

## Impact of Influencer Marketing on the Purchase Intention of Consumers

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### Abstract

This study explores the relationship between influencer attributes, product characteristics, and customer buy intention in the context of influencer marketing. Regression modeling and quantitative analysis are used in the study to show that influencers' attractiveness and credibility significantly impact consumer behavior. Still, their expertise does not seem to have much of an effect. It also emphasizes how vital product characteristics are in influencing consumers' purchasing decisions. Based on the concept of the theory of reasoned action (TRA), the study closes gaps in the literature and provides insightful direction for more research. The study offers valuable insights into customer preferences by highlighting the significance of product characteristics, influencer credibility, and attractiveness. The results of this study reveal that choosing influencers is viewed as reliable, appealing, and a top priority for marketers looking to maximize consumer engagement and brand promotion. Enhancing product features should also be prioritized to influence consumer purchase decisions. This study adds to the body of knowledge in academia and offers marketers practical methods for maximizing influencer marketing's potential to increase brand loyalty and customer engagement. Marketers should consider these findings and adjust their strategies to improve consumer engagement through influencer marketing.

## 1 Introduction

Social media networks have increased their impact on people because there are many ways to share and interact on such platforms. With the power of social media, an individual can exchange his experiences, interests, and thoughts, reach a broad audience with his unique personality, and become influential. Influencers are also involved in areas and industries such as fashion, food, lifestyle, and beauty. They offer content in those niches, aiding their fan base growth and rapid recognition within the sector (Liu, 2021).

Reliable influencer-follower connections on social media are the foundation of influencer marketing. Social media users who have built up an extensive following and significant attention from other users are known as influencers. Those who follow another user voluntarily consent to receive an automated feed with all the person's posts. By following, followers have a deep curiosity about the influencer and frequently rely on them for information. Conversely, through their posts, creators can change the opinions and views of their followers (Farivar et al., 2021). The ascent of influencers as a continuation of referral campaigns is something that recent marketing trends imply. As more customers use social mediabrands are understanding how impactful people can be when deciding to buy (Chopra et al., 2021).

Influencer marketing has flourished over the last ten years, becoming one of the most widely used and successful strategies for brands to reach out to their specified demographic. However, influencer marketing has a lengthy history that predates the invention of the Internet. This occurrence has changed and evolved in many ways, which we shall examine in this piece. It is said in the chronicles of advertising history that the Queen and the Pope pushed for accessible medicine. They can be regarded as the earliest recognized influences. King George III of Great Britain gave Josiah Wedgwood's royal approbation for his pottery in 1770's. Mr. Wedgwood leveraged royal support to promote and sell his products, thereby increasing brand awareness. Businesses or brands can reach their target audience at any time through the social media marketing applications they have created. They can advertise through social networks, defining the target groups they want to reach based on demographics. They can measure them and respond to customers' wants and needs at any time, and they can even sell through social media customer management (Sultana et al., 2024a). Influencers on media platform are well-known personalities and content creators with sizable fan bases. Influencers on social web are different from conventional celebrities or public personalities, are "regulars" who concentrate on niche markets like technology, fashion, etc., and express themselves more openly on the network. By sharing personal anecdotes, information, and interactions with people on social media, they may establish a connection with the audience and demonstrate themselves (Liu, 2021).

Businesses must build brand awareness, draw in new clients, and leave a positive impression on customers. Studying how new communication tools contribute to brand awareness is therefore essential. Examining the effect of new communication instruments

on brand knowledge is crucial. The study seeks to establish the relation between social media communication and buying intention (Amin et al., 2022). The study's findings include information, statistics, and suggestions regarding how media networks affect people's buying behaviors. It facilitates the understanding and appreciation of the usefulness of social media as a channel for consumer communication and marketing by businesses. Both scholars and policymakers can take advantage from the research's instruction and utility. This allows academics to examine how media platform promotions impacts individuals buying decisions through research, theory building, knowledge sharing, and professional development for future generations. By carrying out this, intellectuals may help create a more informed and accountable advertising industry that protects and defends the welfare and rights of consumers. Authorities can also make media platform standard by changing existing laws or enacting new ones (Khor, 2023).

This research enhances previous marketing studies by incorporating company expenditures on content creator marketing as a standard of its effectiveness. Investigating the digital creator and the other main factors of the product is critical. We find out that influencers who possess characteristics like credibility, expertise, and attractiveness can influence more. Our findings indicate that when deciding to begin an influencer marketing campaign on social media, companies should take into account each of the three influencer traits because they all significantly impact how customers will react to the influencer-brand partnership and will help the firms understand the roles of these traits (Lee & Kim, 2020). Foremost, concerning the digital creator's perceived looks, we came to know that a more beautiful influencer will have a higher impact on customers' sentiments regarding the material. As previously mentioned, the degree to which customers find the advertised message credible, attractive, and knowledgeable determines how likely they are to embrace it. These results are from earlier research. The attitude toward the partnership will be more robust in a case where influencer is perceived as more expert and reliable (Moreira, 2021).

The effect of digital media marketing on individuals decisions to buy has been the subject of earlier research. This study fills the knowledge vacuum about the impact of social media marketing on Pakistani consumer buying intentions. There is literature on the effects of social media marketing on consumer behavior and perceptions. However, the

are not enough reviews to inform marketers about how digital media marketing impacts viewers purchase intentions. The relationship between the direct impact of social media marketing on consumer purchase intentions and the mediating role of trust between social media marketing and consumer purchase intentions has to be understood (Galdón-Salvador et al., 2024). Another research gap is that researchers believe that one of the reasons why less knowledge about customer attitudes toward digital media marketing and purchases, as well as about their fundamental wants and motivations, is that the success of social media marketing methods is unknown. Consumer requirements and preferences are among the driving forces behind online purchases, and they significantly influence how consumers make decisions, including purchase intentions. A limited understanding of consumer motivations is a substantial obstacle to developing an effective marketing strategy (Bohara et al., 2024).

