



## Why is Beauty Youtuber so Popular?

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### ABSTRACT

Due to social isolation and the inability to go outside during the COVID-19 pandemic, social media is vital. Social media influencers on YouTube are popular for brand promotion. However, more research is needed to understand the effectiveness of social media influencer marketing and message appeal campaigns. This study uses 800 YouTube videos observed directly to determine social media influencer marketing's performance via customer engagement. According to the study, informational and emotional message appeals affect Instagram customer engagement differently, while sponsorship and expertise moderate the effect. In customer involvement, informational message appeals work better than emotional ones. Sponsorship disclosures improve client engagement in informational videos. In addition, informational message appeals attract customers better than emotional appeals when knowledge is high. The study shows that message appeals, sponsorship, and expertise can engage customers.

**Keywords:** Customer Engagement, Beauty YouTubers, Message Appeals, Type of Sponsorship, Expertise

**JEL Classification:** M31, D91

## 1. INTRODUCTION

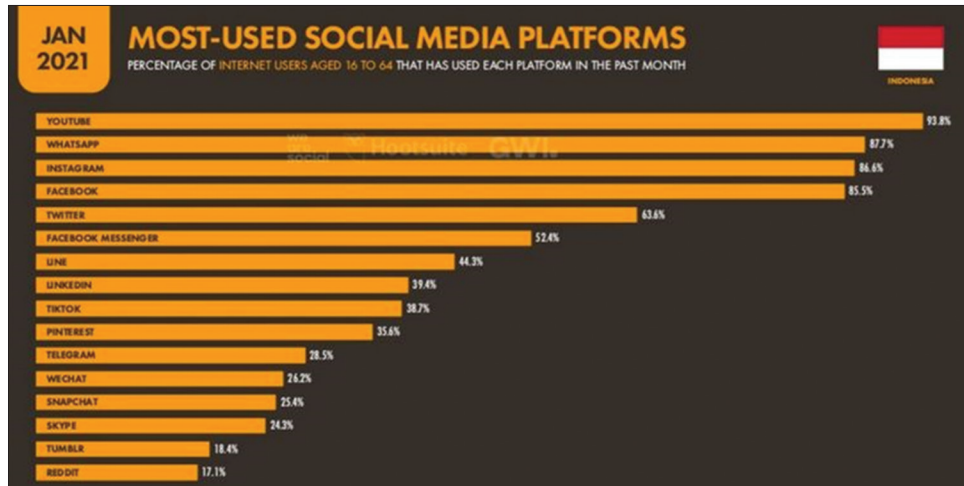
Social media is vital during the COVID-19 pandemic because we need to distance ourselves socially and can't go outside. People can work, earn a living, or kill time on social media to avoid feeling restless and bored. Social media may promote a product, boost online sales, and handle other marketing tasks for a company or brand. Many organizations use social media for marketing since it improves consumer interactions. The corporation usually creates Facebook Fanpages, Instagram, Twitter, and YouTube to communicate with customers. Customers can immediately share what they need and want on social media, allowing the organization to identify product or service development areas to increase quality and performance. Second, using social media to market products can boost brand awareness and user engagement.

The quantitative data from ICCA Indonesia (2019) shows 150 million social media users or 56% of the population. Social

media users increased by 20% over the previous poll. Social media influencers are becoming more valuable in marketing. Marketers leverage social media influencers' reputations to sway consumers' purchase decisions. Social media influencer marketing in the company may help create brand recognition because it is an effective and efficient way to promote a brand or product. The number of followers no longer determines a social media influencer's success or failure. Micro-influencers, or social media influencers with few followers, are thought to influence more brand trust and purchase intentions than those with many followers. More engaging and robust engagement with followers makes micro-influencers more trustworthy (Redaksi, 2020).

YouTube nowadays has become a popular social media platform for a brand or company to promote its products through social media influencers on this platform. The person who plays an essential role in this platform is a YouTuber who creates videos for the video-sharing website YouTube (Cambridge, 2021).

**Figure 1:** Indonesia's most-used social media platforms overview. This figure shows us what kind of social media most Indonesian citizens use in their daily lives



Source: datareportal.com

Figure 1 illustrates the types of social media platforms most frequently used by Indonesian citizens in their daily lives. According to the data, YouTube surpasses WhatsApp, Instagram, Facebook, and Twitter in popularity. As of January 2021, YouTube was the most-used social media platform, with 93.8% of Indonesian internet users aged 16 to 64 years engaging with it. In comparison, WhatsApp ranked second, utilized by 87.7% of the same demographic. Instagram, Facebook, and Twitter followed with usage rates of 86.6%, 85.5%, and 63.6%, respectively. This data indicates that YouTube has become the preferred social media platform for many individuals today. Moreover, the majority of internet users utilize YouTube for educational purposes or entertainment. According to Google, 57% of YouTube viewers seek entertainment content, while 86% use the platform to learn new things (Saputra, 2020). Consequently, YouTube serves a diverse range of user needs.

In Indonesia, YouTube is often used to watch content that was initially broadcast on television. Television networks now participate in content creation on YouTube by uploading previously aired TV programs, allowing viewers to watch shows they missed. This strategy enables television networks to generate substantial profits by leveraging both traditional and digital media. Content creators on YouTube, commonly referred to as YouTubers, have increasingly recognized the platform as a lucrative opportunity. Initially, only a small number of individuals pursued careers as YouTubers. However, in the current digital era, many people are attracted to this profession due to the potential earnings, which often exceed the regional minimum wage (Upah Minimum Regional, UMR) in various regions of Indonesia. As a result, there is intense competition among YouTubers to produce content across various genres, including food reviews, cartoons, gaming, movies, news, and more.

