

Advertisement of Beauty Products Using Social Media Influencers(SMIs) and Customers' Trust in Shah Alam

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Abstract

Internet and social media platforms speed up the digital growth of advertisements in our societies to promote brands and products. The upsurge advertisement using social media influencers (SMIs) has attracted female millennials to purchase beauty products on social media platforms. However, there are still lack of research conducted to examine the influence of advertisement using social media influencers (SMIs) towards the customers' trust on beauty products although SMIs endorsement has been studied over the years. It was revealed in past research that trust has the strongest influence on customers' purchase intention. Therefore, this study aims to identify the influence of advertisement using social media influencers (SMIs) towards customers' trust on beauty products amongst social media users in Shah Alam. This study employed a quantitative study where 50 respondents amongst social media users in Shah Alam participated. Findings of this study revealed that influencer credibility and electronic Word of Mouth (eWOM) significantly influence the customers' trust in beauty products in Shah Alam.

Key words: *Social media influencers (SMIs), beauty products, customers trust, advertising disclosure, influencer credibility, electronic Word of Mouth (eWOM).*

Periklanan Produk Kecantikan dengan menggunakan Individu Berpengaruh di Media Sosial dan Kepercayaan Pelanggan di Shah Alam

Abstrak

Internet dan media sosial telah mempercepat perkembangan iklan digital di kalangan masyarakat untuk mempromosi pelbagai jenama dan produk. Peningkatan iklan yang menggunakan individu berpengaruh di media sosial telah menarik ramai wanita millenium untuk membeli produk kecantikan di platform media sosial. Namun, kajian terhadap pengaruh penggunaan individu berpengaruh di media sosial di dalam iklan terhadap kepercayaan pelanggan terhadap produk kecantikan masih lagi kurang walaupun individu berpengaruh di media sosial telah dikaji selama bertahun. Kajian-kajian yang dijalankan sebelum ini menunjukkan bahawa kepercayaan amatlah berpengaruh dalam menentukan niat pelanggan membeli. Justeru, objektif kajian ini adalah untuk mengenal pasti pengaruh penggunaan individu berpengaruh di media sosial dalam iklan terhadap kepercayaan pelanggan dalam kalangan pengguna media sosial di Shah Alam. Kajian ini menggunakan kaedah kuantitatif di mana seramai 50 responden daripada kalangan pengguna media sosial di Shah Alam telah turut serta dalam kajian ini. Dapatan kajian menunjukkan bahawa kredibiliti individu berpengaruh dan electronic Word of Mouth (eWOM) mempengaruhi kepercayaan pelanggan terhadap produk kecantikan di Shah Alam.

Kata kunci: *individu berpengaruh di media sosial, produk kecantikan, kepercayaan pelanggan, pendedahan iklan, kredibiliti individu berpengaruh, electronic Word of Mouth (eWOM)*

Introduction

The rise of social media influencers (SMIs) has been growing significantly in Malaysia although it is still new in our market. A recent report stated that, in 2018, 80% of marketers invested in influencer marketing strategies as the go-to solution to overcome a growing list of ad hurdles in the Malaysia social media landscape (Janice, 2019). A social media influencer is a social media user who has built their notoriety and reputation for their expertise on specific topics. Social media influencers (SMIs) regularly update their followers with the latest information to engage with them. Moreover, social media influencers (SMIs) discuss topics including personal style, fashion and beauty brands, fashion and beauty brands' launches and products received as a press sample (San Miguel and Sadaba, 2017).

Data Reportal (2021), showed that the most-used social media platforms in Malaysia are YouTube, Facebook, Instagram and Twitter and are highly used among Malaysian aged 16 to 64. Presently, social media influencers can be categorized into a few groups of people with influence including mega influencers, macro-influencers, and micro-influencers (Khamis, Ang and Welling, 2017). Thus, social media influencers (SMIs) have the power to influence their substantial number of followers across one or more social media platforms (Agrawal, 2016; Varsamis, 2018). Nearly 4,000 brands spending on Influencer Management in Malaysia with beauty and skin care brands had the highest number of brand investments (SushiVid, 2019). A report in 2020, revealed that 57% of fashion and beauty companies are using social media influencers (SMIs) as part of their marketing strategies and the most viewed beauty videos on YouTube were made by influencers compared to beauty brands themselves (Starngage, 2020).