Influencers are social media personalities who make and post content to earn money. In addition, social media influencers sell their skits by promoting products that viewers eagerly watch, which influences their intention to buy. The literature and market research indicate that this problem has not been thoroughly examined. The impact of social media celebrities on consumers' intentions to buy (Sultana et al., 2024). Research has also revealed a solid relationship between specific influencer marketing and purchase intention (Chan et al., 2024). There is a severe absence of ethical frameworks addressing the relationship between an influencer's sincerity, looks, talent, and product attributes and the consumer's propensity to purchase. It is reasonable to presume that influencers impact customer purchase behavior because they foster a sense of trust among their followers (Verplancke & Gelati, 2022). Therefore, this seeks to provide answer to the following queries.

*RQ1:* How would an Influencer's reputation, experience, and attractiveness affect clients' buying intent?

*RQ2:* How do product design and quality impact consumers' buying intentions?

## **2 Literature Review**

A study on a particular topic by researchers is called a literature review. It provides a broad overview of existing information, enabling you to identify ideas, research gaps, and methodologies that can be applied later in your dissertation or dissertation topic. A

literature review summarizes significant projects and other areas of a selected topic. Sources in the review include academic journals, books, government publications, websites, and other relevant materials, which may contain. The literature review provides a description, summary, and evaluation of each site (Ledesma & Calderón, 2021).

## **2.1 Theoretical Underpinning**

Our study used the Theory of Reasoned Action (TRA). Fishbein first created the TRA in 1967, and Fishbein and Ajzen expanded on it in 1980. Marketing decisions are frequently made using TRA as a foundation (Moussa Elmi, 2022). It implies that an individual's desire to carry out a behavior determines that behavior and that a person's decision is impacted by their attitude toward the behavior and subjective norms. Intention or instrumentality, or the conviction that a particular behavior will result in an intention, is the best cause of behavior. Three elements determine an individual's instrumentality: their perception of behavioral control, subjective norms, and attitude toward a specific behavior. The stronger the perceived control, the more positive the attitudes and subjective norms. Three elements determine an individual's instrumentality: their perception of behavioral control, subjective norms, and attitude toward a specific behavior. A person's intention to engage in a behavior is more vital when attitudes, subjective norms, and perceived control are positive (Fishbein & Ajzen, 1975). A person's beliefs usually indicate their capacity to believe that a particular action will result in a specific outcome; their attitude indicates whether they think the outcome will be favorable or unfavorable; and their intentions indicate how they intend to act according to their beliefs and attitudes. Whether someone believes a behavior is good or terrible, or whether it leads to an outcome they value highly, is their attitude towards that particular behavior. This model's central claim is that beliefs determine attitudes. The total strength of a person's beliefs multiplied by the appraisal of each belief's result equals their attitude. For instance, if a behavioral scientist wishes to forecast group intention. All of a person's assumptions regarding whether or not exercise would yield the desired results will influence their attitude toward it. The desire to carry out an activity is known as behavioral intention. This indicates a person's propensity to believe they will engage in a specific behavior (Fishbein & Ajzen, 1975). The requirements that a notable person or group will support and promote a certain behaviour are known as subjective norms. A person's desire to fit in with other people's opinions and the

anticipated peer pressure to behave in a particular way are the two main factors that influence subjective norms. According to prior research, the impact of attitude has a generally more significant influence on intention development than subjective norms (Ham et al., 2015).

## **2.2 Definitions and dimensions**

### ***2.2.1 Trustworthiness***

The definition of trustworthiness is the influencer's apparent readiness to offer exact and correct product information as well as to make justifiable claims based on the opinions of their consumers or followers. Trust is the capacity of the source to emphasize the salient features of the consequences of changing consumer behavior. The endorser's different attributes cannot persuade customers to alter their opinions without trust (Chekima et al., 2023). Influencer fidelity facilitates the relation among influencer reach and purchase tendency. Even if an influencer's influence does not straight up impacts buy intent, it affects their perceived authority. Studies have shown that influencers with a broader reach are more trustworthy with their audiences, increasing their propensity to purchase. Transparency and openness build trust and make advertising more successful in the long run (Balaban et al., 2022).

### ***2.2.2 Expertise***

The main factors determining an influencer's authenticity are their dependability, openness, experience level, education, and skill in each industry. Experts refer to the extent of the endorser's recognized understanding, proficiency, and knowledge. Because of their experience, highly reputable sources are more likely to convince readers that their information is accurate. The knowledge of the endorser has a direct bearing on the degree of certainty needed to persuade people to purchase something that is endorsed; this is similar to how qualifications work. Therefore, an influencer's lack of experience could make them seem less reliable (Masuda et al., 2022). Proficiency is a significant quality that an influencer needs to have to be successful, well-known, and admired by their followers as a trustworthy origin of information (Khan, 2023).

### ***2.2.3 Attractiveness of influencer***

According to this study, an influencer's physical appeal on social media is what attractiveness means (Taillon et al., 2023). The degree to which a celebrity is viewed as

elegant, appealing, and beautiful is known as their attractiveness (Weismueller et al., 2023). Pleasant appearance refers to how tempting the message is perceived, closely related to how well the message is received. According to the study, consumers' perceptions of attractive influencers positively impact their behaviour toward brands and their intention to purchase (Moreira, 2021). More attractive influencers are regarded as more intelligent and convincing.

