| RESEARCH ARTICLE

Consumers Attitude towards Skincare Products Endorsed by Filipino Macro-Influencers on Instagram

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| **ABSTRACT**

Public figures such as celebrities, social media influencers, vloggers, and politicians are some of the widely used endorsers in industries such as the beauty and personal care industry. These public figures promote products and or brands to spread awareness and increase the sale of the company. This study aims to know if the Filipino Macro-Influencers can affect the consumers' purchasing behavior: to determine if the use of Filipino macro-influencers is effective and how they can help the consumers' decision-making, and to know the consumers' perception towards the products that these personalities endorse. The researchers conducted a purposive and simple random sampling survey to gather data that will target 216 Instagram users who are consumers of skincare products using online questionnaires. The accurate results using PLS-SEM show that the independent variable, Filipino Instagram Macro-influencers, has a significant effect on the four independent variables, purchase intention, decision making, consumers trust, and positive eWOM of the consumers of skincare products.

| **KEYWORDS**

Macro-Influencer; Instagram; Skincare; Consumer Attitude; Consumer Behavior; Purchase intention; eWOM; Decision-making; Consumers' trust

1. Introduction

Several goods and services are brought to people globally through marketing. One of the most successful and widely used marketing strategies is the famous endorsers — the traditional and non-traditional. Traditional endorsers include actors, athletes, and models. In contrast, non-traditional endorsers include social media influencers such as bloggers, vloggers, and instafamous (word formed from the blend of Instagram and famous. Wordsense.eu dictionary, 2021) personalities. Celebrity endorsement is influential in advertising strategies used to promote brands in the market space (Nelson, 2017). Some celebrities have charismatic personalities and enjoy public recognition, and they possess distinctive qualities like trustworthiness and attractiveness (Hussain, 2020).

Aside from celebrities, many companies have opted to choose different influencers to endorse products, such as macro-influencers. Macro-influencers have large audiences, followers, and subscribers that range from 100,000 up to 1,000,000. These influencers tend to be innovators and could be specialists or key idea pioneers in different ventures and specialties (Kang, 2021). According to Media kix's data collection, there are an estimated 3,200,000 million to 37,800,000 million influencers from TikTok, Instagram, and YouTube. The popularity of social media platforms in the Philippines has led the country to be the "social media capital of the world" (Hussain, 2020). In the Philippine market, numerous macro-influencers emerge in different social media platforms who are then allowed to endorse other products.

Although Filipino consumers are careful and behave in a definite manner when it comes to purchasing products, some are

impulsive buyers and purchasers of products endorsed by certain personalities or influencers. According to Julius Guevara, Colliers Philippines associate director for advisory and research, the reason for this is that Filipinos are very appreciative of celebrities and find fondness with celebrities. A celebrity's appearance, popularity, and believability estimate how large the effect of a celebrity endorsement could impact a consumer's choice on purchasing their endorsed brand/product.

This study has three objectives: (1) To know if the Filipino Macro-Influencers can affect the consumers' purchasing behavior (2) To determine if the use of Filipino macro-influencers is effective and of how they can be of help on the consumers' decision making (3) To know the consumers' perception towards the products that these personalities endorse. This study will find answers to the following to know whether these Filipino macro-influencers affect their purchase intention, decision making, trust, and positive eWOM. Furthermore, this study is significant to *consumers, small to medium businesses, future researchers, and marketers*.

Recent or previous studies in this area show that famous influencers are also used as endorsers for a brand or product; however, only a few studies proved that celebrities and influencers entice the customers in their purchasing or buying intentions. There is a gap or lack of studies regarding Macro-influencers being effective endorsers or influencers of skincare products since most of the literature and research focuses more on celebrities and micro-influencers only.

