Consumer attitudes towards beauty bloggers and paid blog advertisements on purchase intention in Vietnam

Van Dat Tran[a*] and Hoang Anh Thu Nguyen[a]

[a]Faculty of Business Administration, Banking University, Ho Chi Minh, Vietnam

C H R O N I C L E	**A B S T R A C T**
	The purpose of this research is to discover how paid blog advertisements influence consumer attitudes toward bloggers and the products they advertise will help marketers gain an understanding of how to use bloggers as paid sponsors to influence consumer purchase intent. Using online survey approach, the study recruited 280 participants through an online survey platform. Participants answered questions about their attitudes toward bloggers and their advertising when purchasing products. Furthermore, participants also answered questions about their perceived trust in the bloggers themselves as well as the authenticity and credibility of the brand-related communication received from bloggers. Moreover, they reported on their attitudes towards how deceptive they considered bloggers and their advertising to be. Finally, participants reported how paid blog advertisements influence their purchase intent. The results indicated that the similarity between the consumer and the ad creator was an important psychological reason on why consumers were more likely to perceive advertisements as more authentic, more affective, less deceptive and more credible, and they were thus more likely to trust the blogger. On the other hand, the importance of ad attribute (authenticity) does significantly influence consumers' intention to purchase products advertised by a blogger. As consumers are becoming more skeptical of advertisements, blogs need to be entertaining and a pleasure to view. Not only does the content need to be interesting, but also the design, flow and clarity of the blogs must also be considered important factors. In addition, advertising needs to be believable, credible and honest. In the online world, trust and credibility are still paramount in attracting consumers' engagement; hence, promoting companies' products and services through blogs can be an effective strategy to lower consumer skepticism barriers.

1. Introduction

The beauty sector has proved to be leading innovation within retail. This innovation does not only come from a scientific side concerning product innovations, but also from a digital marketing perspective where organizations have implemented successful strategies to attract and retain customers. Influencer marketing has become the hottest new trend. Over the last couple of years brands have flocked to influencers to help sell their products and engage their audiences. From fitness influencers telling us to try a new protein powder, to bloggers promoting their favorite beauty products, there's no shortage of personalities pushing different products. It is becoming a must for companies to build a powerful social media system in order to maintain a strong position in consumers' mind as well as to gain other advantages of being present in various kinds of platforms. Blogs enable consumers to obtain insights about a brand and company and perhaps connect to a company emotionally. These activities in turn can inspire brand loyalty and advocacy (Creamer 2005), which influence purchase intentions. As the Internet continues to accelerate globalization, studies investigating online persuasive communications and online information processing will become critical for developing international promotion campaigns. This study provides a useful starting point for understanding the effect of perceived blogger credibility and argument quality on brand attitudes, as well as exploring the effectiveness of persuasion communication on blogs. Therefore, higher credibility should generate higher brand credibility, because source credibility theory indicates that a consumers' willingness to accept the message from the marketing source (blogger) relies on the sources of credibility (Zha et al., 2015). Spry et al. (2011) suggested that blogger credibility positively influences consumer attitudes toward the ad and the brand (Ballantineand Au Yeung, 2015). This study investigates consumer

attitudes toward bloggers and the products they endorse. Consumers foster attitudes toward bloggers, paid blog advertisements and products that bloggers advertise. To investigate these attitudes, this research includes blogs, advertisements in blogs and purchase intention. By elaborating on these topics, the research may clarify why the investigation of consumer attitudes toward paid blog advertisements is important in marketing research.

2. Literature review

2.1 Ad attribute (authenticity)

In terms of content, authenticity—the genuineness of content provided to meet the purpose of the blog—was cited as a significant trust factor by mostinterviewees. Ad attribute (authenticity) measures how important a consumer deems believability and realism are in evaluating the quality of a blog. The motivations of a blogger are critical in establishing authenticity, credibility and trustworthiness with consumers (Lawrence et al., 2013). Previously in brand-related advertising, the term "authenticity" was used to both comfort and encourage consumers about the product. Fast-forward to today, and the modern term represents the "values" that differentiate the product from other brands (Beverland et al., 2008). The use of the term "authenticity" in brand-related advertising has taken. Originally used to reassure consumers of the genuine article (Beverland et al., 2008), modern uses of the term go beyond such claims, seeking to imbue the product with a set of values that differentiate it from other, more commercialized brands (Rose & Wood 2005). In addition, Karl (2004) showed that consistent with iconic authenticity whereby products or objects are authentic if they approximate historical referents, which means if they fit with consumers' mental picture of how things ought to be (Grayson & Martinec 2004).

2.2 Attitude toward the ad (affective and deceptive)

Feelings serve as antecedents to all other variables in this model. Feelings (or moods) are affective responses to a communications message that are perceived not as qualities of the message, but as the message recipient's affective state at the time of exposure to the message (Batra & Ray, 1986). Affective responses/feelings/ moods are not emotional responses. Feelings tend to be mild, general, pervasive, and not directed toward any particular object. Emotions, in contrast, tend to be more intense and attentiongetting and relate to specifiable behavior (Schwarz & Clore 1996). In this paper, we use the terms feelings, moods, and affective responses interchangeably. Positive and negative feelings constitute separate constructs; that is, they are bidimensional (Brown et al., 1998; Ito & Cacioppo 2001). Affective is used to measure the degree to which a consumer believes a blog is pleasing. Deceptive is the extent to which a consumer not only thinks a blog is unbelievable, but also it is also misleading. Opinions differ as to what constitutes deceptive, especially when it comes to withholding information (Attas, 1999). The deliberate commission and omission of information can constitute deceptive, especially if it is intended to conceal or mislead a consumer in terms of intentions (Murphy & Richards, 1992). Shanahan and Hopkins (2007) argued that deceptive occurs when brands fail to correct false assumptions or beliefs (Carson, 2001).

