

The Effect of Follower Involvement and Follower Engagement on The Intention of Use of Beauty Product Brands with Variables Mediation of Trust, Brands Love and Self Connection

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Abstract: *The development of information technology has changed the way of life of humans. Youtube allows marketers to reach consumers directly that channels the electronic word of mouth (eWOM) and provides information about the brand more broadly. This research aims to investigate the relationship between Follower' involvement and engagement with Beauty Vloggers and their intention to use the brands. The study also examines the mediating roles of self-connection, brand love, and trust. The data was collected from an online survey of 325 youtube Follower. Structural models were tested by covariance-based structural equation modeling using Lisrel software. The study found that involvement and engagement positively influence followers' intention to use the brand. The study also found that followers' engagement is enhanced by self-connection, love, and trust in the beauty vlogger. The study implies that the companies should choose a beauty vlogger with similar feelings and interests with the Follower and the brand endorsed.*

Keywords: Youtube, Electronic word of mouth, Beauty vlogger, Follower, Engagement, Involvement, Self connection, Trust, Brand love, Use Intention

1. Introduction

Currently, the evolution of information technology development is the cause of globalization. At this time, the era of information technology has reached the digital age. The result of technology affects humans' way of life, with the advent of modern computer technology's sophistication, especially smartphones that can provide high mobility for humans in carrying out their lives (Balasubramanian et al., 2002). One of the factors that cause smartphones to have high mobility is the emergence of new communication technology in social media. According to (Filo et al., 2015), social media is a broad set of tools to enable marketers to reach their consumers directly. Social media changes the way a product communicates with consumers. Social media can be a means of recommendation for consumers when they want to buy a particular brand in a product. As social media evolves, digital influencers get better opportunities to interact with their fans (Kowalczyk, C. M. and Pounders, 2016) forming a point of interaction where values combine between consumers, influencers, and brands (Hinson et al., 2019). Online social media provides a cybrid space that allows consumers to build new forms of integration with other actors, thereby expressing their engagement (Mangold & Faulds, 2009). With the support of other users in the online brand community that has been set up on the network, the Consumer may recommend goods, vent frustrations, offer feedback, persuade and strong doubts, or he can even click likes on popular media pages such as Facebook (Yusuf et al., 2018).

In 2021 internet users in the world reach 4.66 billion people, with the number of users who actively use social media of 4.2 billion people (up 13% from the previous year), while in Indonesia, internet users in 2021 reached 202.6 million people with 170 million active users using social media (up 6.3% from the previous year) (Banyumurti, 2021). According to Banyumurti, (2021), Indonesia has one of the largest digital audiences globally, which is good news for businesses planning to market their offerings through social media. Indonesian social media users are not only large but also active in using them. The average Indonesian spends 3 hours and 14 minutes logging into social media every day. In comparison, the global average is 2 hours and 22 minutes. In the data generated by Banyumurti (2021), there are 5 of the most popular social media platforms widely used in Indonesia, namely YouTube, WhatsApp, Facebook, Instagram, and Line.

According to data published by Banyumurti (2021), it shows that the use of YouTube in Indonesia increased with YouTube users in that year, amounting to 93,8% of the total social media users. Youtube is defined as one of the service providers serving advertisements and content in the form of videos. According to (Lee & Watkins, 2016), YouTube is a content community that allows users to upload, view, share and comment on videos on the site. Influencers create, record, and upload videos about their lives and personal products (brands) or services. YouTube provides a space where discussions about brands and products can be held (Keryova, 2020). From these backgrounds, researchers are interested in taking the type of social media platform Youtube because the development and increase of Youtube users in Indonesia continue to increase.

On Youtube, there are groups of people who create engaging content and have a large following, commonly referred to as YouTubers or influencers. According to (Kowalczyk, C. M. and Pounders, 2016) an influencer is someone who can influence society because they are considered essential and attractive in a particular community. YouTubers produce and share content that actively affects the internet community, leading to solid relationships with their peers and companies that refer to their videos in implementing new market strategies (Jayasingh, 2019). Because YouTubers have a reasonably large capacity to produce content viewed by millions of people (Freeman & Chapman, 2007), this work investigates YouTubers' ability to generate engagement and brand-use intent on their followers. Engagement represents the intensity of consumer behavior's manifestation towards a brand or company that occurs in a context that extrapolates the buying situation (Calder et al., 2009). Consumers involved defend and recommend the company and its brands, make positive statements about the use of products or services, share their experiences with brands, organize themselves in the brand community, contribute to the development of new products and services, and participate in various company-sponsored activities, such as sports competitions among other activities (Hollebeek & Chen, 2014). This engagement positively impacts a company, such as improved financial results (Kumar & Pansari, 2015). In this perspective, researchers have devoted considerable attention to the development and testing of models linking engagement with loyalty and brand use intention (So et al., 2016). In this context, consumers who engage with YouTubers should respond positively to their indications and examples because consumers can develop or increase the use of brands advertised or consumed by them. Researchers are interested in researching the engagement of YouTubers and their followers, commonly referred to as Follower from these backgrounds.

