



## A study of the influence of beauty blogger and social media advertising on Rangsit University students

Krittaya Chatjarukul and Duangtip Chareonrook\*

College of Communication Arts, Rangsit University, Pathum Thani, Thailand

\*Corresponding author, E-mail: duangtipc@hotmail.com

---

### Abstract

In this study, quantitative research was conducted through an online questionnaire with 393 participants to investigate the influences of beauty bloggers' product posts on social media on Rangsit University students. The study found that beauty bloggers can be a key opinion leader that draws action or creates awareness of products or services. However, it also found that social media advertising through general consumers has more significant impacts on Rangsit University students than through the beauty bloggers. Besides, an overexposed situation always happened when the beauty bloggers endorsed too many products at the same time, causing the cosmetic industry target consumers do not want to buy the products.

**Keywords:** *Social media advertising, Beauty blogger, General consumer*

---

### 1. Introduction

Advertising is an essential part of every business to send a message to their target about their products or services and to drive a large sales after publishing out. Today, the use of traditional media is decreased, and social media has become a part of our daily life. Advertisers found a new way to reach their target by using social media advertising on Facebook, Instagram, Twitter, and YouTube to fit their target behaviour. Every day people spend 135 minutes on social media and most of them are people in Generation Z. A business that has high competition in Thailand's social media advertising is a cosmetics business. People that help them draw attention and get high impact from their target is celebrities' endorsement, which also known as "Beauty Blogger" in this industry.

Beauty bloggers have to create much content about makeups, hair, lifestyles, skincare products, outfits, and everything else that falls under the category of beauty. They also have to always keep their social media up-to-date by posting engaging photos on their Instagram and Facebook accounts. They tweet regularly and often run YouTube channels (VICI Beauty School, 2016). They become a part of social media advertising by taking a picture with a product, reviewing the product through photos or video, and sharing their impression towards each product then uploading on their main social media sites to be a key opinion leader for their followers. It has been experienced that the products endorsed by these celebrities can stand out and get more notices when people are shopping due to their improved level of product's recall, especially during a purchase situation (Bowman, 2002). Research in the area of celebrity endorsement lays down that when a celebrity endorses a product successfully, consumers will evaluate the endorsement positively, feeling it is credible, believable, and appealing (Ohanian, 1990; 1991). As a result, people tend to like the advertisement, brand name, enhanced advertisement recall, increase product liking, and other positive effects may occur (Brown and Stayman, 1992). Have you ever heard of a quote "Too much of anything is not good?" Same here in the advertising industry. If a celebrity is presenting too many products, the audiences will remember that they have ever seen that celebrity but will not be able to recall what product they were promoting (Frog Dog, 2013).

As stated previously, today, social media advertising plays a significant role in changing the target consumers' attitude and behavior. Due to the decreasing use of traditional media channel, the advertisers are trying to find a new way to reach their consumers by creating social media advertisements that suit their target consumers' behaviour. With high competition in the industry, every brand wants to create a successful social media advertising to be outstanding and get more leads by having the beauty bloggers to be a part of it. Nonetheless, some brands instead promote their business through ordinary consumers to be distinguished from other brands by using real users' feedback to advertise their products or services. This research will focus on the influences of beauty blogger in social media advertising on the Rangsit



University students as they are Gen Z users, who spend most time of the day on social media and can reach many social media advertisements from the beauty bloggers. The result of this research will prove that beauty bloggers significantly impact the attitude and behaviour of the target consumers.

## 2. Objectives

- 1) To study the impact of advertising by beauty bloggers on consumers.
- 2) To investigate how beauty bloggers shape target consumers' buying behaviour by acting as key opinion leaders for the products endorsed by them.
- 3) To analyze the attitudes and behaviours of the target consumers in Generation Z that are influenced by the beauty bloggers and social media advertising.

## 3. Materials and Methods

**Research Methodology:** This research design is based on a framework for conducting the research questions through quantitative data to find the results of the study. This section specifies methods and procedures for collecting and analyzing the required information. The data were collected through questionnaires with Likert's scale of five points, where 5 points indicate Strongly Agree, 4 points mean Agree, 3 points for Uncertain, 2 points for Disagree, and 1 point indicates Strongly Disagree. The results then were analyzed by SPSS. The research data was collected from 393 participants from Rangsit University in the university area to ensure that the study can get the right target group and accurate results from Gen Z people who spend time on social media more than 3 hours per day.