2.3 Credibility (brand – related communication)

Credibility (brand-related communication) measures the veracity of the blog about a brand/ product. Endorsement is a communication tool that allows the credibility of the blogger to naturally flow through to the brand. If blogger and brand credibility are intrinsically linked, then brand credibility can be defined as "the believability of the product position information contained in a brand, which depends on the willingness and ability of firms to deliver what they promise" (Erdem et al., 2006). Credibility, measured using Johnson and Kaye's (2004) scale that assesses how accurate, in-depth, fair, and believable a blogger is, might not be impacted by an individual opening themselves to questioning (through enabled comments) as the content of the blog post did not change, and those measures are more salient to the content of the post. Three traditional theoretical dimensions of credibility (site or medium, message, and source) are supported in the literature (Eysenbach, 2008). Thus, the blog as the medium, the blogger as the source, and the post associated with the blogger as the message. According to Erkan and Evans (2016, 2018), credibility refers to whether or not people trust the content of advertisement. It also indicates the trustworthiness or usefulness of advertising. It has been postulated that credibility has a direct relationship with both advertising value and attitudes toward advertisements (Eighmey, 1997).

2.4 Trust in blogger

Trust has been defined in various ways in the literature. "Trust is a psychological state comprising the intention to accept vulnerability based on positive expectations of the intentions or behaviors of another" (Rousseau et al., 1998). Trust is willingness to rely on an exchange partner in whom one has confidence (Moorman et al., 1993). Trust means the degree to which blog readers believe bloggers and the information contained in their posted papers are trustworthy (Lim et al, 2006). In this research trust is blog creators and trustworthiness is blog readers. Trustworthiness is a multi-dimensional, task-specific trustor belief (Schoorman et al., 2007) that encompasses the trustee's anticipated: (1) ability to perform the task; (2) integrity in managing asymmetry in the relationship; and (3) benevolence in facilitating positive outcomes for it. In the blogosphere, trust can be operationalized as the extent to which readers voluntarily rely on the assertions of a blog creator to direct their own topic-area decisions and actions and encourage others to do the same.

2.5 Purchase intention

Purchase intention is a consumer's objective intention towards a product (Fishbein & Ajzen, 1975). Moreover, Spears and Singh (2004) define purchase intention as a consumer's conscious plan or intention to make an effort to purchase a product. In addition, online purchase intention focuses on whether consumers are willing and intending to buy a certain product via online transaction platforms (Pavlou, 2003).

Bouhlel et al. (2010) indicate that the influence of consumer attitudes toward a blog on consumer purchase intention is significantly positive. Moreover, quality communication can create a more positive attitude toward the blog, which affects consumer willingness to purchase products (Chen et al., 2008; Fiore et al., 2005). This study thus proposes that if consumers are willing to believe the content of a sponsored recommendation post, they will be more likely to form a purchase intention regarding the product recommended by the blogger.

2.6 Hypothesis

Advertisement attribute (Authenticity) measures how important a consumer deems believability and realism are in evaluating the quality of a blog. The motivations of a blogger are critical in establishing authenticity, credibility and trustworthiness with consumers (Lawrence et al., 2013). The intersect between consumers (Authentic) and marketers (commercial) can sometimes cause tension between the two. Bloggers act as the intermediary, enabling consumers to be both agent and target in the communication of brands and the purchasing of products (Kozinets et al., 2008). Nowadays, due to a fast growth of digital marketing, Bloggers are easier to provide consumers presentation of brand and product experiences over traditional marketing messages, especially for digitally native authentic who not only receive the digital communication as the target audience but who also (un)knowingly become part of the authenticity sphere as they communicate their own experiences with particular brands and products through online blogs, posts and reviews. Based on the above discussion, the following hypothesis is proposed:

H1: Ad attribute (authenticity) will positively influence consumers' purchase intention.

Affective is used to measure the degree to which a consumer believes a blog is pleasing. Deceptive is the extent to which a consumer not only thinks a blog is unbelievable, but that it is also misleading. Opinions differ as to what constitutes deceptive, especially when it comes to withholding information (Attas, 1999).

Bloggers contribute to advertising in a way that they relay information, provide entertainment and help stimulate sales in brands and products. However, such goodwill may also have liabilities in terms of consumers who receive the communication yet remain ambivalent as to the advertisements message (affective or deceptive), as they may become either hostile, skeptical or both (Coulter etal., 2001). Based on the above discussion, the following hypothesis is proposed:

H2: Attitude toward the ad (affective) will positively influence consumers' purchase intention.
H3: Attitude toward the ad (deceptive) will positively influence consumers' purchase intention.