Research in advertising field and social media influencers (SMIs) has produced valuable understanding on how organizations can engage with SMIs, identify the influential users and evaluate their role and credibility in influencing purchasing decisions and attitudes (Sokolova and Kefi, 2019), how social media influencers (SMIs) influenced purchase intention (Widayanto and Agusti, 2020), the effectiveness of paid and sponsored posts (Bang and Lee, 2016; Evans et al., 2017). Thus, this study aims to address the gap.

Emily Quak revealed in R.Age, January, 2017 that it can be difficult for an influencer to be honest and ethical when reviewing beauty products. Hence, social media influencers (SMIs) trustworthiness and credibility

are the customers concern before purchasing any product. In doing so, this study develops a model to examine whether the advertising disclosure, influencers credibility and electronic Word of Mouth (eWOM) have influence on the customers' trust on beauty products. Therefore, this study intends to provide a better understanding of advertisements that utilized social media influencers (SMIs) on the customers' trust of beauty products as well as to provide evidence of the influential power held by the social media influencers in gaining the customers' trust.

This study is considered important as it will contribute to the advertising field particularly for social media influencers (SMIs), brands, marketing professionals and policy makers who are responsible to protect the customers and to fill the gap of the social media influencers (SMIs) marketing literature in the Malaysian landscape. The following sections of this research will discuss the literature review, research methodology, results, analysis, discussion and conclusion.

Conceptual Framework

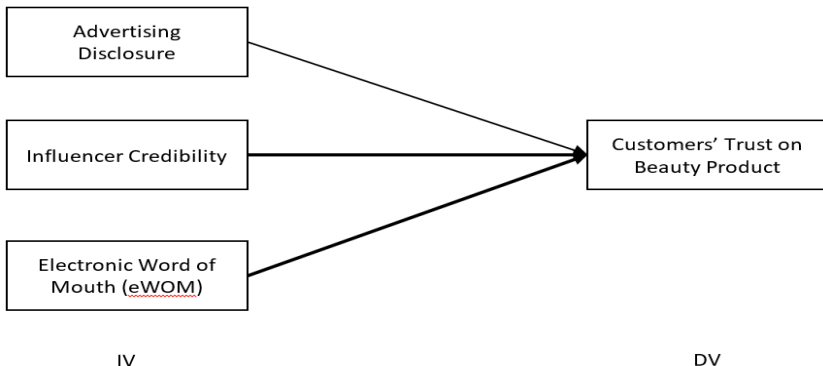


Figure 1: Conceptual framework on the influence of using social media influencers (SMIs) towards the customers' trust on beauty products

Hence, the present study drawn below objectives to investigate further on factors that influence customers' trust on beauty products as follows:

1. To identify the influence of advertising disclosure towards the customers' trust on beauty products in Malaysia.

2. To determine the influence of influencer credibility towards the customers' trust on beauty products in Malaysia.
3. To examine the influence of electronic Word of Mouth (eWOM) towards the customers' trust on beauty products in Malaysia.

The mentioned objectives, three hypotheses will be tested. The three are as follows:

H1: There is a significant relationship between the influence of advertising disclosure towards the customers' trust on beauty products in Malaysia.

H2: There is a significant relationship between the influence of influencer credibility towards the customers' trust on beauty products in Malaysia.

H3: There is a significant relationship between the influence of electronic Word of Mouth (eWOM) towards the customers' trust on beauty products in Malaysia.

In supporting the study, a series of literature reviews have been conducted in the following section. In the next section, it explains advertising using social media influencers (SMIs), importance of advertisements using social media influencers (SMIs), impacts of advertising using social media influencers (SMIs) and factors influencing customers' trust.

LITERATURE REVIEW

Advertising using social media influencers (SMIs)

Social media marketing is a marketing strategy that can influence customers, encourage advertisers and marketing practitioners to shift their brand engagement into the digital space (Forbes, 2020). Previous studies that were conducted in North America and Europe showed that social media influencers (SMIs) marketing is effective in improving brand awareness, sales and retention (Jarrar, Awobamise and Aderibigbe, 2020). With social media emergence, social media influencers (SMIs) have become a new popular product endorser for promotion strategies (Hassan et al., 2021).