Additionally, it was uncovered that social media influencers' physical appearance strongly correlated with their credibility and level of expertise (Masuda et al., 2022). Alternatively, an attractive influencer will more probably impact their audiences; intentions to purchase. Because they have a more significant impact, marketers regularly consider influencers who are physically appealing when developing and implementing their marketing initiatives (AlFarraj et al., 2021).

#### ***2.2.4 Product Attributes***

When selecting products or services, consumers have an endless number of options to choose from. Therefore, to improve the marketing approach and influence customer purchase decisions, it is essential to understand customer preferences and product attributes (like product pricing, quality, design, packaging, and others) (Kuncoro & Kusumawati, 2021). Product attributes are another essential aspect for enhancing satisfaction and the tendency to purchase. Product attributes are those aspects of a product that customers value and consider when choosing what to buy. These characteristics include product identity, brand, layout, quality, presentation, color, and service (Kyaw, 2019). Our research focuses on three attributes: product design, product quality, and product packaging. Product quality is paramount in influencing consumer perceptions and preferences, as is thoughtful product design that improves the user experience (Akbar et al., 2021).

Product quality is a combination of product or service attributes evaluated according to how well they meet explicit or implicit needs (Akbar et al., 2021). The goal of product quality is to fulfil or surpass customer beliefs. A product that meets predetermined standards of quality criteria; quality is a constantly changing state that keeps evolving to accommodate shifting consumer preferences and expectations. Adjustments and enhancements are required to maintain high-quality products (Rihayana et al., 2023). Product quality is defined as the physical state, functionality, and nature of the product,

which may value the money spent while adequately meeting the wants and tastes of consumers (Aeni, 2023). One of the primary positioning tactics used by marketers is product quality. Customer satisfaction and value have a direct relationship with quality.

A product's ability to meet implied or explicit customer needs is called its quality (Chaerudin & Syafarudin, 2021). A product's qualities can be scrutinized using the dimensions of its characteristics. Performance, features, reliability, long-term durability, quality perception, functionality and attractiveness comprise a product's quality (Hardiyanto et al., 2023). Product quality is a characteristic that impacts buying decisions. Buyers typically pay attention to whether the product's quality aligns with the anticipated benefits while making purchases. Customers will purchase the product if it meets their expectations for quality, and vice versa (Murdapa, 2022). One approach to surpass competitors is to improve the quality of your products. One key factor in product distinction is quality. Customers will feel more satisfied and interested in products that meet their needs when they are high quality, dependable, have unique features, and meet their demands. This will encourage customers to purchase (Rihayana et al., 2023). Offering superior quality products is one crucial strategic marketing tactic that may convince customers to have a great purchase experience and increase their buying intention (Lamasi & Santoso, 2022). Product quality not only influences the willingness of customers to buy, but it may also help businesses create a long-term competitive edge by fostering relationships with customers (Hardiyanto et al., 2023). There;s a greater chance of customer satisfaction and interested in products that meet their needs when they are of excellent quality, dependable, have unique features, and meet their demands (Rihayana et al., 2023).

The collection of attributes affect how a product feels, looks, and performs for its consumer is called its design (Akbar et al., 2023a). Product design mention to a collection of a product's parts that consumers view and arrange as bridging and improving upon the description of product design as a collection of components that make up a product that consumers can understand and organize into a complex entity that includes the three aspects of functionality, aesthetics, and symbolism (Hemonnet-Goujot & Valette-Florence, 2022). A product design serves as a roadmap for adding value for potential markets by creating a unique and compelling product that meets customers' needs. The product design concept suggests that product design is a societal process involving various factors, including distributors, buyers, and employees. This participation helps to create a unique

and compelling product design that meets consumer needs (Gao et al., 2022). Introduce innovation motivated by design to change the interpretation of products that consumers cannot help but adore (Shigemoto, 2023). The core of premium brands is their product design. Products are essential to a brand's identity, especially for luxury firms, because of the entire customer experience. Product design is traditionally linked to the aesthetic dimension, a product's perceived attractiveness and look. Customers' opinions and ideas about a product and brand are influenced by its perceived qualities, which also impact their evaluations. The literature views product design appeal as a subjective construct, despite the luxury business viewing it as a crucial component of what distinguishes a brand. By improving the quality of the usage experiences connected to a product, product design also adds value to it by encouraging enjoyment and emotional attachment. A product used in public acts serves as a symbolic indicator because its design incorporates both symbolic and practical aesthetic qualities. Customers frequently use product design as a criterion to assess brands, as it is often their initial point of contact with them. Product design influences a viewer's subjective opinion of a product's superiority or quality through its perceived quality (Hemonnet-Goujot & Valette-Florence, 2022). Product design is crucial to enhancing the customer experience (Hashmi et al., 2023), so it may impact consumers' intentions to purchase. Improved product design will increase Consumers' purchasing intentions (Akbar et al., 2023).

