

# **MAYBELLINE PURCHASE INTENTION: THE INTERPLAY OF INFLUENCER MARKETING, BRAND IMAGE, AND ELECTRONIC WORD OF MOUTH**

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## **ABSTRACT**

*This research aims to analyze the influence of influencer marketing and brand image on the purchase intention of Maybelline products in Jakarta, with electronic word of mouth as a mediating variable. The research sample consisted of 150 respondents who were selected using convenience sampling. Data was collected using a questionnaire and analyzed using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) technique. The results of the study indicate that influencer marketing have a direct influence on purchase intention, but not an indirect one through electronic word of mouth. On the other hand, brand image has a direct positive influence on purchase intention, as well as an indirect influence through electronic word of mouth.*

**Keywords:** *Influencer Marketing, Brand Image, Purchase Intention, Word of Mouth*

## **1. INTRODUCTION**

The cosmetic industry in Indonesia has been rapidly growing, providing women with several options, one of which is Maybelline. Maybelline has gained popularity among Indonesian women due to its various marketing strategies. In the current situation of Covid-19, Maybelline is formulating its marketing strategy through the internet since the use of the internet has grown significantly in recent years. Maybelline has also collaborated with influencers and models to attract more attention and increase product purchases. In Indonesia, Maybelline has partnered with renowned celebrities like Tasya Farasya, who is well-known for providing makeup tips and beauty product recommendations to women. The internet has become an essential tool for cosmetic manufacturers to market their products in Indonesia, where the number of internet users has reached 150 million, accounting for 56% of the total population. The consumer market in Indonesia is promising for cosmetic companies since it has a population of 261.890 million and is highly consumptive (Vrontis et al., 2021).

Maybelline's marketing strategy is highly effective in Indonesia, as shown by its sales data. The sales of Maybelline in 2019, 2020, and 2021 were 93.7%, 92.6%, and 91.3%, respectively, compared to the targeted sales. Maybelline has also been highly visible in national television advertising, where it has advertised 60 times in just seven days from 13 November 2017 to 20 November 2019, with a total advertising spending of Rp. 1.938.000.000. It can be concluded that Maybelline is one of the most advertised cosmetic products in Indonesia compared to Wardah and Revlon.

The use of celebrity figures as a marketing strategy has proven to be highly effective in promoting Maybelline. Tasya Farasya, who has millions of followers on her social media accounts, has been one of the key figures in promoting Maybelline in Indonesia. However, the effectiveness of celebrity endorsement alone is not sufficient to boost product sales. The

image of the brand also plays a crucial role in attracting and retaining customers. Maybelline has been successful in building its brand image as a reliable and innovative cosmetic brand, which has helped increase the interest in its products among Indonesian women. Thus, it is essential to understand the importance of both celebrity endorsement and brand image in promoting Maybelline and other cosmetic products.

## **2. LITERATURE REVIEW**

Influencer marketing promotes and sells products or services through individuals with a significant social media following that can influence their followers' behavior (Hariyanti & Wirapraja, 2018). It is an extension of the original concept of word-of-mouth marketing but done in a more professional and social context (Evans et al., 2010). The number of followers an influencer has is crucial in determining the marketed product. In summary, it is a strategy that uses social media influencers with a strong following to market products.

Based on the literature, it can be hypothesized that influencer marketing, a marketing strategy that uses social media influencers to promote products, has a positive impact on consumer behavior. Yu et al. (2018) found that electronic word-of-mouth positively influences consumer purchase behavior. Thus, it can be hypothesized that influencer marketing positively impacts electronic word-of-mouth. Furthermore, it was discovered that influencer marketing has a positive influence on purchase intention among social media users in Germany (Wiedmann & Mettenheim, 2021). Therefore, it can be hypothesized that influencer marketing also has a positive impact on purchase intention.

H1: Influencer marketing has a positive impact on electronic word-of-mouth.

H2: Influencer marketing has a positive impact on purchase intention.

Brand image is a vital aspect of a company's success. It is the accumulation of information received by consumers and can be seen through the logo or symbol used by the company to represent its product, which reflects the company's quality and vision (Aaker, 2020). Moreover, advertising plays a crucial role in creating a brand image by increasing its visibility and allowing consumers to see what the product can offer (Habibah et al., 2018). Therefore, the image built can become an identity and a reflection of the vision, excellence, quality standards, service, and commitment of the business or its owner (Ismail & Spineli, 2020).

