The Impact of Influencer Credibility, Brand Originality Image, and Price Consciousness on Consumer Trust in Local Beauty Products

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ABSTRACT: The main purpose of this study is to examine the effect of influencer credibility, brand originality image, and price consciousness on the consumer trust in local brands of beauty products. The sample in this study was young Indonesian female consumers aged between 17 and 38 years. This study shows that influencer credibility and price consciousness affect the trust of local brands of beauty products, while brand originality image does not affect brand trust. The study provides useful managerial implications for local brands to compete in the country's market.

KEYWORDS: influencer credibility, brand originality image, price consciousness, brand trust

1. INTRODUCTION

One of the current business competitions is in the beauty product industry. Competition in the beauty product market is increasing because the beauty products in circulation are not only local products, but foreign products as well. The rapid development of communication technology and the globalization of global markets have caused consumers in developing countries to become more familiar with various products and brands from developed countries (Sulhaini, 2016). In regard to this situation, local products have to compete with global brands from more developed countries (Sulhaini et al., 2020).

In the current era of technological advancement, marketing strategies use digital technology by using social media platforms that are used as marketing tools. The way people access information and news is heavily influenced by social media and social networking sites (Lou &; Yuan, 2019). The delivery of marketing messages through social media is done by someone called an influencer. Influencers are people who have a large follower on social media and are considered as role models and competent in their field by their followers. Influencer marketing refers to the act of promoting a brand by the creation of content by someone who has the capacity in their respective expertise to influence the influencer's followers and the brand's target consumers (Yodel, 2017). In recent times, influencer marketing has grown tremendously and now plays a greater strategic role in brand promotion compared to traditional marketing approaches (Belanche et al., 2021). The benefit of influencer marketing lies in the credibility it provides to consumers (Lee, 2021). Currently, lack research has been done on the impact of influencer endorsements on brand responsiveness (Schouten et al., 2020). Although previous research on influencer credibility has investigated the influence of influencer credibility on consumer purchase intent (e.g., AlFarraj et al., 2021; Lee, 2021), but there haven't been many studies investigating the influence of influencer credibility on brand trust.

The increasing availability of high-quality goods gives consumers more freedom in choosing a product. Sometimes brands in one country produce products with different qualities and characteristics from brands in other countries (Mitra et al., 2013). Increased admiration for foreign brands can result in a loss of trust and pride in local brand products (Sulhaini et al., 2019). It is important to understand how consumers perceive the image of the brand's originality and how that perception affects their confidence in the product. The role of brand originality image in beauty consumption has not been studied in previous studies (Sulhaini, Rusdan, Sulaimiah, Dayani, R., 2023).

Studies on the image of the country of origin and its influence on brand trust are still limited. Previous research on brand originality image has investigated the influence of brand originality image on consumer purchase intent (Gao, 2017). To be more specific, not much is known about how brand originality image affects brand trust in developing countries. Although brand originality image has been widely researched in the topic of global marketing, its relationship with brand trust is still not widely researched (Rosenbloom & Haefner, 2009).

The Impact of Influencer Credibility, Brand Originality Image, and Price Consciousness on Consumer Trust in Local Beauty Products

In determining a product, the price factor is one of the consumer considerations. Consumers who are unwilling or unable to pay higher prices or only focus on the price of a product during the decision-making process are called price conscious (Rihn et al., 2018). Previous research has focused on the effect of price awareness on consumer behavior in purchasing products (e.g., Campbell et al., 2014; Rihn et al., 2018; Khaleeli et al., 2021). Therefore, this study tries to find and test the effect of price consciousness on brand trust.

Brand trust is the sense of security that consumers feel when interacting with a brand, based on the belief that the brand is trustworthy and meets consumer needs and safety (Dewi et al., 2019). Brand trust is very influential on the sustainability of a brand (Devi et al., 2023), increased trust can encourage customers to make purchases, which can ultimately lead to sales that increase company profits. Therefore, this study aims to analyze the influence of influencer credibility on brand trust, analyze the influence of brand originality image on brand trust, and analyze the effect of price consciousness on brand trust.

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1 Influencer Credibility

Credibility is the degree of reliability and the degree to which the recipient considers a message trustworthy and believes it to be true (Stafford et al., 2002; Cresentia & Nainggolan, 2022). A credible person is one who is considered trustworthy (AlFarraj et al., 2021b). Influencers are defined as individuals who have built a sizable social network with individuals following them (De Veirman et al., 2017). An influencer is someone who has a lot of followers on social media and has the ability to influence his followers. Consumers perceive someone with a large following as more attractive and trustworthy (Djafarova & Rushworth, 2017). Therefore, influencer credibility is defined as the capacity of an influencer to attract consumers, competent, and trustworthy to provide ratings and information about a product.

