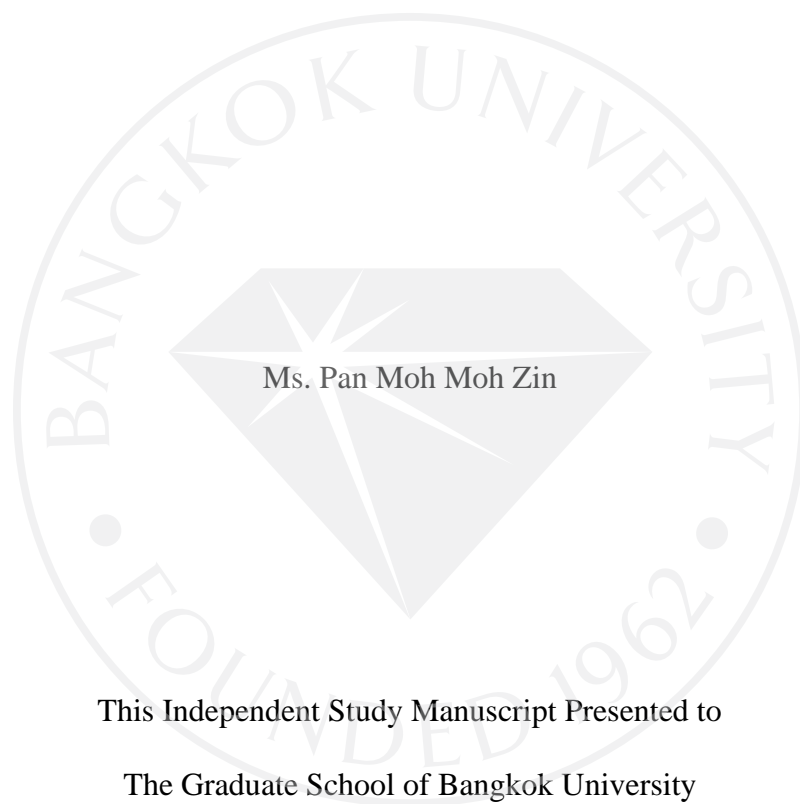


**THE IMPACT OF BEAUTY INFLUENCER ON CONSUMER  
PURCHASE INTENTION TOWARDS THE NATURAL COSMETIC  
INDUSTRY IN MANDALAY, MYANMAR**



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Title: The Impact of Beauty Influencer on Consumer Purchase Intention  
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Author: Pan Moh Moh Zin

Independent Study Committee:

Advisor

Asst. Prof. Dr. Nathanicha Na-nakorn

Field Specialist

Assoc. Prof. Dr. Suthinan Pomsuwan

Asst. Prof. Dr. Siriwan Rujibhong

Dean of the Graduate School

October 1, 2021

Pan Moh Moh Zin, Master of Business Administration, October 2021,  
Graduate School, Bangkok University.

The Impact of Beauty Influencer on Consumer Purchase Intention towards The Natural  
Cosmetic Industry in Mandalay Myanmar

Author : Ms. Pan Moh Moh Zin (Student ID – 7630201148)

Advisor : Asst. Prof Nathanicha Na-nakorn, Ph.D.

### **ABSTRACT**

The purpose of this study is mainly to identify the impact of beauty influencer on consumer purchase intention toward the natural cosmetic industry in Mandalay, Myanmar understanding whether the beauty influencer's expertise, trustworthiness, attractiveness, and eWOM, which impact the consumer or follower, and simultaneously analyzing the purchase intention. Researcher set up the four factors of beauty influencer's (expertise, attractiveness, trustworthiness and eWOM) as independent variables, and the dependent variable is consumer purchase intention. Consumers hold mostly positive opinions towards the cosmetic industry with the majority of beauty influencers approving that they identify and relate to these variables. The research data of this paper consists of the Primary Data as Convenience Sampling technique which was used to collect data. The sample comprised of 400 target consumer who uses the social platform for buying natural cosmetics in Mandalay, Myanmar. the data was analyzed by conveying the only web-based survey questionnaire links to individuals in Mandalay, Myanmar. Finally, the findings show that the research organizations point towards 18 years old and above usually use cosmetics as most people are attracted to beauty influencers, and their contents, posts, Facebook reviews, Youtube videos as well. Results point that independent variable as expertise, attractiveness, trustworthiness and eWOM factors do impact on purchasing intentions as regards the natural cosmetic products illustrated in Mandalay, Myanmar. Consumers hold mostly positive opinions towards the cosmetic industry with the majority of beauty influencer approving that they identify and relate to the expertise, attractiveness, trustworthiness, and eWOM on purchase intention. Therefore, this study takes invention to the discussion on social influence by researching a particular group of beauty influencers in this specific context.

*Keywords: Beauty Influencer, Expertise, Attractiveness, Trustworthiness, eWOM, Consumer Purchase Intention, Natural Cosmetics.*

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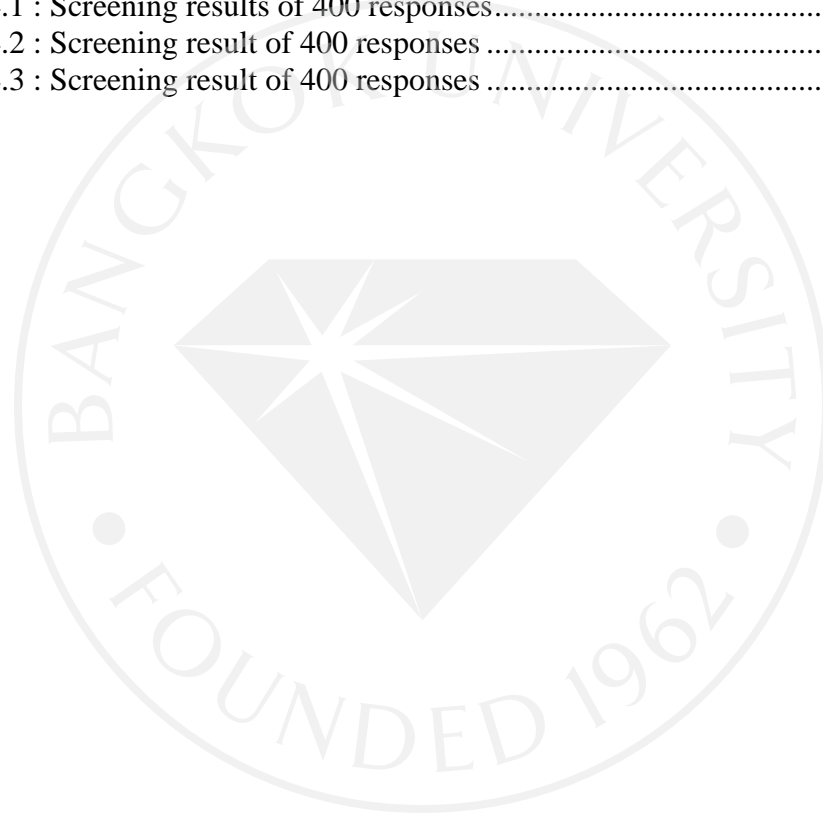
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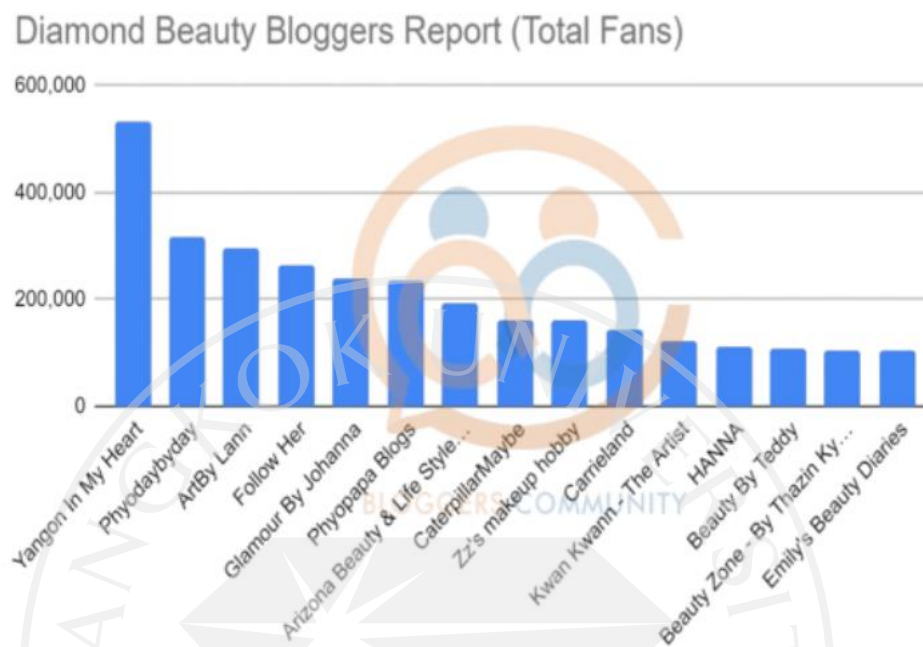
## CHAPTER 1

### INTRODUCTION

#### 1.1 Background

Many various types of influencers who have the most common methods are by followers, fans, Page likes, Group member numbers which include Mega-Influencers who have up to more

than 1 million followers on at least one social platform, Macro Influencer who have between 40,000 and 1 million followers on a social platform, Micro-Influencers who have 40,000 followers on a single social platform, and Nano Influencer who have fewer than 1,000 followers (Influencer Marketing Hub, 2020). Beauty Influencers who are individuals who mainly beauty specialize in modern cross various social media platform of much cosmetic application. Beauty influencers interest focus on makeup reviews, hair treatment, skincare routine, and normally have a large number of followers by Facebook, Instagram, YouTube, etc (Kay, 2018). The beauty influencer can be any individual who can able to influence on purchase decisions of others because of his or her experience of cosmetics usage, products and trend's information, expertise, or relationship with his or her audience, they are also known as the opinion leaders that can provide on their influence through social media networks with their creative beliefs about the products, services. Beauty influencer can create their engaging content to match, satisfy with the brands (Nguyen, 2018). In nowadays, the marketing field of the cosmetic industry, influencers as beauty influencers, celebrity, and bloggers, vloggers are becoming famous as an advertising tool as well as a way to communicate directly with the customers and people who in everywhere around the world (Marijke De Veirman, 2019).

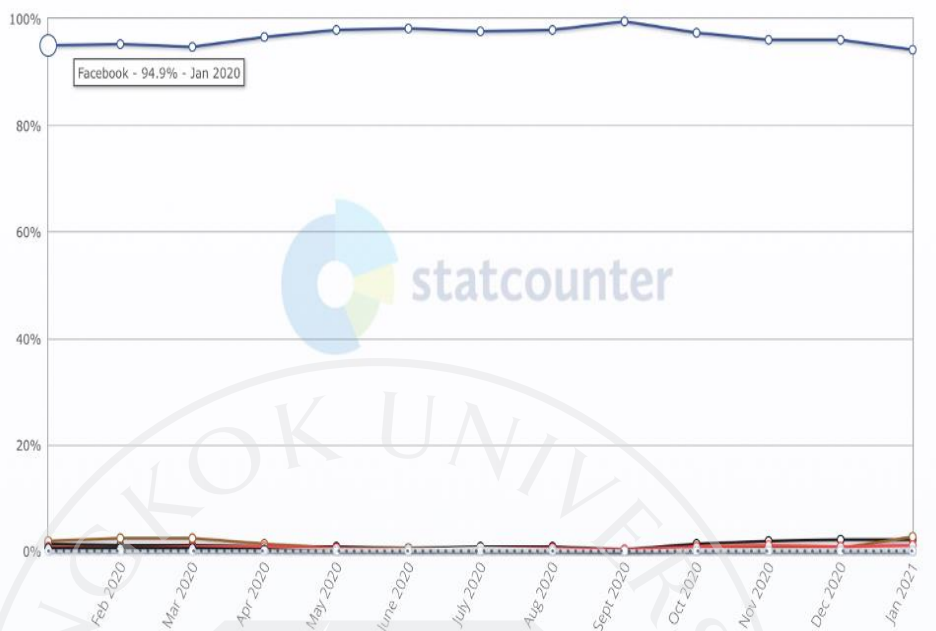


**Figure 1.1 : Beauty Blogger Report June 2020**

With the rise of influencer trends all over the world, many influencers occur later in the Myanmar business sector in these years. Among the influencers, beauty influencers are the most founded ones and the earliest ones stimulated among Myanmar social network users. Most beauty bloggers are young people who studied overseas and come back to Myanmar and some are local students (COMMUNITY, 2020). Figure 1.1 shows that the beauty blogger in Myanmar, these bloggers uses a combination of many social platforms not only blogs (COMMUNITY, 2020). The most social media platforms are Facebook, Instagram and YouTube. But most of the influencers use Facebook and Instagram because Facebook users in Myanmar currently reach 22 million internet users according to data from noted by (KEMP, 2020) which increased 1 million compared by 2019. Social media use increased by 1.4 million between April 2019 and January 2020 and mobile connection use increased by 10 million between January 2019 and January 2020 (KEMP, 2020). On September 6, 2019, The Myanmar Times identified the top 10 bloggers or influencers in local Myanmar mainly on Facebook as mentioned the more Myanmar people are using

Facebook (KEMP, 2020). Win Min Than created by Yangon In My Heart Page as Facebook Page and Personal Account follower over 500,000. She is also a beauty blogger and reviews cosmetic products and shares messaging her skincare route, knowledge, step by step usage of cosmetics, etc and she founded a hashtag GlowNation on her Facebook (Than, 2020). Consumers in Myanmar are reaching deeper into their wallets for beauty and cosmetics products and they focus on the quality brands of cosmetics. Kwan Kwann (The Artist) is a makeup artist in Myanmar, and he has more than 164,000 followers on his Facebook page (Artist, 2021). He uploaded the daily makeup tutorials and did the makeup for celebrities. In today's Myanmar, online shopping is directly increase and consumers can pay for easily high-end brands through those Facebook pages (Artist, 2021).

