreement is first established.

The data compiled and put through some key indicators in mind. A) The likeliness of purchase. B) Reason for following influencers based on quality or quantity. C) Preference for direct advertising or subtly influenced types. These themes are based upon the findings of the Literature review which discuss the reason for embracing influencers over standard advertising media and why it is so prevalent. These results will then be presented in Chapter 4's Findings.

CHAPTER 4

RESEARCH FINDINGS

The chapter shows the findings from the qualitative analysis of the interview and analysis of content for the effectiveness of Influencer marketing of facial cosmetics as perceived by Generation Y and Generation Z. This study's main objective is to determine the effectiveness of Influencer marketing of facial cosmetics as they are perceived by Generation Y and Generation Z as a word-of-mouth communication and influence of decision-making. The significance of the various types of the advertising process, communicative channels, and different methods of communication will also be analyzed in this study.

Thus, this chapter will discuss the findings of the interview which was conducted to acquire the data that is needed to be analyzed so that it may fulfil the identification of the effectiveness of influencer marketing strategies and also the processes involved.

4.1 Effectiveness of Influencer Marketing

Of the twenty individuals of this interview, they were separated into groups of four participants according to the similarities of their answers which is the type of Social Media Channel they prefer using. This is based on the interview that is conducted via a video call using Zoom and Messenger alike given that with the current COVID-19 outbreak and subsequent requirements for social distancing, this has become the only means and method for acquiring data via interviews. For the sake

of anonymity and respect for the privacy of the participants, they will be labelled according to groups A, B, C and D.

The findings from this part of the research are categorized based on the themes which were found during the interview that fit within the themes established; preference of social media channel, endorsements influence on purchasing behaviour, the significance of influencer advertising, the effectiveness of influencer marketing of facial cosmetics, preferred social media channel, and endorsements influence on purchasing behaviour? the significance of influencer advertising, and the effectiveness of influencer marketing of facial cosmetics.

4.1.1 Preferred Social Media Channel

Many of those from Gen Y and Gen Z use applications such as Instagram, Facebook, TikTok, and Youtube. These are the prominent social media sites where influencers have a significant impact. The key informants from Groups A, B, C and D were separated according to these following categories A (Facebook), B (Instagram), C (TikTok) and D (Youtube). Based on the interview, many participants indicated that TikTok is one of the most popular social media channels recently due to the outbreak of COVID-19 case. According to C1, 2, to 7. All agreed that TikTok is the new place for entertainment and influencer content. Based on C1's response and C4's respectively. They both find that TikTok has kept them from being bored and that unlike Youtube which has a lot of advertisements and established content, TikTok delivers entertainment and content within a minute.

C1 Interviewee says; *“TikTok is my popular choice because it is not longer than a minute and I don’t have to wait for 10 minutes to get the content of the video. Their videos on TikTok are short which keeps it entertaining.”*

C2 Interviewee says; *“TikTok is my preferred social media channel because the influencers and other celebrities on TikTok create content that is funny and entertaining for me.”*

From this sample taken from the responses, based on the popularity of TikTok, C3 to C5 all agree that TikTok is by far a favourite social media channel.

C6 says; *“I like to watch my favourite influencers from TikTok because they are very entertaining and they are also very convincing, they can do it in a minute which helps me make my decision or move on to the next video quickly.”*

From the interview findings, it is also discovered that in a tiered ranking of popular social media channels; Tiktok is the first place, followed by Instagram, Youtube, and lastly, Facebook. The second most popular social media channel of Instagram as noted from the interview from the participants.

B1 says; *“Instagram is my favourite because I get to look at a lot of pictures and I like looking at pictures. For me, the image content is important and I like to see pictures that are beautiful.”*

B2 said; *“I use Instagram often because I enjoy looking at the pictures from many of the popular people there. They share interesting pictures like fashion style or even short videos that showcase different types of cosmetics that I like.”*

B3 says; *“Instagram is my preferred social media channel because it offers a lot of features and is primarily a place for sharing and browsing pictures, it is one of the places I go to so that i can share my own experiences with people”*

For both Facebook and Youtube, the feedback shows a growing lack of general interest in browsing both since the COVID-19 lockdown, as many people are looking for ways to keep themselves entertained.

