

# **Do the influencer's race and the country of origin of the product matter among Indonesian females?**

*A study of the effect of similarity in influencers' race and the country of origin of products on female consumer responses*

**Master Thesis**

Aghnia Fadilla Fasya

S2781638

Supervisor: Dr. J.J. van Hoof

Second Supervisor: Dr. Mirjam Galetzka

Master Communication Science

Faculty of Behavioural, Management, and Social Science

University of Twente

26/08/2022

## **Abstract**

**Aim.** This study examines whether similarities in race and country of origin between advertised influencers, products and consumers increase positive consumer responses by presenting different influencers from four different races of influencers and different face serums from two different countries of origin advertisements. This study is conducted because academic research focusing on race, especially mixed-race and country of origin in Indonesia is lacking. Furthermore, previous research on the similarity-attraction effect focused primarily on psychological traits rather than physical characteristics. An investigation into consumer effects due to similarity is relevant for theory because the similarity-attraction effect is regarded as one of the most proven effects in social psychology. This study has societal relevance from a practical standpoint because the effect of portraying diverse influencers is investigated. Results can also be used to inform marketing campaigns.

**Method.** An experimental 4 [Race: Indonesian vs Caucasian vs Mixed-race vs Korean] x 2 [Country of origin: Indonesian product vs International product] between-subject design was conducted for the positive consumer outcomes, such as attitudes toward the brand, ad, and influencer and purchase intention. The role of ethnic identification as a moderator of race and consumer ethnocentrism as a moderator of country of origin were also investigated. The online questionnaire was completed by 246 Indonesian women, age 18-30.

**Results.** Analyses of respondents presented no significant interaction and/or effects for race and country of origin. However, the race of an influencer is proven to have a significant effect on consumers' attitude towards the influencer but not to the brand, ad, as well as purchase intention. Furthermore, the country of origin of the product was found to not have a significant effect on consumers' attitude towards the brand, ad, influencer, and purchase intention. Ethnic identification and consumer ethnocentrism were also not found to be the moderator for race and country of origin in this study.

**Conclusion.** A little to no main effects were found for race and country of origin. Nonetheless, the race of the influencer has an effect on attitude towards the influencer. Therefore, when advertising a product, the right influencer from a certain race is important to take into account.

*Keywords: Homophily, Similarity-Attraction, Race, Country of Origin, Influencers, Ethnic Identification, Consumer Ethnocentrism, Attitudes, Purchase Intention.*

## Table of Contents

<i>Abstract</i> .....	1
<i>Table of Figure</i> .....	5
<i>Table of Tables</i> .....	5
<b>I. Introduction</b> .....	6
1.1 Research Question.....	9
<b>II. Theoretical Framework</b> .....	10
2.1 Purchase Intention .....	10
2.2 Attitude towards the brand .....	11
2.3 Attitude towards the ad.....	11
2.4 Attitude towards the influencer.....	12
2.5 Homophily .....	12
2.6 Social Media Influencer.....	12
2.7 Similarity-attraction Effect .....	13
2.8 Similarity and race .....	14
2.9 Similarity and country of origin of a product .....	15
2.10 Congruency between influencer’s race and country of origin of a product .....	16
2.11 Ethnic identification .....	17
2.12 Consumer ethnocentrism .....	18
<b>III. Research Design and Method</b> .....	20
3.1 Research design.....	20
3.2 Research method .....	20
3.3 Pre-test .....	21
3.4 Results pre-test.....	22
3.5 Procedure .....	24
3.6 Participants .....	26
3.7 Operationalization and measures experiment.....	27
3.8 Data analysis method .....	29
<b>IV. Results</b> .....	32
4.1 Hypotheses testing.....	32
Hypothesis 1: The effect of similarity in race.....	32
Hypothesis 2: The effect of similarity in country of origin .....	34
Hypothesis 3: The Congruency between influencer’s race and country of origin of a product.....	35
Hypothesis 4: Moderator Ethnic Identification for race.....	37
Hypothesis 5: Moderator Consumer Ethnocentrism for country of origin .....	38
<b>V. Discussion</b> .....	41
5.1 Practical implications .....	43

5.2	Limitation and future research .....	44
5.3	Conclusion.....	45
<i>REFERENCES</i> .....		46
<i>Appendices</i> .....		53
Appendix 1.....		53
Appendix 2.....		55
Appendix 3.....		59
Appendix 4.....		68
Appendix 5.....		79

## **Table of Figure**

<b>Figure 1</b> .....	19
<b>Figure 2</b> .....	23
<b>Figure 3</b> .....	23
<b>Figure 4</b> .....	23
<b>Figure 5</b> .....	25

## **Table of Tables**

<b>Table 1</b> .....	20
<b>Table 2</b> .....	22
<b>Table 3</b> .....	27
<b>Table 4</b> .....	32
<b>Table 5</b> .....	34
<b>Table 6</b> .....	35
<b>Table 7</b> .....	37
<b>Table 8</b> .....	39

## **I. Introduction**

In this digital era, social media has changed the way people communicate and exchange information about brands, allowing people to think about, discuss, and share their experiences with specific companies (The Nielsen Company, 2011). There are so many social medias out there for people to use, ranging from Twitter, Facebook, YouTube, Tiktok, Instagram, etc. With the wide range of social media platforms, the term social media influencer then appears. Social media influencers are part of influencers marketing and a type of marketing that works with individuals who create content on social media and these individuals have quite a large audience (Kl, 2019). Social media influencers have the influence to convey the message of a brand to a larger market due to its popularity (Evans et al., 2017).

According to Vrontis et al., (2021), social media influencers act as opinion leader who can affect consumer's attitudes and purchase intention via word of mouth, social prestige, and personal approach through social media such as Instagram. A study done by Twitter in 2016 found out that people's faith in social media influencers is on par with their trust in their peers or relatives. Furthermore, almost 40% of people from this study done by twitter has purchased a product online after hearing about it from a Twitter endorsement (Alotaibi et al., 2019). It is important for companies to take influencer marketing into account to promote their products for the goal of effectively attracting consumers' attention and contributing to brand favour. Companies can use influencers such as famous people or specialists to promote their product (Schiffman & Kanuk, 2000). The use of social media influencers as a marketing technique is getting more widespread in Indonesia. Brands in Indonesia has allocated a 20-30% higher marketing budget for social media influencers in the preceding year through 2018 (Hermanda et al., 2019).

In American society, many women strive to attain mainstream, Western standards of beauty, which are derived from a predominantly Anglo-Saxon influence (Evans & McConnell, 2003). A study by Jackson et al., (1994), found out that physical appearance is the most important predictor of overall self-evaluation in female college and high school students. It is also proven that physical appearance is an important aspect of a woman's self-concept, and physical attractiveness is meaningful for impression in general, as well as mainstream beauty standards are so pervasive in American culture (Bernstein et al., 1982).

Beside the fact that women in American culture are so affected by the Western beauty standard or mainstream beauty standard, Indonesian society is also no exception. Indonesia, as

a diverse country, consist of many different ethnicities and race that possess different physical appearances (Ichسانی, 2016). Despite being Asian, Indonesian women do not necessarily have the same skin colour as most Asian women such as Japanese, Chinese, Korean, and others (Prianti, 2013). This also applied to other physical characteristics such as hair colour, hair texture, body image, and so on (Prianti, 2013). However, it is known that Southeast Asian females are obsessed with fair skin, which represents the Caucasian and/or east-Asian race skin colour. Indonesia is no exception; Indonesian females are obsessed with fair skin as they have Caucasian and/or Korean people as their beauty standard.

A study conducted by Charenina (2009), found out that female teenagers in Indonesia are placing the western figure as their beauty standards in shaping their mind about the preference of beauty. This study is also supported by Prianti (2013) that found in Indonesian advertising, female endorsers mainly portray thin-ideal figures with white skin and long hair as these traits are being regarded as attractive. Those traits mentioned above can be seen in the Caucasian race. Prasetyaningsih and Kim (2007) show that Indonesian people preferred to use Caucasian and/or mixed-race influencers as their beauty standard than native Indonesian person. Beauty products advertisements in Indonesia that convey messages on what is beautiful and how to be beautiful often use models with an international look and bright skin (Ichسانی, 2016). Ergo, many beauty product companies in Indonesia have taken the fact that Indonesian society is more into an international look or any other races' influencer than native Indonesian influencer into account. This phenomenon has affected the way Indonesian marketers to choose the perfect influencers for their product, especially beauty product. Not only that they use Caucasian influencers, but lately the appearance of a mixed-race influencer in Indonesia has gone viral, hence a lot of mixed-race influencers are also used. In addition, the Korean influencers are now also often used, as Korean beauty product are known as a good beauty product in Indonesia.

The use of social media influencers, as well as the criteria for selecting one, have been influenced by the beauty standard measurements that have been going around for decades. For instance, The Body Shop Indonesia used Cinta Laura, a German-Indonesian influencer/celebrity, as their brand ambassador back in 2017. Another beauty product such as Scarlett Whitening uses Asmirandah, a Dutch-Indonesian influencer/celebrity, as their brand ambassador. D'Whisp Glow; a beauty, cosmetic, personal care Indonesian brand, also uses Sarah Gibson, a New Zealand-Indonesian Influencer as their brand ambassador. An Indonesian beauty product company named Tanskin uses Mike Lewis (Caucasian influencer/celebrity) as



their brand ambassador. Ashraf Sinclair, a Caucasian influencer/celebrity, was also chosen by Blink Beauty as their brand ambassador.

Additionally, Korean products and influencers have taken over the world. This Korean euphoria has affected the use of social media influencers. The phenomenon where Korean euphoria has taken over Indonesia is supported by the Social-Psychological Belief Congruency Theory from Rokeach et al., (1960) that stated, there is a natural tendency for people to associate with, socialize with and be more comfortable with others having similar belief systems. This aligned with Lynn et al.,(2008) study that suggests consumers prefer members of their own race across commercial context. This is because those beauty product companies, not only use Caucasian and/or mixed-race influencers, but also Korean influencers. For instance, according to Beautynesia (Ri, 2021) an Indonesian skincare brand uses Wendy (Korean influencer/celebrity) from Red Velvet as their brand ambassador. Another beauty product brand, Everwhite, uses Kim Seon Ho as their brand ambassador. Scarlett Whitening is now also using Song Joong Ki as their brand ambassador.

In Indonesia, not only Indonesian consumers are aware of the influencers that are used by the companies, the origin of the products promoted also plays a significant role in Indonesian consumers' purchasing decisions. A study by ZAP Beauty Index (ZAP, 2018) to 19.889 female Indonesian consumers, shows that almost 50% of Indonesian consumers prefer to use non-Indonesian beauty products over Indonesian beauty products. Another study conducted by Ginanti (2018) found out that 49% out of 100 consumers is more likely to use an Indonesian beauty brand, followed by a Korean brand with 48%, 41% of consumers use a western brand. According to Tempo.co survey (2018), 46.6% of Indonesian females claimed that they prefer Korean beauty product, meanwhile only 34,1% Indonesian female claimed that they prefer Indonesian beauty products.

There are few factors on why Indonesian consumers are interested in Korean beauty brands. Na Sung Min, strategic marketing leader of PT Cosmax Indonesia, in Kompas.com article (2021) mentioned that Indonesian consumers are more likely to choose Korean beauty brands because the price point is reasonable, it is used by their Korean idol/role model, and the need to use products that are gentle to the skin. Another reason of why Indonesian consumers prefer Korean beauty brands more than other brands is because the product sold by the brand is more suitable for Indonesian consumers' skin due to the similarity in race despite the different weather (Sarosa, 2018).

The race of an influencer as an attribute and the origin of a product are just a few of the many other factors that influence consumers' purchase intentions and attitudes. Previous

research has explored the effect of race in consumer's purchase intentions and attitude towards the brand as well as the origin of the products. However, no studies have been conducted on the impact of using mixed-race influencers as a marketing tool in Indonesia. In addition, the previous study suggest that further research is needed to find out whether the country of origin of a product is important for consumers or not.

By taking those suggestions into account, this study will look further on the effect of the influencer's race and the product's country of origin on consumer' purchase intention and attitude towards the brand, ad, as well as influencer. The findings of this study will add practical and theoretical value to "influencer marketing" by providing further explanation on the effect of influencer race and product country of origin on consumer purchase intention and attitude toward the brand, ad, and influencer.

### **1.1 Research Question**

RQ1: To what extent does the social media influencer's race and the product's country of origin influence the consumer's attitude towards the brand, ad, as well as influencer and consumer's purchase intention?

## **II. Theoretical Framework**

This theoretical framework emphasizes the study's contextual background by providing an overview of relevant literature on the words used in the study. Starting with an explanation on purchase intention, attitude towards the brand, ad, and the influencers. Following that, a brief explanation of homophily and social media influencers is provided. Third, the similarity-attraction effect is explained. Furthermore, the independent variables: race and country of origin of a product are mentioned. Subsequently, the moderators for both independent variables, as well as the hypotheses, are introduced. Finally, a conceptual research model illustrating the variables of interest for this study is provided.

### **2.1 Purchase Intention**

A purchase intention is an individual's deliberate plan to purchase a product of a brand. (Spears & Singh, 2004). Other scholars said that purchase intentions are personal action tendencies relating to the brand (Bagozzi et al., 1979; Ostrom, 1969). Purchase intention refers to the process of making a purchasing decision, during which the consumer considers various conditions and rationales (Saad et al., 2012). In recent years, marketers have emphasized the role of influencers and their attributes as an opportunity to influence consumer's purchase intention. Purchase intention has been found to be an effective tool for predicting the buying process. Kotler (1994), proposed four factors influencing consumer's purchasing intention, such as psychological, personal, social, and cultural factors. Based on that, race and country of origin are also part of personal and social factors.

In the sales literature, a history of research on the influence of perceived similarity (homophily) between an influencers and consumer's purchase intent has a long history (Simpson et al., 2000). There is a consistent finding within this type of research. Consumers who perceive the influencer/salesperson to be similar to themselves are more likely to make a purchase (Woodside & Davenport, 1974). Other than that, when influencers in advertisements are perceived by consumer as homophiles, the advertisements are more effective in influencing consumer's purchase intention. Masuda et al., (2022), found that homophily drives persuasion, hence it will give positive effects towards attitudes and purchase intentions. The homophily in this case is Indonesian consumers' race and similar with social media influencers' race.

Furthermore, due to consumer ethnocentrism, consumers are more likely to purchase beauty brands from the same country of origin as the consumers.

## **2.2 Attitude towards the brand**

Numerous studies have concluded that customer response (attitude) to social media marketing can act as a key measurement of marketing effectiveness (Chi, 2011; Chu, 2011; Taylor et al., 2011). Mitchell and Olson (1981) define attitude towards the brand as an individual's internal evaluation of the brand. This definition of attitude towards the brand incorporates two characteristics of attitude; 1) Attitude is centred or directed at an object (brand) and 2) attitude is evaluative in nature (Giner-Sorolla, 1999). Meanwhile according to Spears & Singh (2004), attitude towards the brand is a relatively enduring, unidimensional summary evaluation of the brand that presumably energizes behaviour. In this case the behaviour is purchase intentions.

According to Duggal (2019), customers acquire attitudes through a range of sources, including direct experience and word-of-mouth marketing. However, customers' personality is one of the most critical drivers of attitude. Masuda et al., (2022), found that homophily drives persuasion, hence it will give positive effects towards attitudes and purchase intentions.

## **2.3 Attitude towards the ad**

MacKenzie et al. (1986), defined attitude towards the Ad (Aad) as a "predisposition to respond in a favourable or unfavourable manner to a particular advertising stimulus during a particular exposure situation". According to Edell & Staelin (1983), Aad is presumably formed by the contents of the ad copy (brand attribute information), the headline, the creative platform (use of humor and other appeals to support delivery of the message), and the ad images or photos. Pictures may convey a lot of information about the promoted brand (Dickson et al., 1986). When forming an overall brand opinion, the consumer is likely to consider this information. (Tsal, 1985). However, Mitchell (1986) shown that Aad is based on the whole ad's content, not just the picture.

## **2.4 Attitude towards the influencer**

Influencers' content is more likely to be followed by social media users because the themes covered by the influencers, as well as the style and image they convey on their accounts, are particularly appealing to them (Djafarova & Rushworth, 2017). As a result, followers have a thorough understanding of the kind of content that influencers typically share (Belanche et al., 2020). As a result, if influencers start offering product recommendations in their posts that aren't linked to their usual topics, their followers' perceptions of the influencers are likely to deteriorate. (Stubb et al., 2019). Since one of the main fundamentals of the influencer-follower relationship is the existence of shared interests, values, and lifestyles (Sokolova & Perez, 2021), it is critical for influencers to maintain the consistency of their usual content when collaborating with brands (Breves et al., 2019; Casaló et al., 2020). They can avoid unfavourable feedback from their fans by doing so (Belanche et al., 2021).

## **2.5 Homophily**

Homophily is a term used in social psychology to describe the relationship between individual similarity and connection (McPherson et al., 2001). Homophily was first found from the Ancient Greek and was known as 'homou philia'. Lazarsfeld & Merton (1954) investigated homophily in relation to psychological traits and demographic factors, and the idea was separated into two types of homophily: status homophily and value homophily. Value homophily encompasses beliefs, values, and attributes, whereas status homophily encompasses sociodemographic characteristics such as race, sex, and ethnicity. Already in 1940, it was discovered, that a vital relationship requires similar values (Richardson, 1940). Homophily in race and ethnicity is proven to be found on many occasions, ranging from marriage (Kalmijn, 1998), schoolmate friendship, to the limited networks of discussion about particular topic (Schneider et al., 1997). Louch (2000) found that people are also more likely to claim that their social links are related to one another if they come from the same race.

## **2.6 Social Media Influencer**

Social media is now used by billions of people around the world. Experts believe that the number will eventually keep growing over the time. It's hardly unexpected that marketers have

embraced social media as a marketing platform, given the large potential audience that spends many hours a day on multiple platforms utilizing social media. Essentially, social media is always changing and growing. According to Appel et al., (2020) social media has become a vital marketing and communications channel for businesses, organizations, and institutions alike.