Currently in the world, the marketing trend has rapidly changed, and different businesses change from traditional marketing campaign to digital marketing (Zyman, 1999). Social media is a quickly growing marketing mechanism. It becomes one of the most effective ways to promote business and brand (Zyman, 1999). Great marketing on social media can direct to big achievement for all businesses (Zyman, 1999). Moreover, customers are also considered and suspect that information shared on social media through the influencers' review posts, video, pages are more responsible than the information given directly from the organization (Hudson, 2013). Therefore, social media becomes one of the leading marketing actions, and social media influencers also become the trend and popular in the e-commerce (Kaushik, 2012).



**Figure 1.2 : Social Media Stats in Myanmar 2021 (January 2020– 2021)**

In the past years, Myanmar has a few internet users, and social media were not much popular as other developed countries, but most people are using Facebook social networking (94.9%) and follow Twitter (2.71%), Pinterest (2%), Youtube (0.94%), Instagram (0.06%) as mentioned above in the graph (GlobalState, 2021). Influencers, bloggers, vloggers, YouTubers, and opinion leaders like other businesses, influencer marketing is broadening over the past few years. It changed into an essential part of digital marketing mechanism these days and influencers can change and satisfy the attitude of the consumers and raise brand awareness among influencer’s loyal followers, fans (CLAREWELLS, 2014). Nowadays, beauty brands are also continual using essential features by collaborating, working with social influencers (CLAREWELLS, 2014). Many successful beauty brands can create the brand-blogger-consumer relationship in which the effective two ways freely flow. Electronic word of mouth (eWOM) is grown to their audiences and content creators who can develop superior values to the brands (Hudson, 2013). Accordingly, the influencers’ role is coming to be the mainstream in consumer buying behavior for purchasing beauty products (Hudson, 2013).

Furthermore, the cosmetic industry of Myanmar has developed immediately today as Myanmar young people are becoming interested and willing in personal grooming in every day and working, daily life. Myanmar's cosmetic industry is becoming highly competitive as different international brands company, local cosmetic brands company, homemade small businesses are developing in the market and also bloggers, vloggers, influencers of beauty, fashion, food, travel are emerged and popular among young social generations (COMMUNITY, 2020). Myanmar people are noticeable of world trends, more informed, more educated, more aware of global things, and, therefore, they can follow the latest fashion, cosmetic trends beauty industry market in nowadays. The specific location of Mandalay, Myanmar where the place is the north-central Myanmar (Burma), and Mandalay is the second largest in the country (Britannica, n.d.). It located on the Irrawaddy River, it exists at the center of mainland Myanmar and is the guide of regional communications, business zone, transportation ways, the weather is very hot than others (Britannica, n.d.). Then, the (Mandalay) regional people are more willing to use the cosmetics, and further to apply makeup to others' region. The people who possess brown skin, therefore, the people want to get bright or whitening skin, glowing skin. Most people are facing the skin problem of acne, freckles, blackheads, wrinkles, etc because of the weather, and they do not know the knowledge of cosmetics the real way how to use them effectively. So, they are willing to focus on healthy skin as compared with Yangon's regional people who the most people are not usually using cosmetics too much (makeup, foundation, lipstick, etc). For example, the people (Mandalay) who use daily sunscreen for face and body, foundation makeup, lipstick, etc. Thus, the research chooses the specific location of Mandalay, Myanmar (Britannica, n.d.).

Global foreign investments are also entering and international businesses for example of M.A.C cosmetics are opening the offices in 2020 and another global brands of Myanmar official Dermalogica, Kenebo, Nature Republic, REVLON, French beauty brand YVES, etc and the young people of Myanmar have a chance to work in these international offices with many graceful people from different cultures (MEDI MYANMAR GROUP.Ltd, n.d.). Next, "The defines of natural cosmetics are made from raw elements

sourced from nature as plants and minerals, and a renewable natural source". The raw materials go through the least amount of processing and the processing methods cause the least impact to humans, animals, and the environment and it can benefit to promote a bright body, glowing skin, and strong hair (COSMETICS, 2021). Next, the natural cosmetic product is considered not only to satisfy consumers' need for healthy, confidential, environmentally friendly, and ethical beliefs but also to improve the whole cosmetics industry to develop in a continuous successful way and a considerable amount of niche natural cosmetics brands which affect consumers' health and sustainable lifestyles have emerged on the market (Zhou, 2019). Thus, cosmetic businesses have to consider and need to find effective and safe natural ingredients which are directly from agricultural-based production without synthetic chemicals, and petroleum, etc (Zhou, 2019). Consumers' healthful and sustainable lifestyles are the most important purpose directing the regeneration of natural cosmetics, it can be seen the brands that occur on the cosmetics market that can also be named brands that represent consumers' healthy and sustainable lifestyle and personality (Zhou, 2019). Moreover, consumers' emotional knowledge of natural cosmetics alters wildly from their ideal knowledge based on proofs, and the consumers still feel hard to notice or determine which natural cosmetics on the market are natural so, they need to know the review or check of the beauty influencers' recommendation (Zhou, 2019).

Thanaka (botanical term - *Limonia Acidissima* Linn) is an essential and favorite natural cosmetic which comes in the form of a yellow paste applied to the face, body, the paste is originated from the bark of Thanaka trees (Mon, 2018). Thanaka has been in usually use in Myanmar (especially in a hot region as Mandalay) for more than 2000 years (Myanmar Matters, 2016). Thanaka conforms as a natural sunscreen that protects the skin from the harmful effects on the sunlight (UVA, UVB). It also helps to keep the skin cool, it is also applied as a beauty product as it improves complexion, stops oiliness for a product as like soaps, powders, perfumes, facial mask, facial cleaning, skin foundation and cream, etc (Mon, 2018). Shwe Pyi Nann Group strongly stands starts establish from 1940 to nowadays as the only largest and successful cosmetics group in Myanmar with a unique

experience, ideation, and distribution systems accumulated more over 75 years in Myanmar's cosmetics industry and runs a unique portfolio of numerous market-leading brands in the industries such as Cosmetics, Health Supplements, Fashion Clothing, Jade Jewelry, Plastic, rubber, and paper, etc (SHWE PYI NANN GROUP OF COMPANIES, 2020). Moreover, there are more than 50 kinds of products have of cosmetics which with implements international quality management standards and got ISO 9001-2008 certification with certification Number (42599) of United Registrar of Systems (URS) (SHWE PYI NANN GROUP OF COMPANIES, 2020). There are SHWE PYI NANN Whitening Thanaka Facial Foam, Shwe Pyi Nann Thanaka Body Lotion (Lime, Star Flower, Whitening Kant Kaw Stamen, etc), Shwe Pyi Nann Shinmataung Thanaka (Vitamin C Rose, Star Flower, Jasmine, etc), Face cream with Vitamin E and SPF 20. For example, Shwe Pyi Nann Jasmine Thanakha stimulated to be excellent high quality and the high standard by formulating aromatic, healthy, organic fresh Jasmine flowers and Myanmar natural Shinmataung Thanakha proportionately (SHWE PYI NANN GROUP OF COMPANIES, 2020). Also, the D'nae Skincare series which launched natural, organic products like D'nae natural handmade soap and body scrub, D'nae hope scent solution, and, D'nae cleansing series, D'nae Natural Body Lotion (Pomegranate, Aloe Vera, Rose) that produce with pomegranate (ellagic acid) and starch-rich been affected by sunburn, skin damage, in addition to protecting human skin to protect Antioxidant Heads 0 also caught our skin wrinkles his way to skin fully moisture and it is the right skin soft water, improving the ability to remove bacterial infection (Myanmar, n.d.).

Since the beauty and cosmetics industry is increasing and also the development of technology, customers utilize the digital platform as a part of their decision-making process in purchasing the products online including cosmetic products (KEMP, 2020). For organizations, therefore, find ways to attract the attention of potential customers. Today's customers are more educated and well inform ever than before and they want to see how the products work on the real people and what they result in them (KEMP, 2020). Because of this need, the influencers or bloggers in the cosmetics industry become mainstream for today's businesses in conducting successful marketing campaigns. As mentioned above, it



related to the different of many influences have increased today in Myanmar, it can help the business easy to choose from the various kind of influencers. Then, it will meet the customer's expectations and perceived the value of cosmetic products by using effective influencers (KEMP, 2020). Therefore, cosmetic companies need to analyze and appreciate consumers' buying behavior, attitude as well as the changing of marketing trends.

## **1.2 Research Problem**

Online marketing plays a vital role in the brand's marketing strategies with the ability to engage with an influencer and relevant audience but there is some problem in influencer marketing that brands are handling with (MARSHALL, 2014). The problem with most cosmetic businesses is that the advertisers often seem to focus on showing off their products instead of creating creative ways of advertising to win customers with social influencers. Most of the brands advertising in national social publications need a lot of allocations to promote and to be more effective because most of the others (international beauty ads) simply show the beauty product themselves by a model or celebrity, YouTuber, influencer, etc. According to studies, marketers are still trying in choosing the right influencer to partner with influencers and more than 70 % of respondents confessed that there are some challenges in working with influencers, it would be a big impact if the brands wrongly choose the right influencer for brands, product campaigns, and end as an accident (MARSHALL, 2014). On the other hand, some influencers do not fully of issues as skill, understandings, communication and just follow the money short term. The influencer copying post and reviewing cosmetic products' information even they are influencers from different sources, others' influencer contents (MARSHALL, 2014). That would bring towards decreasing the trust of followers, fans, and customers for the beauty brand, product, it issue can be seen in many influencers in Myanmar these days. Also, some brands do not dare or do not take responsibility to set clear guidelines to empower influencers if who are working together with famous influencers (MARSHALL, 2014). Some brands also do not clear the roles of the influencers and therefore their contract is not

considered the precise rules, policies, terms, and conditions for coordinating. Influencer reviews must be honest review and provide the right professional information to the followers and they need to have an awareness that their electronic word of mouth information is a trusted source for their followers, therefore, the influencer needs to avoid following the money by posting every product that influencers are offered to. For this reason, this research purpose with the research questions discussed in the next chapter. Therefore, as a result, this research may very useful with the beauty influencer in the natural cosmetics industry in Myanmar.

### **1.3 Research Objectives**

- 1.3.1 To examine beauty influencer's expertise that direct impact on consumer purchase intention towards the natural cosmetic industry in Mandalay, Myanmar.
- 1.3.2 To examine beauty influencer's attractiveness that direct impact on consumer purchase intention towards the natural cosmetic industry in Mandalay, Myanmar.
- 1.3.3 To examine beauty influencer's trustworthiness that direct impact on consumer purchase intention towards the natural cosmetic industry in Mandalay, Myanmar.
- 1.3.4 To examine beauty influencer's eWOM that direct impact on consumer purchase intention towards the natural cosmetic industry in Mandalay, Myanmar.

### **1.4 Research Questions**

- 1.4.1 Does the factor of beauty influencer's expertise that directly impacts on purchase intention towards the natural cosmetic industry in Mandalay, Myanmar?
- 1.4.2 Does the factor of beauty influencer's attractiveness that directly impacts on purchase intention towards the natural cosmetic industry in Mandalay, Myanmar?
- 1.4.3 Does the factor of beauty influencer's trustworthiness that directly impacts on purchase intention towards the natural cosmetic industry in Mandalay, Myanmar?

1.4.4 Does the factor of beauty influencer's eWOM that directly impacts on purchase intention towards the natural cosmetic industry in Mandalay, Myanmar?

## 1.5 Scope of the Study

Nowadays, internet users have been increasing in Myanmar but influencer blogging, vlogging were not as popular as in many other developed countries. Otherwise, beauty influencers can use the power of electronic word of mouth (eWOM) to refer to others and affect those people from this social network to purchase cosmetics (Kaushik, 2012). As mentioned the purpose of this research, both business must know the strong relationships with beauty influencers and customers that will support each other to be purchased for the cosmetic industry in the long term (Kaushik, 2012). Moreover, the natural cosmetic industry of Myanmar has developed rapidly in recent years, and great potential market in the beauty industry. Myanmar's local cosmetic industry is getting to be highly strong as international brands are joining and moving into the Myanmar cosmetic market and some local brands upgrade to higher quality at affordable prices to compete with international brands. The examination is focusing on current and potential customers of the natural cosmetic industry in Mandalay, Myanmar as below seen the specific scope of this research study.

Scope of Content: Beauty Influencer's expertise, attractiveness, trustworthiness, eWOM, and consumer purchase intention.

Scope of Geographic Area: Mandalay, Myanmar.

Scope of Population: Focusing on Mandalay's Population as 400 respondents who interested in beauty influencer and customers who daily natural cosmetic use selecting by age group: Male and Female age range between (18-30 years old), (30-45 years old) and (Over 45 years old) because they are the most percentage of the target population for the natural cosmetic industry in Myanmar. Hence, the researcher releases online survey questionnaires that contained a non-probability sampling, it compiles the data by using the

convenience sampling of researchers from family, friends, and friends of friends, and relatives by distributing the online questionnaire survey through social media platforms as Gmail, Facebook Messenger, Line.

