

YANGON UNIVERSITY OF ECONOMICS
DEPARTMENT OF MANAGEMENT STUDIES
MBA PROGRAMME

THE INFLUENCE OF BEAUTY BLOGGER
RECOMMENDATIONS ON COSMETIC PURCHASE
BEHAVIOR

TIAL LEN MAWI

MBA II – 41

MBA 23rd BATCH

AUGUST, 2019

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ACADEMIC YEAR (2017 – 2019)

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A thesis submitted to the Board of Examiners in partial fulfilment of the requirements for
the degree of Master of Business Administration (MBA)

Supervised by

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AUGUST, 2019

ACCEPTANCE

This is to certify that the thesis entitled “**The Influence of Beauty Blogger Recommendations on Cosmetic Purchase Behavior**” has been accepted by the Examination Board for awarding Master of Business Administration (MBA) degree.

Board of Examiners

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AUGUST, 2019

ABSTRACT

This study intends to identify the influence of beauty blogger recommendations on cosmetic purchase behavior. The objectives of this study is to investigate the influencing factors on perceived benefits and perceived usefulness of beauty blogger recommendations and to analyze the influence of perceived benefits and perceived usefulness on cosmetic purchase behavior. In this study, both primary and secondary data are used. The primary data are conducted from 385 respondents by using the structured questionnaires which is designed with 5-point Likert. The secondary data is gathered from internet websites, research papers, journals and thesis. The result shows that information accuracy and comprehensive have significant influence on perceived benefits while information relevance and comprehensive have significant influence on perceived usefulness of beauty blogger recommendations. Both of source credibility factors have significant influence on both perceived benefits and perceived usefulness on beauty blogger recommendations. The findings also indicated that both of perceived benefits and perceived usefulness on beauty blogger recommendations have significant effect on cosmetic purchase behavior.

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CHAPTER 1

INTRODUCTION

The rapid changes in this market, especially due to technological advances, have led consumers digitally empowered. According to Fan And Miao (2012), today when people search for information about cosmetic they would like to buy, they increasing tend to reply more on sources from Internet which can provide them with an abundance of information about cosmetics anywhere- in the comfort of their home and anytime. However, consumers do not value different information sources equally as some sources may be perceived as more trustworthy than other (Chen et al., 2016). Information delivery sources have significantly changed along with the technological empowerment by the internet. It has been demonstrated that consumers usually trust bloggers and reviewers more than salespeople and corporations. Beauty bloggers' are people who share their experience in beauty area in a blog platform. They interact with the readers by giving great beauty advice, awesome pictures and video concerning their thoughts and experiences on beauty and personal care products (Nguyen 2015).

In recent years, blogging has been considered to be the most common and prominent platform for recording and presenting ideas and reactions related to any specific life event (Hsu et al., 2013).Wegert (2010) indicated that 81 percent of consumers seek recommendations from bloggers before purchasing any product through an online website. 74 percent of the people who had taken the recommendations and advice found them influential in purchasing any product or service. Consequently, blogging has evidently become an important factor for consumers before they purchase products or services and make purchasing decisions.

Internet gives an access to a huge amount of information about products, brands and stores (Steckel et al., 2005). Due to the great amount of information, the credibility of the source and the quality of the information become important as people are not sure who is responsible for information and how believable it. Source credibility is defined as "the perceived ability and motivation of the message source to produce accurate and truthful information" (Li & Zhan, 2011). Credibility determines whether consumers adopt the message and have an impact on their decision making process. Therefore, credibility

serves as a crucial factor in influencing knowledge, attitude and behavior (Wathen & Burkell, 2002). Information quality refers to the persuasive strength of the arguments that are included in the information (Bhattacharjee & Sanford, 2006). As anyone can publish information online, the quality of some information is diminished (Cheung et al., 2008).

Blogging was not that popular in Myanmar during the past years, but there has been a dramatic change recently since a lot of new blog portals were opened, especially in beauty industry. Myanmar cosmetics industry is having enormous potentiality, therefore understanding customers' behaviors as well as how to adopt bloggers effectively in marketing strategies to create brand awareness is compulsory for any company who aims at Myanmar customers or wants to emerge into Myanmar market. Thus, it is very important to understand the influence of beauty blogger recommendations on consumer purchase behavior. Therefore, this paper examines the influence of beauty blogger recommendations on cosmetic purchase behavior.

1.1 Rationale of the Study

In present Myanmar, women are interested in beauty more than in the past. Current cosmetic market in Myanmar is very competitive as there are lots of cosmetic products coming from foreign countries such as Thailand, China, Korea, Singapore, America etc. and local brands such as Bella,Sai Cosmetix, Super Red etc.. According to Neilsan insight report, half of the typical Myanmar consumer's monthly expenditure 47% is on food and groceries, household products and personal care products. Besides, the Myanmar purchasing power has risen steadily recently. Consumers in Myanmar are reaching deeper into their wallets for beauty products and cosmetics. According to beauty blogger Win Min Than, the majority of today's consumers can easily afford products within the price range of K50, 000-K100, 000.

Understanding consumer purchase behavior is important for every organization before launching product, especially in the cosmetic market. If the organization failed to analyze how a consumer will respond to a particular product, the company will face losses. Consumer behavior is very complex because each consumer has a different mind and attitude towards a purchase, consumption and disposal of product (Solomon, 2009). As there is a constant change in the living standards, trend and technology; consumer's attitude towards the purchase of cosmetics product varies (Kumar, John & Senith, 2014).

Understanding the influencing factors is of utmost importance because the marketing of cosmetic product is largely dependent on these factors.

In recent years, the use of internet and social media has increased significantly. With the rise of social media, consumer's focus shifting towards beauty bloggers and more trustworthy as compared to traditional media. Since online activities are not conducted face to face, customers need useful and reliable information to support their purchase intentions and develop a better understanding of the products offered. This has made credible sources of information on products (or services) a key factor in terms of influencing buying behavior (Gefen et al.,2003).Wright (2017) has found that consumers hold bloggers in high regard, respecting those with expertise and trusting their opinions, influencing purchasing behaviors. Moreover, the influence of beauty bloggers is also impacting the brand awareness and perceived quality of a certain makeup brand. These factors are correlated with the purchase behavior of consumers in choosing which product to buy.

Without doubt, a blogger's opinion and recommendation can affect consumer purchase intention (Colliander & Dahlen, 2011; Halvorsen, Hoffmann, CosteManiere, & Stankeviciute, 2013; Erkan & Evans, 2016). However, using beauty bloggers as an effective marketing tool in the best way still seems to be a question for companies to market their products. Therefore, who the consumers select as a suitable and effective blogger is a matter of crucial importance to the marketers as consumers are informed of the latest news and information via blogs that they frequently visit (Sin et al., 2012). Thus, this research is focusing on the influence of beauty blogger recommendations on cosmetic purchase behavior. The result of the study will help to gain more understanding about purchase behavior to buy cosmetic and will help marketers to choose the right way to advertise product.

1.2 Objectives of the Study

The main objectives of the study are:

1. To investigate the influencing factors on perceived benefits and perceived usefulness of beauty blogger recommendations.
2. To analyze the effect of perceived benefits and perceived usefulness on cosmetic purchase behavior.

1.3 Scope and Method of the Study

This study focuses on the influence of beauty blogger recommendations on cosmetic purchase behavior. The analytical method is used in this study to achieve the objectives. According to Facebook Ads Manager, there are 9Million Facebook users in Yangon Region. The sample size of this research 385 is determined by using Taro Yamane's sampling size formula at 95% confidence level.

$$\begin{aligned}n &= N / (1 + Ne^2) \\ &= 9,000,000 / (1 + 9,000,000(0.1)^2) \\ &= 385\end{aligned}$$

The structured questionnaires are used to collect the data. Both offline and online survey questionnaire methods are used for collection. The survey answers are collected during April, 2019. The primary data are conducted from 385 respondents by using structured questionnaires which are designed with 5-point Likert scales. The secondary data are collected from previous international research papers, theses, relevant text book, related websites and interviews. This study analyzes the influence of beauty blogger recommendations on cosmetic purchase behavior. Depending on the limitation of time, this study focuses only on Facebook users who are currently living in Yangon Region.

1.4 Organization of the Study

This paper is composed of five different chapters. Chapter one describes introduction of the paper, rationale, objectives, scope and method, organization of the study. Chapter two consists of the theoretical background of the study. Chapter three identifies the influencing factors on consumer attitude towards beauty blogger recommendations. Chapter four analyses the effect of consumer attitude on their purchase behavior. Chapter five covers a conclusion that is described by the findings and discussions, suggestions, recommendations and needs for further research.

CHAPTER 2

THEORITICAL BACKGROUND

This chapter presents the theoretical background, concepts and relevant literature on consumer purchase behavior. Previous studies that were conducted regarding to those areas are analyzed, and the details of what is going to study in this study and the conceptual framework is mentioned.

2.1 Information Adoption Model

Information adoption process referred to the internalizing knowledge, where the information is adopted and transformed into internalized knowledge and meaning (Nonaka, 1994). To check how people are influenced when they adopt information in online environment, Sussman & Siegal (2003) integrated the dual process theories of informational influence and the Technology Acceptance Model (TAM).

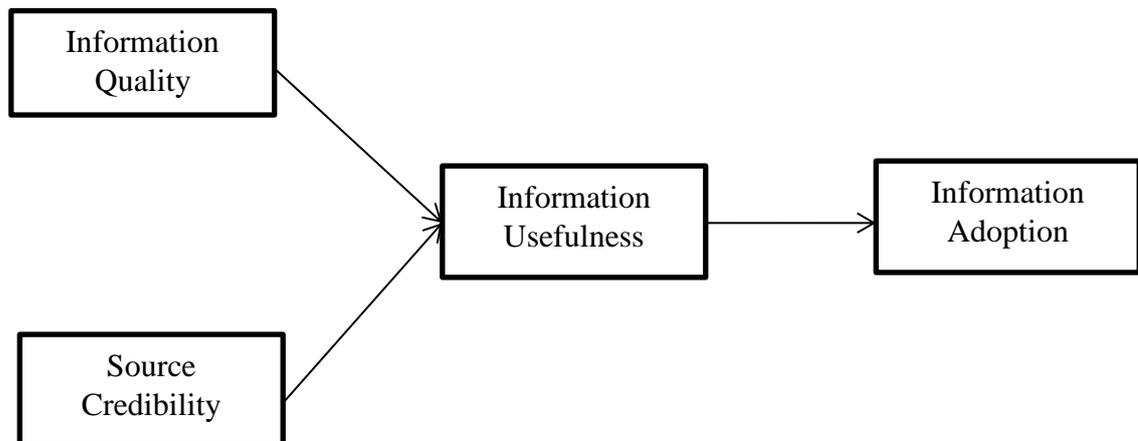
The theoretical foundation of Information Adoption Model is based on the Theory of Reasoned Action (TRA) (Fishbein & Ajzen 1975, 1980) and its derivative theory, the Technology Acceptance Model (TAM) (Davis 1989). They stated that formation of the individual's intention to adopt or reject a behavior or technology depends on the individual's beliefs and assessments of the consequences of adoption (Sussman & Siegal, 2003). The Information Adoption Model suggested that in a similar manner as people adopt a behavior or a technology, they can form intentions towards adopting ideas and behaviors. Therefore, factors that affect the adoption of a behavior or a technology can influence the adoption of information.