Originally, a well-known marketing strategy for companies is the idea of using celebrities or well-known people with high social value to influence their consumers (Knoll & Matthes, 2017). Nonetheless, the omnipresence of social media has greatly expanded the approach's accessibility and appeal. The omni-social nature of the present environment suggests that virtually every part of a consumer's decision-making process is prone to social media influence (Appel et al., 2020). However, due to the growth of social media and brands' interest in using social media marketing, the term social media influencers then arise.

Social media influencers represent a new type of independent third-party endorser who shape audience attitudes through blogs, tweets, and the use of other social media (Freberg et al., 2011). On the other hand, according to Abidin (2015), an influencer is an everyday, ordinary internet user who accumulates a relatively large following on blogs and social media through the textual and visual narration of their personal lives and lifestyles and engages with their following in digital and physical spaces, as well as monetizes their following by integrating 'advertorials' into their blog or social media posts.

## **2.7 Similarity-attraction Effect**

The similarity-attraction effect according to Sage knowledge (n.d.), describes people's universal propensity to be attracted to those who are similar to them in significant ways. It is also believed that increased similarity towards a person is associated with an increased attraction (Montoya & Horton, 2013). A study conducted by Montoya et al. (2008), found out that similarity has a favourable effect on attraction. Montoya & Horton explained more about similarity-attraction effect on reinforcement model and information processing (Montoya & Horton, 2013).

### **Byrne's reinforcement model**

According to Byrne's reinforcement perspective, individuals have a fundamental need for a logical and consistent worldview, which Byrne refers to as the *effectance motive* (B. Byrne et al., 1967). Similar people reinforce each other and are consequently associated with positive

emotions, which lead to attraction (B. Byrne et al., 1967). Moreover, Byrne et al. (Byrne et al., 1974) mentioned that the reinforcement occurs on an unconscious level.

### **Information Processing**

According to a few scholars who have researched the information processing perspective, the amount of information one has about another determines one's attraction to them (Ajzen, 1974; Kaplan & Anderson, 1973; Tesser, 1971). The information available has a direct and immediate effect on attraction. Attraction occurs when the information is beneficial. The information conveyed by a target's similar or dissimilar attitudes, personality traits, or other attributes can be interpreted as a result of similarity on attraction (Montoya & Horton, 2013).

In this model, first, the information inferred from an attribute is assigned as valence (Montoya & Horton, 2013). Individuals use their own traits as a standard against which to assess the information they infer about others; because people value their own attributes positively, they value attributes that are comparable to their own positively as well (Ajzen, 1974). This has happened because information that is perceived as positive will lead to attraction.

Second, attributes and information they imply are assigned as weight or importance (Montoya & Horton, 2013). The more information one can gather about a target from a single attribute, the more relevant that attribute becomes in deciding one's attraction to the target. Ergo, the more information about attributes will produce more polarized judgements than less information (Montoya & Horton, 2013).

Third, the salience of information is an important determinant of interpersonal judgements. Which means that the more attention one allocates to information, the more that information will affect their judgements (Montoya & Horton, 2013). Therefore, according to this perspective, attraction based on similarity depends on the valence, weight/importance, and salience of information (Hartman, 2019).

## **2.8 Similarity and race**

Consumer research has repeatedly revealed that consumers will rely on heuristic cues in addition to or instead of objective information that might be present in advertisements (Chaiken & Maheswaran, 1994). Although people would like to believe that a person's race should not matter, there is no denying that the race of a person in an advertising can be utilized as a heuristic cue. However, despite the fact that the race of an individual in an advertisement is an

important heuristic cue, the ability of that cue (race) to influence other's perceived similarity may be moderated by the overall level of identity one has with other individuals of that race (Simpson et al., 2000). Whittier and colleagues also discovered that in an advertising setting, a model's race can contribute as a secondary cue (Whittler, 1989; Whittler et al., 1991).

Naturally, consumers may get influenced by someone who perform similarity with them. This phenomenon referred to as *homophily* is defined as the degree to which pairs of individuals who interact are similar with respect to attributes, such as belief, values, education, social status, etc (Rogers & Bhowmik, 1970). According to Social-Psychological Belief Congruence Theory from Rokeach et al. (1960), stated that there is a natural tendency for people to associate with, socialize with and be more comfortable with others having similar belief systems. This aligned with Lynn et al.,(2008) study that suggest consumers prefer members of their own race across commercial context. Masuda et al., (2022), found that homophily drives persuasion, hence it will give positive effects towards attitudes and purchase intentions. McPherson et al. (2001) found that similar race and ethnicity are the most influential factors for a connection between individuals.

Based on the similarity-attraction effect, it is likely to believe that similarity in race will cause attraction that will lead to positive outcome effects. The following hypothesis for race is proposed:

**H1:** *The higher similarity in race between the influencer and the consumer will lead to a) a more positive attitude towards the brand, b) a more positive attitude towards the ad, c) a more positive attitude towards the influencer and d) a higher purchase intention for the product presented by the model*

## **2.9 Similarity and country of origin of a product**

Brands, especially beauty brands, have frequently sought a competitive advantage in the global marketplace by emphasizing the country of origin of their products and services. According to Maheswaran et al. (2013), consumers also benefit by identifying products by their country of origin and selectively using products from countries that have a reputation for quality. The country of origin of a product has also gained considerable importance in consumer' decision making due to the growing trend toward globalization of business activities. Consumers are shown to associate product quality with the country of origin and depending on whether the country has favourable or unfavourable associations, consumers are likely to perceive the



product quality as superior or inferior (Maheswaran, 1994). Maheswaran et al. (2013), added that country of origin refers to the country in which the product was manufactured or produced.

While discussing the country of origin, it has a strong relationship with the term consumer ethnocentrism. This term is defined as consumers' beliefs in the superiority of their own country's product (Unal, 2017). Consumer ethnocentrism affects consumers' purchase intention on which product from which country of origin will they buy (local product or foreign product) (Josiassen et al., 2011; Yu-Hern Chang, 2011). The effect of the country of origin of a product could be found in consumer ethnocentrism, this happened because information about the country of origin will result in a product evaluation or by looking at the "made in" code a (Bruwer et al., 2014). A study by Lantz and Loeb (1996), has found that highly ethnocentric consumers have more favourable attitudes toward product from culturally similar countries. This happened because consumer ethnocentrism is the attitude or perception that a local product is the best or a locally made product is the best.

From the statement above it can be concluded that naturally, consumers will be more interested in a product that has the same or most similar country of origin than foreign products. In Indonesia in 2018, Korean beauty product has been gaining popularity among Indonesian beauty product consumers. However, research made by Bukalapak (One of Indonesia's e-commerce) have found out that 49% out of 100 Indonesian females still prefer on choosing local Indonesian brand than foreign brand (Ginanti, 2018). Therefore, based on the similarity-attraction effect, it is likely to believe that similarity in country of origin between the customer and the product will cause attraction that will lead to positive outcome effects. Ergo, the following hypothesis is made:

**H2:** *A higher similarity in country of origin of the product and the country of origin of the consumer leads to a) a more positive attitude towards the brand, b) a more positive attitude towards the ad, c) a more positive attitude towards the influencer and d) a higher purchase intention for the product presented in the ad.*

## **2.10 Congruency between influencer's race and country of origin of a product**

Based on the hypotheses above, an interaction effect between the influencer's race and the country of origin of the product for the dependent variables (attitudes towards the brand, ad, and influencer and purchase intention) is needed. The role of congruency acknowledges the need for harmony between a stimulus element, such as a product, brand, endorser, or any

execution element in an advertisement, and the existing schema that one holds about the advertising stimulus (Lee & Schumann, 2004). A schema is a knowledge structure about an object that represents as a frame of reference for forming an opinion (Mandler, 1982). Schema congruity can occur when an object's representation matches the configuration of the activated schema (Sujan, 1985). In contrast to schema incongruity, such schema congruity is thought to be more effective at stimulating positive consumer responses (Till & Busler, 2000).

As mentioned above, similarity in race, as the secondary cue, between the influencer and the consumer is found to be crucial to increase the attraction (Whittler & Spira, 2002). Moreover, Bilkey & Nes (1982) found that country of origin of a product does influence the consumer's purchase intention. Therefore, as the influencer's race is found to be important to increase the attraction as well as the country of origin of a product is found to be able to influence the consumer's purchase intention, it is assumed that the similarity between the influencer's race and the similarity of country of the origin could have a more positive outcome effect. Thus, the following hypothesis is proposed:

**H3:** *The congruency between the influencer's race and the country of origin of a product lead to a) a more positive attitude towards the brand, b) a more positive attitude towards the ad, c) a more positive attitude towards the influencer and d) a higher purchase intention for the product presented in the ad.*

## **2.11 Ethnic identification**

Race and ethnicity are two concepts that are related to human ancestry. Race is frequently tied to biology and physical features like skin colour or hair texture. On the other hand, cultural expression and identification are linked to "ethnicity." In a large scale of community with variety of races in it, ethnic identification then appears. Ethnic identity is the part of acculturation that focuses on how a subgroup of the wider local community interacts with its own ethnic group (Webster, 1994). According to Phinney (1992), Ethnic identity is described as a person's membership in a specific social group, as well as the value and affective factors associated with that participation.

In race similarity research, ethnic identification, also known as cultural identification or ingroup orientation, was found to be a measurement tool between race similarity and consumer outcomes in some circumstances, increasing outcome effects (Appiah, 2001; Avery, 2003). For instance, Whittler et al. (1991) found that a Black community who strongly

identifies with Black culture (i.e., a High-Identification Black) is concerned with issues that primarily affect Black people and participates actively in the Black community's social, political, and economic concerns. Black community who identifies only tangentially with Black culture (i.e., a Low-Identification Black) is less concerned with racially focused concerns and thus less likely to join in Black-only causes. As a result, Blacks' affinity with Black culture may help to moderate the model's race's importance. Thus, the following hypothesis is stated:

**H4:** *A stronger connection of a consumer to ethnic identity leads to a) a more positive attitude towards the brand, b) a more positive attitude towards the ad, c) a more positive attitude towards the influencer and d) a higher purchase intention for the product presented by the influencer in the ad, compared to a weaker connection of a consumer to ethnic identity.*

## **2.12 Consumer ethnocentrism**

According to Bilkey & Nes (1982), there is a tendency for consumers to evaluate their own country's products relatively more favourably than foreigners. For instance, in Bannister & Saunders (1978) journal, it is found that foreign studies, particularly European studies, have rated U.S. products comparatively lower than U.S. products in studies assessing U.S. consumer attitudes about U.S. products. This tendency is known as consumer ethnocentrism. Consumer ethnocentrism is the tendency of consumers' preference to their local brands over the foreign ones (de Ruyter et al., 1998). Ethnocentrism is originally a sociological concept that shows the relationship between a group to which a person belongs (in-group) and the group to which the person does not belong to (out-group) (de Ruyter et al., 1998). However, despite the in-group and the out-group in consumer ethnocentrism concept, cultural sensitivity term is known.

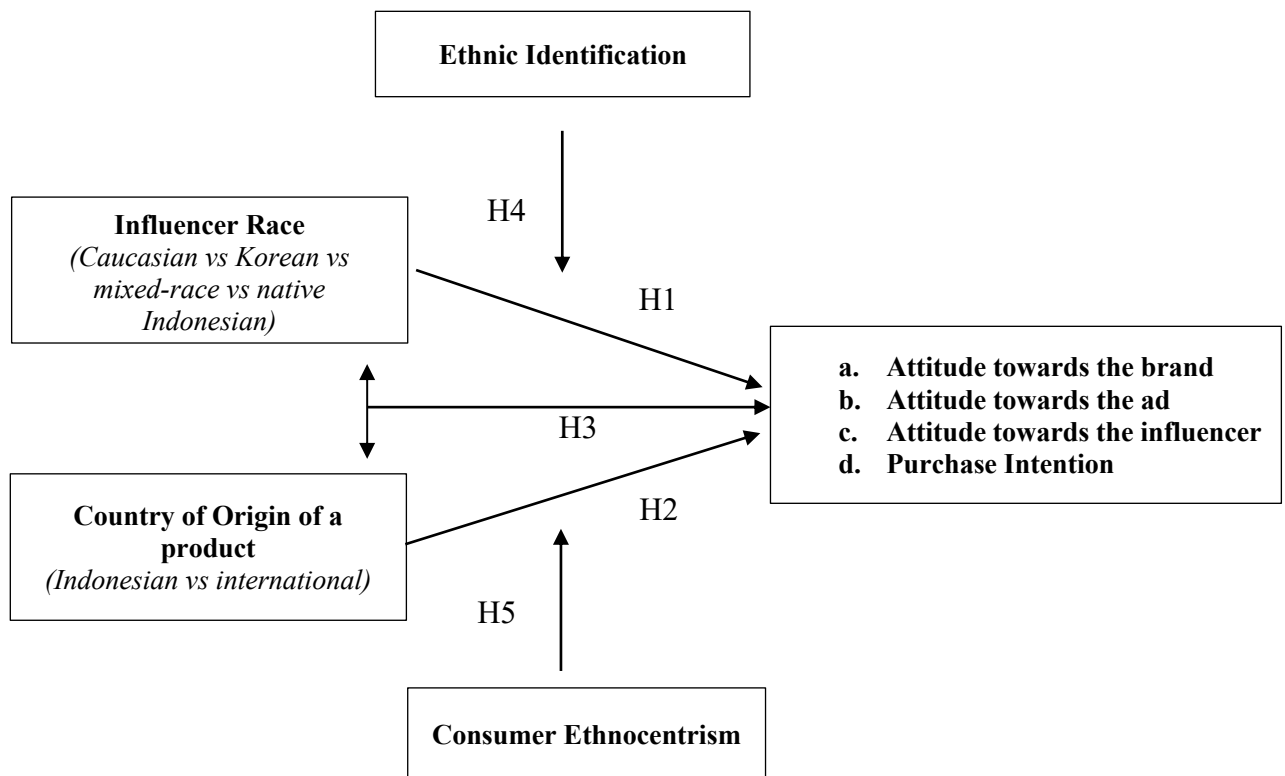
Cultural sensitivity measures the cultural openness, which refers to the willingness to communicate with people from different culture-ethnic groups and to experience their related objects (Mahon & Cushner, 2014; Shankarmahesh, 2006; Sharma et al., 1995). In short, consumers with a high level of cultural sensitivity are more optimistic and feel less frightened by different cultures and ethnic groups, therefore they favour imported products more than consumers with a lower level of cultural sensitivity (W. Wang et al., 2018). A study by Ma et al (2019), verified the Wand et al.'s finding by proving that consumer ethnocentrism could exist during the evaluation and selection of brands matched to ethnic groups, as well as the origin of the product (local vs imported). The in-group recommended logos were treated more

favourably than the out-group recommended logos in higher ethnocentrism groups. As a result, the following hypothesis is stated:

**H5:** *The higher the consumer ethnocentrism a person has, the more likely one will evaluate their own country's product which will lead to a) a more positive attitude towards the product that has the same country of origin and b) a higher purchase intention for the product presented in the ad that has the same country of origin.*

**Figure 1**

*Conceptual research model*



### III. Research Design and Method

#### 3.1 Research design

This research will be using a factorial experimental design as the goal of the research is not only to see the effect from the independent variables to the dependent variables, but also the effect of the interaction between two independent variables to dependent variables. The independent variables for this research are the race of an influencer and the country of origin of the product, whereas the dependent variables are the costumer's attitude towards the brand, ad, influencer, and purchase intention. However, considering this research has 2 independent variables (Race and country of origin of a product) and each variable has 4 and 2 levels (Mixed-race vs Indonesian vs Caucasian vs Korean and Local Indonesian vs international brand) hence, the 4x2 factorial design model was chosen. Furthermore, in this research there are two independent variables that work as a moderator: Ethnic identification and Consumer ethnocentrism. The 4x2 model will require eight different groups as explained below:

**Table 1**

*The 4x2 design structure*

<b>Independent variable (I)</b> <i>Race</i>	<b>Independent variable (II)</b> <i>Country of Origin of a Product</i>	
	<i>Local Indonesian</i>	<i>International</i>
<i>Indonesian</i>	<i>Group 1</i>	<i>Group 2</i>
<i>Caucasian</i>	<i>Group 3</i>	<i>Group 4</i>
<i>Mixed-race</i>	<i>Group 5</i>	<i>Group 6</i>
<i>Korean</i>	<i>Group 7</i>	<i>Group 8</i>

#### 3.2 Research method

To obtain the data for this research, an online questionnaire via Qualtrics xm was used. The questions included beauty product advertisements by social media influencers. The manipulations that used were race (mixed-race/ native Indonesian/ Caucasian/ Korean) and country of origin of the product (Indonesia/ International). In the questions that were

distributed, respondents were asked to answer questions by choosing from several alternatives provided. All questions were using the Likert scale of 1 to 5. Likert scale is a scale to ask how strongly agree or disagree respondents are with the questions, with a scale of numbers from 1 as strongly disagree to 5 as strongly agree (Robinson, 2014).

### **3.3 Pre-test**

Prior to the distribution of the influencer marketing questionnaire, a pre-test will be undertaken. These will be carried out in order to assess the correctness and suitability of the stimulus materials and question sets. The stimuli design decisions were based on the independent variables of the influencer's race and the country of origin of the product. Instagram posts serve as the stimuli for this experiment. The pre-test will show pictures of ten Indonesian influencers, ten Caucasian influencers, ten mixed-race influencers, and ten Korean influencers. The longlist of the chosen SMIs used in the pre-test is shown in Appendix 1 as well as the manipulated influencers are shown in Appendix 2. The SMIs employed in this study were both worldwide and nationally recognized, as it was conducted among Indonesian participants. Influencers with less to no make-up were chosen for this research to minimize biases. Pictures of the SMIs will be exposed to ten participants.