Influencers usually promote products in genuine and tangible conditions that can increase the perception of trust (Schouten et al., 2020). Influencers are perceived as more trustworthy, consumers feel more similar to them and they are more likely to aspire to do the same things as they do (Janssen et al., 2022). The perceived credibility of an influencer affects how effective the message is delivered, which depends on the level of trust and ability of the influencer (AlFarraj et al., 2021b). Influencer marketing is a communication strategy to increase brand trust (Scott, 2015). An important factor is how influencers should use their credibility to build brand interest and trust (Jiang, 2018).

Credibility aspect (Munnukka et al., 2016; Lou & Yuan, 2019) encompasses trustworthiness, expertise, similarity, and attractiveness. Trust refers to the degree of trust of the recipient of the message (Ohanian, 1990). Trust affects consumer attitudes towards brands and brand trust (Yoon et al., 1998). Expertise relates to the ability to market products or services on social media (Fault et al., 2022). Expertise is defined as having knowledge or experience about a product to promote (Zha et al., 2018; AlFarraj et al., 2021). The expertise of influencers directly affects the level of consumer confidence (Scheinbaum &; Wang, 2018). Similarity refers to the perceived resemblance of the source and receiver of the message such as demographic factors (Lou &; Yuan, 2019). Marketers often consider influencers who have the physical appeal of designing and running promotions because influencers are perceived to have greater power to shape consumer attitudes toward targeted brands (Scheinbaum &; Wang, 2018) . But appeal is also followed by social appeal on social media, some studies show that influencers are considered attractive even though they do not have a physical image on social media accounts (Edwards et al., 2013; Kemeç &; Fulya, 2021).

Regarding the credibility of influencers, we are of the opinion that the credibility of influencers will affect consumer trust in the advertised brand. Therefore, the first hypothesis is formulated as follows:

H1: Influencer credibility positively affects brand trust

2.2. Brand originality Image

One type of branding strategy is brand originality which aims to provide a competitive advantage based on familiarity with the brand name or brand originality (Sang et al., 2022). A brand's origin is defined as the place, region, or country where the mark is considered to be owned by its target consumers (Thakor &; Kohli, 1996: 27). Although studies of consumers in different countries and regions have different rates of change, the effect of home country image does exist among consumers. The image of the origin of the brand will affect consumer perception, in the same situation consumers will value an item in different ways on goods from different places of origin (Gao, 2017).

The image of the origin of the brand affects the consumer's assessment of the brand. Brand originality refers to the incorporation of origin cues into the brand image in recognition that this is the most common approach by which marketers use origin cues (Thakor &; Kohli, 1996). Products that come from countries that have a good image will be more trusted than countries

The Impact of Influencer Credibility, Brand Originality Image, and Price Consciousness on Consumer Trust in Local Beauty Products

that have a less good image (Hornikx et al., 2020). A number of studies have found that the image of the country of origin or the image of the brand of origin has an impact on consumer trust in the brand (Sang et al., 2022).

Trust is very important to brands, consumers are more likely to choose brands they can trust (AKGÜN et al., 2022). Trust in a brand indicates a high expectation that a brand will provide benefits to consumers (Delgado-Ballester &; Munuera-Alemán, 2005). Global brands provide a higher perception of quality than local brands. Although the quality advantage of a global brand may only be based on its global characteristics, a local brand may have a quality advantage due to its attachment to the local culture (Sichtmann & Diamantopoulos, 2013). The impact of a good brand originality image will result in a higher level of trust (Sang et al., 2022).

Customer perception of a brand and the trustworthiness of its products are influenced by where they come from (Bilkey &; Nes, 1982; Michaelis et al., 2008). The perception on brand originality image strengthens consumer trust in a brand (Paswan & Sharma, 2004).

Therefore, the second hypothesis is formulated as follows:

H$_2$: Brand originality image positively affects brand trust

2.2 Price Consciousness

Price is an important driving factor influencing consumer behavior (Gabor & Granger, 1979; Lichtenstein et al., 1993). One psychological factor that significantly influences consumer reactions to price information is price awareness. Price awareness describes how interested consumers are in paying low prices (Lichtenstein et al., 1993). Price-conscious buyers know that if the price of an item is higher than what is acceptable, they may refrain from buying it (Campbell et al., 2014). Consumers who care about price will search, collect, and process all information about the product, as well as do some comparison of information from various sources. If the price difference for the privileges of a product is too large, price-conscious consumers will not be willing to pay for the privileges that differentiate a product (Lichtenstein et al., 1988).