Davis (1989) found that the beliefs about usefulness of adopting a particular behavior strongly affected adoption intentions. Consequently, the usefulness of received information should predict the intentions of adopting given information (Sussman & Siegal, 2003). In addition, social cognition research provided support for the centrality of message usefulness as it considers usefulness as an indicator that determines whether the message is noticed (Kiesler & Sproull, 1982). Information that helped to provide a solution to a task receives precedence in judgment and choice processes (Feldman & Lynch, 1988). As a consequence, the evaluation and adoption of information can be

considered as an informational influence, where the provided information influences its recipients to the degree that they consider it as useful evidence about reality (Eagly & Chaiken (1993), Sussman & Siegal(2003).

Information Adoption Model is proposed by integrating TAM (Davis, 1989) with the elaboration likelihood model (Petty and Cacioppo, 1986; Petty et al., 1981) which posits that people can be affected by a message in two routes, which are central and peripheral (Shen et al., 2013; Sussman and Siegal, 2003). The central route refers to the essence of arguments within the message, while the peripheral route refers to issues which are indirectly related to the essence of the message (Cheung, Lee, and Rabjohn, 2008; Petty and Cacioppo, 1986; Shu and Scott, 2014). The Information Adoption Model has four components: information quality (which represents the central route), source credibility (which represents the peripheral route), and information usefulness and information adoption. With this integration, the Information Adoption Model offers an explanation as to how people are affected by the information as shown in Figure (2.1).

Figure (2.1) Information Adoption Model



Source: Sussman and Siegal (2003)

According to the IAM model, information quality together with source credibility affects the attitude toward information usefulness. In digital environment information can be posted anonymously and may be easily altered, plagiarized, misrepresented (Metzger, 2007). Consequently, ambiguity and anonymity of online environment may encourage unethical behavior and make it difficult to develop trust (Steckel et al., 2005). In these circumstances it is very important for consumers to evaluate information critically and take responsibility for credibility assessment (Metzger, 2007). Consumers have to rely on available information to make a decision, therefore the credibility and quality of this information had become very critical.

2.1.1 Information Quality

The advancement of online technology allows consumers to use and rely heavily on consumer-generated media to obtain valuable consumer reviews. Hence, the quality of the information is crucial in forming favorable attitudes. Information quality is defined as “the persuasive strength of arguments embedded in an informational message” (Bhattacharjee & Sanford, 2006,). It refers to the value of the information perceived by the recipient (Negash et al., 2002; Cheung et al., 2008). Consequently, reviews that provide valid and strong arguments could influence the attitude. Furthermore, the way recipients perceive the quality of information can influence their purchasing decisions. If the information meets the user's' needs and requirements, he/she is more inclined to follow the recommendation during decision making process (Olshavsky, 1985). Thus, the customer's perception of information quality can determine his/her potential buying behavior (Cheung et al., 2008). Information quality can be measured in terms of accuracy, timeliness, completeness, relevance, and consistency of the information provided (DeLone & McLean, 2003). For the purpose of the research of this work, timeliness was excluded since it was found insignificant by Cheung et al., (2008). Timeliness is also often ignored in online reviews research (Ives et al., 1983), as the website has to be regularly updated to provide valuable information. Therefore, relevance, accuracy and comprehensiveness are considered as important elements of high quality reviews.

i. Relevance

According to Bailey & Pearson (1983), relevance refers to “the degree of congruence between what the user wants or requires and what is provided by the information products and services”. It refers to what the user needs to evaluate a product and the information included in an online review (Lee et al., 2008). Information relevance is considered to be an important key in decision making process because it enables the decision maker to directly use the information to solve a given problem, in this case, to resolve a problem of ambiguity and uncertainty when intending to buy a product (Citrin, 2001). Madu & Madu (2002) found that Internet users not always read thoroughly the text posted on blog; they rather scan it in search for the information they need. Also they prefer to find it fast and without making a big effort (Nah & Davis, 2002). Thus, a message should include relevant arguments in order to be noticed by users.

ii. Accuracy

Accuracy is concerned about “the correctness of the output information” (Bailey & Pearson, 1983). It also refers to the extent the users perceive the information as correct (Wixom & Todd, 2005) as they may be skeptical about certain claims, which can be seen as either right or false (Rabjohn et al., 2008). It means that if a review presents information that the user knows to be false, he/she may reject the review. If a review contains a comment that match what the user believes is true, he/she would be more willing to consider the rest of the comment as accurate (Cheung et al., 2008). Markopoulos & Kephart (2002) stated that reviews including more accurate information have a greater value to the consumers. Therefore, the more accurate the information is, the more useful information is perceived to be for the consumer.

iii. Comprehensiveness

Comprehensiveness refers to the completeness of the information which implies that the information is understandable and informative and has sufficient breadth and depth (Rabjohn et al., 2008). According to Money et al. (1998), the need to obtain detailed knowledge in decision making process is higher in unfamiliar situation. If the information is rich in details as well as has a wide breadth of user categories and user-orientation, the adoption likelihood of that information is higher. Cheung et al. (2008) found that comprehensiveness of online review plays an important role in information adoption because the more comprehensive a review, the more people are willing to adopt it.

2.1.2 Source Credibility

Spread by mainly word of mouth (WOM), blogs are found to be a credible source of information when compared to other media sources (Hsu et al., 2013). In the context of blogs, information is sent and received through marketing techniques such as commercials and advertisements .The basic element affecting consumers’ willingness to accept a message is source credibility (Filiari, Alguezaui, & Mcleay, 2015). Source credibility is defined as “the extent to which a communicator is perceived to be a source of valid assertions” and “the degree of confidence in the communicator’s intent to communicate the assertions he considers most valid” (Hovland et al., 1953). In other words, source credibility concerns the degree to which recipients perceive the information

source as believable, competent, and trustworthy (Petty & Cacioppo, 1986). Two major dimensions of source credibility are expertise and trustworthiness (Hovland et al., 1953, Metzger, 2007).

i. Expertise

According to Ohanian (1990), expertise refers to the extent in which the influencer is considered to be qualified enough to prove valid and accurate information for discuss as specific object. This extent can be determined by assessing source's aspects, such as such as knowledge, experience, or skills (Erdogan, 1999). The higher the perceived source expertise, the higher is source credibility, and so is the receiver's acceptance of message. The anonymous nature of online context can make it hard to evaluate a blogger's expertise. However, recipients can evaluate the reviewer's expertise in a certain topic of interest by evaluating cues that signal expertise, such as the specific knowledge or strength of arguments embedded in the message (Clark et al., 2012, Cosenza et al., 2015).

Expertise was found to have a significant influence on information adoption and more persuasive than a source low in expertise. Moreover, a source high in expertise can positively influence the attitude towards the source (Maddux & Rogers, 1980; McGinnies & Ward 1980), attitude towards the message (Homer & Kahle, 1990), and attitude toward information usefulness (Gunawan, 2015; Sussman & Siegal, 2003). Furthermore, it also reported that source expertise influences consumers' attitude, behavioral intention and actual behavior (McGinnies & Ward, 1980). The measurement used to evaluate source expertise is "expert", "knowledgeable" and "qualified".

ii. Trustworthiness

Trustworthiness refers to the trust that viewers have towards the products recommended by the blogger (Wu & Lee, 2012) and relates to the consumer's belief that the information source delivers a message in an objective and honest manner (Ohanian, 1991). Trust is crucial in the online environment due to various associated environmental risks. In an online environment, consumers tend to seek product information from different sources such as reference groups and personal social media (e.g., blogs) so as to reduce the transaction risks.

Famous bloggers tend to attract bigger numbers of loyal readers as these bloggers display a high level of trustworthiness (Wu & Lee, 2012); and they are often viewed as

non-commercial entities (Hsu et al., 2013). In other words, they are mostly users of a particular product/service and upon their own use; they make recommendations to other users. Sparks, Perkins, and Buckley (2013) studied attitude and purchase intention of travellers staying at a resort. They postulated that the trustworthiness of online reviews had significantly affected the attitude and purchase intention of the travellers. Consumer-generated reviews for specific contents are viewed to be more trustworthy than manager-generated contents. This is because consumer reviews carry very specific information that fulfills the need of the consumers. The two-way communication between bloggers and readers can eventually increase perceptions of trust. This is especially true when the positive reviews come from bloggers who are perceived to be experts in their field rather than mere consumers (Plotkina & Munzel, 2016) or marketers. The measurement used to evaluate trustworthiness is "honest", "reliable" and "trustworthy".

2.2 Perceived Benefits

Consumers receive both positive and negative reviews (i.e. benefits versus costs) from blogs. They try to use these reviews to maximize their benefits over costs (Lee & Ma, 2012). In the case of blogging, perceived benefits refer to consumers' beliefs about the relative advantages of using a recommendation post. Consumers form favorable attitudes when they perceived from online reviews that they would enjoy more benefits than costs. In the case of blogger recommendations, the relative advantages from using a recommendation post refers to the perceived usefulness of the review in helping them to gather information about the features, functions, price range, quality, and popularity of the product (Lee & Ma, 2012). Hence, consumers form more favorable attitudes towards blogger recommendations when the perceived benefits are high.