The term source credibility refers to whether an individual perceives a source of information as unbiased, believable, true, or factual (Hass, 1981). The positive characteristics of messages can enhance the value of the source and thus increase acceptance among readers. If receivers feel that a message has bias or is offered for other reasons than to provide consumer experiences and recommendations, they may downgrade the credibility of the source and resist the persuasive intent of the message (Lee & Koo, 2012). Sponsored recommendation posts must disclose the connection between the blogger and the sponsoring company within the context of the article, which in turn can influence consumer beliefs about the credibility of the source information. Thus, this study defines consumer attitudes toward sponsored recommendation posts as a psychological tendency toward the source credibility regarding a particular sponsored recommendation post during a particular exposure occasion. If blog readers read the specific sponsored recommendation post in a specific time frame and believe that its claims are true, their attitudes toward the credibility of the sponsored recommendation post will be positive. Based on the above discussion, the following hypothesis is proposed:

H4: Credibility (brand-related communication) will positively influence consumers' purchase intention.

Trust is the fundamental feature of a marketing strategy aimed at blogs. Blogging is based on trust and the readers most likely trust the content on a blog and get influenced by the blogger, the interpersonal trust, therefore, influence people (Chen et al., 2006). Consumer trusts their influencer and, therefore, trusts the influencer's recommendation. Trust in the blogger measures the extent to which a consumer believes that a blogger "knows best" and can consider the bloggers' advice to be benevolent, honest and trustworthy. More recently, retailers are introducing technological advances (e.g. avatars, virtual agents) to improve the customer web-based shopping experience through increased interaction and less impersonality, all of which may influence product satisfaction and intent (McGoldrick et al., 2008). Based on the above discussion, the following hypothesis is proposed,

H5: Trust in the blogger will positively influence consumers' purchase intentionn.

Fig. 1 demonstrates the structure of the proposed study.
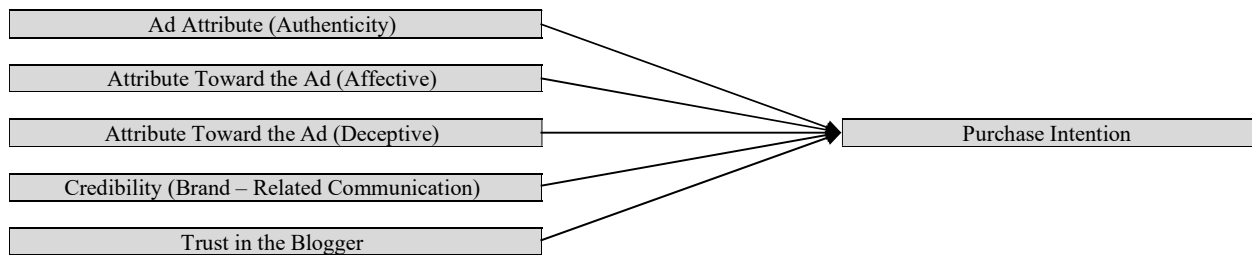
Fig. 1. Research framwork

3. Methodology

3.1 Research design

The purpose of the paper is to examine the relationship between consumer attitude toward blog advisement authenticity, affective and deceptive, and to understand the impacts of credibility and trust on the degree of purchase intention from consumers. Thus, in this study, independent variable is purchase intention; and dependent variables are authenticity, affective, deceptive, credibility and trust.

3.2 Scale development

The purpose of questionnaire is to develop empirical evidence and to match with the research's objectives and the research model. This questionnaire is prepared and directly distributed to people who have had experiences on at least one global brand in order to collect their opinions. The questionnaire was designed based on the Likert's measurement scale. According to Likert (1932), it is a kind of question form that respondents rate the level of their agreement on statements or questions. Likert's scale has many different types of scales; among those, there are two scales which are the most common in quantitative analysis that are questions structured with five-point or seven-point response scale. Likert surveys are quick, efficient and inexpensive methods for data collection. Therefore, to be easier for collecting and having more accurate data, the questionnaire will be designed in the form of Likert 5-point-scale, which is a scale from 1 (Strongly Disagree) to 5 (Strongly Agree). Before distributing the questionnaires, it is necessary to conduct a pilot testing. It is a small trial, where a few respondents will take the questionnaire and comment on its structure. Those people will point out any problems in formatting, unclear questions and other issues in the questionnaire. Twenty people are chosen to take this trial. So through the pilot testing, the questionnaire will be improved in reliability and validity in order to ensure accurate and consistent understanding among all respondents, thereby make the data collection more successful. After the pilot test, here is the final draft of questionnaire with 36 questions.

Table 1
Measurement scale

Variable	Code	Statement	Author
Authenticity	A1	I think realism of a blog advertisement is important	
	A2	I think authenticity of blog advertisement is important	Lawrence et al., 2013
	A3	I think trustworthiness of a blog advertisement is important	
Affective	AF1	I think blog advertisements are entertaining	
	AF2	I think blog advertisements make me happy	Lawrence et al., 2013
	AF3	I think blog advertisements make me pleased	
	AF4	I think blog advertisements are a pleasure to view	
Deceptive	DE1	I believe blog advertisement are believable	
	DE2	I believe blog advertisement are truthful	Aguirre-Rodriguez, 2013
	DE3	I believe blog advertisement are deceptive	
Credibility	CR1	I think the claims in blogs are true	
	CR2	I think brand - related communication activities of bloggers are credible	Malär et al., 2012
	CR3	I think brand - related communication activities of bloggers are honest	
Trust	T1	I believe bloggers are trustworthy	
	T2	I believe bloggers are only concerned about himself/herself	DeCarlo et al., 2013
	T3	I believe bloggers are truthful	
Purchase intention	INT1	I believe bloggers are trustworthy	
	INT2	I believe bloggers are only concerned about himself/herself	Chiu et al., 2012)
	INT3	I believe bloggers are truthful	

