

The Effect of Product Benefit as a Moderator of the Influence of Facial Attractiveness on Purchase Intention of Local Products (Experimental Study)

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ABSTRACT

Korean celebrities are popular among the public because of their facial appeal. To utilize these components, marketers use Korean celebrities for product promotion to increase the credibility of their advertisements. This study uses an experimental design method with a factorial design type, as many as 120 respondent data were obtained by distributing questionnaires to students of the Faculty of Economics and Business, Unisla Lamongan and the data were analyzed using SPSS version 16. The results showed that endorsers with Korean faces produced a higher level of purchase intention than endorsers with local faces, indicating that the perception of facial attractiveness is still an important factor in shaping consumer attitudes towards advertised products.

INTRODUCTION

The rise of Korean K-pop culture can really be seen in various forms. life forms such as drama, music, and art. This is reflected in various forms of culture, such as theater, songs, films, music, language, food, and television programs. Through abstract dimensions such as norms, values, and traditions, beliefs, traditions and meanings implied in culture. Meanwhile, the global trend of the Korean wave and the use of Korean artists as ambassadors for local products in advertisements on social media in Indonesia have dominated almost every advertisement (Diandra, 2022; Halim & Kiatkawsin, 2021). This incident occurred because Indonesian marketers were interested in taking advantage of the fame of Korean artists who were considered attractive, bright, and white-skinned by most Indonesians.

Boyband NCT Dream who advertised Somethinc, Lee Min Ho who advertised Azarine, Cha Eun Woo who advertised MS Glow and TWICE who advertised Scarlett are some Korean artists who have been successful in promoting local Indonesian products. This shows that the physical attractiveness of Korean celebrities is a key factor in determining the credibility of advertisers and increasing the effectiveness of promotions (Kahle & Homer, 1985). There are 2 reasons why a

moderating variable for the product benefit effect is needed, first the less than satisfactory results between facial attractiveness and purchase intention, secondly a variable is needed that can strengthen the influence of facial attractiveness on purchase intention.

Therefore, this study develops and tests the facial vogue venture (FVV) model to understand how facial attractiveness endorser accompanied by the level of product benefits in influencing consumer attitudes towards purchase intentions. To prove the concept, this study uses an experimental research method with 2 treatment variables, namely the attractiveness of Korean endorsers and high product benefits. So the researcher gave the title in this study as "**The Effect of Product Benefit as a Moderator of the Influence of Facial Attractiveness on Purchase Intention of Local Products (Experimental Study)**"

RESEARCH METHODS

This study uses an experimental design with a factorial design type. Quantitative experimental research is a quantitative research method used to determine the effect of independent variables (treatments) on dependent variables (results) under controlled conditions Sugiyono, (2019:111). The experimental design used is Factorial design, a modification of the true experimental design, namely by considering the possibility of moderator variables that affect the treatment (independent variable) on the results (dependent variable) Sugiyono (2019:119). Data analysis in this researcher uses SPSS version 16.

The data collection method in this research was carried out by distributing questionnaires to students of the Faculty of Economics and Business, Unisla Lamongan. The researcher used student participants because students have the ability and way of thinking that can describe consumer behavior in real terms.

RESULTS AND DISCUSSION

1. Study 1 (The effect of facial attractiveness on purchase intention of local products)

The purpose of the first study was to determine the effect of facial attractiveness on purchase intention. Participants used in the second study were students at the Lamongan College, Faculty of Economics and Business, Unisla, totaling 60 students.

1) Manipulation Check Test

Table 4.1 Results of Facial Attractiveness Manipulation Check

Facial attractive ness group	Number of items	N	Mean	Standard deviation	Leaven statistic	Sig	Betwe en F	Grou p Sig
Tall	5	30	16.88	1,923	0.026	0.872	2006,848	0,000
Low	5	30	8.62	3,380				

Source: SPSS 16 Output Results

The results in table 4.1 show that participants who received high Facial Attractiveness treatment had a mean value of 16.88 with a standard deviation value of 1.923. Meanwhile, participants who received low Facial Attractiveness treatment had a smaller mean value of 8.62.

2) Data Homogeneity Test

Table 4.2 Results of Homogeneity Test of Study 1 Data

Facial attractiveness group	Variables dependent	Standard deviation	Levene statistics	Sig
Tall	Purchase intention	1,461	0.026	0.55
Low		1,831		

Source: SPSS 16 Output Results

The results of the homogeneity test are shown in the standard deviation value. Based on table 4.2, the value of the ilvene statistic on the purchase intention variable is 0.026 with a significance of $0.55 > 0.05$.

