

The Role of Country Perceived Image And Review of Beauty Vlogger on Consumer Purchase Intention of Cosmetic Products

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Abstract:

The purpose of this study is to analyze the effect of country image and beauty vlogger reviews on purchase intention, analyze whether beauty vlogger reviews have an effect on purchase intention and analyze whether country image and beauty vlogger reviews have an effect on purchase intention. This research will be conducted to analyze the effect of country image and Beauty vlogger review on Purchase Intention of Korean cosmetics consumers on the Althea.kr website. The survey will be shared via the comments column on Veronica Ong's video channel. Using a web survey via Google form. In recent years, web surveys have been used to collect respondent data for academic research as well as authors sharing surveys online on forums discussing the Althea.kr site, researchers posting survey messages in the comments column by providing a link to beauty vlogger Veronica Ong's video. The conclusion from this study is that country image has a significant effect on purchase intention, beauty vlogger reviews have a significant effect on purchase intention and together country image and beauty vlogger review have a significant effect on purchase intention of Korean cosmetic products. In terms of country image, in this study country image shows significant results on the purchase intention of cosmetic products from South Korea. Here Althea.kr has described products from South Korea and reflects the characteristics of South Korea as a developed country in the field of cosmetics.

Keywords: country image, beauty vlogger, purchase intention, south korea, cosmetic

INTRODUCTION

Advances in information and communication technology such as the Internet have brought about changes in culture, lifestyle, and social behavior in many areas of life. Consumer behavior is changing as modernization progresses. It is very important to further understand that different attitudes and values exist in the generation that grew up in the era of Internet technology. In addition to being profitable for internet users, this progress is also considered beneficial for business people to advance their business using existing technology so they can

compete in the business world. Convenience can be seen through the benefits received by online businesses, including keeping customers and potential customers aware of the variety of products offered, prices, product availability, and so on. This convenience is the main factor in the development of e-commerce and e-commerce is becoming increasingly important with advances in telecommunications and computer networks. A survey conducted by the Indonesian Association of Internet Network Operators (APJII) revealed that more than half of the Indonesian population is now connected to the internet. Conducted in 2016, the study found that 132.7 million Indonesians are connected to the internet. The total population of Indonesia itself is 256.2 million. This data shows a 51.8% increase compared to his 2014 internet user count, which had 88 million internet users. This shows that there has been an increase in internet users by 44.6 million people in the past 2 years.

The increasing number of internet users in Indonesia is accompanied by a population that continues to increase as well, this creates great opportunities for the entry of e-commerce in Indonesia. This increase was accompanied by the growing use of smartphones in Indonesia, the ease of using debit and credit cards, and the high level of consumer confidence to shop online. If we see Indonesia as a vast archipelagic country, e-commerce is a market that has the potential to grow enormously in Indonesia. Apart from using the internet as e-commerce, most internet users in Indonesia access the internet to connect with social media, supported by the widespread use of gadgets which can make it easier for people to access social media anywhere. Making one of the YouTube video sharing platforms even more popular among the public, Indonesia even became one of the countries with the largest access to YouTube in Asia Pacific in 2015, the number of views spent by Indonesians watching YouTube (watch time) increased by 130 percent compared to last year. In fact, when combined with YouTube access from smartphone devices, their total viewing time increases by up to 250%, or 2.5 times higher than last year. One of the effects of easy access to the internet coupled with globalization is the introduction of a new culture in Indonesia.

The phenomenon of the arrival of Korean culture on a global scale is called Hallyu, or "Hallyu", and the global spread of Korean pop culture in various countries around the world, or simply South Korea. Refers to the globalization of culture. This phenomenon was followed by a lot of attention to things related to South Korea, such as food, electronics, beauty products, music, and movies. The power of Korean culture extended to Vietnam, Thailand, and throughout Southeast Asia and spread to Europe indirectly, this changed the behavior of the world community which began to follow lifestyle trends, hobbies and beauty like the Korean country, due to the very fast growth of the cosmetic industry Korea itself. According to data from the Korea Health Industry Development Institute (KHIDI), Korea's domestic cosmetic production far exceeds Korea's GDP. A person's image of country image, according to many studies, has a good impact on the overall assessment of society starting from liking, liking and wanting something from a country that already has a good image on the products it creates. A good country's reputation also influences the products created from that country, which makes product sales more effective.