According to (Corrêa et al., 2020) in their research entitled "The influence of YouTubers on followers' use intention," it examines the relationship of engagement between followers and YouTubers to use intention. The results obtained show that the engagement of followers to

influencers affects a product brand's use intention. The engagement that Follower make with YouTubers as a relevant channel for advertising and promoting brands, this engagement is used as a marketing communication instrument that influences a product brand's use intention process. In this engagement process, customers can understand the extent to which they trust, love, and identify themselves with their favorite YouTubers. It shows a range of marketing communication possibilities for the brand to choose the most suitable YouTuber to communicate with them. When the content, style, and approach provided by YouTubers are comfortable and ideal for customers, customers will consider themselves part of the YouTuber, so that what YouTubers use will be followed by their Follower.

Based on the above background and the results of research (Corrêa et al., 2020) this research wants to focus on a different object, namely the beauty vlogger on YouTube. The beauty vlogger object is in line with information technology and social media development, resulting in increasing professional choice. Vlogger is a new profession born as a form of the development of information technology and social media. One type of vlogger whose number of impressions continues to increase is the beauty vlogger. Video content created by professional beauty vloggers is related to beauty, such as makeup, tips, tutorials, tricks, and others (Mariezka et al., 2018). Based on data obtained from [statista.com](https://www.statista.com), content closely related to beauty content reached more than 59 billion views in 2016, and popular types of YouTube beauty content include DIY (do it yourself) tutorials and videos, haul videos, and reviews. As of June 2016, more than 5.3 million beauty videos have been published on the youtube video platform. This data supports the current phenomenon, namely the number of women who make beauty vloggers a profession. Beauty videos are big business on YouTube. In 2018, beauty-related content generated more than 169 billion views on the video platform, with a very significant increase from 2017's 65 billion views watched on the YouTube platform.

This study aims to explain the relationship between Follower' engagement with Beauty vloggers and the influence on intention to use the brands they advertise or use. This research seeks to clarify the relationship between Follower interaction with beauty vlogger and their choice to use the brand they promote or use, and further Follower and beauty vlogger will evaluate this relationship indirectly by using Trust, Self-connection, and brand love as mediators and involvement as an antecedent variable.

2. Literature Review

Follower Engagement and Involvement

The concept of engagement has been studied in various disciplines including organizational behavior, psychology, sociology and political science. Various forms of engagement (e.g. employee engagement, civic engagement, consumer engagement, etc.), Brodie et al. (2011) emphasized that engagement is a form of social and interactive behavior which can be defined as a transitive state developed over time in a relevant engagement process. Engagement also relates to an individual person who is involved with a brand (whether a product or person), advertisements or communication media such as websites (Gambetti and Graffigna, 2010). The terms "engage" and "engagement" are commonly used in discussions of decision making, development and interaction. According to Hollebeek (2014), engagement is a positive validation of consumers for brands related to cognitive, emotional, and behavioral activities during or when it is related to interactions between consumers and certain objects and this is very context-oriented, and can be influenced by decisions. consumers are associated with a specific object of engagement, for example a brand, product or organization.

Involvement is the relevance that a person feels in relation to an object, based on his needs, values and interests (Zaichkowsky, 1994). Involvement is an antecedent variable that is usually done first before engagement occurs. The greater the involvement with an object, the greater the engagement (Vivek et al., 2012). Involvement of consumers with product categories has an impact on engagement with brands available in that category (Dwivedi, 2015). Youtuber is a relevant influencer, given the clear perception of consumers about the credibility of the information they provide (Xiao et al., 2018). Based on this background, the hypothesis that I will propose is:

- H1a. Follower involvement in beauty vloggers has a positive and significant impact on the formation of cognitive engagement.
- H1b. Follower involvement in beauty vloggers has a positive and significant impact on the formation of emotional involvement.
- H1c. Follower involvement in beauty vloggers has a positive and significant impact on the formation of behavioral engagement.

Self-connection, trust and brand love

A brand is a sign or name that identifies a product and a company, consumers appreciate the symbolic and psychological benefits of a brand because these benefits help them build their own identity and enhance their way they appear to others (Correa et al. 2020).

Self connection is the extent to which consumers include brands in their own mental representations to form their own connections (Escalas and Bettman, 2005). Self connection is a consequence of engagement that develops through interactive experiences of consumers with brands (Hollebeek et al., 2014). According to Aguire et al. (2012) Self connection is considered as an individual assumption of a person regarding a particular brand based on his choice. The motivation for someone to include a brand in their own mental representation to form a connection between the brand and the individual is based on the individual wanting to protect themselves against a particular brand based on their psychological reasons (Cheng et al., 2012).

When strong brand associations exist, consumers can develop these relationships with brands that are a reflection of their self-concept (Kemp et al., 2012). We define self-concept as "the completeness of an individual's opinion and feelings which refers to himself as an object" (Rosenzweig & Murray, 1938). The identity, values, culture, and interests of YouTubers connect themselves with the identities of their followers so that engagement between YouTubers and consumers can connect the YouTuber's self-identity or desires to be understood and followed by his followers (Correa et al. 2020). Based on this background, the hypothesis proposed is:

- H2a. The cognitive dimension of follower involvement with beauty vloggers has a positive and significant effect on the formation of follower self connection to beauty vloggers.
- H2b. The feeling dimension of followers' involvement with beauty vloggers has a positive and significant effect on the formation of follower self connection to beauty vloggers.
- H2c. The behavioral dimension of follower involvement with beauty vloggers has a positive and significant effect on the formation of follower self connection to beauty vloggers.