Indonesian YouTubers regularly watch the programming they miss on TV. TV uploads videos to YouTube so everyone can watch shows they don't have time for. With two media to produce money,

TV also profits greatly. YouTubers are social media influencers. Only a handful became YouTubers, but in this digital age, many perceive the chance to earn beyond the minimum wage in each Indonesian area (UMR). Many try to become YouTubers for such salaries. On YouTube, they compete to make eating videos, cartoons, games, movies, news, etc. After explaining the gap phenomenon of beauty vloggers or beauty YouTubers and past research gaps, it is worthwhile to study "Why is Beauty Youtuber so popular?"

A researcher creates research questions to analyze this study and find the driving characteristics of YouTube social media influencer marketing. Below are the research questions:

1. Do Beauty YouTubers' messages affect client engagement on YouTube? Which of these two message contents works best?
2. What impact does message content have on customer engagement on YouTube, mediated by video type and YouTuber expertise?

## 2. LITERATURE REVIEW

### 2.1. Recent Literature from Previous Research

Tables 1 and 2 provide an overview of these studies. This research tries to encounter, fill the gaps, and answer those unanswered questions or inconsistent results from previous studies. The researchers will use self-interest, expertise, emotional appeals, informational appeals, sponsorship disclosure, and Engagement as variables in this research.

### 2.2. User Generated Content (UGC)

The internet contains non-media self-created content (UGC). Social media platforms, including Facebook, YouTube, Twitter, and Instagram, circulated the content, influencing consumption. According to Hennig-Thurau et al. (2004), "Any excellent or negative comment made by potential, existing, or past consumers about a product or firm, which is made available to a variety of individuals and organizations via the internet."

Table 1: Antecedents variables

| Research                  | Independent variables (antecedents) |           |                   |                       |             |            |           |                 |  |                           |                         |
|---------------------------|-------------------------------------|-----------|-------------------|-----------------------|-------------|------------|-----------|-----------------|--|---------------------------|-------------------------|
|                           | UGC valence                         | Expertise | Emotional Appeals | Informational Appeals | Credibility | Experience | Anonymity | Active presence | High-arousal negative emotions (message) | Attitude toward community | Sponsorship disclosures |
| You and Joshi (2020)      | ✓                                   |           |                   |                       |             |            |           |                 |  |                           | ✓                       |
| Chapple and Cownie (2017) |                                     | ✓         |                   |                       | ✓           |            |           |                 |  |                           |                         |
| Ki et al. (2020)          |                                     | ✓         |                   |                       | ✓           |            |           |                 |  |                           |                         |
| Rietveld et al. (2020)    |                                     |           | ✓                 |                       |             |            |           |                 |  |                           |                         |
| Khan (2017)               |                                     |           |                   | ✓                     |             |            |           |                 |  |                           |                         |
| Hughes et al. (2019)      |                                     | ✓         |                   |                       | ✓           |            |           |                 |  |                           |                         |
| Tafesse and Wien (2018)   |                                     |           |                   |                       |             |            |           |                 |  |                           |                         |
| Dessart (2017)            |                                     |           |                   |                       |             |            |           |                 |  |                           | ✓                       |
| Kanuri et al. (2018)      |                                     |           |                   |                       |             |            |           |                 |  |                           | ✓                       |

### 2.3. Beauty YouTuber

YouTubers made videos for YouTube. A YouTuber who only uses YouTube channels, which agreed on subpages of YouTube (Jerslev, 2016). Himma-Kadakas et al. (2018) defined a YouTuber as someone who uploads videos regularly, gains popularity from YouTube, and has a loyal following. Regular posting distinguishes YouTubers from others who have never posted. Famous singers, models, and TV hosts renowned on YouTube are not YouTubers. The third criterion is the audience, which is essential to regular content production and publication. This study will examine one YouTuber kind. A beauty YouTuber, also known as a “beauty vlogger,” “beauty guru,” “beauty influencer,” or “Beautuber,” makes and publishes videos about cosmetics, fashion, hairstyling, nail art, and other beauty topics.

### 2.4. Message Appeals Toward Engagement

This study proposes informative and emotional message appeals. Both sorts should directly affect YouTube engagements. Many studies have examined the impact of informational and emotional appeals, with conflicting results. The inconsistent outcomes of emotional and informational demands create study gaps, so this research uses those two variables. According to Xiang et al. (2019), consumers are more persuaded by informative than emotional appeals. According to Lee and Heere (2018), informational appeals increase purchasing intention. Rietveld et al. (2020) found that informative and emotional appeals did not affect Instagram post comments and likes. This research produced and examined YouTube to see which was better: informative or emotional appeals—engagements to fix uneven results.

Informative ads helped clients make better purchases, according to Resnik and Stern (1977). Consumers value an ad that accurately portrays products (Andrews, 1989; Taylor et al., 2011). Informativeness affects consumer opinions of e-commerce websites, TV ads, and social media ads. Informative messages on social media would grab users’ attention, urge them to relate the ad with a positive image and motivate them to share it with their friends (Lee and Hong, 2016). Information appeals may reduce service purchase ambiguity (Stafford and Day, 1995), leading to a more positive evaluation.

Another study found that informational appeals may decrease client engagement. Informational appeals may conflict with brand loyalty (Muntinga et al., 2011). Informative appeals may raise suspicions of ulterior sales intents and activate systems to counter them, lowering their effectiveness (Verlegh et al., 2004). These consumers, who were interested in the brand and knowledgeable about a product, found social media product information worthless or unpleasant.