Brand image is crucial to a company's success and can be established through factors such as advertising and the company's vision and quality standards. A study by Rodrigues et al. (2019) found that brand image positively influences electronic word-of-mouth in the luxury brand context in Portugal, suggesting that it also impacts electronic word-of-mouth positively. Advertising is also crucial in building brand image and allows consumers to understand the product's value proposition (Bian & Moutinho, 2019). Chatterjee (2001) suggest that brand image positively affects purchase intention through CSR activities in Korea, implying that brand image also impacts purchase intention positively. Thus, building a strong brand image may positively affect both electronic word-of-mouth and purchase intention.

H3: Brand image has a positive impact on electronic word-of-mouth.

H4: Brand image has a positive impact on purchase intention.

The concept of electronic word-of-mouth (eWOM) has been the focus of increasing attention from marketing scholars, who view it as a powerful tool for creating brand awareness and

increasing purchase intention. Essentially, eWOM refers to a type of communication that takes place between individuals, rather than being initiated by the company that provides the product. The communication can occur through channels that are independent of the company, such as testimonials, recommendations, or informal conversations. According to Jalilvand & Samiei (2012), the primary goal of eWOM is to provide personal information to individuals or groups about a product or service. Non-commercial communicators can provide personal recommendations or information to the recipient, thereby facilitating the spread of information about the product. Overall, eWOM is considered a vital tool for companies to leverage in order to gain a competitive advantage in the marketplace.

Understanding consumer purchase intention is crucial for marketers to develop effective marketing strategies and satisfy the needs and desires of consumers. Purchase intention refers to a consumer's tendency to buy a brand or take actions related to a purchase. In addition, the term purchase intention can also be interpreted as a drive or motivation for a consumer to own and purchase a product or service. This can be influenced by various factors such as needs, desires, previous experiences, and views from the surrounding environment. (Ramadhani, 2018) explain that understanding consumer purchase intention is important for marketers to design effective marketing strategies and meet the needs and desires of consumers.

Based on the findings of Bambauer-Sachse & Mangold (2011), it can be hypothesized that electronic word-of-mouth has a positive impact on purchase intention. However, Zinko & Patrick (2021) found that electronic word-of-mouth can also have a negative impact on purchase intention through negative comments or reviews of the product. Therefore, the impact of electronic word-of-mouth on purchase intention is likely to be moderated by the valence of the communication.

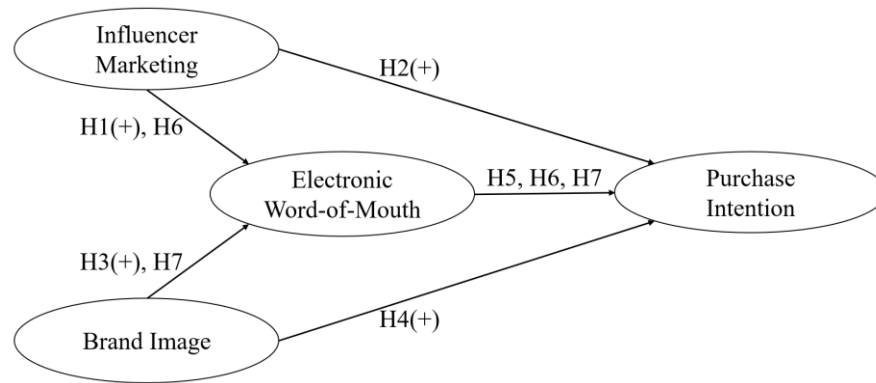
H5: Electronic word-of-mouth has an impact on purchase intention.

According to Rodrigues et al. (2019), brand image has a positive influence on electronic word-of-mouth in the context of luxury brands in Portugal. Based on this, it can be hypothesized that brand image has an indirect positive impact on purchase intention through electronic word-of-mouth. Specifically, a positive brand image can lead to positive electronic word-of-mouth, which in turn can increase purchase intention.

H6: Brand image has an indirect effect on purchase intention through electronic word-of-mouth.

As per the findings of Yu et al. (2018), electronic word-of-mouth has a positive impact on consumer purchase behavior. Therefore, it can be hypothesized that influencer marketing has an indirect positive impact on purchase intention through electronic word-of-mouth. If social media influencers promote products positively, it can lead to positive electronic word-of-mouth, which in turn can increase purchase intention, as found by Pick (2020).

H7: Influencer marketing has an indirect effect on purchase intention through electronic word-of-mouth.