Packaging involves the creation of the wrapper or container for a product, suggesting that the process involves both manufacturing and designing steps. The main reason of the packaging is to safeguard the product and maintain its quality (Akbar et al., 2023). Product packaging includes colour, material, graphics, size, shape, design, and print information. The information on the product is a type of product attribute of the product packaging (Wijaya & Annisa, 2023). Packaging increases the cost of markups, improves the conservation. Protection and usefulness of the product, and most importantly makes up a sizable portion of the communication via imagery used by the brand to tell and influence customers during the buying and selling (Margariti, 2021). The packaging of a product communicates its details. As a result, the manufacturing team needs to ensure that customers can easily identify, understand, and recall the product. Packaging is the tangible and visible proof of the products to be sold, also symbolizing the complete advertising effort. When a product is being manufactured, packaging serves the following purposes (1) to improve the product's appearance; (2) to shield it from harm when

displayed in a shop; (3) to guarantee product safety throughout distribution; (4) to educate consumers about the product via labelling; and (5) to create packaging that emphasises the product. (Akbar et al., 2023). Because the design of the packaging container can be utilized as a marketing tactic for the product, it is essential to create visually appealing packaging designs to guarantee that the packaging that holds the products has an added advantage (Sung, 2022). Packaging shapes a customer's perception of a product through its appearance. Packaging characteristics are primary elements affecting peoples' choices to buy and significantly impact marketing efforts. According to earlier research, packaging tactics are becoming an increasingly effective marketing tool for attracting customers. Packaging features that draw consumers' attention to a particular brand and impact their opinions of the product include packaging graphics, package designs, colors, forms, and photographs (Lim et al., 2023). Packaging significantly influenced purchase intention, attracting attention and having a crucial impact. A good packaging structure, like the selection of colors, encourages customers to purchase a product because they find its shape or design appealing. To put it briefly, it motivates customers to make purchases. The graphic components of its package can judge a product's appeal.

Additionally, a well-designed container on a shelf will encourage customers to make a purchase. To help customers quickly identify and recall the product, packaging should include brand details and be aesthetically pleasing (Akbar et al., 2023b). When consumers can determine the product's formulation, this information will support their purchasing preferences. With the knowledge of the product composition, consumers might feel more secure while purchasing (Wijaya & Annisa, 2023). The latest area of competitive difference is packaging. The ability of a product's packaging and appearance to draw in customers and create a lasting impression in today's cutthroat economy is crucial to any product's success in the marketplace (Seifollahi, 2023). Packaging can draw attention, convey the values of the product, convey messages about its quality and functionality, foster favorable attitudes, influence peoples' belief of the products, and increase their desire to make buying decisions (Margariti, 2021). The unique appeal of packaging is the ability to attract in people and convince them to opt for perfect product from the vast variety of substitute goods available in the market (Yeo et al., 2022).

### **2.2.5 Purchase Intentions**

Purchase intention can be characterized as the personal measures, attitudes, or behaviors towards the brand. Purchase intention can also be referred to as a person's propensity to feel secure in purchasing a product or service. The chance that this customer will buy the product or commodity increases with their confidence level (Davi, 2021). In other words, it is the readiness of a customer to purchase a good. To calculate the returns on your spending in social media adoption, it is essential to investigate the impact on purchase intentions. Firms are attracted to techniques and approaches that increase customers' tendency for purchase intentions (Kay et al., 2023). Social media marketing reports that approximately 80% of internet marketers consider online media influencers trusted endorsers, helping their firms reach higher levels. The study also verifies the affect of social media influencers in driving viewers' purchase intentions (Kurdi et al., 2022). Organizations may collaborate with social media influencers to promote their brands; as a result, a consumer's readiness or intention to purchase a particular brand may impact how they and their influencers interact (Taillon et al., 2023). Increasing consumers' purchase intentions is crucial for businesses since it will enable them to optimize sales for their products and services and, consequently, their profits (Moreira, 2021).

## **2.3 Hypothesis Development**

### ***2.3.1 Trustworthiness and Purchase Intention***

Influencer marketing is becoming a more relevant advertising strategy due to several factors, including the growing trust in influencers' recommendations over advertising when making purchases and the increasing usage of social media (Coutinho et al., 2023). Consumers consider their friends or relatives for product suggestions while making their selections. As social media has grown, recommendations from influencers who portray themselves as trustworthy, honest individuals have started to arise (Abbas & Salim, 2023).

The influencers' trustworthiness greatly influences followers' intention to buy from brands that influencers promote. Individuals view social media influencers as public figures they can trust to deliver authentic content. Consequently, it can be claimed that social media influencers' reliability and authenticity are essential factors in persuading consumers to buy the brand items they recommend (Jide, 2023). The relationship between the suggested brand's purchase intention and the influencer's considered

trustworthiness indicates a significant and advantageous outcome. Viewers would be more inclined to purchase the recommended brands if they believed social media influencers were more trustworthy (Lefina, 2022). We may now put out the following hypothesis based on the above debate :

*H1: The trustworthiness of an influencer has a positive and direct impact on the consumer's purchase intention.*

### **2.3.2 Influencer's Expertise and Purchase Intention**

Expertise is a significant variable in numerous studies involving celebrities and digital influencers. One considerable factor influencing buying intention is the influencer's level of expertise. Buyers are, therefore, more likely to examine material posted by influencers who are regarded as experts in their industry (Gomes et al., 2022). An expert in their industry, social media influencers make their followers feel trustworthy by interacting with them on social media through their professional expertise, knowledge, and personal insights (Hjalmarsson & Koste, 2024). Purchase intention is notably affected by the influencer's distinguish level of expertise for both high and low engagement.