4.1.2 Influence of Endorsements on Purchasing Behavior

According to the findings, it is discovered that endorsements do play a positive role in influencing purchasing behavior amongst the interviewees. Majority of them agreed that their purchasing decisions are largely based on the charisma and endorsement of their favorite influencer celebrity from TikTok and Instagram. Based on the majority feedback on TikTok users, the overall agreement aligns with the theory that endorsements positively affect purchasing behaviours.

C1, a young woman who spends most of her time on TikTok since the lockdown and since then has made a few purchases online from TikTok, says; *“I make my decision to buy things from TikTok because influencers are very convincing and they are very funny, that is why when they tell me something is good like facial cosmetics I am compelled to buy it.”*

C2 says; *“Most of my purchasing decisions were decided when I was browsing TikTok and the most popular person there was very funny and the cosmetics they used were very nice. I really liked the way they said that cosmetics were good for me and they also showed it. That is why I was motivated to try it out myself.”*

Based on C2's remark and also C3, C4, C5, C6 and C7, who had the same thinking that was not so dissimilar. All agreed that the influencers who were funny, entertaining and also charismatic won their hearts and also the likeliness to make purchases.

However, on the other hand, those from Instagram had this to say, particularly B1, B2, and B3. According to their overall feedback, Instagram's influencers helped show them a step by step and even how beautiful they looked. For them, beauty and also functionality was what drew their attention.

B1 says; *"When I make a purchase based on the influencer, especially from Instagram, like the skincare product I bought recently was influenced by my idol from Instagram. I wanted to buy it because it was shown very well, I like how she said it made her skin healthier and cleaner and I thought that I should give it a try too."*

According to these findings, the only difference between Instagram and TikTok is that TikTok users use humour to influence their audience while Instagram uses content and eye-catching tactics to draw in their audiences.

4.1.3 Effectiveness of Influencer Marketing of Facial Cosmetics

To measure how effective it is for influencer marketing of facial cosmetics, the feedback from the interviews will be analyzed based on the opinions and responses they give which relate to how influencers have influenced the regularity of their purchasing of facial cosmetics based on the frequency and also why. Results from C1 to C7 will be applied, while B1 and B2 will also be utilized as these individuals have provided relevant answers that pertain to this theme. Thus, the question that is "Do

you regularly purchase facial cosmetic products that you have seen on social media” is currently utilized to analyze the purchasing frequency and thus determine how effective influencer marketing has been for facial cosmetics to the audiences.

C1 says; *“I do make regular purchases of facial cosmetics products, yes. I do this because I am not often sure of what I want, so I look online to famous influencers or popular people who do cosmetic reviews to get their opinion and then I buy it.”*

C2 said; *“Most of my buying of online cosmetic products is because I think it really works. The influencers say that the product works, then show it from the video. I see it, and I believe them because they do it in a funny way.”*

Both C1 and C2 make their purchases based on the entertainment value of the influencer which becomes synonymous with their marketing style. The findings also state that based on the results from B1 and B2, they both clarify that on Instagram this stands out more prevalently as shown from their responses that acknowledge that they understand Instagram is a good marketing platform but embrace it either way.

B1 says; *“I buy things off of Instagram because I feel that it is a very good place for things to be marketed. Most of my make-up was bought after seeing my favourite influencer use it on Instagram because I want to follow their example.”*

B2 states; *“Influencers have an impact on my buying behaviour because they do something that a lot of other advertisements do and that shows you how to use facial cosmetics without any edits. This makes them trustworthy in my eyes and also helps me know what to do with these cosmetics if I get them, that way it assures me I am making the right choice.”*

However, both B1 and B2 spend a lot of time on social media. They are the first jobbers who earn a decent income and find that they don't have time to watch lengthy cosmetic tutorials and because of that prefer to use Instagram which is much shorter. From the responses of C3 to C7, they are in agreement that TikTok influencers are much more influential from their own perspective as it is remarked by C3 who says; *“My purchases from TikTok are regular because not only do influencer endorse products but they are also offered on sale and in times like this I like to hear that some products that are shown that work is also affordable for me and it motivates me.”*