Seeing the Korean trend that continues to grow, allowing competition in the field of cosmetics, in this case cosmetics from Korea, which will continue to grow, makes it interesting what strategy Althea.kr will do to beat its competitors here, not only StyleKorean.com, there is a new site that has entered the world Indonesian online shopping which provides products similar to Althea.kr such as Hermo.co.id, even leading e-commerce sites in Indonesia such as Tokopedia.com, Bukalapak.com and Elevenia.com which also provide Korean cosmetic products, how do Althea, kr itself to attract consumers to choose the Althea site to become an online shopping place for original cosmetic products from South Korea. Someone who conducts vlogging activities is called a vlogger. There are many things a vlogger can do, one of which is to review a product and then refer someone before making a purchase. Globally, around 42% of internet users say they have watched vlogs in the last month, and 23% say that they have seen some videos before, that's two-thirds of internet users who have been involved with vlogging in some kind of video either formal or just to record their daily activities. The Althea.kr website identifies trends in the vlog world, uses these tools, and uses beauty vloggers to indirectly promote products on its website. Many Althea.kr product reviews are verified by vloggers. One of her vloggers who frequently reviews Althea.kr products is Veronica Ong, a makeup artist and vlogger who has 24,287 subscribers and whose average content is makeup reviews. There is an up her tutorial on her youtube channel. Beauty vlogger review makes vlog viewers intend to shop on her Althea.kr website. The purpose of this study is to analyze the effect of country image and beauty vlogger reviews on purchase intention, analyze whether beauty vlogger reviews have an effect on purchase intention and analyze whether country image and beauty vlogger reviews have an effect on purchase intention.

LITERATURE REVIEW

Country Perceived Image

Country image depicts the results of geography, history, proclamations, music, famous artists and others. The entertainment and media industries play a very important role in shaping one's perspective about the country itself, especially in countries that are viewed negatively. There are no absolute criteria for distinguishing a country's good or bad image; however, differences subjectively, can be divided into a specific image and the image of the country as a whole. When consumers evaluate products, when the product cannot be seen directly by them, they will first evaluate price, brand and other external factors. If the product sought is an imported product, consumers will use their perceptions of the exporting country to conclude product quality, this is known as the Halo effect.

Beauty Vlogger Review

A vlogger is a person who publishes a blog or video blog (a contraction of weblog), with video serving as the primary form of material. He has 9.8 billion views on makeup-related videos on YouTube, the second-largest search engine in the world. The video's popularity more than doubled in three years, from 300 million views per month in 2010 to 700 million views per month in 2013, as more women started watching beauty-related content on YouTube. Millions of subscribers to beauty vloggers produce the most well-liked videos. For instance, Michelle Phan, the country's first cosmetics and beauty vlogger, has more than doubled both her subscriber count and the number of views on her videos (1 billion). Beauty Vloggers' are beauty influencers who share reviews through video clips which are then posted on video sharing sites. Now, we can find most of the clips of Vloggers who review a product from anywhere, even on their blog page that is linked to the Youtube channel.

Purchase Intention

Several factors shape consumer purchase intentions, the attitudes of other people, the extent to which other people's attitudes reduce a person's preferred alternative will depend on two things, namely, the intensity of other people's negative attitudes towards alternatives that consumers like and the consumer's motivation to comply with other people's wishes. Unanticipated situational factors, these factors will later be able to change consumer attitudes in making purchases. This depends on the consumer's own thoughts, whether he is confident in deciding to buy an item or not. Purchase intention can be defined through the following indicators: Buying Korean cosmetic products over other cosmetic products, Desire to recommend others to buy these products, Intention to buy products in the future.