4. Data analysis

4.1 Sample

Demographic characteristics of respondents

Demographic data are the characteristics of human population. In this study, demographic questions are used to determine gender, age, job monthly income of respondents so that we can find out and compare the differences in experience and opinions between subgroups. There are 301 questionnaires delivered directly to customers, who had experience to watch blog. Because some customers did not complete their questionnaires and had consistent answers for all questions, 21 questionnaires were deleted from the analysis process. After the process of screening and editing, the total of 280 valid questionnaires were used to analyze in this research.
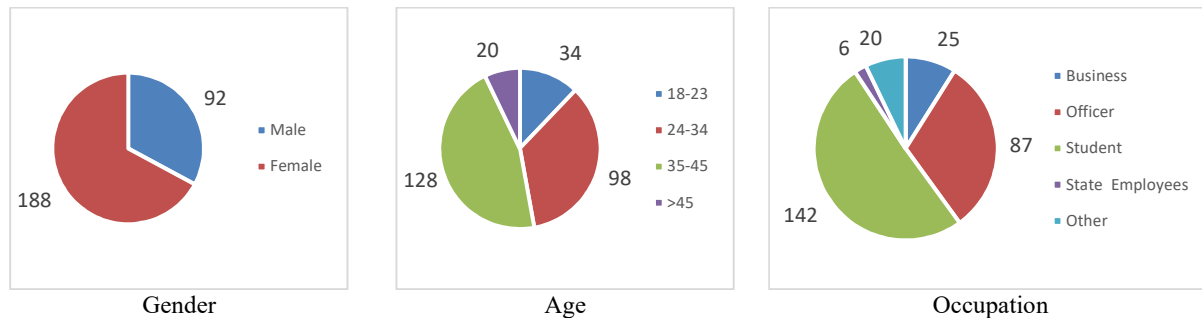

Fig. 2. Personal characteristics of the participants

4.2 Reliability test

This kind of test is one of the most important analysis that a study must have. This technique aims to test the reliability of the sample data, Cronbach's Alpha has been popularly used as a measure of the internal consistency of a test score for a sample of examinees. In addition, Cronbach's alpha values for authenticity affective, deceptive, credibility, trust and purchase intention are 0.743, 0.818, 0.819, 0.814 and 0.735 respectively. Thus, constructs of authenticity, affective, deceptive, credibility, trust and purchase intention used in this study are reliable.

4.3 Exploratory Factor Analysis – EFA

Factor analysis is a statistical method used to describe variability between observed, correlated variables in terms of a potentially lower number of unobserved variables called factors (Hair et al., 2009). The step of factor analysis of independent variables is recap in one round because KMO and Bartlett's Test, Total Variance Explained are satisfied as the theoretical analyses. Sixteen items of five variables are put into the exploratory factor analysis process. KMO value is 0.722, which satisfied the regulation 0.5 < KMO < 1 (Tabachnick & Fidell, 2007). Likewise, Bartlett's test of sphericity is significant with sig. level being 0.000 (p<.001), presenting significant correlation between the variables to proceed with the analysis. Total Variance Explained value is at 69.414 % > 50% with eigenvalues more than 1, which prove the appropriateness of factor analysis. According to results, none of the items is deleted. 16 items are grouped into 5 components, exactly the same as the original scale. The components' names have remained unchanged and the result will be kept as the final format of the questionnaire.

4.4 Regression Analysis

Structural model results

Table 2 shows R Square value at 0.717 above 0.7 and below 0.9. According to Guilford's (1973) this means regression analysis results have high correlations which means the five independent variables explain 71.7% of variations of the dependent variables - Intention to purchase.

Table 2
Model Summary

Model	R	R Square	Adjusted R- Square	Std. Error of the Estimate	Durbin-Watson
1	.847	.717	.711	.36183	1.820

Table 3 presents the results of ANOVA test.

Table 3

The results of ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	90.724	5	18.145	138.590	.000
	Residual	35.873	274	.131		
	Total	126.597	279			

To check the understanding of the result, according to Table 3 which present the results of ANOVA test, the F value of 18.712 shows the model is significant (at an observed sig. = 0.000). Hence, it can be cased that the miniature of this research has gained statistical understanding.