4.2 Influencer's Advertising Style

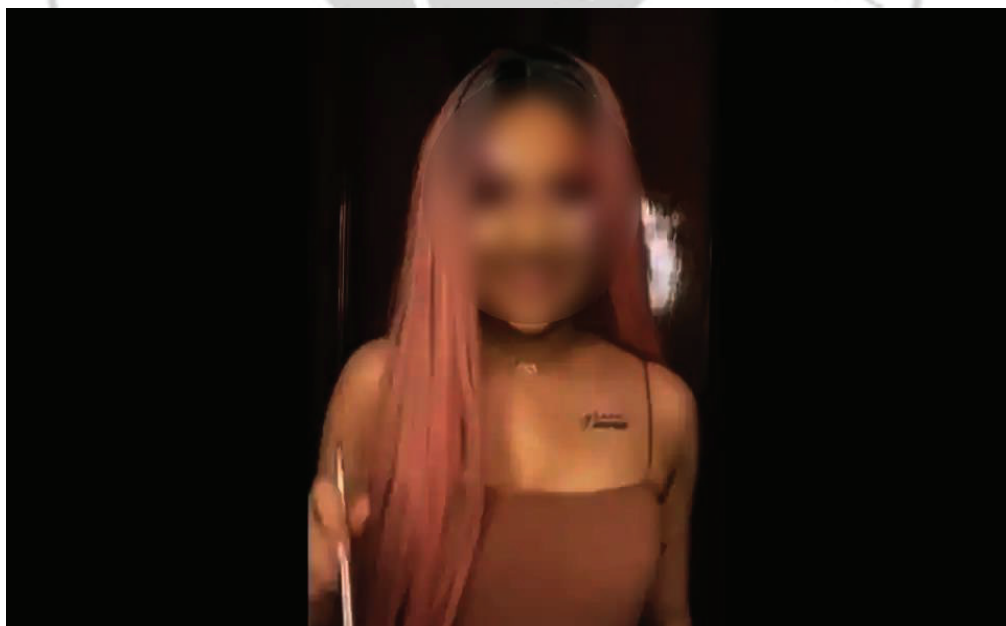
This secondary aspect of the chapter illustrates the research findings from a literary perspective. This study examined the content-generating style from influences on both TikTok and Instagram, as they are the most popular and with the most research data on from the interviewees.

An example of this is the #brushchallenge which shows people use facial cosmetic items like the makeup brush to do funny or interesting videos that last no more than a minute. For the influencer like her as seen below, showcases how to use the brush to attain a beautiful look and does the video so that it looks beautiful before and after with the brush, showing people that it is capable of making a lot of difference.



4.2.1: Influencer's Advertising Style

With the brush challenge, this is one of the examples of influencers using interesting content to promote or endorse products that make people not feel like they are watching an advertisement but rather entertainment.



4.2.2: Influencer's Advertising Style

Another example of a brush challenge, but this one is also growing in popularity which is known as ‘pass the brush’ challenge, where people use various facial cosmetics and brushes to do interesting and funny compositions on their faces while also tagging and challenging other people to do the same. This gains popularity and traction amongst fans that encourage people to also buy into the cosmetic products to do these challenges, thus influencing people to buy these products for their challenges. The findings indicate that the DIY or Do it Yourself trend is what motivates people to do things. As remarked by the interview, and off footnote by one of the interviewees stated; A1 *“Sometimes, I feel inspired by watching influencers are other people who post on social media to copy them. It is taken as a challenge by me because they are just normal everyday people and I feel like I can be like them too.”* The participant remarks have merit, in that most people do feel inspired to participate after watching, as they get motivated to do so.

