ผลของการสื่อสารทางการตลาดแบบผสมผสานของการใช้ผู้มีอิทธิพลบนสื่อที่มีต่อทัศนคติ และความเชื่อมั่นของผู้บริโภคในธุรกิจสินค้าเครื่องสำอาง และผลิตภัณฑ์บำรุงผิวออร์แกนิคในประเทศไทย

THE EFFECT OF OMNI-MARKETING COMMUNICATION BY SOCIAL MEDIA INFLUENCER ON CONSUMER ATTITUDE AND CONSUMER TRUST OF ORGANIC BEAUTY PRODUCTS IN THAILAND

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บทคัดย่อ

       ปัจจุบันนี้ผู้มีอิทธิพลบนสื่อกลายมาเป็นกลยุทธ์ทางการตลาดที่สำคัญต่อการสื่อสารกับผู้บริโภค ในประเทศไทย งานวิจัยนี้มีวัตถุประสงค์เพื่อทดสอบผลของการสื่อสารทางการตลาดแบบผสานช่องทาง โดยใช้ผู้มีอิทธิพลบนสื่อต่อทัศนคติ และความเชื่อมั่นของผู้บริโภคในผลิตภัณฑ์เครื่องสำอางออร์แกนิค ในประเทศไทย โดยใช้แบบสอบถามออนไลน์เก็บข้อมูลจากผู้บริโภคจำนวน 401 คน งานวิจัยนี้ทำการ วิเคราะห์ข้อมูลโดยใช้สถิติพรรณนาและทดสอบสมมุติฐานโดยการวิเคราะห์แบบจำลองสมการโครงสร้าง ที่ระดับนัยสำคัญ 0.01

       ผลการศึกษาพบว่า สำหรับธุรกิจสินค้าเครื่องสำอางและผลิตภัณฑ์บำรุงผิวออร์แกนิค ในประเทศไทยนั้น การสื่อสารทางการตลาดแบบผสานช่องทางโดยใช้ผู้มีอิทธิพลทั้งออนไลน์และออฟไลน์ มีผลทางบวกต่อทัศนคติและความเชื่อมั่นของผู้บริโภค ผลการศึกษานี้ช่วยสร้างองค์ความรู้ใหม่ทั้ง ทางด้านวิชาการและผู้ประกอบการสามารถนำไปใช้ในการปรับปรุงกลยุทธ์การสื่อสารการตลาดแบบผสาน ช่องทางโดยใช้ผู้มีอิทธิพลบนสื่อให้ดียิ่งขึ้นต่อไป

คำสำคัญ : ผู้มีอิทธิพลบนสื่อ การสื่อสารทางการตลาดแบบผสานช่องทาง ช่องทางสื่อสารทั้งออนไลน์ และออฟไลน์ ผลิตภัณฑ์เครื่องสำอางออร์แกนิค

Abstract

       Nowadays, social influencer becomes an important marketing communication strategy for firms in Thailand. This research aims to investigate the effect of omni-marketing communication by influencer on consumer attitude and consumer trust within organic beauty product industry in Thailand. This study used online questionnaire to collect data from 401 samples in Thailand. The data were analyzed by using descriptive statistics and the hypotheses were tested by using Confirmatory Factor Analysis (CFA) and Structural Equation Modeling (SEM) at significant level of 0.01.

       The result reveals that within organic beauty context, omni-marketing communication by influencer through both online and offline platforms and multiple channels has a positive effect on both consumer attitude and consumer trust. The finding contributes new knowledge regarding this new concept, omni-marketing communication by influencer to previous academic studies in the field. Moreover, organic beauty product firms could adopt this strategy to improve its marketing communications performance with customers in the future.