Table 4

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.012	0.228		.051	.959		
A	authenticity	.091	.029	.103	3.148	.002	.973	1.027
A	Affective	.246	.028	.287	8.849	.000	.986	1.015
D	Deceptive	.095	.031	.098	3.047	.003	.996	1.004
C	Credibility	.295	.025	.431	11.753	.000	.768	1.302
T	Trust	.355	.028	.464	12.620	.000	.764	1.309

The linear equation is as follows

Purchase intention = 0.103 × Authenticity + 0.287 × Affective + 0.98 × Deceptive + 0.431 × Credibility + 0.464 × Trust

4.5 Hypotheses Testing

By testing the proposed hypotheses, we have realized that several assumptions were met mainly normality, linearity, homoscedasticity and independence of errors terms, multicollinearity and multivariate outliers (Hair et al., 1998). To examine the hypothesized statement (H01- H05), stepwise regression analysis was performed. Table 4 shows the results of stepwise multiple regression analysis.
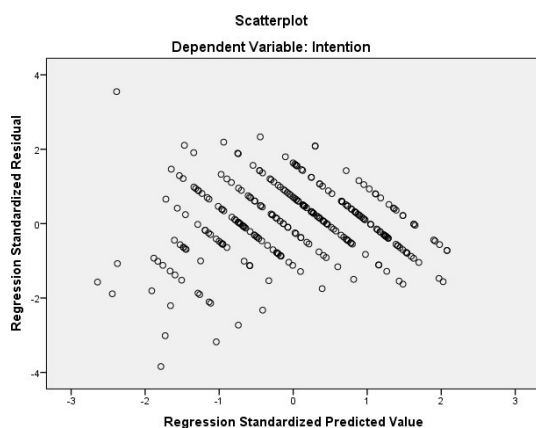
Fig. 3. Regression Standardized Predicted Value
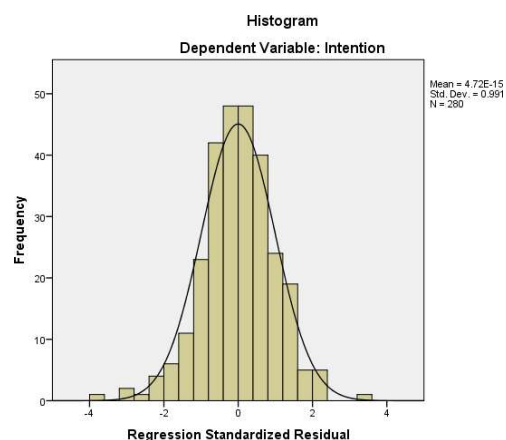
Fig. 4. Regression Standardized Residual

The first step is to check whether there is a linear relationship in the data. The scatter plot indicates a good linear relationship, which allows me to conduct a linear regression analysis. There are Authenticity, Affective, Deceptive, Credibility and Trust of reciprocal coefficients with dependent variables are r=0.244, r=0.131, r=-0.146, r=0.364 and r=0.535 all 5 variables have

sig values. <5%. This shows that the independent variables have correlation coefficients quite closely with the dependent variable. While independent variables have a small correlation coefficient, the problem of multicollinearity in the model is not important. As per Hair et al. (2006) guidelines, we have VIFs (1.004 – 1.309) and hence satisfying the recommended cut-off (<10). Hence, there is no multicollinearitythreat in this study suggesting the presence of acceptable nomological validity. According to the Fig. 4, the plot is a check on normality. The estimated residuals of the model are independent, there is no linear relationship with each other. The histogram above for variable represents perfect symmetry (skewness) and perfect Peakedness (kurtosis).

5. Results

Specifically, the results of the path coefficients and *t*-values were itemized as outlined in Table 4. Where by authenticity blogs positioning is seen to have a significant and positive link with purchase intention, which is well within expectations. Beta standardized coefficients, ($\beta1=0.203$, t-value=3.148 and p=0.002<0.05). Hence, H1 is therefore supported. In a similar vein, consumers' attitude towards affective blogs advisement had a significant influence on purchase intention. Beta standardized coefficients ($\beta2=0.287$ t-value= 8.849, p=0.000<0.05), inferring that H2 is also retained. Further examination of the path coefficient shows that deceptive blog advisement knowledge is significant and positively related to purchase intention. Beta standardized coefficients ($\beta3=0.098$, t-value=-3.047, p=0.003<0.05), as posited by H3. Thus, H3 is reinforced. Besides, H4 examines whether or not blog advisement knowledge has a significant effect on consumers' attitude towards credibility blog advisement. The path estimates noted that green brand knowledge did indeed have a significant and positive relationship with consumers' attitude towards green brands. Beta standardized coefficients are reported as $\beta4=0.431$, t-value=11.753, p=0.000<0.05. Thus, H4 is maintained. H5, whereby trust blogs positioning is seen to have a significant and positive link with purchase intention, which is well within expectations. Beta standardized coefficients, ($\beta5=0.464$, t-value=12.620 and p=0.000<0.05). Hence, H5 is therefore supported. It is clear that Authenticity, Affective, Deceptive, Credibility and Trust variables are making significant matchless donation to the present of the dependent variable (Consumers' purchase intention).

Table 5
Hypotheses testing result

HYPOTHESES	RESULT
H1 Ad attribute (authenticity) will positively influence consumers' purchase intention.	Supported
H2 Attitude toward the ad (affective) will positively influence consumers' purchase intention.	Supported
H3 Attitude toward the ad (deceptive) will positively influence consumers' purchase intention.	Supported
H4 Credibility (brand-related communication) will positively influence consumers' purchase intention.	Supported
H5 Trust in the blogger will positively influence consumers' purchase intention.	Supported

