

“Effect of Social Media Influencers on Consumers’ Purchase Behavior in the Digital Era.”

ABSTRACT:

Social media (SM) has changed how consumers seek and receive information, compare products, and make purchases (Kaplan & Haenlein, 2010; Appel et al., 2020). “Social media influencers (SMIs) have turn into key opinion leaders (KOLs) in the modern marketing process” (Freberg et al., 2011; De Veirman et al., 2017). “Their views, statements, and activities have a considerable impact on consumer sentiment and behavior” (Lou & Yuan, 2019; Sokolova & Kefi, 2020). Therefore, the current research aims to inspect the influences of (SMIs) social media influencers on the purchase process. The study will consider seven variables: trustworthiness, credibility, attractiveness, engagement, content quality, social media platform, and promotional frequency. Purchase behavior will be evaluated using six variables: purchase intention, buying decision, brand preference, impulsive buying, repeat purchasing, and customer loyalty. The data will be collected from (SM) social media users through a survey. The survey will include multiple-choice questions and statements using a five-point Likert scale.

“The collected data will be analyzed by statistical tests to reveal connections between influencers’ attributes and purchase behaviors. The study will discuss the impact of influencer on the decision making process and purchase intention.” “The research will moreover demonstrate what attributes of social media influencers (SMIs) make them trustworthy and what qualities of them increase consumer engagement and loyalty” (Ohanian, 1990; Audrezet et al., 2020). The study will also explore the role of content quality, social media platforms, and frequency of promotion. The outcome of the study will offer marketing managers and (SM) analysts some insights into influencers’ attributes and behaviors that build consumer trust & engagement. Therefore, the research will contribute to the existing body of knowledge about the influence of (SMIs) on purchase behavior. It will also provide a solid foundation for auxiliary studies exploring the impact of influencer on various stages of the consumer decision-making process.

KEYWORDS

Social media influencers; influencer marketing; consumer purchase behavior; purchase intention; brand preference; impulse buying behavior; customer loyalty; social media platforms.

INTRODUCTION

“Consumers are increasingly exposed to products and brands while using social media. Instagram, YouTube, Facebook, and other social networks supply users with information and opinions that may shape their choices and purchasing behaviors” (Kaplan & Haenlein, 2010; Appel et al., 2020). “At the same time, the emergence of social media influencers changed the nature of influencer marketing. Apart from being a source of targeted advertising, an influencer can build trust and familiarity with the audience” (Freberg et al., 2011; Lou & Yuan, 2019). “In other words, the reaction to a message from an influencer is unlikely to be purely transactional. If an Influencer has a large following, then each of their posts reaches thousands or even millions of people. In addition to general factors like credibility or visual appeal, the reaction to the post is also Influenced by the qualities of the message itself and the accompanying interaction” (Ohanian, 1990; Lou & Yuan, 2019). “In addition, the platform where the post is placed and the frequency of promotion also affect consumer behavior” (De Veirman et al., 2017; Hughes et al., 2019). “Therefore, multiple studies note that the source credibility, content characteristics, and follower-influencer relationships are three factors that

manipulate consumer responses and purchase intentions” (Lou & Yuan, 2019; Sokolova & Kefi, 2020).

“An influencer can affect the consumer decision-making process at various stages. One Instagram post can arouse interest in a product, and a few other purchases can follow. Thus, an influencer’s message can have dissimilar effects on consumer behavior, ranging from an immediate purchase to a longer-term shift in brand choices” (Djafarova & Rushworth, 2017; Sokolova & Kefi, 2020). “Still, in some cases, such intervention can have the opposite effect, for example, if consumers perceive the influencer too commercially oriented or not sincere enough” (Audrezet et al., 2020; Lou & Yuan, 2019).

Thus, this study aims to analyze the relationship among influencer marketing and consumer behavior from a behavioral perspective. Exclusively, this paper will explore how trustworthiness, credibility, attractiveness, engagement, content quality, social media platform, and frequency of promotional posts affect purchase intention, actual purchase, brand preference, impulsive buying, repeat purchasing, and customer loyalty. The analysis will look at these factors within the context of (SM) users in Mysuru city.

RESEARCH OBJECTIVES

1. To examine the influence of influencer trustworthiness, credibility, and attractiveness on consumers’ purchase intention and buying decisions.
2. To analyse the effect of influencer engagement and content quality on consumers’ brand preference.
3. To determine whether the social media platform used by influencers affects consumers’ purchase behavior.
4. To assess the influence of the frequency of influencer posts and endorsements on impulse buying and repeat purchase behavior.
5. To identify the (SMI) social media influencer factors those contribute to customer loyalty.

