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THE EFFECT OF SOCIAL MEDIA INFLUENCERS ON PURCHASE INTENTION IN COSMETICS PRODUCTS

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THE EFFECT OF SOCIAL MEDIA INFLUENCERS ON PURCHASE INTENTION IN COSMETICS PRODUCTS
(A CASE STUDY OF FEMALE CONSUMERS IN YANGON)

This thesis is submitted to the Board of Examiners in partial fulfillment of requirement for the degree of Master of Commerce (M Com).

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ABSTRACT

This study is aimed to analyze that whether influencers can affect consumers' intention to buy the cosmetics products. In this study, the independent variables are the characteristics of social media influencers and the dependent variable is purchase intention of cosmetics products. The required information was acquired by distribution of questionnaire to 413 female consumers through social media in Yangon. Descriptive statistics are used to identify female respondents' backgrounds and other facts. Not only primary data but also secondary data are applied in this research. As descriptive statistics, respondents accept that source credibility, physical attractiveness and product match up have an influence on consumers' intention to buy. And physical attractiveness is the lowest influential characteristic on the female consumers' intention to purchase. According to the results, this study discovered that source reliability and product match up have major effects on the intention of consumers to buy. The study concluded that product match up has the greatest impact on the female respondents' intention to buy. Marketers should carry out product campaign fit with social media influencer to attract consumers for purchasing their products.

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ACKNOWLEDGMENTS

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CHAPTER I
INTRODUCTION

Nowadays, people cannot deny the fact that Internet is very useful. The revolution of Internet provides people with quick and prompt access to infinite information and amusement. With continuous improvement of Internet, social media becomes a potent and useful tool for everyone. Social media can be defined as consumer produced media that covers a wide assortment of new wellspring of online data, made and utilized by customers' purpose on sharing data with others in any aspect of subject (Kohli, Suri, & Kapoor, 2014). Social media is the latest and updated effective communication ways (Djafarova & Trofimenko, 2018). A huge number of social media clients make associations, search for data, post their convictions and offer their insight, thus the organizations need to be there too with their likely clients (Ackaradejruangsri, 2015).

The clarity of the online media makes the emergence of social media influencers. Social media influencer is also a social media user who has placed trustworthiness in particular sector. Social media influencers encourage brand's meaning to the target market (Smart Insights 2017). Social media influencers generally interact with their members by normally apprising them with the newest information and knowledge (Liu et al. 2012). Influencers regularly present up-to-date information and have the ability to change mentality and activities of others (Liu, Jiang, Lin, Ding, Duan and Xu, 2015). Fortunately, influencers are used on excess social media levels to announce product details and the new development to their members (Markethub 2016). Likewise, Facebook has gotten perhaps the most utilizing online media applications in Myanmar.

Enterprises usually request social media influencers such as bloggers who have millions of followers in their social media pages or accounts (Tapinfluence 2017). Contrasted with conventional advertising, the utilization of online media influencers are considered as more solid, legitimate and savvy because of their amiability in creating bonds with buyers (Berger et al. 2016), particularly for business that focused on the more youthful ages.

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Especially, social media influencers can affect purchase intention in cosmetics industry. Purchase intention is described as the part of customers who plans to purchase an item (Dehghani and Tumer, 2015). A purchase intention develops from the recommendations by friends, family, peers, or social media. Kim and Ko (2012) proposed that purchase intention is an outcome of pre-purchase choice which could conjecture a future purchase. Customers will purchase from the company that can give good feelings for them and that is why influencers have become so vital in developing a good feeling for the company that indirectly impact their purchase intention and buying behavior today. For users, the information posted by social media influencers also tends to be more credible and convincing.

1.1 Rationale of the Study

According to Broadband Search, today, in 2020, 3.8 million of the world's population is using social media every second and the average time spent on the social network is 144 minutes. Social media has become a fundamental part of everyday life for youthful ages in this day and age. Tremendous quantities of individuals have become social media users, for example, the 1.32 billion of the world's population who use Facebook consistently (Donnelly, 2018). According to the statistics report by digital in Myanmar (September 2017), there are 15 million active social media users and in Myanmar, 98% of social media users are using Facebook according to statcounter (June 2020). In this new reality, it has gotten progressively significant for advertisers to impact customers' inclinations, expectations and purchase intention through online networks (Kumar and Mirchandani, 2012). Before, makeup organizations mostly depended on conventional forms for advertising, for example, TV and magazines, but todays they have progressively looked to contact their clients through social media (Kumar et al., 2006). Most of customers of beauty products are looking through online through web-based media. The buyers buy the beauty items that social media influencers recommend. About 51% of consumers of cosmetics products discover information on brand sites, and Facebook and beauty blogs or applications are likewise utilized by companies to communicate more with consumers (Cosmetics Europe, 2017). User-generated content also helps to enhance the reputation of the brand and to inform the production of new

cosmetic products (Bartl & Ivanovic, 2010; Petty, 2012). In the cosmetics industry, the social media influencers have the power to generate an effect on purchase intention. Today, not only women but also men are interested about cosmetics and using the cosmetics widely than previous days. In Myanmar, the cosmetics industry is developing and nowadays, the Myanmar people are interested about cosmetics besides thanaka.

The purchase intention is an important factor for the cosmetics companies. The intention to purchase by a consumer can be used to predict their actual buying behavior (Sethi et al. 2018). Especially, female consumers can be influenced by the influencers of social media on the purchase intent of cosmeticsproducts. The findings of the study will demonstrate whether influencers have a significant effect on purchase intention of female consumers in Yangon.

1.2 Objectives of the Study

The specific objectives of this study are as follows:

1. To identify social media influencers characteristics in Yangon
2. To analyze the effect of social media influencers on purchase intention of female consumers

1.3 Scope and Method of the Study

This study proposed to examine the effects of the social media influencers on purchase intention of female consumers in Yangon. In the analysis, which is done through the primary data and secondary data, descriptive research methodology was used. The primary data were collected from personal interview and field survey through structured questionnaires which were distributed to the female consumers of cosmetics products who are using social media. Secondary data was acquired from relevant books, journals, articles and internet websites. This study covered 413 female consumers of cosmetics products in Yangon region.

1.4 Organization of the Study

This thesis was organized into five chapters. Chapter 1 was an introduction to the research problem, objective of the study, method and scope of the study and organization of study. Chapter 2 provided literature review of the effects of social media influencers on purchase intention. The social media influencers in the cosmetics industry were mentioned in Chapter 3. Analysis of the effects of social media influencers on purchase intention was described in chapter 4. The final chapter was a summarization of findings, discussion, suggestions and need for further research.

CHAPTER II

THEORETICAL BACKGROUND

This chapter highlights the theoretical background on social media influencers marketing including definition and concepts of influencer marketing, the effects of social media influencer characteristics on purchase intention, literature review and conceptual framework of social media marketing. In addition, this chapter offers a deep understanding of how to assess the efficacy of social media influencers by using three constructs: source credibility, physical attractiveness and product match-up.

2.1 Social Media Marketing

Kim and Ko's (2010) study stated that companies and various government agencies have been using social media networks to engage their consumers and people as part of their communication channels. This indicates that their network is primarily driven by customer purchasing decisions. Social media is a kind of communication through which users can share multiple sources of internet-based information on various topics (Kohli, Suri and Kapoor, 2014).

It is also used to generate product recognition and alter customers' purchasing behavior and buying intentions. In the same way, Kozinets et al. (2010)'s analysis asserted that social networking offers a company a chance to reach a broader audience. According to Tuten (2008), social media marketing acts as a podium for the sharing of content between users using social networks. Marketing on social media can also be used as web-based marketing, substituting conventional advertising (Tuten, 2008).

In addition, De Veirman, Cauberghe and Hudders (2017), claimed that influencer marketing typically endorses a person on a social media site who has created many followers. Due to its influence, effects or contributions to the world in which brand ambassadors are often referred. Similarly, Walters (2016) revealed that the advent of social media sites has altered brand advertisement strategies because it enables more customers to be reached by the brand. Taking into account the survey conducted by

Harris in 2016, it was revealed that 83% of the American youths use social media (Walters, 2016).