6. Conclusion and Suggestion

6.1 Discussion

Since sponsored posts on beauty blogs are often thought to be an effective marketing tool, examination of consumer attitudes toward blog posts written by the bloggers who received benefits from a sponsor is important. This study has shown significant effect of beauty blog on consumers' intention to purchase. In other words, beauty blog was more effective than online commercials in increasing consumers' intention to purchase. The consistency between consumers' attitude and behavioral intentions has been established in the consumer behavior literature. Consumers with a favorable attitude toward an attitude-related object are likely to take actions that reflect their attitude. The relationship between ad authenticity and purchase intention: Authentic beauty bloggers do not just talk about products or services because they have been paid to do so. In fact, they might have spoken about the product or service even before the brand even approached them for a partnership. And they might continue to talk about it even after the campaign is over and they are no longer being paid. Thus, authentic beauty bloggers have been able to maintain their authenticity even after they become highly popular. Their audience also looks up to them for useful advice and honest opinions about products they have tested. So, when their followers see them promoting anything, there's a good chance it will immediately stir their curiosity and perhaps even inspire them to buy it. In this study, there is a significant relationship between authentic toward sponsored recommendation posts and purchase intention, the focus of hypothesis 1. There is a significant relationship between affective attitude toward sponsored recommendation posts and purchase intention, the focus of hypothesis 2, which suggests that attitude toward a sponsored recommendation post is affected by brand awareness, is supported by the results of this study. If consumers have high brand awareness of the brand of a product recommended in a blog article, their attitudes toward a sponsored recommendation post will become positive (Laroche & Brisoux, 1989). Since the amount of interviewee who get used to Innisfree products and reading beauty blogs due to the Innisfree brand awareness is high, this study proposes that if bloggers' recommended goods have a high brand awareness, consumers will have positive attitudes toward a sponsored recommendation post on a blog whether or not the post is a type of advertising. Though the material connection between the bloggers and the sponsor company has revealed in the blog posts, consumers do not have a negative attitude toward such recommended posts. One possible reason may be that consumers feel the blog post, which honestly reveals that it is a sponsored article, is not trying to mislead or cheat them, and thus what kind of benefits are received by the blogger is no longer important. In this particular case, this is a weak positive relationship between deceptive variable and receiver's purchase intention. This study also examines the effects credibility (brand-related

communication) strongly related on purchase intention (H4). The results show that if consumers believe the content of a recommendation post and have a positive attitude toward the blogger, they feature to improve the credibility of sponsored recommendation posts, which will raise the effectiveness of the advertisement. By the same token, bloggers who join brand-related communication activities must select the recommended goods carefully in order to avoid losing their readers' trust. Trust in bloggers is the most influential factor for both the intention to revisit a blog and to adopt product recommendations provided by bloggers. The result was consistent with those of previous studies, indicating that exhibiting trust positively affects the intention to purchase products that if the content provider (i.e. blogger) is trustworthy and the contents are useful, the reader behaviors about online shopping will be more likely affected. In conclusion, all the findings of this research have validity and treasure meanings in science, and have practical implications which is presented in the following part.

6.2 Theoretical contributions and Managerial implications

This study aimed to identify the factors influencing cosmetics purchase intention. The hypothesis testing results provide some valuable information as to what prompts people in this particular age group to contemplate buying cosmetics. All the variables are related to cosmetic purchase intention. Products of authentic Inissfree brand usually have higher quality, offer greater values and be more likely to be purchased than less authentic brands. Furthermore, those products can be sold at a significant price premium. This means that managers should work to increase perceptions of authenticity for their offerings if this is appropriate for the product or service categories. Firstly, the advertising needs to be believable, credible and honest. Some of the criteria may include the blogger's knowledge of the industries, the presence of clear contact information, the blog's professional appearance and hypertext links leading to reliable sources of information (Dulcinea, 2017). These criteria will help determine which blogs the companies should choose for their advertising. Moreover, behind traditional business model in brand-related communication activities of bloggers, the brands have taken the lead using Augmented Reality (AR) to test on beauty products for marketing purposes. Secondly, attitude toward the ad (affective) factor need to be taken into account when marketers or advertisers want to sponsor bloggers. Through this study, Through this study, it can be concluded that beauty bloggers can add positive language in contents, which makes consumers connect the impression with advertising products, enhances the entertainment of the content, make the content easy and happy, and make it happy, and join the more exaggerated language and investing in video marketing the blogs need to be entertaining and a pleasure to view. Content marketers keep mentioning the growth and power of video in retail. Not only does the content need to be interesting but the design, flow and clarity of the blog are also important factors. That is reason why beauty influencer-based beauty campaigns knock other types of marketing out of the park is that they are all about vibrant visuals and videos. Beauty Influencers are experts when it comes to lighting, face setting, and other bits and bobs of what makes an enticing delivery on digital platforms. They also go one step further, taking it to their YouTube channels, Facebook, Twitter, blogs, etc. for multi-channel engagement. Thirdly, attitude toward the ad (deceptive) factor need to be taken into account when marketers or advertisers want to sponsor bloggers. It is important to take into consideration that consumers could feel cheated or used, when at some point they discover that the blogger was paid to write a review but failed to mention this. Through this study, it can be concluded that if bloggers do reveal being sponsored, this leads to a more favorable consumer attitude than when the blogger does not honestly reveal receiving money to write a product review. One possible reason may be that consumers feel the blog post, which honestly reveals that it is a sponsored article, is not trying to mislead or cheat them, and thus what kind of benefits are received by the blogger is no longer important. In this particular case, this is a weak positive relationship between deceptive variable and receiver's purchase intention. For marketers, blogs can be an important tool to create and maintain relationships with its customers. It is of importance to analyze the general theme of the blog when marketers or advertisers want to sponsor a blogger. It is recommended to sponsor blogs where there is a fit between the product of the company and the blog, since this will enhance consumer attitude. Fourthly, Credibility (brand-related communication) do play a role in influencing consumers' purchasing intentions. These social media influencers represent an emerging type of advocate who influences the attitudes of their followers. Moreover, bloggers' involvement in PR campaigns, encouraged through either relationship building with the bloggers, or paid sponsorship or reviews, is valuable to the brand. Brand and bloggers should take care not to do anything that may diminish the credibility and expertise of the blogger in the eyes of their followers, such as limiting comments or engaging in off-topic discussions. Finally, trust in the blogger did not influence consumers' purchase intent; however, it did influence their attitude toward how similar they are with the blogger. In an online shopping environment, the human touch and personal contact between consumers and retailers has been lost. Consumers often leave the online transaction due to a lack of trust. Overall, the results of this study confirmed but also extend previous studies on blogs' advertising, suggesting that human interaction through bloggers may be a key to successfully reaching the targeted consumers.