Variables of the Study



LITERATURE REVIEWS

- Dema, Mutiarawati and Billy (2025) analyzed micro-influencer credibility and purchase intention based on (SCT) Source Credibility Theory. This article covers an empirical study with 270 social media users, exploring trustworthiness, attractiveness, and expertise through SEM-PLS. The results demonstrated that trustworthiness and attractiveness have a substantial influence, while social media influencers' expertise did not.
- Sachu, Kadeswaran and Jayaseelan (2025) explored influencer credibility and purchase intention using (SCT) Source Credibility Theory. The researchers interviewed 288 social media (SM) users from Coimbatore, Tamil Nadu, and establish that expertise, trustworthiness, and attractiveness are essential to purchase intention. While all three credibility components are impactful, influencer expertise seems to have the most considerable effect.
- Alhosseiny (2025) investigated influencers' credibility and obtain intention and analyzed the effect of (SM) users' trust intervening in this relationship. The author's sample included 384 Egyptian consumers, and the results demonstrated that (SMIs) credibility components – expertise, trustworthiness, social and physical attractiveness substantially predict purchase intention. Additionally, the study revealed that end user trust positively mediates this relationship.
- Liu and Zheng (2024) identified purchase intention determinants related to the parasocial connection in influencer marketing, particularly source credibility components. The authors examined informative content, authenticity, and homophily, which significantly predicted parasocial relationships, and parasocial relationships, in turn, determined purchase intention. According to Liu and Zheng (2024), credibility components play a vital role in influencer marketing, being one of its critical elements.

- Alcántara-Pilar, Rodríguez-López, Kalinić and Liébana-Cabanillas (2024) studied influencer credibility, purchasing behavior, and consumer attachment in social media, analyzing such a relationship from the SOR (stimulus-organism-response) and Commitment-Trust theories' perspectives. The authors discovered that influencer credibility significantly contributes to the formation of consumer attitudes, and therefore it goes beyond a mere purchase intent predictor.
- Sardar, Tata and Sarkar (2024) explored source factors and characteristics of influencer-posts that impact engagement and purchase intention using source credibility theory. The researcher's sample included 471 participants, and the results demonstrated that engagement mediates the effect of source and content factors on purchase intention, and the effect of product involvement on engagement was also substantial.
- Cheung et al. (2022) explored online brand-related consumer behavior and influencer content characteristics affecting commitment to an Instagram influencer. The authors revealed that content quality, creativity, and design play essential roles in influencers' engagement strategies, helping maintain their relationships with followers.
- Sokolova and Kefi (2020) analyzed Instagram and YouTube followers' credibility and parasocial relationships with influencers and found that both significantly predict purchase intention. The authors' results emphasize the importance of a parasocial interaction with an influencer, which increases the likelihood of buying the promoted product, with credibility playing a critical role in influencing this factor.
- Schouten, Janssen and Verspaget (2020) compared social media influencers and traditional celebrities in terms of their ability to influence the audience, analyzing the effects of credibility, identification, similarity, and product-endorser fit. The results demonstrate that credibility and identification factors, along with their communication, have the most significant effect on the victory of influencer marketing. According to Schouten et al. (2020), influencers have a considerable impact on consumers, being more influential than conventional celebrities in several areas.
- Lou and Yuan (2019) examined the effects of message value and credibility on (SM) users' trust in branded (SM) content and further investigated how these variables shape brand awareness and acquire intention. The authors conducted an analysis based on the responses of 538 social media users. The variables revealing substantial effects on social media users' trust were informative message value, trustworthiness, attractiveness, and similarity, with trust being connected with brand awareness & purchase intention.
- Lou and Kim (2019) analyzed influencer content, credibility, parasocial relationships, & purchase intention and revealed some critical factor that influencers should consider. The authors demonstrated that content quality and source credibility are vital for structure relationships with followers, and therefore, parasocial relationships significantly predict purchase intention.
- De Veirman, Cauberghe and Hudders (2017) explored the role of numerical social capital (follower count) and product divergence in influencer marketing, discovering that the former and the latter's association with the influencer account significantly affect the consumer's attitude toward the influencer and the brand. Ultimately, the researchers emphasize that audience size is an integral element of influencer marketing, shaping influencers' communication and impacting consumer attitudes.