Importance of advertising using social media influencers (SMIs)

Brand awareness

Social media influencers (SMIs) were seen as a new and effective marketing tool in increasing brand awareness and targeting a broad demographic (Hassan et al., 2021). The general goal of any form of marketing is to build brand awareness, increase sales and profit, launch a new product or services, target new customers, enhance customer relations, improve stakeholder relations and to grow market share (De Veirman et al., 2017). Social media advertising has been proven effective in creating brand awareness and improving sales (Jarrar, Awobamise and Aderibigbe, 2020). Influencer marketing is effective in creating awareness for a brand or a product as the researchers argued that 93% of marketers state that influencer endorsements increase their brand awareness and help them attract new customers (Influicity, 2018). This indicates that advertising using social media influencers (SMIs) is essential to increase brand awareness among social media users.

Audience engagement

According to Nelson (2017), there are many beauty influencers out there that can engage and connect with the younger generation. SMIs marketing allowed the target audience to be directly reached due to its inexpensive marketing technique (Abreu, 2019). In addition, companies can amplify engagement by hiring social media influencers (SMIs) not only on their existing platforms but also on the influencers' platforms which could generate higher engagement with potential customers (Schluschen, 2016). Social media advertising or sponsored posts by social media influencers allow the advertisers to make promotional messages that are shown on the target customers' or audiences' timelines (Jarrar, Awobamise and Aderibigbe, 2020). Therefore, advertising using social media influencers (SMIs) are important to engage the beauty products with social media users and potential customers.

Impacts of advertising using social media influencers (SMIs)

Purchase decisions

Previous research revealed that endorser has a differential power to encourage more intention to buy the products and has a positive impact on the attitudinal change of the consumers (Wongweeranonchai and Mcclelland, 2016; Priyankara, Weerasiri, Dissanayaka and Jinadasa,

2017). Phua, Jin, and Kim (2017) claimed that fashion and beauty influencers tend to have public recognition and profoundly influence purchase decisions and attitudes. Furthermore, it was revealed that social media influencers help in ensuring brand loyalty by consumers (Influicity, 2018). Consumers place a lot of trust in influencers and 82% of consumers are likely to purchase a product that is endorsed by an influencer while 31% of consumers in North America make a purchase based on the recommendations of an influencer. This shows that advertising using social media influencers (SMIs) positively influenced customers' purchase decisions.

Factors influencing Customer's trust

Advertising disclosure

Previous research related to influencer marketing stated that social media influencers (SMIs) must disclose their advertising relationship with the business and the partnerships between marketers and influencers including when the influencers received a free product and or compensation in exchange for their endorsement, review or testimonial to avoid consumers from feeling deceived about a product or service endorsed by the influencer (Boerman, Willemsen and Van Der Aa, 2017; Khamis, Ang and Welling, 2017; Nawi and Faizol, 2020). In Malaysia, no regulation requires the influencer to disclose their sponsored/material connection with any business on social media and due to that, influencers are not necessarily bound by such duty (Nawi and Faizol, 2020). Therefore, advertising disclosure is essential to influence the customers trust on the products and purchase decision.

Influencer credibility

Agnihotri, Bhattacharya and Prasad in their study (2018) revealed that the better the reputation of the endorser, the higher the cultural and social influences that they could have on their followers. Malaysia marketing agencies have also started to acknowledge how consumers are now wary of the authenticity and credibility of recommendations made by social media influencers (Dhesi, 2020). In addition, social media influencers (SMIs) value to brands depends on the SMIs ability to remain relatable and trusted to the followers beyond just accumulating large numbers in "return on influence" (Lee and Eastin, 2020). A study by Djafarova and Trofimenko (2018) revealed that the users only trust those micro-celebrities that have more informative and interesting posts and who spend a lot of time interacting with their followers as it

shows that they write the posts themselves and alert their followers. Past research shows that the social media influencers reputation and their credibility is especially important to gain the customers' trust in the endorsement deals to influence their buying behaviors.