The pre-test was done offline. The offline pre-test was done separately for each participant in their own place. Firstly, the participants were shown four sets of cards with 10 cards per set on the table. Next, they were asked if the participant was ready and gave their consent to be this research pre-test participants. Furthermore, they were asked if they were familiar with the SMIs provided. Most of the participants were familiar with most of the influencers, hence the pre-test was continued. The participants, then, were asked to take a look at the sets while the researcher explained on how to choose the sets. They need to pick a minimum of one set by sorting the card provided. They were also told that they can use the same card for another sets of influencers. After studying the 40 pictures of SMIs (Appendix 2), the participants were asked to make a minimum of 1 race set (1 Indonesian, 1 Caucasian, 1 mixed-race, and 1 Korean Influencers) with the criteria: celebrity type, profession, and as similar as possible for the numbers of followers, as well as a well-known person in Indonesia. During the card sorting, researcher take a note of every set that the participants made.

### 3.4 Results pre-test

In total, 10 females joined the pre-test. At the beginning of the pre-test, the participants were asked about their demographic information, such as age and gender which have to be female between the age of 18-30. Next, the participants were asked to make a minimum of 1 set of influencers. From 10 participants, there were 26 sets collected with on average, each participant collected 2 sets of cards from the four different races given. Those sets were then checked if there were any that are the same. From those sets given by the participants, few sets are overlapping. Hence, the fixed influencers that will be used for the main survey is made according to the overlap sets (Table 2) and the pictures of influencers for each set is shown in figure 2, figure 3, and figure 4. The main goal of this pre-test was to find the correct and valid SMIs to use in the real survey.

**Table 2**

*Results of pre-test*

OVERLAP SETS					
No.	INDONESIAN	CAUCASIAN	MIXED-RACE	KOREAN	Mentioned by Participants
1	Tasya Farasya	Josephine Skriver	Alyssa Daguise	Sunny Dahye	3x
2	Nagita Slavina	Gigi Hadid	Luna Maya	Jennie	4x
3	Vinna Gracia	Safiya Nygaard	Sarah Ayu	Hari Jisun	2x

Figure 2

Overlap sets 1

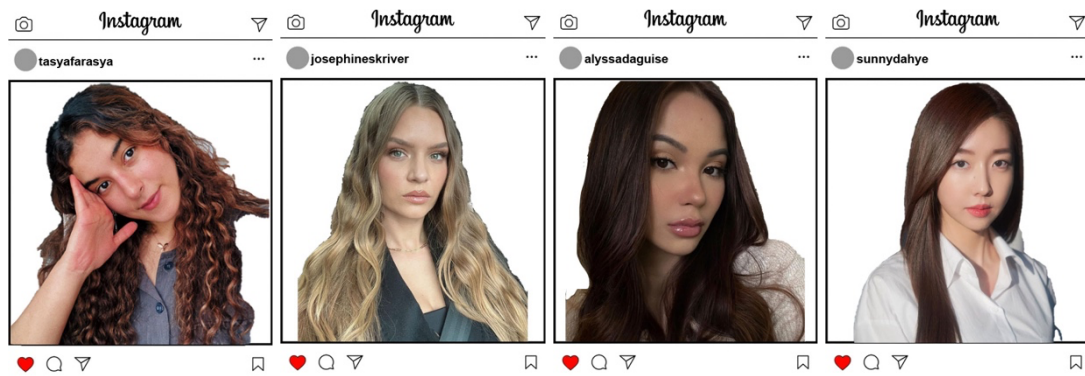


Figure 3

Overlap sets 2

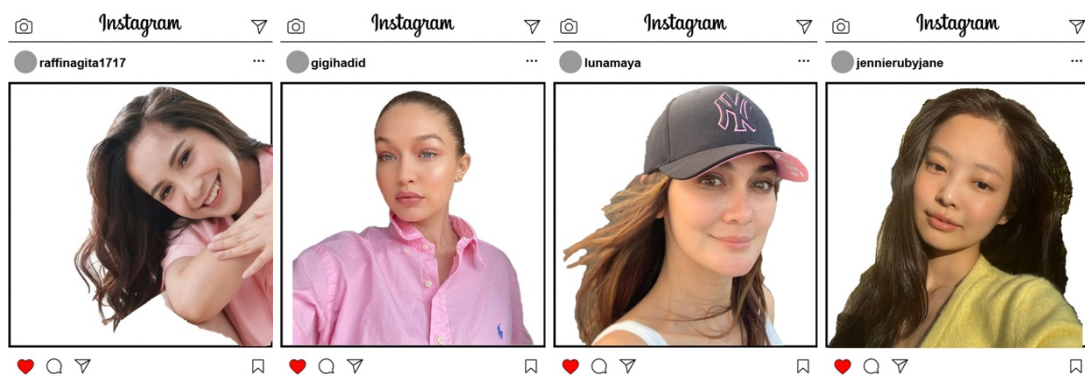
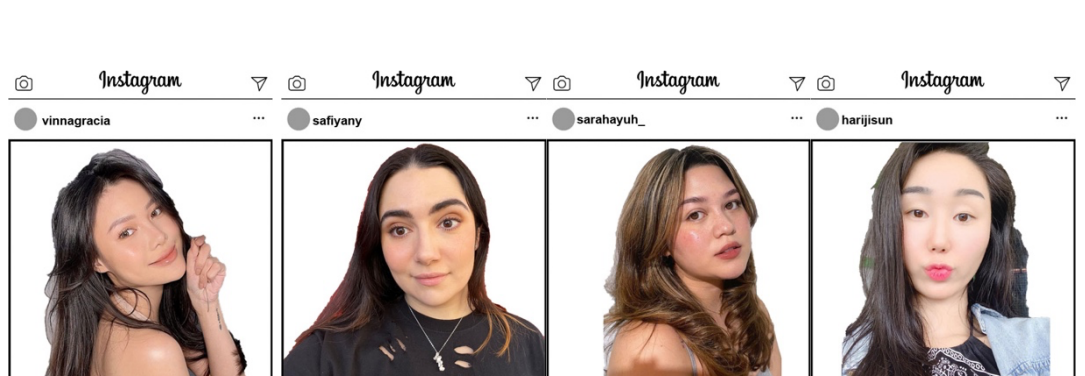


Figure 4

Overlap sets 4





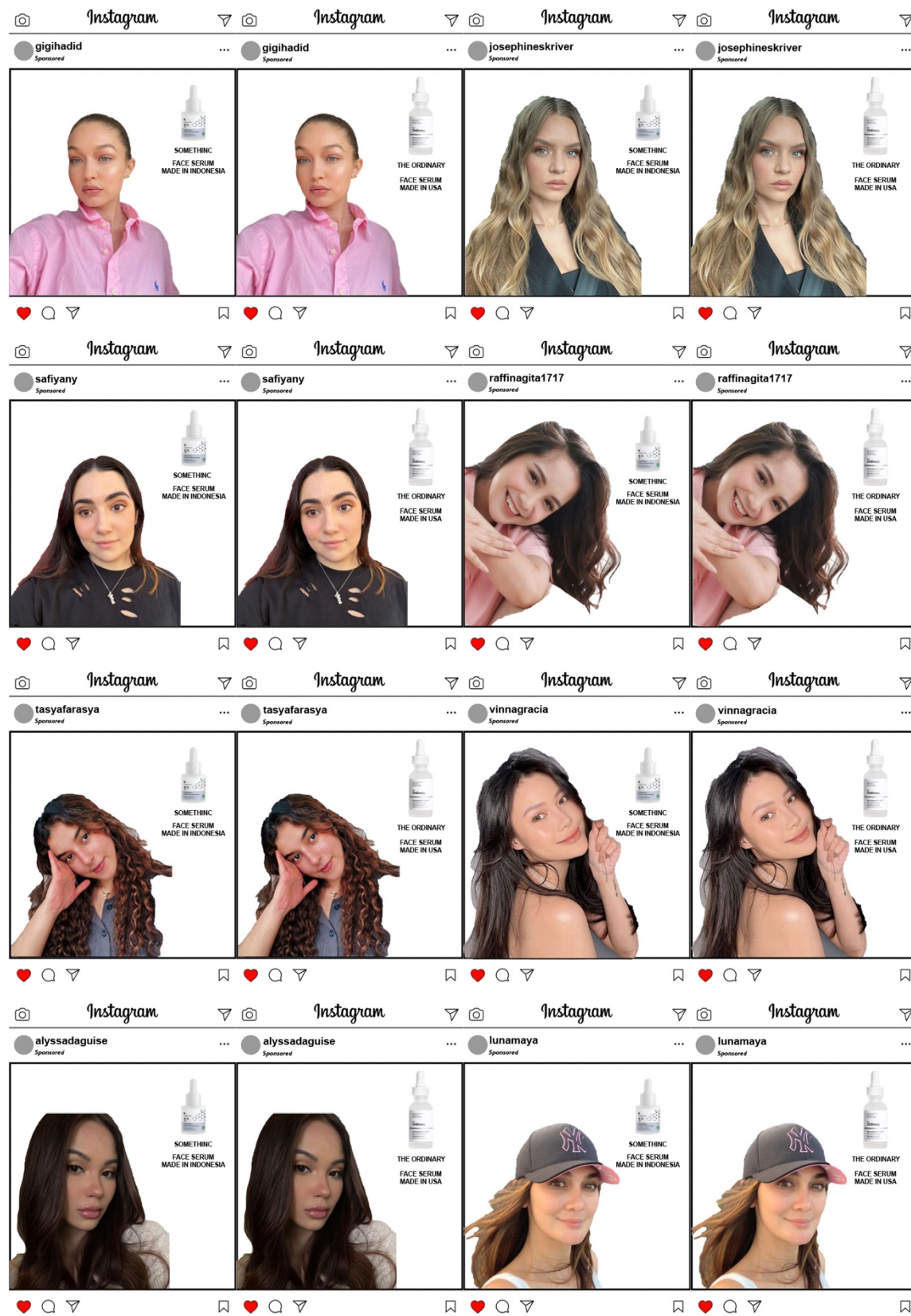
### 3.5 Procedure

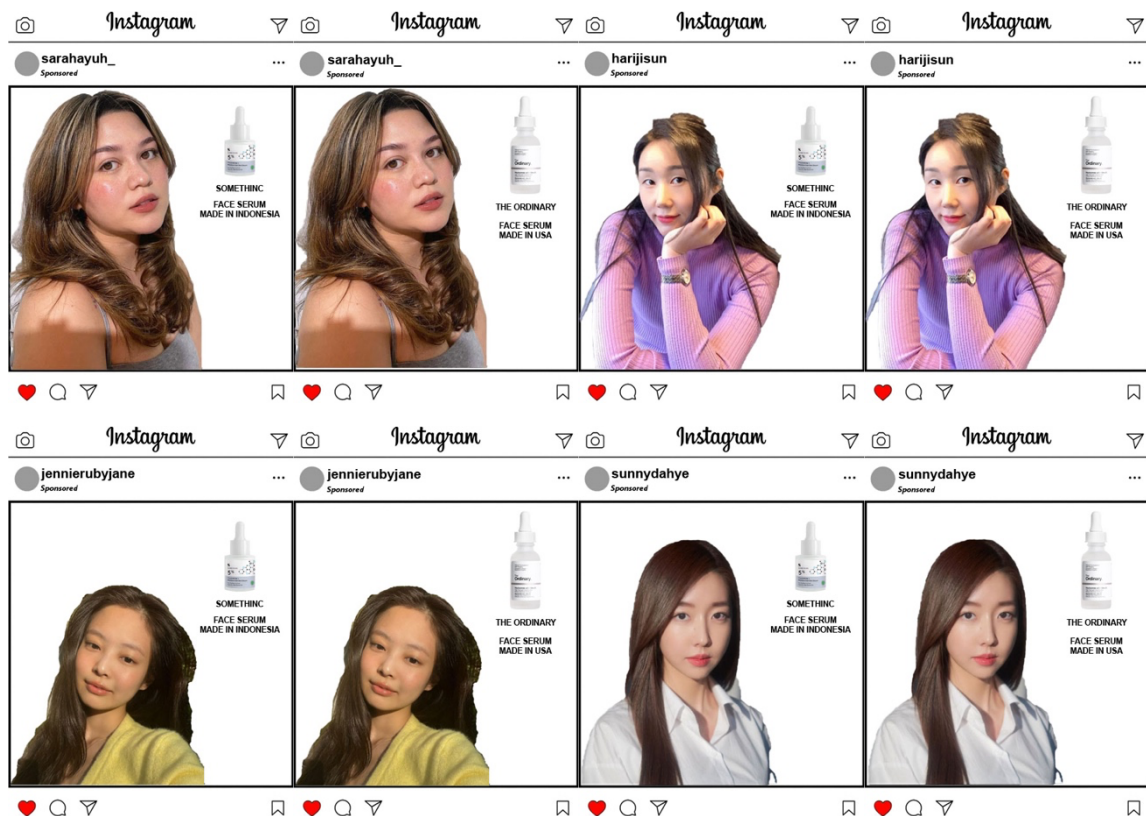
As stated above, the survey was done online via Qualtrics xm. At first, the introduction explicitly stated that only female respondents are needed. The participants were then randomly shown an advertisement (*Figure 5*) and were required to answer questions about the advertisement in order to gauge customer responses. The study's purpose was specified, as well as the survey's estimated length of time and their consent for filling in the survey. In the survey, the first question that will be asked is the race of the respondents. If the respondents are non-Indonesian, the survey would end as in this study only Indonesian female respondents are used. Second, they were asked to pay close attention to an advertisement presented and answered the questions provided. At the advertisement presented, one of the eight conditions is presented to the participants randomly.

Subsequently, questions related to the dependent variables were asked first. First, attitude towards the brand was measured, followed by attitude towards the ad, and attitude towards the influencer. Purchase intention as the final dependent variables was measured. After these questions, ethnic identification and consumer ethnocentrism as moderators were asked. Next, question to measure the perceived similarity with the influencer was also asked. Furthermore, a manipulation check question was asked towards the end of the survey. The reason why manipulation check is asked in the end is to make sure that the participants pay close attention to the advertisement shown at the beginning. To finalize the data collection, questions about the demographics were asked at the very end of the survey.

At any point during the survey, participants could exit the survey. They do, however, have to finish all of the questions before proceeding on to the next. Once the data is collected, it will be evaluated to see whether the hypotheses might be accepted or denied.

**Figure 5**  
**Design of advertisements**





### 3.6 Participants

This experimental research was using Indonesian female, from the age of 18-30, and active on social media (Instagram). When calculating sample size, Roscoe (1975) proposed the rule of thumb, which the number of participants in a questionnaire should be larger than 30 but fewer than 500. Because of that, minimum 30 respondents per group will be chosen. These characteristics of a participant are needed so that the influence of each independent variable on the dependent variable can be compared, as it is derived from participants that have nearly similar characteristics.

In total, 348 female respondents participated in the experiment. However, 102 respondents were removed from the dataset since the answers were incomplete and they did not match the criteria (age below 18 or over 30). As a result, 246 Indonesian female, age 18-30 are investigated for the assumption of the study.

Considering differences between groups will be investigated for multiple dependent variables, factorial Analysis of Variance (ANOVA) analyses are used per dependent variables. Standardized residuals for all dependent variables and moderators are checked to ensure that

the assumptions of normality and outliers are encountered. In Table 3, the distribution of the participants per condition is presented.

**Table 3**

*Distribution of participants per condition*

<b>Conditions</b>	<i>N</i>
1. Indonesian and Indonesian brand	31
2. Indonesian and International brand	34
3. Caucasian and Indonesian brand	31
4. Caucasian and International brand	27
5. Mixed-race and Indonesian brand	28
6. Mixed-race and International brand	36
7. Korean and Indonesian brand	32
8. Korean and International brand	27
<b>Total</b>	<b>246</b>

### **3.7 Operationalization and measures experiment**

This section of the method section describes the operationalization and measures for the variables in the main experiment.

#### *Race*

At the beginning of the survey, questions “what is your race, were you born and raised in Indonesia, as well as is your parents Indonesian?” check whether the respondents are Indonesian or non-Indonesian. The questions for race can be found in *Appendix 3*.

#### *Country of origin*

At the end of the survey together with the demographic, a question about the respondent’s preference on choosing country of origin when buying a face serum is asked. The question for country of origin can be found in *Appendix 3*.

#### *Attitude towards the brand*

The 'attitude towards the brand in the advertisement' scale consists of four items. This study employs a five-point Likert ranging from strongly disagree to strongly agree. However, an

additional scale is added for this study since five items scale is in line with the other dependent variables. The scale evaluates a person's feelings toward the brand featured in the advertisement (Lepkowska-White et al., 2003). *An example question is, "How do you feel about the brand in the ad"*. Furthermore, the Cronbach's alpha for this construct is high, with a .91 score. All five scale items can be found in *Appendix 3*.

#### *Attitude towards the ad*

The 'attitude towards the ad' scale consists of five items measured on a five-point Likert scale ranging from strongly disagree to strongly agree, and it assesses a person's reaction to an advertisement (de Pelsmacker et al., 2002). *An example item is, "I got a very positive impression"*. Furthermore, the Cronbach's alpha for this construct is considerably high, with a .89 score. All five scale items can be found in *Appendix 3*.

#### *Attitude towards the influencer*

The 'attitude towards the spokesperson' scale assesses a person's opinion of the model featured in the advertisement. In this study, the spokesperson is referred to as the influencer in the advertisement. Whittler and Dimeo's (1991) scale consist of four bipolar adjectives measured on a seven-point semantic differential scale. The attractiveness/unattractiveness of the item is added to the scale. However, to matches the other dependent variables, the scale was measured in a five-point Likert scale ranging from strongly cold to strongly warm, strongly unlikeable to strongly likeable, strongly insincere to strongly sincere, strongly unfriendly to strongly friendly, and lastly strongly unattractive to strongly attractive. *An example item is, "I found the model in the ad to be strongly cold, cold, neither cold nor warm, warm, strongly warm"*. A Cronbach's alpha of .88 indicates that this scale is highly reliable. The scale items can be found in *Appendix 3*.