RESEARCH GAP

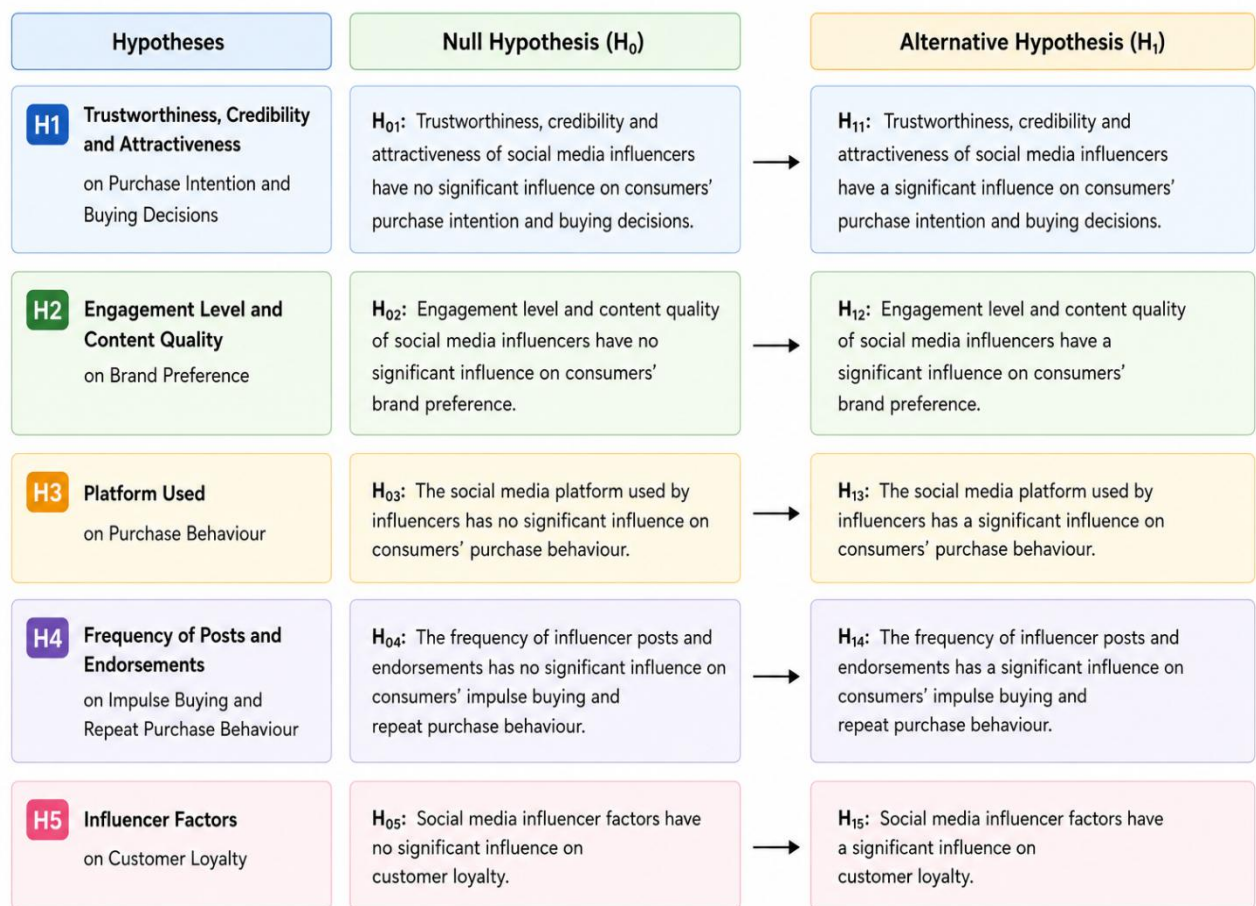
- Lack of integrated model: While previous research studied the impact of each influencer attribute independently, there is still limited information on how trustworthiness, credibility, attractiveness, engagement level, content quality, platform, and frequency of posting/product endorsements jointly affect the consumer purchasing behaviors.
- Focus on buying intention: While the majority of the previous research paying attention on the influencer impact on purchase intention; there is still limited information on the influencer impact on actual buying behaviors.
- Need to explore additional aspects of buying behaviors: While some research considered the collision of influencers on actual buying decisions, the focus was mainly on purchase intention & the role of influencers in engagement, content, and platform choice. Previous articles lacked information on how various influencers affect customer buying decisions, brand preferences, impulsive buying, repeat purchasing, and customer loyalty.
- Need to integrate engagement and content: While most of the previous research considered such variables as content and engagement, these factors were rarely integrated with the influencer appeal, credibility, and other attributes to explain customer purchasing behaviors adequately.
- Limited discussion of the roles of the platform: Even though multiple articles discussed the influencer appeal, credibility, and engagement, there was limited information on how the choice of the social media platform (e.g., Instagram, YouTube) affects the consumer purchasing behaviors.
- Limited consideration of the frequency of posting: posting/product endorsement has received limited attention in the exploration of influencer impact on impulsive buying and repeat purchasing behaviors.
- Need to integrate post- and pre-purchase responses: While mainly of the previous research focused on purchase intention, there were limited studies that integrated the entire chain of events starting with the influencer's activities affecting customer engagement, the purchase intention, actual buying decisions, and brand preferences, and leading to repeat purchasing, impulsive buying, and customer loyalty.
- Need to explore additional variables: The existing literature lacks empirical substantiation on how multiple factors (influencer attributes, platform choice, and frequency of posting) can integrate and impact the consumers purchasing behaviors beyond purchase intention.