An exchange between the two parties is expected to occur when the value equation results in a positive way for both parties (Civelek and Sözer, 2003). Generally, customer value is identified under three different categories, namely value component models, benefits/costs ratio models and means-end models (Khalifa et al. 2004). Zeithaml (1988) defined the perceived value as the consumers' assessment of the ratio of perceived benefits to perceived costs. The perceived benefits is a component of customer perceived value derived from benefits/costs ratio models. As a general definition, perceived benefits are the sum of advantages that satisfy the needs and wants of consumers (Wu, 2003) and

in an online context, it reflects the belief of consumer about the extent to which he or she will become better off from a specific online review which is conducted on a certain web site (Kim et al. 2008).

In online context, perceived benefits are generally studied on utilitarian and hedonic bases (Zhang et al. 2013; Bhatnagar & Gosh, 2004). Utilitarian benefits are regarded as functional and cognitive means which lead to some consumer value (Chaabane & Volle, 2010). On the other hand, hedonic benefits are related with experiential and emotional benefits (Hirschman and Holbrook, 1982). Blogger reviews offer a wealth of information about products or services, which can be used for decision making (Chatterjee, 2001; Clemonset al., 2006). In previous studies, consumers perceived that reading blogger reviews was useful because it could decrease information search time (Hennig-Thurau & Walsh, 2003; Goldsmith & Horowitz, 2006). The presence of reviews may make consumers feel comfortable choosing an unfamiliar products that offers other benefits, such as a lower price (Chatterjee, 2001). Reading what other users have posted can also provide a sense of the product's popularity (Hennig-Thurau & Walsh, 2003; Goldsmith & Horowitz, 2006; Park & Lee, 2008; Sher & Lee, 2009), and a great deal of positive reviews may encourage purchases (Park and Lee, 2008). Consumers also rely on blogger reviews to be sure of their purchase by confirming that others approve of the product (Hennig-Thurau & Walsh, 2003; Creamer, 2007).

2.3 Perceived Usefulness

Perceived usefulness is defined as the individual's perception that using the new technology will enhance or improve his or her performance (Davis, 1989, 1993). In the case of blogging, perceived usefulness refers to the usefulness of the blogger's recommendation in improving consumers' buying performance (Erkan & Evans, 2016).

In a buying situation, consumers frequently refer to the opinions of reference groups for their purchase (Brown & Reingen, 1987), especially for expensive, unfamiliar or high involvement products. This is used by the consumers to assess how useful those products can be, in other words, the perceived usefulness of such products. Bloggers who are perceived as experts in a particular product category are viewed as persons who are neutral and non-commercial (Hsu et al., 2013). Thus, their opinions and recommendations

are viewed to be more reliable and useful (Wu, 2011). Many researchers show that consumers form favorable attitudes when the recommendation is perceived to be useful. Therefore consumers form more favorable attitudes towards blogger recommendations when the perceived usefulness is high.

In the internet, consumers can browse a great amount of information that provides detailed characteristics of products and services. Therefore, in the online environment, how customers perceive products online depends on how easily the product quality can be determined because customers cannot see, touch, feel, or smell the products (Figueiredo, 2000). Customers rely more on product information for products, particularly in terms of the look-and-feel of goods, so they can consider different levels of sensory attributes in terms of the look-and-feel aspect (Figueiredo, 2000; Jung, Cho, & Lee, 2014) because they cannot physically touch the products online.

Therefore, customers rely more on detailed product information from beauty blogger recommendations, which has become an advantage and easy-to-get useful product information. Customers also used blogger recommendations before going into the physical store to find good deals and promotions, compare prices, or find information about sales and coupons for physical locations. Therefore, the detailed product information from beauty blogger recommendations would positively affect consumers' behavioral intentions to shop through perceived usefulness. Consumers' purchase decision making is determined by how the information provided from beauty blogger recommendation is useful.

2.4 Purchase Behavior

Purchase behavior referred to the selection, acquisition and consumption of goods and services to meet their needs. Consumer purchase behavior is the study of consumer's actions during searching for, purchasing, using of product that they expect will satisfy their needs and wants for healthy. The consumer behavior described what kind of product they want to purchase, why purchase them, how often they use them, how they evaluate them after purchase, and whether or not they purchase them repeatedly.

Purchase behavior is the total of a consumer's attitudes, preferences, intention and decision regarding the consumer behavior in the market to place when makes purchasing. Consumer purchasing is important to the marketer for the success, for achieving the

objectives, and far formulating competitive strategies against competitors. For purchasing, consumers have to think about many reasons such as the quality of brand, the size and design, cultural norms behind the design and they also consider for personal use or the gifts to others.

According to Schiffman and Kanuk (2010), purchase behavior is the stage prior to purchasing decisions in the purchase decision process. When consumers have a good attitude towards the delivered product or service, customers tend to have a positive interest to behave so as to strengthen the customer relationship with the company (Assael, 2004). Assael (2004) mentioned that the customer made the purchase decision is influenced by several measurements, namely (1) the measurement of culture, which has the most influence and the most extensive in the behavior of customers so that marketers need to understand the influence of culture, sub-culture, and social class of customers; (2) social measurement, which need to be considered when designing a marketing strategy because these factors can affect customer responses; (3) personal measurements, which consists of the age and stage of life cycle, occupation, economic situation, lifestyle, personality, and self-concept affects the customer on what is purchased; and (4) psychological measurement, include motivation, perception, learning and beliefs and attitudes also influence the selection of customer purchases.

2.5 Empirical Studies

Despite the popularity of social media and the vast amount of research done on electronic word-of-mouth (Kim & Ko, 2012; Ioanas & Stoica, 2014; Hajli, 2014; Erkan & Evans, 2016), few studies have focused on blogs and bloggers' recommendations and its impact on consumer attitude and purchase intention (Hsu et al., 2013). In one study, Halvorsen et al. (2013) interviewed Norwegian consumers' buying behaviors on a particular blog type i.e., fashion blog. Based on their study, it is concluded that fashion blogs do indeed affect consumer behaviors.

Previous studies provided inconclusive evidence on the relationship between attitude towards Beauty Blogger Recommendations and purchase behavior. Hsu et al., (2013), Lu et al., (2014) and Hanifati (2015) have attempted to examine how consumer attitude and purchase intention are influenced by bloggers' recommendations, particularly in the Asian context. The results indicate that there is a significant persuasive effect on

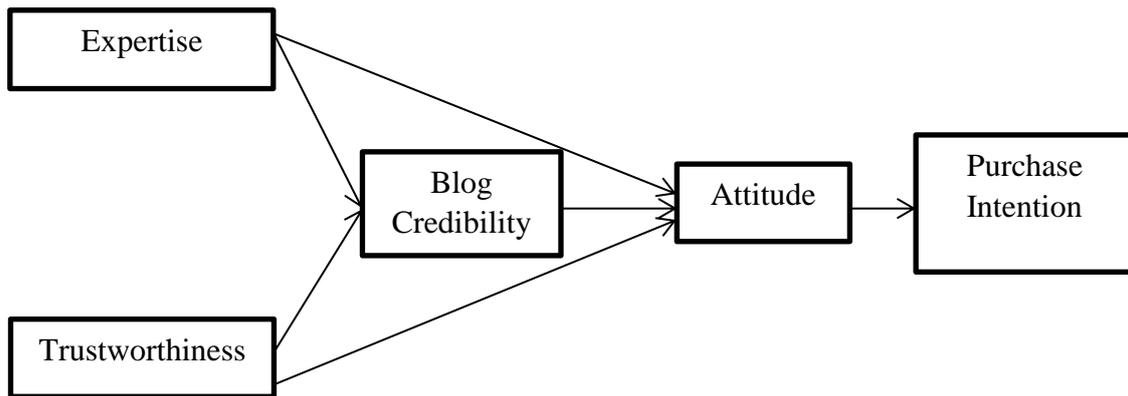
the purchasing behavior of online consumers based on the perceived usefulness of a blogger's suggestions and trustworthiness. A significant literature has examined the impact of blogger recommendations on consumer purchasing attitudes and intentions in Western countries (Goldsmith and Horowitz, 2006; Riegner, 2007) and Arab countries (e.g., Kuwait) (Al-Roomi, 2007; Riquelme and Saeid, 2014). A study conducted by Dhoha Alsaleh (2017) also concluded that attitude towards Beauty Blogger recommendations has positive and significant relationship with purchase behavior.

Several researchers have examined the antecedents affecting consumer attitude and purchase intention on online shopping. Among these studies, Al-Debei, Akroush and Ashouri (2015) examined how perceived benefits and trust can affect consumer attitude towards online shopping in Jordan. Focusing on the Indonesian market, Hanifati's (2015) study confirmed the impact of food blogger's perceived usefulness on Indonesian consumer attitude and behaviors in choosing a restaurant. Erkan and Evans (2016) thus posited that information quality is important for an online shopping context because consumers approach products and services more eagerly when the information satisfies their demands.

Lee and Ma (2012) examined how perceived benefits play an important role in shaping consumer attitude towards online reviews. Hsu et al. (2013) had examined the effects of blogger recommendations on the purchasing attitudes of customers and analyzed the level of trust that consumers have in blogger suggestions for specific products and services. The results indicate that there is a significant persuasive effect on the purchasing behavior of online consumers based on the perceived usefulness of a blogger's suggestions and trustworthiness.

Park & Kim (2018) had studied consumer's blog credibility and attitude toward blogger's recommended brand: the effects of perceived blogger's expertise, trustworthiness, and product type. The conceptual framework of this paper was depicted as Figure (2.2). The result showed that perceived trustworthiness and expertise of blog posts have a positive effect on blog credibility and trustworthiness has a greater impact on blog credibility than expertise does.