**Figure 1. Research Model**

### 3. RESEARCH METHOD

The population of this study consists of active Maybelline product users who follow the content of Tasya Farasya as an influencer. The sample size is 150 respondents, and this study examines the respondents' demographic characteristics such as gender, age, occupation, and highest education level. The sampling technique used is convenience sampling, and the data analysis technique is Partial Least Squares-Structural Equation Modelling (PLS-SEM).

In this study, the variables of influencer marketing, brand image, purchase intention, and electronic word-of-mouth were analyzed using indicators adapted from previous studies. To measure influencer marketing, five indicators were utilized which were taken from studies conducted by Lopez et al. (2020) and Wiedmann & von Mettenheim (2020). Similarly, brand image was measured using five indicators adapted from studies by Rodrigues et al. (2019) and Davis et al. (2009). The purchase intention variable was assessed using six indicators adopted from studies conducted by Fournier (1998) and Duffet (2015). Additionally, electronic word-of-mouth was measured using five indicators adapted from studies conducted by Rodrigues et al. (2019) and Cheung and Lee (2012). The utilization of these indicators provided a framework for measuring each of these variables and ensured that the results obtained were reliable and valid.

### 4. RESULTS AND DISCUSSIONS

The study subjects are male and female respondents aged 16-40 years who are users of Maybelline products and actively follow extra content in Jakarta. The number of male respondents is 15 (10%) and the number of female respondents is 135 (90%) out of a total of 150 respondents. Based on age, the respondents are categorized into those under 16-21 years old, which consists of 42 respondents (28%), those with the age range of 22-27 years old, which consists of 97 respondents (64.67%), those with the age range of 28-33 years old, which consists of 9 respondents (6%), and those with the age range of 34-40 years old, which consists of 2 respondents (1.33%). Based on the highest level of education, 30 respondents (20%) completed high school, while 120 respondents (80%) completed Bachelor's / Master's / Doctoral degrees. Furthermore, based on occupation, 135 respondents (90%) are still students, while 15 respondents (10%) are employed.

Each variable has passed the convergent validity test as they have an average variance extracted (AVE) value greater than 0.5 (Table 1) and the discriminant validity test as they

have an HTMT value less than 0.9 (Table 2). The indicator and variable reliabilities have also passed the test and can be considered reliable as the indicator reliability (Table 3) and composite reliability (Table 1) are both above 0.7.

**Table 1.** Convergent Validity and Composite Reliability

Variable	Average Variance Extracted	Composite Reliability
Brand image	0.698	0.899
Influencer marketing	0.641	0.920
Purchase Intention	0.753	0.938
Electronic word-of-mouth	0.619	0.890

**Table 2.** Discriminant Validity

Variabel	Brand Image	Influencer Marketing	Purchase Intention	Electronic Word-of-Mouth
Brand image				
Influencer marketing	0.888			
Purchase Intention	0.849	0.852		
Electronic Word-of-Mouth	0.843	0.748	0.569	

**Table 3.** Reliability Indicators

Influencer marketing		Brand Image		Purchase Intention		Electronic Word-of-Mouth	
IM1	0.729	BI1	0.735	PI1	0.730	WOM1	0.929
IM2	0.846	BI2	0.865	PI2	0.814	WOM2	0.938
IM3	0.831	BI3	0.740	PI3	0.775	WOM3	0.756
IM4	0.879	BI4	0.866	PI4	0.811	WOM4	0.878
IM5	0.883	BI5	0.787	PI5	0.799	WOM5	0.822

The results of the multicollinearity analysis (Table 4) that tested for correlations among variables in the regression model of this study can be considered good because it has a VIF value of less than 5. Based on the test results, there is no multicollinearity among independent variables.

**Table 4.** Multicollinearity Test

Variable	VIF	Description
PI = f (BI, IM, e-WOM)		
BI	VIF = 3.153	No multicollinearity
FM	VIF = 2.667	No multicollinearity
e-WOM	VIF = 2.243	No multicollinearity
e-WOM = f (BI, FM)		
BI	VIF = 2.523	No multicollinearity
FM	VIF = 2.523	No multicollinearity

BI: Brand Image; FM: Influencer marketing; e-WOM: Electronic word-of-mouth;  
 PI: Purchase Intention

Furthermore, there is an R-square value of 0.554, which explains that 55.4% of the variation in electronic word of mouth variable can be explained by the variables of purchase intention, brand image, and influencer marketing (Table 5). The remaining 44.6% can be explained by other variables not examined in this study. Hence, it can be concluded that electronic word of mouth variable, brand image, and influencer marketing have a moderate level of influence on purchase intention since the coefficient of determination value is 0.674, which is between 0.5 and less than 0.75. Therefore, the purchase intention, brand image, and influencer marketing have a moderate level of influence on electronic word of mouth variable since the coefficient of determination value is 0.554, which is between 0.5 and 0.75.

