I'll Buy What You Post! : The Impact of Social Media Influencer on Consumer Purchase Intention

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Abstract:
Traditional marketing is losing effectiveness. Brands are turning to social media influencers to shape consumer behavior. This study definitively investigates the impact of influencer attributes, trustworthiness, attractiveness, and expertise on consumer purchase intention, focusing specifically on the Erigo fashion brand. We used a quantitative approach, collecting data via online questionnaires from Erigo's influencers. We applied Structural Equation Modeling-Partial Least Squares (SEM-PLS) to analyze the relationships between variables. The results are clear: all three influencer attributes significantly influence brand attitude and purchase intention, with expertise showing the strongest effect. Brand attitude also serves as a mediator between influencer attributes and purchase intention. The findings demonstrate that credible influencers enhance consumer trust and foster positive brand perception and purchase intent. This study provides valuable insights into digital consumer behavior and offers strategic guidance for fashion marketers looking to leverage influencer partnerships to boost brand engagement and sales.

INTRODUCTION

The advent of social media has profoundly transformed the manner in which companies and brands engage with their customer base. It is imperative for companies and brands to integrate social media into their business plans in a consistent manner. The strategic implementation of social media marketing has emerged as a critical element for achieving a competitive advantage. This encompasses a wide array of digital activities, including prominent platforms such as YouTube, Instagram, and Facebook. According to experts in the field, social media can be regarded as a tool for facilitating two-way communication with consumers (Appel et al., 2020). The advent of technology and the Internet has precipitated a transformation in the manner in which corporations engage with their clientele (Modifa Tarigan et al., 2023). The integration of social media marketing has emerged as a pivotal element of a firm's marketing strategy (Modifa Tarigan et al., 2023). The proliferation of social media platforms, including Facebook, Instagram, Twitter, and LinkedIn, has resulted in a surge in the number of active users. The advent of social media marketing has led to a paradigm shift in the realm of marketing strategy, offering enterprises a vast and diverse pool of potential customers dispersed across the globe. The use of social media has been widely recognized as a tool of significant adaptation and a universal way

between individuals, organizations and related communities. Studies have shown that the activities of social media can significantly influence an individual's behavior and lifestyle, as well as their connection to society through the enhancement of platform use. The tourism industry has been particularly affected by the growth and widespread use of social media in recent technology and media marketing (AbdelAziz Al-maaitah et al., 2021)

The growing influence of social media influencers on consumers is a subject of increasing interest and research. These individuals have amassed a significant following and have a notable impact on consumers' attitudes, perceptions, preferences, choices, and decisions. Social media influencers are individuals who have amassed a substantial following on social media platforms, thereby acquiring the capacity to exert a significant influence on the attitudes and behaviors of their audience (Hudders et al., 2021). The profound impact exerted by these individuals on consumer behavior, encompassing the influence on purchase decisions and the alteration of societal norms, has led to a surge in scholarly research (IZEA Insights, 2022). These individuals, who have transformed into influential figures within the digital landscape, have accomplished this feat through grassroots efforts, often beginning from the ground up with a singular online presence. Through strategic management of their social media channels, these content creators have meticulously cultivated an extensive network of followers, thereby wielding a considerable influence over the public sphere (Bastrygina & Lim, 2023). Influencer marketing has emerged as a noteworthy trend in recent times. This practice involves the collaboration between corporations and influential figures on social media platforms, who, in turn, leverage their substantial and impactful audiences (Harini et al., 2023). By engaging in partnerships with these individuals, corporations can expand their reach and establish credibility for their brand (Ibáñez-Sánchez et al., 2022).Indeed, a substantial proportion of consumers have acknowledged the influence of social media influencers on their purchasing decisions, with 56% admitting to having done so (IZEA Insights, 2022). Consequently, expenditures on influencer marketing have exhibited a substantial increase, surging from $8 billion in 2019 to a staggering $15 billion in 2020. This trend has persisted, with the industry reaching a staggering $16.4 billion in 2022 (IZEA Insights, 2022). This trend is further evidenced by the integration of influencer marketing into 90% of marketers' strategies (SocialPubli, 2020).