CHAPTER 5

DISCUSSION AND CONCLUSION

5.1 Conclusion

Based on all the findings and the data gathered, the effectiveness of influencers is high. The interviewees are unanimous in the admission that many of their decisions are impacted by influencers and especially on the entertainment value that these people provide. From the findings, it is also noted that since the COVID-19 epidemic and the subsequent lockdown, the preferred booming social media channel is TikTok. 7 out of 15 participants prefer using TikTok as it is a popular platform. TikTok is noted for a popular platform because it delivers entertainment and content within a minute, allowing people to move on to the next one almost in an instant, keeping people captivated and drawn to it for hours because there is something new and interesting every single minute. This acts as a means for people to pass the time.

Furthermore, endorsements from influencers seem to hold a level of credibility which makes the likeliness of adopting the idea or product higher. By endorsing, the audience feels that the product's features and functions are genuine, this is based on the mindset that influencers showcase the products as genuine and as open for all to see which makes it appear believable and not a scripted thing since most people feel that video content is often genuine when it is about product reviews.

Influencer marketing of facial cosmetics is often very effective. This was discovered in the study by the remarks from the group C (TikTok), that noted the style

of advertising by influencers and the #brushchallenge inspired a lot of people to participate, and now that there was little use for cosmetics, the brush challenges allowed people to still find a use for them especially for these fun little online interactions that let people spend their time doing something new. Now, recently with the slow resuming of work, many of the Thai people have taken to ordering products off of TikTok due to the cheaper discounts and also the facial cosmetics that are shown already how to be used, which gives them confidence in the product.

Lastly, the influencer's style of advertising is shown to be one of entertainment and generating content that is based on humour. This resulted in growing popularity among other people and the growing trend of DIY that is permeating the TikTok sphere. Thus, this research has allowed for a solid identification of the research goals.

5.2 Discussion of Findings

Due to the collected data, there are two notable discoveries of endorsements and effectiveness. It is the focus of this study to identify the effectiveness and significance of influences and the role they play within the advertising and marketing of facial cosmetics. According to the study by (De Veirman et al., 2019) the study suggests that influencers are the new method of communication between organisations and their intended audiences. Notably, is that the similarities of this research coincide with the findings of this study that was conducted. Both share in the same results that influencer marketing is indeed the future and its main target audiences are those of Generation Y and Z.

5.3 Effectiveness of Influencers in Facial Cosmetics

Influencers have become an important part of advertising as of late. They are effective at promoting and conveying the right kind of message to their audiences, far better than how companies might be able to do the same. Unlike advertisements, people have associated influencers as entertainers on a personal level. The content that influencers create are entertaining because those are what create views and attention. Thus, according to the research conducted by (Vyatkina, 2020) influencers have reshaped how marketing is perceived. It sets the trends and has become an effective method of advertising for many companies especially facial cosmetics. Based on the study conducted, this is validated by the fact that the interviewees have clarified that the reason they feel inclined to keep watching influencers and make their purchasing decisions based off of their experiences with them is influenced by the entertainment value and emotional value they get from the experience.

The researching findings also state that the timing and frequency of humor and entertainment value matters. Like mentioned, the short time between storytelling and content is relatively short and quick, within a minute. The humor value and meaning of the message is also conveyed within that minute as well, making 'bite sized' experiences that can easily be watched over and over again, or moved on to the next one. Based on what the researchers Lager et al., (2017) states, people are compelled to watch content that is both quick to the point and informative, with sufficient detail and description. This stems from a desire for engagement but one that does not take up too much time. For Youtube, it is too long of a wait, with Instagram it is too

stagnant and or too short, but with TikTok a minute is all it needs. A minute is enough to convey a plot with a beginning, middle and end. All within a minute. This also means that people have to get creative, so the best content is often found by creative people over TikTok, which in return becomes popular among its audiences.

5.4 Significance of Influencers in Advertising for Facial Cosmetics

Influencers have become synonymous with Facial Cosmetic promotions. According to the researcher Solis (2019) influencers hold more sway and marketable potential than most traditional advertising media. This means that influencers are crucial in being able to reach out and increase sales and equal in importance to other promotional media as well. Influencers become this significant because they have the influence to convince their audiences of the quality and value of any cosmetic product they showcase through their honest reviews and third person perspective on what the cosmetic's effects are, recorded and shown to the world.