#### *Purchase intention*

This scale developed by Lepkowska-White et al., (2003) assesses the likelihood of a person purchasing the product featured in the advertisement, with three statements measured on a five-point Likert scale. However, to match the other dependent variables, two more scales were added to the survey. *An example statement is, "If I were looking for this type of product, my likelihood of purchasing the product in the ad would be high"*. The construct has a Cronbach's alpha of .91, indicating high reliability. In *Appendix 3*, the items of the scale can be found.

#### *The moderator ethnic identification*

The ethnic identification scale assesses the degree to which a person expresses attachment to and positive feelings toward a specific ethnic group. A five-point Likert scale was used in this study. The scale was created by Appiah (2001), which is based on the multigroup ethnic identity measure (Phinney, 1992). *An example statement is, "I feel a strong attachment to my ethnic group"*. The construct has a Cronbach's alpha of .87, indicating high reliability. The scale items can be found in *Appendix 3*.

#### *The moderator consumer ethnocentrism*

The consumer ethnocentrism scale measures the degree to which a person tends to evaluate their own country's products than foreigners. A five-point Likert scale was used in this study. Furthermore, the scale was created by Hamin and Elliot (2006). *An example statement is, "For this product, I know that this country is well-known"*. The construct has a Cronbach's alpha of .89, indicating relatively high. The scale items can be found in *Appendix 3*.

#### *Perceived similarity with the influencer*

Items from the scale 'attitude towards the spokesperson similarity' was used to control the perceived similarity between the participant and the model (Mckirman et al., 1983). The scale was graded on a five-point Likert scale ranging from (1) not similar at all to (5) extremely similar. Furthermore, two self-created items are added to measure perceived similarity: 'perceived similarity in race' and 'perceived similarity in country of origin.'. *An example item of this scale is "How similar are you to the model pictured in the ad on appearance"*. A Cronbach's alpha of .79 indicates a reliable construct. The scale items can be found in *Appendix 3*.

### **3.8 Data analysis method**

The data analysis methods that will be used for this experimental study are descriptive statistical analysis and Analysis of Variance (ANOVA) between subjects. To test the dependent variables, this study used a Univariate Analysis of Variance per dependent variables with race, country of origin, ethnic identification, and consumer ethnocentrism as the fixed factors. These methods will be done using the SPSS statistical software. In total, 348 female respondents

participated in the experiment. However, to get the valid data before the responses were calculated, the data set from Qualtrics were cleaned in the SPSS Software. Firstly, the IP Addresses from all the respondents were checked to make sure that there were no double IP Addresses in the data set. Once the same IP Address was deleted, responses that were filled by people below 18 years old and above 30 were also deleted. Furthermore, the duration of the responses was also checked. In this study, the limitation for the duration is between 150 seconds to 2015 seconds. This is because the average of adults in Indonesia read about  $\pm 300$  words per minute, or it is equals to 5 words per second (Muhammad Noer, 2011).

Once the data set is cleaned and ready to use, the influencer's race then coded into four categories (1= Indonesian, 2= Caucasian, 3= Mixed-race, 4= Korean) and the country of origin was coded into two categories (1= Indonesian, 2= International). For the moderators, as they were used as fixed factors in SPSS, both of the moderators the. Also coded into two categories. These moderators, Ethnic identification and Consumer ethnocentrism, were coded into high and low categories. The high and low categories were chosen based on a median split as 2 was the median. The high group was categorized from neutral (2) to strongly agree (5), meanwhile the low group was categorized from strongly low (1) to low (2). For ethnic identification there were 200 participants considered as high and 46 participants considered as low. However, for consumer ethnocentrism there were 187 participants considered as high as 59 participants considered as low. Furthermore, after the four fixed factors were coded, the ANOVA test was run.

In SPSS, this research used 4x 2 ANOVA for four different dependent variables. For attitude towards the brand, race (Indonesian, Caucasian, Mixed-race, and Korean), country of origin (Indonesia and International), Ethnic identification (High and low), and Consumer ethnocentrism (High and low) were used as fixed factor in this ANOVA. For the attitude towards the brand, the race of the influencer and the country of origin of the product were measured. Furthermore, ethnic identification and consumer ethnocentrism were used as a fixed factors with the moderation effect. Hence, ethnic identification as a moderator for race was calculated through ANOVA with race and ethnic identification as the fixed factors. Followed by consumer ethnocentrism as a moderator for country of origin was calculated through ANOVA with country of origin and consumer ethnocentrism as fixed factors.

Moreover, for attitude towards the ad, the same procedure was also done as the attitude towards the brand. Race, country of origin, ethnic identification, and consumer ethnocentrism were used as fixed factors and ethnic identification and consumer ethnocentrism with moderation effect. Race and country of origin were measured, followed by ethnic identification

as a moderator for race was calculated through ANOVA with race and ethnic identification as the fixed factors. Followed by consumer ethnocentrism as a moderator for country of origin was calculated through ANOVA with country of origin and consumer ethnocentrism as fixed factors. The same exact procedure was also used for attitude towards the influencer and purchase intention in this research.

Ultimately, this research performed three two ways interactions. The interaction between race and country of origin, the interaction between race and ethnic identification with moderation effect, and the interaction between country of origin and consumer ethnocentrism with moderation effect for attitude towards the brand, ad, influencer as well as purchase intention.



## IV. Results

### 4.1 Hypotheses testing

The Analysis of Variance (ANOVA) test was conducted to determine the influence of racial origin of influencers consisting of four categories (Caucasian, Korean, Mixed, and Indonesian), and the effect of country of origin of product consisting of two categories (Indonesian and International), and the effect of Ethnic Identification and Consumer Ethnocentrism as moderators towards the four dependent variables, such as (1) Attitude towards the brand, (2) Attitude towards the ad, (3) Attitude towards the influencer, and (4) Purchase intention. First, the main effects of actual similarity in race were analysed. Second, the main effects of country of origin were explored, and third possible interaction effects were tested. At the end of this chapter, the moderator ethnic identification for race and the moderator consumer ethnocentrism for country of origin were explored as fixed factors in ANOVA analyses.

#### **Hypothesis 1: The effect of similarity in race**

The actual similarity in race contains four conditions: Indonesian, Caucasian, Mixed-race, and Korean. Since this study was only confronted to female Indonesian, in total, 65 respondents were confronted with Indonesian influencer, 58 respondents were confronted with Caucasian influencer, 64 respondents were confronted with Mixed-race influencer, and lastly 59 respondents were confronted with Korean influencer. The effect of similarity in race are tested for:

H1a: Attitude towards the brand

H1b: Attitude towards the ad

H1c: Attitude towards the influencer

H1d: Purchase intention

The outcomes are presented on the table below.

#### **Table 4**

*The effect of similarity in race towards the dependent variables*

<b>Independent Variable</b>	<b>Dependent Variable</b>	<b>F</b>	<b>p</b>	<b>Partial Eta Squared</b>
Race	Attitude towards the brand	0.706	0.549	0.009
	Attitude towards the ad	0.977	0.404	0.012
	Attitude towards the influencer	8.046	0.000	0.094
	Purchase intention	1.975	0.118	0.025

The outcomes for this test are presented per dependent variable.

The main effect of similarity on **attitudes toward the brand** in general showed an *F*-ratio of  $F(3,232) = 1.706$ ,  $p = .549$ , which indicate that there are no significant differences between groups who had seen a model with Indonesian race influencer ( $M = 36,28$ ,  $SD = 58,05$ ), Caucasian influencer ( $M = 34,31$ ,  $SD = 60,12$ ), Mixed-race influencer ( $M = 34,20$ ,  $SD = 53,37$ ), and Korean influencer ( $M = 34,78$ ,  $SD = 51,46$ )

The main effect of similarity on **attitudes toward the ad** in showed an *F*-ratio of  $F(3,232) = 0.977$ ,  $p = .404$ , which indicates that there are no significant differences between groups who had seen a model with Indonesian race influencer ( $M = 33,35$ ,  $SD = 74,50$ ), Caucasian influencer ( $M = 31,00$ ,  $SD = 77,70$ ), Mixed-race influencer ( $M = 30,33$ ,  $SD = 71,25$ ), and Korean influencer ( $M = 31,49$ ,  $SD = 77,15$ )

The main effect of similarity on **attitudes toward the influencer** in general for actual race similarity showed an *F*-ratio of  $F(3,232) = 8.046$ ,  $p = .000$ , which indicate that there are significant differences between groups who had seen a model with Indonesian race influencer ( $M = 38,06$ ,  $SD = 54,42$ ), Caucasian influencer ( $M = 30,00$ ,  $SD = 77,59$ ), Mixed-race influencer ( $M = 31,68$ ,  $SD = 68,28$ ), and Korean influencer ( $M = 32,57$ ,  $SD = 81,03$ ). From this result, the attitude towards the Indonesian influencer is significantly higher than the Caucasian, Mixed-race, and Korean.

The main effect of **purchase intention** in general for actual race similarity showed an *F*-ratio of  $F(3,232) = 1.975$ ,  $p = .118$ , which indicate that there are no significant differences between groups who had seen a model with Indonesian race influencer ( $M = 32,68$ ,  $SD = 67,76$ ),

Caucasian influencer (M = 29,48, SD = 79,87), Mixed-race influencer (M = 28,09, SD = 70,59), and Korean influencer (M = 29,82, SD = 86,57).

As a result of the outcomes, hypotheses 1a, 1b, and 1d are rejected. However, hypothesis 1c is accepted.

**Hypothesis 2: The effect of similarity in country of origin**

The actual similarity in country of origin contains two conditions: an Indonesian brand condition and an International brand condition. Since this study was only confronted to female Indonesian, in total, 122 respondents were confronted with Indonesian brand, and 124 respondents were confronted with International brand. The effect of similarity in country of origin are tested for:

H2a: Attitude towards the brand

H2b: Attitude towards the ad

H2c: Attitude towards the influencer

H2d: Purchase intention

The outcomes are presented on the table below.

**Table 5**

*The effect of similarity in country of origin towards the dependent variables*

<b>Independent Variable</b>	<b>Dependent Variable</b>	<b>F</b>	<b>p</b>	<b>Partial Eta Squared</b>
Country of origin	Attitude towards the brand	1.820	0.179	0.008
	Attitude towards the ad	1.105	0.294	0.005
	Attitude towards the influencer	0.254	0.625	0.001
	Purchase intention	1.755	0.186	0.008

The outcomes for this test are presented per dependent variable.

The main effect of **attitudes toward the brand** in general for actual race similarity showed an F-ratio of  $F(1,232) = 1.820$ ,  $p = .179$ , which indicate that there are no significant differences

between groups who had seen an Indonesian brand ( $M = 35,35$  ,  $SD = 53,72$ ) and an International brand ( $M = 34,48$ ,  $SD = 58,32$ ).

The main effect of **attitudes toward the ad** in general for actual race similarity showed an  $F$ -ratio of  $F(1,232) = 1.105$ ,  $p = .294$ , which indicate that there are no significant differences between groups who had seen an Indonesian brand ( $M = 32,41$  ,  $SD = 72,62$ ) and an International brand ( $M = 30,73$ ,  $SD = 77,64$ ).

The main effect of **attitudes toward the influencer** in general for actual race similarity showed an  $F$ -ratio of  $F(1,232) = 0.254$ ,  $p = .625$ , which indicate that there are no significant differences between groups who had seen an Indonesian brand ( $M = 33,44$  ,  $SD = 72,92$ ) and an International brand ( $M = 32,93$ ,  $SD = 80,26$ ).

The main effect of **purchase intention** in general for actual race similarity showed an  $F$ -ratio of  $F(1,232) = 1.755$ ,  $p = .186$ , indicating no significant differences between groups who had seen an Indonesian brand ( $M = 30,67$  ,  $SD = 77,50$ ) and an International brand ( $M = 29,43$ ,  $SD = 77,63$ ).

As a result of the outcomes, hypotheses 2a, 2b, 2c, and 2d are rejected.

### **Hypothesis 3: The Congruency between influencer's race and country of origin of a product**

The third hypothesis states that the congruency between influencer's race and country of origin of a product increases the positive effects on the dependent variables. Hence, both race and country of origin are combined in ANOVA analysis. The congruency between influencer's race and country of origin of a product are tested for:

H3a: Attitude towards the brand

H3b: Attitude towards the ad

H3c: Attitude towards the influencer

H2d: Purchase intention

The outcomes are presented on the table below.

#### **Table 6**

*The congruency between influencer's race and country of origin of a product towards the dependent variables*

<b>Independent Variable</b>	<b>Dependent Variable</b>	<b>F</b>	<b>p</b>	<b>Partial Eta Squared</b>
Race*Country of origin	Attitude towards the brand	0.829	0.479	0.011
	Attitude towards the ad	0.738	0.530	0.009
	Attitude towards the influencer	1.276	0.283	0.016
	Purchase intention	0.973	0.406	0.012

**Interaction effect attitude towards the brand.** In this ANOVA analysis, an interaction between race and country of origin for attitude towards the brand as dependent variable yielded an  $F$ -ratio of  $F(3,232) = 0.829$ ,  $p = .479$ , which indicate that there are no significant differences. Therefore, hypothesis 3a is rejected.

**Interaction effect attitude towards the ad.** In this ANOVA analysis, an interaction between race and country of origin for attitude towards the ad as dependent variable yielded an  $F$ -ratio of  $F(1,232) = 0.738$ ,  $p = .530$ , which indicate that there are no significant differences. Therefore, hypothesis 3b is rejected.

**Interaction effect attitude towards the influencer.** In this ANOVA analysis, an interaction between race and country of origin for attitude towards the influencer as dependent variable yielded an  $F$ -ratio of  $F(1,232) = 1.276$ ,  $p = .283$ , which indicate that there are no significant differences. Therefore, hypothesis 3c is rejected.

**Interaction effect purchase intention.** In this ANOVA analysis, an interaction between race and country of origin for purchase intention as dependent variable yielded an  $F$ -ratio of  $F(1,232) = 0.973$ ,  $p = .406$ , which indicate that there are no significant differences. Therefore, hypothesis 3d is rejected.

As a result of the outcomes, hypotheses 3a, 3b, 3c, and 3d are rejected.

#### Hypothesis 4: Moderator Ethnic Identification for race

In this study, ethnic identification is investigated as a possible moderator between race and the dependent variables. To find potentially significant findings, an ANOVA-analysis was performed with race and ethnic identification as fixed factors. For this study, ethnic identification was recoded into two groups using a 5-point Likert scale. These two groups are divided into two groups (group 1 = 200 respondents and group 2 = 46 respondents):

1. Low connection to ethnic identification (score 1.00–2.00).
2. High connection to ethnic identification (score 3.00–5.00).

The ethnic identification as a moderator for race are tested for:

H4a: Attitude towards the brand

H4b: Attitude towards the ad

H4c: Attitude towards the influencer

H4d: Purchase intention

The outcomes are presented on the table below.

**Table 7**

*The effect of Ethnic Identification as a moderator for race towards the dependent variables*

Variables	Dependent variables	<i>F</i>	<i>p</i>	Partial Eta Squared
Race*Ethnic identification	Attitude towards the brand	0.740	0.529	0.009
	Attitude towards the ad	1.215	0.305	0.015
	Attitude towards the influencer	0.497	0.684	0.006
	Purchase intention	0.684	0.563	0.009

**Moderator ethnic identification for attitude towards the brand.** An ANOVA-analysis with ethnic identification and similar race as fixed factors for attitude toward the brand presented an *F*-ratio of  $F(3,232) = 0.740$ ,  $p = .529$ , indicating no significant differences between the groups. As a result, ethnic identification does not appear to interact with or moderate race for the dependent variable attitude towards the brand.

**Moderator ethnic identification for attitude towards the ad.** An ANOVA-analysis with ethnic identification and similar race as fixed factors for attitude toward the ad yielded an  $F$ -ratio of  $F(3,232) = 1.215$ ,  $p = .305$  indicating no significant differences between the groups. As a result, ethnic identification does not appear to interact with or moderate race for the dependent variable attitude towards the ad.

**Moderator ethnic identification for attitude towards the influencer.** An ANOVA-analysis with ethnic identification and similar race as fixed factors for attitude toward the influencer presented an  $F$ -ratio of  $F(3,232) = 0.497$ ,  $p = .684$ , indicating no significant differences between the groups. As a result, ethnic identification does not appear to interact with or moderate race for the dependent variable attitude towards the influencer.

**Moderator ethnic identification for purchase intention.** An ANOVA-analysis with ethnic identification and similar race as fixed factors for purchase intention showed an  $F$ -ratio of  $F(3,232) = 0.684$ ,  $p = .563$ , indicating no significant differences between the groups. As a result, ethnic identification does not appear to interact with or moderate race for the dependent variable purchase intention.

As a result of the outcomes, hypotheses 4a, 4b, 4c, and 4d are rejected.

#### **Hypothesis 5: Moderator Consumer Ethnocentrism for country of origin**

In this study, consumer ethnocentrism is investigated as a possible moderator between country of origin and the dependent variables. To find potentially significant findings, an ANOVA-analysis was performed with country of origin and consumer ethnocentrism as fixed factors. For this study, consumer ethnocentrism was recoded into two groups using a 5-point Likert scale. These two groups are divided into two groups (group 1 = 187 respondents and group 2 = 59 respondents):

1. Low connection to ethnic identification (score 1.00–2.00).
2. High connection to ethnic identification (score 3.00–5.00).

The consumer ethnocentrism as a moderator for country of origin are tested for:

H5a: Attitude towards the brand

H5b: Attitude towards the ad

H5c: Attitude towards the influencer

H5d: Purchase intention

The outcomes are presented on the table below.

**Table 8**

*The effect of Consumer ethnocentrism as a moderator for country of origin towards the dependent variables*

<b>Variables</b>	<b>Dependent variables</b>	<b>F</b>	<b>p</b>	<b>Partial Eta Squared</b>
Country of origin*Consumer ethnocentrism	Attitude towards the brand	1.234	0.268	0.005
	Attitude towards the ad	0.032	0.858	0.000
	Attitude towards the influencer	0.123	0.726	0.001
	Purchase intention	1.164	0.282	0.005

**Moderator consumer ethnocentrism for attitude towards the brand.** An ANOVA-analysis with consumer ethnocentrism and similar country of origin as fixed factors for attitude toward the brand presented an  $F$ -ratio of  $F(1,232) = 1.234$ ,  $p = .268$ , indicating no significant differences between the groups. As a result, consumer ethnocentrism does not appear to interact with or moderate country of origin for the dependent variable attitude towards the brand.