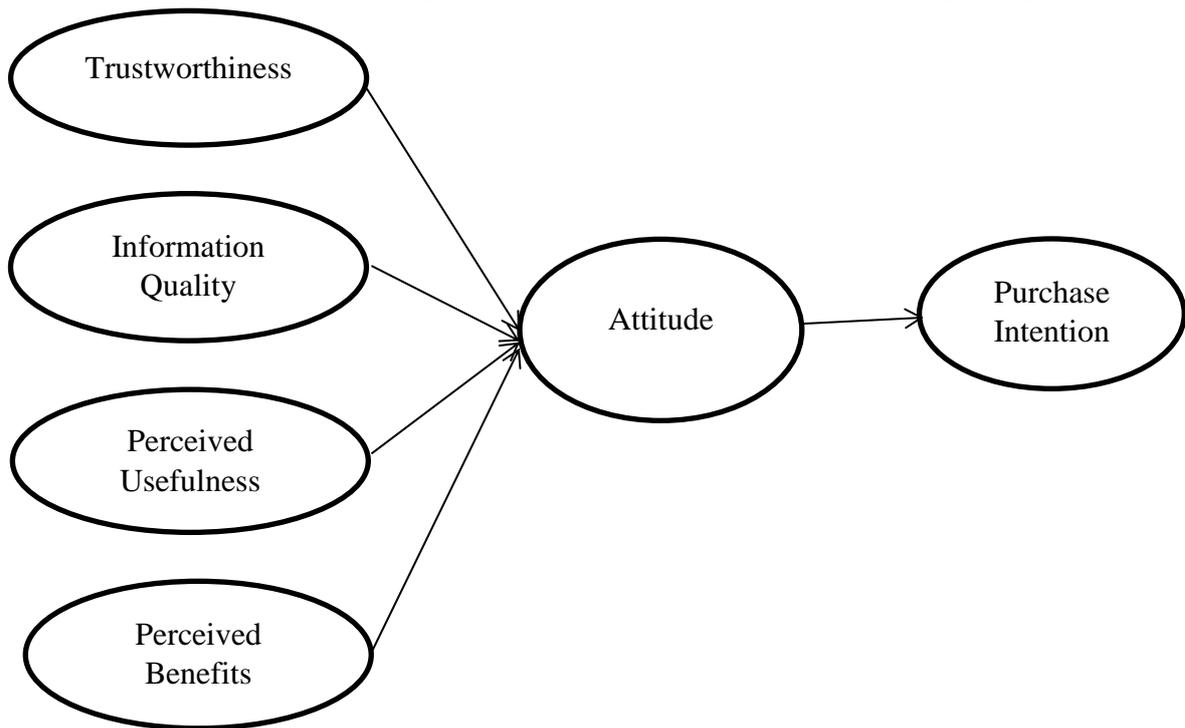
Figure (2.2) Conceptual Framework of Park & Kim



Source: Park & Kim (2018)

Phang Ing and Ting Ming (2018) had examined the antecedents of consumer attitude towards Blogger recommendations and its impact on purchase intention. The conceptual framework of this paper was depicted as Figure (2.3):

Figure (2.3) Conceptual Framework of Phang Ing & Ting Ming



Source: Phang Ing and Ting Ming (2018)

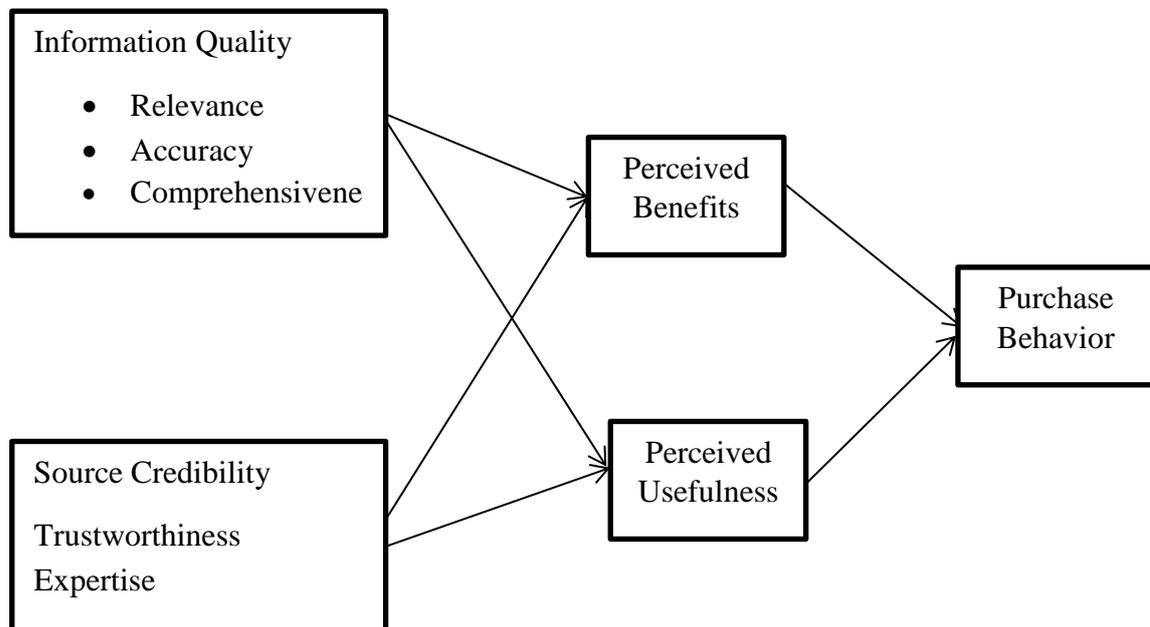
The research result has confirmed the relationships between the four antecedent factors, namely perceived usefulness, trustworthiness, perceived benefits and information quality and attitude toward blogger recommendations. This study also finds a significant relationship between attitude and purchase intention as well as the mediating role of attitude towards blogger's recommendations.

Alsaleh(2017) had studied the role of blogger recommendations on consumer purchasing behavior. The research result showed that blogger recommendations influence consumer attitudes and intentions to purchase products. The study also found that trust and reputation of bloggers significantly and directly influences attitudes and intentions to purchase. Liu & Ji (2018) had studied the role of online reviews in Chinese online group buying context. The result showed that review quality significantly affects whether consumers adopt a review and make a purchase decision and reviewer characteristics affect consumers' perceived usefulness through perceived credibility.

2.6 The Conceptual Framework of the Study

The conceptual framework is based on Information Adoption Model. However, Al-Debei, Akroush and Ashouri (2015) stated that perceived benefits of blogger's recommendations effect purchase behavior. Based on those characteristics, the conceptual framework of the study is structured as follows:

Figure (2.4) Conceptual Framework of the Study



Source: Own Compilation, 2019

In this research, influencing factors have been considered as source credibility and information quality. Trustworthiness and expertise are two factors of source credibility and relevance, accuracy and comprehensiveness are used as key variables for information quality in this study. Perceived benefits and perceived usefulness of beauty blogger

recommendations can enhance consumers' purchase behavior. This model was developed to examine the influence of beauty blogger recommendations on cosmetic purchase behavior.

CHAPTER 3

INFORMATION QUALITY, SOURCE CREDIBILITY AND PERCEPTION OF CONSUMERS ON BLOGGER RECOMMENDATIONS

This chapter starts with the background of Beauty Blogging. Then, the profile of the respondents is described and the influence of source credibility and information quality on perceived benefits and perceived usefulness are expressed from the survey data.

3.1 Background of Beauty Blogging

The foundation of blog started in 1994 as an electronic method of recording events. In the early days, several engineers firstly took part in creating platforms, which allowed users to create their own “blogs” and share with their friends as well as the community. In the 21st decade, blog managed to gain its extreme popularity, which laid the foundations of the social web. Back to further past, the story started with the creation of Usenet in 1979, which was seen as a discussion platform for Internet users to post their messages publicly (Bonnett, 2010). This was the fundamental base for the social media development afterwards when a social networking website called “Open Diary” went online in 1998. This website added the ability for the Internet users to publish their diary entries both privately and publicly and connected writers.

The term ‘weblog’ appeared approximately in the same time period, as did its abbreviation ‘blog’ (Kaplan & Haenlein, 2010.) According to Chapman (2011), the first blog post was released in 1994 by a student of Swarthmore College, Justin Hall, referring to his homepage Links.net. In 1997, the term ‘weblog’ was born by Jorn Barger, the owner of the early blog Robot Wisdom. “Weblog means logging the web”, stated Barger. Two years later, ‘weblog’ was shortened to ‘blog’ by Peter Merholz. Within 5 years, ‘blog’ became the word of the year due to its tremendous popularity in 2004 (Chapman, 2011).

In 1999, the formation of the platform Blogger by Evan Williams and Meg Hourihan at Pyra Labs brought blog to a new development. According to Jesse James Garrett (1999), there were only 23 blogs on the Internet in that year. 7 years later, 2006 witnessed an incredible expansion in the total number of blogs, when it reached the amount of 50 million blogs published, Chapman (2011).

Together with the development of blogs all over the world, nowadays, the number of beauty blogs and beauty bloggers is rapidly increasing in Myanmar. The very first Beauty Blogger of Myanmar is Win Min Than (Yangon In My Heart) and she created the page in 2013 to share her makeup dos and don'ts. And to this date, she has remained the most popular blog in the country. Beauty Bloggers use Facebook to interact with their followers, to express their opinion in details or post intensive reviews with pictures on the page, to update their pictures of daily skincare products.

Currently, the most popular blogger is Nay Chi Oo. In February 2017; she began posting make-up tutorials on Facebook under the page name, Beautybynaychi and now she has 883,000 followers. She regularly posts make-up tutorials, make-up first impressions, beauty tips and product reviews. And of the year, she became one of the most popular beauty blogger in Myanmar. In 2017, Nay Chi Oo participated as a judge in Make me Beautiful by L'Oréal, the reality make-up contest TV show about to find make-up artists in Myanmar, and also in New Face Actor Choice contest of Kha Thone Lone movie production in 2018. She is also making debut as actress in many movies. She was appointed as ambassador for Vivo smartphone and ambassador for AIR KBZ. She launched Your Social Media BFF 2019 year planner book under her own brand Beautybynaychi's label.

3.2 Demographic Profile of the Respondents

In this study, there are five items of demographic characteristics explored to describe the profile of the respondents. They are gender, age, education, occupation and marital status. There are a total of 385 respondents who were surveyed with structured questionnaire to measure consumer attitude towards Beauty Blogger recommendations in Yangon. Table (3.2) represents the demographic data of the respondents as below.

Table (3.1) Demographic Profile of the Respondents

Sr. No	Demographic Factors	No. of Respondents	Percentage
	Total	385	100
	Gender		
1	Male	22	5.71
	Female	363	94.29
	Age		
	Under 20 Years	55	14.29
2	21-30 Years	314	81.56
	31-40 Years	16	4.16
	Education		
	High School	18	4.68
3	Bachelor Degree	239	62.08
	Master Degree	120	31.17
	PhD Degree	8	2.08
	Occupation		
	Student	153	39.74
4	Unemployed	25	6.49
	Employee	181	47.01
	Self-employ	26	6.75
	Marital Status		
5	Single	360	93.51
	Married	25	6.49

Source: Survey Data (2019)

According to the Table (3.2), the number of female respondents is greater than that of male respondents because it is the nature of women to look beautiful and feel beautiful. Women use makeup as a way to empower themselves and feel confident.