Although every price cue is physically the same, consumers actually perceive price messages in different ways (Campbell et al., 2014). Consumers may perceive prices as overpriced or too high, whereas other consumers may perceive prices as lower or cheaper (Campbell et al., 2014). Highly price-conscious consumers are only looking for the lowest prices (Lichtenstein et al., 1993) and have higher lowest price search intent (Alford & Biswas, 2002).

Consumers who have taken the time and energy to look for the price of a product will be more sensitive to price (Chang & Wong, 2018). Highly price-conscious consumers will continue to seek lower prices because they are intrinsically motivated to do so (Alford & Biswas, 2002). Therefore, consumers who have price awareness are expected to affect brand trust because they only focus on the lowest price and do not attach much importance to product quality. So the third hypothesis is formulated as follows:

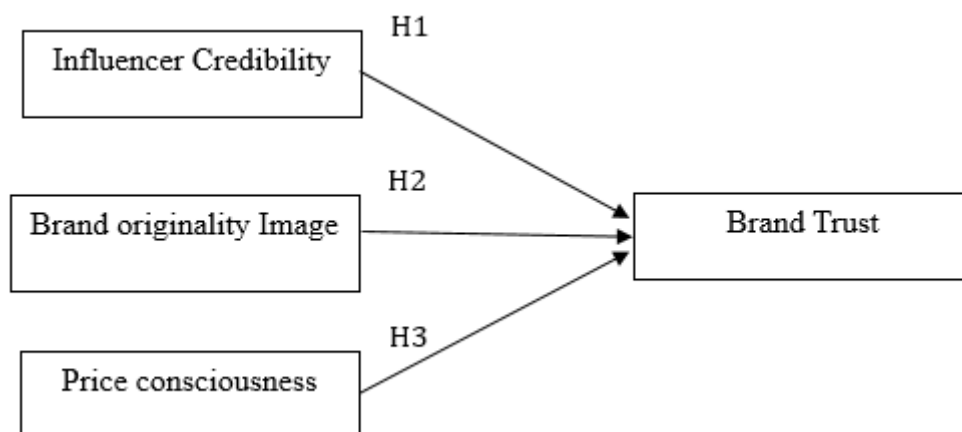H3: Price consciousness has a positive effect on brand trust

Figure 1. Conceptual Framework

3. Research Methodology

This study investigates the effect of influencer credibility, brand originality image, and price consciousness on the trust of local brands of beauty products in Indonesia. This study used primary data and secondary data. Secondary data in this study was collected from the internet. The study population was young women use social media in Indonesia. The sample in this study was young women who had seen promotional videos of Tasya Farasya, an influencer promoting beauty products aimed at female

The Impact of Influencer Credibility, Brand Originality Image, and Price Consciousness on Consumer Trust in Local Beauty Products

consumers. Tasya Farasya is an Indonesian beauty influencer. She usually posts content about beauty products through social media by providing information about beauty products including product ingredients and product advantages and disadvantages. Tasya Farasya was chosen because she is an Indonesian beauty influencer who has the most followers in Indonesia, having 6.5 million (as of December 30, 2023).

The respondents of this study were young Indonesian women aged 17-38 years. In research (Sulhaini et al., 2022) Young consumers are categorized as 17 to 38 years old. A total of 125 respondents participated in this study spread across various regions in Indonesia, namely West Nusa Tenggara, Java, Bali, Jakarta, Sumatra, Sulawesi, Kalimantan, and Papua.

Table 1. Characteristics of Respondents

	Sum
Age	
17 – 23 years old	61%
24 – 30 years	26,6%
31 – 38 years old	12,4%
Islands/Regions	
West Nusa Tenggara	71 people
Java	28 people
Jakarta	8 persons
Bali	7 persons
Sumatra	6 persons
Sulawesi	2 persons
Kalimantan	2 persons
Papua	1 person

Data collection was carried out online using questionnaires. The questionnaire used is Google Forms. Online questionnaires have many advantages, including low cost and time efficient (Sulhaini et al., 2022). The questionnaire link was disseminated via whatsapp and Instagram. The questionnaire was distributed more widely with the help of friends in various regions in Indonesia. Online data collection lasted for one week. To measure research variables, respondents were asked to rate each statement in the questionnaire with a seven-point likert type scale (1 = strongly disagree to 7 = strongly agree) used to measure influencer credibility and price consciousness, while brand originality image used a seven-point semantic differential scale by adapting Sulhaini's (2022) research. In the questionnaire respondents were given clear instructions on how to fill out the questionnaire. The questionnaire is structured, the first part collects information about respondents, the next part measures influencer credibility, brand originality image, price consciousness, and brand trust. The items on the questionnaire are written in Indonesian.

