

THE EFFECT OF CONTENT REVIEW AND PROMOTION ON BUYING INTEREST WITH PRODUCT INVOLVEMENT AS AN INTERVENING (CASE STUDIES OF TASYA FARASYA'S BEAUTY VLOGGER REVIEW ON WARDAH PRODUCTS)

Sonia Risyaiani ¹⁾, Johannes ²⁾, Idham Khalik ³⁾

^{1,2,3)} Faculty Economic and Business, Jambi University, Jambi, Indonesia.

Corresponding author: riyafanis@gmail.com; johannes@unja.ac.id; idham_khalik25@yahoo.co.id

Abstract

This research aims to explain the influence of product review content and promotions through social media on buying interest through product involvement. Sampling size was determined with the quote technique; 115 respondents were chosen from management students, Faculty of Economics and Business, University of Jambi. The data analysis used PLS (Partial Least Square). The results showed that product review content has a positive and significant effect on buying interest, and promotion positively and significantly impacts buying interest. Product review content has a significant positive effect through product involvement as an intervening variable, and promotion through social media has a positive and significant impact on buying interest through product involvement. Based on the study results, the marketer can suggest social media as a product promotion tool because social media can reach market segments effectively and efficiently and encourage marketers to work with beauty vloggers who have the credibility to attract consumer buying interest.

Keywords: Content Review, Social Media Promotion, Buying Interest, Product Involvement

Introduction

Research Background

Marketers in the era of technology rigorously changed due to technological progress. Accordingly, consumer behavior is determined by the technology environment that could use many devices where their cost is paid by themselves, not by the Company. Hence social media is mainly adopted for the environment progressed significantly. Social media is a group of internet-based applications that use the ideology and technology of Web 2.0, where users can create or exchange information (Kaplan & Haenlein, 2010). Social media gives identity to the brand or product being marketed, and it helps spread the message in a relaxed and communicative (Kurniawati & Arifin, 2015). Balakrishnan et al. (2014) recommend that marketers apply social media to promote their products because social media is an important marketing medium in reaching the youth market segment more quickly and efficiently. The marketer used information technology to spread the information even to the customer themselves as it prepares freely (Johannes et al., 2022).

In the era of social media, there is a consumer segmentation known as generation Z. Generation Z is the generation born after the millennial generation; this generation is a transitional generation from the millennial generation. Generation Z takes smartphones, tablets, connected to internet game consoles, wireless internet, and digital and social media for granted – they have always been around – making this group highly mobile, connected, and social (Kotler et al., 2017). Even in socializing and shopping, Generation Z combines offline and online with those who shop online. Accordingly, it is known that more than half of them prefer online shopping in categories ranging from electronics, books, music, sports equipment, and beauty products to clothing, shoes, and fashion accessories.

Along with the development of the world of information technology, information technology innovation is present through various social media platforms (Mangole et al., 2017). One of them is YouTube, a video-sharing site launched in 2006. In Indonesia, YouTube initiated using enthusiasm in 2015 and used more than one billion users. People spend hours watching videos. Youtube is up 60% annually and is the fastest growth seen in the last two years (Faiqah et al., 2016). Some people then use the public's enthusiasm for Youtube for profit. As a result, a new profession emerged in society called Youtuber. Youtuber uses YouTube as a medium to share videos about themselves (content reviews, daily vlogs, tips&trick, tutorials, etc.) without any partnership with the branding owner (Gozali, 2018). The vlogger chooses a particular product to deliver to a specific segment, such as a fashion or beauty product. In doing so, they have different elements of customers. So the customer is waiting for new news before deciding to purchase.

Content review is an activity carried out by a person, which is an activity to provide information about a product or service. For beauty products, reviewers are often referred to as beauty vloggers. According to Agustiarra et al. (2019), beauty vloggers are content creators who specialize in sharing information related to the world of beauty. Beauty vlogger provides tutorials, tricks, and tips for using makeup and skincare and reviewing a product or giving a review of the products used. Enthusiasm and the high level of public trust in beauty vloggers make forming the image of a product run well (Agustiarra et al., 2019). Content reviewers

finally are part of the firm's strategy though they do their function independently (Johannes, 2019)

Tasya Farasya is one of the most popular beauty vloggers in Indonesia, and she has subscribers as many as 3,990,000 and the total views of all her videos reaching 342,000,000 until December 2021. One of the brands often reviewed by beauty vlogger Tasya Farasya is the Wardah cosmetic brand. It is categorized as a halal and safe product, including the raw materials used in the production process. Wardah is a cosmetic brand in great demand in Indonesia, evidenced by five years, 2016-2020. Wardah managed to occupy the top five of Indonesia's Top Brand Award for the personal care category (*Top Brand Award, 2020*). Tasyafarasya does a lot of reviews and tutorials using Wardah products. Tasya Farasya collaborates with the cosmetic brand Wardah on the 25th anniversary to prove that this vlogger is distinguished.