**Research Materials:** Since this research adopts quantitative methods, the primary tools used to answer the principal objectives of this research are two sets of questionnaires; Set A for Beauty bloggers and Set B for general consumers. The reason that this research adopted two sets of questionnaires for each participant is to get the comparison of the beauty impact of the beauty bloggers and general consumers on Rangsit University students by using Likert's scale to measure the level of the influences. This method is highly achievable as it will directly yield the precise result for the study and is practical for a large number of audiences in the quantitative method.

## 4. Results

The questionnaires results: There were 393 respondents from Rangsit University. The questionnaire was designed to cover topics and objectives of the study, which consisted of participants' demographics, use of social media, attitudes and behaviours towards the beauty bloggers and general consumers, and suggestions. The research results are concluded and classified as follows.

### 4.1 Participants' demographics

**Gender:** Most participants are female (242), which equals to 61.58% of the total participants, 114 are male, which equals to 29.01%, and 37 are transgender, which equal to 9.41%.

**Age:** People with age of 18-19 years old are the largest group of participants in this research, which are 170 participants or 43.26%, followed by 20-21 years old, 159 participants or 40.46%, 22-23 years old, 32 participants or 8.14%, 16-17 years old, 19 participants or 4.83%, and 24 years old or more, which are 13 participants or 3.31%.

**Ethnicity:** From this questionnaire, it was found that all participants are Asian ethnicity, which equals to 100% of the total participants.

**Group of Faculty:** Students from the Faculty of Science-Health are the largest group of the participants, which are 169 participants or 43%, followed by 109 participants or 27.74% from the Faculty of Engineering - Technology, 67 participants or 17.05% from the Faculty of Humanities - Social Sciences, 28 participants or 7.12% from the Faculty of Economy – Business, and the smallest group is from the Faculty group of Art – Design, which includes 20 participants or 5.09%.

### 4.2 Participants use of social media



In Set A, every social media is at a very influential level. The participants mostly see the social media advertising from the beauty bloggers on Twitter (mean 3.98), followed by Facebook (mean 3.90), YouTube (mean 3.81), and lastly Instagram (mean 3.58).

On the other hand, Set B only focuses on social media advertising that is from general consumers. It was found that the participants mostly see social media advertising from the general consumers on Facebook (mean 4.61), followed by Twitter (mean 4.59), which both are at an extremely influential level. The other platforms are YouTube (mean 4.48) and Instagram (mean 4.27), which both are at a very influential level.

#### 4.3 Participants attitude toward beauty blogger and general consumer

The participants' overall attitude towards the general consumers is in a very influential level, with a mean of 4.12, while the participants' attitude towards the beauty bloggers is also in a very influential level, with a mean of 3.65. It was found that Rangsit University students are influenced by social media advertising from general consumers more than from beauty bloggers. The results illustrate very clearly that Set B got higher means in every section.

#### 4.4 Participants behaviour toward beauty blogger and general consumer

**Set A:** The behaviour that got the highest mean is "participants get attracted to buy a products/services that were endorsed by beauty bloggers" (mean 4.10), followed by "beauty bloggers help them to recall the products/services" (mean 4.00). Thirdly, "participants will buy the products/services if they were endorsed by their favourite beauty bloggers" is at a very influential level (mean 3.90). Fourthly, "social media advertising published by the beauty bloggers always drew their attention" is also at a very influential level (mean 3.56). Every section mentioned previously is at a very influential level, except the "participants will buy products/services endorsed by beauty bloggers on social media advertising" (mean of 3.23), which is at a somewhat influential level.

**Set B:** Every section is at a very influential level, of which the "participants favourite general consumer usually make them decide to buy products/services that endorsed by them" has the highest mean (mean of 4.03). Following, the "they always give attention on social media advertising that published out by general consumers" (mean of 4.01) and "participants usually spend money on a product that endorsed by general consumers" (mean of 3.91) are at a very influential level. Lastly, the "participants usually remember products/services that endorsed by general consumers" (mean of 3.83) and "participants get attracted from products/services that endorsed by general consumers to make buying decision" (mean 3.77) are also at a very influential level.