**Moderator consumer ethnocentrism for attitude towards the ad.** An ANOVA-analysis with consumer ethnocentrism and similar country of origin as fixed factors for attitude toward the ad yielded an  $F$ -ratio of  $F(1,232) = 0.032$ ,  $p = .858$ , indicating no significant differences between the groups. As a result, consumer ethnocentrism does not appear to interact with or moderate country of origin for the dependent variable attitude towards the ad.

**Moderator consumer ethnocentrism for attitude towards the influencer.** An ANOVA-analysis with consumer ethnocentrism and similar country of origin as fixed factors for attitude toward the influencer showed an  $F$ -ratio of  $F(1,232) = 0.123$ ,  $p = .726$ , indicating no significant



differences between the groups. As a result, consumer ethnocentrism does not appear to interact with or moderate country of origin for the dependent variable attitude towards the influencer.

**Moderator consumer ethnocentrism for purchase intention.** An ANOVA-analysis with consumer ethnocentrism and similar country of origin as fixed factors for purchase intention presented an  $F$ -ratio of  $F(1,232)=1.164$ ,  $p=.282$ , indicating no significant differences between the groups. As a result, consumer ethnocentrism does not appear to interact with or moderate country of origin for the dependent variable purchase intention.

As a result of the outcomes, hypotheses 5a, 5b, 5c, and 5d are rejected.

## V. Discussion

This research examined whether similarity in race and country of origin led to significantly more positive consumer outcomes related to attitudes and purchase intention by presenting a manipulated advertisement consisting of one influencer, either Indonesian, Caucasian, Mixed, or Korean, and one face serum, either Indonesian brand or international brand. There is very little literature on the similarity-attraction effect in relation to positive consumer outcomes, especially in different types of races, more specific in mixed-race as well as country origin of the product. This final discussion focuses on the study's findings.

Firstly, it is found that similarity between the race of the influencer and the consumer could lead to a more positive attitude towards the influencer. This result is aligned to what was expected in the beginning. This is because the natural tendency for consumers to associate with, socialize with and be more comfortable with the influencers that have the same race as them. This aligned with Lynn et al.,(2008) study that suggest consumers prefer members of their own race across commercial context. Race of an influencer is categories as heuristic cue, which in advertisement, consumer will rely on heuristic cues when seeing an advertisement or influencers. The more similar the heuristic cues one has, the more likely they will give a positive attitude towards the influencers shown in the advertisement. For the mixed-influencers consumers were also find some similarities between the influencers and respondents. This also then affect the consumer's attitude towards the influencers. Though there is some similarity between the participants and the mixed-race influencer, the existence of other race in the influencers gave an effect to the participants attitude towards the influencers. This is because the participants feel some dissimilarity between themselves and the influencers.

However, similar race did not significantly increase attitudes towards the brand, ad and purchase intention. These findings are in contradiction to what was expected. One possible explanation for this result is that the presence of the influencer as well as their race have no effect on consumer's purchase intentions. This could be driven by the fact that consumers are currently exposed to a wide range of commercial communications and promotional messages. Consumers may be unaffected by advertising differences due to their integrated and comprehensive experiences with sponsored advertisements. Another reasoning also might be because people see the brand and/or ad in a different context with the influencer, hence there is no connection between the race of the influencer with the consumers attitude towards the brand, ad, purchase. Consequently, the consumers' purchase intention as well as their attitude towards the brand and the ad were not affected at all. Another possible reasoning could be

because the respondents that filled in the survey, did not pay close attention to the race of the influencer as they were just focusing on the product itself.

Furthermore, from this study's findings, it is found that similarity between country of origin of the product and the consumers did not have any significant effect to increase attitude towards the brand, ad, influencer, and purchase intention. These findings, again, are in contradiction to what was expected. One possible reason for this result is that Indonesian females perceive Indonesia and the United States to be problematic countries. Ranging from their political problems, conflicts, and so on. The U.S reputation has also plummeted as an impact from Russian-Ukraine conflict (Aju, 2022). Hence, they found that Indonesia and the U.S as a non-reputable country that leads to non-significant impact for attitude towards the brand, ad, influencer and purchase intention. This statement then aligns with previous study, which mentioned consumers will have a positive attitude toward the product if the country is reputable. Country of origin has a direct effect on brand image in the same way that it has a direct effect on attitude. Consumers believe that a reputable country produces high-quality goods. As a result, good country equals good brand image. Consumers with a positive brand image are more likely to purchase the product (Tulipa & Muljani, 2015). Another study by Le et al., (2017), also found that country of origin does not have an impact to consumers' purchase intention. Hester and Yuen (1987) pointed out that many individuals may not consider COO as a reason for purchasing a product.

Next, there are no significant interaction effects what were found for race and country of origin considering attitudes and purchase intention. These findings are contrary to what was expected. The possible explanation for this might be due to the self-love movement and the freedom of speech that allow everyone to express what they want freely without any judgement. As well as the right to choose anything they want because of the freedom of speech movement. As Hester and Yuen (1987) also mentioned that people may not consider country of origin as a reason for them to buy a product. This then explain, it does not matter from which country a certain beauty product is from, the consumer will look into its function and ingredients instead.

Moreover, ethnic identification was not found to be a moderator in this study. This might be related to the unequal group sizes that were performed in this research. However, this could be also because low Asian ethnic identifiers feel distinct based on their Asian cultural background rather than their race; thus, they could process ad messages based on Asian culture but not Asian race. A study among African American found that Congruent ethnicity of the spokespersons in the ad had no effect on ad evaluations among weak African American or Hispanic ethnic identifiers (Green, 1999), and when compared to strong identifiers, weak

identifiers do not necessarily seek ethnically congruent endorsers or services (Donthu & Cherian, 1992). The finding from this study is also supported by some studies that stated the strength of ethnic identification has no effect on the effectiveness of advertisements featuring spokespersons of the same race as the audience (Wang & Arpan, 2008). A study by Appiah (2001) found a weak (marginally significant) interaction effect of ethnic identity and spokesperson race on adolescents' perceptions of similarities between themselves and the source, but no interaction effects on their attitudes toward the advertisements. According to Appiah's (2001) findings, the strength of ethnic identity may interact with spokesperson race only when minority audience members evaluate spokespersons (rather than, for example, the ad) or during the identification process, but not during the internalization process.

Lastly, the second proposed moderator, consumer ethnocentrism, was also not found to be a moderator in this study. The possible reason for this is because regular consumers have a higher purchasing power and are more concerned in the brand image and social status that it can portray (González-Cabrera & Trelles-Arteaga, 2021). Another possible reasoning could be because female when purchasing cosmetics (especially skincare related) tend to look more to the ingredients of the product. This is because every skin is differed from others (PR Newswire, 2017). A previous study found that that ethnocentrism may be more prevalent closely related to consumer judgments and product evaluations than to consumer desires (Ettenson & Klein, 2005).

## **5.1 Practical implications**

This study discovered a significant interaction effect that can be adapted in the practical field. The results are particularly informative for marketers as the results can be used in real-life advertisements. For instance, when the model in the ad had a similar race to the consumer, there was a positive attitude towards the influencer itself. This finding should be considered when creating an advertisement because allegedly, Indonesian influencers received higher score than any other races that were tested. Moreover, a positive attitude towards the influencer will usually affect their intention to buy a product.

Furthermore, an Indonesian influencer should be used when advertising a beauty product instead of using influencers from other races. As nowadays, the western beauty standard has slightly vanished since the self-love movements arose. So, the idea of using another influencer from different race is no longer suitable for this era. For instance, in

Indonesia many beauty brands are using Indonesian influencers as well to promote their brand (Annur, 2022).

## **5.2 Limitation and future research**

### *Generalization*

This study has limitations, the first of which is the sample group of women studied. The study focused on a sample group of Indonesian female respondents with an age between 18-30 years old that uses social media. This study was also only focused on Indonesian participants, as in the parents have to be Indonesian, were raised and born in Indonesia. As a result, the study's generalizability is limited. Future research should concentrate on including people with other gender and different age range in a single study. In addition, future research should look into the similarity-attraction effect in men and could also look into a different race group of a participant.

### *Stimulus material*

The stimulus material used in this study has some limitations. The female influencers used in the advertisement were one of the stimulus material's limitations. The 12 different influencers were used because editing a fake model with four different races would not look realistic. Despite the fact that all of the influencers wore minimum to no make-up and had a portrait picture, it is possible that some of the influencers were found more attractive than others.

The brand used in the advertisement is another limitation that can be argued within this chapter. The real brand 'Somethinc' and 'The Ordinary' were chosen for this study because it was found to be more real and relatable than fictitious brands. Those real brands were also used to see the real potential differences that could occur. Moreover, the two different products were used because editing fake products might not look realistic and appealing. For future studies, a similar study design with a fictitious brand can be used to minimize the bias effect from the consumers.

Eventually, participants did not see the effect of the face serum and thus had difficulty judging the product in the advertisement. It is essential for future studies to make the product in the advertisement as visible as possible, for example, by presenting a close-up of the influencer using the product.

### **5.3 Conclusion**

The purpose of this study was to determine whether race of the influencer and country of origin of the product, between the advertised influencer as well as product and consumer increased attitude towards the brand, ad, influencer as well as purchase intention. As a result, this study helped to fill a gap in similarity research in marketing context. Based on quantitative analyses of face serum advertisements featuring influencers from four different races, it is possible to conclude that when the race of the influencer is similar, the attitude towards the influencer significantly increases. However, this is not the case with the country of origin of the product. Furthermore, ethnic identification was not discovered to be a moderator for race. At the same time, it is found that consumer ethnocentrism was also not discovered to be a moderator for country of origin.

## REFERENCES

- Aaker, D. A., Day, G. S., Kumar, V., & Leone, R. P. (2011). *Marketing Research* (10 ed). Hoboken, NJ Wiley.
- Aaker, J. L., Brumbaugh, A. M., & Grier, S. A. (2000). Nontarget markets and viewer distinctiveness: The impact of target marketing on advertising attitudes. *Journal of Consumer Psychology*, 9(3), 127–140. [https://doi.org/10.1207/S15327663JCP0903\\_1](https://doi.org/10.1207/S15327663JCP0903_1)
- Abidin, C. (2015). Communicative intimacies: Influencers and Perceived Interconnectedness. *Ada: A Journal of Gender, New Media, and Technology*, 8.
- Aju. (2022, June 1). *Reputasi AS Jatuh, Dampak Konflik di Ukraina*. Suara Pemred.
- Ajzen, I. (1974). EFFECTS OF INFORMATION ON INTERPERSONAL ATTRACTION: SIMILARITY VERSUS AFFECTIVE VALUE '. In *Journal of Personality and Social Psychology* (Vol. 29, Issue 3).
- Alotaibi, T. S., Alkathlan, A. A., & Alzeer, S. S. (2019). Instagram shopping in Saudi Arabia: What influences consumer trust and purchase decisions? *International Journal of Advanced Computer Science and Applications*, 10(11), 605–613. <https://doi.org/10.14569/IJACSA.2019.0101181>
- Annur, C. M. (2022, March 14). *Deretan Beauty Influencer Indonesia Terpopuler di Instagram, Siapa Saja?* Databoks. <https://databoks.katadata.co.id/datapublish/2022/03/14/deretan-beauty-influencer-indonesia-terpopuler-di-instagram-siapa-saja>
- Appel, G., Grewal, L., Hadi, R., & Stephen, A. T. (2020). The future of social media in marketing. *Journal of the Academy of Marketing Science*, 48(1), 79–95. <https://doi.org/10.1007/s11747-019-00695-1>
- Appiah, O. (2001). Ethnic Identification on Adolescents' Evaluations of Advertisements. *Journal of Advertising Research*, 41(5), 7–22. [www.journalofadvertisingresearch.com](http://www.journalofadvertisingresearch.com)
- Avery, D. R. (2003). Reactions to diversity in recruitment advertising - Are differences Black and White? *Journal of Applied Psychology*, 88(4), 672–679. <https://doi.org/10.1037/0021-9010.88.4.672>
- Bagozzi, R. P., Tybout, A. M., Craig, C. S., & Sternthal, B. (1979). *The Construct Validity of the Tripartite Classification of Attitudes*. <https://doi.org/10.2307/3150879>
- Bannister, J. P., & Saunders, J. A. (1978). UK Consumers' Attitudes Towards Imports: The Measurement of National Stereotype Image. *European Journal of Marketing*, 12(8), 562–570.
- Baumeister R. F., & Vohs K. D. (n.d.). *Similarity-Attraction Effect*. SAGE Knowledge. Retrieved March 30, 2022, from <https://sk.sagepub.com/reference/socialpsychology/n517.xml#:~:text=The%20similarity%20Dattraction%20effect%20refers,to%20be%20around%20the%20person.>
- Belanche, D., Casaló, L. v., Flavián, M., & Ibáñez-Sánchez, S. (2021). Building influencers' credibility on Instagram: Effects on followers' attitudes and behavioral responses toward the influencer. *Journal of Retailing and Consumer Services*, 61. <https://doi.org/10.1016/j.jretconser.2021.102585>
- Belanche, D., Flavián, M., & Ibáñez-Sánchez, S. (2020). Followers' reactions to influencers' Instagram posts. *Spanish Journal of Marketing - ESIC*, 24(1), 37–54. <https://doi.org/10.1108/SJME-11-2019-0100>
- Bernstein, I. H., Lin, T.-D., & McClellan, P. (1982). Cross-vs. within-racial judgments of attractiveness. In *Perception & Psychophysics* (Vol. 32, Issue 6).
- Bilkey, W., & Nes, E. (1982). COUNTRY-OF-ORIGIN EFFECTS ON PRODUCT EVALUATIONS. *Journal of International Business Studies*, 13(1), 89–100. [www.jstor.org](http://www.jstor.org)

- Breves, P. L., Liebers, N., Abt, M., & Kunze, A. (2019). The perceived fit between instagram influencers and the endorsed brand: How influencer–brand fit affects source credibility and persuasive effectiveness. *Journal of Advertising Research*, 59(4), 440–454. <https://doi.org/10.2501/JAR-2019-030>
- Bruwer, J., Buller, C., Saliba, A. J., & Li, E. (2014). Country-of-origin (COO) brand loyalty and related consumer behaviour in the Japanese wine market. *International Journal of Wine Business Research*, 26(2), 97–119. <https://doi.org/10.1108/IJWBR-05-2013-0020>
- Buckley, H. M., & Roach, M. E. (1981). Attraction as a Function of Attitudes and Dress. *Home Economics Research Journal*, 10(1), 88–97. <https://doi.org/10.1177/1077727X8101000111>
- Byrne, B., Griffitt, W., & Stefaniak, D. (1967). ATTRACTION AND SIMILARITY OF PERSONALITY CHARACTERISTICS 1. In *Journal of Personality and Social Psychology* (Vol. 5, Issue 1).
- Byrne, D., Rasche, L., & Kelley, K. (1974). When “I Like You” Indicates Disagreement An Experimental Differentiation of Information and Affect1. In *JOURNAL OF RESEARCH IN PERSONALITY* (Vol. 8).
- Casaló, L. v., Flavián, C., & Ibáñez-Sánchez, S. (2020). Influencers on Instagram: Antecedents and consequences of opinion leadership. *Journal of Business Research*, 117, 510–519. <https://doi.org/10.1016/j.jbusres.2018.07.005>
- Chaiken, S., & Maheswaran, D. (1994). Heuristic Processing Can Bias Systematic Processing: Effects of Source Credibility, Argument Ambiguity, and Task Importance on Attitude Judgment. In *Journal of Personality and Social Psychology* (Vol. 66, Issue 3). <https://doi.org/10.1037/0022-3514.66.3.460>
- Charenina, K. M. (2009). *Girls’ Guide to Beauty: a Semiotic Approach in Analyzing the Concept of Beauty on Teenage girls’ Magazine covers in Indonesia “kaWanku.”*
- Chi, H.-H. (2011). Interactive Digital Advertising vs. Virtual Brand Community. *Journal of Interactive Advertising*, 12(1), 44–61. <https://doi.org/10.1080/15252019.2011.10722190>
- Chu, S.-C. (2011). Viral Advertising in Social Media. *Journal of Interactive Advertising*, 12(1), 30–43. <https://doi.org/10.1080/15252019.2011.10722189>
- de Pelsmacker, P., Geuens, M., & Anckaert, P. (2002). Media context and advertising effectiveness: The role of context appreciation and context/ad similarity. *Journal of Advertising*, 31(2), 49–61. <https://doi.org/10.1080/00913367.2002.10673666>
- de Ruyter, K., van Birgelen, M., & Wetzels, M. (1998). Consumer ethnocentrism in international services marketing. In *International Business Review* (Vol. 7).
- Dickson, P. R., Burnkrant, R. E., Miniard, P. W., & Unnava, H. R. (1986). IF IT ISN’T A DUCK THEN WHY DID IT QUACK? COMPETING EXPLANATIONS FOR AN OBSERVED EFFECT OF ILLUSTRATIONS IN AN ADVERTISEMENT. *Advances in Consumer Research*, 13, 153–157.
- Djafarova, E., & Rushworth, C. (2017). Exploring the credibility of online celebrities’ Instagram profiles in influencing the purchase decisions of young female users. *Computers in Human Behavior*, 68, 1–7. <https://doi.org/10.1016/j.chb.2016.11.009>
- Donthu, N., & Cherian, J. (1992). Hispanic Coupon Usage: The Impact of Strong and Weak Ethnic Identification. In *Psychology & Marketing* (Vol. 9, Issue 6). John Wiley & Sons, Inc. <https://doi.org/10.1002/mar.4220090607>
- Duggal, R. (2019, April 19). *Consumer Attitudes: A Small Factor That Makes A Big Impact*. Forbes Communication Council.
- Edell, J. A., & Staelln, R. (1983). The Information Processing of Pictures in Print Advertisements. *Journal of Consumer Research*, 10(1), 45–61. <http://jcr.oxfordjournals.org/>