Regarding the measurement of an influencer's credibility, the constructs of trust, expertise, similarity, and attractiveness are measured using items adapted from (Munnukka et al., 2016). To measure brand originality image, this study adapts the components of the country's image (Sulhaini, 2016), i.e. the cognitive/belief state component and the affective component. The cognitive component consists of three items including economic, domestic, technological, and educational. An affective component consisting of three items of trustworthiness, hard work, and friendliness. To measure the price consciousness of items adapted from (Sinha &; Batra, 1999). Brand trust adapted from (Li et al., 2008) includes constructs of competence and virtue/morality. The data were analyzed using the SPSS 29.0.2.0 software to test and statistically prove the effect of influencer credibility, brand originality image, and price consciousness variables on brand trust.

4. Results and Discussion

Variable component scale sets are tested for reliability by Cronbach's Alpha method. Table 2 shows that Cronbach's alpha value is greater than or higher than the general lower bound value of 0.70 (Hair, J., Black, W., Babin, B., &; Anderson, 2018). The development of a scale that calculates standardized loading factor values of 0.5 – 0.6 is considered sufficient (Chin, 1998). However, three items were removed (two items in influencer credibility and one item in brand trust) because they were below the value limit. Average variance extracted (AVE) in each construct shows a value greater or higher than the general limit value of 0.50 (Hair, J., Black, W., Babin, B., &; Anderson, 2018) which shows the validity and reliability of convergent scales.

The Impact of Influencer Credibility, Brand Originality Image, and Price Consciousness on Consumer Trust in Local Beauty Products

Table 2. Measurement Results

Variables and Indicators	Standardized Loading Factor	Cronbach's alpha	Composite Reliability	AVE
Influencer Credibility		0.937	0.948	0.613
Belief				
I feel that Tasya Farasya is an honest influencer	0.826			
I consider Tasya Farasya to be a trustworthy influencer	0.843			
I consider Tasya Farasya a serious influencer	0.832			
Skill				
I feel that Tasya Farasya is an influencer who knows a lot about beauty products	0.696			
I feel Tasya Farasya is competent to make a statement about beauty products	0.773			
I consider Tasya Farasya an influencer who is an expert in beauty products	0.841			
I consider Tasya Farasya to be an influencer experienced enough to make a statement about the product	0.823			
Resemblance				
Tasya Farasya and I have a lot in common*				
Tasya Farasya and I are very similar*				
I could easily identify Tasya Farasya	0.622			
Attraction				
I find Tasya Farasya very interesting	0.786			
I consider Tasya Farasya very stylish	0.782			
I think Tasya Farasya is a beautiful influencer	0.754			
Brand originality Image		0.817	0.833	0.515
Country belief/cognitive				
Poor – Rich	0.754			
Not mastering technology - Mastering advanced technology	0.776			
Low education level - Higher education level	0.675			
People Affect				
Untrustworthy - Trustworthy	0.667			
Not hardworking - Hardworking	0.733			
Disliked – Liked	0.693			
Price Consciousness		0.850	0.879	0.685
I tend to buy the lowest priced Indonesian beauty product brands in the category that suits my needs	0.818			
When buying a brand of Indonesian beauty products I look for the cheapest brand available	0.857			
When talking about the category of purchasing Indonesian beauty products, I really depend on the price	0.834			
Price is the most important factor when I choose an Indonesian beauty product brand	0.802			
Brand Trust		0.910	0.914	0.615
Competence				
	0.736			

The Impact of Influencer Credibility, Brand Originality Image, and Price Consciousness on Consumer Trust in Local Beauty Products

Indonesian beauty product brands are putting them to good use	
I hope Indonesian beauty product brands can fulfill product claims*	
I am confident in the ability of Indonesian beauty product brands	0.725
The quality of Indonesian beauty product brands is very consistent	0.817
Virtue/Morality	
Indonesian beauty product brands give kindness	0.778
Indonesian beauty product brands will respond well if I have any product-related issues	0.776
When I have a problem related to the product, Indonesian beauty product brands will provide the best service to help	0.727
Indonesian beauty product brands care about my needs	0.847
Indonesian beauty product brands give me a sense of security	0.855

*Items deleted

To test the validity of the discriminant, the square root of each construct's AVE is compared in correlation with other constructs (Fornell & Larcker, 1981). In all cases, AVE is greater than the quadratic correlation, these results confirm the validity of the discriminant.