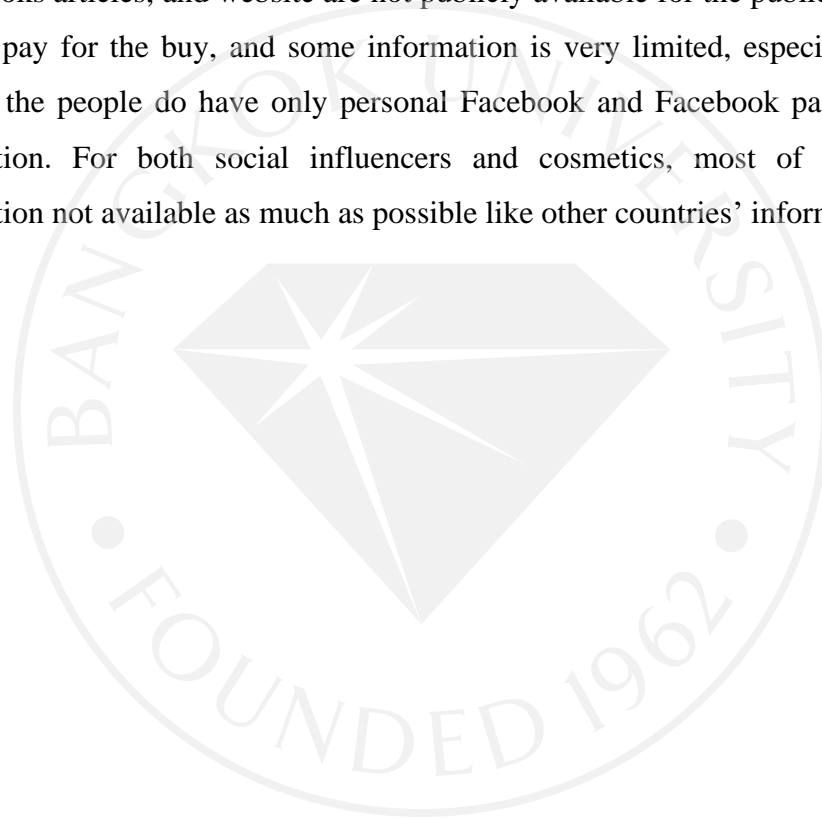
### **1.6 Significant of the Study**

At first, there is a specific natural cosmetic industry focusing on particular beauty influencers and assessing how they impact consumers' purchase intention. Therefore, the result from this report could indicate the distinction between the different demographic customers and therefore be used to improve customer satisfaction for all types of customers to persuade purchase intentions. This study might be useful and can be a guideline for the beauty influencers' self-improvement and growth in the natural cosmetic industry in or outside Mandalay, Myanmar. Secondly, the findings of the study will attend to as guidelines for social media marketing especially for natural cosmetic businesses in Myanmar. Thus, cosmetic companies that need to apply the recommended approach derived from the result of the study will be able to benefit the company better and will be guided on what should be empathized by the beauty influencers in the cosmetic industry to purchase intentions. Thirdly, the results of the study will be significant for providing beneficial information on developing brand marketing activities and understanding for future research, the study will help them to expose critical area in the cosmetic industry for the future study that many researchers were not able to analyze.

### **1.7 Limitation of the Study**

According to the limitations of the study which are issues and happenings that arise in the paper that is out of the researcher's control to which a study can go and sometimes represent the result and conclusions that can be attracted (Goes, 2013). Regarding this study, the data gathering has been collected through web-based questionnaires during

COVID 19 and the National crisis. Therefore, there is no personal connection between the researcher and the respondents. For informed consent, the questionnaire was delivered only online and all the respondents can exist the form whenever respondents who do not want to continue. The respondents do not possess the time to complete the surveys which often also sustain the limitation of pressing respondents into particular response categories, thereby limiting the size of responses. Lastly, limitation of this data information, since some books articles, and website are not publicly available for the public society and also need to pay for the buy, and some information is very limited, especially in Myanmar because the people do have only personal Facebook and Facebook page about of their information. For both social influencers and cosmetics, most of Myanmar's data information not available as much as possible like other countries' information on google.



## CHAPTER 2

### LITERATURE REVIEW

Chapter 2 examines the significance of related terms of the natural cosmetic industry in Mandalay, Myanmar, related theories and models, and research hypothesis, previous research studies, and benefit the researcher to realize the background of this cosmetic or beauty industry, influencer marketing, beauty influencer's expertise, attractiveness, trustworthiness, eWOM, and the process of consumer purchase decision about for this topic.

#### 2.1 Expertise

The definitions are given in an attempt to identify “expertise which is consensually defined as best, maximum, or extremely high levels of performance, an achievement on personal responsibility or within a given area” (Bourne, 2014). Additional means who receives this significance is called for an expert or some related term which as a champion or master, maven, wonder, or genius, and each word sends with it infrequently nuanced meaning (Bourne, 2014). The expertise can differ in their intensity on their experience, knowledge, or awareness, background aspects such as the basis of high levels of performance, and achievement, and the term was chosen to describe exceptional performance delivers with it an assumed reason (Bourne, 2014). On the other hand, the model of Ohanian's source credibility implies the people who possess the expertise, it has been defined as the importance of source credibility that goes down to five adjectives as like an expert, experienced, qualified, knowledgeable, and skilled (Serban, 2010). The people who have to possess this kind of factors to share their experiences, knowledge by fully understanding their own self. The influencer needs to be accepted and must be referring to influencers' cultural, updated brands usage and generational knowledge which can develop and improve more credible goods that resonate with younger consumers

(HUNTER, 2021). Social media personalities have become fundamental in many kinds of brands' campaigns and marketing efforts in today's world (HUNTER, 2021). As an influencer, by taking and having their expertise things first step, the imaginable customer appreciates within their trust, and many cosmetic brands have started up approaching and working with these expert beauty influencers on actual products (HUNTER, 2021). Moreover, the fans, followers are expected and need a skillful beauty influencer to receive information for buying the cosmetic products which can bring customer satisfaction and long-term loyalty (HUNTER, 2021).

Occasionally, the strength to make purchasing decisions slightly consists in the hands of those with the essential specialized knowledge and the customer often requires experts for advice at previously (Morgan, 2000). But nowadays, the customers are facing the shake task of assessing through the crowd of struggling opinions, beliefs, understanding and choosing the products as to the best course of action (Morgan, 2000). The customers need expert beauty influencer to choose the right cosmetics match with them. For addressing the relationship with purchase intention, a model in which perfectly instructed expertise which delivers guidance and direction to a customer to a set decision making, the expertise favored and consequently may aspire to persuade the repurchasing in various ways and to different extents (Morgan, 2000).

## **2.2 Attractiveness**

According to the (Thesaurus, 2021), the meaning of “attractiveness is the quality of inducing interest or making people want to do something about to attract to someone or to buy the products or services”. By understanding the first impression is so need and great for all, thus both of physical attractiveness as facial, hair, nail, body and also mental attractiveness as kindness, intelligence, family orientation and need for beauty influencer because most of the fan, follower, and customers ware inspired with all of the beauty influencer or celebrity today (Thesaurus, 2021). Physical attraction is the first point when it comes to establishing a first see on someone and it can be classified as through

the weight, height and facial beauty of a person is the first aspect which assessed first other people (Agam, 2017). As a beauty influencer, it is a significant need factor and relates to the physical attractiveness of the customers and this impression creates the awareness of trustworthiness on the followers, customers, and a positive conception of such people (Agam, 2017). Moreover, the physical attractiveness and other features like the ethical, powerful ability of social media influencers are distinguished to have a high instinct (Xin Jean Lim, 2017). As mentioned in chapter 1 of influencer marketing has to continue rapidly expanded nowadays on social media platforms, it has attended to brands, products, and businesses as a great way to promote their products and brands (PR, 2021). One of ethical attractiveness is also needed and respect for influencers among with them and business, all can exist by the following guidelines, actions, rules to confirm that each of the brands is also be authentic and ethical in influencer marketing (PR, 2021). The influencer makes sure to fully understand the business partnership guidelines and other advertising laws (PR, 2021). As a beauty influencer need to consider one of the most critical takeaways from these guidelines is the revelation of business-sponsored content, posts (PR, 2021).

The attractiveness is very crucial for social media celebrity, influencer because this is one of the components that bring the customers or potential customers to gain interest in the product or service (Agam, 2017). In addition to that, a good physical attractiveness can stimulate or convince the none-follower to come to be the customer for the product and customer and also business desire to see the containing type so that this can be a sample goal in their mind whereby if they use this product and choose the good attractive influencers who they know that the outcome of using the product and match with working together (Agam, 2017). Hence, having an attractive of someone's first impressions is the key sells of the product in every market. The second component factor of attractiveness is also the main which driving the acceptance rate of advertising, purchasing and it focuses on a consumers' physical attributes or characteristics and an attractive beauty influencer can influence consumers with beneficial effects, customers, followers with attractive features, and improve a beneficial personality on consumers afterward with a purchasing



intention (Xin Jean Lim, 2017). Information presented by a source of influencer who can affect with high attractiveness is regarded as being more significant on their consumers (Xin Jean Lim, 2017). Although the beauty influencer, is thus a multidimensional concept which takes a powerful role in the impacts that social programs have on consumers' purchase intention, it is easily influenced by social media networks, therefore it is necessary to establish impact honesty with the consumers and purchase intention (Xin Jean Lim, 2017).

### **2.3 Trustworthiness**

The meaning of “trustworthiness is the quality of a person or a thing that inspires reliability” and it is a characteristic of having the right to trust and confidence (Vocabulary, n.d.). Trust is also the most significant for business and brand asset in the company's management, especially in relationships with customers, clients, employees, and stakeholders, etc and is reinforced by speaking in a way that is consistent with the value, culture, and character, brand image (Sooy, 2018). Then, the challenge with the trust can not buy it or force customers to believe the product is trustworthy, the business and influencer must work to get trust and to build relationships with customers, and nurture trust (Sooy, 2018). According to the model of Ohanian (1990), interpreted source trustworthiness consists of five key elements as honest, sincere, dependable, reliable, and trustworthy, which can be used to specify whether a source is trustworthy (Serban, 2010). By recognized influencer's expertise, and attractiveness will fulfill a staple in many campaigns as a brand, product, trust, and marketing effort, thus, this able to create more ethical goods that crush with consumers' purchase intention (Xin Jean Lim, 2017).

The reason why the beauty influencer's trustworthiness also in a particular career of this beauty influencer as cosmetic or beauty market, they have perceived power to influence their followers, fan and they are already automatic trust each other because influencers possess at least over million of followers as mentioned in chapter 1. The customers trust them to realize better about the beauty influencer's message by eWOM on

Facebook, Instagram, Youtube, Twitter. Then, to build the strong trustworthiness between influencer and customer by using the beauty influencer's expert and attract of review products, posting makeup tutorials, the experience of cosmetics usage (pro and con) what they are sharing, and also happy to be impacted in their purchasing decisions (Fill, 2013). According to the (Coney, 1982), social influencer factors are mentioned to increasing consumer attitudes, behavior, perception, expectation and direct to an increase in a purchase decision. Consumers who protect a positive attitude towards the social media influencers' trustworthiness have a relatively higher purchase intention (Xin Jean Lim, 2017). Therefore, cosmetic businesses need to consider the important thing of beauty influencer's trustworthiness with not only the customers and also business partnerships. Because it provides intent change to positively engage with the customers for their buying process and decisions (Fill, 2013).

#### **2.4. eWOM (Electronic Word of Mouth)**

The definition of traditional marketing or Word-Of-Mouth marketing (WOM) is when a consumer's interest in a company's product or service is classified in the customers' daily summits. It is a kind of free advertising asked for by customer's experiences and usually, something that goes beyond what they wanted (KENTON, 2020). "Electronic Word of Mouth (eWOM) is also a form of buzz marketing" and it can come to be viral if the message is influential or pleasant enough and it can be a focus on person-to-person, person to many communications that occur on the internet (Kremers, n.d.). With the development of the internet trend today, guided to the development of a new form of WOM which is called the eWOM (electronic word of mouth), it is widely supposed the most profitable and personal information source on the network for customers and sellers (KENTON, 2020). Electronic word of mouth (eWOM) can reach many people at the right same time to everywhere around the world by using an electronic device, application, so it has the stunning power to becoming viral (Kremers, n.d.). Not only the influencer but also the cosmetic user-friendly posts the social platforms and they share their experiences by posting the real experiences (Kremers, n.d.). All people can leave their review, suggestion

on the page, and therefore other potential buyers can find out the required information about the cosmetic brands by browsing those reviews and business can promote this marketing through reaching intentions on a product, delivering useful customer service, and providing limited information to consumers in today's society (KENTON, 2020). Therefore, noted by (Kremers, n.d.) who express the customers can browse for and discover via online social media and reviews which are utilized as important information sources, form consumer intentions towards a product, and influence sales (Kremers, n.d.). It has a considerable impact on purchase decisions and, customers can be affected or negatively by this, and eWOM marketing is even extra powerful than traditional word of mouth in today social environment (Kremers, n.d.).