electronic Word of Mouth (eWOM)

According to Zheng Shen (2021), the electronic Word of Mouth (eWOM) that originated from word of mouth is a modern online marketing communication technique and consumer interaction that has been revamped into computer-mediated. Electronic Word of Mouth (eWOM) is more powerful than traditional Word of Mouth (WOM) as it is more convenient, quicker and influences a large number of people (Godey et al., 2016). It was reported that the perceived credibility of eWOM communications has a positive influence on consumers' brand attitudes (Djafarova and Trofimenko, 2018). In addition, a study by Hayashi et al, (2017) revealed that consumers' attitudes and purchase intentions were positively affected by persuasive electronic Word of Mouth (eWOM). Social media influencers (SMIs) electronic Word of Mouth (eWOM) is reported to have a prominent level of influence to expand consumer participation (Garcia-de-Frutos and Estrella-Ramon, 2021). Hence, electronic Word of Mouth (eWOM) has significantly influenced customers' trust on the products and their purchase behaviour.

Significance of the Study

The significance contribution of the study is expected to provide the beauty industry's management with effective social media influencers (SMIs) strategy and to be more attentive to social media influencers' (SMIs) communication skills which may help to gain customers' trust. Besides, this research is beneficial for future research as a guideline and reference to understand the influence of advertising using social media influencers (SMIs) towards customers' trust on the advertisement of beauty products in Malaysia. This research would help future researchers to conduct new research as research related to social media influencers is still new. The Ministry of Communication and Multimedia, Ministry of Domestic Trade and Consumer Affairs, Malaysian Communications and Multimedia Commission should work together to regulate and execute specific laws for advertising using social media influencers (SMIs) to protect social media users, social media influencers (SMIs) and advertisers. The policymakers can gain insightful information on how advertising using social media influencers (SMIs) can expand Malaysia's economic growth.

Source Credibility Theory

This study aimed to identify the influence of advertising disclosure, influencers credibility and electronic Word of Mouth towards customers' trust on beauty products in Malaysia. Thus, Source Credibility Theory is the most suitable and comprehensive for this research as the characteristics of the theory can be applied to advertising using social media influencers (SMIs). As claimed by Djafarova and Rushworth (2017), Source Credibility is a theory that explains who is the consumer source to gain product knowledge and information and to which extent the audience considers the source to be knowledgeable. Social credibility characteristics including the trustworthiness, attractiveness of the source as well as expertise are comprehensive in measuring the effectiveness of celebrity endorsers (Ohanian, 1990). Moreover, a study done by Munnukka et al. (2016) added similarity as a new element in Source Credibility Theory which applied exclusively for social media influencers (SMIs). According to Luo and Yuan (2018) Factors in Social Media Influencer Value Model (SMIV), credibility elements including attractiveness, similarity and trustworthiness positively influence brand awareness, purchase intention and perceived trust. Advertising content value also brings positive impacts on brand awareness, purchase intentions and perceived trust according to SMIV.

METHODOLOGY

Research design

Quantitative research design was employed in this research to acquire the influence of advertising using social media influencers (SMIs) towards customers' trust data on the beauty products. The selected population included Malaysian social media users who actively use social media such as Facebook, Twitter, YouTube and Instagram. Data collected through online surveys where the researcher distributed the questionnaire among social media users. The questionnaires consisted of close-ended questions using non-probability sampling techniques with convenience sampling. Using convenience sampling techniques, social media users who are convenient and available were selected to participate in this study. The sampling method is suitable in this study due to time constraints and limited respondents. Data collection is accomplished by distributing survey questionnaires to respondents through Google form, shared on social media platforms such as Facebook, Twitter, Instagram and WhatsApp.

Research Instrument

The questionnaire consisted of five sections, Section A for the demographic of the respondents, Section B for Advertising Disclosure, Section C for Influencers Credibility, Section D for electronic Word of Mouth (eWOM) and Section E for customers' trust on beauty products. The research questionnaire was adopted from previous research. This questionnaire includes multiple choice answers in Section A and 5-point Likert Scale for Section B, C, D and E as a method to measure the items. The questionnaires were circulated via google form to social media users.