Trust is defined as the expectation he has that a service provider is reliable and delivers what he promises (Sirdeshmukh et al., 2002). It appears that the consumers involved feel safety and

reliability in their interactions with the brands they consume, they also believe that the company serves their own interests (Nadeem et al., 2015).

In the social media environment, YouTubers are seen by their admirers as honest and trustworthy people (Rasmussen, 2018). However, some authors argue against this proposition and build consumer trust as an antecedent of their engagement (van Doorn et al., 2010). In this study, we want to show that the engagement of Follower with the beauty vlogger is an agent that generates trust. This proposal is in line with a survey showing that the Follower involved feel safety and reliability in their interactions with the brands they will use (Hollebeek and Macky, 2019), so that it can be assured that companies selling these brands meet the interests of their followers (Vivek et al. 2012). Hence, the following hypotheses can be put forward:

H3a. The cognitive dimension of follower involvement with beauty vloggers has a positive and significant effect on the formation of follower trust on beauty vloggers.

H3b. The feeling dimension of followers' involvement with beauty vloggers has a positive and significant effect on the formation of followers' trust in beauty vloggers.

H3c. The behavioral dimension of follower involvement with beauty vloggers has a positive and significant effect on the formation of follower trust on beauty vloggers.

Carroll and Ahuvia (2006) define brand love as the level of passionate emotional attachment that consumers have to the brand. Brand love includes passion, positive ratings and statements of love for the brand, even though consumers do not define this sentiment as “love” (Batra et al., 2012).

In forming brand love with consumers, functional, tangible, emotional or symbolic and abstract elements must be considered (Bairrada et al., 2018). When a brand offers consumers a social context that encourages interaction and participation, consumers can develop a more intense emotional connection with the brand through social identification mechanisms (Vernuccio et al., 2015). Because of this, the hypothesis proposed is:

H4a. The cognitive dimension of follower involvement with beauty vloggers has a positive and significant effect on the formation of brand love followers on beauty vloggers.

H4b. The feeling dimension of followers' involvement with beauty vloggers has a positive and significant effect on the formation of brand love followers on beauty vloggers.

H4c. The behavioral dimension of follower involvement with beauty vloggers has a positive and significant effect on the formation of brand love followers on beauty vloggers.

Use Intention

In the social commerce web, where commercial activity occurs through social interaction, loyalty reflects the desire to create, the amount of time Follower spend on the website, positive electronic word of mouth and repurchase intention (Molinillo et al., 2019). Engaged consumers develop loyalty through purchase intentions, and a desire to use and repurchase a brand in the future (O'Brien et al., 2015).

Intention to use, according to Davis et al. (1989) is a person's tendency to want to use a certain type of goods. According to Oliver (1997) use intention is "a firmly held commitment to consistently deny or repatriate preferred products or services in the future, which causes someone to use the same brand or the same set of brands over and over again, despite the situational influence. and marketing efforts have the potential to lead to behavioral switching”(Chaudhuri and Holbrook, 2001).

A brand represents the self-image that consumers want. When a consumer identifies himself with a certain brand, this shows that he is paying attention to the suitability of certain values between himself and that brand (Correa et al. 2020). This results in someone intending to use the brand, because someone believes the brand will represent him symbolically to his social group by saying who he is (Hollebeek and Chen, 2014). This background supports the following hypotheses:

H5. Self Connection follower to beauty vlogger has a positive and significant effect on use intention of follower's beauty product brand.

According to (Cropanzano and Mitchell, 2005) a relationship based on trust supports the continuity of exchange between parties, this is based on the theory of social exchange where when someone already believes in an object (brand and person) then that person will be willing to do something he already believes. Therefore, the proposed relationship between consumer trust and loyalty, which is supported by the law of reciprocity (So et al., 2016) can also be proposed, given the fact that trust can increase the use intention of certain brands in the future. Based on this, the hypothesis is proposed:

H6: Trust followers on beauty vloggers have a positive and significant effect on use intention of follower beauty product brands.

Someone who reaches a state of love for a brand is more likely to develop loyalty to that brand (Alnawas and Altarifi, 2016), so this can also happen with brand use intention. Based on this, the hypothesis is proposed:

H7. Brand Love followers on beauty vloggers have a positive and significant effect on use intention of follower beauty product brands.