Erigo Store is an Indonesian fashion brand founded in 2013 that has rapidly gained popularity in both local and international markets. Initially, Erigo focused on streetwear-inspired casual wear, but over time, the brand has expanded its product line to include a variety of fashion items such as jackets, t-shirts, shirts, pants, and accessories. Erigo Store is known for offering quality products with designs that follow global trends, while remaining affordable for consumers. Erigo's growth has also been influenced by an effective digital marketing strategy. Erigo utilizes social media platforms such as Instagram and TikTok to interact directly with its audience, and maximizes the use of marketplaces such as Shopee, Tokopedia, and Lazada for distribution. In 2021, Erigo even became one of the Indonesian brands that participated in the New York Fashion Week event, which further strengthened their position and exposure in the international scene.

Attractiveness and Purchase Intention, while some studies indicate a positive relationship between attractiveness and purchase intention, who found that attractiveness positively influences purchase intention), other research (Fitriani et al., (2023) suggests that attractiveness does not significantly affect purchase intention. This inconsistency highlights the need for further investigation into the specific contexts or characteristics that may mediate this relationship. Trustworthiness has been shown to positively influence purchase intention in several studies (Chetioui et al., 2020), yet other research indicates that trust does not significantly affect purchase intentions. This contradiction suggests a gap in understanding how trustworthiness interacts with other variables to influence consumer behavior. Expertise consistently shows a positive effect on purchase intention (Masuda et al., 2022). Contrasting with findings that suggest expertise may not always lead to increased

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purchase intention (Nugroho et al., 2022). This discrepancy points to a need for further exploration of the conditions under which expertise is perceived as valuable by consumers.

This study makes a significant contribution to the existing literature on influencer marketing by providing a comprehensive analysis of the interplay between attractiveness, trustworthiness, and expertise in shaping purchase intention. In contrast to previous research, which frequently examines these factors in isolation, this study employs a holistic approach to investigate how these attributes collectively influence consumer behavior across diverse contexts. Furthermore, it identifies specific mediating variables, such as brand attitude, that enhance our understanding of the mechanisms through which influencers impact purchase intentions. By integrating insights from a range of studies, this research offers a nuanced perspective that can inform more effective marketing strategies in the dynamic landscape of social media influence. This research contributes to future studies in the field of influencer marketing by developing a comprehensive framework that explores the interconnected roles of attractiveness, trust, expertise, and brand attitude in shaping consumer purchase intentions. By identifying brand attitude as an important mediator, my findings encourage subsequent researchers to investigate additional mediating and moderating variables that may influence this relationship.

The trustworthiness of an influencer can be defined as the extent to which consumers perceive the influencer as reliable, honest, and credible in their endorsements, recommendations, or opinions about products and services (Abdullah et al., 2020). Trust is a pivotal element in influencer marketing, as it directly impacts consumers' perceptions of the messages conveyed by opinion leaders and influences their behavior (Ibáñez-Sánchez et al., 2022). As a result, it is predicted that the more customers believe a celebrity influencer is knowledgeable about a certain topic, the more trust they will have in the influencer. Accordingly, celebrity influencers who are seen by customers as sincere, trustworthy, and dependable can be linked to an integrated brand marketing campaign. Additionally, consumers might attribute more credibility to celebrities due to the success of celebrity influencers.

H1: Trustworthiness of the influencer has an impact on purchase intention.

This study illuminates the impact of trust on consumer attitudes toward advertisements and brands, influencing their intention to purchase products (Chekima et al., 2020). Trust in an influencer fosters the belief among their followers that they will derive benefit from their relationship with the influencer. Consequently, consumers seek to engage with the influencer and express a plan to purchase the recommended product (Ao et al., 2023). Prior research has demonstrated that the trustworthiness of influencers has a substantial influence on the formation of consumer attitudes toward brands. The investigation of the influence of influencer trustworthiness on brand attitude has yielded inconclusive results. A number of studies have demonstrated a positive correlation between influencers' trustworthiness and brand attitude. For example, (Chekima et al., 2020) identified trust as a key factor influencing product attitude. Similarly, (Nafees et al., 2021)found that trust affects product attitude, and (Hmoud et al., 2022) also reported similar results for Jordanian consumers.