PROBLEM STATEMENT

“Research on the Influence of the Characteristics of (SMIs) on the Purchase Behavior of Consumers in Mysuru City Research Paper For many consumers, (SM) is now deeply intertwined with the search and selection process of products. (SM) platforms have emerged as distribution channels for information exchange, product research, brand evaluation, and consumption decision-making by consumers” (Kaplan & Haenlein, 2010; Appel et al., 2020). Recommendations made by opinion leaders can take place both in interpersonal interactions and in social media, blurring the lines between personal opinions and marketing activities (Freberg et al., 2011; Lou & Yuan, 2019). At the similar time, there is reason to believe that consumer reactions to influencer marketing depend to a large extent on the characteristics of the influencer and the way in which marketing communication is designed. Various factors, including trust, credibility, attractiveness, engagement, content quality, choice of social media platform, and posting frequency, can moderate the influence of an influence on the audience (Ohanian, 1990; De Veirman et al., 2017; Lou & Yuan, 2019; Hughes et al., 2019). In turn, the revise of these relationships is complicated by the fact that scholars have so far focused their attention predominantly on one aspect of purchase behavior – consumer intentions. Although there is a wealth of literature discussing the relationship among influencer credibility, parasocial interaction, and consumer purchase intentions (Djafarova & Rushworth, 2017; Sokolova & Kefi, 2020), few studies attempt to examine the overall impact of selected influencer characteristics on various dimensions of purchase behavior. The

importance of this issue is underscored by the reality that scholars have identified multiple behaviors that can be affected by influencer marketing, including purchase intentions, brand preference, impulsive buying, repeat purchases, and customer loyalty (De Veirman et al., 2017; Lou & Yuan, 2019). Thus, this study aims to explore the characteristics of (SMIs) that affect the purchasing behavior of consumers in Mysuru City.

HYPOTHESES OF THE STUDY



RESEARCH METHODOLOGY

“This study employs a quantitative survey design to establish the influence of (SMIs) on buyers’ behavior in the digital era. The quantitative study captures the relationships between variables linked with the influencer and buyers’ behavior during engagement with the influencer on the social media platforms” (Lou & Yuan, 2019; Sokolova & Kefi, 2020). “Prior studies on influencer marketing have employed the quantitative survey research design to imprison the relationships between influencers and buyers” (Lou & Yuan, 2019; Sokolova & Kefi, 2020). This study focus on the (SMIs) within the local area, Mysuru City in Karnataka.

“Forty (400) participants will be chosen for this study with a convenience sampling method. Data will be collected from the targeted audience using a questionnaire with statements rated on a five-point Likert scale from Strongly Agree to Strongly Disagree. This study uses a five-point Likert scale as prior research works on (SMIs) have used similar scales to measure the perspectives of participants towards influencers’ impact on their buying behavior” (Lou & Yuan, 2019; Lou & Kim, 2019). “The study focuses on Trustworthiness, Credibility, Attractiveness, Engagement, Content Quality, (SM) Platforms and Number of Promotional Posts as factors associated with the influencer. On the other hand, the study considers Purchase Intention, Buying Decision, Brand Preference, Impulse Buying, Repeated Purchase, and Customer Loyalty as the aspects of consumer buying behavior influenced by the influencers. The five-point Likert scale is suitable for this study since it has been established that Trustworthiness, Credibility, Attractiveness, Content Quality, and Engagement of the source influence consumer buying behavior” (Ohanian, 1990; Lou & Yuan, 2019; Hughes et al., 2019).

“The data collected from the questionnaires will be analyzed by statistical tests appropriate for quantitative studies. The statistical analysis will demonstrate how a (SMIs) influences buying behavior. The analysis will focus on capturing the relationship between the IV, the influencer characteristics, and the DV, consumer buying behavior. Statistical analysis is relevant in this study to establish the point to which social media influencer affects the consumer’s behavior” (Lou & Yuan, 2019; Sokolova & Kefi, 2020).

CONCEPTUAL FRAMEWORK

“The conceptual framework (CF) of the study positions **Social Media Influencers (SMI)** as the **Independent Variable (IV)** and **Consumer Purchase Behavior** as the **Dependent Variable (DV)**. The Independent Variable comprises seven dimensions: **trustworthiness, credibility, attractiveness, engagement level, content quality, social media platform, and frequency of posts/endorsements**. These dimensions are supported by previous research highlighting the importance of source credibility, trustworthiness, attractiveness, message value, content characteristics, and influencer engagement in shaping consumer responses” (Ohanian, 1990; Lou & Yuan, 2019; Hughes et al., 2019; De Veirman et al., 2017).