The theoretical underpinning of this study uses the work of Michael Spence way back in 1973. The Signaling Theory has three elements; signaller, signal, and receiver. The signaller is the one who gives information about a specific topic. The signal is the information sent to the receiver. However, the signal or information may be positive or negative. The signal is a key for the receiver because it can help with their decision-making. The receiver is the one who will obtain the information for a specific topic that the receiver may not know or lack knowledge about (Dwidienawati et al. 2020). The signaling theory is relevant to this study because some objectives are mentioned in theory, specifically decision-making. In addition to this, the study also aims to know if the macro-influencer can produce a positive eWOM, which in signaling theory, we can prefer as the signal. About this study, the Macro-influencer will be the signaller because they are the ones who are promoting the products or endorsing them to Instagram. Then, the signal or information is the endorsement of Skincare products and their feedback or review regarding the product. The receiver of these will be their followers or consumers of the endorsed product.

This study is supported by the theory of the Halo effect of Edward Thorndike, a Psychologist in 1920. The halo effect theory can influence others by their impressions of a product. Also, it is for the consumers who will rate the product based on the information they got from the one who influenced them (Djafarova et al. 2017). Many studies have proven that the halo effect is associated with raters' global evaluation of products, customer satisfaction, and more (Liao, 2021). In addition, the halo effect theory is related to brand loyalty, brand strength, and brand equity (Grant, 2021). The theory is applicable and relevant to this study because the researchers aim to know the consumers' attitude towards the Skincare products endorsed by Filipino Instagram macro-influencers and their effectiveness to attract or entice a consumer of skincare products that can lead to a purchase intention. The macro-influencers who endorse the products can influence their followers and customers based on their judgment or impression. In addition, it can help prove the effectiveness of eWOM because it is somehow similar to the Halo effect theory of giving reviews or feedback about the product.

H1: *Filipino Instagram macro-influencers do not lead consumers of skincare products to purchase intention.*

H2: *The customer does not give a positive eWOM to the products endorsed by Filipino Instagram Macro Influencer.*

H3: *Filipino Instagram macro-influencers endorsement is not helpful in the decision-making of skincare product consumers.*

H4: *Filipino Instagram macro influencers' endorsement does not help gain the consumers' trust in the endorsed skincare products.*
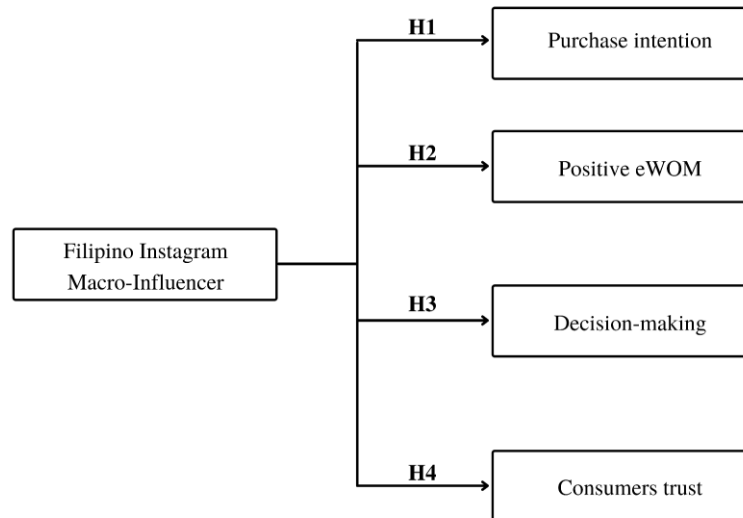
Figure 1. Conceptual model

Figure 1 shows the conceptual framework with the variables and their relationship using the IV-DV model. The conceptual framework shows the possible consumer attitude toward the products endorsed by Filipino Instagram macro-influencers. The Filipino Instagram Macro-influencers are the independent variable, while purchase intention, electronic word of mouth (eWOM), decision making, and consumer trust are the study's dependent variables. With this, the researchers will find out whether the independent variable and dependent variables have a direct relationship or not.

2. Literature Review

The researchers provide an overview of the gathered related research web articles that support the study about the *consumer's attitude toward Filipino Instagram Macro-influencers who endorse Skincare products.* These related web articles include ideas about Instagram, Macro-influencers, product endorsement, eWOM or electronic word of mouth, purchase intention, consumer's trust, and consumers' purchase behavior.