From the information above, the researcher found that Rangsit University students' behaviour is influenced by general consumers more than beauty bloggers in social media advertising. The results of this study also proved that the students' behaviour did not directly relate to how famous those beauty vloggers is perceived to be. Whereas, in the related research, *Beauty vloggers and their influence on consumer-buying intentions* (C.E. ten Have, 2017), these celebrities have the most significant influence on consumer buying intentions.

#### 4.5 Participant suggestion

**Set A:** In the positive side, the participants said that "Beauty bloggers help me to make a buying decision easier," "Beauty bloggers make me know better about skincare," and "Mostly I make a buying decision because of beauty bloggers."

On the other side, some of the participants said "In my opinion, beauty bloggers are not trustworthy," "There are too many beauty bloggers right now, and when I see some products that endorsed by many beauty bloggers, it makes me do not want to buy those products," and "Some of the beauty bloggers did not use the product that they endorsed and make an overclaiming."

**Set B:** From the first side, the participants said "Social media advertising by general consumers help me to remember the product," "Because general consumers did not get paid by the brand, so I give them a trustworthy," and "General consumers make me want to try the product." However, from the other



side, some of the participants said: “Beauty bloggers provide product detail better than general consumers, and it makes them get more trustworthy than general consumers.”

**Year of study:** Most of the participants, 137 participants or 34.86%, are the second-year students, followed by the first-year which are 128 participants or 32.57%, 84 participants or 21.37% are the third-year, and 30 participants or 7.63% are the fourth-year. However, some participants are older than fourth-year, which are 14 participants or 3.56%.

## 5. Discussion

According to the results of the questionnaires, which were constructed based on the study objectives, the researcher found that Rangsit University students’ behaviour is influenced by general consumers more than beauty bloggers in social media advertising. The results of this study also proved that the students’ behaviour did not directly relate to how famous those beauty vloggers is perceived to be. Whereas, in the related research, Beauty vloggers and their influence on consumer-buying intentions (C.E. ten Have, 2017), these celebrities have the most significant influence on consumer buying intentions.

For participants’ attitude and behaviour towards beauty bloggers, the results from the SPSS are in accordance with the related research mentioned in Chapter 2 of this study, which is *The effects of celebrity endorsement on consumers purchasing intention* (António Filipe Esteves Miguel de Carvalho, 2012). The final result found that a positive relationship between the dependent variables leads to higher purchasing intentions. The results also proved that beauty bloggers could be a key opinion leader who is a person with high persuasive level to draw attention or create awareness to the products/services and shape target consumers’ buying behaviour through their product endorsement. This product endorsement is an advertising technique that involves a reputed person to help promote a product or service. This well-known person must be “fit” with the brand’s image, and their personality must suit the target consumer.

The results are as follows; the participants’ overall attitude towards beauty bloggers are at a very influential level. It can be summarized that “products/services endorsed by beauty bloggers are more interesting than by general consumers (mean 3.89),” “social media advertising by beauty bloggers is an important factor when the participants make a buying decision (mean 3.81),” “participants believe that beauty bloggers always use the product/services that they endorsed (mean 3.63),” and “any products/services that endorsed by beauty bloggers are trustworthy than by general consumers (mean 3.52)” are all at a very influential level. Lastly, “participants think that negative behaviours of some beauty bloggers can affect their buying decision (mean 4.21)” is at a somewhat influential level, meaning that the negative behaviours of beauty bloggers might not give effect to their buying decisions.

For the participants’ overall behaviour, all sections are also at a very influential level, including “participants get attracted to buy a products/services that endorsed by beauty bloggers (mean 4.10),” “beauty bloggers help them to remember products/services (mean 4.00),” “participants will buy products/services if it endorsed by their favourite beauty bloggers (mean 3.90),” “social media advertising that published by beauty bloggers always got their attention (mean 3.56),” and “participants buy products/services that endorsed by beauty bloggers on social media advertising (mean 3.23).” From this information, the researcher can analyze that Rangsit University students are influenced by beauty bloggers in social media advertising.