Emotional appeal persuades audiences using emotional material (Lee and Hong, 2016). Andrade and Cohen (2007) found that emotions can motivate and convince people to buy things. Earlier research by Andrade and Cohen (2007) found that emotions can persuade clients. They often shape customer attitudes and behaviour (Bagozzi et al., 1999; Rietveld et al., 2020). Swani et al. (2013) found that emotional content in advertising increases WOM. In their empirical investigation on the social network

**Table 2: Consequences variables**

| Research                  | Dependent variables (Consequences) |                    |                      |            |                           |                             |             |
|---------------------------|------------------------------------|--------------------|----------------------|------------|---------------------------|-----------------------------|-------------|
|                           | Customer acquisition               | Customer retention | Endorser credibility | Engagement | Social media performances | Competence need fulfillment | Uncertainty |
| You and Joshi (2020)      | ✓□                                 | ✓□                 |                      |            |                           |                             |             |
| Chapple and Cownie (2017) |                                    |                    | ✓□                   |            |                           |                             | ✓□          |
| Ki et al. (2020)          |                                    |                    |                      |            |                           | ✓□                          |             |
| Rietveld et al. (2020)    |                                    |                    |                      | ✓□         |                           |                             |             |
| Khan (2017)               |                                    |                    |                      | ✓□         |                           |                             |             |
| Hughes et al. (2019)      |                                    |                    |                      | ✓□         |                           |                             |             |
| Tafesse and Wien (2018)   |                                    |                    |                      |            | ✓□                        |                             |             |
| Dessart (2017)            |                                    |                    |                      | ✓□         |                           |                             |             |
| Kanuri et al. (2018)      |                                    |                    |                      | ✓□         |                           |                             |             |

WOM, a message with emotional content created 16 estimated mean Facebook Likes, while one without emotional content generated eight. A person without desire or cognitive ability would be persuaded by emotional appeals (Petty and Cacioppo, 1986). Alhabash et al. (2013) found powerful emotional messages online. As a result, the researchers propose hypotheses as follows:

H1: Informational message appeals have a more significant effect than emotional message appeals on generating engagement.

**2.5. Effect of Type of Sponsorship**

The sponsorship message makes social media users see the content as commercial and persuasive. Influencers can still attract clients by being a natural fit for an approved business because of the impact generated by sponsorship disclosure. According to studies on revealed buzz marketing (Carl, 2008), those informed before engagement had a positive or neutral reaction, whereas those informed after had a negative one. Karagür et al. (2021) found that informing Instagram users was advertising, impacting customer engagement. According to Verhellen et al. (2013), “the prominence of the placement [was] an indication of transparency and openness on behalf of the advertiser and the celebrity endorser.” Openness should significantly impact customer replies without expressly investigating the disclosure, underscoring the need for transparency or disclosure on YouTube. This study analyzes YouTube engagement-generating message appeals using sponsorship disclosures. Sponsorship disclosure improves a source’s dependability, authenticity, and competency, eliminating “self-interest” (Chapple and Cownie, 2017). Increasing a beauty vlogger’s reliability and authenticity would increase engagement.

Morgan and Hunt (1994) showed that opportunism decreases trust. Williamson (1975) calls opportunism “self-interest seeking with guile.” Self-interest hurts credibility and honesty, according to Martin (2014). On YouTube, people believed vloggers were paid to promote products. It was thought that opportunistic behaviour was as harmful as self-interest and that transparency mitigated this.

This study predicts that showing a sponsorship can reduce the risk. A YouTube sponsorship disclosure post could overcome the tendency to process information statistically under informational appeals. Based on the above explanations, the hypotheses will be formulated as follows:

H2a: When a post is valued as having Sponsorship disclosure,

the Informational message appeals are more effective than the emotional message appeals in generating engagement. H2b: When a post is valued as having Self-interest, the effects of generating engagement will be no significant differences between informational and emotional message appeals.

**2.6. Effect of Expertise**

Researchers believe that YouTubers who make content that showcases their knowledge will be seen as a human brand that meets their competency needs. Expertise encouraged product behaviour (McQuarrie and Phillips, 2014). According to some research, skill has inconsistent and minimal engagement effects. Hughes et al. (2019) found no effect of expertise on trial and awareness advertising trials. Blogger expertise had little impact on the final model with interaction effects. Expertise has recently received much attention in the literature as a moderator factor influencing consumer behaviour in many settings, affecting product preference and reaction during purchase and use. This illustrates that competence can moderate engagement.

According to Wang et al. (2008), persuasive influencers need competence. Early in the consumer decision journey, peripheral indicators like expertise will be given more attention (Hughes et al., 2019). Research suggests Expertise hopes to win viewers by providing clear answers about a product or brand in a YouTube post. Lower expertise should have the opposite impact. In the later stages of the consumer decision process, YouTubers with minimal experience alter customers’ behaviour. Based on the explanations above, the researcher postulates hypotheses as follows:

H3a: When a YouTuber shows high expertise in the YouTube post, the informative message appeal is more effective than the emotional message appeal in generating engagement.

H3b: When a YouTuber shows low expertise in the YouTube post, the effects in generating engagement will be no significant differences between informational and emotional message appeals.

**3. METHODS**

Both causal associative and quantitative research are used in this study. According to Sugiyono (2008), causal associative research examines the relationship between independent factors (X) and dependent variables (Y). In this work, quantitative research is

used. Four model variables operate. Independent variable: message appeals; moderating variables: type of sponsorship and expertise; dependent variable: YouTube interaction.

Informational and emotive Message appeals will be defined to test H1. In addition, 2x2 subject impact analysis will reveal the dependent variable's independent-moderating variable interaction. Message appeals and Type of Sponsorship, Message appeals and Expertise will be projected as 2 (Informative, Emotional) x 2 (Sponsorship Disclosures, Self Interest), and 2 (Informative, Emotional) x 2 (High, Low) to test H2 and H3.

Indonesian beauty Youtubers, Gurus, and Vloggers are the study's population. This investigation used 800 YouTube videos from Indonesian beauty YouTubers.