H2: Trustworthiness of the influencer has an impact on brand attitude

Attractiveness defines as a form of visual appeal from an endorser such as physical appearance to his lifestyle. Attractiveness is the appeal possessed by an endorser to draw more attention from people, which can have a positive impact on the company and enhance the effectiveness and efficiency of its marketing, as well as influence people to form purchase intentions (Naghash et al., 2022). A prevailing tendency among consumers is to place greater trust in the pronouncements of celebrities who possess an aesthetically pleasing physical appearance. An effective endorser is one who can more effectively represent the brand being promoted (Putri & Roostika, 2022). (Nabil et al., 2022), it was

posited that the physical attractiveness of a celebrity endorser exerts a substantial influence on the intention to purchase brands.
H3: Attractiveness of the influencer has an impact on purchase intention.

In Anindita's opinion, as stated in 2022, attractiveness constitutes a pivotal aspect of an influencer's repertoire, serving as a determining factor in the success of the brand. This attribute can exert a substantial influence on consumer purchasing interest. Furthermore, (Wiedmann & von Mettenheim, 2020) posit that when an aesthetically pleasing influencer establishes a physical connection with a brand, it can enhance consumers' positive perceptions of the brand. The attractiveness of an endorser or influencer has been demonstrated to exert a significant influence on the brand attitude produced in consumers' minds. Attractiveness exerts a direct and significant effect on brand attitude, as individuals are more likely to accept information from attractive sources, which can influence their purchase intention on certains product. (Nugroho et al., 2022).
H4: Attractiveness of the influencer has an impact on brand attitude.

Expertise may increase the influencer's message's persuasiveness and raise the possibility that customers would follow their recommendations (Shen, 2021). Additionally, empirical research on the impact of influencers' knowledge on purchase intention has produced conflicting findings. The impact of influencers' knowledge on purchase intention, for instance, has been the subject of several empirical research, although the findings are still unclear. Lou and Yuan could not find a direct correlation between competence and purchasing intention in their 2019 investigation. As evidenced by the research conducted by (Hussain & Ali, 2021), individuals who are considered "expert influencers" have a notable and favorable impact on their followers' intention to purchase the products that are recommended by social media influencers.
H5: Expertise of the influencer has an impact on purchase intention.

Brand attitude serves as a mediator in the relationship between expertise and purchase intention, with the influencer's expertise reflecting their ability and thereby influencing consumer trust in purchasing the promoted products (Nugroho et al., 2022). This assertion is further substantiated by the findings of (Örs & Alawadhi, 2020), who posited that expertise significantly amplifies the persuasive impact of an influencer endorser, thereby prompting the emergence of purchase intention. The efficacy of an endorser with expertise in supporting the promoted product has been demonstrated to increase purchase intention (Masato & ., 2021). The better the influencer's expertise, the more positive the response from their followers, which will ultimately influence purchase intention (Magano et al., 2022).
H6: Expertise of the influencer has an impact on brand attitude.

Brand attitude is defined as the aggregate of customers' positive or negative evaluations of a given product, service, or brand, which in turn engenders a specific psychological tendency (Manosuthi et al., 2020). Attitude toward a brand is a person's comprehensive evaluation of the brand, primarily informed by the customer's individual perceptions of the brand. This construct is regarded as a reliable predictor of customers' brand attitudes (Haq and Alvi, 2022). A consumer's attitude toward a brand is predominantly influenced by their brand-related behaviors. The brand attitude has been demonstrated to be a significant element in the formation of consumers' decisions and behaviours related to brand choices, favorable influence on purchase decision-making and behavioral intention (Lee et al., 2020). Meanwhile, purchase intention is defined as a consumer's propensity to procure a brand or undertake actions related to a purchase, as measured by the level of probability of consumers making a purchase (Martiningsih & Setyawan, 2022). A positive

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brand attitude has been demonstrated to influence consumer priorities towards brands and purchases. This phenomenon can be attributed to the notion that enhancing consumers' perceptions of brand value invariably leads to an elevated brand attitude, which in turn fosters heightened consumer buying intentions. The degree to which consumers are interested in a given brand directly correlates with the strength of their desire to select it. This hypothesis is formed on the basis of research conducted by (Purwianti et al., 2022), which reveals that brand attitude has a positive and significant effect on consumer purchase intentions.
H7: Brand attitude has an effect on purchase intention