Product involvement affects the buying interest in the communication process between the vlogger and the client. Product involvement is the consumer's perception of an item based on consumer needs, values, and interests (Bian & Moutinho, 2011). Product involvement refers to the consumer activities to find product information (Armstrong & Keller, 2012). In high involvement, consumers usually rate the product as having high involvement if the product is valuable, has value, and is rarely purchased. With low involvement, consumers do not have increased involvement with a product, so they do not make more effort in finding information about a product. The higher the involvement of consumers in finding information on a product, it will affect consumer buying interest.

The role of the content reviewer is to persuade their follower to be aware of the product's presence and all the attributes and raise their interest. Consumer buying interest is the consumer's desire to fulfill the needs and desires hidden in the minds of consumers. High buying interest reflects high satisfaction, so consumers are interested in buying more products with many motives (Johannes et al. 2017). According to Kotler, P. & Keller, K. (2016) buying interest that arises in consumers is supported by two factors, namely environmental factors and factors within the consumers themselves. Gozali (2018) uses the AIDDA approach to measure consumer buying interest. AIDDA includes the attention, interest, desire, decision, and action of the potential customer receiving the advertisement.

Research question

Here are points to be the research questions as the basis for hypothesis research in the models are:

1. Does content review product and promotion through social media affect buying interest,
2. does content review product affect buying interest through product involvement as an intervening variable, and
3. Does promotion through social media affect buying interest through product involvement as an intervening variable?

Literature Review

According to Babin (2011), the Company's promotion is a communication function that informs and persuades/invites buyers to a particular product. Promotion is a marketer's effort to communicate with the audience. Communication is a process of delivering and sharing information or feelings between two parties or audiences (Alma, 2014). According to Mulyana (2019), promotion communicates helpful information about a company or product to influence potential buyers. Furthermore, according to Tjiptono (2008), promotion is informing, influencing and persuading, and reminding target customers about the Company and its marketing mix.

As technology significantly progresses, communication has many tools, including social media. Hence, certain people deliver the product information to potential buyers. According to (Maoyan et al., 2014), social media is a network of technologies used to create news through users and internet communications and disseminate information. Social media is a marketing communication activity that uses electronic media (online) to attract consumers or companies in various forms (images, writings, etc.) to raise awareness and corporate image and increase sales (Kotler & Keller, 2016). Social media is a network of technologies used to create news through internet users and communications and to disseminate information (Indika & Jovita, 2017)

Content Review is a process of providing information about a product, program, or service intended for potential consumers, and they segment themselves on a particular product (Ramadhan, 2019). A beauty vlogger provides information or reviews about beauty substances and uploads that information to social media Hutapea, (2016; Eliza et al., 2018). According to Kurniasari (2017), the dimensions of beauty vlogger review are trustworthiness and expertise.

According to Simamora B. (2011), buying interest in a product arises because trust in the product accompanies purchasing power. Buying interest creates a motivation that continues to be recorded in a person's mind and becomes an extreme desire that, when consumers have to fulfill their desires, they realize what is in their minds (Foster & Johansyah, 2019). Furthermore, according to Sugianto Putri (2016), buying interest is a process that exists between the evaluation of alternatives and the purchase decision. After consumers evaluate options, then consumers have an interest in purchasing a product/service offered.

In marketing, AIDDA could be used to approach customer purchasing behavior (Kotler P. et al., 2020). It consists of:

1. Attention: Desire to seek and see something
2. Interest: The desire to know more about something that attracts consumers.
3. Desire: Will that arises from the heart about something that attracts attention.
4. Decision: Trust to do something.
5. Action: An activity to realize belief and interest in something.

Product Involvement can be described as the perception held by consumers about the importance of product categories based on consumer needs, values, and interests (Elsya & Indriyani, 2020). According to Lin & Chen (2006), product involvement influences product information seeking and significant purchasing decisions. Consumers make high-involvement or low-involvement in the purchasing process. With high involvement, consumers feel that the product is essential and valuable. So consumers will try to find as much information as possible about the product. Contrastly, with low involvement, consumers do not have a high personal relationship with a product, so they do not try to find more information about the product (Ayu & Utami, 2014).

Methods

Population, Sample, and Sampling Technique

The population in this study were all active students of the Jambi University Management Department that enrolled in 2017 and 2018, namely 700 students. Hence, sampling using the quote technique and sample size is 115 units.