Most participants usually spend time on social media for more than 3 hours per day to do online shopping. They usually see social media advertising from beauty bloggers on Twitter most, followed by Facebook, and Instagram. They are all influenced by the beauty bloggers in social media advertising because they think that products/services that endorsed by the beauty bloggers are more interesting than the ones that are not and usually get attracted to buy those products/services in a short time. Some even said “Beauty bloggers help me to make a buying decision easier” and “Mostly I make a buying decision because of beauty bloggers.” Information from the suggestion part of the questionnaire Set A can prove that endorsement of the celebrities, which can be defined as “beauty bloggers” in this research, can make a strong communication message which affects the brand image or brand personality by increasing awareness of the brand or its products, thus increasing purchase intentions of the products through social media advertising. However, some participants said “In my opinion, beauty bloggers are not trustworthy,” “There



are too many beauty bloggers right now, and when I see some products that endorsed by many beauty bloggers, it makes me do not want to buy that product,” and “Some of the beauty bloggers did not use the product they endorsed and make an overclaiming.” It can also prove that overexposed situation could happen when beauty blogger endorsed too many products at the same time. Their trustworthy will decrease because people may feel that they will endorse anything just to make money. This risk is one of the factors that give an impact on Rangsit University Students, which related to the study of Consumer’s attitude and behaviour towards social media advertising by Hallgrímsdóttir (2018). These studies’ related contents were mentioned in Chapter 2 that the attitude and behaviour of the consumers also depends on reliability or the transparency of information that is delivered with advertising (Hallgrímsdóttir, 2018).

## 6. Conclusion

According to the study of the influence of beauty bloggers and social media advertising on Rangsit University students, the researcher found that if a business wants to create an advertisement that contains many elements, they should review it carefully before publishing it out, especially through celebrities endorsement as it could make the strong impact on consumer attitudes and behaviours that directly affect the sales of products.

## 7. Acknowledgements

I would like to acknowledge and gratitude to the following persons who helped me to complete this thesis.

First of all, I would like to thankfulness to Asst. Prof. Duangtip Chareonrook Ph.D., my advisor for all the supports and advices. This research would have not be completed without her. I also would like to thank you for all kindness from the thesis committees, Nudee Nupairoj, Ph.D., and Ajarn Khemanit Malave for their valuable advices, supports and suggestions during the process of my final project.

Lastly, I would like to special thanks to my family and friends for their encouragement. This project would not have been successful without them.

## 8. References

- António Filipe Esteves Miguel de Carvalho. (2012). *the effects of celebrity endorsement on consumers purchasing intentions*. A thesis for the degree of Master in Marketing. ISCTE Business School
- Bowman, J. (2002). Facing advertising reality. *Media Asia*, 7, 26, pp.14- 15.
- Brown, S. P. & Stayman, P. M. (1992). Antecedents and consequence of attitude toward the advertisement: A meta-analysis. *Journal of Consumer Research*, 19 (1), 34 – 51.
- C.E. ten Have. (2017, October 9). *Beauty vloggers and their influence on consumer-buying intentions*. *Media, Culture & Society*. Retrieved from <http://hdl.handle.net/2105/39696>
- Frog Dog. (2013). *The Advantages and Disadvantages of Celebrity Endorsements*. Retrieved from <https://frog-dog.com/the-advantages-and-disadvantages-of-celebrity-endorsements/>
- Hallgrímsdóttir, J. (2018). *Advertising on social media: Consumer’s attitude and behaviour towards social media advertising*. A thesis for the degree of Master of Science. Reykjavik University
- Ohanian, R. (1990). Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness. *Journal of Advertising*, 19(3), 39-52.
- Ohanian, R. (1991). The Impact of Celebrity spokespersons: Perceived image on consumers’ intention to purchase. *Journal of Advertising Research*, 31(1), 46-53.
- VICI Beauty School. (2016). *What Does A Beauty Blogger Do?* Retrieved from <https://vicibeautyschool.com/blog/vici-beauty-schools/what-does-a-beauty-blogger-do/>