“Consumer Purchase Behavior comprises **purchase intention, actual buying decision, brand preference, impulse buying behavior, repeat purchase behavior, and customer loyalty**. earlier studies have established relationships between influencer credibility, consumer engagement, purchase intention, brand-related responses, and longer-term consumer relationships” (Djafarova & Rushworth, 2017; Sokolova & Kefi, 2020; Alcántara-Pilar et al., 2024). The framework therefore proposes that the selected influencer-related characteristics influence the different dimensions of consumers’ purchase behavior. Accordingly, the conceptual framework provides the basis for examining the relationship between (SMIs) characteristics and consumer purchase behavior among (SM) users in Mysuru City.

CONCEPTUAL FRAMEWORK



DATA ANALYSIS AND INTERPRETATION

RELIABILITY

Reliability Statistics.

Cronbach's Alpha.	N of Items.
.981	39

Analysis and interpretation

The reliability test produced a **Cronbach's Alpha value of 0.981 for 39 items**. This shows that the items in the questionnaire are highly reliable with one another and are measuring the study variables in a dependable manner. In simple terms, the responses to the different statements are closely related and provide a stable measure of the concepts included in the study. Therefore, the questionnaire demonstrates **excellent reliability** and is suitable for carrying out the supplementary analysis of (SM) influencer factors and consumer purchase behavior.

CORRELATIONS

Correlations

		D_V	I_DV
D_V	Pearson Correlation	1	.181**
	Sig. (2-tailed)		.000
	N	400	400
I_DV	Pearson Correlation	.181**	1
	Sig. (2-tailed)	.000	
	N	400	400

** . Correlation is significant at the 0.01 level (2-tailed)

NONPARAMETRIC CORRELATIONS

Correlations

			D_V	I_DV
Kendall's tau_b	D_V	Correlation Coefficient	1.000	.126**
		Sig. (2-tailed)	.	.000
		N	400	400
	I_DV	Correlation Coefficient	.126**	1.000
		Sig. (2-tailed)	.000	.
		N	400	400
Spearman's rho	D_V	Correlation Coefficient	1.000	.180**
		Sig. (2-tailed)	.	.000
		N	400	400

I_DV	Correlation Coefficient	.180**	1.000
	Sig. (2-tailed)	.000	.
	N	400	400

** . Correlation is significant at the 0.01 level (2-tailed)

Analysis and interpretation

The correlation analysis was conducted using responses from **400 respondents** to examine the relationship between **D_V** and **I_DV**. The **Pearson correlation coefficient is 0.181**, with a significance value of **0.000**, indicating a **optimistic and statistically significant relationship** between the two variables. However, the power of the relationship is relatively weak. The **Kendall's tau-b correlation (0.126)** and **Spearman's rho correlation (0.180)** also show positive and statistically significant relationships, with **p = 0.000**. Since all three correlation tests are significant at the **0.01 level**, the results point to that higher values of one variable are associated with higher values of the additional variable. Overall, the findings provide evidence of a **significant but weak positive connection** between **D_V** and **I_DV** among the 400 respondents.

REGRESSION

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	3.791	1	3.791	13.428	.000 ^b
Residual	112.381	398	.282		
Total	116.173	399			

a. Dependent Variable: D_V

b. Predictors: (Constant), I_DV

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.732	.092		18.794	.000
I_DV	.147	.040	.181	3.664	.000

a. Dependent Variable: D_V

Analysis and interpretation

The regression analysis was conducted to examine whether **I_DV significantly influences D_V** based on data from **400 respondents**. The ANOVA results show an **F-value of 13.428** with a significance value of **0.000**, indicating that the regression model is statistically significant. The coefficient results show that **I_DV has a constructive effect on D_V**, with an unstandardized coefficient (B) of **0.147** and a standardized Beta value of **0.181**. The t-value of **3.664** and significance value of **0.000** confirm that this effect is statistically significant. Therefore, the outcome indicates that an increase in **I_DV** is associated with an boost in **D_V**, although the magnitude of the effect is relatively small. Overall, the regression model provides evidence that **I_DV significantly influences D_V**.

ONE-WAY ANOVA

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
P_I	Between Groups	.162	3	.054	.100	.960
	Within Groups	213.213	396	.538		
	Total	213.375	399			
A_B_D	Between Groups	.748	3	.249	.294	.830
	Within Groups	335.705	396	.848		
	Total	336.453	399			
B_P	Between Groups	.806	3	.269	.474	.701
	Within Groups	224.514	396	.567		
	Total	225.320	399			
I_B_B	Between Groups	.666	3	.222	.237	.871
	Within Groups	371.309	396	.938		
	Total	371.975	399			
R_P_B	Between Groups	.341	3	.114	.211	.889
	Within Groups	213.437	396	.539		
	Total	213.778	399			
C_L	Between Groups	.034	3	.011	.015	.998
	Within Groups	300.499	396	.759		
	Total	300.532	399			