METHODOLOGY

This study is conducted to analyze the impact of country image and beauty vlogger reviews on Korean cosmetics consumers' purchasing intentions on the Althea.kr website. Votes will be shared in the comments section of Veronica Ong's video channel and her web poll via Google Forms. In recent years, web surveys have been used to collect respondent data for academic research as well as authors sharing surveys online on forums discussing the Althea.kr site, researchers posting survey messages in the comments column by providing a link to beauty vlogger Veronica Ong's video, and research selection is made for consumers who have used cosmetics, especially cosmetics from South Korea. In this study, two variables were used, namely exogenous variables and endogenous variables. The exogenous variables in this study are Country image which is given the symbol (X1) and Beauty vlogger review (X2). The endogenous variable in this study is purchase intention with the symbol (Y1). This study uses a Likert scale which consists of five levels. Likert scales are widely used rating scales that require respondents to indicate agree and disagree with each statement about a stimulus object. Typically, each scale item has five response categories, ranging from "strongly disagree" to "strongly agree." In this study, the method used to test the reliability of the questionnaire was to measure reliability with the Cronbach Alpha statistical test. A construct or variable is said to be reliable if it has a Cronbach Alpha > 0.70.

CASE STUDIES

Based on the results of the descriptive analysis, there were 7 respondents aged <18 years, and the majority of respondents 18-<25 years were 81 people and 12 people aged 25-40 years. The majority of respondents have an income below IDR 1,000,000.00, namely 55 people (55%), respondents with an income of IDR 1,000,000.00 to IDR 3,000,000.00 there are 27 people (27%), respondents with an income of IDR 3,000,000.00 to IDR 6,000,000.00 there are 11 people (11%), while respondents with an income of IDR 6,000,000.00-IDR 12,000,000 there are 7 people (7%). the majority of respondents were students and university students, namely as many as 71 people (71%), respondents who worked as private employees were 19 people (19%), respondents who worked as civil servants were 4 people (4%), respondents who worked as self-employed were only 1 (1%) and those who answered the other 5 people (5%) and all the answers were not working. 31 (31%) respondents came from Jakarta, 13 respondents came from Bogor, 7 (7%) respondents from Depok, 31 from Tangerang, 3 (3%) respondents from Bekasi and other respondents answered 15 people where 7 (7 %) were from Semarang, 8 (8%) people were from Bandung. 28 respondents or 28% stated that they strongly agreed, 64 respondents or 64% agreed, 7 respondents or 7% stated neutral, 1 respondent or 1% stated that they did not agree and 0 respondents or 0% stated that they strongly disagreed with the statement that Althea.kr reflects Korea is an innovative country in the cosmetic industry. 23 respondents or 23% stated that they strongly agreed, 57 respondents or 57% agreed. 16 respondents or 16% stated neutral, 3 respondents or 3% stated that they did not agree and 0 respondents or 0% stated that they strongly disagreed with the statement that Althea.kr reflects Korea as an advanced country in the field of technology. 28 respondents or 28% stated that they strongly agreed, 54 respondents or 54% agreed, 7 respondents or 7% stated neutral, 1 respondent or 1% stated that they did not agree and 0 respondents or 0% stated that they strongly disagreed with the statement that the product on the Althea site .kr has an attractive design.

The results of the validity test showed that of the 24 statement items given to 30 respondents, the r count value was greater than r table 0.361, which means that all statement items were declared valid. The results of the reliability test showed that all variables, namely country image, beauty vlogger review and purchase intention, had a Cronbach's Alpha value above 0.70, so that all variables were declared reliable. Based on the results of the t test above, it is obtained that t count for X_1 is 6.887, X_2 is 3.710. To determine t table, use the statistical attachment t -table, using $\alpha = 5\% : 2 = 2.5\%$ (2 sided test) with (df) $n-k-1$ or $100-2-1 = 97$. Then a t table of 1.984 is obtained, to determine the magnitude of the influence of each independent variable partially (individually) on the dependent variable is as follows. Effect of country image variable on purchase intention. The results of the t -test for the country image variable (X_1) on purchase intention (Y) show that . This means that the t count is $6.887 > t$ table 1.984. So it can be concluded that country image has a significant effect on purchase intention so that in this case H_0 is rejected and H_a is accepted. This means that partially there is a significant influence between country image on purchase intention.