2.1 Macro-influencers and product endorsement

Consumers are becoming educated with technologies, particularly the web, and it is significantly harder to hit their traditional media (Zak et al. 2020). Marketers use different social media platforms, celebrities, and even influencers to endorse their products. The use of famous people for endorsement started years ago, as early as the 1760s. Marketers often use celebrities as their endorsers in hopes that their positive image will pass on the product's image and their fame.

Influencer marketing is an essential tool nowadays in influencing buying behavior and is defined as the process of identifying, supporting, communicating, and exploring with the people involved in high-impact conversations (Zak et al. 2020). An influencer has the tools and the credibility to consistently attract many consumers and viewers to motivate others to expand their social reach (Kay et al. 2020). Online influencers may possess certain traits and characteristics that can appeal to a specific brand regarding identification, credibility, and product-endorser fit (Rios et al. 2021). Aside from celebrities, athletes, public servants, or models, influencers are also used as endorsers.

In the Philippines, macro-influencers followers or subscribers range from 100,000 to 1,000,000 users. These influencers endorse products in different industries such as beauty, skincare, fashion, food, and many more. For six consecutive years, the Philippines is still the top country worldwide whose citizens invest the most energy on surfing the internet and visiting social media sites, as indicated by research firms Hootsuite and We Are Social (Baclig, 2021). There were 73.00 million social media users in the Philippines in January 2020 (Datareportal, 2020). Lastly, according to a survey conducted on social media influencers by Rakuten Insight in October 2020, nearly 70% of Filipino respondents stated that they had bought a product because an influencer endorsed it. More than 50% of respondents stated they are convinced to buy a product because of a promotion from an influencer (Sanchez, 2021).

2.2 Purchase intention

Purchase intention has been the primary marker to gauge consumer behavior (Wang et al. 2016). It is generally characterized as essential for invigorating and pushing consumers to purchase products and services (Zhuang et al. 2021). Their significance lies in how expectations are viewed as the critical predictor of consumers' actual behavior (Peña-García et al. 2020). According to Wang & Chen (2016), purchase intention is determined by a consumer's perceived benefit and value. To predict consumer behavior, it is necessary to know the attitudes, assessments, and internal factors that ultimately generate the purchase intent (Peña-García et al. 2020).

2.3 Electronic word of mouth (eWOM)

Electronic word of mouth (eWOM) characterizes as the dynamic and continuous information exchange process between potential, actual, or previous consumers concerning the product, service, brand, or organization, and it is accessible to a large number of individuals and institutions via the Internet (Ismagilova et al. 2019). eWOM is almost the same as the traditional word of mouth; the only difference is that word of mouth is conducted face to face and privately while eWOM is online and shared with the public. Electronic word of mouth (eWOM) is broadly used by most shoppers on various media platforms (Menendez et al. 2020).

Since the emergence of the internet and technologies, eWOM has become a thing, especially in an online marketplace. The widespread proliferation of the internet has broadened the choices for consumers to seek and validate the information from others via eWOM (Albarq et al. 2020). The rise of the internet is significantly changing individuals buying behavior patterns. Earlier techniques for getting some information from others about product reviews are changing since individuals think it is helpful to consult a web search about a product query (Khwaja et al. 2020). One of the advantages of eWOM is that the reviews and opinions of others are posted publicly, which may result in a possible purchase intention of other consumers.

2.4 Consumers' trust

The Cambridge dictionary defines trust as "to believe that someone is good and honest and will not harm you, or that something is safe and reliable." Trust is essential to any relationship, even in businesses. It is necessary to companies because this is what binds the customer's relationship to the business. Building trust with people or businesses is challenging since it takes time. However, if people or companies want to gain trust, they have to do everything to trust them.