Furthermore, social media such as Whatapp, Planoly, etc. are said to be networks through which it is possible to meet several users, customers and clients (Godey et al., 2016). And, via internet-based networks or channels, organizations may connect or reach out to their different clients and users (Chaffey, 2019). The number of global users of social network reached over three billion in 2019, according to the survey by Statista, (2019).

2.2 Influencer Marketing

Influencer marketing is a type of social media marketing that involves endorsements and product placement by influencers, individuals and organizations that have an alleged degree of expertise or social influence in their field. Influencer content may be framed as testimonial ads in which influencers, or may be involved as third parties, play the role of a potential buyer. In marketing, endorsement plays a major role in achieving the good image and business objectives of a brand.

Influencer marketing highlights the use of influencers to push the message of a brand to meet the target segment (Smart Insights 2017). The efficacy of influencer marketing depends on the features of social media influencers, such as source credibility, physical attractiveness and matching of the product with the influencers.

2.2.1 Source Credibility

Till and Busler (2000) claimed that the basis of the source reputation theory is trustworthiness, beauty and the competence of an influencer or endorser. The critical criterion for improving the source's credibility is the consistency of the claim and the persuasive power of the influencer. Consumers also assume that because of their experience, information and knowledge conveyed by an influencer is reliable, and this typically influences their consumer purchasing behaviour and buying intentions (Shimp,2000).

Spry, Pappu, and Cornwell (2011) claim that customers build a favorable attitude toward the brand when feedback or suggestions related to goods and services are reliable. Customers, however, feels disappointed both the brand and the endorser when stories are

unreal and mendacious. The standard is in terms of the strength of the celebrity's public image and other facts, such as usefulness (Djafarova and Rushworth, 2017).

Wathen and Burkell (2002) claimed that the reliability of the source usually affects the credibility of the information, and as such, if the information is delivered by a reliable source, the quality of a message is more likely to be believed by people than by a less reliable source. The research by Chakraborty and Bhat (2018) found that participation and experience are the most reliable online reviews. According to Djafarova and Rushworth (2018), reputation is increased despite personal experiences.

2.2.2 Physical Attractiveness

The physical appearance of social media influencers is considered to be strongly inclined to drive the commercial acceptance rate. This focuses on the physical characteristics or features of an endorser (Erdogan 1999). Physical attractiveness is the extent or degree to which the physical features of an individual are desirable or beautiful to others (Shimp, 2000). Several previous researchers have found that the source attractiveness is positively correlated with the buying intent (Petty et al. 1983; Erdogan 1999). McGuire (1985) noted that the efficacy of an endorsement is determined directly by physical attractiveness. An appealing social media influencer is able to influence customers with positive results. Social media influencers with an impressive presence are more likely to attract the interest of followers. The more customers are emotionally drawn to an influencer, the more their buying decisions are influenced by it. Erdogan (1999) clarified the obvious explanation why customers only build or grow favorable and constructive views on influencers. That is due to their physical appeal. Based on that, most advertising agencies hire an appealing celebrity to promote it (Bake and Churchill Jr, 1977). It does not necessarily indicate physical beauty. Instead, it includes the attitude and conducts of the manner of living of the social media influencer.

2.2.3 Product Match-up

In order to produce outstanding results, congruency between an endorser and the product is crucial. The Product Match-Up Principle claims that there must be a perfect balance between the qualities of the brand and the actions or attitude of the celebrity. The context of congruency between the brands and the influencer will calculate the quantity of a successful match (Erdogan 1999). It may serve as an effective marketing strategy to

create an acceptable match between an endorser and the brand (Till and Busler 1998). With the advent of a clear connection between an endorser and the product, a major match-up relationship also occurs (Misra and Beatty 1990). In other words, as the representative for a company, social media influencers must exhibit an acceptable match with the characteristics of the product. Shimp (2008) stressed that the most fundamental objective in achieving the buying intent of customers is a match-up between an endorser and the cosmetics products. In addition, there is a risk that the right match-up would indicate that the endorser will be more appealing to the consumers.

According to Liu Tingchi, M., Huang, Y. With Minghua, J. (2007), the greater the match up between the influencer and the brands is, the more pervasive to the consumers whether or not the attractiveness is at the high level. According to Till and Busler (2000), the brands generate the superior outcome due to good match up between the influencers and the products and as such, the companies should find the social media influencers that is congruent with their brands to gain the awareness of the consumers (Shimp, 2000).

2.3 Purchase Intention

To influence purchase decisions and purchase intention of consumers, it depends on the capacity of influencers to interact the information that the company wants to give to the consumers. Goyal (2014) suggests that consumer purchasing conduct is typically affected by the intention of buying. Similarly, Vineyard (2014) argues that purchasing intentions are generally seen as a strong indicator of potential buying, which is the inclination in the near future for a customer to purchase a product.

A customer typically makes purchase decisions on a regular basis, according to Kotler and Armstrong (2012), and it is the task of any marketer to validate what usually affects their purchasing decisions. Previous research studies have shown that influencers such as celebrities, members of the brand community and bloggers have a powerful and beneficial relationship with the brand perceptions and purchasing intentions of consumers because they reach a large number of buyers in a limited period of time and it also decrease the advertising cost contrast with conventional advertising(Djafarova and Rushworth, 2017; Phua et al., 2017; Lee and Watkins, 2016; Jin and Phua, 2014; Kim, Sung and Kang, 2014).

For Clark and Horstman (2003), however, it was different, stating that a product endorsed by a celebrity would allow more customer purchases shown through videos or pictures online at higher rates. In relation to that, the effectiveness and efficiency of the influencers are greater than a normal celebrity because they have excellent characteristics which it will be more persuasive to attract the consumers (Misra and Beatty, 1990). Women use social media much of their time nowadays. And also Myanmar women are using the social media widely and regularly than previous days. Female consumers in Yangon therefore like the cosmetics products that are endorsed by influencers of social media. It is more effective to advertise them via online digital media.

2.4 Previous Studies

There are many researches about the effect of social media influencers on purchase intention. The first article analyzes the impact of social media influencers on the mediation effect of Lim Xin Jean and Cheah Jun Hwa on buying intent and the customer attitude mediation effect (2017). This paper followed the deliberate sampling technique by selecting 200 public university students in Malaysia. This study finds that the fit between the products and the social media influencers and that the transfer of meaning has a significant relationship with the consumer's attitude and the intent to buy.

The second is Felicia Kalu's study of the effect of social influencer marketing on purchasing intentions in the Irish fashion industry (2019). The investigator used a qualitative approach in this article, which consisted of focus groups and in-depth interviews. The researcher collected data from college students, especially Irish male millennials, who also use social media frequently and actively. The outcome revealed that the physical appearance of social media influencers has an essential relationship with the purchase intention.

Atika Hermanda, Ujang Sumarwan, dan Neith Tinaprilla studied the paper which explores the effects of social media influencers on brand recognition, self-concept, and purchase intention (2019). The efficacy of brands promoted by attractive social media influencers influences physical attractiveness. The quantitative approach was applied to this research and the data was collected by means of an online questionnaire on the Google Docs link, shared in the social media application. The research resulted in the substantial negative effect of both social media influencers and self-concept on the

purchasing intention, compared to the brand image, which had a significant positive impact.

Conceptual Framework of the Previous Study

In Figure (2.1), the conceptual framework of the previous is mentioned.