Analysis and interpretation

The One-Way ANOVA results show that there are **no statistically significant differences among the four groups** for several of the six dimensions of consumer purchase behavior. For **Purchase Intention (P_I)**, the F-value is **0.100** with $p = 0.960$. Similarly, **Actual Buying Decision (A_B_D)** shows $F = 0.294$, $p = 0.830$; **Brand Preference (B_P)** shows $F = 0.474$, $p = 0.701$; **Impulse Buying Behavior (I_B_B)** shows $F = 0.237$, $p = 0.871$; **Repeat Purchase Behavior (R_P_B)** shows $F = 0.211$, $p = 0.889$; and **Customer Loyalty (C_L)** shows $F = 0.015$, $p = 0.998$. Since all significance values are superior than **0.05**, the differences between the groups are not statistically significant. Therefore, the **null hypothesis is retained**, representative that the four groups do not differ significantly in provisos of purchase intention, actual buying decision, brand preference, impulse buying behavior, repeat purchase behavior, or customer loyalty.

DESCRIPTIVES

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
P_I	400	1.00	4.00	2.2442	.73128
A_B_D	400	1.00	4.33	2.1142	.91828
B_P	400	1.00	4.00	1.8275	.75147
I_B_B	400	1.00	4.67	1.9308	.96554
R_P_B	400	1.00	4.00	2.2000	.73197
C_L	400	1.00	4.33	2.0183	.86788
T_W	400	1.00	4.00	1.7708	.74216
C_Y	400	1.00	4.67	1.9075	.96069
A_S	400	1.00	4.00	2.1375	.73253
E_L	400	1.00	4.33	1.8750	.73685
C_Q	400	1.00	4.00	1.7242	.75466
P_U	400	1.00	4.67	1.8917	.96957
F_P	400	1.00	4.67	1.8917	.96957
D_V	400	1.00	3.78	2.0558	.53959
I_DV	400	1.17	4.39	2.1997	.66298
Valid N (listwise)	400				

Analysis and interpretation

The descriptive results are based on **400 respondents**. **Purchase Intention** recorded the highest mean (**2.2442**), followed by **Repeat Purchase Behavior (2.2000)** and **Actual Buying Decision (2.1142)**. Among influencer factors, **Attractiveness** had the highest mean (**2.1375**). Overall, **D_V** recorded a mean of **2.0558**, while **I_DV** recorded **2.1997**, indicating variation in respondents' perceptions across the study variables.

MAJOR FINDINGS

1. The questionnaire demonstrated ****excellent internal consistency****, with a Cronbach's Alpha value of ****0.981**** for 39 items.
2. A ****positive and statistically significant relationship**** was observed between **D_V** and **I_DV**, with a Pearson correlation coefficient of **** $r = 0.181$ ($p < 0.001$)****.
3. The ****Kendall's tau-b correlation coefficient ($\tau = 0.126$)**** also indicated a statistically significant positive relationship between the variables.
4. The ****Spearman's rho correlation coefficient ($\rho = 0.180$)**** confirmed a statistically significant positive relationship between **D_V** and **I_DV**.

5. The **regression model was statistically significant**, with $F = 13.428$, $p < 0.001$, indicating that the influencer-related variable significantly predicts consumer purchase behavior.

6. I_DV demonstrated a **statistically significant positive effect** on D_V, with a standardized regression coefficient of $\beta = 0.181$, $t = 3.664$, $p < 0.001$.

7. The **One-Way ANOVA revealed no statistically significant differences among the four groups in Purchase Intention**, with $F = 0.100$, $p = 0.960$.

8. No statistically significant group differences were found for **Actual Buying Decision, Brand Preference, Impulse Buying Behavior, Repeat Purchase Behavior, or Customer Loyalty**, as all corresponding p -values were greater than 0.05.

9. Among the consumer purchase behavior dimensions, **Purchase Intention recorded the highest mean score ($M = 2.2442$)**, followed by **Repeat Purchase Behavior ($M = 2.2000$)**.

10. Among the influencer-related factors, **Attractiveness recorded the highest mean score ($M = 2.1375$)**, while **Content Quality recorded the lowest mean score ($M = 1.7242$)**.

CONCLUSION

The study concludes that **social media influencers (SMIs) play a significant position in influencing consumer purchase behavior**. The analysis reveals a **significant positive relationship** between the influencer-related variable and consumer purchase behavior, although the strength of the relationship is relatively weak. The regression results further substantiate that influencer-related factors significantly influence consumer purchase behavior. This finding is consistent with preceding studies that have identified influencer credibility, trustworthiness, attractiveness, content characteristics, and engagement as significant factors associated with purchaser purchase-related responses (Lou & Yuan, 2019; Sokolova & Kefi, 2020; Hughes et al., 2019).