Customer loyalty and trust are the critical factors for long-term profitability and growth for organizations (Aslam et al. 2019). Consumer trust is advantageous to businesses since their trust helps businesses make or earn profit. According to Mohammad, V. (2020), consumer trust significantly influences consumers' purchasing decisions. If consumers trust you and your business, there is a higher likelihood that they will purchase something from you and even stay loyal to your business.

3. Methodology

3.1 Research Design

In this study, the researchers used quantitative research with a non-experimental research design, purposive and simple random sampling survey to gather data from the respondents. The researchers used this method to identify the possible attitudes of consumers to the endorsed product of Filipino Macro-influencers. This study was not experimental since the researchers' aim or focus is to know all the possible factors that affect the consumers toward the skincare products endorsed by Macro-influencers.

3.2 Subjects and Study Site

The researchers used a sample size calculator by Raosoft to determine the number of respondents to this study, with a 7% margin of error and 95% confidence level. The recommended sample size is 195 respondents assuming that the population size is 20,000. Therefore, researchers distributed online questionnaires to 216 respondents or more to reach a broader population and gather more insight or data.

Respondents who answered the research questionnaire were male and female ages ranging from 18 to 34 years old, currently residing in the Luzon area. According to the study of Statistica last April 2021, the age bracket of 25 to 34 is the largest age group of Instagram users, while the age bracket of 18 to 24 years old is people who are active Instagram users. Respondents must have their Instagram accounts and frequent users of Instagram who use the application at least four (4) times a week. Furthermore, respondents must be consumers of skincare products.

3.3 Research Instruments

The survey questionnaire for this quantitative research has two (2) parts. Questionnaire part one was developed by the researchers, and the last part is the modified version made by the researchers from the questionnaire and journal (Qureshi et al. 2017). The first

part contains questions related to demographic information or profiling. However, the researchers did not ask for the name, contact numbers, and other private information for the respondents' privacy; Furthermore, screener questions are also included in the first part. The second part is the question proper that provides the answers to the objectives of this study, and this part also consists of Likert scale questions under different categories. Structural equation modeling was used to show the causal relationships between the independent variable, Macro influencers, and dependent variables, purchase intention, electronic word of mouth (eWOM), decision making, and consumer trust.

3.4 Data Gathering Procedure
The researchers used quantitative research with a sampling method of purposive sampling and simple random sampling. Purposive sampling is used to select respondents given in a set of criteria. The study's standard is that: the respondents must frequently use their Instagram account, a consumer of skincare products, male and female with ages ranging from 18 to 34 years old, and currently residing in the Luzon area. The questionnaires would be in google forms, distributed online through different social media platforms, and sent through messenger for broader reach. The participants were determined using simple random sampling, and those who passed the criterion could answer the online survey.

3.5 Ethical Considerations
The following ethical considerations must be considered while performing the research study. Research respondents should not be subject to harm in any way whatsoever. Should prioritize respect for the dignity of research respondents. Should obtain full consent from the respondents before the study. The protection of the privacy of research respondents has to be ensured. All researchers' information from the survey is strictly confidential and will only be used for academic purposes. Must avoid any duplicity or misinterpretations about the goals and objectives of this research paper. Affiliations in any structures, financing sources, and possible conflicts of interests must be pronounced. The identity of all individuals and organizations who will participate in the research is ensured and confidential. Any communication done in this research ought to finish with trustworthiness and transparency. Any deluding information and portrayal of essential information findings in a wrong way should have stayed away.

3.6 Data Validity and Reliability
The questionnaire was subjected to Cronbach's alpha mean to measure the reliability through the pre-testing among the twenty (20) consumers of skincare products who have an Instagram account ages 18 to 34 years old. After the pilot testing, a statistician ran the respondents' data, resulting in .917 to 712 Cronbach Alpha's, which means that the questionnaire is reliable. In addition, the questionnaire was validated using a Validator's Questionnaire Assessment by a Marketing professor of the University of Santo Tomas.