Figure (2.1) The Impact of Social Media Influencers on Purchase Intention and the Mediation Effect of Customer Attitude
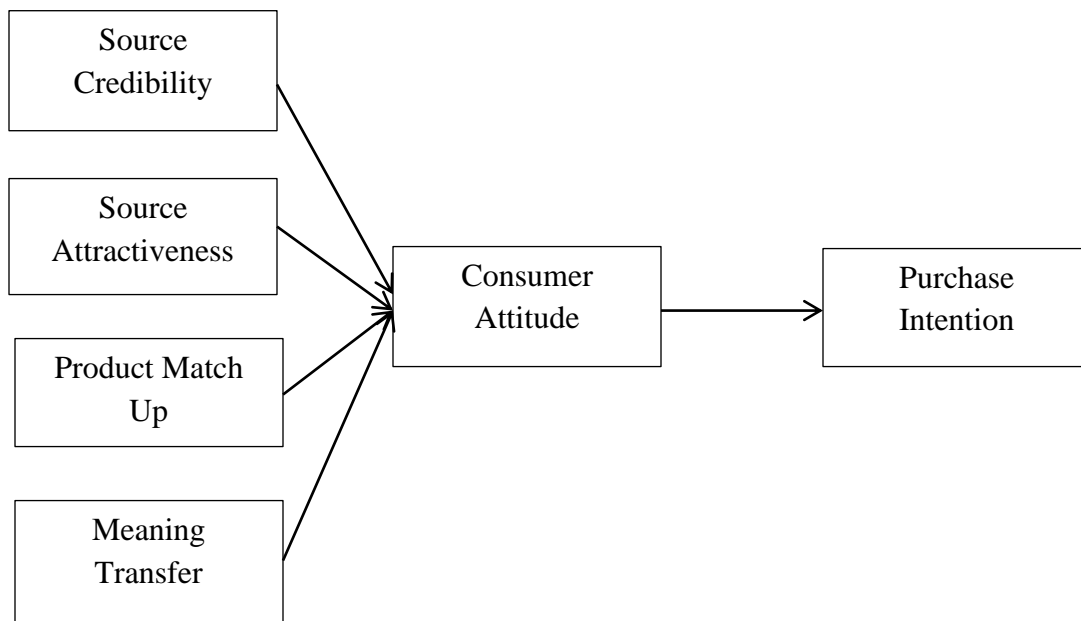
Source: Xin Jean Lim, Afia Rozaini bt Mohd Radzol, Jun-Hwa Cheah, Mun Wai Wong (2017), Asia Journal of Business Research

This study resulted that the source credibility of social media influencers had an insignificant relationship with consumer attitude and purchase intention. There was no apparent correlation with the purchase intention to the physical appearance of social media influencers. There is a clear association between brand match-up and customer intent in this report. In demonstrating customer attitude and buying intention, the context change of social media influencers has a positive relationship.

Conceptual Framework of the Previous Study

The conceptual framework of the previous study is described in Figure (2.2).

Figure (2.2) The Impact of Social Media Influencer Marketing on Purchase Intention from an Irish male millennial's perception in Irish fashion industry
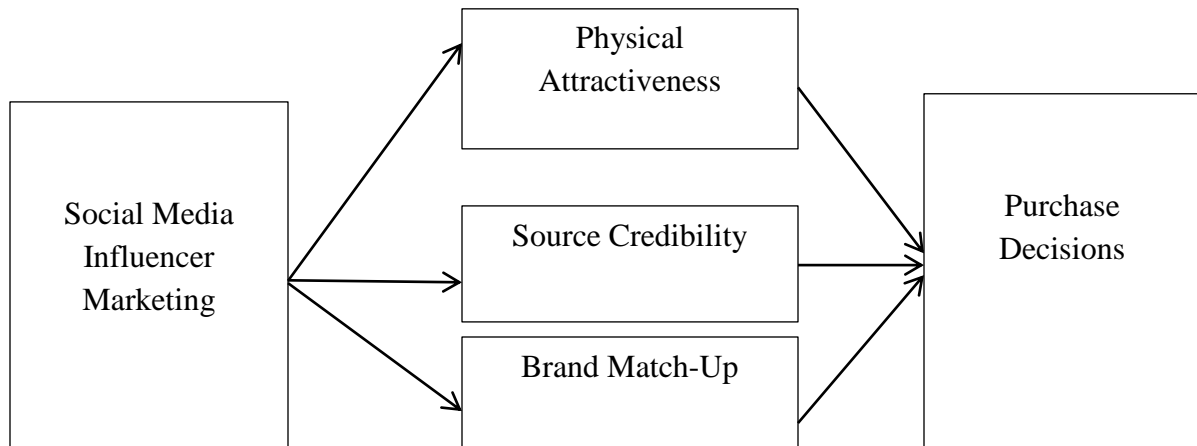
Source: Felicia Kalu (August 2019).

Social media influencers are the most powerful alternative for the target source of entertainment in this analysis. This study showed that the physical attractiveness of social media influencers has a significant impact on the intention of purchasing.

2.5 Conceptual Framework of the Study

Purchase intention is considered as dependent variable (DV) and independent variables (IDV) are source credibility, physical attractiveness and product match up. Source credibility determines whether the social media influencers provide reliable information. The attractiveness of social media influencers is measured by physical attractiveness. Product match up measures the fit between the social media influencers and the cosmetics products they endorsed.

Figure (2.3) Conceptual Framework of the Study
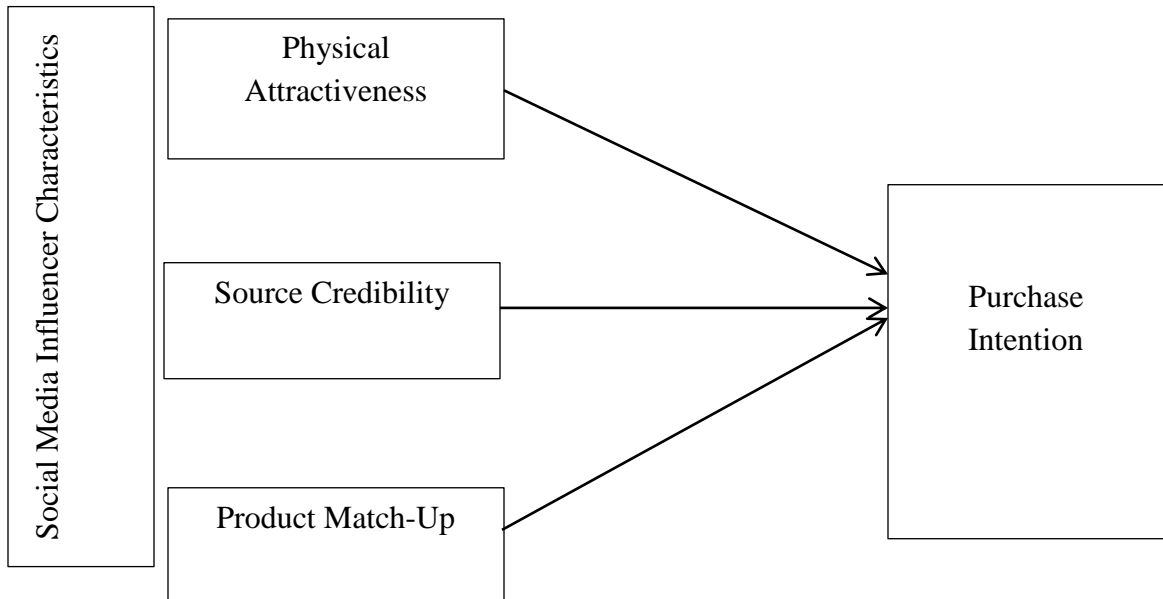
Source: Adapted from Felicia Kalu (August 2019).

In this study, the source credibility of social media influencers is measured by the expertise and knowledge about the cosmetics products. The physical attractiveness is determined by the effectiveness of the brands endorsed by attractive social media influencers. The product match up is examined by the fit between the social media influencers' characteristics and the cosmetics products they endorsed.

CHAPTER III

SOCIAL MEDIA INFLUENCERS IN COSMETICS INDUSTRY

This chapter presents the social media influencers in cosmetics industry which includes nine sections. The first section includes global cosmetics industry and the growth of worldwide cosmetics market with figures. In the second section, the cosmetics industry in Myanmar is described. In the third section, research design is presented. Reliability test is expressed in the fourth section. The fifth section presents the demographic profile of female respondents and the effect of social media usage on purchase intention is presented in the sixth section. The seventh section describes how the characteristics of social media influencers are affected the purchase intention. In the eighth section, assessment of purchase intention is interpreted. The ninth section is the level of the influence of characteristics of social media influencers on purchase intention.