Keywords: Social Media Influencer, Omni-Marketing Communications, Online and Offline Touchpoints, Organic Beauty Product

Introduction

         With an expansion of internet and new technology in this era, there are many emerging marketing strategies that most of companies around the globe would like to achieve in order to remain and sustain competitive and success position in the industry, especially within social media marketing strategy. Among many, social influencer as a tool of omni-marketing communication is an important strategy that most companies are now emphasizing with an aim to achieve positive customer outcome, which could finally trigger firm's sale performance and bottom line. Social media influencer refers to third party endorsers who can lead or influence customers' attitude and behavior through social media (Freberg et al., 2011). A recent report about social media trend reveals that 94% of marketer who have used social media influencer campaign finds it effective (Ahmad, 2018). Neilsen marketing survey (Lim et al., 2017) reports that social media influencer strategy create return on investment (ROI) 11 times more than other digital marketing strategy (What is influencer marketing?, 2023). Ward (2017) refers to Media Kix marketing report stating that 80 percent of online marketers believe that social media influencers can boost their online business transaction (Ward, 2017).

         As stated earlier that, the advanced in technology and communication tools has changed greatly consumer behavior by connecting all multiple different channels (João & Pastore, 2019; Shi et al., 2020). This includes an increasing use of mobile devices, tablet, social network, and various software applications (Galipoglu et al., 2018; Melero et al., 2016). An advancement and development of communication technology and handheld devices has created huge opportunity for firms to connect and enrich consumers (Farah et al., 2019; Larke et al., 2018). "Today, the average customer may engage with a brand across 10 channels and look like a different person on each. If the brand cannot reconcile all data points to one human being, how does it deliver a personalized experience?" Melero et al. (2016). These days, consumers can choose which channel they want to contact with companies by themselves (Bell et al., 2014). They can use any complementary touchpoints, both online and offline, as their one single shopping experience (Beck & Rygl, 2015).

         This research focuses on both social influencer and omni- channel marketing concepts by exploring social influencer as a tool of omni-marketing communication, which will be called as 'omni-marketing communication by influencer' and investigating the effect of this concept on consumer attitude and consumer trust. This research believes that this concept, omni-marketing communication by influencer, could have an impact on consumer behavior. In order to investigate these two concepts-social media influencer and omni-marketing communication by influencer through both online and offline touchpoints (e.g. social media site, YouTube, or physical store) on consumer attitude and consumer trust, Thai organic beauty product industry will be used in this

research as a study context. The reason is that the revenue of natural cosmetic market in Thailand amounts to US$ 95.16m in 2023 and is expected to grow annually by 6.08% (CAGR 2023-2028) (Statista, 2022).

Research Questions

      1. How does omni-marketing communication by influencer affect consumer attitude towards organic beauty product industry in Thailand?

      2. How does omni-marketing communication by influencer affect consumer trust towards organic beauty product industry in Thailand?

Research Objectives

      1. To determine the effect of omni-marketing communication by influencer on consumer attitude of organic beauty product in Thailand.

      2. To determine the effect of omni-marketing communication by influencer on consumer trust of organic beauty product in Thailand.

Literature Review

      Omni-marketing communication by influencer

      Omni-marketing communication by influencer construct in this research combines the concepts of social media influencer and omni-channel marketing concepts together. To understand this variable, both literature reviews of both social media influencer and omni-channel concepts had been conducted.

      When it comes to social media marketing landscape, one of the most important components is social media influencer. Derived from celebrity endorser literature by H. H. Friedman and L. Friedman (1979), celebrities refer to "An individual who is known to the public (actor, sports figure, entertainer, etc.) for his or her achievements in area other than that of the product class endorsed." In addition, celebrities are well-known to public and who use that reputation for promoting products through advertisements (McCormick, 2016). According to Freberg et al. (2011) media influencer is a third-party endorser who can influence people's attitude through social media, such as, blog, tweet, or social network sites (Freberg et al., 2011; Lim et al., 2017). Based on review of literatures, there are 3 important criteria for social media influencer: namely, fame, admiration, and advocacy.