**Table 5.** Coefficient of Determination and Predictive Relevance

Variable	<i>R-square</i>	<i>Q-Square</i>
Purchase Intention	0.674	0.500
Electronic word-of-mouth	0.554	0.328

Based on the results of hypothesis testing (Table 6), all hypotheses in this study are supported except for the third hypothesis stating that electronic word-of-mouth has an impact on purchase intention and the seventh hypothesis stating that influencer marketing indirectly affect purchase intention through electronic word-of-mouth.

**Table 6.** Hypothesis Testing and Effect Size

	Hypothesis	PC	<i>p-value</i>	<i>f</i> <sup>2</sup>
H1	Influencer marketing → e-WOM	0.254	0.009	0.057
H2	Influencer marketing → Purchase intention	0.514	0.000	0.304
H3	Brand image → e-WOM	0.530	0.000	0.250
H4	Brand image → Purchase intention	0.501	0.000	0.244
H5	e-WOM → Purchase intention	-1.098	0.000	0.054
H6	Brand image → e-WOM → Purchase intention	-0.105	0.004	-
H7	Influencer marketing → e-WOM → Purchase intention	-0.050	0.071	-

PC: Path Coefficient; *f*<sup>2</sup>: Effect Size

This study aimed to examine the relationships between influencer marketing, brand image, electronic word of mouth, and purchasing interest in Maybelline products in Jakarta. The results of the hypotheses testing indicated that effective marketing efforts and building a strong brand image are crucial in driving purchasing interest and ultimately sales of Maybelline products in Jakarta.

The first hypothesis tested the relationship between influencer marketing and electronic word of mouth about Maybelline products. The positive effect found in this study supported previous studies and highlights the importance of effective marketing efforts in influencing electronic word of mouth and driving sales.

The second hypothesis tested the relationship between influencer marketing and purchasing interest in Maybelline products. The positive and significant effect found supported the hypothesis and suggests that influencer marketing can directly drive purchasing interest.

The third hypothesis tested the relationship between brand image and electronic word of mouth in Maybelline products, and the positive and significant effect found supported the

hypothesis. This emphasizes the importance of a good brand image in ensuring customer satisfaction and encouraging customers to talk about the products.

The fourth hypothesis tested the relationship between brand image and purchasing interest in Maybelline products, and the positive effect found supported the hypothesis. This finding suggests that a good brand image can drive purchasing interest and ultimately sales.

The fifth hypothesis tested the relationship between electronic word of mouth and purchasing interest in Maybelline products. The negative but significant effect found highlights the need for companies to monitor and respond to both positive and negative electronic word of mouth to maintain a positive brand image and ultimately drive sales.

Finally, the results of the sixth and seventh hypotheses testing indicated that only brand image has an indirect effect on purchase intention through e-wom. Influencer marketing itself does not have an indirect effect on purchase intention but has a direct effect on purchase intention.

In conclusion, the findings of this study underscore the importance of effective marketing efforts, building a strong brand image, and monitoring and responding to electronic word of mouth in driving purchasing interest and ultimately sales of Maybelline products in Jakarta. Companies can use these findings to develop and implement targeted marketing strategies to increase brand loyalty and drive sales.

## **5. CONCLUSIONS AND SUGGESTIONS**

This study investigates the relationships between influencer marketing, brand image, electronic word of mouth, and purchasing intention in Maybelline products in Jakarta. Effective marketing efforts and building a strong brand image are found to be key factors in driving sales of Maybelline products in Jakarta. Companies should also monitor and respond to both positive and negative electronic word of mouth to maintain a positive brand image.

The findings have several managerial implications for Maybelline and other cosmetic brands in Jakarta. Firstly, companies should invest in effective marketing strategies that provide value to customers and build trust and loyalty. Secondly, building a strong brand image is vital for companies to enhance their reputation and drive sales. Lastly, monitoring and responding to electronic word of mouths is critical for companies to maintain a positive brand image and customer satisfaction.

Future research could explore the relationship between influencer marketing, brand image, electronic word of mouths, and purchasing interest in other regions or countries and for other cosmetic brands. Other factors that may influence consumers' purchasing behavior, such as price, product quality, and availability, could also be investigated.

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