For the population sample count, specialists created computations and reference tables. The number of samples of message appeals, type of sponsorship, expertise, and engagement are unknown in this study. Thus, the Lemeshow formula for an unknown population is used to get the minimum number of samples (Levy and Lemeshow, 2013). The formula above yields 384.16 = 384 data for n. This study has 384 samples minimum. This study will use 400 samples for each emotional and informative message appeal. So, 800 beauty YouTuber videos will be sampled. The total number of pieces will be extensively observed to assess the importance of

study variables such as message appeals, sponsorship, expertise, and engagement. The researcher collected the data for this research was on September 2021.

This study relies on secondary data. Secondary info comes from YouTube. Many beauty vloggers, Youtubers, and beauty gurus observe data when creating YouTube videos.

An independent t-test, Wilcoxon Test, and MANOVA sample will evaluate and analyze the model. The researcher should use an Independent sample t-test, Warcoxon, ANOVA, and MANOVA to determine the causal influence of message appeals on YouTube Engagement and the moderating effects of the type of video and youtube expertise.

Table 3 will show information about variables, dimensions, definitions, and measurements of each variable used in this study:

### 4. RESULTS

Based on Table 4, we can see how many videos each Beauty YouTuber has if we categorize and compare them based on message appeals, type of sponsorship, video awareness, and expertise. If we take a look at the total number in each category, we can see sponsorship disclosures are superior to Self Interest (556

**Table 3: Variable measurement**

| Variables                     | Dimensions                 | Measurements  | References   |
|-------------------------------|----------------------------|---|--|
| Message appeals               | 1. Informational           | Categorical: A post with informative appeals refers to a post that provides factual evidence, testimonials on the product, and detailed information about the product. The YouTuber use rational and logical arguments. It will be categorized as 1.  | (Dens and De Pelsmacker, 2010)   |
|                               | 2. Emotional               | Categorical: A post with an emotional message appeal refers to a post that only shows the YouTuber's feelings or emotions toward the products to attract an audience without showing any factual evidence or testimonial in the YouTube video. It will be categorized as 2.   | (Armstrong <i>et al.</i> , 2014; Goldberg and Gorn, 1987)                                      |
| Type of sponsorship           | 1. Sponsorship disclosures | Categorical posts valued as Sponsorship Disclosure are when YouTubers explicitly, directly, and honestly tell the audience about the commercial content in the video and use hashtags like "#brand name" or "#ad" to reveal their product endorsements. A specific URL or discount code is linked to the YouTuber. It will be categorized as 1.   | (Jin and Muqaddam, 2019; Rozendaal <i>et al.</i> , 2011; Stewart, 2017)                        |
|                               | 2. Self-Interest           | Categorical: Posts valued as having self-interest are when YouTubers just talk about the content of the video without any commercial content. Ex: only review the products, and the YouTubers buy the products themselves. It will be categorized as 2.   | (Martin, 2014; Williamson, 1975)   |
| Expertise                     | 1. High                    | Categorical: A Post is valued as having High Expertise when the YouTuber can explain the quality and the features of products, has high knowledge about product information, and the information has high credibility, not just general information about the products. Another criterion for high expertise is that YouTubers have careers as professional experts or beauty enthusiasts. It will be categorized as 1. | (Batres <i>et al.</i> , 2021; Bhatia, 2018; Goldsmith <i>et al.</i> , 2000; Infographic, 2021) |
|                               | 2. Low                     | Categorical: Posts are valued as having low expertise when the YouTuber shows low knowledge about the features of the products, low competence, and low credibility of the information resources. Another criterion for Low Expertise is a YouTuber's career act as a Famous Figure. It will be categorized as 2.   | (Ferrari, 2016; Goldsmith <i>et al.</i> , 2000)  |
| Customer (YouTube) Engagement | 1. Post Likes              | Count: The total number of post likes in each video from Beauty YouTubers or beauty vloggers.   | (Khan, 2017)   |
|                               | 2. Post Dislikes           | Count The total number of post dislikes in each video from Beauty YouTubers or Beauty Vloggers.   | (Khan, 2017)   |
|                               | 3. Post Comments           | Count The total number of comments in each video from Beauty YouTubers or Beauty Vloggers.  | (Khan, 2017)   |

**Table 4: Number of videos each YouTuber per category**

| No | YouTubers name | Message appeals |           | Type of Sponsorship     |               | Expertise |     |
|----|----------------|-----------------|-----------|-------------------------|---------------|-----------|-----|
|    |                | Informational   | Emotional | Sponsorship disclosures | Self-interest | High      | Low |
| 1  | Tasya Farasya  | 92              | 28        | 65                      | 55            | 58        | 62  |
| 2  | Suhay Salim    | 177             | 39        | 169                     | 47            | 145       | 71  |
| 3  | Rachel Goddard | 43              | 65        | 75                      | 33            | 64        | 44  |
| 4  | Indira Kalista | 20              | 40        | 39                      | 21            | 32        | 28  |
| 5  | Kiara Leswara  | 16              | 70        | 55                      | 31            | 55        | 31  |
| 6  | Abel Cantika   | 5               | 17        | 19                      | 3             | 11        | 11  |
| 7  | Linda Kayhz    | 1               | 8         | 9                       | 0             | 5         | 4   |
| 8  | Sarah Ayu      | 1               | 7         | 6                       | 2             | 6         | 2   |
| 9  | Fatya Biya     | 45              | 126       | 119                     | 52            | 89        | 82  |
|    | Total          | 400             | 400       | 556                     | 244           | 465       | 335 |