      This research will follow H. H. Friedman and L. Friedman (1979)'s definition of social media influencer, which is "An individual who is known to the public (actor, sports figure, entertainer, etc.) for his or her achievements in area other than that of the product class endorsed." (Taillon et al., 2020; Wiedmann & Von Mettenheim, 2020) Next, in terms of omni- channel marketing literature, there are many definitions of

omni-channel marketing. In the early period, the focus of channel integration is only between online and offline channel (Brynjolfsson et al., 2013, p. 24; Frazer & Stiehler, 2014, p. 655). Rigby (2011, p. 4) was the first who defines this word. Rigby (2011, p. 11) states that omni-channel marketing is "an integrated sales experience that melds the advantages of physical stores with the information-rich experience of online shopping." Moreover, Kamel and Kay (2011, p. 1) also add that a true omni-channel experience infers the "desire to serve the customer however, whenever and wherever they wish to purchase merchandise (and return it too)". Also, "omni-channel retailing" experience, the distinctions between physical and online will vanish, turning the world into a showroom without walls Brynjolfsson et al. (2013, p. 24). Later after industry moves toward seamless, Levy et al. (2013, p. 67), add the concept of seamless experience to their definition and define it as "a coordinated multichannel offering that provides a seamless experience when using all of the retailer's shopping channels". Frazer and Stiehler (2014, p. 655) also give definition of omni-channel marketing by emphasizing the importance of customer information and refer omni-channel marketing as the integration of channel that allow seamless experience that combine physical store with customers' data and information. Turning to one of the most popular definitions of omni-channel marketing by Verhoef et al. (2015), this term is defined as "the synergetic management of the numerous available channels and customer touchpoints, in such a way that the customer experience across channels and the performance over channels is optimized" (Verhoef et al., 2015, p. 176). All academia within the field seem to agree the notion that all channels are integrated for seamless experience.

In this research, omni-channel marketing, which originates from multi-channel marketing, is strategy with an aim to 'integrate' all available channels by avoiding interruption between each channel (Lazaris & Vrechopoulos, 2014). The basic principle is to provide customers with holistic and seamless shopping experience (Gupta et al., 2004; Manser Payne et al., 2017; Verhoef et al., 2015). In omni-channel setting, people can move freely from one to another channel within single transaction without obstacle or disruption (Melero et al., 2016). The interaction between 2 parties is with the brand as a whole, not with the channel (Manser Payne et al., 2017; Verhoef et al., 2015; Verhoef et al., 2021).

However, in this research, omni-marketing communication channel will only focus on social influencer and is defined as a multi-channel way to interact with consumers by using social influencer with a main objective of integrated and seamless experience throughout every channels. This means that consumers will interact with firms or brands within all different platforms or devices seamlessly and interchangeably since company or brand align their message or information across all channels. Easily speaking, every communication channel of social influencers provides same aspect and information, which

yields consumers' familiarity and quality experience. Also, adapted from Sousa and Voss (2006), there are 2 dimensions of omni-marketing communication channel construct; namely, channel - service configuration and integrated interactions.

Consumer attitude

Consumer attitude is a main construct for social psychology field (Nguyen et al., 2017), which is defined as the psychological condition (positive or negative assessment) that occurs during people engage in particular behaviors (Eagly & Chaiken, 1993). Arnould et al. (2002) submit that consumer attitude is a summation of individual' thought, feeling, and action. Allport (1935) explains that attitude is a mental or psychological state of willingness which can affect people's response or action toward that object and situation that they face (Wei et al., 2017). According to Ajzen and Fishbein (1980), consumer attitude is individual's assessment either positive or negative of performance of one object (Jaiswal & Kant, 2018; Yadav & Pathak, 2017) as they propose that an attitude is as "a learned predisposition to respond in a consistently favorable or unfavorable manner with respect to a given object" (Fishbein & Ajzen, 1975, p. 211). Moreover, Ajzen (1991, p. 188) states that attitude toward the behavior refers to "the degree to which a person has a favorable or unfavorable evaluation or appraisal of the behavior in question," Also, Fazio (1995) suggests that attitude is an interaction between memory of one object in an individual mind and individual's evaluation of that object. This construct shows a psychological evaluation of a particular object in an individual's mind (Bonne et al., 2007; Schiffman & Kanuk, 2007).