**Figure 2.1 : Main review generating factors and eWOM impacts**

Figure 2.1 shows that electronic word of mouth (eWOM) can also provide advantages to businesses over traditional marketing campaigns and help the business to get

the strength from competitors and can get customers' trust, loyalty, low risk (Muhammad Sohaib1, 2020). One of the impacts is getting the customers' decision-making and purchase intention by using eWOM (Muhammad Sohaib1, How Social Factors Drive Electronic Word-of-Mouth on Social Networking Sites?, 2020). This advertising is an aspect of betterment in which satisfied customers recommend to prospective customers how much the customers appreciate the products, or services without paying, it can be seen particularly where buyers share information and the beauty influencer's experiences to another about the product or service by talking or using another medium (KENTON, 2020). By using the beauty influencer's e-WOM communication as review, post, blog that customers can receive strong relations with other consumers. The customers receive a faster reaction about the cosmetic product information, usage, otherwise, if the products information is not clear, consumers tend to search for more information and change to others who influencers and brands, apart from the official sources of product information, company website (Kremers, n.d.). Then, this study assessed that electronic word-of-mouth (eWOM) can spread much more information, message to consumers that will provide an impact on consumers purchase intention (Kremers, n.d.).

## **2.5 Consumer Purchase Intention**

The means of "consumer's purchasing intention refers to that consumer's attitude toward a specific purchasing behavior and the consumer's degree of willingness to pay and it is a signal of consumer purchasing behavior" (Shibin Zhang, 2020). The factor of purchase intention is the prospect of a customer buying the product again based on their purchase experience for a product that is going the customer towards a purchase (Bhasin, 2018). It is also one of the most particular theories in the research paper, especially due to its close relationship with the purchase decision, buying behavior and link to intention keeps with the certain attitude is composed on a hypothesis (Probstnerová). The customers are reasonable beings that bring a decision based on the knowledge that is available to them (Probstnerová). The consumer behavior, attitude is the examination of how individual customers select to purchase and dispose of intentions the products which are also crucial

to satisfy their needs and wants (Chand, n.d.). The study one of the important aspects, consumer behavior, attitude implies that consumers play many roles in the marketplace, starting from the information provider, from the seller to the buyer (Chand, n.d.). The consumers take advantage of these functions in the purchase decision process (Chand, n.d.).

In today's social media market, marketers must consider Kotler's model of consumer buyer's decision process and marketers follow this model closely to determine what the products and services of customers need and want to final purchase behavior in the market (UKEssays, 2017). Most of the consumers usually purchase reflection and evaluation, it is also essential to understand the process of their purchase decisions to a successful business (UKEssays, 2017).



**Figure 2.2 : Consumer Buyer Decision Process**

Figure 2.2 provides five notable steps in the consumer buyer decision process to all the businesses, and marketers, beauty influencers know the customers' behavior.

1. Need recognition. The first step happens when the consumers organize, they need a product or service thus, business and beauty influencer need to immediate appreciation involving cosmetics advertising and recommendation, review (UKEssays, 2017).
2. Information Search. According to Kotler, the consumer has determined that they want to pay for a product or service, and also they will undertake to search for information confining the product and their usage (UKEssays, 2017). So, the beauty influencer and cosmetic businesses need to consider these factors because sources of information that are available to the consumer are different ways as including social platforms by eWOM or post on Facebook, Twitter, Youtube, Instagram, etc (UKEssays, 2017).

3. Evaluation of Alternatives. This information has been collected then the consumer will evaluate alternatives and based on their understanding and an individual will give a different particular weighting to various factors gathered during the information search as product quality, brand image, price, service, and recommended person who is beauty influencer's trustworthiness (UKEssays, 2017). Therefore, the beauty influencer and business need to note these factors of customers' alternative ways of evaluation.
4. Purchase Decision. At this step, consumers determine what they purchase and if a consumer has before received a product or service which they are satisfied with it, again in the future they will try to repeat the purchase (UKEssays, 2017).
5. Post Purchase Behavior. This is the final step, the product or service has been purchased and consumers re-evaluate their purchase decision against their recent assessment and purchase criteria, recognizing the importance to which an item has fulfilled, outperformed, or even went wrong to satisfy expectations (UKEssays, 2017). Therefore, both beauty influencers and businesses need to consider and received above those five steps to achieve the customers effectively and to get repurchase and strong loyalty (UKEssays, 2017).

According to the factors of consumers' buying process, it is forming a strong relationship with purchase intention is important and understanding, the natural cosmetic industry target market is will help them to expand better natural cosmetic products, sales (EMOTIV, 2020). All of based on this assumption that consumers' needs, wants, attitudes, behavior, and evaluation alternatives toward competing for the products are important determinants of their purchasing decisions. The research paper has implied that beauty influencer's expertise, attractiveness, trustworthiness, and eWOM, factors are intentions to purchase that have a significant effect on their substantial purchase decisions. All the business can understand the importance of purchasing intention as it is related to their intention for increasing the sales of natural cosmetic products to maximize profits (Hosein, 2012).

## 2.6 Previous Research Studies

Table 2.1 : The summary related the previous research studies

Research Topics	Objectives	Method and Results
<p>The Factors Influencing on Purchase Intention towards Beauty Care Products (Janany, E &amp; Shiyany, S)</p>	<p>(1) To identify the factors which influence on purchase beauty care products in Jaffna municipal council area (Shanmugathas, 2018)..</p> <p>(2) To identify the factors which are the most influencing on purchase the beauty care products (Shanmugathas, 2018).</p>	<p>The research utilized survey questionnaire to acquire 200 acceptable responses from women who consume beauty care products within the Jaffna Municipal council area (Shanmugathas, 2018). 43 questions were composed to compile information on this research study (Shanmugathas, 2018). They assessed the components influencing purchase intention towards beauty care products in Jaffna District about the highlight of exploratory factor analysis such as eWOM, age, income, civil status, education level, product quality, past experiences, etc on purchase intention (Shanmugathas, 2018).</p>

Table 2.1(Continued) : The summary related the previous research studies

		<p>Among these Factors Brand, Education, Price and Civil status had the most influence on purchase intention towards beauty care products (Shanmugathas, 2018). However, brand image has always been the focus of many consumers when making a purchase (Shanmugathas, 2018)..</p>
<p>The Impact of Influencers on Online Purchase Intent (Nadezhda Lisichkova and Zeina Othman)</p>	<p>To explore the features that an influencer possesses or should possess and their impact on online purchasing intent for consumers (Othman, 2017)</p>	<p>The research compiled the methods contain personal interviews, focus group and performed in the territory of Sweden (Othman, 2017). The personal interviews were gathered in the pre-study which used as a guide for the hypothetical framework and focus groups (Othman, 2017). Whenever the influencer recommends a product that highly conforms with the consumer's need, purpose, and interest, the higher is the purchasing intention for</p>



Table 2.1(Continued) : The summary related the previous research studies

		<p>buying that product (Othman, 2017).</p> <p>Then, from this previous study, an overview relating the fundamental function of trustworthiness, credibility, the expertise of influencer which effect purchasing intention, online purchase intention, and the different factors influencing it (Othman, 2017).</p>
<p>Beauty influences in the digital age: How does it influence purchase intention of generation Z? (Hanif Adinugroho Widyanto, 2020) (Hanif Adinugroho Widyanto and Cahya Rahmania Agust)</p>	<p>To analyze the impact of celebrity credibility (Expertise, Trustworthiness, and Attractiveness), reputation, and persuasive capabilities towards purchase intention (Hanif Adinugroho Widyanto, 2020).</p>	<p>This research conducted 154 young women from generation Z who lived in the Greater Jakarta (Jabodetabek) area and utilized a quantitative method using multiple linear regression analysis (Hanif Adinugroho Widyanto, 2020).</p> <p>Specifically, the research collected primary data by employing online questionnaires on Google Form using a Likert scales ranging from 1 (strongly</p>

Table 2.1(Continued) : The summary related the previous research studies

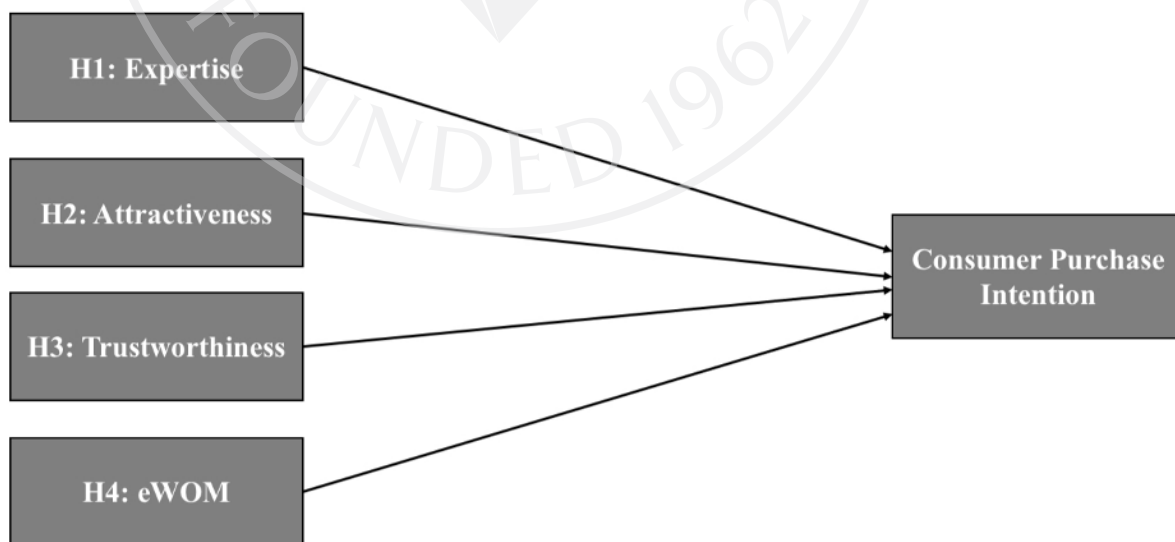
		<p>disagree) to 7 (strongly agree) to gauge the respondents' stance on our variables (Hanif Adinugroho Widyanto, 2020). The Expertise and trustworthiness variable does not have a significant positive influence on Purchase Intention of traditional, homegrown cosmetics products in this study and attractiveness variable has a significant favorable influence on Purchase Intention (Hanif Adinugroho Widyanto, 2020). Moreover, the variables of reputation does not have a significant positive influence on purchase intention and the last variable of persuasive capabilities variable positively influences purchase intention from female respondents from Generation Z in the Jabodetabek area are</p>
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Table 2.1(Continued) : The summary related the previous research studies

		impressible by this (Hanif Adinugroho Widyanto, 2020).
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Table 2.1 shows the previous studies are kind of the factors of influencer on purchase intention that are helpful and useful for this research study. According to these previous studies, it gives an important relationship between influencer marketing and influencers, celebrity credibility as (expertise, trustworthiness, attractiveness, reputation, etc), their main roles, and how to examine and study those who are employed in responding and commenting (Othman, 2017). Some of these variables are significant or not and also some of the variables are not matched with this study but from these previous studies, their use of methodology analysis tools and theoretical framework is very useful and understand that support my study and it relatively effective.

## 2.7 Conceptual Framework



**Figure 2.3 : Conceptual Framework**

Figure 2.3 shows the variables include beauty influencer's expertise, attractiveness, trustworthiness, and eWOM which are impact consumer purchase intention. This theoretical framework interprets the concepts theories directing on the beauty influencers, and in the overview of consumers' purchase intention to the natural cosmetic, the Mandalay, Myanmar marketing trends, and attends to the literature review. This study with a discussion on what social media influence encompasses, supported by the concepts of beauty influencer is discussed in light of theory and social influence has formulated itself as a profession, which is discussed accordingly (Goldsmith, 2005). According to (CHAPPELOW, 2019) which can also impact the purchase intent of consumers, complete with statements by Gillin (2007) on the importance of beauty influencer. Throughout the chapter research hypotheses are composed, based on the main research objectives and questions as illustrated in chapter 1.

## **2.8 Research Hypothesis**

As discussed in the section above the related theories, models, and related researches, the consumer purchase intention particularly in the natural cosmetics business may be impacted by this variable of beauty influencer's expertise, attractiveness, trustworthiness, and eWOM (electronic word of mouth). Extensively of the above-related studies is support and help to hypothesis effectively in the study. Therefore, hypotheses can be constructed as follows:

H1: The beauty influencer's expertise has a significant impact on purchase intention towards the natural cosmetic industry in Mandalay, Myanmar.

H2: The beauty influencer's attractiveness has a significant impact on purchase intention towards the natural cosmetic industry in Mandalay, Myanmar.

H3: The beauty influencer's trustworthiness has a significant impact on purchase intention towards the natural cosmetic industry in Mandalay, Myanmar.

H4: The beauty influencer's eWOM (electronic word of mouth) has a significant impact on consumer purchase intention towards the natural cosmetic industry in Mandalay, Myanmar.

## 2.9 Conclusion of Literature Review

In conclusion, many researchers were attracted to social influencers, beauty bloggers, vloggers, micro-influencer, and organize many significant factors that impact directly or related to customers' attitudes, behavior, and purchase intent. Understandably, not only natural cosmetics or beauty products but also the influencers market is highly strong. In Myanmar occur, there are many different influencers' characteristics that are important for customers, fans, followers, etc. Hence, the businesses need to choose effectively the right influencer in their market with match the cosmetic products to improve trust and maintain consumers relief and customer loyalty. According to related research studies delivered above, the findings show that social influencers, celebrity credibility and traditional WOM, eWOM, which help and enable this study understanding of how the variables are effective or not, how the customer attitudes are intended to be purchase and need to consider that can change to buy customer's buying behavior. As mentioned in related theory, previous studies and framework, beauty influencer's expertise, attractiveness, trustworthiness, and eWOM, which are reliable and very significant variables for a cosmetic business leads to the continuous purchasing of consumers. The study paper determines the purchase intent to be higher when a beauty influencer's characteristics (expertise, attractiveness, trustworthiness and eWOM) are impacted on. Beauty influencer's expertise, attractiveness, trustworthiness, and eWOM are the main to formulating purpose in the customer, and most of the hypotheses are fully related and match with research objectives that are believed to have an impact on purchase intention toward the natural cosmetic industry in Mandalay, Myanmar.