Source: Secondary data processed, 2021

**Table 5: ANOVA test**

| Source         | ANOVA          |     |             |        |       |
|----------------|----------------|-----|-------------|--------|-------|
|                | Sum of squares | df  | Mean square | F      | Sig.  |
| Ln_PL          |                |     |             |        |       |
| Between groups | 92.95          | 6   | 15.492      | 99.840 | 0.000 |
| Within groups  | 120.253        | 775 | 0.155       |        |       |
| Total          | 213.202        | 781 |             |        |       |
| Ln_PD          |                |     |             |        |       |
| Between groups | 44.375         | 6   | 7.396       | 38.702 | 0.000 |
| Within groups  | 148.101        | 775 | 0.191       |        |       |
| Total          | 192.476        | 781 |             |        |       |
| Ln_Comm        |                |     |             |        |       |
| Between groups | 37.542         | 6   | 6.257       | 48.783 | 0.000 |
| Within groups  | 99.402         | 775 | 0.128       |        |       |
| Total          | 136.944        | 781 |             |        |       |

Source: Secondary data processed, 2022 (SPSS)

**Table 6: MANOVA Test for message appeals on customer engagement moderated by expertise (test of between-subjects effects)**

| Source                     | Dependent Variable | Type III Sum of Squares | df  | Mean Square | F         | Sig.  |
|----------------------------|--------------------|-------------------------|-----|-------------|-----------|-------|
| Corrected Model            | Post. Like         | 53.022 <sup>a</sup>     | 3   | 17.674      | 78.849    | 0.000 |
|                            | Post. Dislikes     | 28.843 <sup>b</sup>     | 3   | 9.614       | 42.536    | 0.000 |
|                            | Comments           | 26.695 <sup>c</sup>     | 3   | 8.898       | 56.656    | 0.000 |
| Intercept                  | Post. Like         | 11133.293               | 1   | 11133.293   | 49669.038 | 0.000 |
|                            | Post. Dislikes     | 2833.175                | 1   | 2833.175    | 12534.539 | 0.000 |
|                            | Comments           | 5150.371                | 1   | 5150.371    | 32792.302 | 0.000 |
| Message Appeals            | Post. Like         | 17.361                  | 1   | 17.361      | 77.454    | 0.000 |
|                            | Post. Dislikes     | 7.881                   | 1   | 7.881       | 34.867    | 0.000 |
|                            | Comments           | 10.63                   | 1   | 10.63       | 67.68     | 0.000 |
| Expertise                  | Post. Like         | 0.034                   | 1   | 0.034       | 0.152     | 0.697 |
|                            | Post. Dislikes     | 0.326                   | 1   | 0.326       | 1.444     | 0.230 |
|                            | Comments           | 0.007                   | 1   | 0.007       | 0.045     | 0.833 |
| Expertise* message appeals | Post. Like         | 26.431                  | 1   | 26.431      | 117.917   | 0.000 |
|                            | Post. Dislikes     | 16.236                  | 1   | 16.236      | 71.833    | 0.000 |
|                            | Comments           | 11.462                  | 1   | 11.462      | 72.976    | 0.000 |
| Error                      | Post. Like         | 178.423                 | 796 | 0.224       |           |       |
|                            | Post. Dislikes     | 179.919                 | 796 | 0.226       |           |       |
|                            | Comments           | 125.02                  | 796 | 0.157       |           |       |
| Total                      | Post. Like         | 11769.313               | 800 |             |           |       |
|                            | Post. Dislikes     | 3134.161                | 800 |             |           |       |
|                            | Comments           | 5496.72                 | 800 |             |           |       |
| Corrected total            | Post. Like         | 231.445                 | 799 |             |           |       |
|                            | Post. Dislikes     | 208.763                 | 799 |             |           |       |
|                            | Comments           | 151.715                 | 799 |             |           |       |

a. R squared=0.229 (adjusted R squared=0.226)

b. R squared=0.138 (adjusted R squared=0.135)

c. R squared=0.176 (adjusted R squared=0.173)

Source: Secondary data processed, 2021

**Table 7: Test of homogeneity of variances**

| Source                                   | Levene statistic | df1 | df2     | Sig.  |
|--|------------------|-----|---------|-------|
| Post. Like                               |                  |     |         |       |
| Based on mean                            | 0.447            | 1   | 798     | 0.504 |
| Based on median                          | 1.046            | 1   | 798     | 0.307 |
| Based on the median and ith adjusted df  | 1.046            | 1   | 728.001 | 0.307 |
| Based on trimmed mean                    | 0.706            | 1   | 798     | 0.401 |
| Post. Dislikes                           |                  |     |         |       |
| Based on mean                            | 1.906            | 1   | 798     | 0.168 |
| Based on median                          | 0.702            | 1   | 798     | 0.402 |
| Based on the median and with adjusted df | 0.702            | 1   | 413.934 | 0.402 |
| Based on trimmed mean                    | 0.709            | 1   | 798     | 0.400 |
| Comments                                 |                  |     |         |       |
| Based on mean                            | 3.899            | 1   | 798     | 0.049 |
| Based on median                          | 1.057            | 1   | 798     | 0.304 |
| Based on median and with adjusted df     | 1.057            | 1   | 504.455 | 0.304 |
| Based on trimmed mean                    | 1.516            | 1   | 798     | 0.219 |

Source: Secondary data processed, 2021 (SPSS)

**Table 8: Normality test**

| Source        | Kolmogorov-Smirnov |     |       |
|---------------|--------------------|-----|-------|
|               | df                 |     | Sig.  |
| Post likes    | 0.059              | 800 | 0.000 |
| Post dislikes | 0.028              | 800 | 0.157 |
| Post comment  | 0.031              | 800 | 0.065 |

Source: Secondary data processed, 2021 (SPSS)

**Table 9: Wilcoxon signed-rank test and independent t-test (the differences between informational and emotional message appeals on customer engagement)**

| Source       | Message appeals |           | Wilcoxon value and t Statistics | Sig.  |
|--------------|-----------------|-----------|---------------------------------|-------|
|              | Informational   | Emotional |                                 |       |
| Post like    | n=400           | n=400     | 127977                          | 0.000 |
|              | 3.980           | 3.615     |                                 |       |
| Post dislike | n=400           | n=400     | 6.982                           | 0.000 |
|              | 2.0348          | 1.7897    |                                 |       |
| Comment      | n=400           | n=400     | 9.416                           | 0.000 |
|              | 2.7225          | 2.447     |                                 |       |

Source: Secondary data processed, 2021

videos > 244 videos), High Video Awareness is Superior to Low Video Awareness (569 videos > 231 videos), and High Expertise more superior than Low Expertise (465 videos > 335 videos).