As Nurhayati and Hendar (2020) have demonstrated, purchase intention is indicative of the consumer's immediate propensity to engage in a real purchase in the future. Purchase intention can be defined as the desire to purchase a product or service within a specified time frame (Naszariah et al., 2021). Brand image is a significant factor influencing purchase intention. Once formed, brand image can enhance interest and influence purchase intention. To enhance their brand image, companies implement strategies that consider customer knowledge, attitudes, and perceptions (SOOMRO et al., 2021). Transactional intentions are a person's tendency to make a purchase. Referential intention is the tendency for someone to like a product based on what another person says about it. Preferential intention is the interest in buying if someone has a primary preference, and these preferences can only be changed if there are other products. The exploratory intention is a person's interest in a product and often the desire to seek information about it. The present study is predicated on the research findings of (Dwidienawati et al., 2020), which demonstrate that influencers do indeed affect purchase intention. The present study's findings align with those of the research conducted by (Aini Anisa et al., 2020), which demonstrated that influencer endorsement exerts a positive and significant effect on purchase intention. Saima & Khan (2020) expound on the notion that the credibility of an influencer is significantly influenced by their perceived trustworthiness, expertise, and physical attractiveness. These factors, as postulated by the researchers, exert a substantial direct impact on the influencer's credibility. Moreover, the study sheds light on the indirect effects of these factors on consumer purchase intentions, underscoring their role in shaping consumer behavior.
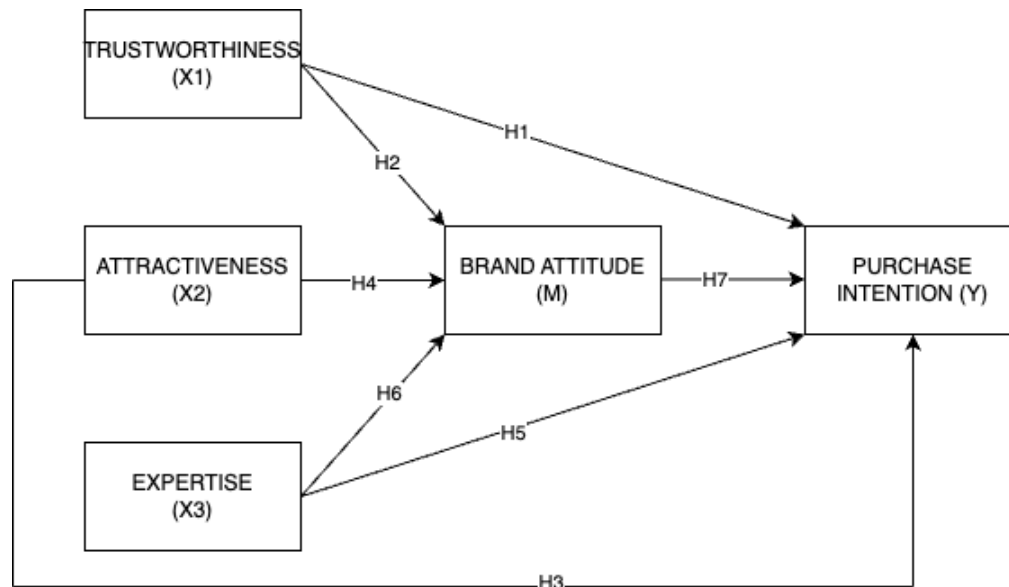
Figure. 1. Research Model
Source: Author (2025)

METHODS

In general, this research falls within the quantitative research category. This study employs a verification approach to analyze the variables and present factual, accurate information regarding them. The sampling technique used is purposive sampling, a nonprobability sampling technique. Data are drawn from a minimum sample of 100 consumers of the Erigo Company using Hair Formula (Hair et al., 2021). According to this formula, the ideal sample size for SEM analysis is 5 to 10 times the number of items or parameters to be analyzed. The number of indicators used is 18 items, which means that the sample size in the study is between 90 – 180 respondents. In this study, the data collection method employed was the questionnaire method. Data will be collected through an online survey using Google Forms. Questionnaire will consist of demographic questions (age, education level, income/income), a 5-point Likert scale. The research instrument was tested on 30 samples where the question items or statements of the research respondents were said to be valid.