## CHAPTER 3

### METHODOLOGY

This chapter expresses the method used in the research which is divided into different subtitles by discussing both theoretical and practical application of this study. The section examines the methodology of the research and how the data was collected and examines on research design by interpreting which method was chosen and the next section discusses the survey design and technique for the research.

#### 3.1 Research Design

The objective of this study is to examine the impact of beauty influencer on consumer purchase intention in Mandalay, Myanmar and as variables expertise, attractiveness, trustworthiness, eWOM toward purchase intention of natural cosmetics. This study would be applied with the quantitative research method by using a survey as a tool in order to compile the data information to demonstrate the beauty influencer's expertise, attractiveness, trustworthiness, eWOM impact on purchase intention toward the natural cosmetic in Mandalay, Myanmar. The researcher obtained descriptive statistics to specify how independent variables are connected to the dependent variable by utilizing statistical data. The collect data is used to assess in a statistical way for which one would be the factor that influences customer purchase intention, the researcher accesses a large amount of sample within a limited time frame and resources by using only an online survey questionnaire or google web form and established by relating the theories and was assessed and accepted by the directors from Bangkok University and collection was done through the questionnaire which was published to 400 respondents from online survey form as Gmail, Facebook Messenger, Line. The data obtained from the questionnaire is put into SPSS for statistical analysis.

### 3.2 Population and Sampling

The population of this study is Mandalay, Myanmar consumers the age of 18 years old and above who usually used cosmetic daily life or purchased cosmetic products in order to receive data and accomplish the considerable response. Besides, the data are obtained from respondents who had purchase experience at least once cosmetic by influencers recommends analyzing the influence variables. A sample group is also simply a subset of the population that concept of sample derives from the incapability of the researchers to test all the people who in a given large population in Mandalay, it must be defined of the population as a whole from which it was drawn and it must have good size to sanction statistical analysis (EXPLORABLE, 2009).

The researcher continues to tempt targeting sampling to take part in the research until the sample size was reached by using calculate Cochran (1977) formula in the case. Based on the 95% confidence level on the result of the research, the calculated sample size is 400 (with an error percentage of 5) out of the whole population of Mandalay, Myanmar.

$$n = \frac{Z^2 p(1 - p)}{d^2}$$

**Figure 3.1 : Cochran Formula**  
Sources: (Burstein, 2011)

Where,

n= sample size

Z = Confidence level 95 % = Value of Z is 1.96

d = acceptable margin of error 5%=researcher is willing to accept = 0.05

p= Estimate of percentage of the population, where p is maximum possible proportion =0.5

According to the formula above (Burstein, 2011),

$$n = (Z^2 p(1-p))/d^2$$

$$n=1.96^2*0.5(1-0.5)/0.05^2$$

$$n= 384.16 \text{ samples}$$

As a result, so this study requires 385 respondents who both male and female, age 18 and above daily use natural cosmetics in Mandalay, Myanmar. The researcher adapted and performed total 400 responses to scope fully the sample size to use the convenience sampling method to collect the right data for hypothesis testing.

### **3.3 Research Instrument and Pretest**

For this study, a questionnaire is used as the research instrument to accumulate primary data through an online survey; 33 questions were published which have correspondence in terms of the population in Mandalay, Myanmar.

The questionnaire is divided into (3) parts.

**Part 1:** It consists of screening questions (3) propose to define whether the respondents facilitated for this research.

**Part 2:** This is about the respondents' personal information and purchase experience (gender, age, education level, income occupation, etc), contains (5) questions. The purpose of this part is the patterns of data are analyzed in a statistical way, so that researcher would reveal the demographic and background of respondents.

**Part 3:** It is about the beauty influencer's expertise, attractiveness, trustworthiness, and eWOM, discover to purchase intention in Mandalay, Myanmar. It includes (25) questions covering the main aspects of beauty influencer: (i) their expertise, (ii) trustworthiness and (iii) their attractiveness and it impact on purchase intention; (iv) their eWOM and its effect on purchase intention and (v) the dependent variables of consumer purchase intention. Each question used the five-point Likert scale,



Table 3. 1 : The 5 points Likert Scale on Level of Agreement (Vagias, 2006)

Score	Level of Agreement
1	Strongly disagree
2	Disagree
3	Neither agree nor Disagree
4	Agree
5	Strongly Agree

For the measurement analysis, the researcher evaluated the interval class by using the following formula to standardize the interval during the analysis stage:

$$\begin{aligned}
 \text{Interval class} &= \frac{\text{Max value} - \text{Min value}}{\text{Number of Interval}} \\
 &= \frac{5 - 1}{5} \\
 &= 0.8
 \end{aligned}$$

Therefore, the average score interval of 0.8 will be used in the analysis and interpretation of factors as follows:

1. Average score of 4.21 – 5.00 refers to Strongly Agree level
2. Average score of 3.41 – 4.20 refers to Agree level
3. Average score of 2.61 – 3.40 refers to Neither Disagree nor Agree level
4. Average score of 1.81 – 2.60 refers to Disagree level
5. Average score of 1.00 – 1.80 refers to Strongly Disagree level

In 1951, Lee Cronbach who developed the means of Cronbach's Alpha or Coefficient Alpha is measures reliability, or internal consistency which is indicates and the researcher utilizes Cronbach's Alpha scale as a measure of reliability, and it can investigation to see if multi-question. Linkert scale survey is also reliable and easy to fill the questionnaires (Glen, 2015). Then the researcher uploaded the questionnaire on the Google form and it was distributed to 30 persons for pretesting, to ensure that all instruments and questions are clear to understand and react from all friends, family from the direct message. The factor is important to know if the researchers prefer to compose a questionnaire effectively. Thus, Cronbach's Alpha Coefficient method is applied for the survey's reliability testing by employing Microsoft Excel program since the part concerns with expertise, attractiveness, trustworthiness and, eWOM toward purchase intention in the cosmetic industry are in the form of Likert's type of scale (Glen, 2015). After the validation of the questionnaire is done, the researcher then distributes questionnaires to the real target population. The study reveals the outcome and utilized Cronbach's alpha of using the Microsoft Excel program to assess the reliability of the questionnaire. For addressing the research methodology, the questionnaire result is reliable, the overall Cronbach's alpha is 0.867 which is greater than 0.7. None of the particular items has Cronbach's alpha lower than 0.70. Therefore, the researcher conducted a pre-test of 30 respondents and tested the reliability by using excel with (Data Analysis) to see the results of the Cronbach's alpha analysis, the results are shown.

Table 3. 2 : Reliability of components in the pretest questionnaires

<b>Factors</b>	<b>Numbers of Question</b>	<b>Cronbach's Alpha</b>
(Expertise, Attractiveness Trustworthiness, Attractiveness, and eWOM)	6	0.838
Purchase Intention	4	0.624
<b>Total</b>	<b>10</b>	<b>0.867</b>

From table 3.2 shows 30 sets of questionnaires were published for the pretest in Mandalay, Myanmar. After testing, the overall Cronbach's alpha is 0.867 which is greater than 0.7 thus, this questionnaire is reliable to be used for this study. A pretested questionnaire is used before the researcher distributes the online survey to ensure that the questionnaire is reliable to conduct a full study. The researcher gives out 30 sets of questionnaires which include 10 questions each for the pretest. The actual survey includes 33 questionnaires gives out to 400 people in Mandalay, Myanmar.

Table 3. 3 : Reliability of components in the survey questionnaires

Variables	Cronbach Alpha > 0.7	Reliable
Expertise	0.815	Reliable
Attractiveness	0.878	Reliable
Trustworthiness	0.826	Reliable
eWOM	0.874	Reliable
Purchase Intention	0.844	Reliable

This figure points out that all variables are greater than 0.7 which is the standard Cronbach Alpha value means all variables are reliable.

### 3.4 Data Collection Procedure

All guidelines and questions of the survey are originally developed in English and approaches from university as mentioned above. As this study was completed among Myanmar's central city of Mandalay, the questionnaire was the only English version. The only version of English might be limited to respond but, the respondents could access this online survey on Google Forms with a direct web link furnished by the researcher. Moreover, the study employed the convenience sampling method by asking the screening question to all respondents before they begin to react, to collect the right data for analysis and it was allocated from 13th of May and 400 respondents who completed answering in this time with 100% full responded by experienced consumers who daily used cosmetics in Mandalay, Myanmar.

### 3.5 Data Analysis

The analysis of these variables for factor analysis has been interpreted and the results are contributed as a written report by using Statistical Package for the Social Sciences (SPSS) software. For descriptive analysis, SPSS is used to support the frequency and percentage of 400 respondents verified by personal information and purchasing experiences. To describe the information about the beauty influencer's expertise, attractiveness, trustworthiness, eWOM, and purchase intention toward natural cosmetics by using descriptive statistics and to support mean and standard deviation. To address the statistics used for the hypothesis analysis as shown below,

**Hypothesis 1:** The beauty influencer's expertise has a significant impact on purchase intention towards the natural cosmetic industry in Mandalay, Myanmar.

**Independent Variable:** Beauty Influencer's Expertise

**Dependent Variable:** Consumer Purchase Intention

**Variable Types:** Interval Scale

**Statistics Testing:** Regression (The researcher uses only one analysis characteristic of beauty influencer's expertise impact on purchase intention towards the natural cosmetic industry in Mandalay, Myanmar)

**Hypothesis 2:** The beauty influencer's attractiveness has a significant impact on purchase intention towards the natural cosmetic industry in Mandalay, Myanmar.

**Independent Variable:** Beauty Influencer's Attractiveness

**Dependent Variable:** Consumer Purchase Intention

**Variable Types:** Interval Scale

**Statistics Testing:** Regression (The researcher uses only one analysis characteristic of beauty influencer's attractiveness impact on purchase intention towards the natural cosmetic industry in Mandalay, Myanmar)

**Hypothesis 3:** The beauty influencer's trustworthiness has a significant impact on purchase intention towards the natural cosmetic industry in Mandalay, Myanmar.

**Independent Variable:** Beauty Influencer's Trustworthiness

**Dependent Variable:** Consumer Purchase Intention

**Variable Types:** Interval Scale

**Statistics Testing:** Regression (The researcher uses only one analysis characteristic of beauty influencer's trustworthiness impact on purchase intention towards the natural cosmetic industry in Mandalay, Myanmar)

**Hypothesis 4:** The beauty influencer's eWOM (electronic word of mouth) has a significant impact on consumer purchase intention towards the natural cosmetic industry in Mandalay, Myanmar.

**Independent Variable:** Beauty Influencer's eWOM

**Dependent Variable:** Consumer Purchase Intention

**Variable Types:** Interval Scale

**Statistics Testing:** Regression (The researcher uses only one analysis characteristic of beauty influencer's eWOM impact on purchase intention towards the natural cosmetic industry in Mandalay, Myanmar).



## **CHAPTER 4**

### **RESULTS AND FINDINGS**

This chapter analyzes the quantitative research findings and conducted by applying the SPSS, Excel to examine the research data, quantitative research mainly directs on the results of the hypothesis testing through the data collection received from cosmetic purchasing in the Mandalay area, Myanmar. The present study aims to evaluate “the Impact of Beauty Influencer on Consumer Purchase Intention towards Natural Cosmetic Industry in Mandalay, Myanmar whereby the researcher used random including beauty influencer’s expertise, attractiveness, trustworthiness, and eWOM to consumer purchase intention. The findings indicated in this chapter are divided into two parts. The first part shows the descriptive analysis such as mean, and percentage of dependent and independent variables, and the second part discusses the findings of hypotheses testing by using the Statistical Package for the Social Sciences (SPSS), Microsoft Excel software program.

#### **4.1 Descriptive Analysis**

The respondents’ screening questions of personal information and purchasing experience were evaluated as to their gender, age, education, occupation, and income to associate with different intentions among buyers by using frequency analysis.