Table 1: List of questionnaires

SECTION A: DEMOGRAPHICS	Sources:
Gender (Male and Female)	<p><u>Sanny, Aisha Nur Arina, Ratu Tasha Maulidy and Rissy Putri Pertiwi, 2020; Baranow, 2019</u></p>
Age	
Occupation (Student, working part time, working fulltime, unemployed)	
Social media users (Facebook, Twitter, YouTube or Instagram)	
Beauty products users (Yes, No or no but willing)	
Average time spent on social media	
Do you follow social media influencers, whose content is evolving around beauty, including video and informational posts?	
SECTION B: ADVERTISING DISCLOSURE	
Social media influencers (SMIs) indicated that the post was sponsored makes me trust in the beauty products recommended.	<p><u>Serman, Zehra and Julian, 2020</u></p>
I think the social media influencers (SMIs) were compensated by the beauty brands and products for creating the post.	
Social media post contained #sponsored ad #hashtag disclosed the advertising information.	
I feel advertising disclosure influences my trust towards social media influencers (SMIs) beauty products recommendation.	
SECTION C: INFLUENCERS CREDIBILITY	
Social media influencers (SMIs) who have a high number of followers and likes are more credible.	
Social media influencers (SMIs) who post about beauty products frequently are credible.	
Social media influencers (SMIs) who share the good and bad sides of beauty products are trustworthy and make me adopt their advice.	
Social media influencers (SMIs) who engage with me through comments or messages are credible.	
Social media influencers (SMIs) who are sociable and reputable are credible.	

SECTION D: ELECTRONIC WORD OF MOUTH	
I buy new beauty products because my friend told me they have seen it from social media influencers (SMIs).	
I buy new beauty products because of social media influencers (SMIs) recommendations.	
I feel social media influencers (SMIs) recommendationson beauty products are very useful.	
I follow social media influencers (SMIs) because myfriends and people around me follow them.	
I would recommend people close to me to purchasebeauty products promoted by social media influencers (SMIs).	
SECTION E: CUSTOMERS' TRUST ON BEAUTY PRODUCTS	
If my <u>favorite</u> influencer recommends a beauty product related brand on their social media, I am more likely to try it.	
The more followers of beauty related influencers on their social media, the more trustworthy I find him/ her.	
Reviews by influencers who have already tried out beauty related products are more trustworthy thanreviews provided by the manufacturer or retailer.	Baranow, 2019
My <u>favorite</u> social media influencers (SMIs) are important to me when it comes to new beauty products.	
Beauty related influencers on social media will not purposefully endorse a brand that will harm me.	
If I found out that beauty related influencers on social media had been paid for a post on social media, it would negatively impact my perception of their credibility.	
If an influencer on social media has a personal beauty certification, I am more likely to follow their advice.	
Beauty related social media influencers (SMIs) help to build a relationship between customers and brands.	

Population and sample size

Data Reportal (2021) reported that 59.5% of Malaysian aged 16 to 64 used social media as a main source for brand research. This shows that Malaysian are significantly dependent on social media as their primary source for brand searching. Additionally, 41.8% of Malaysian Internet users discover contemporary brands or products through ads on social media and 33.5% discover latest brands or products based on recommendation and comments on social media. Hence, the researcher aims to distribute the questionnaire among the social media users in Shah Alam area because Selangor recorded the highest population in Malaysia with 6.5 million people (Department of Statistics Malaysia, 2020). Young adults and adults from Shah Alam were selected to be an appropriate sample because they are within the intended age range and heavy social media user (MCMC, 2020). Population HUB (2021) reported Shah Alam as the top 10 cities with the highest population

in Malaysia with 617,149 people in 2021. 50 respondents who are convenient and available during this research period took part in this study. The researcher applied a non-probability sampling method with convenience techniques in this study.