- Ettenson, R., & Klein, J. G. (2005). The fallout from French nuclear testing in the South Pacific: A longitudinal study of consumer boycotts. *International Marketing Review*, 22(2), 199–224. <https://doi.org/10.1108/02651330510593278>
- Evans, N. J., Phua, J., Lim, J., & Jun, H. (2017). Disclosing Instagram Influencer Advertising: The Effects of Disclosure Language on Advertising Recognition, Attitudes, and Behavioral Intent. *Journal of Interactive Advertising*, 17(2), 138–149. <https://doi.org/10.1080/15252019.2017.1366885>
- Evans, P. C., & McConnell, A. R. (2003). Do Racial Minorities Respond in the Same Way to Mainstream Beauty Standards? Social Comparison Processes in Asian, Black, and White Women. *Self and Identity*, 2(2), 153–167. <https://doi.org/10.1080/15298860309030>
- Festinger, L. (1954). A Theory of Social Comparison Processes. *Human Relations*, 7(2), 117–140. <https://doi.org/10.1177/001872675400700202>
- Fishbein, M., & Ajzen, I. (1975). *Belief, Attitude, Intention and Behavior: An Introduction to Theory and Research*, Reading, MA: Addison-Wesley. MA: Addison-Wesley.
- Freberg, K., Graham, K., McGaughey, K., & Freberg, L. A. (2011). Who are the social media influencers? A study of public perceptions of personality. *Public Relations Review*, 37(1), 90–92. <https://doi.org/10.1016/j.pubrev.2010.11.001>
- Ginanti, A. R. (2018, October 31). *Tren Skincare Korea Vs Lokal, Mana yang Cocok untuk Kulit Indonesia?* BukaReview. <https://review.bukalapak.com/beauty/skincare-korea-melesat-indonesia-perlahan-menyalip-siapa-juaranya-72918>
- Giner-Sorolla, R. (1999). Affect in attitude: Immediate and deliberative perspectives. In *Dual-process theories in social psychology* (pp. 441–461). The Guilford Press.
- González-Cabrera, C., & Trelles-Arteaga, K. (2021). Etnocentrismo del consumidor e intención de compra en países en desarrollo. *Retos*, 11(21), 165–180. <https://doi.org/10.17163/ret.n21.2021.10>
- Green, C. L. (1999). Ethnic evaluations of advertising: Interaction effects of strength of ethnic identification, media placement, and degree of racial composition. *Journal of Advertising*, 28(1), 49–64. <https://doi.org/10.1080/00913367.1999.10673576>
- Hamin, & Elliott, G. (2006). A less-developed country perspective of consumer ethnocentrism and “country of origin” effects: Indonesian evidence. *Asia Pacific Journal of Marketing and Logistics*, 18(2), 79–92. <https://doi.org/10.1108/13555850610658246>
- Hartman, T. (2019). “Do I like the product and you, because you have my size and color too?”
- Hermanda, A., Sumarwan, U., & Tinaprilla, D. N. (2019). THE EFFECT OF SOCIAL MEDIA INFLUENCER ON BRAND IMAGE, SELF-CONCEPT, AND PURCHASE INTENTION. In *Journal of Consumer Sciences E* (Vol. 04, Issue 02).
- Hester, S. B., & Yuen, M. (1987). *THE INFLUENCE OF COUNTRY OF ORIGIN ON CONSUMER ATTITUDE AND BUYING BEHAVIOR IN THE UNITED STATES AND CANADA*. 14(NA-Advances in Consumer Research), 538–542.
- Ichsani, R. (2016). *Consumer’s Perception of Attractiveness, Purchase Intention, and Body Image among Indonesian Women*.
- Jackson, L. A., Hodge, C. N., & Ingram, J. M. (1994). Gender and Self-Concept: A Reexamination of Stereotypic Differences and the Role of Gender Attitudes I. In *Sex Roles* (Vol. 30, Issue 9).
- Josiassen, A., Assaf, A. G., & Karpen, I. O. (2011). Consumer ethnocentrism and willingness to buy: Analyzing the role of three demographic consumer characteristics. *International Marketing Review*, 28(6), 627–646. <https://doi.org/10.1108/02651331111181448>
- Kalmijn, M. (1998). INTERMARRIAGE AND HOMOGAMY: Causes, Patterns, Trends. In *Annu. Rev. Sociol* (Vol. 24). [www.annualreviews.org](http://www.annualreviews.org)

- Kaplan, M. F., & Anderson, N. H. (1973). INFORMATION INTEGRATION THEORY AND REINFORCEMENT THEORY AS APPROACHES TO INTERPERSONAL ATTRACTION 1. In *Journal of Personality and Social Psychology* (Vol. 28, Issue 3).
- KI, B. (2019). *INFLUENCER MARKETING REVIEW : Statistics and Trends 1 Influencer Marketing Strategy Trend Review Influencer Marketing Strategy and Trend Review*. <https://www.researchgate.net/publication/330513310>
- Knoll, J., & Matthes, J. (2017). The effectiveness of celebrity endorsements: a meta-analysis. *Journal of the Academy of Marketing Science*, 45(1), 55–75. <https://doi.org/10.1007/s11747-016-0503-8>
- Kotler, P. (1994). *Marketing management analysis, planning, implementation, and control 8th ed.* (8th ed.). Prentice Hall.
- Kozar, J. M., & Damhorst, M. L. (2008). Older women's responses to current fashion models. *Journal of Fashion Marketing and Management*, 12(3), 338–350. <https://doi.org/10.1108/13612020810889290>
- Lantz, G., & Loeb, S. (1996). *COUNTRY OF ORIGIN AND ETHNOCENTRISM: AN ANALYSIS OF CANADIAN AND AMERICAN PREFERENCES USING SOCIAL IDENTITY THEORY* (Vol. 23). Association for Consumer Research.
- Lazarsfeld, P. F., & Merton, R. K. (1954). Friendship as a Social Process: A Substantive and Methodological Analysis. In *Freedom and Control in Modern Society* (M. Berger, pp. 18–66). Van Nostrand.
- Lee, E. ju, & Schumann, D. W. (2004). Explaining the special case of incongruity in advertising: Combining classic theoretical approaches. *Marketing Theory*, 4(1–2), 59–90. <https://doi.org/10.1177/14705931040444087>
- Lepkowska-White, E., Brashear, T. G., & Weinberger, M. G. (2003). A test of ad appeal effectiveness in poland and the united states - the interplay of appeal, product, and culture. *Journal of Advertising*, 32(3), 57–66. <https://doi.org/10.1080/00913367.2003.10639136>
- Louch, H. (2000). Personal network integration: transitivity and homophily in strong-tie relations. In *Social Networks* (Vol. 22). [www.elsevier.com/locate/socnet](http://www.elsevier.com/locate/socnet)
- Lynn, M., Sturman, M., Ganley, C., Adams, E., Douglas, M., & Mcneil, J. (2008). *Consumer Racial Discrimination in Tipping: A Replication and Extension*.
- Ma, Q., Abdeljelil, H. M., & Hu, L. (2019). The influence of the consumer ethnocentrism and cultural familiarity on brand preference: Evidence of event-related potential (ERP). *Frontiers in Human Neuroscience*, 13. <https://doi.org/10.3389/fnhum.2019.00220>
- Mackenzie, S. B., Lutz, R. J., & Belch, G. E. (1986). The Role of Attitude toward the Ad as a Mediator of Advertising Effectiveness: A Test of Competing Explanations. In *Source: Journal of Marketing Research* (Vol. 23, Issue 2).
- Maheswaran, D. (1994). *Country of Origin as a Stereotype: Effects of Consumer Expertise and Attribute Strength on Product Evaluations THEORETICAL BACKGROUND*.
- Maheswaran, D., Chen, C. Y., & He, J. (2013). Nation equity: Integrating the multiple dimensions of country of origin effects. *Review of Marketing Research*, 10, 153–189. [https://doi.org/10.1108/S1548-6435\(2013\)0000010010](https://doi.org/10.1108/S1548-6435(2013)0000010010)
- Mahon, J. A., & Cushner, K. (2014). Revising and updating the inventory of cross-cultural sensitivity. *Intercultural Education*, 25(6), 484–496. <https://doi.org/10.1080/14675986.2014.990232>
- Mandler, G. (1982). The structure of value: Accounting for taste. In M. S. Clark & S. T. Fiske (Eds.), *Affect and Cognition 17th Annual Carnegie Mellon Symposium on Cognition* (1st Edition, pp. 3–36). Lawrence Erlbaum.
- Masuda, H., Han, S. H., & Lee, J. (2022). Impacts of influencer attributes on purchase intentions in social media influencer marketing: Mediating roles of characterizations.

- Technological Forecasting and Social Change*, 174.  
<https://doi.org/10.1016/j.techfore.2021.121246>
- Mckirman, D. J., Smith, C. E., And, C., & Hamayan Bilingrtal, E. v. (1983). A Sociolinguistic Approach to the Belief-Similarity Model of Racial Attitudes. In *JOURNAL 0~ EXPERIMENTAL SOCIAL PSYCHOLOGY* (Vol. 19).
- Mcperson, M., Smith-Lovin, L., & Cook, J. M. (2001). BIRDS OF A FEATHER: Homophily in Social Networks. *Annual Review of Sociology*, 27(1).  
<https://doi.org/10.1146/annurev.soc.27.1.415>
- Mitchell, A. A. (1986). The Effect of Verbal and Visual Components of Advertisements on Brand Attitudes and Attitude Toward the Advertisement. *Journal of Consumer Research*, 13(1), 12–24. <https://doi.org/10.1086/209044>
- Mitchell, A. A., & Olson, J. C. (1981). *Are Product Attribute Beliefs the Only Mediator of Advertising Effects on Brand Attitude?* <https://doi.org/10.2307/3150973>
- Montoya, R. M., & Horton, R. S. (2013). A meta-analytic investigation of the processes underlying the similarity-attraction effect. *Journal of Social and Personal Relationships*, 30(1), 64–94. <https://doi.org/10.1177/0265407512452989>
- Montoya, R. M., Horton, R. S., & Kirchner, J. (2008). Is actual similarity necessary for attraction? A meta-analysis of actual and perceived similarity. *Journal of Social and Personal Relationships*, 25(6), 889–922. <https://doi.org/10.1177/0265407508096700>
- Muhammad Noer. (2011, March 28). *BAGAIMANA MEMULAI KEBIASAAN MEMBACA DENGAN (SANGAT) CEPAT?* Membaca Cepat.  
<https://www.membacacepat.com/artikel/bagaimana-memulai-kebiasaan-membaca-dengan-sangat-cepat/#:~:text=Sayangnya%2C%20kemungkinan%20besar%20tidak%20demikian,adalah%20250%20%E2%80%93%20300%20kata%20permenit.>
- Ostrom, T. M. (1969). The Relationship between the Affective, Behavioral, and Cognitive Components of Attitude. In *JOURNAL OF EXPERIMENTAL SOCIAL PSYCHOLOGY* (Vol. 5). [https://doi.org/10.1016/0022-1031\(69\)90003-1](https://doi.org/10.1016/0022-1031(69)90003-1)
- Perrier, A. (2008). *Influence of model body size on consumer attitudes and purchase intention.*
- Phinney, J. S. (1992). The Multigroup Ethnic Identity Measure: A New Scale for Use with Diverse Groups. *Journal of Adolescent Research*, 7(2), 156–176.  
<https://doi.org/10.1177/074355489272003>
- PR Newswire. (2017). *STUDY: Confusion Over Ingredients in Personal Care Products Impacts Female Buying Behavior.* <https://www.prnewswire.com/news-releases/study-confusion-over-ingredients-in-personal-care-products-impacts-female-buying-behavior-300495267.html>
- Prasetyaningsih, L. S. A., & Seung-kyung Kim, C. M. (2007). *Title of Dissertation: The Maze of Gaze: The Color of Beauty in Transnational Indonesia.*
- Prianti, D. (2013). *Indonesian female beauty concept: Does it take into account the traditional values?* [www.iafor.org](http://www.iafor.org)
- Ri, A. (2021, October 31). *Deretan Brand Lokal yang Mendaulat Artis Korea sebagai Brand Ambassador.* Beautynesia. <https://www.beautynesia.id/beauty/deretan-brand-lokal-yang-mendaulat-artis-korea-sebagai-brand-ambassador/b-240753>
- Richardson, H. M. (1940). Community of Values as a Factor in Friendships of College and Adult Women. *Journal of Social Psychology*, 11(2), 303–312.  
<https://doi.org/10.1080/00224545.1940.9918751>
- Robinson, J. (2014). *Encyclopedia of Quality of Life and Well-Being Research* (A. C. Michalos, Ed.; 2014 Edition). Springer, Dordrecht.

- Rogers, E. M., & Bhowmik, D. K. (1970). The authors acknowledge the influence of Richard Joyce of Western Michigan University on the present article. In *the Association for Education in Journalism* (Vol. 16). <https://doi.org/10.1086/267838>
- Rokeach, M., Smith, P. W., & Evans, R. I. (1960). Two Kinds of Prejudice or One? In *The Open and Closed Mind* (M. Rokeach, pp. 132–168). Basic Books.
- Roscoe, J. T. (1975). *Fundamental research statistics for the behavioral sciences* (2 ed). New York, Holt, Rinehart and Winston.
- Saad, S., Shah, H., Aziz, J., Raza Jaffari, A., Waris, S., Ejaz, W., Fatima, M., & Sherazi, S. K. (2012). The Impact of Brands on Consumer Purchase Intentions. *Asian Journal of Business Management*, 4(2), 105–110.
- Sarosa, A. P. (2018, December 27). Alasan Wanita Indonesia Lebih Suka Produk Kecantikan asal Korea. *Tempo.Co*. <https://cantik.tempo.co/read/1159359/alasan-wanita-indonesia-lebih-suka-produk-kecantikan-asal-korea>
- Schiffman, L. G., & Kanuk, L. L. (2000). *Consumer behavior*. (7th ed.). New Jersey Prentice-Hall, Inc.
- Schneider, M., Teske, P., Roch, C., & Marschall, M. (1997). Networks to Nowhere: Segregation and Stratification in Networks of Information about Schools. *American Journal of Political Science*, 41, 1201–1220.
- Shankarmahesh, M. N. (2006). Consumer ethnocentrism: An integrative review of its antecedents and consequences. In *International Marketing Review* (Vol. 23, Issue 2, pp. 146–172). <https://doi.org/10.1108/02651330610660065>
- Sharma, S., Shimp, T. A., & Shin, J. (1995). Consumer Ethnocentrism: A Test of Antecedents and Moderators. In *Journal of the Academy of Marketing Science* (Vol. 23, Issue 1).
- Simpson, E. M., Snuggs, T., Christiansen, T., & Simples, K. E. (2000). Race, Homophily, and Purchase Intentions and the Black Consumer. In *Psychology & Marketing* (Vol. 17, Issue 10). John Wiley & Sons, Inc.
- Sokolova, K., & Perez, C. (2021). You follow fitness influencers on YouTube. But do you actually exercise? How parasocial relationships, and watching fitness influencers, relate to intentions to exercise. *Journal of Retailing and Consumer Services*, 58. <https://doi.org/10.1016/j.jretconser.2020.102276>
- Spears, N., & Singh, S. N. (2004). Measuring attitude toward the brand and purchase intentions. *Journal of Current Issues and Research in Advertising*, 26(2), 53–66. <https://doi.org/10.1080/10641734.2004.10505164>
- Steinhaus, N. H., & Lapitsky, M. (1986). *Fashion Model's Age as an Influence on Consumers' Attitudes and Purchase Intent*.
- Stubb, C., Nyström, A. G., & Colliander, J. (2019). Influencer marketing: The impact of disclosing sponsorship compensation justification on sponsored content effectiveness. *Journal of Communication Management*, 23(2), 109–122. <https://doi.org/10.1108/JCOM-11-2018-0119>
- Sujan, M. (1985). Consumer Knowledge: Effects on Evaluation Strategies Mediating Consumer Judgments\*. *Journal of Consumer Research*, 12(1), 31–46. <https://doi.org/10.1086/209033>
- Taylor, D. G., Lewin, J. E., & Strutton, D. (2011). Friends, fans, and followers: Do ads work on social networks? How gender and age shape receptivity. *Journal of Advertising Research*, 51(1). <https://doi.org/10.2501/JAR-51-1-258-275>
- Tesser, A. (1971). EVALUATIVE AND STRUCTURAL SIMILARITY OF ATTITUDES AS DETERMINANTS OF INTERPERSONAL ATTRACTION 1. In *Journal of Personality and Social Psychology* (Vol. 18, Issue 1).