#### 4.1.1 Screening Questions (Q1 to Q3)

1. Do you usually use cosmetics daily?

400 responses

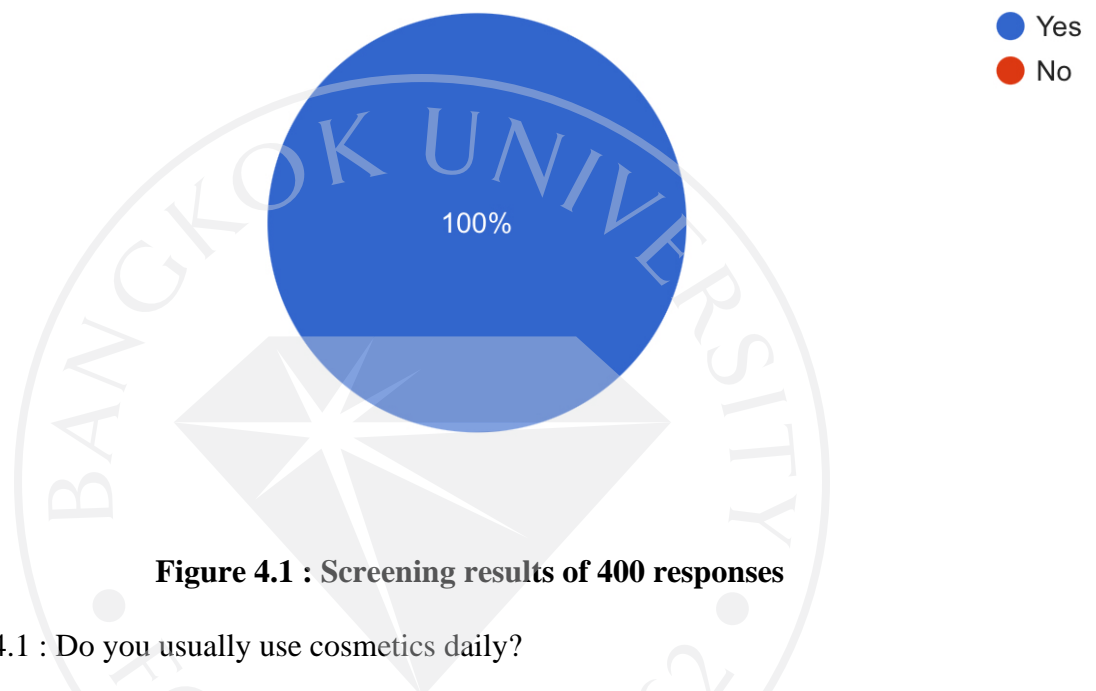


Table 4.1 : Do you usually use cosmetics daily?

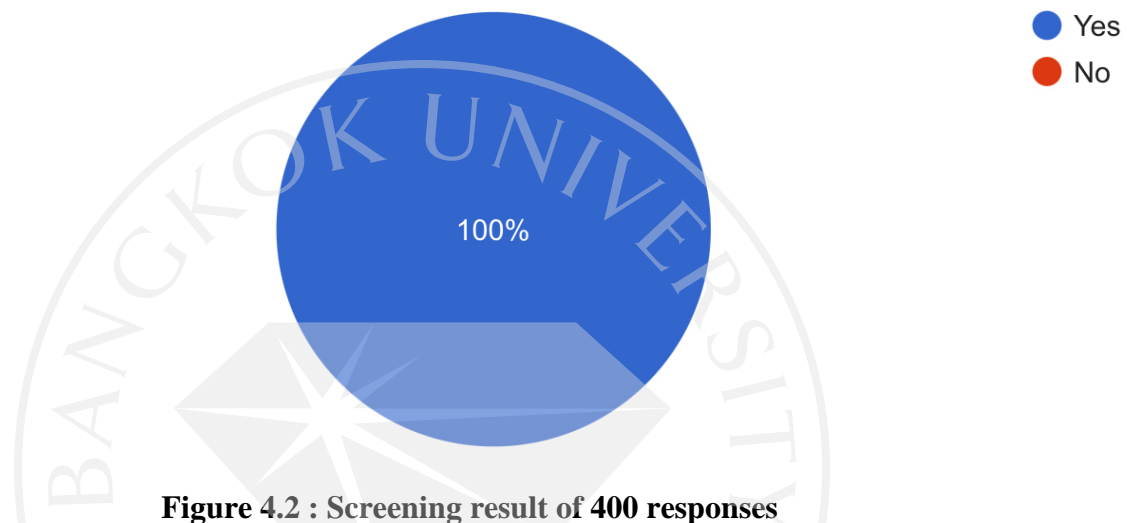
Screening Question (Q1)	Frequency	Percentage
Yes	400	100
No	-	-
<b>Total</b>	<b>400</b>	<b>100.0</b>



As shown in Table 4.1, a total of 400 respondents (100%) use cosmetics daily.

## 2. Have you ever seen cosmetics review by online influencer?

400 responses



**Figure 4.2 : Screening result of 400 responses**

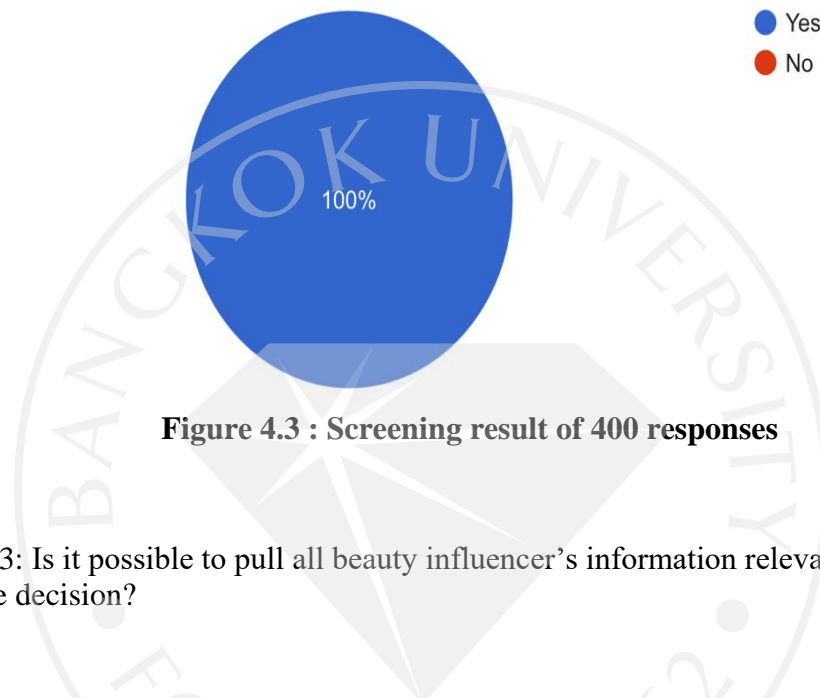
**Table 4.2 : Have you ever seen cosmetics review by online influencer?**

<b>Screening Question (Q2)</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	400	100
No	-	-
<b>Total</b>	<b>400</b>	<b>100.0</b>

As shown in table 4.2, a total of 400 respondents (100%) have seen cosmetics reviews by online influencers.

3. Is it possible to pull all beauty influencer's information relevant to the purchase decision?

400 responses



**Figure 4.3 : Screening result of 400 responses**

**Table 4.3: Is it possible to pull all beauty influencer's information relevant to the purchase decision?**

<b>Screening Question (Q3)</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	400	100
No	-	-
<b>Total</b>	<b>400</b>	<b>100.0</b>

As shown in table 4.3, a total of 400 respondents (100%) possible to pull purchase intention by beauty influencer's information.

#### 4.1.2 Customer Demographic data (Q 4 to Q 6)

Table 4.4 : Customer demographics followed by gender

<b>Gender</b>	<b>Frequency</b>	<b>Percentage</b>
Male	31	7.8
Female	369	92.3
Prefer not to say	0	0
<b>Total</b>	<b>400</b>	<b>100.0</b>

From table 4.4, shows the gender in this study, 7.8% are male 31 respondents and 92.3% are female 369 respondents. Thus, the respondent's females who are more interested in purchase intention towards natural cosmetics than males.

Table 4.5 : Customer demographics followed by age

<b>Age</b>	<b>Frequency</b>	<b>Percentage</b>
18-30 years old	43	10.8
31-45years old	351	87.8
Over 45years old	6	1.4
<b>Total</b>	<b>400</b>	<b>100.0</b>

In terms of the respondents' Age, table 4.5 shows that the biggest majority of respondents are 31-45 years old, 351 respondents (87.8 %) were in this group, next

interpreted by 18-30 years old 43 respondents (10.8 %), and over 45 years old 6 respondents (1.4 %) respectively.

Table 4.6 : Customer Demographics followed by education

<b>Education</b>	<b>Frequency</b>	<b>Percentage</b>
Below the Bachelor's Degree	18	4.5
Bachelor's Degree	371	92.75
Master Degree	11	2.75
<b>Total</b>	<b>400</b>	<b>100.0</b>

In terms of the respondents' level of education, table 4.6 shows that by far the biggest majority of respondents had completed a Bachelor's degree as their highest level of education. A total of 371 respondents (92.75 %) were in this group, followed by Below the Bachelor's degree 18 respondents (4.5 %), Master's degree 11 respondents (2.75 %) respectively.

Table 4.7 : Frequency and percentage of respondent's occupation

<b>Occupation</b>	<b>Frequency</b>	<b>Percentage</b>
University students	20	5
Employed	295	73.75
Unemployed	23	5.75
Self-employed	61	15.25

Retired	1	0.25
<b>Total</b>	<b>400</b>	<b>100.0</b>

From table 4.7, shows the majority group of occupation, 73.75% (frequency = 295) of respondents are Employed, 15.25 % (frequency = 61) of respondents are Self-employed, 5.75 % (frequency = 23) of respondents are Unemployed, 5 % (frequency = 20) of respondents are University students and 0.25 % (frequency = 1) of respondent is retired.

Table 4.8 : Customer Demographics followed by income per month

<b>Income per month</b>	<b>Frequency</b>	<b>Percentage</b>
100,000 kyats and below	12	3
100,001-300,000 kyats	16	4
300,001-500,000 kyats	133	33.25
500,001-1,000,000 kyats	239	59.75
<b>Total</b>	<b>400</b>	<b>100.0</b>

From table 4.8, it shows the income level that respondents obtain in monthly, 3 % of respondents obtain at 100,000 kyats and below (frequency = 12) and below, 4 % of respondents earn at 100,001 – 300,000 kyats (frequency = 16), 33.25 % of respondents obtain at 300,001 – 500,000 kyats (frequency = 133) and 59.75 % of respondents obtain 500,001- 1,000,000 kyats (frequency = 239).

#### 4.1.3 Expertise (beauty influencer) Impact on Consumer Purchase Intention towards Natural Cosmetics Industry in Mandalay, Myanmar.

Table 4.9 : Descriptive Result for Expertise (beauty influencer) towards Consumer Purchase Intention

<b>Expertise</b>	<b>Mean</b>	<b>S. D</b>	<b>Meaning</b>
Influencer makes me buy the products with their own skillful experiences.	4.24	0.4878	Strongly Agree
I decided with the influencer's understanding the information on cosmetic is very important.	4.24	0.6391	Strongly Agree
I assume an influencer's knowledge of cosmetic is useful as it promotes buying.	4	0.6049	Agree
I agree beauty influencer experts with extreme views affect the guidance offered to the decision maker.	3.9675	0.5721	Agree
I can say that the beauty influencer is the main person to know the beauty advice.	4.0525	0.5921	Agree
<b>Total</b>	<b>4.1</b>	<b>0.5792</b>	<b>Agree</b>

Table 4.9 shows that the overall descriptive result of expertise (beauty influencer) is in the meaning of Agree by according average mean score on agreement of 3.41 – 4.20 (mean= 4.1, S.D = 0.5792). From we can see that the overall results show Agree and

Strongly agree, both of highest mean value was 4.24 (S.D = 0.6391) for (I decided with the influencer's understanding the information on cosmetic is very important) and the mean value was 4.24 (S.D = 0.4878) for (Influencer makes me buy the products with their own skillful experiences). The lowest mean value was 3.9675 (S.D = 0.5721) for (I agree beauty influencer experts with extreme views affect the guidance offered to the decision maker).

#### 4.1.4 Attractiveness (beauty influencer) Impact on Consumer Purchase Intention towards Natural Cosmetics Industry in Mandalay, Myanmar.

Table 4.10 : Descriptive Result for Attractiveness (beauty influencer) towards Consumer Purchase Intention

Attractiveness	Mean	S. D	Meaning
Beauty influencer's physical attractiveness can invite me to purchase cosmetics.	4.07	0.5839	Agree
I am looking for the best impressive beauty influencer to follow every single day on social media.	4.045	0.5646	Agree
For me, ethical attractiveness is very crucial in the cosmetic market.	4.0175	0.5899	Agree
Beauty influencer's familiarity attaches to the skill that tempted me to purchase.	4.0625	0.6321	Agree
Having the aesthetic attractiveness of influencers, it can make me satisfied pay for the products.	4.1	0.6090	Agree
<b>Total</b>	<b>4.095</b>	<b>0.5959</b>	<b>Agree</b>

Table 4.10 shows that the overall descriptive result of source credibility (trustworthiness) is in the meaning of Agree by according average mean score on agreement of 3.41 – 4.20 (mean= 4.095, S.D = 0.5959). From we can see that the overall results show Agree, the highest mean value was 4.1 (S.D = 0.6090) for (Having the

aesthetic attractiveness of influencers, it can make me satisfied pay for the products). The lowest mean value was 4.015 (S.D = 0.5899) for (For me, ethical attractiveness is very crucial in the cosmetic market).

#### **4.1.5 Trustworthiness (beauty influencer) Impact on Consumer Purchase Intention towards Natural Cosmetics Industry in Mandalay, Myanmar.**

Table 4.11 : Descriptive Result for Trustworthiness (beauty influencer) towards Consumer Purchase Intention

<b>Trustworthiness</b>	<b>Mean</b>	<b>S. D</b>	<b>Meaning</b>
To purchase a cosmetic product, it is a dependable beauty influencer for me.	4.0675	0.5777	Agree
Do you agree that it helps to have an extended battle in which trustworthy can make repurchase opinions?	4.0875	0.5626	Agree
Being in trust with an influencer who makes me buy natural cosmetics more.	4.0725	0.5771	Agree
I intend to purchase a product because the beauty influencer is responsible to expand a particular detail of cosmetics.	4.0775	0.5677	Agree
I refer to the influencer's dependability because it enables me to purchase for a long time.	4.0775	0.6225	Agree
<b>Total</b>	<b>4.0765</b>	<b>0.58152</b>	<b>Agree</b>

Table 4.11 shows that the overall descriptive result of source credibility (attractiveness) is in the meaning of Agree by according average mean score on agreement of 3.41 – 4.20 (mean= 4.0765, SD = 0.58152). From we can see that the overall results show Agree, the highest mean value was 4.0875 (S.D = 0.5626) for (Do you agree that it helps to have an extended battle in which trustworthy can make repurchase opinions). The



lowest mean value was 4.0675 (S.D = 0.5777) for (To purchase a cosmetic product, it is a dependable beauty influencer for me).