Influencer sponsorships also impact consumers' intentions to purchase goods (Costa, 2022). Magnini et al. (2008) provide factual evidence for the findings that demonstrated how expertise might increase an influencer's ability to impact and influence a consumer's purchase decision. That's why, the larger the degree of experience held by social media influencers, the higher the probability that the influencers will be considered trustworthy and the more notable their affect on buying intention (Tumsah, 2021). According to the above discussion, we are now able to suggest the following hypothesis:

*H2: An influencer's expertise positively and directly impacts the consumer's purchase intention.*

### **2.3.3 Influencer's attractiveness and purchase intention**

The stereotype of positive feelings toward a person, including physical appearance and other attributes like personality and athletic skill, is known as attractiveness. Attractive influencers have qualities that help them communicate more effectively, which increases their persuasiveness. Beautiful influencers are seen as more persuasive, and those more skilled at persuasion are more successful in impacting viewers buying intentions.

Customers are generally more influenced by attractive influencers than less attractive ones (Madeira, 2023). People give more consideration to social media celebrities who are visually appealing and incredibly charming. A person's physical attractiveness is the most critical factor in generating positive responses from others since it influences their followers' behavior and helps them make judgments about purchases.

The belief is that appealing influencers can potentially motivate consumers to purchase (Lin & Nuangjamnong, 2022). According to a prior study, physically appealing representatives for brands, whether they are associated with celebrities or not, positively influence consumers' attitudes and intentions to purchase. An individual with physical attractiveness has a more remarkable ability to alter beliefs. It draws focus to the products, encouraging the buyer to buy the recommended item (Abd Aziz et al., 2023). One important aspect of influencer endorsements that influences the desire of customers to buy is their attractiveness. A few studies examined the effect of influencer attractiveness on purchase intention. The outcomes showed that purchase intention was highly impacted by the attractiveness of the influencer (Martiningsih & Setyawan, 2022).

Appealing influencers are typically favoured by consumers and are perceived favourably of the goods they suggest (Supriyanto et al., 2023). Attractiveness notably affects customer decisions and is an essential component of source-effect communication. Physical attractiveness is especially significant since well-made commercials and attractive people frequently support brands, and it is suggested that companies might use attractive people as brand ambassadors to inspire greater intention to purchase. Customers are more probable to agree with an attractive influencer, increasing their probability of persuasion (Yudha, 2023). Customer effectiveness and source appeal are positively connected. An endorser's attractiveness can completely change how individuals see a brand. Previous research has found a positive association among source attractiveness and purchase intention (Niloy et al., 2023). The physical appeal of the influencer has a beneficial impact on the purchase intention of their followers (Santiago & Serralha, 2022). Based on the above discussion, we are now able to propose the following hypothesis:

*H3: The attractiveness of an influencer has a positive and direct impact on the consumer's purchase intention.*

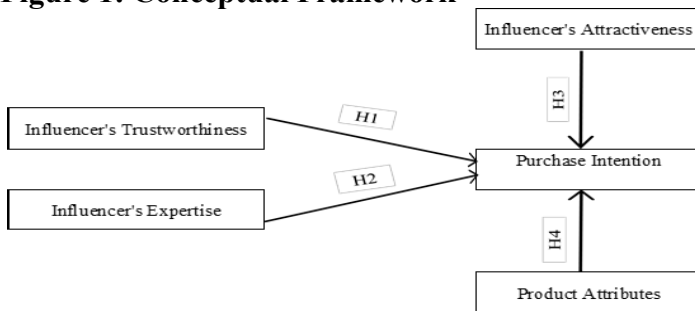
### 2.3.4 Product attributes and purchase intention

All of the things associated with a product that consumers typically consider when selecting a product are referred to as its attributes. Product attributes are the elements the customer considers while purchasing, including cost, quality, functionality (features), design, and others (Paat et al., 2023). Researchers have studied purchase intention and found that product attributes positively and significantly impact buying intention (Qadry & Yasri, 2019). Product attributes are those aspects of the product that consumers value and use to support their decisions. In this situation, buying is prompted by a product with the desired attributes and qualities. Previous research findings suggest that characteristics related to product attributes significantly influence consumers' buying decisions. The intention for purchase is higher when a product has more desirable attributes (Dermawan et al., 2021). Product attributes impact consumers' buying decisions, indicating a connection between product attributes and purchasing decisions (Putra et al., 2023). Considering the conversation above, we are now able to suggest the following hypothesis:

*H4: There is a positive and direct impact of the attributes of products on the purchase intention of the consumer.*

The conceptual framework of our study is illustrated in Figure 1 below.

**Figure 1: Conceptual Framework**



## 3 Methodology

### 3.1 Research design

For our research, the approach of deductive reasoning has been chosen. Deductive

reasoning is a top-down approach to reasoning in which an already established theory is tested and applied to a particular situation or concept to conclude it. For the development of hypotheses, we have used an established theory – TRA - which says that the desire to participate in a specific action defines whether a person would engage in that behavior. This theory also states that attitudes and subjective norms predict intentions. The bulk significant part of any research methodology is the research philosophy. In a study, various research philosophies can be followed. The most suitable research philosophy will depend on the questions the study is trying to address. Positivist research philosophy was utilized in this research to find out the multiple impacts of influencer marketing on buying intentions. The concept is based on the perspective that you can only watch what is right in front of you. This viewpoint follows: “...only phenomena you can observe will produce credible data” (Wärme & Olsson, 2021). Based on the various factual insights obtained through reliable measurements, positivist research philosophy aids in analyzing the multiple relationships. Thus, the survey approach helped implement this theory. This makes it easier for the researcher to discuss the various research phenomena. As such, this study can identify the many correlations between the multiple attributes of influencers and their affect on customers’ willingness to buy (Hota, 2022).