3.1 Global Cosmetics Industry

For decades, individuals have always heightened their personal image using cosmetics. Over time, with the aid of technological innovations, we have made progress in creating cosmetics that can enhance or modify the way we look (Hunt, Fate & Dodds 2011).

All sorts of ingredients or mixtures used to compliment or improve a person's appearance or looks are known to be cosmetics. This involves color cosmetics such as foundations and mascara, skin care such as moisturizers and cleansers, hair care such as shampoos, hair colors and conditioners, bubble baths and soap, and toiletries. Because of the pressure to look attractive, there will most likely still be a high demand for beauty products, particularly for women.

In 2018, the size of the cosmetics sector in North America was USD 82.59 billion. Due to the higher purchasing power of the population, coupled with the increased demand for luxury and premium goods, the market in North America has seen positive growth. The involvement of leading companies, including L'Oréal and Beiersdorf AG, characterizes the European market for cosmetic products. The market for different

cosmetic products is expected to be propelled by a growing number of beauty salons and spas and changing lifestyles. Owing to the emergence of emerging economies like China, Japan and Korea, Asia Pacific is projected to hold the largest share of the cosmetics market. This is due to a variety of factors, including rising urbanization and living standards, as well as a growing number of working women, which, in turn, are driving the demand for cosmetics.

As they are more concerned with their bodies and appearance, beauty products have a greater impact on female end users. Beauty care options are constantly being investigated by the millennial generation and working women. As a result, a growing number of working women worldwide is raising the demand for cosmetics and will help business growth. In addition, women are more cautious about their appearance and want to look healthy and attractive, so more beauty items seem to be purchased. Knowledge of men's grooming, however, is rising across the globe, which is also driving product demand.

Today, relative to the last days, there are broad ranges of types of beauty products. The market is segmented into haircare, skincare, makeup and others depending on the cosmetics type. Among other groups, the skincare category has the largest share due to consumer tastes and the availability of target product variants. The skincare category includes cleanser, face oil, sun cream, moisturizer, toner, serum, face masks and others which can give the nourishment to the skin and support to have healthy skin. The haircare segment includes products such as shampoos, hair colors, oils, serum, and others. These products provide nourishment the root of the hair and improve the texture of the hair strands, which are more in demand from the younger generation. Makeup segment consists of foundation, blush, powder, eyeliners, primer, lipsticks, concealers, BB cream, contour cream, highlight, bronzer, eyebrow pencils, setting sprays and etc. The other segments include fragrances and hygiene and oral care products.

Figure3.1 The Annual Growth of Global Cosmetics Market from 2009 to 2019

Annual Growth of Global Cosmetics Market from 2009 to 2019
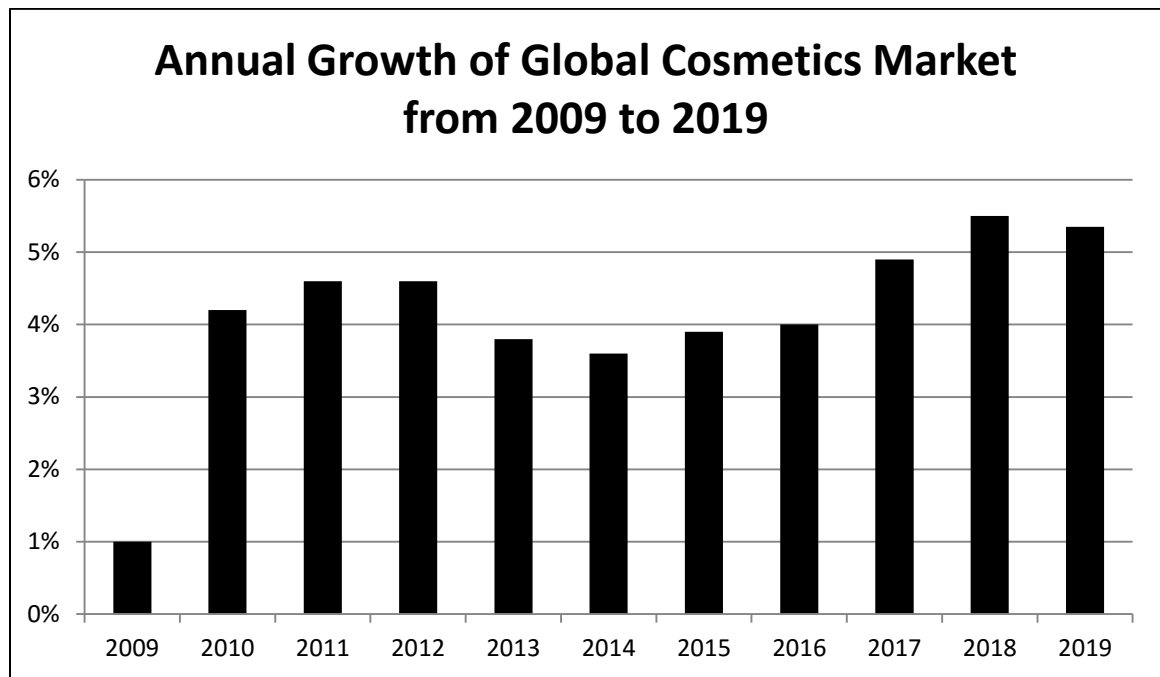
Source: L'OREAL, 2019 Annual Report

The global demand for cosmetic products in 2017 was estimated at approximately USD 532 billion and is forecast to hit approximately USD 863 billion by 2024 and rise slightly above 7 percent at a compound annual growth rate (CAGR) between 2018 and 2024.

3.2 Cosmetics Industry in Myanmar

The origin of Myanmar cosmetic is thanaka. Thanaka is made from many trees that are native to Myanmar, from the ground bark. The resulting paste is most commonly used by women and children as a sunscreen and skin coolant when the ground barks and mixed with a bit of water. It is also believed that thanaka treats acne and rough skin, and smells similar to sandalwood. Across Myanmar, thanaka is sold as small logs in its natural state, and ground against a circular slate called a kyauk pyin by consumers. The paste can be spread uniformly in elegant, delicate patterns through large swatches of skin, or on the cheeks. It is also gaining popularity in the form of premade paste and is sold at many supermarkets and corner stores across the nation in small tubs.

Nowadays, besides thanaka, Myanmar people are increasingly interested in other cosmetics. After thanaka, foundation and face powder are the most used cosmetics in Myanmar. Consumers in Myanmar are beginning to use international labels. Myanmar individuals, especially women, are highly confident and very interested with European brands and US brands. In addition, due to the prominent Korean TV dramas that have raised people's standards of beauty, Korean products are famous in Myanmar. The Myanmar skin care products market remains fairly competitive with the presence of both international as well as domestic brands. Domestic brands are providing unique value proposition to compete with the international skin care. Furthermore, Myanmar consumers are heavily influenced by the discounts offered, and thus prefer premium products with discount.

In Myanmar's largest and most economically vibrant towns, such as Yangon, Mandalay and Naypyidaw, the service-based beauty economy is also emerging. In Myanmar's top salons and spas, massages, facials and other beauty treatments at 70,000-100,000 Kyat a sitting (on par with foreign industry prices) are commonplace.

In the coming years, Myanmar's cosmetics market is projected to rise significantly. It boasts one of the largest populations (53 million people) in Southeast Asia and a rising middle class. Compared with many countries in the region, however, customer sophistication and purchasing power remains poor.

Myanmar has been listed as one of the 20 countries that will deliver the most opportunities for consumer goods companies worldwide, according to a 2014 study by research firm Euromonitor International. Retail bottlenecks are one of the main obstacles that new brands face in gaining market share. It has an average age of 30 years, which for the Asia-Pacific region is below average, Euromonitor noted. Yangon has the highest buying power, while the towns of Mandalay, Nay Pyi Taw and Taunggyi, together with Yangon, account for 70% of Myanmar's market share, as rural spending is very low.