Among the different dimensions of consumer purchase behavior, **purchase intention recorded the highest mean**, indicating that influencer communication may have a stronger role in shaping consumers' willingness or intention to purchase than in other dimensions of purchase behavior. This is dependable with previous research performance a positive association between influencer credibility, parasocial interaction, and purchase intention (Djafarova & Rushworth, 2017; Sokolova & Kefi, 2020). **Attractiveness emerged as the most prominent influencer factor** based on the mean scores, supporting the established view that perceived attractiveness can contribute to the persuasive effectiveness of an influencer (Ohanian, 1990; Lou & Yuan, 2019).

However, the **One-Way ANOVA results delegate that there are no statistically significant differences among the four groups** across the major dimensions of consumer purchase behavior. This suggests that, despite the overall influence of (SMIs) characteristics, consumer purchase behavior may not differ substantially across the groups measured in the study. Overall, the findings put forward that influencer characteristics can contribute to consumers' purchase-related responses, highlighting the **importance of developing credible, attractive, engaging, and consumer-oriented influencer marketing strategies** (Lou & Yuan, 2019; Hughes et al., 2019).

REFERENCES

- Alcántara-Pilar, J. M., Rodríguez-López, M. E., Kalinić, Z., & Liébana-Cabanillas, F. (2024). From likes to loyalty: Exploring the impact of influencer credibility on purchase intentions in TikTok. *Journal of Retailing and Consumer Services*, 78, 103709. <https://doi.org/10.1016/j.jretconser.2024.103709>

- Chandramohan, M. P., & Deepak, S. (2026). The impact of social media influencers on consumer buying behavior: Evidence from social media users. *International Journal of Research -GRANTHAALAYAH*, 14(6), 308–316.
<https://doi.org/10.29121/granthaalayah.v14.i6.2026.7033>
- Alhosseiny, H. (2025). How trust bridges the gaps: Influencers' credibility and purchase intention in Egypt's social media landscape. *JISR Management and Social Sciences & Economics*, 23(2), 1–29. <https://doi.org/10.31384/jisrmsse/2025.23.2.1>
- Cheung, M. L., Leung, W. K. S., Aw, E. C. X., & Koay, K. Y. (2022). “I follow what you post!”: The role of social media influencers' content characteristics in consumers' online brand-related activities (COBRAs). *Journal of Retailing and Consumer Services*, 66, 102940. <https://doi.org/10.1016/j.jretconser.2022.102940>
- Dema, Y., Mutiarawati, E. V., & Billy, Y. L. (2025). The role of micro-influencers in social media marketing: A quantitative study on purchase intent using source credibility theory. *Jurnal Ekonomi Perusahaan*, 32(1), 8–26.
<https://doi.org/10.46806/jep.v32i1.1424>
- De Veirman, M., Cauberghe, V., & Hudders, L. (2017). Marketing through Instagram influencers: The impact of number of followers and product divergence on brand attitude. *International Journal of Advertising*, 36(5), 798–828.
<https://doi.org/10.1080/02650487.2017.1348035>
- Liu, X., & Zheng, X. (2024). The persuasive power of social media influencers in brand credibility and purchase intention. *Humanities and Social Sciences Communications*, 11, Article 15. <https://doi.org/10.1057/s41599-023-02512-1>
- Lou, C., & Kim, H. K. (2019). Fancying the new rich and famous? Explicating the roles of influencer content, credibility, and parental mediation in adolescents' parasocial relationship, materialism, and purchase intentions. *Frontiers in Psychology*, 10, 2567. <https://doi.org/10.3389/fpsyg.2019.02567>
- Lou, C., & Yuan, S. (2019). Influencer marketing: How message value and credibility affect consumer trust of branded content on social media. *Journal of Interactive Advertising*, 19(1), 58–73. <https://doi.org/10.1080/15252019.2018.1533501>
- Sachu, B., Kadeswaran, S., & Jayaseelan, R. (2025). Social media influencer credibility on consumer purchase intentions: A source credibility theory perspective. *International Journal of Environmental Sciences*, 11(16s), 1988–1998.
<https://doi.org/10.64252/d4c62073>
- Sardar, S., Tata, S. V., & Sarkar, S. (2024). Examining the influence of source factors and content characteristics of influencers' post on consumer engagement and purchase intention: A moderated analysis. *Journal of Retailing and Consumer Services*, 79, 103888. <https://doi.org/10.1016/j.jretconser.2024.103888>
- Schouten, A. P., Janssen, L., & Verspaget, M. (2020). Celebrity vs. influencer endorsements in advertising: The role of identification, credibility, and product-endorser fit. *International Journal of Advertising*, 39(2), 258–281.
<https://doi.org/10.1080/02650487.2019.1634898>
- Sokolova, K., & Kefi, H. (2020). Instagram and YouTube bloggers promote it, why should I buy? How credibility and parasocial interaction influence purchase intentions. *Journal of Retailing and Consumer Services*, 53, 101742.
<https://doi.org/10.1016/j.jretconser.2019.01.011>
- Al-Darraj, A., Almansour, A., & others. (2023). Impact of social media influencers on customer engagement and purchase intention: A meta-analysis. *Sustainability*, 15(3), 2744. <https://doi.org/10.3390/su15032744>
- Coutinho, F., Dias, A., & Pereira, L. F. (2023). Credibility of social media influencers: Impact on purchase intention. *Human Technology*, 19(2), 226–249.
<https://doi.org/10.14254/1795-6889.2023.19-2.5>