- The Nielsen Company. (2011). *The Digital Media Habits and Attitudes of Southeast Asian Consumers*.
- TPM Le, H., & Phi Dinh, H. (2017). EFFECTS OF COUNTRY OF ORIGIN AND PRODUCT FEATURES ON CUSTOMER PURCHASE INTENTION: A STUDY OF IMPORTED POWDER MILK. In *Academy of Marketing Studies Journal* (Vol. 21, Issue 1).
- Tsal, Y. (1985). EFFECTS OF VERBAL AND VISUAL INFORMATION ON BRAND ATTITUDES. *Advances in Consumer Research*, 12, 265–267.
- Tulipa, D., & Muljani, N. (2015). The Country of Origin and Brand Image Effect on Purchase Intention of Smartphone in Surabaya - Indonesia. *Mediterranean Journal of Social Sciences*. <https://doi.org/10.5901/mjss.2015.v6n5s5p64>
- Unal, S. (2017). The Mediating Role of Product Familiarity in Consumer Animosity. *Journal of Accounting & Marketing*, 06(04). <https://doi.org/10.4172/2168-9601.1000257>
- Vrontis, D., Makrides, A., Christofi, M., & Thrassou, A. (2021). Social media influencer marketing: A systematic review, integrative framework and future research agenda. *International Journal of Consumer Studies*. <https://doi.org/10.1111/ijcs.12647>
- Wang, W., He, H., Sahadev, S., & Song, W. (2018). U.K. consumers' perceived risk of buying products from emerging economies: A moderated mediation model. *Journal of Consumer Behaviour*, 17(3), 326–339. <https://doi.org/10.1002/cb.1714>
- Wang, X., & Arpan, L. M. (2008). Effects of race and ethnic identity on audience evaluation of HIV public service announcements. *Howard Journal of Communications*, 19(1), 44–63. <https://doi.org/10.1080/10646170701802019>
- Webster, C. (1994). *Effects of Hispanic Ethnic Identification on Marital Roles in the Purchase Decision Process*. <http://jcr.oxfordjournals.org/>
- Whittler, T. E. (1989). *Viewers' Processing of Actor's Race and Message Claims in Advertising Stimuli*.
- Whittler, T. E., Calantone, R. J., & Young, M. R. (1991). Strength of ethnic affiliation: Examining black identification with black culture. *Journal of Social Psychology*, 131(4), 461–467. <https://doi.org/10.1080/00224545.1991.9713876>
- Whittler, T. E., & DiMeo, J. (1991). Viewers' reactions to racial cues in advertising stimuli. *Journal of Advertising Research*, 31(6), 37–46.
- Whittler, T. E., & Spira, J. S. (2002). Model's race: A peripheral cue in advertising messages? *Journal of Consumer Psychology*, 12(4), 291–301. [https://doi.org/10.1016/S1057-7408\(16\)30081-X](https://doi.org/10.1016/S1057-7408(16)30081-X)
- William Davenport, J. (1974). The Effect of Salesman Similarity and Expertise on Consumer Purchasing Behavior Author(s): Arch G. In *Source: Journal of Marketing Research* (Vol. 11, Issue 2). <http://www.jstor.org/URL:http://www.jstor.org/stable/3150562> Accessed:30-11-2015 16:42UTC
- Wisnubrata. (2021, August 23). Mengapa Kosmetik Korea Laku di Indonesia? *Kompas.Com*. <https://lifestyle.kompas.com/read/2021/08/23/145025220/mengapa-kosmetik-korea-laku-di-indonesia?page=all>
- Woodside, A. G., & Davenport, J. W. (1974). *The Effect of Sales man Similarity and Expertise on Consumer Purchasing Behavior*. <https://doi.org/10.2307/3150562>
- Yu-Hern Chang. (2011). Exploring the effects of consumer ethnocentrism on preference of choosing foreign airlines: A perspective of Chinese tourists. *AFRICAN JOURNAL OF BUSINESS MANAGEMENT*, 5(34). <https://doi.org/10.5897/ajbm11.1200>
- ZAP. (2018). *ZAP Beauty Index*. <https://zapclinic.com/zapbeautyindex>

## Appendices

### Appendix 1

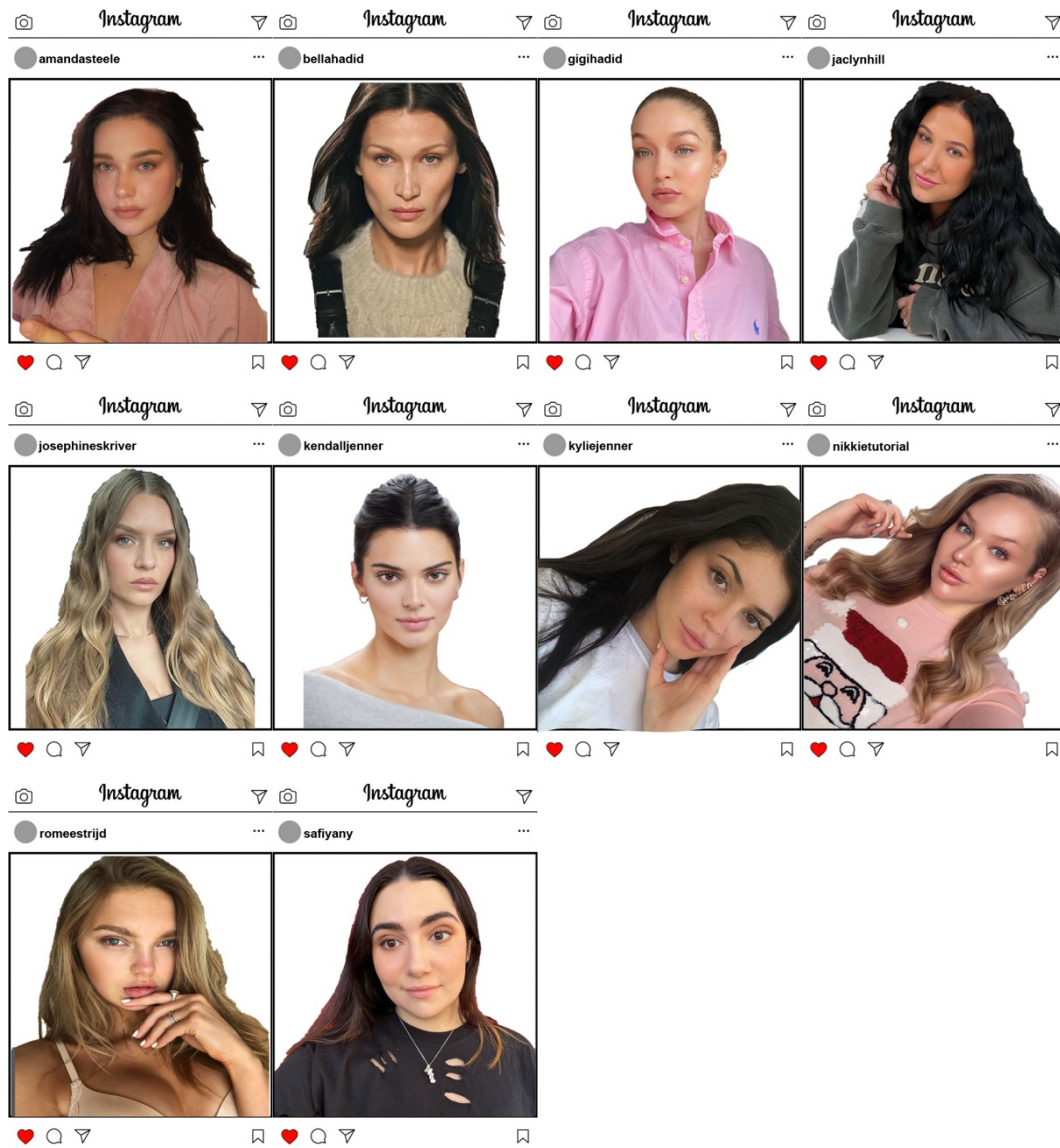
Longlist of the most well-known SMIs in Indonesia

Celebrity Type	Race	Name	Instagram username	Number of followers on instagram
SMI	Indonesian	Karin Novilda	@awkarin	7,9 M
		Fujianti Utami Putri	@fuji_an	10,5 M
		Tasya Farasya	@tasyafarasya	5,2 M
		Erika Carlina	@eri.carl	1,4 M
		Aaliyah Massaid	@aaliyah.massaid	931 K
Traditional celebrity/SMI	Indonesian	Natasha Willona	@natashawilona12	37.5 M
		Nagita Slavina	@raffinagita1717	60,7 M
		Vinna Gracia Marcella	@vinnagracia	619 K
SMI		Febrienne Hadikusumo	@cindercella	863 K
		Dilla Jaidi	@dillaljaidi	1,2 M
SMI/ Model	Caucasian	Gigi Hadid	@gigihadid	73,3 M
		Kendall Jenner	@kendalljenner	229 M
		Bella Hadid	@bellahadid	50,8 M
SMI/ Model	Caucasian	Josephine Skriver	@josephineskriver	7,1 M
		Romee Strijd	@romeestrijd	7,3 M
SMI	Caucasian	Nikkie de Jager	@nikkietutorials	15,6 M
		Jaclyn Hill	@jaclynhill	7,2 M
		Safiya nygaard	@safiyany	2,1 M

		Kylie Jenner	@kyliejenner	326 M
Traditional celebrity/SMI		Amanda Steele	@amandasteele	2,5 M
		Luna Maya	@lunamaya	33,2 M
		Wulan Guritno	@wulanguritno	4,8 M
Traditional celebrity/SMI		Tatjana Saphira	@tatjanasaphira	1,8 M
		Asmirandah	@asmirandah89	3,2 M
	Mixed- race	Cinta Lura Kiehl	@claurakiehl	8,7 M
		Pevita Pearce	@pevpearce	15,6 M
		Shalom Razade	@sharazaaa	910 K
SMI		Paola Serena Novelli	@paola.serena	304 K
		Alyssa Daguise	@alyssadaguise	1,1 M
		Sarah Ayu Hunter	@sarahayuh_	810 K
		Sunny Dahye	@sunnydahye	764 K
SMI		Hari Jisun	@harijisun	209 K
		Jennie Kim	@jennierubyjane	65,1 M
		Park Ji-hyo	@twicetagram	24.8 M
	Korean	Son Chae-young	@twicetagram	24.8 M
Traditional celebrity/SMI		Im Na-yeon	@twicetagram	24.8 M
		Kim Da-Hyun	@twicetagram	24.8 M
		Kim Ji-Soo	@sooyaaa__	59 M
		Park Shin-hye	@ssinz7	13,4 M
		Bae Suzy	@skuukzky	17,4 M

## Appendix 2

### SMIs pre-test manipulations (Caucasian race)

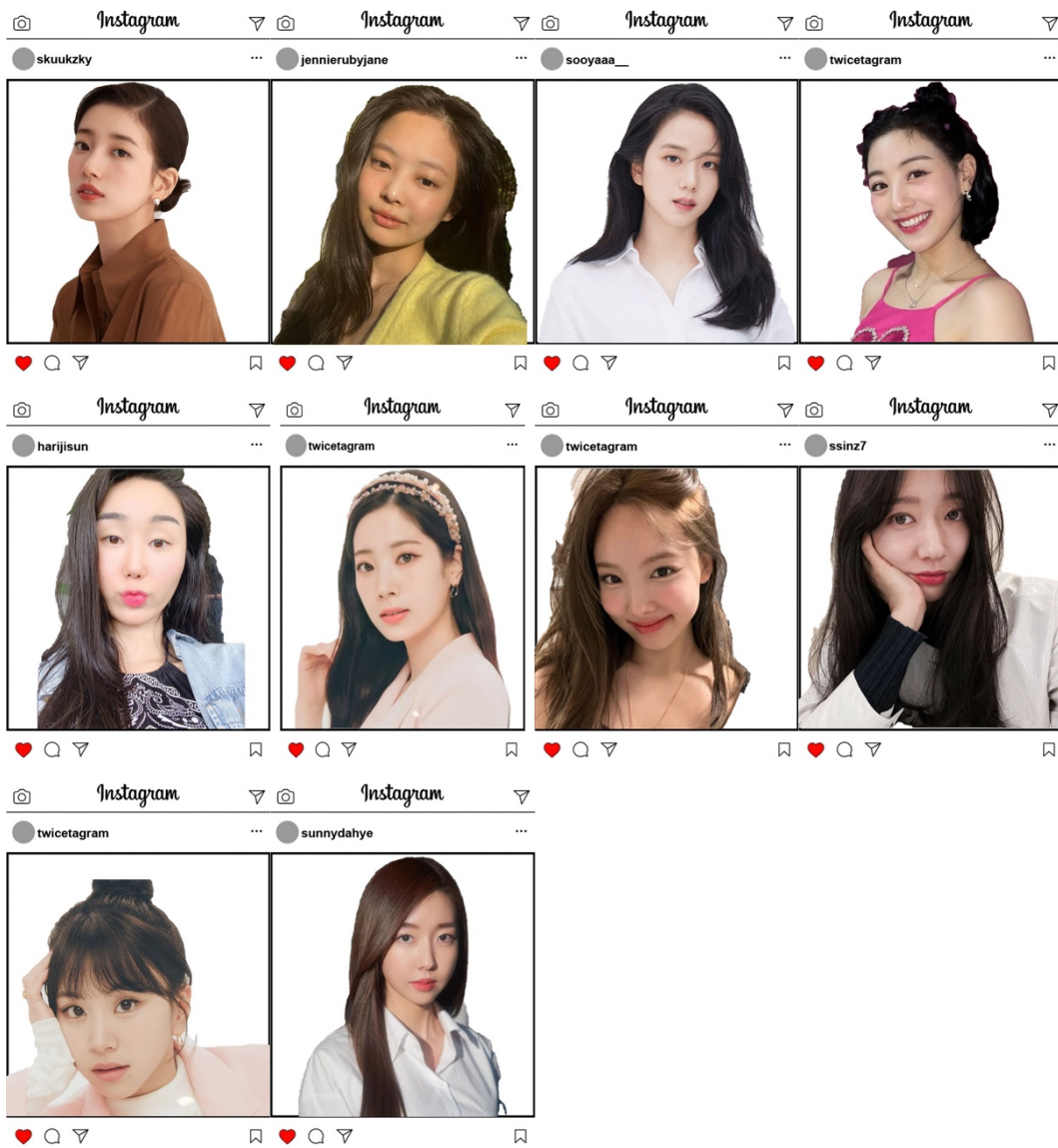




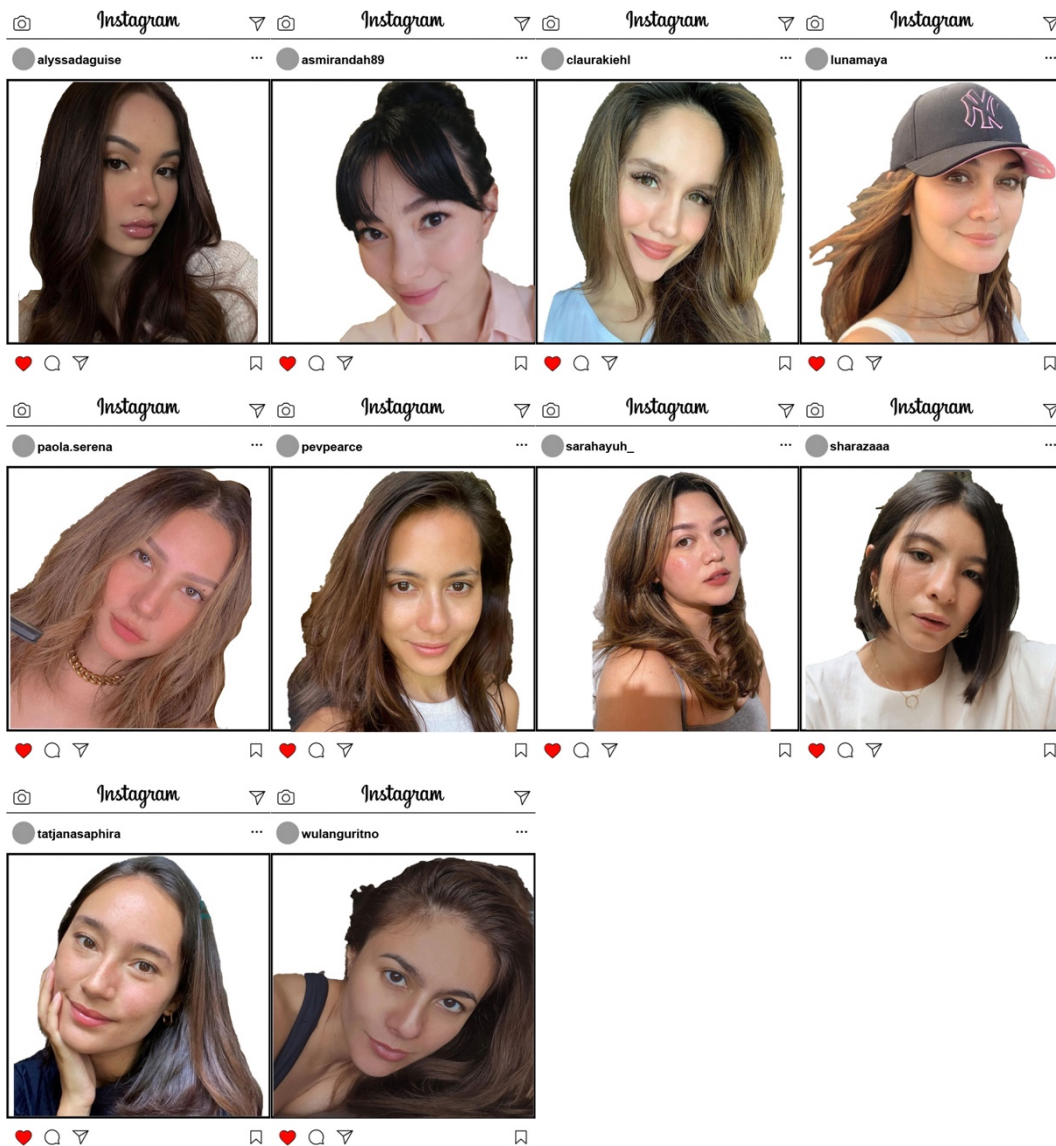
# SMI's pre-test manipulations (Indonesian race)



# SMI's pre-test manipulations (Korean race)



# SIMs pre-test manipulations (Mixed-race)



## Appendix 3

### Experimental survey (English)

#### Participant's race

1. Were you born in Indonesia?
  - Yes
  - No
2. Are your parents Indonesian?
  - Yes
  - No
3. Were you raised in Indonesia?
  - Yes
  - No
4. Are you Indonesian?
  - Yes
  - No

#### Attitude towards the brand

*Lepkowska-white et al.*, (2003).