In this research, with reference to previous works, consumer attitude is an attitude toward product (Lin et al., 2017). Consumer attitude is defined as a perception toward object, which in this case is products or brand. Consumer attitude toward product or brand can be categorized into 2 categories, which are functional benefit and emotional benefit (Hartmann & Apaolaza-Ibáñez, 2012) Functional benefit of product is referred to attribute in terms of function of the products that is related to environmental strength and advantages. On the contrary, emotional benefit represents consumers' positive feeling to protect environment and positively influence pro-environmental behavior (Matthes et al., 2014). Emotional benefit is including warm glow benefit, self- expressive benefit, and nature- related benefit (Hartmann & Apaolaza-Ibáñez, 2012).

Consumer trust

Within eco-friendly or organic products context, consumer trust is a widely used construct in various earlier research (Konuk et al., 2015) since it has been confirmed by many scholars that it could positively impact consumer purchase intention (Marakanon & Panjakajornsak, 2017; Nguyen et al., 2017; Teng & Wang, 2015). The reason for this is that organic product has credence quality meaning that consumers cannot self-investigate whether the products is really organic before and even after purchasing

and using them (Nuttavuthisit & ThØgersen, 2017; Teng & Wang, 2015). Also, some consumers do not have technical expertise to distinguish between organic and normal products (Jahn et al., 2005). Hence, in order for consumer to buy or use organic product, it is necessary that they should have trust and confidence (Nuttavuthisit & Thøgersen, 2017) that products they use or consume is really coming from organic supply chain (Daugbjerg et al., 2014; Marques Vieira et al., 2013).

       Consumer trust within green or organic industry is defined by Chen (2010)'s as "a willingness to depend on one object based on the belief or expectation resulting from its credibility, benevolence, and ability about environmental performance." Furthermore, Chen and Chang (2013) provide definition of customer trust or green trust as "Customer trust (green trust) is the availability to rely on product, service, or brand as the belief or expectation which is the result of credibility, worthiness, and the capability of the product regarding to its performance on environment (Chen & Chang, 2013, pp. 63-82). Easily speaking consumer trust is a level of confidence on the expectation of ability and reliability or willingness of using regarding environmental performance (Liobikiene et al., 2016).

       Based on a review of prior studies in the field, consumer trust concept has been used to measure trust toward product, brand or company, and third-party certification (Chen & Chang, 2013). In summary, this research, by adopting institutional theory, would like to follow consumer's trust definition from Chen (2010), who define this construct as "a willingness to depend on one object based on the belief or expectation resulting from its credibility, benevolence, and ability about environmental performance."

       Among three constructs mentioned earlier, the proposed relationships are presented in Figure 1.
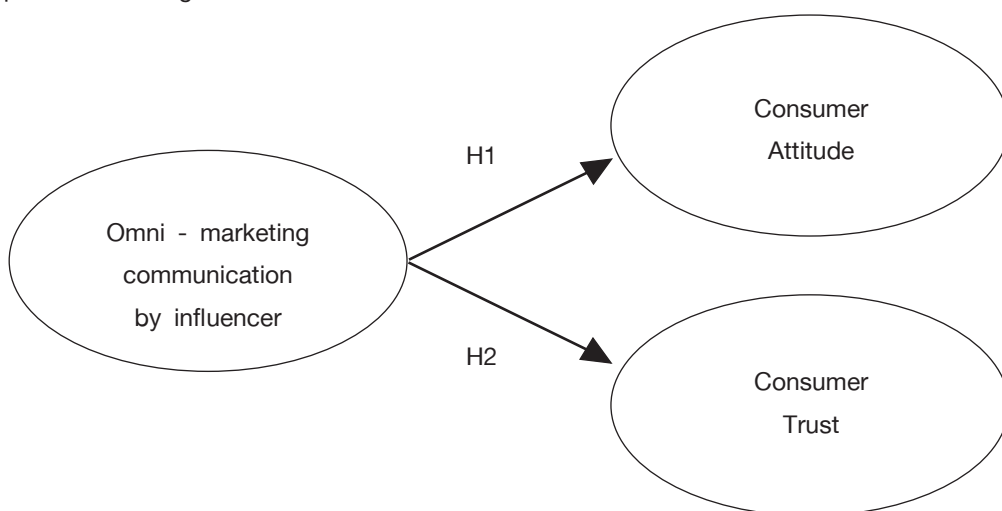
Figure1   Conceptual Framework