Therefore, it can be concluded that female are interested in Beauty Blogger recommendations more than male.

In term of age, the respondents' age, the respondents' age level is classified based on five groups. The results found that 55 respondents belong to the group age under 20 years, 314 respondents are between 21 and 30 years, 16 respondents are between 31-40 years. The highest percentage of the respondents is aged between 21 and 30 years.

People at this aged start putting on make-up for daily activity and going through skin care regimes to improve their appearances and boost their self-confidence. Hence, it can be concluded that young people pay more attention to Beauty Blogger recommendations more than old people.

The majority of the education level of respondents is Bachelor degree by 239 respondents followed by Master degree which takes 120 respondents. There are only 8 respondents who are holder of PhD degree. Education level of minority is high school which takes 18 respondents only.

According to the result, it can be verified that most of the graduated people are interested in Beauty Blogger recommendations about cosmetic. People are more interested in beauty and cosmetic when they reach higher education or working because they want to maintain their self-image regarding physical appearance among the society. Because of this most of the highest percentage of the respondents is graduated.

The occupation of the respondents is divided into four groups as shown in Table (3.2). The highest respondents of the sample are employee, 181 respondents, followed by student which takes 153 respondents. There are 26 respondents who are self-employ. The lowest respondent of the study is 25 and they are unemployed. In order to buy the cosmetic, one must have money. The highest percentage of the respondents is employees because they have the self-spending power to buy beauty cosmetics products.

In this research, the marital status of the respondents is classified into three groups in Table (3.2). The majority of the respondent is single by 360 respondents and followed by married which takes 25 respondents.

The majority of the respondents are single because they have more time and having time to take care about themselves. Married people have crossed certain age limit and have family to look after, for that reason they do not to take care about their physical appearance.

3.3.1 Facebook Usage Behaviors of the Respondents

Facebook usage behaviors of the respondents included how long have they been using Facebook and how many times do they use Facebook. The details of Facebook usage are as shown in Table (3.3).

Table (3.2) Facebook Usage Behaviors of the Respondents

Sr. No.	Demographic Factors	No. of Respondents	Percentage
	Total	385	100
	Years of using Facebook		
1	Less than 1 year	1	0.26
	1-3 years	41	10.65
	4-6 years	133	34.55
	More than 6 years	210	54.55
	Usage Frequency		
2	Everyday	350	90.91
	4-5 days per week	31	8.05
	Once or twice a week	3	0.78
	Very rare	1	0.26

Source: Survey Data (2019)

As shown in Table (3.3), the majority of the respondents have been using Facebook more than 6 years by 210 respondents and followed by 133 respondents who have been using Facebook four to five years and 41 respondents who have been using Facebook one to three years. Only one respondent has been using Facebook less than 1 year. 350 respondents are using Facebook every day and followed by 31 respondents who use Facebook four to five days per week. Three respondents are using Facebook once or twice a week and only one respondent is using Facebook very rare.

The rapid changes in technology have led consumers digitally empowered and people are using social media to search for information, meet and network with friends and for entertainment. Among social media sites, Facebook is the most popular networking site globally and it is also the most popular social media site in Myanmar.

According to the result, it can be assume that all the respondents are familiar with Facebook and they are using it daily.

3.3.2 Following and Favorite Beauty Blogger of the Respondents

This section includes following and favorite Beauty Blogger of the respondents.

Table (3.3) Following Beauty Blogger on Social Media

Sr. No.	Demographic Factors	No. of Respondents	Percentage
	Total	385	100
1	Yes	294	76.36
	No	91	23.64

Source: Survey Data (2019)

According to Table (3.4), 294 respondents have followed Beauty Blogger on Facebook and 91 respondents do not follow Beauty Blogger. Today, consumers are offered with broad range of cosmetics products and brands. This makes consumers takes more complex cosmetic alternatives evaluation process before finally purchase the product. As consumer wants to make a good decision, they will try to eliminate the risk of getting disappointing or unsuitable product. People prefer online review as there is numerous online reviews and recommendations about cosmetics available for free on the Facebook and easily accessed through their smartphone.

Consumers rely greatly on the reviews made by other users that had tried the products. They seek for other people’s opinions to make up their own mind and assess products to decide which to purchase. People seek information and being influenced by sources such as friends, family members, salesperson, advertisement, Internet surfing and any other sources. Among those sources, blogger recommendation is slightly preferable by consumers since it shows unbiased judgment and not the part of company that lures people into buying products. These bloggers commonly share experiences in using beauty products, the usage, specification, results, pros and the cons of a cosmetic product. Because of this most of the consumers are following Beauty Bloggers to get information about the cosmetic.

According to Alex's report, there are 50 Beauty Bloggers in Myanmar. Among 294 respondents who are following Beauty Blogger, their favorite Beauty Bloggers are as follows.

Table (3.4) Favorite Beauty Blogger on Social Media

Sr. No.	Demographic Factors	No. of Respondents	Percentage
	Total	294	100
1	Beautybynaychi	164	55.78
	Yangon in my heart	33	11.22
	ArtbyLann	25	8.50
	Phyodaybyday	21	7.14
	All about Su	8	2.72
	Glamour by Johnna	7	2.38
	The Shine Society	5	1.70
	Emily's Beauty Diaries	4	1.36
	Beauty Tips by Di Di	4	1.36
	Beauty Zone by Thazin Kyaw	4	1.36
	The Rosie Edit	3	1.02
	Carrieland	2	0.6
	Caterpillar Maybe	2	0.68
	Just May	2	0.68
	Kwan	2	0.68
	Beauty by Emerald	2	0.34
	Classic Suyee	1	0.34
	Follow Her	1	0.34
	Phyopapa blog	1	0.34
	Rachel's Diaries	1	0.34
Sandra Miyagi	1	0.34	
Skincare by May	1	0.34	
With Love, May Phone	1	0.34	

Source: Survey Data (2019)

As shown in Table (3.4), among Beauty Blogger in Myanmar, top four favorite Beauty Bloggers of the respondents are Beautybynaychi, Yangon in My Heart, ArtByLann and Phyodaybyday.

3.3 Information Quality

Information quality factors include such as relevance, accuracy and comprehensiveness. The mean value of information quality is shown in Table (3.5).

According to Table (3.5), regarding on relevance, the highest mean value is each recommendation post of the cosmetic is appropriate with value of 3.57 and the lowest mean value is each recommendation includes all necessary values with mean score of 3.37.

This is because consumers rely on blogger recommendations heavily as they are highly valued information which is not biased and is based on personal experience. When customers have less knowledge about the product, they want more information from bloggers. But some recommendations post does not contain the customer expect information such as other option etc. Therefore, most of the respondents do not think recommendation includes all necessary values.

Regarding on accuracy, customers think each recommendation post is convincing and the mean score is 3.54. But customers do not think each recommendation post is correct and mean value is 3.28.

The negative or positive comments about the products are considered as important for consumers' decision making and this makes blogger recommendations convincing. Even though the blogger wrote about the strengths of the product, some products have different effect when the customers use them. Because of skin types and weather, some products do not have good effect as the blogger recommended. For this reasons, respondents have least attitude on the statement of each recommendation post is correct.

Regarding on comprehensiveness, the highest mean value is the mean value of each recommendation post is understandable and the mean score is 3.63. The lowest mean value is the mean values of each recommendation post completes my needs and mean value is 3.31. According to the overall mean value, comprehensiveness has the highest mean value.

Table (3.5) Information Quality

No	Description	Mean	Std. Deviation
	Relevance		
1	Sufficient reason of supporting the opinions	3.42	0.58
2	Objective	3.42	0.60
3	Applicable	3.46	0.56
4	Appropriate	3.57	0.62
5	Includes all necessary values	3.37	0.66
	Overall Mean	3.45	
	Accuracy		
1	Credible	3.39	0.62
2	Accurate	3.31	0.62
3	Correct	3.28	0.68
4	Reliable	3.42	0.66
5	Convincing	3.54	0.60
	Overall Mean	3.39	
	Comprehensiveness		
1	Understandable	3.63	0.70
2	Clear	3.55	0.65
3	Relevant	3.53	0.62
4	Complete	3.31	0.70
5	Sufficient in depth and breath	3.39	0.64
	Overall Mean	3.48	

Source: Survey Data (2019)

This is because blogger is writing each post with simple word to explain how the product works. Most of the recommendation posts do not contain the negative effect of the product and some posts are not providing details information about other options

available in the market which leads customers to think recommendation post does not complete their needs.

According to the overall mean value, comprehensiveness has the highest mean value. Comprehensiveness refers to the extent to which a source provides a complete and balanced view of a topic or issue. Comprehensiveness can be a useful evaluation criterion when customers need to explore a topic and need to learn about it. Therefore, the overall mean value of comprehensiveness is the highest among three components.

3.4 Source Credibility

Trustworthiness and expertise are components of source credibility. Total 10 questions were involved to measure source credibility of respondents. The mean values are shown in Table (3.6).

According to Table (3.6), the overall mean value of trustworthiness is 3.25. Among five variables, the respondents selected highest level of influencing upon trust information on blog and mean value is 3.43 and least voting on the statement of bloggers is honest and mean value is 3.09.

Blogger recommendations are a source of information for customers and they tend to depend on this to gather about information the product. Therefore, customers think information on blog to be true. However, some of the bloggers are paid to recommend the cosmetic by company and write too many positive recommendations about products which lead customer to think that they are not honest.

Regarding on expertise, the overall mean score is 3.74 and shows that expertise factor can moderately influence on consumer cosmetic purchase behavior. Among five variables, the respondents selected highest level of influencing upon lot of knowledge about cosmetic with the mean score of 3.96. However, most customers do not think blogger deep experience on cosmetic they recommend and the mean score is 3.56.

Blogger recommendations based on their firsthand experience and more neutral opinions made customers to think bloggers have lot of knowledge about cosmetic. Bloggers are making recommendation about products in short time due to the nature of their work. However, receiving too many recommendations in short time can confuse

consumers sometimes. Because of this they have least influencing on statement of bloggers have deep experience on cosmetic they recommend.