The market research of Myanmar skin care products is diversified through product category, demography, age group, and channel of sales. The market is classified into cream, lotion, and others, based on product form. It is bifurcated into males and

females by demographic. It is evaluated across generation X, millennial, and generation Z, based on age group.

Thousands of Chinese brands, especially in rural areas, are also on the market, but these appear to be low-end products with a poor reputation. Because of a number of controversies in recent years, customers might also be suspicious of unknown brands, such as when two whitening skin care products marketed by the famous Thai 'Forever Young' company were found to contain a topical steroid that is banned in many countries due to its damaging side effects. The business had failed to obtain a certificate from the Myanmar Food & Drug Administration, and after a public uproar on social media, the health ministry ordered a sales ban and destruction of these goods, citing a 1972 Public Health Rule.

One issue is that, after discontinuing use, customers who formed sores on their face did not obtain recourse via official channels. Therefore, goods that feature endorsed security-tested labels are likely to gain currency in Myanmar.

3.3 Research Design

In this study, the effect of the characteristics of the social media influencers on purchase intention is analyzed on the basis of the 413 female respondents in Yangon who is following social media influencers in cosmetics industry. The sample size is calculated by Cochran's formula. The random sampling is used. Since the population was unknown, the sample needed was calculated by applying Cochran's formula (1977) which was shown below;

$$n = \frac{z^2 pq}{e^2}$$

Substituting the numbers,

$$n = \frac{(1.96)^2 (0.5)(0.5)}{(0.05)^2}$$

$$n = 385$$

where; n = sample size

z = z score (at 95% confidence level = 1.96)

p = proportion of the population (assumed as 0.5)

q = 1-p

e = margin of error

To evaluate the outcome statistically, there include three sectors. The first sector is the demographic profiles to examine as the basic characteristics of female respondents. In the second sector, related significant analysis of questionnaires is used to explore such as type of advertising preferred, the time spent on the internet, the most used social media, and the number of social media influencers followed in the cosmetics industry. The final sector is the results on the three affecting characteristics of social media influencers including source credibility, physical attractiveness, and product match-up on purchase intention.

3.4 Reliability Analysis

Reliability is how well a test measures what it should. A test is said to be a more reliable if it produces similar results under consistent conditions. The alpha of Cronbach, which Lee Cronbach produced in 1951, tests reliability, or internal consistency. Cronbach's alpha tests whether the test design measures the variables of interest correctly.

Cronbach's alpha tests to see if Likert scale surveys are reliable with multiple questions. The alpha reliability coefficient of Cronbach, with values ranging from 0.00 (much error) to 1.00 (no error), is commonly used in order to show the amount of error in the questionnaires.

Table 3.1 Analyzing the Reliability with Statistics

Variables	Number of Items	Cronbach's Alpha
Source Credibility	6	0.805
Physical Attractiveness	5	0.708
Product Match Up	5	0.822
Purchase Intention	5	0.827

Source: Survey data (2020)

According to the observations, the Alpha coefficient of purchase intention is the highest which is 0.827. The Alpha value for product match up is 0.822 and source credibility is 0.805. The Alpha coefficient of physical attractiveness is 0.708. These variables are said to be accurate if the variables in the questionnaires have a Cronbach alpha that is above 0.6. Thus, these variables in the study are internally consistent and reliable to measure.

3.5 Demographic Profile of Respondents

This section presents the demographic characteristics of the respondents such as age, levels of education, occupation and income level of the respondents in Yangon.

3.5.1 Respondents by Age

Age level is a significant factor in purchase intention of cosmetics products due to the influences of the social media influencers. The age level of the female respondents are shown in Table (3.2).

Table 3.2 Age Level of Female Respondents

Age Group	No. of Respondents	Percentage
16-24 years	17	4.1
25-29 years	392	94.9
30-34 years	2	0.5
35 years and above	2	0.5
Total	413	100

Source: Survey data (2020)

From the Table (3.2), 0.5% of the female respondents is 30-34 years old and female respondents who are 35 years old and above is also 0.5% of all respondents. The female respondents who are 16-24 years old are 4.1% of the sample. The highest percentage is 94.9% which is from the age level between 25years and 29 years old. Therefore, the youths especially 25-29 age group in Yangon are the most active in social media and have the greatest probability to purchase cosmetics because of the recommendations of the social media influencers.

3.5.2 Respondents by Education Level

According to the survey, education level can be distinguished into three units; undergraduate, graduate, and postgraduate. The collected data are shown in Table (3.3).

Table 3.3 Education Level of Female Respondents

Education Level	No. of Respondents	Percentage
Undergraduate	52	12.6
Graduate	200	48.4
Postgraduate	161	39
Total	413	100

Source: Survey data (2020)

In Table 3.3, 12.6% of female consumers are undergraduates. 48.4% are graduates who are the highest percentage of the female respondents. 39% are found as postgraduate. Hence, graduates have the greater intention to purchase the cosmetics products.

3.5.3 Female Respondents by Occupational Level

The occupational level is differentiated into five sectors which are students, government sector, company, private sector and others. The data are detailed in Table (3.4).

Table 3.4 Occupational Level of Female Respondents

Occupation	No. of Respondents	Percentage
Students	111	26.9
Government Sector	75	18.2
Company	143	34.6
Private Sector	36	8.7
Others	48	11.6
Total	413	100

Source: Survey data (2020)

As described in Table 3.4, 8.7% of the female consumers are employees of the private sector. 11.6% of the respondents are employed in the other sectors. 18.2% are the government staffs. 26.9% of the respondents are the students. No other sector has higher percentage than the company sector. Among all respondents, the employees of the company are 34.6%.

3.5.4 Respondents by Monthly Income

The personal monthly income plays as a major role in the purchase intention of female consumers for cosmetics products affected by social media influencers. Income level of respondents is mentioned in Table 3.5.

Table 3.5 Monthly Incomes of Female Respondents

Monthly Incomes	No. of Respondents	Percentage
≤ 100,000 MMK	80	19.4
100,001 - 200,000 MMK	68	16.5
200,001 - 300,000 MMK	117	28.3
≥ 300,001 MMK	148	35.8
Total	413	100

Source: Survey data (2020)

According to Table 3.5, 19.4% of the respondents are having less than or equal 100,000 kyats. 16.5% of the sample size is having the monthly income from 100,001 kyats to 200,000 kyats. The respondents who have the monthly income level between 200,001 kyats and 300,000 kyats consist of 28.3% of all respondents. 35.8% of the female respondents can earn 300,001 kyats and above. As the result from the survey, female consumers who have the monthly income level between 300,001 kyats and above are using the social media more than other income level and so this income interval have the greatest potential to buy cosmetics due to the reviews of the social media influencers.

3.6 Analysis of the Effect of Social Media on Purchase Intention

The social media is significantly affected on the purchase intention of cosmetics. Today, the female consumers obtain the required information about the cosmetics products from the social media before they buy. This survey is structured by interviewing the female consumers who are using social media. Thus, type of advertising preferred, the time spent on internet, usage of social media, the most used social media, and the number of influencers followed are discussed in this section according to the survey results.

3.6.1 Type of Advertising Preferred

There are two types of advertising mentioned in the questionnaires; traditional advertising and digital advertising. It is also important to determine the purchase intention of the cosmetics products.

Table 3.6 Types of Advertising Preferred

Types of Advertising	No. of Respondents	Percentage
Traditional Advertising	61	14.8
Digital Advertising	352	85.2
Total	413	100

Source: Survey (2020)

From Table 3.6, most female respondents like digital advertising. The percentage of the respondents who prefer the digital advertising is 85.2% of all female respondents. Only 14.8% of the female consumers like the traditional advertising.

3.6.2 Time Spent on the Internet

The time spent on the internet is necessary to examine whether there is an impact on the purchase intention of cosmetics products. However, the statement to identify the time spent on the internet is "How long does you spend your time on the internet?". According to the survey, the female respondents spend between 1-18 hours. Since there are 18 items to describe, only the average mean value is presented. The overall mean value of the time spent on the internet is 5.77 hours. This means that most of the female respondents spend 5.77 hours on the internet.