The effect of country image on purchase intention in this study is greater than the results of the beauty vlogger review variable. It can be seen that the t count for the beauty vlogger review variable is 3.710. This means that the t count value is $3.710 > t$ table 1.984. So it can be concluded that the beauty vlogger review has a significant effect on purchase intention so that in this case H_0 is rejected and H_a is accepted. This means that partially there is a significant influence between beauty vlogger reviews on purchase intention. Based on table 4.35 above, F count is 50.720. To determine the F table, the statistical attachment table F is used, using a significance level of 0.05, with df 1 (number of variables – 1) or $2-1 = 1$ and df 2 ($n-k-1$) or $100-2-1 = 97$. Then obtained F table of 3.939. This means that the value of F count $> F$ table is $50.720 > 2.939$ then H_0 is rejected and H_a is accepted. In other words, the results above explain that the variable country image and beauty vlogger review have the same (simultaneous) effect on the purchase intention variable. In conclusion, there is a linear relationship between the independent variables and the dependent variable. Based on the statistical results, it can be concluded that this study has an R^2 value of 0.501. This value can be used to see the influence of country image and vlogger review variables on the purchase intention of Korean cosmetics consumers. The coefficient of determination means that the effect of the independent variable on the dependent variable is 50.1%. The remaining 49.9% is influenced by factors other than the variables examined in this study.

CONCLUSION

The conclusion from this study is that country image has a significant effect on purchase intention, beauty vlogger reviews have a significant effect on purchase intention and together country image and beauty vlogger review have a significant effect on purchase intention of Korean cosmetic products. In terms of country image, in this study country image shows significant results on the purchase intention of cosmetic products from South Korea. Here Althea.kr has described products from South Korea and reflects the characteristics of South Korea as a developed country in the field of cosmetics. With the entry of Korean culture into Indonesia, starting from culture, drama, kpop, it increases the desire of Indonesian consumers for products from Korea, as explained about the halluyu wave or the Korean wave, consumers tend to want something that they see from Korean celebrities, which are usually seen through dramas, but increasingly the huge opportunities for Korean cosmetics have made the competition in the cosmetic industry even more numerous, competitors in the world of e-commerce are of course more and more, so Althea must have a difference from other e-commerce that provides the same product, by adding a variety of well-known brands from South Korea that describe the origin of the product.

In terms of beauty vlogger reviews, it has been proven to have a significant effect on purchase intention among Korean cosmetic consumers. Along with the increase in internet users in Indonesia and changes in attitudes in society before making a purchase, indirectly changing a company's promotional media, in this case, vloggers are increasing the number of influencers that are expected to make consumers interested in buying a product, one of which is a vlogger who makes videos that contain their experiences or responses about a published vlog product can be in the form of an honest response to a product, from the results of this study it explains that vloggers who are trusted and considered experts are important assets seen from potential customers, especially in terms of promoting or reviewing a product. Althea itself promotes the products it offers using vlogs and blogs, from research that has been conducted a beauty vlogger is able to make potential consumers interested in choosing Althea as a place to shop for products, Althea can maintain its way of marketing through beauty vloggers who have more and more precise reviews about the products they offer.

This research is expected to be the basis for further research. For those who want to do further research, they can use or add other variables that can affect purchase intention, such as country image and beauty vlogger reviews, especially beauty vlogger reviews, which are variables that are rarely discussed because the authors realize that there are still many deficiencies in research. this is due to limited sources that discuss beauty vlogger reviews. In addition, it can also expand the reach of research areas such as taking other objects on the site so that research can be generalized and also able to identify other factors that can influence purchase intention. Because in this study it is known that there are 49.9% of other factors that influence purchase intention behavior.

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