6.3 Limitations and future studies directions

First, the limitation is that the time and budget constraints of the study, the author only surveyed 280 respondents who had been reading blogs, not representative for the research crowd. respondents for this research is almost students and officers who are in middle-level income group. The author could not interact with ones in high income class. They can have other opinions about experiencing many kinds of brands and concerning authentic products/services. Those opinions can make a contribution to the more objective observations of customer behaviors about brand experience and content authenticity. Secondly, the topic is only stop at testing the relationship between research concepts but not to analyze the behavior of different target groups in these relationships. In five variables, author do not overview relationship between variable types.

In conclusion, based on this literature and empirical findings, this investigation into the consumer attitudes of bloggers, paid blog advertisements and the products that bloggers advertise will affect the understanding of marketers and sponsored content. With the popularity of blogs and sponsored content in today's world, the relevance and need for this research investigation in order to improve profits for both marketers and bloggers is clear. The follow-up will continue to expand and complement the research. The future will begin from the following aspects: Expand the scope of the sample, rather than too many college students as respondents, ignoring the differences between users. In this way, we can know the real situation and influencing factors of the purchase intention of advertising appeals under the social media environment by users of various age levels, educational background, work field and income class. Future research may specifically compare and contrast consumers' attitude, trust and, subsequently, their purchase intention. Hence, age may influence the content and blog followers. Future research may explore differences between demographic

To increase more influential factors and to design a more perfect index system, then collect data through a large-scale questionnaire survey, and finally extract the most important factors through data analysis, thus avoiding the problems caused by the subjective judgment of the researchers and making the research more scientific. Not limited to consumers in the cosmetic industry, follow-up researchers can build models in other industries and expand on this basis to expect more innovative results.

References

Aguirre-Rodriguez, A. (2013). The effect of consumer persuasion knowledge on scarcity appeal persuasiveness. *Journal of Advertising*, *42*(4), 371-379.

Attas, D. (1999). What's wrong with" deceptive" advertising?. *Journal of Business Ethics*, *21*(1), 49-59.

Ballantine, P. W., & Au Yeung, C. (2015). The effects of review valence in organic versus sponsored blog sites on perceived credibility, brand attitude, and behavioural intentions. *Marketing Intelligence & Planning*, *33*(4), 508-521.

Batra, R., & Ray, M. L. (1986). Affective responses mediating acceptance of advertising. *Journal of consumer research*, *13*(2), 234-249.

Bouhlel, O., Mzoughi, N., Ghachem, M. S., & Negra, A. (2010). Online purchase intention: Understanding the blogosphere effect. *International journal of e-business management*, *4*(2), 37.

Brown, S. P., Homer, P. M., & Inman, J. J. (1998). A meta-analysis of relationships between ad-evoked feelings and advertising responses. *Journal of Marketing Research*, *35*(1), 114-126.

Beverland, M. B., Lindgreen, A., & Vink, M. W. (2008). Projecting authenticity through advertising: Consumer judgments of advertisers' claims. *Journal of Advertising*, *37*(1), 5-15.

Carson, T. (2001). Deception and withholding information in sales. *Business Ethics Quarterly*, *11*(2), 275-306.

Chen, J. C., Silverthorne, C., & Hung, J. Y. (2006). Organization communication, job stress, organizational commitment, and job performance of accounting professionals in Taiwan and America. *Leadership & organization Development journal*, *27*(4), 242-249.

Chen, J. S., Ching, R., Tsai, H. T., & Kuo, Y. J. (2008, June). Blog effects on brand attitude and purchase intention. In *2008 International Conference on Service Systems and Service Management* (pp. 1-6). IEEE.

Chiu, H. C., Hsieh, Y. C., & Kuo, Y. C. (2012). How to align your brand stories with your products. *Journal of Retailing*, *88*(2), 262-275.

Clore, G., & Schwartz, M. (1988). How do I feel about It? The informative function of affective states. *Affect Cognition and Social Behaviour, Toronto, CJ Hogrefe*.

Coulter, R. A., Zaltman, G., & Coulter, K. S. (2001). Interpreting consumer perceptions of advertising: An application of the Zaltman Metaphor Elicitation Technique. *Journal of advertising*, *30*(4), 1-21.