The effect of omni-marketing communication by influencer on consumer attitude

Since omni-marketing communication by influencer concept seems to be rarely explored in previous studies. Moreover, they have evolved around the concepts of social influencer and omni-channel marketing individually; thus, this research combines them together as the new concept and explores its effect on consumer attitude. It is believed that social media influencers could also favorably impact consumers' attitude toward brand or product (Hambrick & Mahoney, 2011; Woods, 2016). According to a study between Twitter and Annalect – an analytics firm, 49% of people say that they rely on social media influencers when it comes to purchasing decision (Swant, 2016). Greg Manago, co- president of content and entertainment for North America at Mindshare, asserts that "Influencers are such an important part of what brands are doing today." (Conner, 2016). Fisher (2009) also suggests that using celebrity in sport industry to promote products through online social media is one potential opportunity in business nowadays.

In addition, Vollero et al. (2019) proposes that by coordinating, co-creating, and co-developing all contents, message in every communication channel and device, from both social influencers or brand advocates, and (groups of) customers, this can lead to positive attitude and satisfaction among consumers. According to Goersch (2002, p. 757), the main objective of integration of various channels is to improve consistent and seamless customer experience across all channels. Moreover, Shankar et al. (2011) propose that seamless experience could lead to customer satisfaction and retention since customers will receive "the same information in the same style and tone across the channels" (p.33). Sousa and Voss (2006) suggest that integration all multi-channels are very difficult to achieve but once firms can make it, this will create competitive advantage and delighting consumers. Therefore, this study proposes the following hypothesis 1 (H_1):

H_1: Omni-marketing communication by influencers will have positive effect on consumer attitude.

The effect of omni-marketing communication by influencers on consumer trust

One of the reasons why social media influencer becomes an increasingly popular strategy among marketers around the world is that it has been proposed that social media influencer could create trust and confidence among individual consumers (Woods, 2016).

By coordinating all social influencer campaign, this research could fill the gap by investigating how omni-marketing communication by influencer could improve consumer

trust toward firms or brand. Goersch (2002) explained in their work that in order to create consumer trust toward firms or brand, all marketing communications should be aligned in the same direction. They state that an association between electronic and traditional stores can be a successful way to enhance consumer trust and this association has to be strong to make consumers perceive that there is seamless entity with no separation between channels (Steinfield et al., 1999; Vijayasarathy & Jones, 2000).

In addition, this research hypothesizes hypothesis 2 (H_2) as follows:

H_2: Omni-marketing communication by influencers will have positive effect on consumer trust.

Methodology

Population

Population for this research is millennial people who live in Thailand. In terms of millennial generation, it is referred to people born between 1982 and 2000 (Molinillo et al., 2020). The reasons why this research focuses on millennial generation is that, firstly, millennial is the most interesting generation toward organic products and consume more organic products than other generations (Organic Trade Association, 2016). Millennials are sensitive and concern on sustainability of an environment and they have higher revenue. Also, they are generations with high level of education and intensively use internet and technologies, including social media (Ivanova et al., 2019; Young & McCoy, 2016). Moreover, the Deloitte report states that millennials have high level of green product orientation, which have higher awareness of safety and environment of products or services (*The Deloitte millennial survey 2018,* 2018).

Sample Size

The way to calculate sample size for an unknown population is using Cochran Formula (Cochran, 1977). If the population size is unknown, the population proportion is unknown. The sample size is 385 respondents based on Cochran formula (Cochran sample size unknown) at the confident level at 95%. However, this research recruits 401 samples which pass the criteria. The response rate is equal to 73%.

Sampling Technique

The sample in this research will be selected by using "Stratified random sampling method" by selecting samples from people who are interested in 3 areas relevant to organic beauty products: Heath/beauty, organic products, and feminine products (McCombes, 2023).

Data collection and analysis

The online questionnaire consists of two parts. The first part is questions measuring 3 variables of interest (5-Likert scale) and the second part is demographic questions. The questionnaire was distributed online using a google form survey through

email and social media platforms. After that Structural Equational Modelling (LISREL) has been adopted to analyze the data. This survey had been conducted between June –August 2022.

