

CONTENTS

CHAPTER I	1
1.1 Background	1
1.2 Research Problems	5
1.3 Research Questions	6
1.4 Research Objectives	6
1.5 Research Contributions	7
1.6 Research Scope.....	7
1.7 Systematic of Writing.....	8
CHAPTER II.....	10
2.1 Instagram and YouTube as Marketing Platform in Cosmetic Industry.....	10
2.2 Micro Celebrity as Business Opportunity	17
2.3 Authenticity	19
2.4 Emotional Attachment.....	19
2.5 Word-of-Mouth	20
2.6 Purchase Likelihood	20
2.7 Previous Research	20
2.8 Hypotheses Formulation.....	25
2.8.1 The effect of authenticity towards word-of-mouth and purchase likelihood	25
2.8.2 The effect of authenticity towards emotional attachment	25
2.8.3 The effect of emotional attachment towards word-of-mouth and purchase likelihood	26
2.8.4 The mediating effect of emotional attachment on the relationship between authenticity towards word of mouth, and purchase likelihood.....	27
2.9 Research Model.....	27
CHAPTER III	29
3.1 Research Design	29
3.2 Research Population	29
3.3 Data Collection Method	30
3.3.1 Sampling.....	30
3.3.2 Type and Sources of Data.....	31
3.4 Research Instrument	32
3.4.1 Questionnaire Structure	32



3.5 Measurement Scale.....	33
3.5.1 Likert Scale.....	33
3.6 Operational Definition.....	33
3.7 Data Analysis Method.....	35
CHAPTER IV.....	37
4.1 Data Collection Process.....	37
4.2 Reliability Testing.....	37
4.3 Validity Testing.....	38
4.3.1 Convergent validity.....	38
4.3.2 Discriminant Validity.....	38
4.4 Normality and Outliers Testing.....	39
4.4.1 Normality Testing.....	39
4.4.2 Outliers Testing.....	40
4.5 Profile of Respondent.....	41
4.6 Hypotheses Testing.....	42
4.7 Discussion.....	45
CHAPTER V.....	49
5.1 Conclusions.....	49
5.2 Managerial Implications.....	50
5.3 Research Limitations.....	51
5.4 Suggestions for Future Studies.....	51