Table 3. Discriminant Validity

Variable	1	2	3	4
Brand originality Image (1)	*0.718*			
Brand Trust (2)	0.158	*0.784*		
Influencer Credibility (3)	0.136	0.493	*0.783*	
Price Consciousness (4)	0.173	0.392	0.067	*0.828*

The diagonal (italicized) shows the square root of the AVE for each construction

Table 4. Hypothesis Test Results

Predictor (Independent Variable)	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	13.445	4.653		2.890	0.005		
Influencer Credibility	0.357	0.056	0.468	6.377	0.000	0.987	1.014
BOI	0.054	0.098	0.041	0.552	0.582	0.962	1.040
Price Consciousness	0.449	0.101	0.330	4.454	0.000	0.968	1.033

The results showed that only the brand originality image hypothesis was not accepted. The results showed that brand originality image had no effect on the brand confidence of Indonesian beauty products (Sig. <0.05). Other variables, namely influencer credibility and price consciousness, positively affect the brand trust of Indonesian beauty products, so that the hypothesis of influencer credibility and price consciousness can be accepted. In this study, the credibility of influencers has the highest influence in the research model. If the credibility value of a positive influencer increases by one unit, it will result in a marginal increase in brand trust of 0.468 units. Likewise, if the level of consumer price consciousness increases by one unit, there

The Impact of Influencer Credibility, Brand Originality Image, and Price Consciousness on Consumer Trust in Local Beauty Products

will be a marginal increase in brand trust of 0.330 units. This research shows that influencer credibility and price consciousness have a significant influence on the brand trust of Indonesian beauty products.

The first hypothesis estimates the positive influence of influencer credibility on the trust of local brands of beauty products and the results support this. That is, when the credibility of an influencer is high, the level of consumer trust in the brand will also be high, and vice versa. This is very much in line with the study's findings (Adrianto, 2021.). The results of this study are similar to Lou &; Yuan (2019) The finding that influencer credibility affects follower trust and brand awareness.

The second hypothesis suspects that brand originality image will affect the trust of local brands of beauty products. This hypothesis is not supported, consumers seem to ignore the brand originality image of beauty products. This may happen because consumers lack knowledge about the origin of the brand. On research Sulhaini et al. (2019) It found that young consumers in developing countries lack understanding of brand originalitys.

The third hypothesis predicts the positive influence of price consciousness on the confidence of local brands of beauty products and the results support this. This shows that when consumer price consciousness is higher, the level of brand trust will be higher. Even if the price of one product is lower than another, those who are price conscious will still have confidence in the brand. Price-conscious consumers will continue to search and choose the lowest price (Lichtenstein et al., 1993).

5. CONCLUSION

This study aims to analyze the impact of influencer credibility, brand originality image, and price consciousness on the trust of local brands of beauty products in young consumers. The results of this study show that influencer credibility and price consciousness have a positive and significant effect on the trust of local brands of beauty products, while brand originality image has no effect on the trust of local brands of beauty products. Consumers seem to ignore the brand originality image of beauty products, this may happen because consumers lack of knowledge about the origin of beauty product brands.

6. THEORETICAL AND MANAGERIAL IMPLICATIONS

This research provides the following theoretical implications. This research enriches the literature on the role of influencers in building brand trust. Social media plays an important role for consumers seeking information. Marketing through social media using influencers has an impact on consumer attitudes towards brands. This research shows that the credibility of influencers can affect brand trust through social media. This shows that influencer marketing can drive consumer trust in brands. The findings of this study show that brand originality image does not affect consumer trust in brands. This shows that consumers do not pay much attention to the image of brand originality which can be caused by lack of consumer knowledge regarding brand originality. The findings of this study also show that price consciousness has an impact on brand trust. These findings support the opinion (Lichtenstein et al., 1993; Alford & Biswas, 2002) that price-conscious consumers will look for the lowest price. This shows that price-conscious consumers only focus on the lowest price because they perceive the product will give them what they want.

The findings of this study provide some useful recommendations for marketers and brands. Because influencers influence brand trust, brands may attach importance to choosing influencers who fit the brand and have clear expertise and an attractive presentation. Although brand originality image does not affect trust in local brands, marketers can emphasize brand originality and create a positive image.

7. LIMITATIONS AND FUTURE RESEARCH

This study examines the effect of influencer credibility, brand originality image, and price consciousness on brand trust. This study has some limitations, the study is limited to only one product category. Future research could assess the impact by using several different product categories and using several different influencers. In addition, the study only tested on a group of young consumers. Future research may examine its impact on mature consumer groups as well as based on consumer segmentation. This will increase our knowledge of consumer behavior from several segmentations.

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The Impact of Influencer Credibility, Brand Originality Image, and Price Consciousness on Consumer Trust in Local Beauty Products

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