Reliability Test

For content reliability analysis, after researcher conducted pilot study by released 30 questionnaire surveys, data are used to calculate "Cronbach's Alpha Coefficient". Table 1 reported that the measurements in the questionnaire have higher than 0.70 (Hair et al., 2014). This means that the validity of the questionnaire is excellent, can be rely on and can be used to collect data in the next stage.

Table 1 Content Reliability of variables in the model

Construct	Number of observed variables	Number of questions	Cronbach's Alpha Coefficient
Omni - marketing communication by influencers	4	12	0.883
Consumer attitude	2	26	0.952
Consumer trust	3	6	0.912

Result

Research Analysis and Result

This research adopts statistical software to analyze data and test the hypotheses.

Descriptive analysis

According to Table 2, all latent variables in this research are in an 'Agree' level. This means that majority of respondents agreed that they considered omni-marketing communication by influencer, consumer attitude, and consumer trust when thinking of organic beauty products.

Table 2 Descriptive analysis

Construct	$\overline{\chi}$	S.D.	Result
Omni-marketing communication by influencers	3.73	.607	Agree
Consumer attitude	3.88	.606	Agree
Consumer trust	4.00	.683	Agree

Demographic of respondents

The number of respondents is 401 that participated in this survey. Majority of respondents are female 317 people (79.05%), while 60 people are male (14.96%) and 24 people are not specified (5.99%). 46.38% of respondents are aged between 20 and 25. Followed by people age between 26 and 30 (35.91%). In terms of revenue, around half of the respondents (52.37%) have revenue between 10,001 and 30,000 THB. The respondents with revenue less than 10,000 THB are 89 people (22.19%) and with revenue between 30,0001 and 60,000 are 80 people (19.95%). For education, 68.83% of respondents have bachelor's degree (n=276). Followed by master's degree at 23.69% (n=95). Regarding occupation, 38.40% of respondents are employees and 32.42% are students.

Test of Normality

Before conducting hypothesis testing, a test of normality has been conducted to make sure that all variables are normal distributed. According to Hair et al. (2014), data is normal if skewness is between -2 and +2 and Kurtosis is between -7 and +7. The result of confirmatory factor analysis shows that all variables are normally distributed.

Model Fit

Table 3 presents all fit indices of the model. A goodness-of-fit test, in general, refers to measuring how well the observed data correspond to the fitted (assumed) model. According to Hooper et al. (2008), all fit indices pass the criteria meaning the model fits and can be used to investigate the relationship in the conceptual model. It reports that χ^2 /df = 1.4756 and P-value is 0.066 (p > 0.05). RMSEA = 0.034 and RMR = 0.030 which are very close to zero. GFI = 0.98 and AGFI = 0.96; both values are greater than 0.90. All these indices confirm that the proposed model of this study fits well with the empirical data, which can process further hypotheses testing.

Table 3 Model Fit indices

Statistic	Value	Decision
2/df	1.4756	Pass
p-value	0.06600	Pass
RMSEA	0.034	Pass
GFI	0.98	Pass
AGFI	0.96	Pass
RMR	0.030	Pass
SRMR	0.040	Pass
CFI	0.99	Pass

Hypothesis Testing

According to Table 4, The results of hypothesis testing indicated that all the paths had significant path coefficients. Also, both hypotheses have t- value more than 2.58 (p <0.01) meaning that both hypothesis 1 and hypothesis 2 are supported (Hair et al., 2014). Omni-marketing communication by influencers has positive effect on consumer attitude and consumer trust of organic beauty products in Thailand.