3.7 Data Analysis
In this study, the researchers used Frequency and Percentage and Structural Equation Modeling (SEM) as the statistical tool. The frequency and percentage distribution presented the proportional distribution of the respondent's profiling, screener, and their answers on the checklist questions. To compute the percentage (%), the frequency count (f) was divided by the number of respondents (N) x 100. On the other hand, the Structural equation modeling (SEM) showed the causal relationships between variables. The relationships shown in the model represent the hypotheses presented in the study. Structural equation modeling (SEM) is a set of statistical techniques used to measure and analyze the relationships of observed and latent variables (Beran, T.N., Violato, C., 2010). This model is usually used to examine data, such as linear causal relationships among variables. With an adequate number of participants, this model allows researchers to effortlessly set up and test the reliability of hypothetical relationships among hypothetical constructs and those between the constructs and the observed indicators.

4. Results & Discussion

	Minimum	Maximum	Mean	SD	Skewness
FIMI	1.00	4.00	2.7729	0.61325	-0.376
PI	1.00	4.00	2.6018	0.68676	-0.112

EWOM	1.00	4.00	2.9894	0.63892	-0.853
CT	1.00	4.00	2.6923	0.57945	-0.457
DM	1.00	4.00	2.6367	0.62306	-0.352

Table 1. Descriptive Statistics of the variables

The table above shows the Mean, Standard Deviation (SD), and the Skewness of the current study variables. The data shows that the respondents have a positive perception towards the FIMI or Filipino Instagram Macro-influencers with a mean of 2.7729 and a standard deviation of 0.61325. For PI or Purchase intention, respondents also have positive behavior with a mean above the average of 2.6018 and a standard deviation of 0.68676. Next, for the EWOM or electric word-of-mouth, the respondents have a high perception towards EWOM with a mean of 2.9894 and a standard deviation of 0.63892. For the CT or Consumers trust, respondents have a positive attitude towards the skincare products with a mean of 2.6923 and a standard deviation of 0.57945. Lastly, for DM or Decision making, the majority of the respondents are the decision-makers when it comes to purchasing skincare products with a mean of 2.6367 and a standard deviation of 0.62306. All of the variables presented in this study are negatively skewed, which means that there is no problem with the distribution of the variables because the statistical modeling technique used was the PLS-SEM, a technique that is appropriate for not normally distributed variables (Kock, 2020).

4.1 Partial Least Squares Structural Equation Modeling (PLS-SEM)
a) Measurement Component

Variables/Indicators	Indicator loadings	p-value	Cross-loadings	Average Variance Extracted
A. FIMI				**.645**
FIMI1	0.793	.000	.063-.194	
FIMI2	0.860	.000	.012-.146	
FIMI3	0.857	.000	.076-.161	
FIMI4	0.708	.000	.053-.288	
FIMI5	0.859	.000	.001-.120	
FIMI9	0.710	.000	.016-.198	
FIMI10	0.819	.000	.019-.203	
B. Purchase Intention (PI)				.625
PI1	0.643	.000	.415-.493	

PI2	0.835	.000	.080-.194	
PI3	0.832	.000	.036-.272	
PI4	0.782	.000	.058-.421	
PI5	0.843	.000	.047-.231	
C. EWOM				.705
EWOM1	0.838	.000	.009-.069	
EWOM2	0.878	.000	.028-.168	
EWOM3	0.808	.000	.012-.208	
EWOM4	0.838	.000	.007-.126	
EWOM5	0.900	.000	.013-.207	
EWOM6	0.769	.000	.082-.283	
D. Customers Trust (CT)				.652
CT1	0.774	.000	.014-.288	
CT2	0.824	.000	.090-.210	
CT3	0.835	.000	.105-.339	
CT4	0.846	.000	.091-.294	
CT5	0.754	.000	.109-.384	
CT6	0.803	.000	.034-.238	
CT9	0.811	.000	.035-.238	
E. Decision Making (DM)				.703
DM1	0.849	.000	.030-.120	

		.000	.083-.270	
DM4	0.837			
DM5	0.788	.000	.075-.263	
DM6	0.840	.000	.022-.148	
DM7	0.876	.000	.002-.051	

Table 2. Convergent validity statistics

Table 2 shows the convergent validity statistics of the variables. As indicated in the table, the majority of the variables have convergent validity since the indicator loadings are within the acceptable ranges. These said variables are statistically significant ($p<0.5$) and are higher than 0.50 (Amora, 2021; Kock, 2020; Kock, 2014). Furthermore, the average variance extracted (AVE) for each of the variables presented in the study are higher than 0.50 (Fornell & Larker, 1981).