Source of Data Collection Methods

We used structured questionnaires to gather primary data and deploy the Likert Scale as a measurement technique. The questionnaire is delivered through a google form, using student Whatsup groups. Google form link is available at this address:

<https://docs.google.com/forms/d/11pRRqcHkFnZo8USVECuOKXHa6WIC6prz83YeJ5C7zc/edit>

Results and Discussion

Descriptive analysis

The characteristics of respondents considered to determine their behavior in shopping are: 57.6% live with their parents, the rest live with their family and rent a room. Then, their behavior in deciding to buy, 82.2% of respondents asked other people's opinions before deciding to shop for products. Furthermore, it is also known that 96.6% stated that they had seen the vlog Tasya Farasya built along with their decision to shop for beauty products. Moreover, it was found that the content review variable reached a value of 502; it was a high category. Promotion came at a value of 456.6, which was included in the high category, and product involvement reached 514, a very high category. Finally, interest buying was valued at 472.8, included in the high category.

Validity Test

The validity test with PLS was carried out by analyzing convergent validity and discriminant validity. Hence, we present the data as follows.

Convergent Validity

The convergent validity test of the measurement model with reflective indicators is assessed based on the item scores correlation estimated with SmartPLS 3 Software (Ghozali, 2015). The loading factor value is high if it correlates to more than 0.70, and it means that the model has confirmatory. So the result is in Table 1.

Table 1. Outer Loading

Content Review Product (X ₁)	X1.1	0,841	Valid
	X1.2	0,856	Valid
	X1.3	0,867	Valid
	X1.4	0,812	Valid
	X1.5	0,841	Valid
	X1.6	0,799	Valid
Promotion through Social Media (X ₂)	X2.1	0,724	Valid
	X2.2	0,746	Valid
	X2.3	0,753	Valid
	X2.4	0,715	Valid
	X2.5	0,847	Valid

Product Involvement	M1	0,885	Valid
	M2	0,870	Valid
	YM3	0,910	Valid
	M4	0,868	Valid
	M5	0,855	Valid
	M6	0,882	Valid
Buying Interest (Y)	Y1	0,925	Valid
	Y2	0,914	Valid
	Y3	0,926	Valid
	Y4	0,918	Valid
	Y5	0,896	Valid

Sources : Data Processed, 2021

Discriminant Validity

The way to test discriminant validity is by revealing the value of the cross-loading measurement with its construct, namely. The value of cross-loading > 0.7 is valid. So the results are shown in Table 2.

Table 2. Discriminant Validity Value (Cross Loading)

	Content Review Product	Buying Interest	Product Involvement	Promotion through social media
M1	0.706	0.663	0.885	0.641
M2	0.651	0.579	0.870	0.614
M3	0.692	0.647	0.910	0.649
M4	0.601	0.591	0.868	0.606
M5	0.584	0.676	0.855	0.624
M6	0.704	0.656	0.882	0.683
X1.1	0.841	0.673	0.660	0.602
X1.2	0.856	0.636	0.643	0.713
X1.3	0.867	0.655	0.666	0.638
X1.4	0.812	0.557	0.618	0.590
X1.5	0.841	0.541	0.585	0.573
X1.6	0.799	0.559	0.574	0.593
X2.1	0.418	0.367	0.461	0.724
X2.2	0.520	0.601	0.529	0.746
X2.3	0.535	0.557	0.538	0.753
X2.4	0.453	0.369	0.412	0.715
X2.5	0.657	0.685	0.652	0.847
X2.6	0.710	0.642	0.642	0.768
Y1	0.640	0.925	0.677	0.703
Y2	0.658	0.914	0.672	0.633
Y3	0.670	0.926	0.706	0.694
Y4	0.683	0.918	0.620	0.670
Y5	0.671	0.896	0.642	0.650

Sources: Data Processed, 2021

Reliability Test

To examine internal consistency, PLS reports the reliability test as presented in Table 3. And Table 4, PLS provides Cronbachs Alpha. The internal consistency of the measuring instrument in PLS is done by using a reliability test (Abdillah & Jogiyanto, 2015).

Table 3. Composite Reliability

Variable	Composite Reliability
Content Review Product (X1)	0.963
Promotion through Social Media (X2)	0.953
Product Involvement (M)	0.933
Buying Interest (Y)	0.891

Sources: Data Processed, 2021

Table 4. Cronbach's Alpha

Variable	Cronbach's Alpha
Content Review Product (X1)	0,952
Promotion through Social Media (X2)	0,941
Product Involvement (Z)	0,914
Buying Interest (Y)	0,855

Sources : Data Processed, 2021

Based on tables 3 and 4, it is revealed that all constructs have met the reliable criteria. It fulfills the *Composite Reliability & Cronbach's Alpha* for a value of more than 0.70.