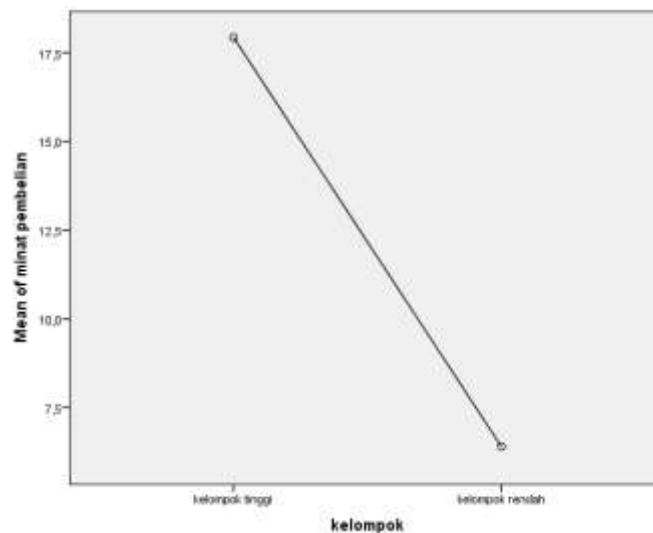
3) Testing Hypothesis One (H1)

Table 4.3 One Way ANOVA Test Results

Facial attractiveness group	Variables dependent	Mean	Standard deviation	F	Sig
Tall	Purchase intention	17.93	1,461	3,832	0.055
Low		5.40	1,831		

Source: SPSS 16 Output Results

The results in the table show that participants who received high facial attractiveness treatment had a mean value of 17.93 with a standard deviation value of 1.461. Meanwhile, participants who received low facial attractiveness treatment had a smaller mean value of 5.40. This indicates that the group of participants who were given higher facial attractiveness stimuli showed higher purchase intention than the group given low facial attractiveness stimuli. (H1 is supported).



Source: SPSS 16 Output Results

Figure 4.1 The effect of facial attractiveness on purchase intention

Figure 4.1 shows a negative slope for the effect of facial attractiveness on purchase intention. This means that individuals who are given facial attractiveness treatment are lower than individuals who are given high facial attractiveness treatment.

2. Study 2 (The effect of product benefits as a moderator on purchase intention of local products)
 The purpose of the second study was to determine the effect of product benefit as a moderator on purchase intention. The participants used in the second study were students at Lamongan College, Faculty of Economics and Business, Unisla, totaling 120 students.

1) Manipulation Check Test

Table 4.4 Results of Manipulation Checks Effect Product Benefit

Facial attractiveness group	Number of items	N	Mean	Standard deviation	Levene statistics	Sig	Between F	Group Sig
Tall	5	30	15.08	3,623	0.026	0.872	2006,848	0,000
Low	5	30	10.42	5,067				

Source: SPSS 16 Output Results

The results in the table show that participants who received high Effect Product Benefit treatment had a mean value of 15.08 with a standard deviation value of 3.623. While participants who received low Effect Product Benefit treatment had a smaller mean value of 10.42.

2) Data Homogeneity Test

Table 4.5 Results of Homogeneity Test of Study 2 Data

Facial attractiveness group	Variables dependent	Standard deviation	Levene statistics	Sig
Tall	Purchase intention	1,461	3,832	0.55
Low		1,831		

Source: SPSS 16 Output Results

The results of the homogeneity test are shown in the standard deviation value which is homogeneous. Based on table 4.5, the Levene statistic value for the purchase intention variable is 3.832 with a significance of $0.55 > 0.05$.

3) Hypothesis Two Testing (H2)

Table 4.6 Two Way ANOVA Test Results

Facial Attractiveness	Product Benefits	Mean	Sig
Tall	Tall	16,883	0,000
	Low	8,617	
Low	Tall	15,083	
	Low	10,417	
Total facial attractiveness	Tall	18,467	
	Low	15,300	
Total product benefits	Tall	11,700	
	Low	5,533	

Source: SPSS 16 Output Results

Based on the results of the study shown in the table, the mean value in the group given high facial attractiveness and product benefit treatment was 16.883 and in low facial attractiveness it was 8.617. While the mean value in the group given low facial attractiveness and high product benefit treatment was 15.083 and in low product benefit it was 10.417. This indicates that the group of participants given high facial attractiveness and high product benefit treatment showed higher purchase intention than the group given low product benefit treatment. Higher mean values were seen in the group given high product benefit stimuli.

Table 4.7 Results of the Interaction Test (Between-Subject Effects)

Interaction	F	Sig
Facial attractiveness	1386.410	.000
Product benefits	441,819	.000
Fac*ben	45,647	.000

Source: SPSS 16 Output Results

The test results in Table 4.7 show that facial attractiveness has an influence on purchase intention as indicated by the calculated F value of 1386.410 with a significance level of 0.000 <0.05.



Source: SPSS 16 Output Results

Figure 4.2 Two-study test interaction

It can be concluded that when getting a product that has high product benefits, the influence of facial attractiveness on purchase intention becomes higher than products with low product benefits.

CONCLUSION

From the results of the study entitled "The Effect of Product Benefit as a Moderator of the Influence of Facial Attractiveness on Purchase Intention of Local Products (Experimental Study)". It can be concluded that facial attractiveness has an influence on consumer purchase intention towards local products. The results of the study showed that endorsers with Korean faces produced a higher level of purchase intention than endorsers with local faces, indicating that the perception of facial attractiveness is still an important factor in shaping consumer attitudes towards advertised products.

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