### **3.2 Population, Sampling technique, and Sampling size**

The population of this study was mainly students aged between 16 and 23, whose choices are affected by influencer marketing in the world of fashion. There are two sampling techniques: probability sampling and non-probability sampling. The probability sampling technique is where every individual has an equal chance of being opted. A non-probability sampling technique is one in which all respondents in the target population do not have an equal chance of being selected. We used the non-probability sampling technique, adopting convenience and snowball techniques. The sampling size of our research is 249 people, whose responses will be collected through nonprobability sampling techniques. According to (Sekaran & Bougie, 2010), 30 samples are required for each variable. Since there are five variables, a minimum sample size of 210 should be employed, but (Survey Monkey) the sample size should be 267. To generalize our study, we have taken a sample size of 249, the midpoint between the two values.

### **3.3 Data Collection, Measures, and Tools**

A five-point Likert scale, spanning from strongly disagree to agree strongly, was

provided to respondents to calculate the percentage of respondents who agreed or disagreed with each construct. The questionnaire was made on Google Docs, and we distributed it online through platforms like Facebook and WhatsApp to our target audience, which was Generation Z, who are very involved in the digital market and are affected by influencer recommendations, and such individuals who are too busy to go to malls and usually shop online. We collected 251 responses, out of which we eliminated two due to lack of accuracy, showing a 99% response rate.

The questionnaire consists of five constructs: Influencer's trustworthiness, Influencer's expertise, Influencer's attractiveness, product attributes, and purchase intention. Purchase intention is the dependent variable, whereas the other four are independent variables. Influencer's trustworthiness, expertise, attractiveness, and purchase intention are taken from this article (AlFarraj et al., 2021). Product attributes are taken from this article (Kyaw, 2019). Our study will use linear regression to test our hypotheses through the least squares method (LSM). A statistical technique for mimicing the relationship between a dependent variable and one or more independent variables is called linear regression. The software used will be Statistical Package for the Social Sciences (SPSS) version 21.

## 4 Results

The data was gathered through convenience and snowball sampling techniques. For data gathering, the questionnaire was made using Google Docs and floated online through social media platforms like Facebook and WhatsApp. A total of 251 responses were collected, out of which two were eliminated. To analyze data, we run different tests on SPSS 21. Table 1 summarizes the respondent's profile.

**Table 1: Respondent's Profile**

Demographics	Category	Numbers	Percentage
Gender	Male	98	39%
	Female	137	55%
	Prefer not to say	14	6%
Age	Under 18	43	16.9%
	18-25	159	63.5%
	26-40	39	15.7%
	Above 40	8	3.9%
Profession	Student	174	69.9%
	Full-time employed	24	9.2%

	Business owner	39	15.7%
	Freelancing	12	5.2%
Family income	Below 50,000	11	4.4%
	50,000 - 100,000	31	12.6%
	100,000 - 200,000	57	23.2%
	Above 200,000	147	59.8%

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The components of descriptive statistics include skewness, kurtosis, mean, and standard deviation. The data's normality can be determined using these statistics. The values of each statistic for all variables are presented in Table 2. The mean of all the above characteristics is mostly closer to the 4.3 scale, which falls between the Agree and Strongly Agree answer categories. The cutoff of the Standard deviation is between 0 and 1. The highest SD is Trustworthiness and Attractiveness, and the lowest is expertise. Based on the findings, it can be implied that the trustworthiness and attractiveness of an influencer are the most significant factors influencing the consumer's purchase intention, whereas expertise has the least effect.

**Table 2 Descriptive Statistics**

Constructs	Mean	Std. Dev	Skewness	Kurtosis
Influencer Trustworthiness	4.3	0.82	-1.55	2.73
Influencer Expertise	4.25	0.77	-0.98	0.9
Influencer Attractiveness	4.23	0.82	-1.26	1.61
Product Attributes	4.3	0.8	-1.34	2.26
Purchase Intention	4.38	0.79	-1.56	2.84

#### 4.1 Reliability

Reliability refers to internal consistency or stability. The reliability of the variables will be analyzed through Cronbach's alpha ( $\alpha$ ). Cronbach's Alpha measures the reliability. The Cronbach's Alpha of the above constructs is greater than 80%. The cutoff for Cronbach's alpha is greater than or equal to 0.70. The highest is for Purchase Intention, and the lowest is for Expertise. Based on the results in Table 3, the findings indicate good internal consistency, which is suitable for most research purposes.

**Table 3 Reliability**

Constructs	Cronbach's Alpha	No of Items	Mean	SD
Influencer Trustworthiness	0.87	5	4.3	0.82
Influencer Expertise	0.81	5	4.25	0.77

Influencer Attractiveness	0.86	5	4.23	0.82
Product Attributes	0.86	5	4.3	0.8
Purchase Intention	0.89	5	4.38	0.79

Correlation tells the interconnection or relationship between all the variables present in the framework. Correlation describes the relationship between two variables, with a correlation coefficient ranging from 0.3 to 0.9. Table 4 shows that all variables are related to other variables, with the least range of 77% for the influencer's expertise and consumer purchase intention. The highly correlated attributes are Product attributes and Purchase Intention of consumers, which is also logically understandable.