#### 4.1.6 eWOM (beauty influencer) Impact on Consumer Purchase Intention towards Natural Cosmetics Industry in Mandalay, Myanmar.

Table 4.12 : Descriptive Result for eWOM (beauty influencer) towards Consumer Purchase Intention

eWOM (electronic Word of Mouth)	Mean	S. D	Meaning
I am glad to purchase cosmetic products when I see cosmetics' usefulness via an influencer's eWOM.	4.08	0.5826	Agree
It is better to actively influencer's eWOM message on a single, well-chosen decision making in cosmetics product.	4.0975	0.5646	Agree
I intend to purchase natural cosmetics because the influencer who is an influential eWOM communicator to information assistance.	4.0775	0.5721	Agree
Thus, I believe that the influencer's message can achieve quickly by eWOM from social media.	4.06	0.5497	Agree
The eWOM information is very substantial to use and purchase better than the official store.	4.0675	0.5990	Agree
<b>Total</b>	<b>4.0765</b>	<b>0.5736</b>	<b>Agree</b>

The results submitted in Table 4.12 confirm that the overall descriptive results of eWOM electronic word of mouth for cosmetics purchase intention were Agree for (mean = 4.0765, SD = 0.5736) by according average mean score on agreement of 3.41 – 4.20. The highest mean value was 4.0975 (S.D = 0.5646) for (It is better to actively influencer's eWOM message on a single, well-chosen decision making in cosmetics product) and whereas the lowest mean value was 4.06 (S.D = 0.5497) for (Thus, I believe that the

influencer's message can achieve quickly by eWOM from social media) which was the lowest value but it shows Agree.

#### 4.1.7 Consumer Purchase Intention towards the Natural Cosmetic Industry in Mandalay, Myanmar.

Table 4.13 : Descriptive Result for Consumer Purchase Intention

<b>Consumer Purchase Intention</b>	<b>Mean</b>	<b>S. D</b>	<b>Meaning</b>
I would like to purchase cosmetic products that are endorsed by online influencers.	4.1025	0.5682	Agree
It is truly important for me the beauty influencer's skill in cosmetics is useful effectively.	4.1275	0.5495	Agree
I purchased the cosmetic products given data by influencer's electronic word of mouth on social networks.	4.0975	0.5511	Agree
I am willing to buy natural cosmetic products if I have seen online review information.	4.115	0.5220	Agree
I will buy cosmetic products within 4 months.	4.19	0.4995	Agree
<b>Total</b>	<b>4.1265</b>	<b>0.53806</b>	<b>Agree</b>

From findings Table 4.13, show that the overall total purchase intention toward the natural cosmetics industry is in the meaning of Agree level (mean = 4.1265, SD = 0.53806) by according average mean score on agreement of 3.41 – 4.20. Then, the descriptive results for purchase intention were assumed to have a agree probability level with the highest mean value was 4.19 (S.D = 0.4995) for (I will buy cosmetic products within 4 months) and follow by lower mean value was 4.0975 (S.D = 0.5511) for (I purchased the cosmetic products given data by influencer's electronic word of mouth on social networks).

Table 4.14 : Summary Total Descriptive Result of all Variable

<b>All Variables (Independent / Dependent)</b>	<b>Total Mean</b>	<b>Total S.D</b>	<b>Meaning</b>
Expertise (beauty influencer)	4.1	0.5792	Agree
Attractiveness (beauty influencer)	4.095	0.5959	Agree
Trustworthiness (beauty influencer)	4.0765	0.58152	Agree
eWOM (beauty influencer)	4.0765	0.5736	Agree
Consumer Purchase Intention	4.1265	0.53806	Agree

Referring to Table 4.14, of all variables, the descriptive results for expertise, trustworthiness, attractiveness, eWOM and purchase intention showed Agree by according average mean score on agreement of 3.41 – 4.20 in this study. The highest mean value among all of these variables was (mean = 4.1265, SD = 0.53806) for the consumer purchase intention and followed by (mean = 4.1, S.D = 0.5792) for expertise. In addition, attractiveness was (mean = 4.095, S. D = 0.5959) and the next variable was (mean = 4.0765, S. D = 0.58152) for the trustworthiness and whereas the mean value was 4.0765 and S.D was 0.5736 for the eWOM.

## 4.2 Hypothesis Testing

This reveals the hypotheses testing results about the impact of beauty influencer on consumer purchase intention toward the natural cosmetic industry in Mandalay, Myanmar. To test the hypotheses of this study, the researcher conducted Regression analysis in Microsoft excel for Hypothesis 1, 2, 3, and Hypothesis 4, and all of these hypotheses were conducted by using the confidence interval percentage of 95% or a significance level of 0.05. The results from the hypothesis are as follows:

**4.2.1. Hypothesis 1:** The beauty influencer's expertise has a significant impact on purchase intention towards the natural cosmetic industry in Mandalay, Myanmar.

Table 4.15 : Summary Output: Expertise (beauty influencer) has a significant impact on consumer purchase intention

<b>Regression Statistics</b>	
Multiple R	0.11
R Square	0.01
Adjusted R Square	0.01
Standard Error	0.25
Observations	400

Table 4.16 : Expertise (beauty influencer) has a significant impact on consumer purchase intention

### ANOVA

	<b>df</b>	<b>SS</b>	<b>MS</b>	<b>F</b>	<b>Significance F</b>
Regression	1	0.29	0.29	4.50	0.03
Residual	398	25.51	0.06		

Total 399 25.80

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
<b>Intercept</b>	3.68	0.21	17.61	0.00	3.27	4.09	3.27	4.09
<b>Expertise</b>	0.11	0.05	2.12	0.03	0.01	0.21	0.01	0.21

Findings from the Table 4.15 and 4.16 show that the expertise can explain (p-value = 0.03) which lower than 0.05 significant level. According to the shown in Table, the size of the positive impact that expertise has on consumer purchase intention towards the natural cosmetic industry in Mandalay, Myanmar, therefore, H1 was statistically significant (p-value < 0.05). The coefficient  $\beta$  value 0.11 which is positive. Expertise has positive impact on consumer purchase intention.

**4.2.2 Hypothesis 2:** The beauty influencer's attractiveness has a significant impact on purchase intention towards the natural cosmetic industry in Mandalay, Myanmar.

Table 4.17 : Summary Output: Attractiveness (beauty influencer) has a significant impact on consumer purchase intention

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#### Regression Statistics

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Multiple R	0.22
R Square	0.05
Adjusted R Square	0.04
Standard Error	0.25

Observations

400

Table 4.18 : Attractiveness (beauty influencer) has a significant impact on consumer purchase intention

**ANOVA**

	<b>df</b>	<b>SS</b>	<b>MS</b>	<b>F</b>	<b>Significance F</b>
Regression	1	1.21	1.21	19.65	0.00
Residual	398	24.59	0.06		
Total	399	25.80			

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
<b>Intercept</b>	3.25	0.20	16.38	0.00	2.86	3.64	2.86	3.64
<b>Attractiveness</b>	0.22	0.05	4.43	0.00	0.12	0.31	0.12	0.31

Findings from the Table 4.17 and 4.18 show that the attractiveness can explain (p-value = 0.00) which lower than 0.05 significant level. According to the shown in Table, the size of the positive impact that attractiveness has on consumer purchase intention towards the natural cosmetic industry in Mandalay, Myanmar, therefore, H2 was statistically significant (p-value < 0.05). The coefficient  $\beta$  value 0.22 which is positive. Attractiveness has positive impact on consumer purchase intention.

**4.2.3 Hypothesis 3:** The beauty influencer's trustworthiness has a significant impact on purchase intention towards the natural cosmetic industry in Mandalay, Myanmar.

Table 4.19 : Summary Output: Trustworthiness (beauty influencer) has a significant impact on consumer purchase intention

<b>Regression Statistics</b>	
Multiple R	0.35
R Square	0.12
Adjusted R Square	0.12
Standard Error	0.24
Observations	400

Table 4.20 : Trustworthiness (beauty influencer) has a significant impact on consumer purchase intention

#### ANOVA

	<b>df</b>	<b>SS</b>	<b>MS</b>	<b>F</b>	<b>Significance F</b>
Regression	1	3.09	3.09	54.07	0.00
Residual	398	22.71	0.06		
Total	399	25.80			

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
<b>Intercept</b>	2.71	0.19	13.97	0.00	2.32	3.09	2.32	3.09
<b>Trustworthiness</b>	0.35	0.05	7.35	0.00	0.26	0.44	0.26	0.44

From Table 4.19 and 4.20, it shows that the significant is 0.00 which is lower than the 0.05 significant level. Then it means that hypothesis 3 was statistically significant ( $p\text{-value} < 0.05$ ) and it is the positive impact that trustworthiness has on consumer purchase intention towards the natural cosmetic industry in Mandalay, Myanmar. The coefficient  $\beta$  value 0.35 which is positive. Trustworthiness has a positive impact on consumer purchase intention.

**4.2.4 Hypothesis 4:** The beauty influencer's eWOM has a significant impact on purchase intention towards the natural cosmetic industry in Mandalay, Myanmar.

Table 4.21 : Summary Output: eWOM (beauty influencer) has a significant impact on consumer purchase intention

<b>Regression Statistics</b>	
Multiple R	0.33
R Square	0.11
Adjusted R Square	0.10
Standard Error	0.24
Observations	400

Table 4.22 : eWOM (beauty influencer) has a significant impact on consumer purchase intention

**ANOVA**

	<b>df</b>	<b>SS</b>	<b>MS</b>	<b>F</b>	<b>Significance F</b>
Regression	1	2.76	2.76	47.72	0.00
Residual	398	23.04	0.06		
Total	399	25.80			

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
<b>Intercept</b>	2.81	0.19	14.66	0.00	2.43	3.18	2.43	3.18
<b>eWOM</b>	0.32	0.05	6.91	0.00	0.23	0.42	0.23	0.42



From Table 4.21 and 4.22 show that the eWOM significant is 0.00 which lower than the 0.05 significant level. Then it means that hypothesis 4 was statistically significant ( $p\text{-value} < 0.05$ ) and it is the positive impact that eWOM has on consumer purchase intention towards the natural cosmetic industry in Mandalay, Myanmar. The coefficient  $\beta$  value 0.32 which is positive. eWOM has positive impact on consumer purchase intention.

### 4.3 Findings Conclusion

The researcher presented the data findings that were compiled from the survey moreover, which support the result of the data, and presented reliability statistics analysis summary as shown below. The next chapter (chapter 5) will show the conclusion and recommendation of the study.

Table 4.23 : Analysis of Findings Summary

<b>Hypothesis</b>	<b>Independent Variables</b>	<b>Dependent Variables</b>	<b>Statistic Testing</b>	<b>p-value</b>	<b>Results</b>
<b>H-1</b>	Expertise	Consumer Purchase Intention	Regression	0.03	Significant
<b>H-2</b>	Attractiveness	Consumer Purchase Intention	Regression	0.00	Significant
<b>H-3</b>	Trustworthiness	Consumer Purchase Intention	Regression	0.00	Significant
<b>H-4</b>	eWOM	Consumer Purchase Intention	Regression	0.00	Significant

\* $p\text{-value} < 0.05$

## CHAPTER 5

### CONCLUSION & RECOMMENDATION

This chapter summarizes the findings of this study, titled “The Impact of beauty Influencer on Consumer Purchase Intention Towards the Natural Cosmetic Industry in Mandalay, Myanmar”. This chapter provides a summary of hypotheses testing and discussion, limitations of the study, and recommendation.

#### 5.1 Summary of Discussion and Hypothesis

According to the discussion, this study attempted to identify the beauty influencer’s expertise, attractiveness, trustworthiness, and eWOM, influencing consumer purchase intention cosmetics daily who used among 18 years old and above in Mandalay, Myanmar. To scope the research objective and analyze each variable, the research framework is proposed for independent and dependent variables. According to the survey, the researcher allocated a total of 33 questionnaires via online channel like Facebook Messenger, Viber, Gmail to compile primary data, and finding out from full 400 respondents. According to the analysis results of demographic from the 400 (100%) respondents are fully accept the influencer’s cosmetics review, use the daily cosmetics, possible pull purchase intention by beauty influencer’s information. The maturity of female 92.3% who interested in purchase intention towards natural cosmetics than males and the age of between 31 and 45 years old which represents around 87.8 % of the total respondents and almost get bachelor’s degree 92.75 % and 73.75 % employed of the users and who they get mostly 500,001-1,000,000 Kyats respectively. Moreover, this study was associated the quantitative research and the findings were assessed by using descriptive statistics and to specify how variables as expertise, attractiveness, trustworthiness, and eWOM which are influence to the variable of consumer purchase intention by using statistical data and regression to analyze the direct effect two variables category by calculating in SPSS and Microsoft Excel in this study. In

various variables were examined in to fulfill the research objectives and all of the variables are a full impact on consumer purchase intention towards natural cosmetics.