The loadings-approach criteria discussed in Amora (2021) were used in concluding that the variables of the study have satisfactory convergent validity, to wit: a) the indicator loadings should be .50 or higher (Kock, 2020; Kock, 2014); b) the P-values associated with the indicator loadings should be less than .05 (Kock, 2020; Kock 2014); and c) the cross-loadings should be low relative to the indicator loadings. Indicators for which these criteria are not satisfied may be excluded from the analysis. In this paper, seven indicators were excluded in the analysis because they were less than .50, namely: FIMI6, FIMI7, and FIMI8 for FIMI; CT7 and CT8 for CT; and DM2 and DM3 for DM. Excluding the said two items, all the variables have satisfactory convergent validity because the p-values, indicator loadings, and cross-loadings are within the acceptable ranges.

The average variance extracted (AVE) can also be used to assess convergent validity. There is evidence of convergent validity if the AVE is .50 or higher (Fornell & Larcker, 1981; Kock & Lynn, 2012; Kock, 2020).

	FIMI	PI	EWOM	CT	DM
FIMI	**0.803**				
PI	0.779	**0.791**			
EWOM	0.668	0.643	**0.839**		
CT	0.781	0.711	0.665	**0.807**	
DM	0.774	0.784	0.620	0.767	**0.839**

Table 3. Discriminant validity statistics of the variables

Table 3 presents the discriminant validity statistics of each of the variables. In this table, it can be seen that there is a convergent validity since the square roots of the average variance extracted (AVE) are greater than the correlations.

The values in the diagonal are square roots of the average variance extracted (AVE). Values below the diagonal are correlations among the variables. To have a discriminant validity, the square roots of the AVE should be larger than the correlations (Fornell and Larcker, 1981). Values above the diagonal are the Heterotrait-Monotrait Ratio of Correlations (HTMT) proposed by Henseler, Ringle and Sarstedt (2015). There is best discriminant validity if the HTMTs are less than .85 (Kock, 2020).

Variables	CR	CA	Full Collinearity VIF
FIMI	0.927	0.907	3.427
PI	0.892	0.847	3.642
EWOM	0.935	0.916	2.027
CT	0.929	0.911	5.277
DM	0.922	0.894	4.601

Table 4. Common method bias and reliability coefficients

Table 4 shows the common method bias and reliability coefficients. In this, it can be seen that both the Cronbach's Alpha as well as Composite reliability of five (5) variables are greater than 0.70. This indicates that the values produced by the said variables are all reliable (Kock, 2020; Fornell & Larker, 1981; Nunnally, 1978; Nunally & Bernstein, 1994).

Common method bias can be assessed using full collinearity VIF (Kock, 2020; Kock, 2015; Kock & Lynn, 2012). Full collinearity VIFs of 3.3 or lower suggest the existence of no common method bias (Kock, 2015; Kock & Lynn, 2012). A conservative criterion discussed in Kock (2020) states that the composite reliability and Cronbach's alpha coefficients should be equal to or greater than 0.70.