Table (3.6) Source Credibility

No	Description	Mean	Std. Deviation
Trustworthiness			
1	Belief recommendations to be true	3.41	0.63
2	Trust information on blog	3.43	0.64
3	Trustworthy	3.21	0.65
4	Honest	3.09	0.68
5	Sincere	3.19	0.65
Overall Mean		3.25	
Expertise			
1	Expert	3.62	0.74
2	Experience	3.56	0.76
3	Knowledge	3.96	0.66
4	Skillful	3.88	0.67
5	Qualification to give advice	3.66	0.67
Overall Mean		3.74	

Source: Survey Data (2019)

Sponsorship disclosure lowers consumers trust upon beauty blogger recommendations. Therefore, when consumers search for product information, they evaluate blogger's knowledge and expertise. Consumers believe blogger is credible if they can see that the blogger has expertise and can become trustworthy. Because of this, the overall mean value of expertise is higher than trustworthiness and it means that expertise is more influencing on consumers' attitude than trustworthiness.

3.5 Perceived Benefits

It is also important to understand how perceived benefits can effect on consumer purchase behavior. The mean value of perceived benefits is shown in Table (3.7).

According to Table (3.7), the highest mean value is blogger recommendations help to gain knowledge about how product work and mean value is 3.77 and the lowest is blogger recommendations help to reduce risk of making decision with mean value of 3.35. The overall mean value of perceived benefits is 3.48 and it can be concluded that perceived benefits has influence on the consumer attitude towards Beauty Blogger recommendations.

Table (3.7) Perceived Benefits

No	Description	Mean	Std. Deviation
1	Help to reduce risk of making decision	3.35	0.90
2	Help to gain knowledge about how product work	3.77	0.75
3	Help to obtain product information in general	3.64	0.81
4	Help to judge product quality	3.49	0.79
5	Help to check product feature and function	3.55	0.77
6	Help to learn about products	3.62	0.82
7	Provide different opinions about product	3.48	0.81
	Overall Mean	3.56	

Source: Survey Data (2019)

Customers can gather information about products such as features, functions, price range, quality and popularity from blogger recommendations which help to understand about cosmetic better. But customers do not think blogger recommendations help to reduce risk of making decision because some recommendation posts fail to address and compare the different options available in the market.

3.6 Perceived Usefulness

It is also important to understand how perceived usefulness can effect on consumer purchase behavior. The mean value of perceived usefulness is shown in Table (3.8).

Table (3.8) Perceived Usefulness

No	Description	Mean	Std. Deviation
1	Improve shopping performance	3.50	0.74
2	Enhance shopping effectiveness	3.46	0.73
3	Increase productivity when shopping	3.35	0.80
4	Provide useful information about cosmetic	3.75	0.73
5	Helpful in understanding the cosmetic	3.79	0.71
6	Help to save time for shopping	3.63	0.78
	Overall Mean	3.58	

Source: Survey Data (2019)

According to Table (3.8), customers think blogger recommendations are helpful in understanding the cosmetic and mean value is 3.79. Consumers are interested to know how the product works and strength and weakness of certain products. Clearly, blogger recommendations help customers to improve their understanding of the products by providing detailed information about the products. But customers do not think blogger recommendations increase productivity when shopping and this is because of the availability of product at the shop.

3.7 Purchase Behavior of Cosmetic

In this study, the respondents were asked whether they agreed or not according to the scale of strong disagree, disagree, neutral, agree or strongly agree. The results are calculated and shown on the following Table. The mean value gives the information about customers purchase behavior of cosmetic. According to Table (3.9), the mean score of purchase behavior ranged from 3.39 to 3.66. The overall mean score is 3.54.

Table (3.9) Purchase Behavior of Cosmetic

No	Description	Mean	Std. Deviation
1	Motivate to purchase products recommended by Beauty Blogger.	3.66	0.62
2	Consider Blogger recommendation while buying cosmetic.	3.61	0.63
3	Believe choosing products that is recommended by Blogger is a right decision.	3.46	0.63
4	Recommend friend to buy Blogger recommended products.	3.39	0.66
5	Buy product after Beauty Blogger recommended it.	3.59	0.71
	Overall Mean	3.54	

Source: Survey Data (2019)

Respondents are highly motivated to purchase products recommended by Beauty blogger. This is because they accept that cosmetic recommended by Beauty blogger will be good. But customers are not interested to recommend their friends to by Blogger recommended products. Sometimes customers think bloggers are not honest and trustworthy because of too much positive review and sponsored post. Therefore, they do not want to recommend their friends when they are also having low trust on blogger recommendations.

CHAPTER 4

ANALYSIS OF INFLUENCING FACTORS ON PURCHASE BEHAVIOR

This chapter involves two main sections. The first one is to analyse the effect of influencing factors on perceived benefits and perceived usefulness of beauty blogger recommendations. And the second is to analyse the relationship of perceived benefits and perceived usefulness of beauty blogger recommendations and purchase behaviour of cosmetic.

4.1 Analysis of Influencing Factors on Perceived Benefits

To analyse the relationships between independent and dependent variables, Linear Regression Model will be used. Source credibility and information quality are predictors for perceived benefits of beauty blogger recommendations.

4.1.1 Analysis of the Effect of Information Quality on Perceived Benefits

Perceived benefits are the dependent variable and information quality is the predictor of the dependent variable, perceived benefits. In this study, information quality consists of three components – relevance, accuracy and comprehensiveness. The results are shown in Table (4.1).

According to the result shown in Table (4.1), R Square is 0.689 and Adjusted R Square is 0.631. This model can explain 63.1% about the variance of dependent variable with the independent variable. F-value (the overall significance of the model) is highly significant at 1% level. The significance value of comprehensiveness is less than 0.001, meaning the variable is significant at 1% level. The significance value of accuracy is less than 0.1, meaning the variable is significant at 10% level. The Standardized Coefficient (Beta) indicates that accuracy and comprehensiveness have positive relationship with the dependent variable (perceived benefits) of this study. A unit increase in information accuracy will lead to 0.152-unit increase in perceived benefits of beauty blogger recommendations. A unit increase in information comprehensiveness will make 0.483-

unit increase in perceived benefits. Information relevance and comprehensiveness variables contribute the most to perceived benefits of beauty blogger recommendations.

Table (4.1) The Effect of Information Quality on Perceived Benefits

Variable	Under-standardized Coefficients		Beta	t-value	Sig	VIF
	B	Std. Error				
(Constant)	1.047	.317		3.299	0.001	
Relevance	.390	.091	.230	4.273	.173	1.347
Accuracy	.152*	.086	.099	1.780	.076	1.448
Comprehensiveness	.483***	.085	.322	5.678	.000	1.502
R	0.751					
R Square	0.689					
Adjusted R Square	0.631					
F-value	28.279***					
Durbin Watson	1.943					

Source: Survey Data (2019)

Note *** significant at 1% level, ** significant at 5% level, * significant at 10% level

Accuracy represents consumer's perception that the information is correct. The perceived accuracy of information determines whether customers trust it or not. Feedback posted by dishonest sellers in order to improve the rating and reputation of their online store is definitely unreliable. Only accurate feedback has the potential to help customers make a better purchase decision. Therefore, information accuracy has positive effect on perceived benefits of blogger recommendations.

Comprehensiveness of messages refers to their completeness. The more detailed the information, the wider the breadth of the recommendations, the greater likelihood of consumers' acquisition and retention. The more comprehensive the messages are, the higher the perceived information benefits of the message. Therefore, information comprehensiveness has positive effect on perceived benefits of blogger recommendations.

4.1.2 Analysis of the Effect of Source Credibility on Perceived Benefits

Perceived benefits are the dependent variable and source credibility and information quality are the predictors of the dependent variable. The results are shown in Table (4.2).

Table (4.2) The Effect of Source Credibility on Perceived Benefits

Variable	Under-standardized Coefficients		Beta	t-value	Sig	VIF
	B	Std. Error				
(Constant)	1.022	.273		3.747	.000	
Trustworthiness	.177**	.071	.122	2.481	.014	1.150
Expertise	.524***	.066	.389	7.929	.000	1.186
R	0.814					
R Square	0.668					
Adjusted R Square	0.615					
F-value	47.835***					
Durbin Watson	2.002					

Source: Survey Data (2019)

Note *** significant at 1% level, ** significant at 5% level, * significant at 10% level

As shown in Table (4.2), R Square is 0.668 and Adjusted R Square is 0.615. This model can explain 61.5% about the variance of dependent variable with the independent variable. F-value (the overall significance of the model) is highly significant at 1% level. Trustworthiness is significant at 5% level and expertise is significant at 1% level. The Standardized Coefficient (Beta) indicates that all two variables have positive relationship with perceived benefits (dependent variable) of this study. It means that the higher the independent variables, the greater the dependent variable. A unit increase in trustworthiness results in 0.177-unit increase in perceived benefits of beauty blogger recommendations. A unit increase in expertise results in 0.524-unit increase in perceived benefits of beauty blogger recommendations.

People's acceptance of information and ideas was partly dependent on the message source and the effectiveness of a message depends on perceived level of expertise and trustworthiness of an endorser. Trustworthiness means the listener's degree

of confidence in, and level of acceptance of, the speaker and the message. Trust is crucial in the online environment due to various associated online environmental risks. In an online environment, consumers tend to seek product information from different sources such as reference groups and personal social media (e.g., blogs) so as to reduce the perceived risks. Consumers often depend on experts or on unbiased sources when they lack knowledge of a product or service. Beauty blogger recommendations are viewed to be trustworthy because blogger recommendations carry very specific information that fulfills the need of the consumers. The two-way communication between bloggers and readers can eventually increase perceptions of trust. Therefore, trustworthiness has positive effect on perceived benefits of beauty blogger recommendations.

Sponsorship disclosure lowers consumers trust upon beauty blogger recommendations. Therefore, when consumers search for product information, they evaluate blogger's knowledge and expertise. Compared to non-expert sources, experts are perceived as more likely to present information that is valid, compelling and correct. Thus, message recipients are more motivated to carefully attend to, and ultimately more persuaded by, an expert rather than a non-expert communicator. Therefore, consumers believe blogger is credible if they can see that the blogger has expertise and can become trustworthy. Therefore, expertise has positive effect on perceived benefits of beauty blogger recommendations.

4.2 Analysis of Influencing Factors on Perceived Usefulness

To analyse the relationships between independent and dependent variables, Linear Regression Model will be used. Source credibility and information quality are predictors for perceived usefulness of beauty blogger recommendations.

4.2.1 Analysis of the Effect of Information Quality on Perceived Usefulness

Perceived usefulness is the dependent variable and information quality is the predictor of the dependent variable, perceived usefulness. The results are shown in Table (4.3).