**Table 4 Correlation**

Constructs	IT	IE	IA	PA	PI
Influencer Trustworthiness	1				
Influencer Expertise	0.77	1			
Influencer Attractiveness	0.79	0.86	1		
Product Attributes	0.84	0.82	0.8	1	
Purchase Intention	0.86	0.78	0.83	0.88	1

Note: Influencer Trustworthiness = IT, Influencer Expertise = IE, Influencer Attractiveness = IA, Product Attributes = PA, Purchase Intention = PI

## 4.2 Regression

Regression analysis is the process of identifying the relationship between one dependent variable and one or more independent variables. Model fit is measured by R<sup>2</sup> or the coefficient of determination, which represents the proportion of variance in the dependent variable explained by the independent variable.

Regression analysis is being assessed based on t-values in Table 5. The t-value suggests whether the variable is significant or not. The cutoff of the t value is equal to or greater than 1.96. The highest t value is Product attributes, and the lowest is attractiveness. The t-value of expertise does not fall in the non-significant cutoff. Moreover, Influencer trustworthiness, attractiveness, and Product attributes are the significant and supported hypotheses. In regression analysis, model fit refers to how accurately, based on observed data, the regression model captures the connection between the independent and dependent variables.

**Table 5 Regression Analysis**

Constructs	Beta value	t-value	p-value	Results
Influencer Trustworthiness	0.33	6.57	0	Supported

Influencer Expertise	-0.04	-0.82	0.41	Not Supported
Influencer Attractiveness	0.26	4.72	0	Supported
Product Attributes	0.43	7.95	0	Supported

The model fit included in the regression analysis tells how much variance an independent variable creates in the dependent variable. In Table 6 below, the R-squared value for purchase intention is 84.3%. That means the Influencer’s trustworthiness, expertise, attractiveness, and product attributes create an 84.3% variance in consumers’ purchase intention.

**Table 6 Coefficient of determination**

<b>Construct</b>	<b>R-Square</b>	<b>Adjusted R-Square</b>
Purchase Intention	0.843	0.841

## **5 Discussion**

The impact of several elements on customer buying intention, especially in influencer marketing, is a complex phenomenon, as demonstrated by thoroughly examining our research findings. With fascinating results, our study examined the impact of influencer trustworthiness, knowledge, attractiveness, and product features on consumer behavior. First, our research showed that the reliability and attractiveness of influencers significantly influenced customer intent to buy. The respondents strongly tended to agree, as indicated by the mean scores for both traits, which were close to 4.3. This validates the notion that customers are more likely to buy products recommended by reputable and appealing influencers.

Furthermore, it emphasized the significance and diversity of these traits in influencing viewer impressions, especially for beauty and honesty. Contrary to our expectations, influencer skill did not significantly affect the intention to buy. Despite efforts to clarify its significance in consumer decision-making, the non-significant t-values and relatively lower standard deviation imply that consumers may not prioritize knowledge when assessing influencer endorsements. The internal consistency and reliability of our constructs were also validated by our study, with Cronbach’s Alpha values for every variable surpassing the acceptable level of 0.70. This emphasizes the reliability of our measurements and supports the reliability of our conclusions. The links between our variables were further clarified by correlation analysis, which also showed a robust correlation between product features and

purchase intention of audience. This emphasized the significance of product-related aspects in influencing consumer behavior, emphasizing the need to align influencer endorsements with product characteristics to maximize their impact on purchase intention. Our regression analysis sheds more light on the variation in our understanding of the consumer purchase intention predicted by our independent variables. Our model illustrates the substantial effect of product features, influencer trustworthiness, and attractiveness on consumer behavior, with an astounding R-square value of 84.3%. These results highlight the complex nature of influencer marketing and have significant ramifications for brands planning to opt for influencer endorsements to encourage consumer interaction and buying.

### **5.1 Practical implications**

Our study advances the present findings on social media influencer marketing. Social media influencer marketing enables companies to leverage influencers' relationships with their viewers, creative content ideas, unique standing, and credibility among their followers to enhance their promotional communications. The outcomes of our research possess considerable implications for influencers and companies. Firstly, businesses can identify the elements that impact consumers' buying intentions, making influencer marketing promotions more efficient. Marketing professionals can increase the probability that consumers will act upon the suggestions of influencers by selecting influencers that are visually appealing and have high levels of trustworthiness, competence, and proficiency. Businesses should encourage influencers to include critical, clear, and high-quality details in their subject matter, as this will increase viewers' buying behavior. Companies must push influencers to incorporate vital information into their blog posts to increase the message's perceived trustworthiness (Leung et al., 2022). The results tells us that influencers can effectively engage and impact their audience by developing trust, exhibiting expertise, and providing high-quality information. Influencers who effectively fulfill these objectives will gain more credibility and will be more appealing to firms seeking strong brand ambassadors, which could result in collaborations (Al-Mu'ani et al., 2023).

Additionally, our results offer recommendations for handling influencer marketing through content descriptions, follower concerns, and influencer choice (Leung et al., 2022). This study provides marketing professionals with helpful information to help them reach the appropriate target audience by utilizing the proper type of influencer with the

appropriate content (Chopra et al., 2021). Therefore, brands can positively influence relevant consumers towards their brand by selecting an influencer who is trustworthy, appealing, attractive, and expert (Moreira, 2021). We highlight the significance of selecting appropriate influencer. They must project a self-image aligned with the brand (Martínez- López et al., 2023).