b) Structural Component
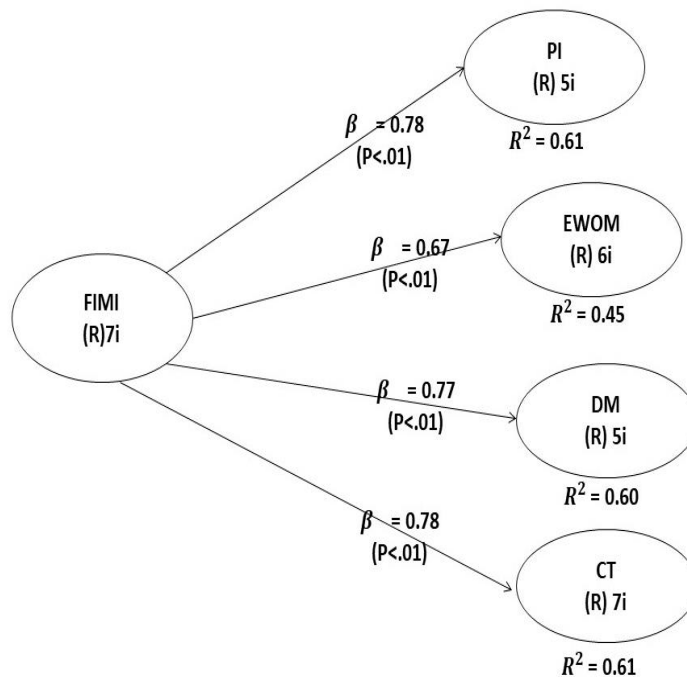
Figure 2: Diagram depicting the effects of FIMI on PI, EWOM, DM, and CT.

	Value	P-Value	Criteria	Remark
Average path coefficient (APC)	.752	.000	P should be less than .05	Ok. Statistically significant
Average R-squared (ARS)	.568	.000	P should be less than .05	Ok. Statistically significant
Average adjusted R-squared (AARS)	.566	.000	P should be less than .05	Ok. Statistically significant
Average block VIF (AVIF)	NA		Acceptable if <= 5; ideally <= 3.3	Not applicable
Average full collinearity VIF (AFVIF)	3.795		Acceptable if <= 5; ideally <= 3.3	Acceptable
Tenenhaus GoF (GoF)	.615		small >= 0.1, medium >= 0.25, large >= 0.36	Large
Standardized RMSR	.093		Acceptable if <=0 .1	Acceptable
Standardized MAR	.075		Acceptable if <=0 .1	Acceptable

Table 5. Model fit and quality indices

*Criteria are based on Kock(2020). Average block VIF (AVIF) is not applicable since there is only one independent latent variable.

Hypotheses	Path coefficient(β)	Standard Error	p-value	Effect size (f²)	Remarks
H1: FIMI à PI	.782	.058	.000	.612	Effect is significant.
H2: FIMI à EWOM	.650	.060	.000	.449	Effect is significant.
H3: FIMI à CT	.782	.058	.000	.611	Effect is significant.
H4: FIMI à DM	.775	.058	.000	.600	Effect is significant.

Table 6. Effects of FIMI on PI, EWOM, DM, and CT

Table 6 shows the effects of FIMI on PI, EWOM, DM, and CT. The f^2 is Cohen's (1988) effect size: 0.02=small, 0.15=medium, 0.35=large. All dependent variables from the hypotheses have an f^2 Qof greater than 0.35. With that, remarks show that hypotheses (H1: FIMI à PI, H2: FIMI à EWOM, H3: FIMI à CT, H4: FIMI à DM) effect is significant.

The study mainly focuses on the consumer attitudes toward skincare products endorsed by Filipino Macro-Influencers on Instagram; whether the skincare products endorsed by Filipino Instagram Macro influencers affect the consumers' purchase intention, eWom, consumers trust, and decision making. The survey respondents are mostly male and female college undergraduates who frequently use Instagram, aged 18 to 24 years old, and currently reside in Luzon, Philippines. The researchers developed the questionnaire with five categories(section): Filipino Instagram Macro Influencer, Purchase Intention, Electronic Word of mouth, customer trust, and decision-making.