This study targets the general public in Indonesia aged 12 and above. The sampling technique used is purposive sampling. This is a non-random sampling technique. First, the background of the population is understood. Then, samples are selected that represent the desired variation. The population is not just a list of objects or subjects; it includes all the characteristics or properties of the object or subject. The population under investigation comprises all consumers of Erigo products in Indonesia who also follow the influencers associated with the Erigo brand. We used a non-probability sampling technique, purposive sampling, to collect the data. Syahrul (Pamungkas & Sigit, 2022) found that all variables positively influence purchase intention. This technique was selected due to the researchers' intention to obtain a sample comprising followers of the Erigo brand ambassador, an influencer. It may be reasonably assumed that the majority of Erigo consumers are followers of the influencers from the Erigo brand.

This study employs data analysis techniques, namely descriptive statistical analysis and structural equation modeling with partial least squares (SEMPLS) estimation, which are conducted with the assistance of Smart PLS software. Given the objective of investigating the relationship between social media influencer impact and purchase intention within the context of Erigo Fashion Company, SEM-PLS is a suitable approach to modeling the

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intricate relationships between these variables. The SEM-PLS analysis is conducted in three stages: external model analysis, internal model analysis, and hypothesis testing. This approach is especially suitable for research aimed at predicting outcomes and constructing theoretical frameworks (Hair et al., 2021) Additionally, PLS-SEM is employed to confirm the validity of the measurement model's data and evaluate the significance and relevance of the proposed relationships within the structural model.
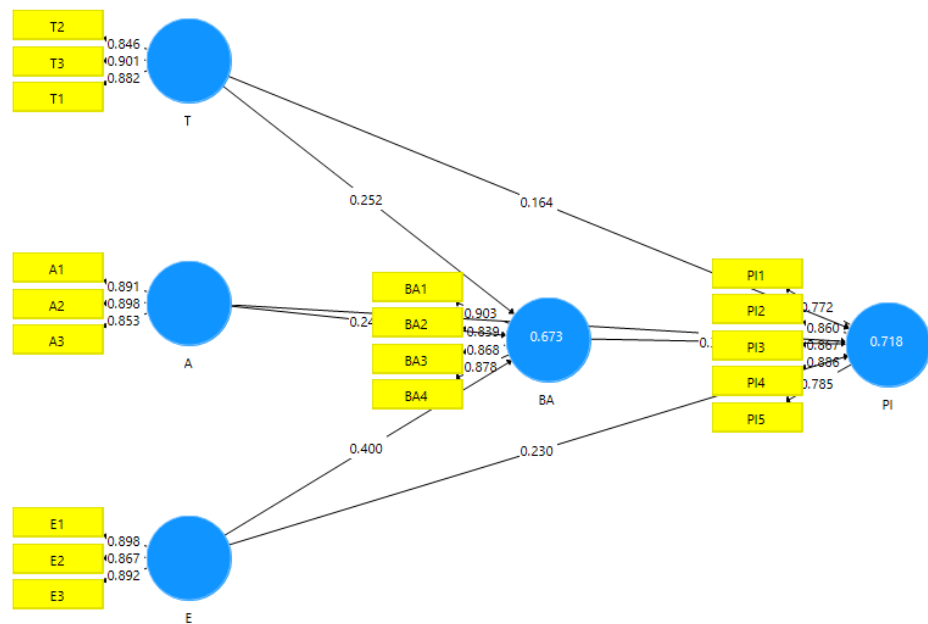
Results of *Measurement Model Test (Outer Model)*

Figure 2. PLS Analysis Results
Source: Primary data processed (2025)