3.6.3 Daily Usage of Social Media

The data shows that there is no relation whether the respondents use the social media daily or not. The results are established in the table.

Table 3.7 Daily Usage of Social Media

Whether female respondents use social media daily or not	No. of respondents	Percentage
Yes	190	46
No	223	54
Total	413	100

Source: Survey data (2020)

According to Table 3.7, the percentage that the respondents use the social media daily is 46% of all female respondents. 54% of the sample size is not using the social media daily.

3.6.4 Most Used Social Media

Today, the world has a lot of social media to use. However, the forms of social media are grouped into five categories in this study; facebook, instagram, youtube, twitters, and others.

Table 3.8 Most Used Social Media

Types of Social Media	No. of Respondents	Percentage
Facebook	360	87.2
Instagram	8	1.9
YouTube	32	7.7
Twitters	2	0.5
Others	11	2.7
Total	413	100

Source: Survey data (2020)

In Table 3.8, the least used social media is twitters which is only 0.5% of the respondents use twitters in Yangon. 1.9% of the respondents are the users of instagram. 2.7% use other social media. YouTube possesses 7.7% of the female respondents. Facebook have 87.2% of the female consumers which is the highest percentage. Almost all female consumers obtain information about the cosmetics products they want to buy from facebook. Therefore, Facebook is the best social media to influence the purchase intention of the female consumers.

3.6.5 Number of Social Media Influencers Followed

The number of influencers followed by the respondents is also important to determine the purchase intention of the female respondents. The number of the social media influencers followed by the female consumers is grouped into five categories shown in Table 3.9.

Table 3.9 Number of Social Media Influencers Followed

No. of Influencers	No. of Respondents	Percentage
1-3 influencers	260	63
4-6 influencers	80	19.3
7-8 influencers	31	7.5
9-10 influencers	7	1.7
11 influencers and above	35	8.5
Total	413	100

Source: Survey data (2020)

According to Table 3.9, 63% of the respondents follow between 1 and 3 influencers and 19.3% follow between 4 and 6 influencers. 7.5% of the female consumers follow 7-8 influencers and 1.7% follow 9-10 influencers. The female respondents who follow from 11 influencers and above is 8.5%.

3.7 Social Media Influencers on Purchase Intention of Cosmetics Products

Source credibility, physical attractiveness and product match up are the qualities of social media influencers. All these features are calculated using the Likert scale. The Likert scale is composed of (1) strong disagreement, (2) disagreement, (3) neutrality, (4) agreement and (5) strong agreement.

3.7.1 Source Credibility

There are six items in source credibility. In Table 3.10, means and standard deviations of female consumers on purchase intention concerning with source credibility are established.

Table 3.10 Consumers' Perception of Source Credibility

No.	Statements	Mean	Standard Deviation
1.	The reputation of social media influencers is important.	3.89	0.722
2.	There has an association between the credibility of influencers and the cosmetics products they endorsed.	3.77	0.679
3.	Female consumers follow the social media influencer who has many experiences about the cosmetics products.	3.81	0.767
4.	Female consumers follow the social media influencer who is an expert in the cosmetics industry.	3.6	0.829
5.	The dependable social media influencer is followed by female consumers.	3.53	0.783
6.	Female consumers follow the social media influencer who is knowledgeable about the cosmetics.	3.88	0.679
	Overall Mean Value	3.75	

Source: Survey data (2020)

In Table 3.10, the credibility of influencers has the highest mean value among others. The score of credibility is 3.89. The second highest mean value is influencers' knowledge of cosmetics whose score is 3.88. The lowest mean score is the reliability of influencers with 3.53. The overall mean value is 3.75. In conclusion, the source credibiity of influencers is seen as an important factor in the intention to purchase.

3.7.2 Physical Attractiveness

In this section, the analysis on the effect of social media influencers on purchase intention is described. The higher the mean value is, the more important the factor on the purchase intention is.

Table 3.11 Female Consumers' Perception of Physical Attractiveness

No.	Statements	Mean	Standard Deviation
1.	It is important to be appealing to a social media influencer.	3.94	0.815
2.	There is a connection between the popularity of influencers and the brands they have endorsed.	3.79	0.751
3.	The social media influencer who is attractive is pursued by female consumers.	2.44	0.906
4.	The sexy social media influencer is pursued by female customers.	3.47	0.849
5.	I think the brand endorsed by attractive influencers is more effective.	3.61	0.827
	Overall Mean Value	3.45	

Source: Survey data (2020)

According to the table, the highest mean score is the attractiveness of the social media influencers with 3.94. The statement of "I follow influencers on social media because they are sexy." has the lowest mean value at 2.44. The value of the overall mean of physical attractiveness of social media influencers is 3.45. In a conclusive way, the respondents agree that the physical attractiveness of social media influencers has an effect on the purchase intention of cosmetics products.

3.7.3 Product Match Up

In the measurement of product match up, there are five statements. The means and standard deviations of these statements are described in Table 3.12. The larger mean score represents the higher effect upon purchase intention.

Table 3.12 Female Consumers' Perception of Product Match Up

No.	Statements	Mean	Standard Deviation
1.	It is important the fit between the influencers and the cosmetics products they endorsed.	3.73	0.703
2.	The match-up between the influencers and the cosmetics they endorsed increases the reliability on those products.	3.77	0.677
3.	There has a relation between the product match-up of influencers and the brands they endorsed.	3.71	0.675
4.	The match-up between the social media influencers and the cosmetics brands enhances my attention to these brands	3.74	0.727
5.	The product match-up significantly strengthens the purchase intention.	3.72	0.674
	Overall Mean Value	3.73	

Source: Survey data (2020)

In the Table 3.12, the statement of "The match up between the influencers and the cosmetics they endorsed increases the reliability on those products." has the highest mean value of 3.77. The lowest mean score is the statement of "There has a relation between the product match up of the influencers and the brands they endorsed." with 3.71. The overall mean value of product match up is 3.73. Thus, it can be concluded that the female consumers agree with the product match up on the purchase intention of cosmetics.

3.8 Assessment of Purchase Intention

The section examines the levels of agreements of female respondents on purchase intention. In the Table 3.13, the purchase intention is measured by five statements. Each means and standard deviations of the statements are established in the Table.

Table 3.13 Female Consumers' Perception of Consumer Purchase Intention

No.	Statements	Mean	Standard Deviation
1.	Female consumers agreed that social media influencers provide useful information about cosmetics.	3.87	0.730
2.	The reviews or advertisements by the social media influencers motivate to buy the cosmetics.	3.78	0.812
3.	There's a partnership between influencers and the purpose of buying.	3.75	0.716
4.	I think that the recommendations of influencers help in buying cosmetics.	3.92	0.747
5.	I am willingly to buy the cosmetics recommended by social media influencers.	3.55	0.853
	Overall Mean Value	3.77	

Source: Survey data (2020)

According to the results, the highest mean score is the statement of "I think that the recommendations of influencers help in buying cosmetics." with the value of 3.92. The statement of "I am willingly to buy the cosmetics recommended by social media influencers." has the lowest value of 3.55. The score of overall mean for purchase intention is 3.77. Thus, the results can be assessed that the female consumers are likely to agree on the purchase intention of cosmetics products.

3.9 Level of the Influence of Characteristics of Social Media Influencers on Purchase Intention

This section provides the overall mean of the social media influencers' characteristics including source credibility, physical attractiveness, and product match up.

Table 3.14 Level of the Effect of Characteristics of Social Media Influencers on Purchase Intention

Characteristics of Social Media Influencers	Overall Mean Value
Source Credibility	3.74
Physical Attractiveness	3.45
Product Match Up	3.73

Source: Survey data (2020)

According to the results, source credibility has the highest overall mean value of 3.74. The second highest is product match up which is 3.73. The lowest overall mean value is physical attractiveness with 3.45. Thus, as a conclusion, the most of female consumers agree with the fact that source credibility has an effect upon their purchase intention of cosmetics products.