Due to a large data gap, we omit Linda Kayhz and Sarah Ayu from the One-Way ANOVA analysis, as indicated in Table 5. We analyze video data from 7 YouTubers. Table 6 shows a significant difference in post likes between informational and emotional message appeals ( $P < 0.05$ ,  $F = 98.055$ ). The interaction between message appeals and customer engagement as post dislikes yields 0.000 ( $P > 0.05$ ) and  $F = 45.555$ , indicating that informational and emotional message appeals have different post dislikes. Statistical significance (0.000,  $P < 0.05$ ) and  $F 82.341$  indicate a substantial change in post comments between informational and emotional message appeals after consumer participation.

According to the explanations above, each beauty YouTuber performs the same informational and emotional message content to gain social media engagement on YouTube.

### 4.1. Homogeneity Test

Independent Samples T Test and Wilcoxon Signed-Rank Test need the assumption of variance homogeneity, which means that both groups have the same variance. When you perform an independent samples t-test, SPSS automatically includes a test for variance homogeneity called Levene’s Test. The hypotheses for Levene’s test are:

$H_0$  = Data in the research have the same variance (homogeneity), sig. level  $> 0.05$

$H_1$  = Data in the research have different variance (heterogeneous), sig. level  $< 0.05$

According to Table 7, we can see that the significance level of post likes, post dislikes, and post comments is more than 0.05 ( $P > 0.05$ ;  $P > 0.05$ ;  $P > 0.05$ ), which indicates that  $H_0$  is accepted. Because the significant value  $> 0.05$  means that the data comes from the same variance or population. Therefore, this study does not have a homogeneity problem.

### 4.2. Normality Test t

Table 8 shows that this research uses logarithmic data. If the sig value is  $> 0.05$ , it is considered regularly distributed. Post-dislikes and comments have sig values  $> 0.05$ , indicating normal distribution, while post-likes have sig values  $< 0.05$ , indicating non-normal distribution. Thus, the post like difference test will utilize the non-parametric Wilcoxon Signed-Rank method, whereas post dislikes and comments will employ the parametric Independent T-test.

### 4.3. Wilcoxon Signed-Rank Test and Independent T Test

Table 9 shows that consumer engagement in informational and emotional message films varies greatly. Significant differences were seen in post likes, dislikes, and comments ( $P < 0.05$ ). The mean value of each dependent variable can determine the most essential message-appealing type. Table 6 shows such data. Post likes (4.135 > 4.006), dislikes (2.565 > 2.258), and comments (2.824 > 2.807) show that informational material is more common than emotional content. The study found 100% consistency and meaningful results in three dependent variables. Thus,  $H_1$ —that informational message appeals generate more engagement than emotional message appeals—is validated.

**Table 10: MANOVA test for message appeals on customer engagement moderated by type of sponsorship (test of between-subjects effects)**

| Source                               | Dependent Variable | Type III Sum of Squares | df  | Mean Square | F         | Sig.  |
|--------------------------------------|--------------------|-------------------------|-----|-------------|-----------|-------|
| Corrected model                      | Post. Like         | 38.681 <sup>a</sup>     | 3   | 12.894      | 53.243    | 0.000 |
|                                      | Post. Dislikes     | 24.555 <sup>b</sup>     | 3   | 8.185       | 35.369    | 0.000 |
|                                      | Comments           | 22.296 <sup>c</sup>     | 3   | 7.432       | 45.710    | 0.000 |
| Intercept                            | Post. Like         | 9763.193                | 1   | 9763.193    | 40316.076 | 0.000 |
|                                      | Post. Dislikes     | 2453.162                | 1   | 2453.162    | 10600.634 | 0.000 |
|                                      | Comments           | 4518.469                | 1   | 4518.469    | 27791.004 | 0.000 |
| Message appeals                      | Post. Like         | 12.307                  | 1   | 12.307      | 50.819    | 0.000 |
|                                      | Post. Dislikes     | 3.308                   | 1   | 3.308       | 14.295    | 0.000 |
|                                      | Comments           | 6.828                   | 1   | 6.828       | 41.995    | 0.000 |
| Type of sponsorship                  | Post. Like         | 0.972                   | 1   | 0.972       | 4.012     | 0.046 |
|                                      | Post. Dislikes     | 0.034                   | 1   | 0.034       | 0.148     | 0.701 |
|                                      | Comments           | 0.400                   | 1   | 0.400       | 2.462     | 0.117 |
| Type of sponsorship *Message appeals | Post. Like         | 10.763                  | 1   | 10.763      | 44.444    | 0.000 |
|                                      | Post. Dislikes     | 12.405                  | 1   | 12.405      | 53.606    | 0.000 |
|                                      | Comments           | 6.541                   | 1   | 6.541       | 40.229    | 0.000 |
| Error                                | Post. Like         | 192.764                 | 796 | 0.242       |           |       |
|                                      | Post. Dislikes     | 184.208                 | 796 | 0.231       |           |       |
|                                      | Comments           | 129.420                 | 796 | 0.163       |           |       |
| Total                                | Post. Like         | 11769.313               | 800 |             |           |       |
|                                      | Post. Dislikes     | 3134.161                | 800 |             |           |       |
|                                      | Comments           | 5496.720                | 800 |             |           |       |
| Corrected total                      | Post. Like         | 231.445                 | 799 |             |           |       |
|                                      | Post. Dislikes     | 208.763                 | 799 |             |           |       |
|                                      | Comments           | 151.715                 | 799 |             |           |       |

a. R Squared=0.167 (adjusted R squared=0.164)

b. R Squared=0.118 (adjusted R squared=0.114)

c. R Squared=0.147 (adjusted R squared=0.144)