Under the first category, Filipino Instagram macro influencer (FIMI), 52% of the respondents agreed, while 18% strongly agreed that they bought a skincare product because Filipino Instagram macro-influencers influenced them. Another factor that led our respondents to purchase a skincare product is because they were attracted by the post of the Macro-influencers, 52% of the respondents agreed, and 19% of them strongly agreed. The second category in the questionnaire is the Purchase intention (PI). 64% of the respondents agreed, and 25% strongly agreed that they are willing to buy a skincare product because they find the product endorsed by Filipino Instagram macro-influencers interesting. Another factor of their willingness to purchase a skincare product is because they got attracted to the post endorsed by the macro-influencers.

The third category discusses whether EWOM is a factor in their purchase decision. Based on the survey result, 62% agreed, and 26% strongly agreed that they find the endorsed skincare product of the Filipino macro-influencer informative, and 65% of the respondents agreed. In comparison, 23% strongly agreed that Filipino Instagram Macro-influencers give a positive brand image to the endorsed product by their reviews. In the fourth category, Customer Trust (CT), the findings show that 62% of the respondents agreed while 13% strongly agreed that they find products endorsed by Filipino Instagram Macro-influencer trustworthy and that 66% agreed and 20% strongly agreed that they believe Filipino Instagram Macro-influencers can build trust towards a brand. Lastly, for the fifth category, Decision making (DM), 57% agreed, and 15% strongly agreed that they bought a skincare product because they got encouraged by the advertisement of a Filipino Instagram Macro-influencer.

To sum up, the researchers' findings show that Filipino Instagram Macro-influencers have a positive effect on the consumers' purchase intention and consumer trust and decision making. Furthermore, it can be seen that these Filipino Instagram Macro-influencers positively influenced the respondents since they had bought a skincare product endorsed by them. The respondents also find the endorsed skincare products informative and agreed that the reviews of these Macro-influencers on skincare products give a positive brand image.

5. Conclusion

The researchers have determined the extent of efficiency of Filipino Instagram Macro-influencers towards the consumers' attitude on their endorsed skincare products using the PLS-SEM model. The accurate results using PLS-SEM show that the independent variable, Filipino Instagram Macro-influencer, has a significant effect on the four independent variables, purchase intention, decision making, consumers trust, and positive eWOM of the consumers of skincare products. In addition, it can be seen that all variables are reliable since the value that it produced was greater than 0.70 as stated by Kock, 2020; Fornell and Larker, 1981; Nunnally, 1978; Nunally & Bernstein, 1994. This depicts that most of the respondents are more likely to purchase the skincare products endorsed by the Filipino Instagram Macro-influencers that they follow. The majority of consumer behavior of the respondents to purchase a skincare product are dependent on those who endorse and who they follow on Instagram. Furthermore, the findings show that the majority of the respondents have a high and positive perception towards Filipino Instagram Macro-influencers; the respondents have positive perception and behavior towards purchase intention and eWOM. Lastly, the majority of the respondents are decision-makers when it comes to purchasing skincare products.

Developing a research topic, identifying the problem, and establishing research questions are the early challenges that the researchers faced while conducting this research. In addition, the researchers also had difficulty distributing the questionnaire to the right respondents since the survey was only conducted online. The researchers also experienced time limitations, and some data were not used since some respondents who answered the questionnaire did not meet the criteria of the paper. Lastly, the researchers also faced difficulty in dealing with data derived from the survey results.

After an in-depth analysis of data, the following recommendations are made: This research study has many gaps that allow future researchers to conduct an in-depth understanding of the topic. This study suggests that future researchers conduct a more comprehensive demographic and geographic participants in the survey for a more accurate result. It is recommended that future researchers carefully study their target respondents so it will not be challenging to find participants for the survey, especially if it will be distributed and conducted again online. In addition, future researchers can also focus on a specific skincare product such as facial wash, cleanser, toner, etc. Future researchers can also explore social media influencers such as Mega, Micro, and Nano influencers. Furthermore, future researchers may also use other social media other than Instagram, such as Twitter or Tiktok, since

this is where most people hang out during their free time. Lastly, this study can be a reference for future studies, such as comparing the effectiveness of celebrities and influencers in the skincare industry since topics like this are still lacking.

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