According to the result shown in Table (4.3), R Square is 0.489 and Adjusted R Square is 0.463. This model can explain 46.3% about the variance of dependent variable

with the independent variable. F-value (the overall significance of the model) is highly significant at 1% level. The significance value of information relevance and comprehensiveness are less than 0.01, meaning the variable is significant at 1% level. The Standardized Coefficient (Beta) indicates that relevance and comprehensiveness have positive relationship with the dependent variable (perceived usefulness) of this study. A unit increase in information relevance will lead to 0.290-unit increase in perceived usefulness of beauty blogger recommendations. A unit increase in information comprehensiveness will make 0.438-unit increase in perceived usefulness of beauty blogger recommendations. Information relevance and comprehensiveness variables contribute the most to perceived usefulness of beauty blogger recommendations.

Table (4.3) The Effect of Information Quality on Perceived Usefulness

Variable	Under-standardized Coefficients		Beta	t-value	Sig	VIF
	B	Std. Error				
(Constant)	1.148	.274		4.195	.000	
Relevance	.290***	.079	.196	3.690	.000	1.347
Accuracy	-.028	.074	-.021	-.378	.706	1.488
Comprehensiveness	.438***	.073	.335	5.967	.000	1.502
R	0.647					
R Square	0.489					
Adjusted R Square	0.463					
F-value	31.868***					
Durbin Watson	1.980					

Source: Survey Data (2019)

Note *** significant at 1% level, ** significant at 5% level, * significant at 10% level

Information quality is defined as the persuasive strength of arguments embedded in an informational message. If a consumer is satisfied with the quality of information, he or she holds behavioural beliefs that using this information is good. It implies that if information is useful and it in turn forms positive attitude toward using information.

When the information quality meets consumers' needs and requirements, consumers will develop positive attitudes towards the information and they are more inclined to follow the recommendation during the decision-making process. Thus, consumers' perception of information quality serves as a crucial factor in influencing attitude.

Relevance of messages is important as most consumers are conscious of their time. Consumers rarely read recommendations in detail but rather scan the recommendations to find the information they need. Consumers want to find the information that they want quickly and with little effort. It is therefore important to have only the most relevant information present in the online community. Therefore, the more relevant the messages are, the higher the perceived information usefulness of the recommendations.

4.2.2 Analysis of the Effect of Source Credibility on Perceived Usefulness

Perceived usefulness is the dependent variable and source credibility and information quality are the predictors of the dependent variable, perceived usefulness. The results are shown in Table (4.4).

Table (4.4) The Effect of Source Credibility on Perceived Usefulness

Variable	Under-standardized Coefficients		Beta	t-value	Sig	VIF
	B	Std. Error				
(Constant)	1.100	.233		4.722	.000	
Trustworthiness	.263***	.061	.208	4.330	.000	1.150
Expertise	.434***	.056	.369	7.686	.000	1.186
R	0.706					
R Square	0.591					
Adjusted R Square	0.538					
F-value	58.541***					
Durbin Watson	2.115					

Source: Survey Data (2019)

Note *** significant at 1% level, ** significant at 5% level

According to the result shown in Table (4.4), R Square is 0.591 and Adjusted R Square is 0.538. This model can explain 53.8% about the variance of dependent variable with the independent variable. F-value (the overall significance of the model) is highly significant at 1% level. Both trustworthiness and expertise are significant at 1%. Positive Beta values indicate that both significant variables have positive relationship with the dependent variable of this study. It means that the higher the independent variables, the greater the dependent variable. A unit increase in trustworthiness results in 0.263-unit increase in perceived usefulness of beauty blogger recommendations. A unit increase in expertise results in 0.434-unit increase in perceived usefulness of beauty blogger recommendations.

Internet helps consumers to overcome information scarcity. However, information can be generated by almost every user on the Internet; therefore consumers do not value different information sources equally as some sources may be perceived as more credible than other. Source credibility means the perceived ability and motivation of the message source to produce accurate and truthful information. In other words, source credibility concerns the degree to which consumers perceive the information source as believable, competent and trustworthy. Therefore, the credibility of source influence the value of communicated information. The informational influence of source credibility can change the consumers' opinions in favour of the opinions advocated by the information sources. Source credibility determines whether consumers adopt the message and have an impact on their decision making process. Therefore, the credibility of source plays a critical role on consumers' evaluations about product. Therefore, trustworthiness and expertise have positive effect on perceived usefulness of beauty blogger recommendations.

4.3 Analysis of the Effect of Perceived Benefits and Perceived Usefulness on Purchase Behaviour

Perceived benefits and perceived usefulness are predictors of dependent variable, purchase behaviour, of this study. The results are shown in Table (4.5).

Table (4.5) The Effect of Perceived Benefits and Perceived Usefulness on Purchase Behaviour

Variable	Under-standardized Coefficients		Beta	t-value	Sig	VIF
	B	Std. Error				
(Constant)	2.237	.135		16.551	.000	
Perceived Benefits	.088**	.041	.129	2.164	.031	1.692
Perceived Usefulness	.277***	.047	.354	5.941	.000	1.436
R	0.847					
R Square	0.717					
Adjusted R Square	0.658					
F-value	47.750***					
Durbin Watson	2.059					

Source: Survey Data (2019)

Note *** significant at 1% level, ** significant at 5% level

According to the result shown in Table (4.5), R Square is 0.717 and Adjusted R Square is 0.658. This model can explain 65.8% about the variance of dependent variable with the independent variable. F-value (the overall significance of the model) is highly significant at 1% level. Perceived usefulness is significant at 1% level and perceived benefits is significant at 5% level. Beta values are all positive. The relationship between independent variables and dependent variable is positive. A unit increase in perceived usefulness will lead to 0.277-unit increase in purchase behaviour of consumers. A unit increase in perceived benefits will make 0.088-unit increase in purchase behaviour of consumers.

Perceived benefit refers to the perception of the positive consequences that are caused by a specific action. In the online environment, how customers perceive products online depends on how easily the product quality can be determined because customers cannot see, touch, feel, or smell the products. Because of the limitation of the computer-mediated environment, customers rely more on detailed product information, which has become an advantage and easy-to-get useful product information. Consumers are able to gather about the features, functions, price range, quality and popularity of the product by blogger recommendation post. By being able to gather information about the

products such as features, functions, price range, quality and popularity, consumers also form favourable as this helps to reduce their risks of making a decision. Hence, consumers form more favourable attitude when the perceived benefits are high.

Consumers' purchase decision making is determined by how the information provided from bloggers recommendation is useful. Perceived usefulness is defined as the individual's perception that using bloggers recommendation will enhance or improve his or her performance. By providing useful information, bloggers recommendation helps readers to form attitudes about the strength and weakness of certain products. Clearly, such recommendations help readers to improve their shopping effectiveness, performance, productivity and also their understanding of the products. Customers also use the bloggers recommendation before going into the physical store to find good deals and promotions, compare prices, or find information about sales and coupons for physical locations. Therefore, the perceived usefulness of recommendations positively affects consumer purchase behaviour.

CHAPTER 5

CONCLUSION

This chapter is organized with findings and discussions, suggestions and recommendations from the study of the paper. This chapter also includes the limitations and needs for the further study.

5.1 Findings and Discussions

The study was conducted to gain a better understanding of the influence of beauty blogger recommendations on cosmetic purchase behavior in Yangon. The objectives of this study are to investigate the influence of source credibility and information quality on perceived benefits and perceived usefulness of beauty blogger recommendation and to

analyze the effect of perceived benefits and perceived usefulness on cosmetic purchase behavior.

Information quality includes such factors as relevance, accuracy and comprehensiveness. Among of these factors, accuracy and comprehensiveness have positive significant effect on perceived benefits of respondents while on the other hand; relevance and comprehensiveness have significant positive impact on perceived usefulness. This indicated that information comprehensiveness is mainly influence on respondents' perceived benefits and perceived usefulness because the more detailed and the wider the breadth of the recommendations, the higher and greater likelihood of consumers' perceived information benefits of the message.

Source credibility includes factors such as trustworthiness and expertise. Both of those source credibility factors have significant positive impact on perceived benefits of beauty blogger recommendations and they also have a positive influence on perceived usefulness of beauty blogger recommendations. It indicates that source credibility has influence on both perceived benefits and perceived usefulness of respondents because source credibility concerns the degree to which consumers perceive the information source as believable, competent and trustworthy in various crucial online environments and influence the value of communicated information and determines whether consumers adopt the message and have an impact on their decision making process.

This study highlights the effect of perceived benefits and perceived usefulness on cosmetic purchase behavior of the respondents. Both of those perceived benefits and perceived usefulness have significant positive impact on cosmetic purchase behavior of the respondents. Customers rely more on detailed beauty blogger recommendations to get useful product information. By being able to gather information about the products such as features, functions, price range, quality and popularity, consumers also form favorable as this helps to reduce their risks of making a decision. By providing useful information, bloggers recommendation also helps consumers to form attitudes about the strength and weakness of certain products. Customers also use the bloggers recommendation before going into the physical store to find good deals and promotions, compare prices, or find information about sales and coupons for physical locations. Consumers' purchase decision making is determined by how the information provided from bloggers recommendation is useful. Therefore, both perceived benefits and perceived usefulness of recommendations positively affects consumer purchase behavior.

5.2 Suggestions and Recommendations

According to the result, it can be found that source credibility is one of the main concerns. Too many positive reviews can cause recommendations to be viewed as biased and misleading and viewed just as a form of online ads rather than a review of personal usage experience. Therefore, bloggers and marketers need to be extra cautious about consumers who hold negative impressions of sponsored reviews.

Consumers rely heavily on blogger recommendations to obtain valuable product information and reviews. Therefore, the quality of the information, especially that provided by the expert blogger, is crucial in forming a favorable attitude. Therefore, the recommendations should contain quality information with sufficient supporting reasons which are also objective, understandable, accurate, credible and clear. However, bloggers need to be cautious about information overload which could hinder information search and increase uncertainty.

Consumers are interested to know how the products. They also welcome other information such as price, place and product features. Therefore, bloggers should describe details of the product from self-usage experience, list clear advantages and disadvantages of the product and discuss other alternatives similar to the product.

A useful and detailed recommendation provided by a blogger, based on experience, can create a persuasive message which can enhance customer purchase behavior. Since some bloggers are sharing as well as offering promotional information, it is important to address and compare the different options available in the market so that recommendations will help customers to improve their shopping effectiveness, performance and productivity.