Source: Secondary data processed, 2021

**Table 11: The differences between message appeals and type of sponsorships on customer engagement**

| Engagement   | Type of Sponsorship | Message Appeals |                 | F       | Sig   |
|--------------|---------------------|-----------------|-----------------|---------|-------|
|              |                     | Informational   | Emotional       |         |       |
| Post like    | Sponsor disclosure  | n=289<br>4.029  | n=267<br>3.5061 | 147.531 | 0.000 |
|              | Self interest       | n=111<br>3.8523 | n=133<br>3.8347 | 0.089   | 0.765 |
| Post dislike | Sponsor disclosure  | n=289<br>2.1062 | n=267<br>1.6948 | 96.349  | 0.000 |
|              | Self interest       | n=111<br>1.8491 | n=133<br>1.9803 | 5.128   | 0.024 |
| Comment      | Sponsor disclosure  | n=289<br>2.7637 | n=267<br>2.3654 | 121.522 | 0.000 |
|              | Self interest       | n=111<br>2.6154 | n=133<br>2.6111 | 0.009   | 0.924 |

Source: Secondary data processed, 2021

**Table 12: The Differences between message appeals and expertise in customer engagement**

| Engagement   | Expertise | Message appeals |                 | F       | Sig   |
|--------------|-----------|-----------------|-----------------|---------|-------|
|              |           | Informational   | Emotional       |         |       |
| Post like    | High      | n=204<br>4.1561 | n=261<br>3.4812 | 208.895 | 0.000 |
|              | Low       | n=196<br>3.7967 | n=139<br>3.8673 | 2.152   | 0.143 |
| Post dislike | High      | n=204<br>2.1983 | n=261<br>1.7026 | 108.871 | 0.000 |
|              | Low       | n=196<br>1.8647 | n=139<br>1.9533 | 3.529   | 0.061 |
| Comment      | High      | n=204<br>2.8458 | n=261<br>2.3639 | 150.591 | 0.000 |
|              | Low       | n=196<br>2.5942 | n=139<br>2.6033 | 0.052   | 0.821 |

Source: Secondary data processed, 2021



According to Table 10's MANOVA test results, factors interact differently. Message appeals significantly impact customer engagement, with a statistical significance of 0.000 ( $P < 0.05$ ) and  $F$  (50.819; 14.295; 41.995), indicating a distinction between informational and emotional appeals.

The primary effect of type sponsorship on consumer interaction is post likes (0.046,  $F = 4.012$ ). It appears that brand value affects post likes. The main effect of type sponsorship on customer engagement as post dislikes and post comments shows the statistical significance of 0.701 and 0.117, and  $F$  0.148 and 2.462, indicating low relevance.

The interaction effect of message appeals and type sponsorship on post likes, dislikes, and comments is significant (0.000,  $F = 44.444$ , 53.606, and 40.229). Message appeals and type sponsorship varied significantly—finally, the sponsorship type moderates message appeals and client involvement.

In terms of sponsored and self-interested videos, this study employed MANOVA pairwise comparison to identify which informational or emotional content message engages consumers more. The pairwise comparison analysis results are in Table 11:

A pairwise comparison table can demonstrate if two groups within a group differ significantly. In the sponsorship disclosure or self-interest group, paired comparison testing can indicate differences in customer engagement in informative and emotional message appeals. Significant differences are indicated by sig.  $< 0.05$  (5% significance threshold). This means showing which is most important.

In Table 11, a sponsorship disclosure indicates a significant difference in post likes ( $P < 0.05$ ), dislikes ( $P < 0.05$ ), and comments ( $P < 0.05$ ) for message appeals (informational and emotional). A self-interested video does not affect customer engagement for informational and emotional message appeals, but post likes and comments do. Significant differences in post-dislike for informational and emotional message appeals ( $P < 0.05$ ) relate to self-interest videos.

According to Table 11, sponsorship disclosure type combined with informational and emotional message appeals significantly affects post likes, dislikes, and comments ( $F = 147.531$ , 96.349, 121.522),  $P = 0.000$ ). Sponsorship disclosure type combined with informational message appeals in post likes, dislikes, and comments ( $M = 4.029$ ,  $M = 2.1062$ , and  $M = 2.7637$ ) has a more significant impact on customer engagement than emotional message appeals ( $M = 3.506$ ,  $M = 0.6948$ ,  $M = 2.3654$ ). Regarding post likes and post comments, the self-interest type is not significantly different from informational and emotional message appeals ( $P > 0.05$ ). The post-dislike effects of self-interest type mixed with informational and emotional message appeals are substantial ( $P > 0.05$ ). Thus, post dislikes differ between self-interest types regarding informational and emotional message appeals.

As shown above, H2a stated that informational message appeals are more effective than emotional message appeals in boosting

customer engagement when a beauty YouTuber video has sponsorship disclosure. H2b, which states that informative and emotional message appeals generate client engagement equally, is somewhat supported.

The MANOVA test in Table 6 shows that message appeals have a significant impact on customer engagement, with a statistical significance of 0.000 ( $P < 0.05$ ) and  $F$  (77.454; 34.867; 67.68) for informational and emotional appeals. The main effect of expertise on customer engagement as post likes, dislikes, and comments is insignificant, with  $R^2 = 0.697$ , 0.230, and 0.833 and  $F = 1.444$ , 0.045.

The interaction effect of message appeals and expertise on post likes, dislikes, and comments is significant (0.000,  $F$  117.917, 71.833, and 72.976). Message appeals and expertise vary greatly. Expertise moderates message appeals and customer involvement.

