

Self-Monitoring and Impulsive Buying of Cosmetic Products on YouTube users

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Abstract. Video content about cosmetic products that are trending and uploaded by YouTube influencers can have an impact on the tendency of YouTube users to do impulsive buying. This is done to modify the presentation of themselves in their environment. This study aims to examine the relationship between self-monitoring and impulsive buying of cosmetic products on YouTube users. Participants in this study involved 59 female YouTube users who actively watched cosmetic product video content on YouTube. Pearson Product Moment is used to test the hypothesis in this study. The results show that there is a relationship between self-monitoring and impulsive buying of cosmetic products on YouTube users. YouTube users with high self-monitoring tend to do impulsive buying to try out the trendy cosmetic products included in video content on YouTube. YouTube users with low self-monitoring tend to rate cosmetic products included in YouTube's video content in terms of quality. Therefore, the purchase decision is based on consideration of the quality and need for these cosmetic products.

Keywords: cosmetic products, impulsive buying, self-monitoring, YouTube users.

The presence of gadgets makes it easy for someone to do activities in the midst of busy life, such as learning through online learning applications, shopping needs that can now be done online, even the role of tv is now starting to be displaced by the rise of videos uploaded through the YouTube website.

Compared to tv shows that have airtime, videos uploaded on YouTube can be watched at any time. YouTube also provides more diverse content and follows the trends. Reported on the website tekno.kompas.com by Pertiwi (2018), YouTube is the most active social media accessed by Indonesian social media users, amounting to 43%. Other website like

id.techinasia.com also mentions that the average Indonesian people spend 59 minutes every day on YouTube (Praditya, 2018).

Today many people become YouTuber, people who create video content and upload it to YouTube. Many artists and celebrities who appear on television have also switched professions to become YouTuber and created through video. Coupled with the subscription facility, a YouTube user can become a regular customer who will receive updates on videos uploaded from certain channels. Therefore, a YouTuber can become an influencer if the channel has regular customers or what is called a subscriber, or

a large audience, and has a strong influence on followers. Videos uploaded have certain content, such as content regarding cosmetics, online games, gadgets, food, and so on. Many people are starting to get to know something new not from advertisements on television, but from video content on YouTube. Like cosmetics, for example, YouTube influencers introduce or use trending cosmetic products for cosmetics review or makeup tutorial content videos.

Trends in cosmetic products that change over time can have an impact on the tendency of YouTube users to make impulsive buying. The tendency of impulsive buying is the extent to which a person tends to make purchases that are unintentional, immediate, and not reflective, in other words, impulsive purchases (Weun, Jones, & Beatty, 1998). According to Rook and Fisher (1995), impulsive behavior is almost entirely driven by stimulus. In addition, for most people, the motive for impulsive buying and the consequences of impulsive buying are not too problematic. Currently impulsive buying can not only occur in in-store, but also online stores. Research conducted by Renanita (2017) states that purchases made online are driven by factors such as consumer emotions, low cognitive control, as well as spontaneous behavior of consumers. The display of goods or products presented on the website encourages consumers to buy them without taking into consideration the financial side and other consequences that arise from the purchase.

Having new cosmetics according to trends in YouTube videos uploaded by

influencers, it supports YouTube users to present themselves in their environment. The effort made by individuals to present themselves in front of others by using information that is in them or information around them is called self-monitoring (Snyder & Gangestad, 1986). Research conducted by Anin, Rasimin, and Atamimi (2008) shows that individuals with high self-monitoring tend to be more responsive to social cues because they are more oriented towards the public. Graeff (in O'Cass, 2000) argues that individuals with high self-monitoring use their social cues to modify their self-presentation or behavior to suit their situation. They regulate behavior on the basis of external situations, such as how other people react. Individuals with low self-monitoring regulate behavior on the basis of internal factors, such as beliefs, attitudes, and values (Baron & Byrne, 2004).

Based on the explanation that has been presented previously, it can be concluded that this research is intended to discuss the relationship between self-monitoring and impulsive buying of cosmetic products on YouTube users.

Method

This study involved 59 YouTube users as participants. All participants were female YouTube users from various ages who were actively watching video content for cosmetic products on YouTube. The age of the participants ranged from 15 to 49 years.

The self-monitoring scale used in this study is Snyder and Gangestad's Eighteen-Item Measure of Self-Monitoring

(1986). One example of an item on this scale is "I find it difficult to imitate other people's behavior". The answer choices range from 1-4 ranging from Very Unsuitable to Very Suitable. This scale originally had a total of 18 items. After going through the calculation of the discrimination of items there are 8 items that cannot be used. The number of items remaining is 10 items with 0.719 as a number of reliability.

The scale of impulsive buying tendencies used in this study is The Impulse Buying Tendency Scale by Weun, Jones, and Beatty (1998). One example of an item on this scale is "It's fun to buy spontaneously". The answer choices range from 1-4 ranging from Very Rare to Very Frequent for item 1 and 2 responses, and Very Disagree to Strongly Agree for other item responses. This scale originally had 5 items. After going through the calculation of the discrimination of items, there was 1 item that cannot be used. The number of items remaining is 4 items with 0.780 as a number of reliability.

This research is a correlative study that aims to examine the relationship between two variables, the self-monitoring variable as the independent variable and the impulsive buying variable as the dependent variable. The data analysis method used is the Pearson Product Moment correlation test using Statistical Package for Social Sciences (SPSS) 17 for Windows.

Results and Discussions

The analysis showed that self-monitoring and impulsive buying had a

correlation value of 0.399 with a significance level of 0.002 ($p < 0.01$). These results indicate that the hypothesis that there is a positive relationship between self-monitoring and impulsive buying of cosmetic products on YouTube users is accepted, meaning that the higher the self-monitoring, the higher impulsive buying will be. Conversely, the lower the self-monitoring, the lower impulsive buying will be.