Advertisers can use the guidelines provided by this study to choose the right online influencers. Past studies on social media marketing have focused mainly on the type of influencers; however, our research has paid little attention to product attributes and influencer characteristics. The outcome of this research will help marketers and advertising agencies in the world of fashion better know how influencer marketing influences consumers' purchase decisions. They also enable marketers to choose influencers who can persuade both current and potential customers to make purchases. This leads us to propose that influencer marketing is a helpful strategy for fashion marketers to utilize to enhance electronic word-of-mouth (E-WOM) regarding their products and, in turn, encourage client buy intentions (Chetioui et al., 2023). Based on our research findings, a business must work with a highly credible social media influencer. This may appear in the form of seeming reliability and knowledge of the industry related to the product that the company needs the influencer to draw attention to. Selecting an influencer with no prior experience in the product industry could diminish the credibility of the source and, as a result, have less of an effect on the buyer's intention to purchase (Larsen & Pedersen, 2023). The outcomes illustrate how the influencers' qualities work, indicating that businesses should consider utilizing influencer marketing as a practical approach to communication (Sánchez- Fernández & Jiménez-Castillo, 2021).

Our study's main findings indicate that managers ought to think about selecting highly regarded influencers because of their knowledge of the product or service they are promoting, rather than just concentrating on physical appearance. Furthermore, it is advised that marketing managers choose attractive and captivating influencers who will represent their companies (AlFarraj et al., 2021). A wide range of factors can impact buying intention about the effect of social media influencers. The first is the degree to which the viewers trusts and believes in the suggestions presented by the influencer. The viewers are more likely to have strong buying intentions if they think the influencer is reliable and

their suggested product or service is worthwhile. So, organizations should collaborate with trustworthy and expert influencers (Sutiono et al., 2024).

Furthermore, since the youth now mainly interact through social media, managers must consider that products targeted at youth should be advertised on social media rather than TVCs; investing in TVCs will increase the cost without a return. Marketing managers can learn more about how and why people think specific influencers are more trustworthy than others. Second, the research confirmed that people form favorable opinions of a collaborating brand when they think an influencer promoting the brand to be reliable. While brands can profit from working with social media influencers, this is not an indication that brands should collaborate with all influencers. Instead, marketing managers should select the most effective influencer who aligns well with the brand and is highly regarded for their knowledge and trustworthiness, qualities that add to the influencer's credibility. Even with a large following, the influencer's area of expertise may differ from that of the brand they are working with. Thus, companies must consider influencers' expertise and trustworthiness in their industry's domain.

Additionally, this study offers guidance to influencers on how to establish and maintain their credibility. Social media influencers must be equipped with brand knowledge to demonstrate their expertise and experience with the brand during its promotion. Customers then view the influencer as knowledgeable and an expert after this is accomplished. People will view an influencer as credible, trustworthy, and an expert if they honestly endorse the company. Therefore, the results suggest that influencers who want to effectively promote brands should concentrate on building credibility and winning the trust of their followers (Tarabieh et al., 2024).

## **5.2 Theoretical contribution**

One of its primary objections is that customers control their behavior entirely. Simply put, EMR functions best when the objective is to forecast comparatively simple behaviors or behaviors that the consumer can influence. Furthermore, researchers have identified some other noteworthy limitations of TRA and TPB. First, the model did not account for variables like personality and demographics. Second, it is challenging to quantify perceived behavioral control because it lacks a defined definition. Third, according to both theories, there is a sturdy correlation between behavioral intention and actual behavior. Nevertheless, some studies have demonstrated that behavioral intentions may not always

result in actual behavior because of situational constraints. Lastly, goal intents are not included in the theories. According to some studies, goal intention can mitigate the effect of intention on behaviour (Moussa Elmi, 2022).

### **5.3 Directions for future research**

The subject of influencer driven marketing is constantly changing, requiring ongoing research because social media marketing tactics change frequently. Some research that can be conducted in the future is described here (Davi, 2021). Future researchers can search for other independent mediating or moderating variables like personalized discount codes, content authenticity, influencer personality endorsement history, etc. (Leung et al., 2022). Another future research study may study the personality traits of the influencers who follow them to identify common personality patterns. Marketers might use this to connect the influencers' personalities to the brand's (Chopra et al., 2021). Alternative research can be conducted to assess the efficiency of businesses in implementing online influencer marketing tactics (Davi, 2021). Future research can examine how distinctions in influencers' and consumers' cultural backgrounds affect marketing impacts (Masuda et al., 2022). An interesting topic, such as influencer vs celebrity endorsements, to determine which is stronger, can be researched. Future research should include all age groups in the research (Lee & Kim, 2020). Another research on influencer marketing can be conducted in a different industry. Other studies may concentrate on a particular social media network or product category. Similar studies in various types of products and social media networks can produce different findings and improve our knowledge of the connections (Al-Mu'ani et al., 2023).

### **5.4 Limitations**

Our research has several limitations to consider, even though this research acts as addition to the body of knowledge on influencer marketing, which may inform future research. Our study's main drawback is that we used snowball sampling and convenience sampling, non- probability sampling techniques, which are not suitable for selecting a sample that accurately represents the population. First of all, impact is always unique and subjective, depending on the life experiences and viewpoints of the individual. Therefore, it should be realized that if more people had been questioned, our conclusions about influencers' impact on viewers might have differed. Secondly, our research focused on a few influencer characteristics. The other variables, such as consistency, personality,

uniqueness, authenticity, endorsement history, etc., can also change the buyer's intent to buy. Thirdly, it is necessary to consider some constraints regarding the timeline. The responses to the same questionnaires may differ depending on whether they were looked at one year earlier or one year later, because influencer marketing is a relatively new and continuously developing marketing strategy. Moreover, our study was conducted on Pakistani individuals, which limited our results culturally. Millennials are the main consumers of the social media sites influencers usually use, so older generations have not been included in our research. Due to its quantitative nature, the study's conclusions cannot be applied to the entire world.

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