Based on the descriptions and explanations that have been presented, the research model is as follows:

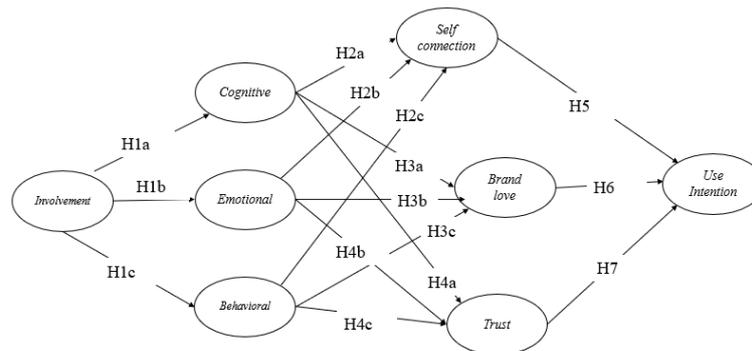


Figure 1: Research Framework

3. Methodology

This research used a quantitative research method approach, so that some samples will be obtained which will be processed. In order to be able to take measurements, each of the various social phenomena is broken down into problem components, variables and indicators and where the results obtained are in the form of numbers with the aim of testing an existing theory. This research also uses a descriptive research method.

The population used in this research is all YouTube social media users. The sampling technique used by researchers is purposive sampling technique, in which not all populations get the same probability of being a sample. To determine the number of samples using the reference formula Hair et al (2018) which states that the research sample was obtained by multiplying the number of indicators five to ten times (Hair et al., 2018).

Field survey data that will be used in this study uses a questionnaire that will be distributed in the field. Malhotra (2007) states that the survey method with a questionnaire is a structured list of questions given to respondents who are deliberately designed to obtain information about research. The data obtained from a survey with a questionnaire is primary data that will be used by the authors to test the hypothesis in this study. The Likert scale was used in this study. The Likert scale used is from numbers 1 to 5 (adopted from research by Riadh et al, 2019). The questionnaire was designed using a Likert scale. This scale is used to be able to measure a person's perceptions, opinions of a person and attitudes towards existing phenomena. In this study, the questionnaire was made in the form of a gform, then the questionnaire was distributed to 400 respondents, after that 325 respondents were selected according to the characteristics of the respondents required in the study.

In this research, to assess the relationship between constructs, Structural Equation Modeling (SEM) is used in accordance with the covariance-based SEM (CB-SEM) approach. CB-SEM is used primarily to confirm or refute the theory of a set of systematic relationships among many empirically testable variables. The software used in this research analysis is LISREL 8.80. To verify the validity of the constructs, the dimensions of reliability and convergent validity were used. In this study, the measurement model reliability test was carried out using the CFA method. The reliability of a variable is calculated using Construct Reliability (CR) and Average Variance Extracted (AVE). Hair et al. (2018) argued that a variable was declared reliable with the provisions of $CR \geq 0.70$ and $AVE \geq 0.50$. For the validity test, Hair et al. (2018) explained that a one-tailed research variable with a confidence level of 95% was declared valid if the Standardized Loading Factor (SLF) value was ≥ 0.50 and $t\text{-value} \geq 1.645$. Validity testing is carried out to confirm whether a number of factors (or constructs) and indicators are in accordance with what is expected by the theory.

4. Results and Discussion

Measurement Model

In this research, questionnaires were distributed through social media WhatsApp, LinkedIn, Instagram, line and a total of 350 respondents were obtained, but only 325 respondents were taken according to the criteria for the requirements of the research respondents. In this research, the analysis model used is the CB SEM analysis model. There are several analysis results obtained, namely the validity, reliability, estimation of the direct influence path coefficient and the structural significance test of the model.

Table 1 presents the respondent's identity data in this research, it is known that the majority of respondents are 20 to 30 years old with a percentage of 88% and the majority of them have their latest education, namely at the D4 / S1 level with a percentage of 60.3%. If you look at the type of work, the majority of respondents currently are students with a percentage of 44.9%, where the majority of respondents' monthly income is below IDR 2,000,000 with a total percentage of 55.4%. In addition, the majority of respondents also followed a beauty vlogger named Tasya Farasya with a total percentage of 38.5% and they also mostly liked beauty product brands called makeover with a percentage of 13.8%.

Table 1: the respondent's identity

	Category	Percentage (%)	Frequency
Age	< 20 Year Old	9,8%	32
	20 – 30 Year Old	88%	286
	31 – 40 Year Old	1,8%	6
	> 40 Year Old	0,3%	1
Education	Senior High School	31,4%	102
	a 3-year Diploma	3,4%	11
	Bachelor	60,3%	196
	S2	4,9%	16
	S3	0%	0
Type of work	Student	44,9%	146
	Civil Servant	3,7%	12
	Private Employees	16,9%	55
	Entrepreneur	2,5%	8
	Others	32%	104
Monthly Income	< Rp. 2.000.000	55,4%	180
	Rp. 2.000.000 – 4.000.000	23,1%	75
	Rp. 4.000.000 – 6.000.000	11,4%	37
	Rp. 6.000.000 – 8.000.000	3,7%	12
	Rp. 8.000.000 – 10.000.000	4,3%	14
	> Rp 10.000.000	2,2%	7
Beauty vloggers to follow	Tasya Farasya	38,5%	125
	Suhay salim	17,2%	56
	Rachel Goddard	4,6%	15
	Abel cantika	6,5%	21
	Others	33,2%	108
Favorite brands	Make over	13,8%	45
	Wardah	12,3%	40
	Maybelline	8,6%	23
	Avoskin	4,3%	14
	Scarlett	4,9%	16
	Somethinc	3,1%	10
	Emina	5,2%	17
	Some by Mi	5,8%	19
	Others	41,8%	136