Based on the analysis also obtained an R-square value of 0.159 which means there is a significant effect of 15.9% of self-monitoring on impulsive buying.

The results showed that self-monitoring has a role in the impulsive buying behavior of cosmetic products by YouTube users. Individuals with high self-monitoring tend to worry about the image they project to others in social situations, and they are generally adept at adjusting their self-presentation. As for individuals with low self-monitoring, they tend to rely on their own attitudes and feelings when making decisions or behavior choices, and they usually show a high level of consistency between their personal attitudes and their public behavior (DeBono, 2006).

YouTube users with high self-monitoring tend to do impulsive buying to try the trending cosmetic products included in video content on YouTube. Especially if the product is included in the YouTube video content of influencers and visually the product caught their attention. As for YouTube users with low self-monitoring, they tend to judge the quality of cosmetic products included in the video content on YouTube in terms of quality, so

that purchasing decisions are based on consideration of the quality and needs of the cosmetic products. Research conducted by Rook and Fisher (1995) shows that individuals who have a low impulsive tendency and who also assess the possibility of impulsive buying as negative, are not likely to act on their buying impulses in various situations.

Individuals with high impulsive buying are more likely to experience spontaneous buying stimuli. Their mind was also dominated by emotional attraction for the product. They are more likely to act on a whim, and to respond decisively and promptly to their buying impulses (Rook & Fisher, 1995). Research conducted by Rook and Gardner (1993) shows that mood factors play a wider role in buying behavior carried out by impulsive buyers than non-impulsive buyers.

Research conducted by Anggraeni (2016) shows that impulse buying is one of the dominant factors that influence purchasing decisions. The contribution of impulse buying to purchasing decisions is 26.01%. Weun, Jones, and Beatty (1998) add that in impulsive purchases, one's attention is focused on satisfaction immediately after responding to a desire to buy. So, purchases are not focused on resolving pre-existing problems or to meet predetermined needs.

Nowadays many cosmetic products are sold at affordable prices and are available in various stores both online and in-store, especially cosmetic products with local brands that are increasingly competing with imported products so that many people are interested in buying and

trying these products. This is in line with the opinion of Stern (1962) that there are 9 factors which are major influences in impulsive buying, i.e. low price of goods, marginal needs for goods, mass distribution, self-service, mass advertising, leading store display, short product life, small size or lightweight, and ease of storage.

Research conducted by Dittmar, Beattie, and Friese (1995) also shows that women impulsively buy goods that project emotions and appearance, one of which is a cosmetic product. This is done to show social identity.

Impulsive buying in respondents is lower than the hypothetical mean (empirical mean = 8.83, hypothetical mean = 10). The categorization results show that 11.9% of respondents are in the very low category, 33.9% of respondents are in the low category, 52.5% of respondents are in the medium category, and 1.7% of respondents are in the high category. Respondents as YouTube users who are in the age range between 15-49 years, watching videos uploaded from a YouTube influencer's channel can be caused by many things besides interest in the products used in the video. Some of which are they like the way YouTube influencers present the video content, or they like the editing result of uploaded videos, and so on. Therefore, the results of this study indicate that the possibility isn't that big for YouTube users to do impulsive buying.

The results of this study became a new finding because it was different from the results of previous studies conducted by Bessouh, Mir, and Iznasni (2015)

which showed that age was negatively correlated with impulsive buying. People in the 25-34 and 35-45 age groups, as well as people under the age of 25 can buy more impulsively than other age groups.

The large percentage of respondents in the medium category in impulsive buying can be related to the self-monitoring of respondents, most of which are also in the medium category. Self-monitoring in the study respondents was lower than the mean hypothetical (empirical mean = 23.59, hypothetical mean = 25). The categorization results show that 10.2% of respondents are in the low category, 88.1% of respondents are in the medium category, and 1.7% of respondents are in the high category. High self-monitoring individuals organize their self-presentation for the desired public appearance, and are therefore very responsive to social and interpersonal cues. Individuals with low self-monitoring lack the ability or motivation to manage their self-presentation. On the contrary, their expressive behavior functionally reflects their inner state, including their attitudes, traits, and feelings (Snyder & Gangestad, 1986).

Respondents who are YouTube users can consider whether trends conveyed through video content can be applied to modify their presentations. It could be that they do self-monitoring if needed. The rest, video content on YouTube is made as a show that can be enjoyed as well as news updates about what is the current trend. So even though YouTube provides content that follows trends, not all individuals who watch videos on YouTube intend to follow that

trend. Therefore, even though a YouTube influencer conveys something that is trending, their subscribers or viewers can show uncertainty to follow that trend. But if the trend is considered as a cue, then there's a possibility that YouTube users will modify their self-presentation or behavior according to what was conveyed through the video.

Conclusions

Self-monitoring has a role in impulsive buying behavior towards cosmetic products by YouTube users. YouTube users with high self-monitoring tend to do impulsive buying to try the trending cosmetic products included in video content on YouTube. As for YouTube users with low self-monitoring tend to judge the cosmetic products included in the video content on YouTube in terms of quality. Therefore, the purchasing decision is based on consideration of the quality and needs of the cosmetic product.

Suggestions

There are several suggestions that can be raised related to the results of this study. First, to consider other factors related to impulsive buying of cosmetic products, such as self-control, lifestyle, and so on. Second, impulsive buying can be specialized in other product categories which are also the objects of impulsive buying and has many of the video content found on YouTube, such as attributes in online games, food, and so on. Third, impulsive buying can be studied in respondents of different sexes. In addition,

respondents can also be limited based on other characteristics such as age or occupation, which may affect the results of the study. Fourth, YouTube users must be wiser in take advantage of video content on YouTube.

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