Depending on expertise, this study compares informational and emotional content messages to evaluate which engages customers better. Table 12 displays test results accordingly:

Table 12 indicates that high expertise leads to significant variations in engagement metrics, including post likes, dislikes, and comments, in the message appeals group, whether informative or emotional. Novice YouTubers ignore this. Involvement metrics, including post likes, dislikes, and comments, do not significantly differ in promoting consumer involvement in factual or emotional messages ( $P < 0.05$ ).

Table 12 shows that high competence paired with informational and emotional message appeals significantly affects post likes, dislikes, and comments ( $F = 208.895$ , 108.871, 150.591,  $P = 0.000$ ). High expertise paired with informative message appeals (post likes, dislikes, and comments) has a more significant impact on consumer engagement than high expertise combined with emotional message appeals ( $M = 3.4812$ ,  $M = 1.7026$ ,  $M = 2.3639$ ). The effects of low expertise combined with informational and emotional message appeals on post likes, dislikes, and comments are insignificant ( $P > 0.05$ ), indicating that self-interest type does not affect these appeals. According to the study, informational message appeals are more effective than emotional appeals in engaging consumers when a YouTuber exhibits excellent competence. This supports hypothesis H3a. Since a YouTuber's competence is poor, informational and emotional message appeals create customer engagement equally.

## 5. DISCUSSION AND CONCLUSION

In this study, informed message appeals increased consumer engagement more than emotional ones. According to these studies, complete YouTube messaging boosts consumer engagement. This study supports (Xiang et al., 2019) that informative appeals convinced more buyers than emotional appeals. Additional informational message appeals in beauty vlogger videos can boost purchase intention (Rietveld et al., 2020). Informational appeal improves product qualities, efficiency, value, and performance, as Armstrong et al. (2014) discovered. Product knowledge marketing

uses information transfer to influence consumers (Berger and Milkman, 2012). Since today's customers care more about product safety, this message delivery benefits beauty products. Indonesia's BPOM found 48 thousand illegal cosmetics with harmful substances in the first quarter of 2020. After situations like these, consumers must be savvy when choosing beauty products. One way to do so is to read beauty vlogger reviews.

YouTubers use logical reasoning or factual evidence to persuade the target audience by offering product quality benefits, testimonials, performance, value, and other important product information through informative message appeals (Dens and De Pelsmacker, 2010). In this study, informed messages have a more significant influence on consumer engagement than emotive messages.

According to empirical studies, sponsorship type moderates the relationship between message appeals and customer involvement. Almost-moderate sponsorship moderation. Through this mediation, a moderating variable (Type of Sponsorship) and its interaction (Type of Sponsorship\*message appeals) can significantly affect DV (Dependent Variable) (Hair, 2009). Accordingly, choosing the right video style will improve message appeals and consumer engagement. This study tested several messaging appeals and sponsorship types to see which had the best customer engagement. This research shows that the most engaging sponsorship disclosure videos are educational, whereas the least engaging are emotive.

In line with Chapple and Cownie (2017), implicit Sponsorship disclosure can increase a source's reliability, authenticity, and competency, boosting credibility and minimizing "self-interest." According to this research, beauty YouTubers publish videos with sponsorship or tell viewers that brands or online retailers sponsored them. It boosts YouTuber credibility. Those elements boost informational message appeals and customer engagement, leading to higher concentration.

Martin (2014) validated these findings by saying self-interest hurts trustworthiness and honesty. Due to this, opportunistic behaviour is thought to harm self-interest, and disclosure is believed to help.

In this study, expertise moderated consumer engagement. Because direct client engagement is insignificant, expertise modifies only. Barnett White (2005), Matzler et al. (2007), and Thompson et al. (2005) have lately called attention to knowledge as a mediator of consumer behaviour in numerous scenarios. This affects product preference and interaction throughout purchase and use. Experience may help moderate engagement.

McQuarrie and Phillips (2014) found that when Social Media Influencers (SMIs) share professional knowledge of fashion, beauty, or home decor on social media, followers are more likely to see it as their expertise rather than just their statements. More competent or expert Youtubers boost message appeals and engagement. Since customers assume a beauty YouTuber with a lot of experience knows enough about beauty products, they will tell the audience the essential facts on product packaging and research other product substances, potentially giving buyers new information. Beginning with ingredient comparisons, beauty

YouTubers compare products. Better, more detailed, and educated information should help customers understand and use what they buy. YouTubers' expertise will increase the impact of message appeals on customer engagement in terms of post likes, dislikes, and comments because everyone has different preferences for beauty products like skincare and makeup and beauty tools like hairdryers, hair straighteners, makeup brushes, etc.

These findings suggest that Indonesian beauty product consumers believe YouTubers should be experts on their content and how to convey it. For YouTubers with high and low skills, this study shows how the paired comparison test engages customers. In the example, highly informative message appeal expertise maximizes engagement, while highly expertise with emotional message appeal works the least. Based on these data, the Indonesian market continues to value YouTuber expertise. YouTubers advise on makeup, beauty, careers, and more.

This research has determined the most feasible factors driving social media influencer marketing effectiveness on YouTube: Beauty Vloggers as message appeals, Type of Sponsorship, and Expertise. The result of the first hypotheses test clarifies that H1 is supported, H2a is supported, H2b is partially supported, H3a is supported, and H3b is supported.

This research has limitations and offers future research opportunities. This research only collects quantitative secondary data by direct observation on YouTube, which implies it is not thorough. Second, only Indonesian beauty vloggers are studied. Third, this study uses 800 random samples. The issue may be bias. Fourth, this researcher lacks the knowledge and skills to conduct thorough research. Fifth, the research has less references. Sixth, this research fails to measure client participation on social media, especially YouTube. Therefore, future research must find a reliable customer engagement measure. In conclusion, the researcher lacks research experience.

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