Table 2 presents data about the validity and reliability of the research model. Analysis of the validity of the indicators was carried out by evaluating the value of the Standardized Loading Factor (SLF) and the T-value. The indicator is declared valid if it has an SLF value > 0.50 and a t-value > 1.645. Variable reliability analysis was performed by calculating the value of Construct Reliability (CR) and Average Variance Extracted (AVE). If the CR value is ≥ 0.70 and $AVE \geq 0.50$, the variable is declared reliable. In this study, the SLF, t-value, CR, and AVE values were more than the specified limits, so it can be concluded that all indicators and constructs in this study were valid and reliable.

Table 2: validity and reliability of the research model

Variabel Items	Indicator	SLF	T-value	Error	CR	AVE	Results
INV	INV1	0.72	14.60	0.46	0.91	0.87	Valid and Reliable
	INV2	0.76	15.72	0.42			
	INV3	0.82	17.60	0.33			
	INV4	0.72	14.52	0.46			
	INV5	0.86	19.03	0.26			
	INV6	0.87	19.30	0.24			
COG	COG1	0.77	14.74	0.41	1.15	0.75	Valid and Reliable
	COG2	0.82	15.94	0.32			
	COG3	0.76	14.66	0.42			
EMO	EMO1	0.62	11.95	0.62	0.87	0,81	Valid and Reliable
	EMO2	0.72	14.54	0.48			
	EMO3	0.93	20.94	0.14			
	EMO4	0.87	18.78	0.25			
BHVR	BHVR1	0.7	13.07	0.51	0.82	0.70	Valid and Reliable
	BHVR2	0.65	11.93	0.56			
	BHVR3	0.73	13.86	0.47			

	BHVR4	0.81	15.78	0.34			
SELF	SELF1	0.78	16.32	0.39	0.90	0.85	Valid and Reliable
	SELF2	0.79	16.50	0.28			
	SELF3	0.69	14.60	0.53			
	SELF4	0.87	19.27	0.24			
	SELF5	0.84	19.95	0.3			
TRST	TRST1	0.74	14.47	0.46	0.88	0.77	Valid and Reliable
	TRST2	0.84	17.26	0.3			
	TRST3	0.74	14.43	0.46			
	TRST4	0.76	15.02	0.43			
LOVE	LOVE1	0.88	19.05	0.22	0.88	0.85	Valid and Reliable
	LOVE2	0.82	17.21	0.32			
	LOVE3	0.84	17.64	0.3			
USE	USE1	0.86	19.31	0.25	0.94	0.93	Valid and Reliable
	USE2	0.91	20.94	0.18			
	USE3	0.97	23.51	0.06			

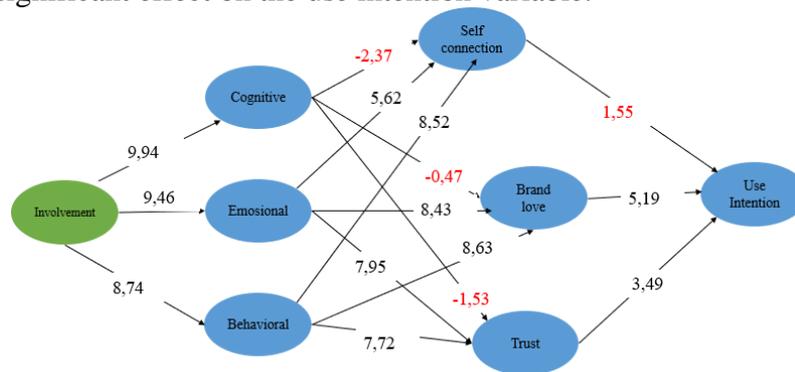
Table 3 presents data about the goodness of fit, this analysis aims to test whether the model used is good for predicting a certain measure. There are several criteria used in the Goodness of Fit test. According to (Hair et al. 2018) there are several classifications of GOF standard parameters that can be accepted or said to be good fit, where not all classifications of all parameters must be fulfilled or in a good fit state. If 3 to 4 indicators of GOF parameters are in good fit, it can be said that the research model is good and ready to be used in further data processing. The results of the GOF analysis show that there are 4 criteria which indicate that the model is a good fit, like the Root Mean Square Error of Approximation (RMSEA) of the model is 0.078, which indicates a good fit. The Normed Fit Index (NFI) was 0.960, the Non-Normed Fit Index (NNFI) was 0.970. The Comparative Fit Index (CFI) suggests a cut-off point above 0.90 (Hair et al, 2018). The CFI results were 0.939, which shows a good fit index. This indicates that the model is overall a good fit, and there is still one criteria which states that the model is still poor fit, like normed chi square 1256,95. So, because there are already more than 4 criteria that enter good fit, if according to the existing theoretical basis, the fit model in the overall structural model of this research can be said to be good and then it can be used for further analysis.