Comparing the findings, it shows that the value and ability to influence purchasing behaviors solely on entertainment value are high. Many viewers, especially from TikTok, if given an incentive are very likely to make a purchase on a whim. According to their perspective, charisma and humor are great selling points that influence their decisions, while discounts on offer from various influencers sweeten the deal. The impact and significance of entertainment value are strong methods of influence to persuade and impact the decision making process because it adds a layer of perceived value and perceived usefulness (Zak & Hasprova, 2020). Using the decision-making process, influencers have a profound impact on the

thoughts, attitudes and opinions of their audience through the convincing nature of their credibility and personality. These add up to enhance the perceived usefulness and values of facial cosmetic products that they test, and their endorsement creates value for that product.

5. 5 Recommendations for Further Research

To advocate future research into this topic of the effectiveness of influencer marketing: Facial cosmetics targeting generation Y and generation Z in Bangkok. There are certain areas to keep in mind. The effectiveness of influencers for facial cosmetics, the targeting of Generation Y and Z within the Bangkok area. The research should follow in the steps of conducting an online survey into the number of active Gen Y and Gen Z people who frequent social media and actively make their purchasing decisions based off of the decisions and endorsements from their favourite influencer celebrities.

Thus, to conclude any future researchers should not be limited to just an interview approach but also to examine the potential communicative paths that are being taken by influencers and understanding the significance of the incorporation of new and advanced technologies that are constantly improving social media experiences every time.

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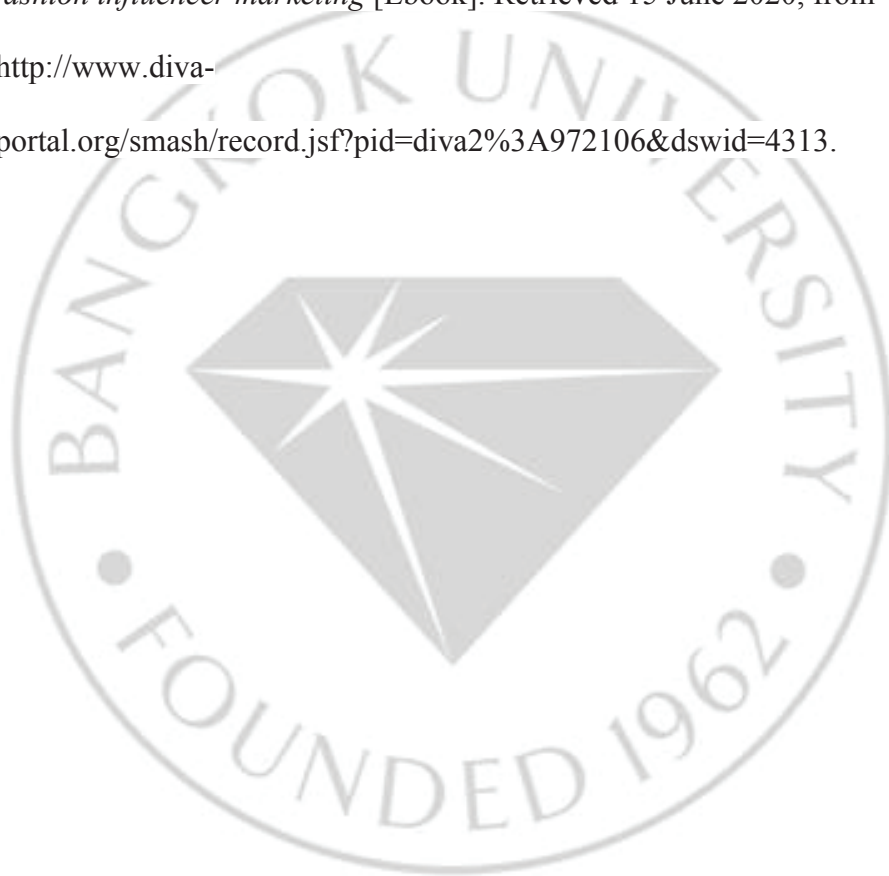
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