Table 4 Analysis of Model

Hypothesis	Path	β	t-value	Result
H1	Omni-marketing communication by influencers → Consumer attitude	0.49	10.20	Supported
H2	Omni-marketing communication by influencers → Consumer trust	0.62	12.35	Supported

**Significant at p <0.01
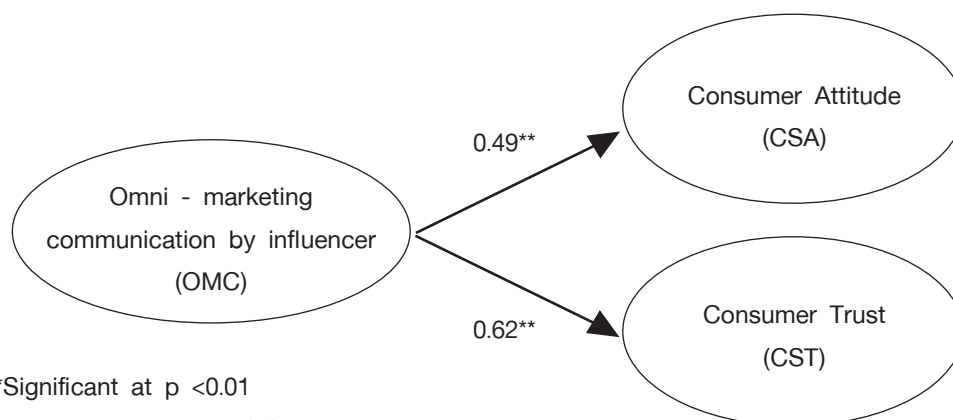
Figure 2: The result of Structural Model

Omni-marketing communication by influencers has positive effect on consumer attitude equal to 0.49 (t-value = 10.20). The more usage of omni-marketing communication by influencer will improve consumer attitude. Same as Hypothesis 1, omni-marketing communication by influencers has positive effect on consumer trust equal to 0.62 (t- value = 12.35). Consumer trust will increase if a firm or brand adopts omni-marketing communication by influencers.

Discussion and Contributions

Discussion

This research is the first to investigate the concept of omni-marketing communication by influencers, which is the combination of two emerging concepts nowadays, social influencer and omni-channel marketing, together.

This research investigates whether omni-marketing communication by influencer could strengthen firms or brands' competitiveness by improving consumer attitude and consumer trust among millennial consumers within organic beauty product industry in Thailand. The result confirms that omni-marketing communication by influencer can increase consumer attitude and consumer trust (Hypothesis 1 and Hypothesis 2 are supported).

Theoretical Contribution

This research is the first to combines two emerging concepts, which are social influencer concept and omni-channel marketing strategy, into new construct, namely, omni-marketing communication by influencer and investigating its impact on consumer attitude and consumer trust. Thus, the findings will contribute new academic knowledge to existing literature in relevant fields. Thus, the model of this research could be used to explore consumer attitude and consumer trust in organic beauty product domain in Thailand.

Managerial Contribution

This research proof that an integration between online and offline channel for influencer campaigns makes people have more positive feeling and trust toward brand. As a result, managers who want to gain a positive attitude and trust among millennials groups and audiences can adopt the concept of omni-marketing communications by influencers to manage customer's attitudes and increase customer's trust in the future.
Conclusion

This research has an aim to investigate the impact of omni-marketing communication by influencer on consumer attitude and trust within organic beauty product in Thailand. The results reveal that omni-marketing communication by influencer has a positive direct effect on both consumer attitude and consumer trust, which may lead to purchase intention among consumers. The higher use of omni-marketing

communication by influencer is likely to help increase the attitude and the trust of organic beauty product 's consumer in Thailand. This finding implies that in order to succeed in the market, firms or brand could adopt omni-marketing communication by influencer as one of its communication strategies.

Recommendations for future research

The first limitation of this paper is that it concludes only two variables, namely, consumer attitude and consumer trust. Future research can include more relevant variables that are related to organic beauty product industry, such as, environmental concern or health concern.

Secondly, the context of study is limited to organic beauty product industry in Thailand. In order to broaden the concept, other different contexts of study such as, new population or industry such as, organic food or even in different countries such as, in Europe or USA will be beneficial for both academia and practitioners.

Lastly, the result of omni-marketing communication by influencer in this research is only consumer attitude and consumer trust without exploring that it can finally lead to consumer actual purchase, which are firms ultimate goal, or not. Hence, future research should extend the conceptual model to investigate whether omni-marketing communication by influencer can finally create consumer purchase decision or not.

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