Table 3: Goodness of Fit

<i>Goodness of Fit</i>	<i>Cutt-Off Value</i>	Result	Evaluation Model
RMSEA	≤ 0.08	0,078	Good Fit
NNFI	≥ 0.90	0,970	Good Fit
NFI	≥ 0.90	0,960	Good Fit
CFI	≥ 0.90	0,939	Good Fit
<i>Normed Chi-Square</i>	1.0<x<3.0	1256,95	Poor Fit

Picture 2 and table 4 presents data about the Structural Test Analysis Model Research. This analysis is conducted to determine whether the hypothesis that has been made can be accepted or rejected. This analysis is also carried out to see whether a variable has a significant influence on other variables or not. This analysis is carried out by estimating the t-value of the model. A path is said to have a significant influence between variables if it has a t-value ≥ 1.645 (one tailed with a significance level of 0.05). Based on the results of the path coefficient, it states that Involvement has a positive and significant effect on cognitive, emotional, and behavior variables. In Cognitive variables, based on the results of the path coefficient it states that cognitive has no positive and significant influence on the variable Self connection, brand love and trust. In the emotional and behavior variables, it was found that emotional and behavior had a positive and significant influence on the variable self connection, brand love and trust. Furthermore, the self-connection variable shows that self-connection does not have a positive

and significant effect on the use intention variable, but the brand love and trust variables have a positive and significant effect on the use intention variable.



Picture 2: The Structural Test Analysis Model Research

Table 5: Hypothesis Results on Structural Model Significant Test

Hypothesis		T-value	Evaluation	Results
1	<i>Involvement cognitive</i>	-> 9,94	significant	Data support the model (hypothesis accepted)
	<i>Involvement Emotional</i>	-> 9,46	significant	Data support the model (hypothesis accepted)
	<i>Involvement behaviour</i>	-> 8,74	significant	Data support the model (hypothesis accepted)
2a	<i>cognitive -> trust</i>	-1,53	Not significant	Data does not support the model (hypothesis rejected)
2b	<i>Emotional -> trust</i>	7,95	significant	Data support the model (hypothesis accepted)
2c	<i>behaviour -> trust</i>	7,72	significant	Data support the model (hypothesis accepted)
3a	<i>Cognitive -> Self Connection</i>	-2,37	Not significant	Data does not support the model (hypothesis rejected)
	<i>Emotional -> Self Connection</i>	5,62	significant	Data support the model (hypothesis accepted)
	<i>Behaviour -> Self Connection</i>	8,52	significant	Data support the model (hypothesis accepted)
4a	<i>Cognitive -> Brand Love</i>	-0,47	Not significant	Data does not support the model (hypothesis rejected)
	<i>Emotional -> Brand Love</i>	8,43	significant	Data support the model (hypothesis accepted)
	<i>Behaviour -> Brand Love</i>	8,63	significant	Data support the model (hypothesis accepted)
5	<i>Trust -> Use Intention</i>	5,19	significant	Data support the model (hypothesis accepted)
6	<i>Self connection -> Use Intention</i>	1,55	Not significant	Data does not support the model (hypothesis rejected)
7	<i>Brand Love -> Use Intention</i>	3,49	significant	Data support the model (hypothesis accepted)

Based on the result, for H1 shows that the first hypothesis can be accepted and there is a positive and significant influence between the Involvement variable and the Cognitive, emotional, and behavioral variables from the Consumer engagement dimension. This is in accordance with research conducted by Correa S et al. (2020), vivek et al. (2012) who said that the greater the involvement felt by the subscriber to the beauty vlogger, the greater the level of involvement or engagement between the subscriber and the beauty vlogger of his choice. This is because according to Xiao et al. (2018) said that Youtuber in the context of this research is a beauty vlogger is someone who has a great influence and can provide relevant influence according to the context of his followers, in this case their Follower are related to the world of beauty. This

can increase the trust of Follower' clear perception of the credibility of the information provided by the Beauty vloggers regarding the opinions, testimonies and experiences both directly and indirectly that the beauty vloggers have experienced with the beauty product brands they have used.

The second hypothesis H2a shows that the hypothesis cannot be accepted and it can be concluded that the cognitive variable on the consumer engagement dimension has no effect on the trust variable. This shows that the subscriber's cognitive involvement in beauty vloggers will not increase Follower trust in beauty vloggers. This is not in line with the results of research by Hollebeek and Macky (2019) and Correa S et al. (2020) which says that someone who is cognitively involved in a brand or object will have a positive effect on that person's belief in the brand or object. This is because in this study, it can be seen that the majority of respondents are 20-30 years old, which can be said is the majority of respondents who will not use technology and use social media. This is what causes the main respondent customers who have great curiosity, they will find out first a good and trustworthy beauty vlogger. After knowing the beauty vlogger they can trust, this can increase the customer's curiosity about the beauty vlogger which causes the customer to find out more and continue to follow and be cognitively involved in the activities carried out by the beauty vlogger. This is in line with research conducted by Hussein Ananda (2016) and Riorini Sri and Widayati Christina (2015) who said that trust had a positive effect on cognitive interactions.