This study hypothesis has major created for 4 factors:

**Hypothesis 1:** The beauty influencer's expertise has a significant impact on purchase intention towards the natural cosmetic industry in Mandalay, Myanmar. The beauty influencer's Expertise (p-value = 0.03) which was significantly direct impact on purchase intention (p-value < 0.05). Therefore, Hypothesis 1 was fully significant. Moreover, 400 of the respondents who live in Mandalay are accepted and interested in the influencer's expertise as experiences, skills, knowledge to purchase or buy cosmetics, therefore the theatrical of beauty influencer's expertise has a significant impact on purchase intention towards the natural cosmetic industry in Mandalay, Myanmar.

**Hypothesis 2:** The beauty influencer's attractiveness has a significant impact on purchase intention towards the natural cosmetic industry in Mandalay, Myanmar. The beauty influencer's attractiveness (p-value = 0.00) which was significantly direct impact on purchase intention (p-value < 0.05). Therefore, Hypothesis 2 was fully significant and the respondents who are willing to accept the beauty influencer's morality, ethics, the familiarity of attractiveness which are totally impact on consumer purchase intention towards the natural cosmetic industry in Mandalay, Myanmar. As mentioned in previous studies of the Impact of Influencers on Online Purchase Intent (Othman, 2017) that support the findings of their results are reliable and the variables (Credibility, Expertise, Attractiveness of influencer) have a significant impact on online purchase intent that show the easier to know for this study. Next, the other study of the influence of social media influencers perform have a substantial influence on all stages of the consumer purchase decision process and it affected each stage of the purchase decision process is depended on the consumers' perceptions of the social media influencers and how the five factors such as content, expertise, attractiveness, social identity and trust interacted with one another

and also influence an important role in the purchase decision process of consumers (Gashi, 2017).

**Hypothesis 3:** The beauty influencer's trustworthiness has a significant impact on purchase intention towards the natural cosmetic industry in Mandalay, Myanmar. Beauty influencer's trustworthiness significant is 0.00 which lower than the 0.05 significant level. Then it means that hypothesis 3 was fully significant and it is the positive impact that trustworthiness has on consumer purchase intention towards the natural cosmetic industry in Mandalay, Myanmar.

**Hypothesis 4:** The beauty influencer's eWOM has a significant impact on purchase intention towards the natural cosmetic industry in Mandalay, Myanmar. eWOM significant is 0.00 which lower than the 0.05 significant level. Then it means that hypothesis 4 was accepted and it is the positive impact that eWOM has on consumer purchase intention towards the natural cosmetic industry in Mandalay, Myanmar. As mentioned above the summary previous study of 2.6 show that the factors influencing factors in purchasing decisions among the eleven factors of age, civil status, brand, income, education, product knowledge, price, promotion, past experiences, product quality, and word of mouth (WOM) towards beauty care products in Jaffna District (Shanmugathas, 2018). According to the previous studies, it benefits the analysis of data, the expectation of WOM on purchase intention towards beauty care products in Jaffna District, and their hypothesis is not supported for this study because WOM is no significant influence on purchase intention (Shanmugathas, 2018). Furthermore, this study is the first to know to explicate the fundamental mechanism and constructs that explain its effect on consumers and to recommend integration with the objective. These hypotheses were the most appropriate that are directly referred to the topic of the research study and the results of this study are more analyzed.

The result of hypothesis testing which for the impact of beauty influencer on consumer purchase intention towards the cosmetic industry in Mandalay, Myanmar shows that source beauty influencer has a significant impact on consumer purchase intention towards the natural cosmetic industry in Mandalay, Myanmar. The independent factors of

beauty influencer's Expertise, Attractiveness, Trustworthiness, and eWOM all have a significant impact on consumer purchase intention.

## **5.2 Limitations of the Study**

For the limitations of the study, the researcher expressed and mentioned in Chapter 1 before, there are some characteristics from the limitations and research has few limitations. The researcher also needs to be taken into reflection these limitations of this paper is in the answer relates to the understandings delivered by the only online survey as Messenger, Gmail where some respondents could be represented by other social personal problems, Myanmar country crisis, and world health crisis of COVID -19 and the only use of survey strategy is not completely realistic from respondents. Following, suggestions from consumers achieved from the surveys suggest that natural cosmetic businesses should know the importance of the beauty influencer how they can influence natural cosmetic users and the businesses should demand more promote the products and brand by using beauty influencers.

## **5.3 Recommendations**

This study reported the beauty influencer from various kinds of influencers and “the source credibility is a factor implying the importance to which the source of a persuasive message is seen as likely to provide accurate information, which is determined by source trustworthiness and source expertise” (American Psychological Association, 2020). The study pointed out the beauty influencer of expertise, attractiveness, trustworthiness, and eWOM which how to impact consumer purchase intention towards the natural cosmetics in the Mandalay region of Myanmar and this study noted a beauty influencer who must have these important crucial factors of their great personality in this research and it also relatively important for customer and partnership business or collaborators to be a powerful confidence, positive relationship with each other. According to result findings, all of four independent variable factors are positive significant and

influenced the dependent variable which is consumer purchase intention towards the natural cosmetic industry in Mandalay, Myanmar which indicated this research framework is detailed and it indicate the business needs to consider how these variables impact on consumer purchase intention, and also other future researcher will be helpful for their each of research. As a growing sector of social media, the local or international cosmetics industry in Myanmar should evaluate and accept more support from the influencers and products are required in the particular social need in nowadays, accordingly, the natural cosmetic business need credit of the effective importance of beauty influencers' great attitude as expertise, attractiveness, trustworthiness, and effectively eWOM communication network on social media.

Highlighting a valid limitation to this study, in that its focus was the beauty influencer's expertise, attractiveness, trustworthiness, and eWOM impact on consumer purchase intention towards the natural cosmetic industry in only live Mandalay, Myanmar and it could be generated with this group factors, and business considers other consumer perception about social media beauty influencers. The recommendation for future research, the researcher wishes to discover the age starting from a young age or adult and analyze about in other regions of Myanmar countries such as the Yangon (First City of Myanmar) that will possess a considerable growing social media influencer community for the natural cosmetics. And then the researcher considers focusing on one specific cosmetics (makeup, lipstick, skincare, mask, perfume, body care, etc.) a segment to completely understand the effect of intention on consumers' purchases. and expects to utilize a wide range of methodologies, the researcher may give rise to do recourse to other data collection techniques, such as interviews survey with influencers and corporations approving this form of marketing, to ensure a more complete study. Lastly, future research could examine other cosmetic markets in other countries and perform a relative analysis. For example, the researcher could examine the natural cosmetic market in Myanmar and compare it with the Thailand market and the researcher could compare between each market and convey significant results.

#### **5.4 Conclusion**

In conclusion, this study gives valuable insight into beauty influencers, natural cosmetic businesses, natural cosmetic users, and future researchers to find out by using the social platforms. Major findings such as the positive influence of perceived enjoyment on consumer purchase intention through social media, beauty influencer's expertise, attractiveness, trustworthiness, and eWOM support the need for natural cosmetic users or consumers and advantage to be user friendly and provide them a positive purchase intention towards the natural cosmetic industry in Mandalay, Myanmar so that determines the necessity for both local and global businesses to compose their distinction. The impacts of beauty influencers on consumer purchase intention through social media also provide businesses an idea to market their products through communication, the businesses need to consider and provide detailed information about their products and direction to businesses with who their strategy should target beauty influencers in Mandalay, Myanmar because they are fully admired to have an intention for natural cosmetic products purchasing. Besides, to run in the long-term successful business, natural cosmetic industries must be considered the beauty influencer of their great attitude, personality, ethics and are staying authentic to these values and features will be effective.

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## APPENDIX

Questionnaire for “The Impact of Beauty Influencer on Consumer Purchase Intention towards the Natural Cosmetic Industry In Mandalay, Myanmar”.

Dear Respondents,

My name is Pan Moh Moh Zin and I am a student of the Bangkok University, studying Master of Business Administration in Partial Fulfillment of the Requirements for the Degree. My research topic of “The Impact of Beauty Influencer on Consumer Purchase Intention towards the Natural Cosmetic Industry in Mandalay, Myanmar”. My objectives are,

- To examine beauty influencer’s expertise that direct impact on consumer purchase intention towards the natural cosmetic industry in Mandalay, Myanmar.
- To examine beauty influencer’s attractiveness that direct impact on consumer purchase intention towards the natural cosmetic industry in Mandalay, Myanmar.
- To examine beauty influencer’s trustworthiness that direct impact on consumer purchase intention towards the natural cosmetic industry in Mandalay, Myanmar.
- To examine beauty influencer’s eWOM that direct impact on consumer purchase intention towards the natural cosmetic industry in Mandalay, Myanmar.

I really need your perception of beauty influencer’s and cosmetics experiences and your understanding. I kindly requested to answer all of the questions to the best knowledge of your understanding.

Thank you for your kind cooperation.

### **Part 1: Screening questions**

1. Do you usually use cosmetics daily?
  - 1)Yes
  - 2)No (End of questionnaire)
2. Have you ever seen cosmetics review by online influencer?
  - 1)Yes
  - 2)No (End of questionnaire)

3. Is it possible to pull all beauty influencer's information relevant to the purchase decision?
- 1) Yes
  - 2) No (End of questionnaire)

### **Part 2: Personal information of consumers**

Please complete all questions by marking in the space given.

1. Gender
- 1) Male
  - 2) Female
  - 3) Prefer not to say
2. Age
- 1) 18-30 years old
  - 2) 31-45 years old
  - 3) Over 45 years old
3. Education
- 1) below the Bachelor's Degree
  - 2) Bachelor's Degree
  - 3) Master's Degree
4. Occupation
- 1) University student
  - 2) Employed
  - 3) Unemployed
  - 4) Self-employed
  - 5) Retired
5. The income per month
- 1) 100,000 kyats and below
  - 2) 100,001-300,000 kyats
  - 3) 300,001-500,000 kyats
  - 4) 500,001-1,000,000 kyats
  - 5) Other

### **Part 3: The factors of beauty influencer's expertise, attractiveness, trustworthiness, eWOM and purchase intention**

<b>1=Strongly Disagree; 2=Disagree; 3=Netural; 4=Agree; 5=Strongly Agree</b>					
<b><u>(i)Beauty influencer’s expertise impact on purchase intention</u></b>	<b><u>1</u></b>	<b><u>2</u></b>	<b><u>3</u></b>	<b><u>4</u></b>	<b><u>5</u></b>
1. Influencer makes me buy the products with their own skillful experiences.					
2. I decide with the influencer’s understanding the information on cosmetics is very important.					
3. I assume an influencer’s knowledge of cosmetics is useful as it promotes buying.					
4. I agree beauty influencer experts with extreme views affect the guidance offered to the decision-maker?					
5. I can say that the beauty influencer is the main person to know the beauty advice.					
<b><u>(ii) Beauty influencer’s attractiveness impact on purchase intention</u></b>	<b><u>1</u></b>	<b><u>2</u></b>	<b><u>3</u></b>	<b><u>4</u></b>	<b><u>5</u></b>
6. Beauty influencer’s physical attractiveness can invite me to purchase cosmetics.					
7. I am looking for the best impressive beauty influencer to follow every single day on social media.					
8. For me, ethical attractiveness is very crucial in the cosmetic market.					

9. Beauty influencer's familiarity attaches to the skill that tempted me to purchase.					
10. Having the aesthetic attractiveness of influencers, it can make me satisfied pay for the products.					
<b><u>(iii) Beauty influencer's trustworthiness impact on purchase intention</u></b>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>
11. To purchase a cosmetic product, it is a dependable beauty influencer for me.					
12. Do you agree that it helps to have an extended battle in which trustworthy can make repurchase opinions?					
13. Being in trust with an influencer who makes me buy natural cosmetics more.					
14. I intend to purchase a product because the beauty influencer is responsible to expand a particular detail of cosmetics.					
15. I refer to the influencer's dependability because it enables me to purchase for a long time.					
<b><u>(iv) Beauty influencer's eWOM (electronic Word of Mouth) impact on purchase intention</u></b>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>
16. I am glad to purchase cosmetic products when I see cosmetics' usefulness via an influencer's eWOM.					
17. It is better to actively influencer's eWOM message on a single, well-					

chosen decision making in cosmetics product.					
18. I intend to purchase natural cosmetics because the influencer who is an influential eWOM communicator to information assistance.					
19. Thus, I believe that the influencer's message can achieve quickly by eWOM from social media.					
20. The eWOM information is very substantial to use and purchase better than the official store.					
<b><u>(v) Purchase Intention</u></b>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>
21. I would like to purchase cosmetic products that are endorsed by online influencers.					
22. It is truly important for me the beauty influencer's skill in cosmetics is useful effectively.					
23. I purchased the cosmetic products given data by influencer's electronic word of mouth on social networks.					
24. I am willing to buy natural cosmetic products if I have seen online review information.					
25. I will buy cosmetic products within 4 months.					

**BIODATA**

Name in full: -Miss Pan Moh Moh Zin  
Student ID: -7630201148  
Address: -Regent Home Sukhumvit 97/1, Room 13 Building A, Phra  
Khanong, Bangkok  
Telephone: -0993386015  
Email: -pan.zin@bumail.net  
Education: -Bachelor of Arts in Thai Language