- 493 ○ Gaurav, M. (2025). The impact of social media influencers on consumer purchase
494 decisions in India. *Journal of Asia Entrepreneurship and Sustainability*, 21(2).
495 <https://doi.org/10.53555/jaes.v21i2.16>
- 496 ○ Liu, X., & Zheng, X. (2024). The persuasive power of social media influencers in brand
497 credibility and purchase intention. *Humanities and Social Sciences Communications*, 11,
498 Article 15. <https://doi.org/10.1057/s41599-023-02512-1>
- 499 ○ Onofrei, G., Filieri, R., & Kennedy, L. (2022). Social media interactions, purchase
500 intention, and behavioral engagement: The mediating role of source and content factors.
501 *Journal of Business Research*, 142, 100–112.
502 <https://doi.org/10.1016/j.jbusres.2021.12.031>
- 503 ○ Schouten, A. P., Janssen, L., & Verspaget, M. (2020). Celebrity vs. influencer
504 endorsements in advertising: The role of identification, credibility, and product-endorser
505 fit. *International Journal of Advertising*, 39(2), 258–281.
506 <https://doi.org/10.1080/02650487.2019.1634898>
- 507 ○ Sokolova, K., & Kefi, H. (2020). Instagram and YouTube bloggers promote it, why
508 should I buy? How credibility and parasocial interaction influence purchase intentions.
509 *Journal of Retailing and Consumer Services*, 53, 101742.
510 <https://doi.org/10.1016/j.jretconser.2019.01.011>
- 511 ○ Weismueller, J., Harrigan, P., Wang, S., & Soutar, G. N. (2020). Influencer endorsements:
512 How advertising disclosure and source credibility affect consumer purchase intention on
513 social media. *Australasian Marketing Journal*, 28(4), 160–170.
514 <https://doi.org/10.1016/j.ausmj.2020.03.002>
- 515 ○ Al-Darraj, A., Almansour, A., & others. (2023). Examining the impact of influencers’
516 credibility dimensions: Attractiveness, trustworthiness and expertise on purchase
517 intention in the aesthetic dermatology industry. *Review of International Business and*
518 *Strategy*, 31(3), 355–374. <https://doi.org/10.1108/RIBS-07-2020-0089>
- 519 ○ Cheung, M. L., Leung, W. K. S., Aw, E. C. X., & Koay, K. Y. (2022). “I follow what you
520 post!”: The role of social media influencers’ content characteristics in consumers’ online
521 brand-related activities (COBRAs). *Journal of Retailing and Consumer Services*, 66,
522 102940. <https://doi.org/10.1016/j.jretconser.2022.102940>
- 523 ○ Lou, C., & Yuan, S. (2019). Influencer marketing: How message value and credibility
524 affect consumer trust of branded content on social media. *Journal of Interactive*
525 *Advertising*, 19(1), 58–73. <https://doi.org/10.1080/15252019.2018.1533501>
- 526 ○ Lou, C., & Kim, H. K. (2019). Fancying the new rich and famous? Explicating the roles
527 of influencer content, credibility, and parental mediation in adolescents’ parasocial
528 relationship, materialism, and purchase intentions. *Frontiers in Psychology*, 10, 2567.
529 <https://doi.org/10.3389/fpsyg.2019.02567>
- 530 ○ De Veirman, M., Cauberghe, V., & Hudders, L. (2017). Marketing through Instagram
531 influencers: The impact of number of followers and product divergence on brand attitude.
532 *International Journal of Advertising*, 36(5), 798–828.
533 <https://doi.org/10.1080/02650487.2017.1348035>
- 534 ○ Sardar, S., Tata, S. V., & Sarkar, S. (2024). Examining the influence of source factors and
535 content characteristics of influencers’ posts on consumer engagement and purchase
536 intention: A moderated analysis. *Journal of Retailing and Consumer Services*, 79,
537 103888. <https://doi.org/10.1016/j.jretconser.2024.103888>

- Dema, Y., Mutiarawati, E. V., & Billy, Y. L. (2025). The role of micro-influencers in social media marketing: A quantitative study on purchase intent using source credibility theory. *Jurnal Ekonomi Perusahaan*, 32(1), 8–26.
<https://doi.org/10.46806/jep.v32i1.1424>

UNDER PEER REVIEW IN IJAR