Creamer, M. (2005). Slowly, marketers learn how to let go and let blog. *Advertising Age*, *76*(44), 1-35.

DeCarlo, T. E., Laczniak, R. N., & Leigh, T. W. (2013). Selling financial services: the effect of consumer product knowledge and salesperson commission on consumer suspicion and intentions. *Journal of the Academy of Marketing Science*, *41*(4), 418-435.

Dulcinea (2017). "Evaluating blog credibility", available at: www.findingdulcinea.com/guides/ Technology/Internet/Blogs.pg_00.html (accessed January 12, 2018).

Erdem, T., Swait, J., & Valenzuela, A. (2006). Brands as signals: a cross-country validation study. *Journal of marketing*, *70*(1), 34-49.

Erkan, I., & Evans, C. (2016). The influence of eWOM in social media on consumers' purchase intentions: An extended approach to information adoption. *Computers in Human Behavior*, *61*, 47-55.

Erkan, I., & Evans, C. (2018). Social media or shopping websites? The influence of eWOM on consumers' online purchase intentions. *Journal of Marketing Communications*, *24*(6), 617-632.

Eysenbach, G. (2008). Credibility of health information and digital media: New perspectives and implications for youth. *Digital media, youth, and credibility*, 123-154.

Eighmey, J. (1997). Profiling user responses to commercial web sites. *Journal of advertising research*, *37*(3), 59-67.

Fiore, A. M., Jin, H. J., & Kim, J. (2005). For fun and profit: Hedonic value from image interactivity and responses toward an online store. *Psychology & Marketing*, *22*(8), 669-694.

Fishbein, M., & Ajzen, I. (1977). Belief, attitude, intention, and behavior: An introduction to theory and research.

Grayson, K., & Martinec, R. (2004). Consumer perceptions of iconicity and indexicality and their influence on assessments of authentic market offerings. *Journal of consumer research*, *31*(2), 296-312.

Hass, R. G. (1981). Effects of source characteristics on cognitive responses in persuasion. *Cognitive responses in persuasion*, 141-172.

Ito, T. A., Cacioppo, J. T., & Lang, P. J. (1998). Eliciting affect using the International Affective Picture System: Trajectories through evaluative space. *Personality and social psychology bulletin*, *24*(8), 855-879.

Lawrence, B., Fournier, S., & Brunel, F. (2013). When companies don't make the ad: A multimethod inquiry into the differential effectiveness of consumer-generated advertising. *Journal of Advertising*, *42*(4), 292-307.

Laroche, M., & Brisoux, J. E. (1989). Incorporating competition into consumer behavior models: the case of the attitude-intention relationship. *Journal of Economic Psychology*, *10*(3), 343-362.

Lee, K. T., & Koo, D. M. (2012). Effects of attribute and valence of e-WOM on message adoption: Moderating roles of subjective knowledge and regulatory focus. *Computers in Human Behavior*, *28*(5), 1974-1984.

Lim, K. H., Sia, C. L., Lee, M. K., & Benbasat, I. (2006). Do I trust you online, and if so, will I buy? An empirical study of two trust-building strategies. *Journal of management information systems*, *23*(2), 233-266.

McGoldrick, P. J., Keeling, K. A., & Beatty, S. F. (2008). A typology of roles for avatars in online retailing. *Journal of Marketing Management*, *24*(3-4), 433-461.

Malär, L., Nyffenegger, B., Krohmer, H., & Hoyer, W. D. (2012). Implementing an intended brand personality: a dyadic perspective. *Journal of the Academy of Marketing Science*, *40*(5), 728-744.

Moorman, C., Zaltman, G., & Deshpande, R. (1992). Relationships between providers and users of market research: the dynamics of trust within and between organizations. *Journal of marketing research*, *29*(3), 314-328.

Murphy, J. H., & Richards, J. I. (1992). Investigation of the effects of disclosure statements in rental car advertisements. *Journal of Consumer Affairs*, *26*(2), 351-376.

Rousseau, D. M., Sitkin, S. B., Burt, R. S., & Camerer, C. (1998). Not so different after all: A cross-discipline view of trust. *Academy of management review*, *23*(3), 393-404.

Rose, R. L., & Wood, S. L. (2005). Paradox and the consumption of authenticity through reality television. *Journal of Consumer Research*, *32*(2), 284-296.

Shanahan, K. J., & Hopkins, C. D. (2007). Truths, half-truths, and deception: Perceived social responsibility and intent to donate for a nonprofit using implicature, truth, and duplicity in print advertising. *Journal of Advertising*, *36*(2), 33-48.

Spry, A., Pappu, R., & Bettina Cornwell, T. (2011). Celebrity endorsement, brand credibility and brand equity. *European journal of marketing*, *45*(6), 882-909.

Schoorman, F. D., Mayer, R. C., & Davis, J. H. (2007). An integrative model of organizational trust: Past, present, and future. *The Academy of Management Review, 32*(2),344-354

Spears, N., & Singh, S. N. (2004). Measuring attitude toward the brand and purchase intentions. *Journal of Current Issues & Research in Advertising, 26*(2), 53-66.

Zha, X., Li, J., & Yan, Y. (2015). Advertising value and credibility transfer: attitude towards web advertising and online information acquisition. *Behaviour & Information Technology*, *34*(5), 520-532.