The third and four hypothesis (H2b and H2c) show that the hypothesis can be accepted and there is a positive and significant influence between the trust variable with the emotional and behaviour variable on the consumer engagement. This is in line with research conducted by Hollebeek and Macky (2019), and So et al. (2016) which states that if a person's emotional involvement with an object or brand is strong, then they will tend to trust more in that object or brand. This is because the strong emotional involvement between Follower to beauty vloggers will lead to positive feelings and greater pride in these Follower towards their chosen beauty vlogger. When this greater positive feeling arises in the subscriber's mind, it can encourage Follower to feel comfort, reliability and security for the content provided by the beauty vlogger regarding the beauty products used, so that Follower believe that their favorite beauty vlogger is able to provide all related information. the needs of the beauty products they want honestly (Vivek et al. 2012). This is in line with research conducted by Hollebeek and Macky (2019) and Brodie et al. (2011) which states that when a person's behavioral involvement in an object or brand is strong, they will tend to have more confidence in the object or brand. This is because these Follower have high hopes for the information and content provided by the beauty vlogger regarding the beauty products they need. This high expectation was created because Follower felt that beauty vloggers had credibility in conveying information related to opinions, testimonies and experiences both directly and indirectly that the beauty vloggers had experienced with the beauty product brands they used, so that this fostered a sense of security and believe that the information, opinions and experiences provided are honestly stated.

The fifth hypothesis (H3a) shows that the hypothesis cannot be accepted and it can be concluded that the cognitive variable on the consumer engagement dimension has no effect on the self connection variable. This shows that the subscriber's cognitive involvement with beauty vloggers will not increase Follower self connection in beauty vloggers. This is not in line with the research conducted by Correa S et al. (2020), which says that someone who has a strong cognitive involvement with a brand or object will create a self-connection between that person and the object or brand. This rejected hypothesis shows that Follower' self connection

to their favorite beauty vlogger is not determined by the cognitive involvement that Follower make to their favorite beauty vlogger. According to Hollebeek and Macky (2019). This is because in this study, the respondents did not feel it was enough to connect themselves with the beauty vlogger when the level of involvement between the Follower and the beauty vlogger was only in the cognitive engagement stage. This is because in this cognitive engagement phase the Follower are still in the early process of searching, curiosity and deeper interest regarding which beauty vlogger suits their choice, whether the beauty vlogger can meet the needs of these Follower or not. When Follower feel that beauty vloggers can fulfill their needs, that experience will make Follower feel that beauty vloggers are a part of themselves (Hollebeek and Macky, 2019).

The sixth and seventh hypothesis (H3b and H3c) shows that the hypothesis can be accepted and there is a positive and significant influence between the self connection variable with the emotional and behaviour variable on the consumer engagement. This is in line with research conducted by Hollebeek et al. (2014) and Correa et al. (2020) which states that a person's emotional involvement and behavior towards an object or brand will positively affect a person's self-connection to a particular object or brand. This is because the higher the emotional and behavioral involvement of the Follower towards the beauty vlogger, it shows that the Follower feel that the beauty vlogger is able to display content that can help them build their identity, share common interests related to a particular beauty product, and increase their confidence in presenting themselves to others. other people. The subscriber's sense of satisfaction, high pride in the beauty vlogger which in the end builds a self-connection between the subscriber and the beauty vlogger which causes the Follower to be more likely to see the beauty vlogger as a part of themselves (Hollebeek and Macky Keith, 2019).

The eighth hypothesis (H4a) indicates that the hypothesis cannot be accepted and it can be concluded that the cognitive variable on the consumer engagement dimension has no effect on the brand love variable. This shows that customers' cognitive engagement with beauty vloggers will not increase brand love in beauty vloggers. This is not in line with research conducted by Vernuccio et al. (2015) and Zainol et al. (2016) which says that someone who has a strong cognitive involvement with a brand or object will have a positive effect on someone's love for the object or brand. This rejected hypothesis shows that Follower' love for beauty vloggers is not determined by the subscriber's cognitive involvement with the beauty vlogger. This is in line with research conducted by Verma Pranay (2020) which says that someone's involvement with a brand or object will shape a love for the brand or object. Where love can arise when emotional involvement occurs. This is because Follower or respondents in the emotional involvement phase can already evaluate and choose a beauty vlogger that can give a sense of pride, because the beauty vlogger can display interesting, beautiful and amazing content.

The ninth and tenth hypothesis (H4b and H4c) shows that the hypothesis can be accepted and there is a positive and significant influence between the brand love variable with the emotional and behaviour variable on the consumer engagement. This is in line with research conducted by Verma pramay (2020) and Zainol et al. (2016) which states that a person's emotional involvement and behavior towards an object or brand will have a positive effect on a person's love for a particular object or brand. This is because in the emotional and behavioral involvement phase, which in this phase involves feelings of inspiration or pride felt by Follower towards the beauty vlogger, the greater the level of feeling of inspiration and pride of Follower towards the beauty vloggers, this results in more satisfaction with themselves. When respondents or Follower are satisfied with what the beauty vlogger provides, it will produce a love for the beauty vlogger (Carrol and Ahuvia, 2006).