CHAPTER IV

THE EFFECT OF SOCIAL MEDIA INFLUENCERS ON PURCHASE INTENTION IN COSMETICS INDUSTRY

The intent of the study is to examine the impact of social media influencers on the purpose of cosmetic products to be purchased by consumers. In this chapter, the social media influencers in Myanmar cosmetics industry are expressed. This chapter includes three sections. The first section is the social media influencers in Myanmar cosmetics industry. In the second section, relationship between characteristics of social media influencers and intention to buy is described. The final section is the effect of social media influencers' characteristics on female consumers' purchase intention.

4.1 Social Media Influencers in Myanmar Cosmetics Industry

International Telecommunications Union suggests that prior to the commencement of liberalization in 2011 Myanmar had the lowest mobile penetration rate in the world at 2.6 per cent (Qiu 2014, 381). Liberalization of the telecommunications sector ultimately occurred in mid-2014, after a process commenced in 2012 resulted in passage of legislation in 2013 by the USDP-led parliament and subsequent tendering process for operator licenses.

By mid-2016, over 43 million sim-cards had been sold by telecommunications companies Telenor, Ooredoo and Myanmar Posts & Telecommunications. It was estimated that around half (21.5 million) of these sim-cards regularly used internet data and 39 million had the capacity for internet use, highlighting an extraordinarily rapid uptake of low-cost, web-enabled smart-phones in Myanmar.

In Myanmar, the major beneficiary of the rapid embrace of mobile phones in recent years has been Facebook, which has emerged as the primary platform of internet-based interaction across the country. Events that are of interest to the public now are increasingly encountered and occur first on Facebook, prior to any other traditional media or internet site.

According to Statista, in 2020, about 39 percent of the Myanmar population was active social media users. This was more than double the value of 2016, in which 20

percent of the population in Myanmar were active social media users. According to NapoleonCat (2019), there are 21,765,000 Facebook users in Myanmar, which is 95.55% of the active social media users. The market share of youtube is 0.99% and that of twitter is 0.63%. Comparing to facebook, youtube and twitter have less users in Myanmar.

Social media is not only a platform to share products but also opening doors for an entirely new category for makeup that performs well on- and off-camera. Social media has also given the buyers the power to hold brands accountable.

In Myanmar cosmetics industry, social media such as facebook and youtube have taken off in a big way because seeing a blogger or celebrity post about a product on social media feels more genuine than a million-dollar ad campaign for consumers.

Actually influencers act as a third party by giving an impression of reliability of the cosmetics products. The judgments of the social media influencers on cosmetics products are reasonable for the followers, and sometimes, they give advice to their fellows and recommend the products suitable for them. The cosmetics compaies use the power of the influencers on social media to promote for their cosmetics brands. Influencers should maintain the integrity to make the followers believe as relatable and credible. This will let them to be powerful and strong mediator for consumers looking for recommendations on products.

Watkins (2013) argued that famous beauty bloggers should be used to advertise products in order to make contact with large number of target consumers. Furthermore, Watkins reveals that to build trust with the products being promoted, it is more suitable to use a real person than a celebrity. Matthews (2011) repeats that consumers believe reviews and recommendations from users rather than being advertised by brands.

Cosmetics industry is one of the industries with the largest reach of influencers in Myanmar. These social media influencers are the new age celebrities and were born from the blogging trend, heavily present in Myanmar a few years ago. Especially in facebook, the influencers such as Nay Chi Oo, Win Min Than and Thazin Kyaw review the cosmetics products they use. Female consumers in Myanmar consider the recommendations given by them are more useful and reliable than the company advertisements. The female end users believe that by using the cosmetics products the

social media influencers recommended, they will be more attractive, more confident, and possess healthier skin. Most of the female consumers obtain information about the cosmetics products they want to try from the social media influencers. And the most of cosmetics buyers are between 18-35 female customers. These consumers are heavily dependent on the reviews and recommendations when they are about to buy the cosmetics products. In Myanmar, the cosmetics industry is using the power of influencers more effectively than any other industry.

4.2 Relationship between Characteristics of Social Media Influencers and Consumer Purchase Intention

There are three independent variables; source credibility, physical attractiveness and product match up and a dependent variable, consumer purchase intention. In this section, correlation is used to analyze the relationship between independent variables and dependent variables.

Table 4.1 Relationship between Characteristics of Social Media Influencers and Purchase Intention

	Source Credibility	Physical Attractiveness	Product Match Up	Purchase Intention
Source Credibility	1			
Physical Attractiveness	.421**	1		
Product Match Up	.574**	.555*	1	
Purchase Intention	.603**	.418**	.665*	1

Source: Survey data (2020)

Note: **. Correlation is significant at the 1% level.

According to the result of the above table, the product match up and the purchasing intention have the correlation coefficient of 0.665 at a significant 1 % level. The correlation coefficient between source credibility and purchase intention is 0.603 at 1% significant level. At significant 1% level, physical attractiveness is positively correlated with purchase intention at the coefficient of 0.418. Source credibility, physical attractiveness and product match up have significant correlation with purchase intention. This means that credible and attractive social media influencers have a direct effect upon the consumer purchase intention of cosmetics products. Moreover, the match up between the social media influencers and the cosmetics products they endorsed are correlated to the purchase intention of female consumers.

4.3 The Effect of Characteristics of Social Media Influencers on Female Consumers' Purchase Intention

The multiple regression analysis is a method used to predict the value a dependent variable, purchase intention, based on the values of three independent variables; source credibility, physical attractiveness and product match up.

Table 4.2 The Effect of Characteristics of Social Media Influencers on Female Consumers' Purchase Intention

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Constant	.367	.170		2.519	.031
Source Credibility	.366	.048	.326**	7.671	.000
Physical Attractiveness	.024	.044	.023	.539	.590
Product Match Up	.524	.052	.465**	10.043	.000
R^2= 0.516 Adj R^2= 0.512 F= 145.089** (p-value=0.000)					

Source: Survey (2020)

Note: ** indicates 1% significant level and * indicates 5% significant level.

According to Table 4.2, the adjusted R^2 value is 0.512 means that 51.2 percent of the overall variation in purchasing intent is controlled by the credibility of the source, physical attractiveness and product match up. According to the results, as the value of significance is 0.000 and F value is 145.089, the model is fit. The regression coefficient of source credibility is 0.326 at 1% significant level and that of product match up is 0.465 at 1% significant level.

As the conclusion, the source credibility and product match up have a significant positive effect on purchase intention. Product match up has greater impact on purchase intention than source credibility because the beta coefficient of product match up is greater than that of source credibility. Physical attractiveness has insignificant effect on purchase intention as p value is greater than 1% and 5% significant level.

As a conclusion, the research revealed the fact that the source credibility, the physical attractiveness and the product match up have an effect on purchase intention. According to the result, the source credibility, the physical attractiveness and the product match up have positive correlations with purchase intention of cosmetics products. The product match up has the strongest impact on the purchase intention of female consumers. The credibility of the source is evidently affected by the intention to buy. But, physical attractiveness of social media influencers has no apparent impact on purchase intention.

CHAPTER V

CONCLUSION

The study aims to examine the impact of social media influencers on the desire of female consumers to buy cosmetic products. This chapter presents the observations and explanations, suggestions and recommendations and criteria for further research on the basis of the results of data analysis.

5.1 Findings and Discussions

In this study, the effect of source credibility, physical attractiveness and product match up of the social media influencers on purchase intention of cosmetics products is acknowledged. To give the meaningful implications to the cosmetics companies and the marketing managers of cosmetics products, this study seeks to attain the comprehension of the impact of social media influencers on purchase intention of female consumers.

According to the survey, the majority of female consumers are the age level between 25years and 29 years. Most of the female respondents are graduates and employees of company. Almost all of the female consumers prefer digital advertising to traditional advertising but the minority of female like traditional advertising. The average time spent on the internet of the female respondents is 5.77 hours and the most used social media is facebook. Many of female respondents follow between 1 and 3 influencers on social media. Young and graduated female consumers with income level of above 300,000 kyats are influenced by the influencers on social media.