RESULTS AND DISCUSSION

Table 2: Profile of respondents (n=50)

Demographic	Frequency	%
Gender		
Male	6	12
Female	44	88
Age		
20-30	41	82
31-40	4	8
41 and above	5	10
Occupation		
Student	14	28
Working full time	29	58
Unemployed	7	14
Beauty product users		
Yes	39	78
No	5	10
No but willing	6	12
Average time spent on social media		
1-3 hours	16	32
4-6 hours	15	30
7 and above	19	38
Following beauty social media influencers		
Yes	38	76
No	12	24

A total of 50 respondents from young adults and adults in Shah Alam were obtained for data analysis. Table 2 shows the profile of the respondents that participated in this study. Majority of the respondents were between the age of 20-30 years old, where many of the respondents were working full time (58%), followed by students (28%) and unemployed (7%). In terms of beauty products usage, most of the respondents in this study were beauty products users (78%). The findings revealed that 38% of the respondents spent an average of 7 and above hours on social media daily, while others spent 1-3 hours daily (32%) and 4-6 hours daily (30%). Majority of the respondents (76%) in this study were following the beauty social media influencers (SMIs).

Mean and Standard deviation

Table 3: Mean and standard deviation of variables

Variable	Descriptive Statistics	
	Mean	Standard Deviation
Advertising Disclosure	4.09	0.61
Influencer Credibility	3.92	0.68
Electronic Word of Mouth (eWOM)	3.08	1.14
Customers' Trust on Beauty Products	3.38	0.73

The researcher conducted descriptive analysis that consisted of mean and standard deviation. The highest mean is Advertising Disclosure while the lowest mean is electronic Word of mouth (eWOM). For standard deviation, the highest is electronic Word of Mouth and the lowest is Advertising disclosure.

Reliability

Table 4: Summary of Cronbach's Alpha Results

Variable	Cronbach Alpha	No of Item
Advertising Disclosure	0.591	4
Influencer Credibility	0.688	5
Electronic Word of Mouth (eWOM)	0.908	5
Customers' Trust on Beauty Products	0.811	8
All sections (B, C, D and E)	0.835	4

Minimum Cronbach's Alpha value that was specified by Sekaran (2003) is 0.50 and the result of Cronbach's Alpha for all variables was above the minimum value which is categorized as acceptable. Electronic Word of Mouth (eWOM) and customers' trust on beauty products Cronbach's Alpha value is greater than 0.70 which presents inter-item consistency. Overall, independent and dependent variables included in this study are reliable and showed consistency.

Normality and Validity

Table 5: Test of normality & Validity

Normality & Validity Test		
Variable	Shapiro-Wilk (Sig)	
Advertising Disclosure	0.007	
Influencer Credibility	0.161	
Electronic Word of Mouth (<u>eWOM</u>)	0.013	
Customers' Trust on Beauty Products	0.012	
All section (B, C, D and E)	0.007	
KMO		0.744
Bartlett Test (Sig.)		0.000

The sig. value of the Shapiro-Wilk for all variables in Table 5 is greater than 0.05 which shows that the data are normally distributed. The Kaiser-Meyer-Olkin (KMO) Test and Bartlett's Test of Sphericity indicate the sampling adequacy for each variable in this study. Adequate KMO values above are 0.744 which is more than 0.5. This shows that data is adequate for proceeding with factor analysis. The Bartlett Test from table 5 above shows the significance value of 0.000 which is less than 0.05 also confirms that the data is adequate for factor analysis.

Data Analysis Pearson Correlation

Table 6: Pearson Correlation of the variables

PEARSON CORRELATION		
	Pearson Correlation	Sig. (2-tailed)
Advertising Disclosure and Customers' Trust on Beauty Products	0.326	0.21
Influencer Credibility and Customers' Trust on Beauty Products	0.624	0.00
Electronic Word of Mouth (<u>eWOM</u>) and Customers' Trust on Beauty Products	0.756	0.00

Table 6 above presents a low positive correlation of Advertising Disclosure and Customers' Trust on Beauty Products with 0.326 value. The higher the advertising disclosure by social media influencers (SMIs), the higher customers' trust on beauty products that they endorsed. The significance value shows 0.21 which is higher than the standard alpha value 0.05. Therefore, hypothesis 1 is rejected as there is no significant relationship between advertising disclosure and customers' trust on beauty products.

Influencer credibility and customers' trust on beauty products shows a moderate positive correlation with 0.624 value. The higher the influencer credibility, the higher customers' trust on beauty products will be. The significance value shows 0.00 which is lower than the standard alpha value 0.05. This indicates that the correlation between influencer credibility and customers' trust is highly significant. Therefore, hypothesis 2 is accepted as there is a significant relationship between influencer credibility and customers' trust on beauty products.