The eleventh hypothesis (H5) show that the hypothesis can be accepted and there is a positive and significant influence between the trust variable and the use intention variable This is in line with research conducted by Cropanzano and Mitchell (2005) and Yin Xicheng et al. (2019) which states that a person's trust with an object or brand will have a positive effect on the intention to use a product brand. This is due to the large amount of information related to beauty product brands circulating out there, this will cause information asymmetry so that respondents find it difficult to determine which beauty product brand they will choose to use, with the higher Follower' trust in beauty vloggers, it will reduce Follower' doubts. on the uncertainty related to the quality of the beauty product brand so that it can accurately assess the quality of the beauty product brand, causing consumers to be more likely to choose to use the beauty product brand used by the beauty vlogger.

The twelfth hypothesis (H6) indicates that the hypothesis cannot be accepted and it can be concluded that the self connection variable has no effect on the use intention variable. This shows that self connection Follower with beauty vloggers will not increase Follower' use intention. This is not in line with research conducted by Correa et al. (2020) and Hollebeek and Chen (2014) which state that the self connection between a person and an object or brand will have a positive effect on the intention to use a product brand. This rejected hypothesis shows that Follower' intention to use product brands is not determined by the close self-connection between Follower and beauty vloggers. This is because when Follower want to determine the brand of beauty product they want to use, there are several things to consider such as the perception of the product brand image, the quality and price of the product brand before deciding to buy the beauty product brand. This is in line with research conducted by Octaviani and Kartasasmita (2017) which states that self-connection has no significant effect on consumption behavior. Another study by Gumulya and Widiastuti (2013) stated that self-concept only represents 0.6% of consumer behavior. Furthermore, Khan (2016) states that consumers not only match products with self-connections in determining purchases, but also match products with perceived brand image before having purchase intentions.

The last hypothesis (H7) shows that the hypothesis can be accepted and there is a positive and significant influence between the brand love variable and the use intention variable. This is in line with research conducted by Navaneethakrishnan K and Sathish A.S (2020) and Carrol and Ahuvia (2006) which state that a person's love for an object or brand will have a positive effect on the intention to use a product brand. This is because the subscriber's love for this beauty vlogger is a form of the attitude of the subscriber who has achieved emotional interest (joy, obsession and love) because he is satisfied with what the beauty vlogger provides (both in content, response and concern for suggestions and criticisms). given), where the stronger the level of emotional attraction that occurs between the subscriber and the beauty vlogger, this will increasingly lead to a strong desire from the subscriber to be able to consume or use the product brand used by the beauty vlogger. This is also supported by research conducted by Kudeshia et al. (2016) which states that someone will prefer to use a brand that is consistent with themselves and which can improve their self-image. In other words, consumers usually look for brands whose personality, values, and lifestyle match their self-image.

4. Conclusion

Follower engagement occurs through opinion, recommendation, defense, testimony, and direct and indirect experience with particular objects. In the current study, the objects of engagement being analyzed are beauty vloggers. They act intensively to inform and entertain their followers using a variety of information. Fed by this material, Follower present their engagement to

beauty vloggers by writing comments on beauty vloggers' pages, sharing videos, history and providing recommendations. In this context, this study investigates the relationship between consumer engagement with beauty vloggers and their intention to use the brands used or indicated by them.

This study indicates that Follower involvement with their favorite beauty vlogger can directly explain Follower engagement with beauty vloggers in terms of cognitive, emotional, and behavioral. The more customers feel that the level of relevance to the beauty vlogger is getting stronger, the more positive feelings of beauty vlogger customers will grow, which are related to cognitive, emotional, and behavioral activities as long as customers with beauty vloggers interact with each other. Furthermore, the cognitive engagement between Follower and beauty vloggers does not positively affect self-connection, brand love, and trust. This is because in this phase, Follower are still in the process of finding out more about beauty vloggers who can display content that can help them build their identity, share common interests with a particular beauty product, products offered according to their needs, and can improve confidence to be able to present themselves to others. In addition, an emotional and behavioral engagement between Follower and beauty vloggers has a positive and significant influence on self-connection, brand love, and trust. This is because in this phase, Follower already feel that the beauty vloggers can display content that can help them build their identity, and share the same interest in a particular beauty product, the products offered according to their needs. They can increase their confidence to present themselves to others so that Follower feel that the beauty vloggers are themselves, a sense of satisfaction with the beauty vlogger, and a sense of trust in the beauty vlogger is doing. Furthermore, the self-connection between Follower and beauty vloggers does not have a positive and significant effect on brand usage intentions, this is because when Follower want to determine the brand of beauty products they want to use, there are several things to consider before deciding to buy the brand of beauty products. The strong self connection between Follower and beauty vloggers is only limited to liking the beauty vlogger, but when Follower want to decide to use a certain brand of beauty product, the subscriber will usually look first, find out first what the perception of the brand image of the beauty product looks like and information regarding the safety of using the product brand. Still, brand love and Follower' trust have a positive and significant impact on brand usage intentions.

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