The most influenced on the purchase intention of cosmetics products as the descriptive statistics is source credibility on the influencers of social media. Most of the female respondents also agreed that the product match up of social media influencers have an effect upon the purchase intention of female consumers. The female respondents are less likely to hold the fact that physical attractiveness of social media influencers has an impact on consumer purchase intention.

Source credibility, physical attractiveness and product match up are positively correlated with female consumers' intention to buy. At first, the matching of products and social media influencers has a strong connection with the buying intention of female customers. Thus, the social media influencers should emphasize the fit between them and the cosmetics products they endorsed. If the cosmetics company hire a social media influencer to promote the products, the company should be used the influencer who matches with the products. The second is the impact of source reputation on the purchase intent. As the findings, the credibility of the source is positively associated with the purpose of the customer purchase. This reveals that the information from the credible social media influencers has greater impact on purchase intention. This study reports that the physical attractiveness of the social media influencers has a positive association with purchase intention of female consumers. Attractive social media influencers can induce the female consumers to buy the cosmetics products.

According to the analysis of the effect of characteristics of social media influencers on purchase intention, the result showed that product match up has a high significant effect on consumer purchase intention. If the influencer and the products they endorsed are harmonious, it is more influential for purchase intention of female consumers. According to the analysis, the source credibility also has a valid impact on purchase intention of cosmetics products. This means that the recommendations from the credible influencers are more effectual on purchase intention. The insignificance of physical attractiveness of social media influencers means that the physical attractiveness has no impact on purchase intention of cosmetics products. In this research, product match up has the strongest relationship with purchase intention and the strongest impact on it.

5.2 Suggestions and Recommendations

This study is mainly aimed to explore purchase intention of female consumers upon cosmetics products in Yangon. Consumer intention of cosmetics products is analyzed to 413 female respondents with the survey questionnaires through online, whether to know that three characteristics of social media influencers have an effect on purchase intention. Social media is the most used in Yangon and the spending power of

Yangon is higher than other cities in Myanmar. So, the cosmetics company or marketers should find the social media influencers who can attract the female consumers who are young with normal income level in Yangon.

In this study, female consumers' purchase intention is assessed by three characteristics of social media influencers. The study revealed that product match up has the greatest impact on purchase intention of cosmetics products. Thus, to influence the female consumers of cosmetics products, the interaction between product and influencers' characteristics was most important in Myanmar cosmetics industry. The greater the congruence between the image of the influencer and the image of the product being endorsed is, the more effective and efficient the information. In deciding the purchasing intention, the product match up of the social media influencers is therefore most relevant. So, the marketers need to focus the fit between the influencers' characteristics and the product characteristics to influence the intention to buy the cosmetics products. In other ways, the company should find the appropriate influencer that is matched with their cosmetics products.

According to the study, the female consumers of the cosmetics products accept that credibility is a necessary characteristic of social media influencers to influence the purchase intention. This means that the female consumers think that advertisements from influencers on social media are more credible than advertisements on traditional media. The experience and knowledge of social media influencers on cosmetic products is significant in terms of source credibility. The female consumers rely apparently on the recommendations from the experienced and credible social media influencers. The marketers should find the influencer who is expert, experienced and knowledgeable about the cosmetics products to influence the purchase intention of cosmetics products.

The study stated that physical attractiveness has an influence on purchase intention of cosmetics products but has no significant impact on the purchase intention. However, attractive influencers are always more popular than unattractive influencers and have a positive influence on the products they endorsed. Attractive influencers can persuade their followers through the identification process. The followers will believe that if they use the cosmetics products the influencers endorsed, they will be attractive

like the influencers. Therefore, an influencer must pay attention on their look whether the physical attractiveness is most important to the purchase intention of cosmetics products or not. In order to get consumers' attention, brands must cooperate with people whom consumers are willing to pay attention to. In another way, the company needs to find the attractive influencers to appeal the female consumers of Myanmar cosmetics industry.

5.3 Need for Further Research

This study analyzed the effects of only three characteristics of influencers which are source credibility, physical attractiveness and product match up purchase intention of purchase intention. Further research should consider other characteristics of social media influencers which are not included in the current research in order to get other results on the intention to purchase cosmetics products among female consumers. To save the time and energy, the questionnaires are distributed to the female consumers who are using facebook in Yangon. Not only women but also women are using the cosmetics, and so the new research should be made on the basis on all consumers of cosmetics products. And there are many other effects of social media influencers such as brand switching, the next research should be made on the other consumer behavior.

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APPENDIX

STATISTIC RESULTS

Model Summary

Model	R	R square	Adjusted R Square	Std. Error of the Estimate
1	.718[a]	.516	.512	.41563

a. Predictors: (Constant), PM, PA, SC

ANOVA[a]

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	75.193	3	25.064	145.089	.000[b]
Residual	70.655	409	.173		
Total	145.848	412			

a. Dependent Variable: PI

b.Predictors: (Constant), PM, PA, SC

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Constant	.367	.170		2.519	.031
Source Credibility	.366	.048	.326**	7.671	.000
Physical Attractiveness	.024	.044	.023	.539	.590
Product Match Up	.524	.052	.465**	10.043	.000
$R^2 = 0.516$ Adj $R^2 = 0.512$ F= 145.089** (p-value=0.000)					

APPENDIX 1

M.COM PROGRAMME

Questionnaire for Effect of Social Media Influencers on Purchase Intention of Cosmetics Products

DEMOGRAPHIC PROFILES

Age

o 16 – 24 years old

o 25 – 29 years old

o 30 – 34 years old

o 35 years old and above

Education Level

o Undergraduate

o Graduate

o Postgraduate

Occupation

o Students

o Government Sector

o Company

o Private Sector

o Others

Personal Monthly Income/ Allowance

o Less than & equal MMK 100,000

o MMK 100,001 to MMK 200,000

o MMK 200,001 to MMK 300,000

o MMK 300,001 and above

Section A

Please read each question carefully. Answer the following question by filling the appropriate box that represents your response upon survey.

Which advertising do u prefer?

    o Traditional advertising

    o Digital advertising

How long does u spend your time on the internet?

_____

Do you use social media daily?

    o Yes

    o No

Which social media do you use the most?

    o Faceboook

    o Instagram

    o You Tube

    o Twitters

    o Other

How many social media influencers do you follow in the cosmetics industry?

    o 1-3 influencers

    o 4-6 influencers

    o 7-8 influencers

    o 9-10 influencers

    o 11 influencers and above

SECTION B:

INSTRUCTION: Listed below are the measurement items about.

Source Credibility	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. I think it is important for social media influencers be credible.					
2. There has a connection between the source credibility of influencers and the brands they endorsed.					
3. I follow social media influencer because he/she is experienced about the cosmetics.					
4. I follow influencer on social media because he/she is an expert in the cosmetics industry.					
5. I follow social media influencer because he/she is reliable.					
6. I follow influencer on social media because he/she is knowledgeable about the cosmetics.					

Physical Attractiveness	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. It is important for social media influencers to be attractive.					
2. There has a connection between the attractiveness of influencers and the brands they endorsed.					

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
3. I follow influencers on social media because they are sexy.					
4. I follow social media influencers because they are attractive.					
5. I think the brand endorsed by attractive influencers is more effective.					

Product Match-Up	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. It is important the fit between the influencers and the cosmetics products they endorsed.					
2. The match-up between the influencers and the cosmetics they endorsed increases the reliability on those products.					
3. There has a relation between the product match-up of influencers and the brands they endorsed.					
4. The match-up between the social media influencers and the cosmetics brands enhances my attention to these brands.					
5. The product match-up significantly strengthens the purchase intention.					

Purchase Intention	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. I agree that social media influencers provide useful information about					

cosmetics.					
2. I have been motivated by the reviews or advertisements to buy the cosmetics.					
3. There has a connection between the influencers and purchase intention.					
4. I think that the recommendations of influencers help in buying cosmetics.					
5. I am willingly to buy the cosmetics recommended by social media influencers.					