The more consumers like the recommendations to be good, consumers perceive the blogger recommendations to be good, positive and favorable, the more likely they will consider buying the recommended product. Therefore, bloggers should stress on the quality of the recommended information so that its perceived usefulness and benefits can be detected by consumers.

5.3 Needs for Further Research

This study could analyze the influence of beauty blogger recommendations on cosmetic purchase behavior in Yangon region only. The survey questions were collected from only 385 respondents. Therefore, this study does not cover the whole country or even the whole city people attitude towards beauty blogger recommendations. It is, therefore, recommended that the scope of should be geographically widened and sample size should be larger for further research study in this field to better understand the influence of beauty blogger recommendations on cosmetic purchase behavior.

Moreover, in future research, such as culture, product characteristics (e.g., complexity of the product, level of product involvement) or user readiness (e.g., blog user vs. non blog user, product user vs. non-product user) should be examined for their effects on blogger recommendations and consumer purchase behavior. Future research could also focus on one particular blogger instead of several bloggers.

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APPENDIX A
SURVEY QUESTIONNAIRE

The Influence of Beauty Blogger Recommendations on Cosmetic Purchase Behavior

This survey is a partial fulfillment of the requirements for Master Degree of Business Administration Program, aiming at investigating attitude towards Beauty Blogger recommendations and purchase behavior on cosmetic. This survey is only concern with MBA thesis paper and not related with other business purpose. Please kindly answer the following questions. Thank you for your previous time.

In this section, I would like to gather some general information.

Section 1: Individual Factors

1. Please specify your gender
 - Male
 - Female

2. Please select your age?
 - 16-20 years
 - 21-30 years
 - 31-40 years
 - 41-50 years
 - Older than 50 years

3. What is your current occupational status?
 - Student
 - Unemployed
 - Employee
 - Self-employ

4. What is your level of education?

- High School
- Bachelor's
- Master's
- PhD

5. What is your marital status?

- Single
- Married
- Divorced

6. How long have you been using the Internet?

- Less than 1 year
- 1 to 3 years
- 4 to 6 years
- More than 6 years

7. How often do you use Facebook?

- Every day
- 4 – 5 days per week
- Once or twice a week
- Very rare
- Never

8. Do you follow any Beauty Bloggers on Facebook?

- Yes
- No

9. If yes, please choose one of your most favorite bloggers of Myanmar?

- Beauty by Naychi
- Glamour by Johnna
- Phyodaybyday
- Carrieland
- Yangon in my heart
- Emily's Beauty Diaries
- Art by Lann
- Beauty by Emerald
- All about Su
- Beauty Zone- By Thazin Kyaw
- Caterpillar Maybe
- Beauty Tips by Di Di
- Phyopapa Blogs
- The Shine Society
- If other please specify

.....

Section 2: Influencing Factors

Instructions:

- 1) Please consider Beauty Bloggers` recommendations about products in social media then give your answers.
- 2) Please circle the number that indicates your level of agreement or disagreement with the following statements.

Strongly Disagree Disagree Neutral Agree Strongly Agree
1 2 3 4 5

Information Quality

Relevance	1	2	3	4	5
Each recommendation post of the cosmetic has sufficient reasons supporting the opinions.					
Each recommendation post of the cosmetic is objective.					
Each recommendation post of the cosmetic is applicable.					
Each recommendation post of the cosmetic is appropriate.					
Each recommendation post of the cosmetic includes all necessary values.					

Accuracy	1	2	3	4	5
Each recommendation post of the cosmetic is credible.					
Each recommendation post of the cosmetic is accurate.					
Each recommendation post of the cosmetic is correct.					
Each recommendation post of the cosmetic is reliable.					
Each recommendation post of the cosmetic is convincing.					

Comprehensiveness	1	2	3	4	5
Each recommendation post of the cosmetic is understandable.					
Each recommendation post of the cosmetic is clear.					
Each recommendation post of the cosmetic is relevant.					
Each recommendation post of the cosmetic sufficiently completes my needs.					
Each recommendation post of the cosmetic has sufficient depth and breadth.					

Source Credibility

Trustworthiness	1	2	3	4	5
I believe bloggers' recommendations to be true.					
I trust information on blogs to be true.					
I believe bloggers are trustworthy.					
I believe bloggers are honest.					
I believe bloggers are sincere.					

Expertise	1	2	3	4	5
I believe bloggers would be the expert on cosmetic.					
I believe bloggers have a deep experience of cosmetic they recommend.					
I believe the bloggers would have a lot of knowledge about cosmetic.					
I believe bloggers are skillful with cosmetic.					
I believe bloggers are qualified in giving advice about cosmetic.					

Perceived Usefulness

	1	2	3	4	5
Bloggers recommendations improve my shopping performance.					
Bloggers recommendations enhance my shopping effectiveness.					
Bloggers recommendations increase my productivity when shopping.					
Bloggers recommendations provide useful information about the product.					
Bloggers recommendations are helpful in understanding the product.					
Blogger recommendations help to save time for shopping.					

Perceived Benefits

	1	2	3	4	5
Bloggers recommendations help me to reduce risk of making a decision.					
Bloggers recommendations can help me gain knowledge about how the product works.					
Bloggers recommendations can help me obtain product information in general.					
Bloggers recommendations can help me judge product quality.					
Bloggers recommendations can help me check product feature and function.					
Bloggers recommendations help me learn about products.					
Bloggers recommendations may provide different opinions about the product that I never considered.					

Section 3: Purchase Behavior

	1	2	3	4	5
I have bought a product after Beauty Blogger recommended it.					
I feel motivated to purchase products recommended by Beauty Blogger.					
I always consider Beauty Blogger recommendation while buying cosmetic.					
I always recommend my friends to buy Blogger recommended products.					
I believe that choosing products that is recommended by Blogger is a right decision.					

APPENDIX B

STATISTICAL OUTPUT

Regression Analysis Result for Effect of Information Quality on Perceived Benefits

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		Durbin-Watson
					R Square change	F Change	
1	.751 ^a	.689	.631	.57176	.689	28.279	1.943

a. Predictors: (Constant), Relevance, Accuracy, Comprehensiveness

b. Dependent Variable: Perceived Benefits

ANOVA^a

Model	Sum of Square	df	Mean Square	F	Sig.
1 Regression	27.734	3	9.245	28.279	.000 ^b
Residual	124.550	381	.327		
Total	152.284	384			

a. Dependent Variable: Perceived Benefits

b. Predictors: (Constant), Relevance, Accuracy, Comprehensiveness

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1.047	.317		3.299	.001		
Relevance	.390	.091	.230	4.273	.173	.743	1.347
Accuracy	.152	.086	.099	1.780	.076	.690	1.448
Comprehensiveness	.483	.085	.322	5.678	.000	.666	1.502

a. Dependents Variable: Perceived Benefits

Regression Analysis Result for Effect of Source Credibility on Perceived Benefits

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		Durbin-Watson
					R Square change	F Change	
1	.814 ^a	.668	.615	.56463	.668	47.835	2.002

a. Predictors: (Constant), Trustworthiness, Expertise

b. Dependent Variable: Perceived Benefits

ANOVA^a

Model	Sum of Square	df	Mean Square	F	Sig.
1 Regression	30.500	2	15.250	47.835	.000 ^b
Residual	121.784	382	.319		
Total	152.284	384			

a. Dependent Variable: Perceived Benefits

b. Predictors: (Constant), Trustworthiness, Expertise

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1.022	.273		3.747	.000		
Trustworthiness	.177	.071	.122	2.481	.014	.870	1.150
Expertise	.524	.66	.389	7.929	.000	.403	1.186

a. Dependents Variable: Perceived Benefits

Regression Analysis Result for Effect of Information Quality on Perceived Usefulness

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		Durbin-Watson
					R Square change	F Change	
1	.647 ^a	.489	.463	.49324	.489	31.868	1.980

a. Predictors: (Constant), Relevance, Accuracy, Comprehensiveness

b. Dependent Variable: Perceived Usefulness

ANOVA^a

Model	Sum of Square	df	Mean Square	F	Sig.
1 Regression	23.259	3	7.753	31.868	.000 ^b
Residual	92.691	381	.243		
Total	115.950	384			

a. Dependent Variable: Perceived Usefulness

b. Predictors: (Constant), Relevance, Accuracy, Comprehensiveness

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1.148	.274		4.195	.000		
Relevance	.290	.079	.196	3.690	.000	.743	1.347
Accuracy	-.028	.074	-.021	-.378	.706	.690	1.448
Comprehensiveness	.438	.073	.335	5.967	.000	.666	1.502

a. Dependents Variable: Perceived Usefulness

Regression Analysis Result for Effect of Source Credibility on Perceived Usefulness

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		Durbin-Watson
					R Square change	F Change	
1	.706 ^a	.591	.538	.48200	.591	58.541	2.115

a. Predictors: (Constant), Trustworthiness, Expertise

b. Dependent Variable: Perceived Usefulness

ANOVA^a

Model	Sum of Square	df	Mean Square	F	Sig.
1 Regression	27.201	2	13.601	58.541	.000 ^b
Residual	88.749	382	.232		
Total	115.950	384			

a. Dependent Variable: Perceived Usefulness

b. Predictors: (Constant), Trustworthiness, Expertise

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1.100	.233		4.722	.000		
Trustworthiness	.263	.061	.208	4.330	.000	.870	1.150
Expertise	.434	.056	.369	7.686	.000	.403	1.186

a. Dependents Variable: Perceived Usefulness

**Regression Analysis Result for Effect of Perceived Benefits and Perceived Usefulness on
Purchase Behavior**

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		Durbin-Watson
					R Square change	F Change	
1	.847 ^a	.717	.658	.38687	.717	47.750	2.059

a. Predictors: (Constant), Perceived Benefits, Perceived Usefulness

b. Dependent Variable: Purchase Behavior

ANOVA^a

Model	Sum of Square	df	Mean Square	F	Sig.
1 Regression	14.219	2	7.110	47.750	.000 ^b
Residual	56.877	382	.149		
Total	71.097	384			

a. Dependent Variable: Purchase Behavior

b. Predictors: (Constant), Perceived Benefits, Perceived Usefulness

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	2.237	.135		16.551	.000		
Perceived Benefits	.088	.041	.129	2.164	.031	.591	1.692
Perceived Usefulness	.277	.047	.354	5.941	.000	.452	1.436

a. Dependents Variable: Purchase Behavior