Cronbach's alpha: .75

"How do you feel about the brand in the ad" Scale items:

1. The brand presented by the product in this ad is attractive
  - Strongly disagree
  - Disagree
  - Neither agree nor disagree
  - Agree
  - Strongly agree
2. It is a good brand
  - Strongly disagree
  - Disagree
  - Neither agree nor disagree
  - Agree
  - Strongly agree

3. I like this brand
  - Strongly disagree
  - Disagree
  - Neither agree nor disagree
  - Agree
  - Strongly agree
4. I have a negative feeling towards this brand
  - Strongly disagree
  - Disagree
  - Neither agree nor disagree
  - Agree
  - Strongly agree
5. Overall, it is a satisfactory brand
  - Strongly disagree
  - Disagree
  - Neither agree nor disagree
  - Agree
  - Strongly agree

**Attitude towards the ad**

*De Pelsmacker et al., (2002)*

Cronbach's alpha: .9098

“While looking at this advertisement...” Scale items:

1. I got a very positive impression
  - Strongly disagree
  - Disagree
  - Neither agree nor disagree
  - Agree
  - Strongly agree
2. I found it really something for me
  - Strongly disagree
  - Disagree

- Neither agree nor disagree
  - Agree
  - Strongly agree
3. I found it interesting
- Strongly disagree
  - Disagree
  - Neither agree nor disagree
  - Agree
  - Strongly agree
4. I found it credible
- Strongly disagree
  - Disagree
  - Neither agree nor disagree
  - Agree
  - Strongly agree
5. I found it attractive
- Strongly disagree
  - Disagree
  - Neither agree nor disagree
  - Agree
  - Strongly agree

**Attitude towards the influencer**

*Whittler and Dimeo (1991)*

Cronbach's alpha: .87 and .94

“I find the model in the ad...” Scale items:

1. I find the model in the ad...
  - Strongly cold
  - Cold
  - Neither cold nor warm
  - Warm
  - Strongly warm
2. I find the model in the ad...
  - Strongly unlikeable

- Unlikeable
  - Neither unlikeable nor likeable
  - Likeable
  - Strongly Likeable
3. I find the model in the ad...
- Strongly Insincere
  - Insincere
  - Neither insincere nor sincere
  - Sincere
  - Strongly sincere
4. I find the model in the ad...
- Strongly unfriendly
  - Unfriendly
  - Neither unfriendly nor friendly
  - Friendly
  - Strongly friendly
5. I find the model in the ad...
- Strongly unattractive
  - Unattractive
  - Neither unattractive nor attractive
  - Attractive
  - Strongly attractive

### **Purchase intention**

*Lepkowska-white et al.*, (2003).

Cronbach's alpha: .90

Scale items:

1. If I were looking for this type of product my likelihood of purchasing the product in the ad would be high
  - Strongly disagree
  - Disagree
  - Neither agree nor disagree
  - Agree
  - Strongly agree

2. If I were to buy this type of product, the probability that I would consider buying the product in the ad would be high
  - Strongly disagree
  - Disagree
  - Neither agree nor disagree
  - Agree
  - Strongly agree
3. If I had to buy this type of product, my willingness to buy the product in the ad would be high
  - Strongly disagree
  - Disagree
  - Neither agree nor disagree
  - Agree
  - Strongly agree
4. After seeing the model in the ad, my willingness to buy the product in the ad increases
  - Strongly disagree
  - Disagree
  - Neither agree nor disagree
  - Agree
  - Strongly agree
5. After knowing the country of origin of the product, my willingness to buy the product in the ad increases
  - Strongly disagree
  - Disagree
  - Neither agree nor disagree
  - Agree
  - Strongly agree

### **Ethnic identification**

*Appiah* (2001)

Cronbach's alpha: .87

Scale items:

1. I am happy that I am a member of the ethnic group I belong to
  - Strongly disagree



- Disagree
  - Neither agree nor disagree
  - Agree
  - Strongly agree
2. I have a strong sense of belonging to my own ethnic group
- Strongly disagree
  - Disagree
  - Neither agree nor disagree
  - Agree
  - Strongly agree
3. I have a lot of pride in my ethnic group and its accomplishment
- Strongly disagree
  - Disagree
  - Neither agree nor disagree
  - Agree
  - Strongly agree
4. I feel a strong attachment to my ethnic group
- Strongly disagree
  - Disagree
  - Neither agree nor disagree
  - Agree
  - Strongly agree
5. I feel good about my cultural or ethnic background
- Strongly disagree
  - Disagree
  - Neither agree nor disagree
  - Agree
  - Strongly agree

Self-created item:

6. What is your ethnicity?

### **Consumer ethnocentrism**

*Hamin and Elliot (2006)*

Cronbach's alpha: .89

Scale items:

1. For this product, I know that this country is well-known
  - Strongly disagree
  - Disagree
  - Neither agree nor disagree
  - Agree
  - Strongly agree
2. This type of product from this country is authentic
  - Strongly disagree
  - Disagree
  - Neither agree nor disagree
  - Agree
  - Strongly agree
3. This country of origin always comes to my mind whenever I think about this product type
  - Strongly disagree
  - Disagree
  - Neither agree nor disagree
  - Agree
  - Strongly agree
4. I trust this product from this country
  - Strongly disagree
  - Disagree
  - Neither agree nor disagree
  - Agree
  - Strongly agree
5. I like products that are made from this country
  - Strongly disagree
  - Disagree
  - Neither agree nor disagree
  - Agree
  - Strongly agree

**Perceived similarity with the influencer**

*McKiran et al.*, (1983)

Cronbach's alpha: from .72 to .91

Scale items (only the following two items are included):

1. In terms of cultural background, how similar are you to the model in the advertisement?
  - Not similar at all
  - Not Similar
  - Neither not similar nor similar
  - Similar
  - Extremely similar
2. In terms of appearance, how similar are you to the model in the advertisement?
  - Not similar at all
  - Not Similar
  - Neither not similar nor similar
  - Similar
  - Extremely similar
3. In terms of ethnicity, how similar are you to the model in the advertisement?
  - Not similar at all
  - Not Similar
  - Neither not similar nor similar
  - Similar
  - Extremely similar

Self-created items:

4. In terms of race, how similar are you to the model in the advertisement?
  - Not similar at all
  - Not Similar
  - Neither not similar nor similar
  - Similar
  - Extremely similar
5. In terms of country of origin, how similar are you to the country of origin of the product in advertisement?
  - Not similar at all
  - Not Similar
  - Neither not similar nor similar
  - Similar

- Extremely similar

### **Manipulations Check**

1. The model that was shown in the advertisement was
  - Indonesian
  - Caucasian
  - Mixed-race
  - Korean
2. The product that was presented in the advertisement was
  - Indonesian product
  - International product

### **Demographic**

1. What is your age (in years)?
2. What is your gender?
  - Female
  - Male
  - Other/prefer not to say

### **Race**

1. Do you usually look at the model when purchasing a beauty product (specifically face serum)?
  - No
  - Maybe
  - Yes
2. Does the race of the model present in the advertisement matters to you?
  - No
  - Maybe
  - Yes

### **Country of Origin**

1. Do you usually buy local or international beauty products (specifically face serum) when you go shopping?

- Indonesian product
  - International product
  - Depends on the product
2. Do you consider the country of origin of a product when purchasing a face serum?
- No
  - Maybe
  - Yes

#### **Appendix 4**

##### Experimental survey (Indonesian)

##### **Participant's race**

5. Apakah Anda lahir di Indonesia?
- Yes
  - No
6. Apakah orang tua Anda orang Indonesia?
- Yes
  - No
7. Apakah Anda dibesarkan di Indonesia?
- Yes
  - No
8. Apakah Anda orang Indonesia?
- Yes
  - No

##### **Attitude towards the brand**

*Lepkowska-white et al., (2003).*

Cronbach's alpha: .75

“Bagaimana perasaan Anda tentang merek dalam iklan” Skala item:

1. Merek produk dalam iklan ini menarik.
- Sangat tidak setuju
  - Tidak setuju
  - Netral

- Setuju
  - Sangat setuju
2. Ini adalah merek yang bagus
- Sangat tidak setuju
  - Tidak setuju
  - Netral
  - Setuju
  - Sangat setuju
3. Saya suka merek ini
- Sangat tidak setuju
  - Tidak setuju
  - Netral
  - Setuju
  - Sangat setuju
4. Saya memiliki perasaan negatif terhadap merek ini
- Sangat tidak setuju
  - Tidak setuju
  - Netral
  - Setuju
  - Sangat setuju
5. Secara keseluruhan, ini adalah merek yang memuaskan
- Sangat tidak setuju
  - Tidak setuju
  - Netral
  - Setuju
  - Sangat setuju

**Attitude towards the ad**

*De Pelsmacker et al., (2002)*

Cronbach's alpha: .9098

“Saat melihat iklan ini...” skala item:

1. Saya mendapat kesan yang sangat positif
  - Sangat tidak setuju
  - Tidak setuju
  - Netral
  - Setuju
  - Sangat setuju
  
2. Saya menemukan itu benar-benar sesuatu yang berbeda
  - Sangat tidak setuju
  - Tidak setuju
  - Netral
  - Setuju
  - Sangat setuju
  
3. Saya merasa itu menarik
  - Sangat tidak setuju
  - Tidak setuju
  - Netral
  - Setuju
  - Sangat setuju
  
4. Saya merasa itu kredibel
  - Sangat tidak setuju
  - Tidak setuju
  - Netral
  - Setuju
  - Sangat setuju
  
5. Saya merasa itu apik
  - Sangat tidak setuju
  - Tidak setuju

- Netral
- Setuju
- Sangat setuju

### **Attitude towards the influencer**

*Whittler and Dimeo (1991)*

Cronbach's alpha: .87 and .94

“Saya merasa model dalam iklan...” Skala item:

1. Saya merasa model dalam iklan...

- Sangat dingin
- Dingin
- Netral
- Hangat
- Sangat hangat

2. Saya merasa model dalam iklan...

- Sangat tidak disukai
- Tidak disukai
- Netral
- Disukai
- Sangat disukai

3. Saya merasa model dalam iklan...

- Sangat tidak tulus
- Tidak tulus
- Netral
- Tulus
- Sangat tulus

4. Saya merasa model dalam iklan...

- Sangat tidak ramah
- Tidak ramah
- Netral
- Ramah



- Sangat ramah
5. Saya merasa model dalam iklan...
- Sangat tidak menarik
  - Tidak menarik
  - Netral
  - Menarik
  - Sangat menarik

### **Purchase intention**

*Lepkowska-white et al., (2003).*

Cronbach's alpha: .90

Skala item:

1. Jika saya mencari produk jenis ini, kemungkinan besar saya akan membeli produk di iklan.
  - Sangat tidak setuju
  - Tidak setuju
  - Netral
  - Setuju
  - Sangat setuju
  
2. Jika saya ingin membeli produk jenis ini, kemungkinan saya akan mempertimbangkan untuk membeli produk dalam iklan tersebut tinggi.
  - Sangat tidak setuju
  - Tidak setuju
  - Netral
  - Setuju
  - Sangat setuju
  
3. Jika saya harus membeli produk jenis ini, saya akan sangat bersedia untuk membeli produk di iklan tersebut.
  - Sangat tidak setuju
  - Tidak setuju
  - Netral

- Setuju
  - Sangat setuju
4. Kesiediaan saya untuk membeli produk yang diiklankan meningkat setelah melihat model di iklan.
- Sangat tidak setuju
  - Tidak setuju
  - Netral
  - Setuju
  - Sangat setuju
5. Setelah melihat model di iklan, keinginan saya untuk membeli produk yang diiklankan meningkat.
- Sangat tidak setuju
  - Tidak setuju
  - Netral
  - Setuju
  - Sangat setuju

### **Ethnic identification**

*Appiah (2001)*

Cronbach's alpha: .87

Skala item:

1. Saya bangga menjadi anggota kelompok etnis tempat saya berasal.
  - Sangat tidak setuju
  - Tidak setuju
  - Netral
  - Setuju
  - Sangat setuju
  
2. Kelompok etnis saya memberi saya rasa memiliki yang besar.
  - Sangat tidak setuju
  - Tidak setuju
  - Netral

- Setuju
  - Sangat setuju
3. Saya sangat bangga dengan kelompok etnis saya dan pencapaiannya.
- Sangat tidak setuju
  - Tidak setuju
  - Netral
  - Setuju
  - Sangat setuju
4. Saya sangat terikat dengan kelompok etnis saya.
- Sangat tidak setuju
  - Tidak setuju
  - Netral
  - Setuju
  - Sangat setuju
5. Saya senang dengan latar belakang budaya atau etnis saya.
- Sangat tidak setuju
  - Tidak setuju
  - Netral
  - Setuju
  - Sangat setuju

Self-created item:

6. Apa latar belakang etnis Anda?

### **Consumer ethnocentrism**

*Hamin and Elliot (2006)*

Cronbach's alpha: .89

Scale items:

1. Saya sadar bahwa negara ini terkenal dengan produk ini.
- Sangat tidak setuju
  - Tidak setuju
  - Netral

- Setuju
  - Sangat setuju
2. Jenis produk dari negara ini adalah asli.
- Sangat tidak setuju
  - Tidak setuju
  - Netral
  - Setuju
  - Sangat setuju
3. Negara asal ini selalu ada di pikiran saya ketika mempertimbangkan jenis produk ini.
- Sangat tidak setuju
  - Tidak setuju
  - Netral
  - Setuju
  - Sangat setuju
4. Saya memiliki kepercayaan pada produk negara ini.
- Sangat tidak setuju
  - Tidak setuju
  - Netral
  - Setuju
  - Sangat setuju
5. Saya menikmati produk yang dibuat di negara ini.
- Sangat tidak setuju
  - Tidak setuju
  - Netral
  - Setuju
  - Sangat setuju

**Perceived similarity with the influencer**

*McKiran et al., (1983)*

Cronbach's alpha: from .72 to .91

Scale items (only the following two items are included):

1. In terms of cultural background, how similar are you to the model in the advertisement?
  - Sangat tidak mirip
  - Tidak mirip
  - Netral
  - Mirip
  - Sangat mirip
  
2. In terms of appearance, how similar are you to the model in the advertisement?
  - Sangat tidak mirip
  - Tidak mirip
  - Netral
  - Mirip
  - Sangat mirip
  
3. In terms of ethnicity, how similar are you to the model in the advertisement?
  - Sangat tidak mirip
  - Tidak mirip
  - Netral
  - Mirip
  - Sangat mirip

Self-created items:

4. In terms of race, how similar are you to the model in the advertisement?
  - Sangat tidak mirip
  - Tidak mirip
  - Netral
  - Mirip
  - Sangat mirip
  
5. In terms of country of origin, how similar are you to the country of origin of the product in advertisement?
  - Sangat tidak mirip
  - Tidak mirip
  - Netral

- Mirip
- Sangat mirip

### **Manipulations Check**

1. Iklan tersebut menampilkan seorang model yang
  - Orang Indonesia
  - Orang Kaukasian
  - Orang Korea
  - Orang ras campuran
2. Iklan tersebut menampilkan produk yang
  - Produk Indonesia
  - Produk Luar Negeri

### **Demographic**

1. Berapa umur Anda?
2. Apa jenis kelamin Anda?
  - Perempuan
  - Laki-laki
  - Other

### **Race**

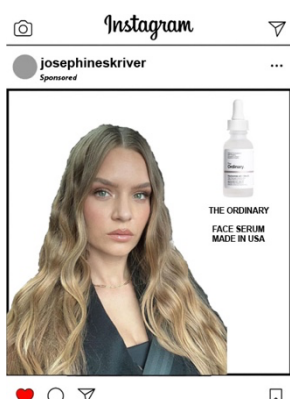
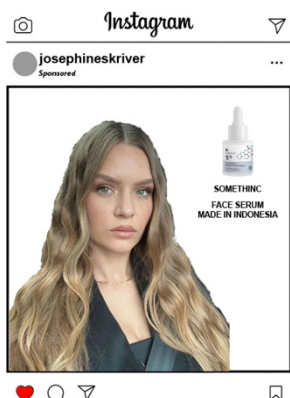
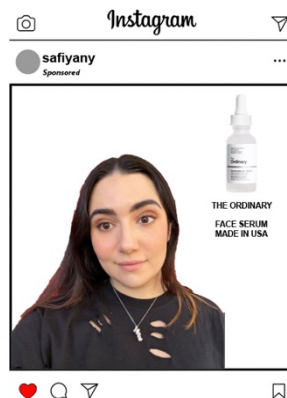
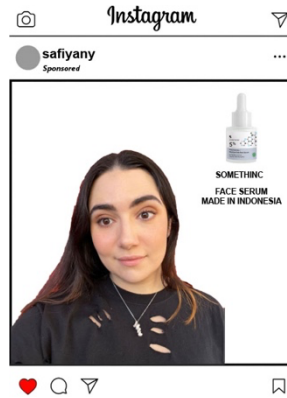
1. Apakah Anda biasanya melihat model saat membeli produk kecantikan (khususnya serum wajah)?
  - Tidak
  - Mungkin
  - Iya
2. Apakah ras model yang ditampilkan dalam iklan penting bagi Anda?
  - Tidak
  - Mungkin
  - Iya

### **Country of Origin**

1. Apakah Anda biasanya membeli produk kecantikan lokal atau internasional (khusus serum wajah) saat berbelanja?
  - Produk Indonesia
  - Produk Luar Negeri
  - Tergantung produknya
2. Apakah Anda mempertimbangkan negara asal suatu produk saat membeli serum wajah?
  - Tidak
  - Mungkin
  - Iya

# Appendix 5

## Survey manipulations





tasyafarasya Sponsored



tasyafarasya Sponsored



vinnagracia Sponsored



vinnagracia Sponsored



alyssadaguise Sponsored



alyssadaguise Sponsored



lunamaya Sponsored



lunamaya Sponsored



Instagram

sarahayuh\_ Sponsored



Instagram interaction icons: heart, comment, share, bookmark

Instagram

sarahayuh\_ Sponsored



Instagram interaction icons: heart, comment, share, bookmark

Instagram

harijisun Sponsored



Instagram interaction icons: heart, comment, share, bookmark

Instagram

harijisun Sponsored



Instagram interaction icons: heart, comment, share, bookmark

Instagram

jennierubyjane Sponsored



Instagram interaction icons: heart, comment, share, bookmark

Instagram

jennierubyjane Sponsored



Instagram interaction icons: heart, comment, share, bookmark

Instagram

sunnydahye Sponsored



Instagram interaction icons: heart, comment, share, bookmark

Instagram

sunnydahye Sponsored



Instagram interaction icons: heart, comment, share, bookmark