Moreover, electronic Word of Mouth (eWOM) and customers' trust on beauty products shows a high positive correlation with 0.756 value. The higher the electronic Word of Mouth (eWOM), the higher customers' trust on beauty products will be. The significance value shows 0.00 which is lower than the standard alpha value 0.05. This indicates that the correlation between financial challenges and university students' productivity is highly significant. Therefore, hypothesis 3 is accepted as there is a significant relationship between electronic Word of Mouth (eWOM) and customers' trust on beauty products.

DISCUSSION

The result from this study shows that social media influencers credibility and ability to spread electronic Word of Mouth (eWOM) plays a vital role in influencing customers' trust on beauty products. By including social media influencers personality and brand voice to tell a brand story, the process of interaction between brands and consumer subconsciously interchange (Khalidi, Jayasinani and Hassimi, 2018). According to Abdullah et al. (2020), most consumers have intention to purchase the product recommended by their social media influencers on Instagram and Facebook due to their messages and marketing information posted that are more trustworthy and credible than sponsorship paid advertising. This research findings also validate the previous research by Chekima et al. (2020) that the consumer was more likely to trust social media influencers due to their credibility and ability to exert a favorable outcome of consumers toward the advertisement.

CONCLUSION

This study was conducted to identify the influence of advertising disclosure, influencer credibility and electronic Word of Mouth (eWOM) towards the customers' trust on beauty products in Shah Alam. Data collected among social media users suggested that influencer

credibility and electronic Word of Mouth (eWOM) significantly influence the customers' trust on beauty products in Shah Alam. Therefore, beauty products and brands need to hire social media influencers (SMIs) based on their credibility and ability to spread electronic Word of Mouth (eWOM) to gain the customers' trust. Based on the findings of this study, beauty products in Malaysia are required to analyze and hire social media influencers (SMIs) that fit with their consumers' preferences and desires.

The respondents from social media users in Shah Alam area do not consider the advertising disclosure as the essential factor that influences their trust on beauty products, since they think the social media influencers (SMIs) were compensated by the beauty brands and products for creating the post. Social media influencers (SMIs) who share the good and bad sides of beauty products are considered as trustworthy and make them adopt their advice. Thus, social media users would recommend people close to them to purchase beauty products promoted by social media influencers (SMIs). Electronic Word of Mouth (eWOM) is an essential factor that influences the customers' trust on beauty products in Malaysia as it will help to build brand awareness and raise the audience engagement through social media. On the other side, data analyzed in this study also shows that advertising disclosure does not influence the customers' trust on beauty products in Malaysia.

Implications of the Study

This research main implication is the advertising using social media influencers (SMIs) model that can positively influence customers' trust on beauty products in Malaysia. The developed model in this study relates to advertising disclosure, influencer credibility and electronic Word of Mouth which can contribute to existing research on advertising using social media influencers (SMIs), customer's trust as well to enhance marketers' knowledge of consumer interactive marketing on social media. This study also offers key understanding for influencer marketing strategies that are related to consumer- brand interaction. Thus, marketers should examine which type of social media influencers (SMIs) that fit into their endorsement deals and marketers should be updated with latest trends and viral contents to enhance the effectiveness of advertising using social media influencers.

Limitations and future research recommendation

This study was based on quantitative research methodology and it is not free from limitations on several things. Primarily, this study was conducted using non- probability techniques with convenience sampling where generalizability of the findings from this study are constrained and restricted to the entire population of social media users in Shah Alam. Moreover, the researcher encountered difficulties in distributing the questionnaires due to time constraints and Movement Control Order (MCO). The time given was not sufficient to distribute the questionnaires to a wider range of respondents. Despite the limitations of the study, these findings reflect the reality of the influence of advertising using social media influencers towards the customers' trust on beauty products. To verify the findings from this research, future research should replicate the current research by using probability sampling with larger sample size to achieve generalizability. It is recommended for future research to identify Malaysian consumers' attitudes towards advertising using social media influencers (SMIs).

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