R-Square

The R-square value of 0.641 indicates that product involvement can explain the variability of buying interest by as much as 64.1%. The remaining 35.9% is explained by other variables which are not included. Additionally, The R-square value of 0.625 means that buying interest could explain product involvement 62,5%, and the other is explained by the variable that is not included in this research.

Hypothesis Test

The basis used to show the significance level in hypothesis examination is the path coefficient value or the inner model. Below is presented table 5, which provides the output of the structural model testing.

Table 6. Path Coefficients Content Review Product and Promotion through Social Media On Buying Interest with Product Involvement as Variable Intervening

	Original Sample	Average Sample	Standard Deviation	t Statistic	P values
Content Review Product → Buying Interest	0,270	0,279	0,115	2.358	0,019
Promotion through social media → Buying Interest	0,323	0,324	0,092	3,523	0,000
Content Review Product → Product Involvement	0,469	0,465	0,103	4.572	0,000
Promotion through social media → Product Involvement	0,378	0,376	0,094	3.999	0,000
Product Involvement → Buying Interest	0,288	0,281	0,104	2.776	0,006
Content Review Product → Product Involvement → Buying Interest	0,135	0,128	0,053	2.561	0,011
Promotion through Social Media → Product Involvement → Buying Interest	0,109	0,109	0,055	1.992	0,047

Sources: Data Processed, 2021

The Path Coefficient value indicates a hypothesis testing; the value $\leq .05$ is significant. The conclusion is to accept the hypothesis or the hypothesis is supported.

Discussion

Kumpel, A. et al. (2015) argued the three research are with social media: 1) news sharing users, 2) content and 3) networks. Accordingly, social media make marketers consider its vital role with many choices. As a tool, it doesn't manage by the Company but affects the marketing performance in a competitive situation. When social media is used, a marketer has a partner, an influencer with a social asset for many followers engaged. (De Veirman et al., 2017) shows that the follower's Instagram number could negatively influence the members' engagement with a particular brand.

Liu et al. (2021) argued the enlarged role of social media with e-commerce makes them more vital. He noted the interactivity that makes interpersonal interaction where sickness, personalization, and sociability have linear effects. Ahmad et al. (2016) stated that influencer activity in social media makes the follower engage with the influencer due to the content provided. Accordingly, we found that review content, promotion through social media, and product involvement significantly affect buying interest. Hence, content reviewers enhance the quality, which could increase buyer interest. The influencer activity attracts the followers to be engaged (Durianto et al., 2013; Nasution et al., 2020)

From the marketing point of view, social media is a marketing communication tool to increase consumer awareness managed by the consumer (Kotler & Keller, 2016). The more vital their role is, the more the Company engages with them with the companies activities by providing promotion activities. The information communicated should support the Company's marketing program (Indika & Jovita, 2017).

Rizki Insani (2020) reports that promotion through social media increases buying interest.

The most popular social media now is YouTube which combines movies, text, and interaction with the followers. Content hence could be made more attractive (Agustiara et al., 2019). A beauty vlogger is a beauty influencer who provides information regarding the details of a product, the advantages and disadvantages, and the impression. According to Ananda & Wandebori (2016), content creators on digital platforms like Youtube are aspirational figures who strongly influence consumers' minds. It encourages beauty brands to watch the potential for beauty vloggers as one of the most potent promotional media. Beauty brands can work with beauty vloggers to provide reviews of products to be disseminated to consumers to generate buying interest. The research result aligns with research (Eliza et al., 2018) are directly or indirectly persuaded to try the products reviewed by beauty vloggers.

As a process, buying interest is determined by product involvement. Consumers put a lot of time and effort into gathering information and making comparisons to decide (Kotler et al., 2017). Product involvement is the first step before deciding to buy a product. According to Briliana & Ritonga (2016), *product involvement* is consumers' level of attention and interest towards a product that causes readiness or desire to buy. (Lin & Chen 2006) said that as product involvement increases, the effect of product knowledge on both information seeking and purchasing decisions becomes large. In low-involvement purchases, consumers passively receive information obtained from advertisements and will not seek many details on the brand and evaluate the brand they buy (Fernandes & Junaedi, 2015). In line with research conducted by (Adil et al., 2018), increasing product involvement in Brand Eiwa will increase buying interest from Followers to buy Brand Eiwa.

Conclusion

Social media is vital for marketers where the influencer prepares the devices by themselves. As their role becomes more crucial, their impact on their follower will determine purchase interest. Product reviews could be positive or negative, depending on the influencer's brand knowledge. Hence, the influence represents not only one branding but also many brands they deliver to the follower who engages themselves. The influencer has tacit knowledge of the marketer. So, marketers or companies consider them partners where their activities are established by their capacity. The marketer is suggested to work with them in a dynamic situation.

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