Table 1. Discriminant Validity Test Results

	A	BA	E	PI	T
A1	0.891	0.664	0.682	0.656	0.657
A2	0.898	0.619	0.684	0.663	0.605
A3	0.853	0.676	0.674	0.643	0.674
BA1	0.703	0.903	0.669	0.728	0.680
BA2	0.563	0.839	0.608	0.664	0.580
BA3	0.637	0.868	0.686	0.700	0.622
BA4	0.677	0.878	0.722	0.685	0.620
E1	0.699	0.715	0.898	0.713	0.645
E2	0.682	0.617	0.867	0.656	0.604
E3	0.670	0.711	0.892	0.663	0.637
PI1	0.499	0.599	0.490	0.772	0.495
PI2	0.658	0.725	0.670	0.860	0.666
PI3	0.666	0.686	0.704	0.867	0.645
PI4	0.649	0.663	0.650	0.886	0.636
PI5	0.610	0.642	0.660	0.785	0.545
T2	0.553	0.574	0.556	0.589	0.846
T3	0.725	0.677	0.677	0.661	0.901
T1	0.643	0.632	0.629	0.641	0.882

Source: Primary data processed (2025)

The results of the analysis show that most of the indicators in each construct (Attractiveness, Brand Attitude, Expertise, Purchase Intention, Trustworthiness) have a strong correlation, with a value above 0.7, indicating that these indicators reflect the construct well. However, the Purchase Intention 1 indicator has a lower correlation (0.499), which needs more attention. Overall, these constructs show good validity and reliability for further research.

Table 2. Convergent Validity Test Results

	Average Variance Extracted (AVE)
Attractiveness	0.776
Brand Attitude	0.761
Expertise	0.784
Purchase Intention	0.697
Trustworthiness	0.768

Source: Primary data processed (2025)

The results of the Average Variance Extraction (AVE) show that all the tested constructs have an AVE value of more than 0.5, namely A (0.776), BA (0.761), E (0.784), PI (0.697), and T (0.768). This indicates that each construct has good convergence validity, meaning that the indicators used can adequately explain the variance of the construct.

Table 3. Composite Reliability Test Results

	Cronbach's Alpha	*Composite Reliability*
Attractiveness	0.855	0.912
Brand Attitude	0.895	0.927
Expertise	0.863	0.916
Purchase Intention	0.891	0.920
Trustworthiness	0.849	0.909

Source: Primary data processed (2025)

The results of the analysis showed that all constructs had excellent reliability, with Cronbach's Alpha and Composite Reliability above 0.7 respectively. These values show that the indicators used to measure Attractiveness, Brand Attitude, Expertise, Purchase Intention, and Trustworthiness are consistent.

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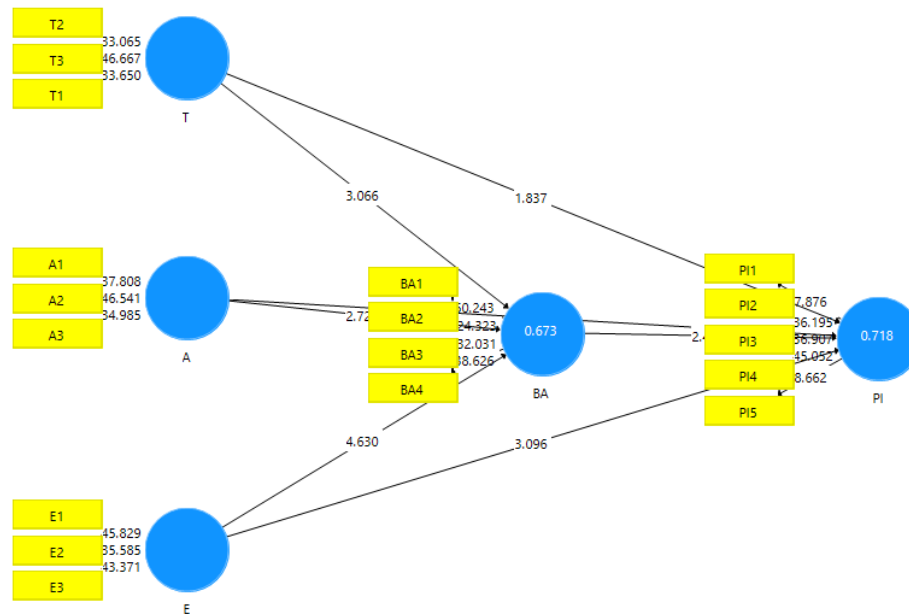Results of Testing the *Structural Model (Inner Model)*

Figure 3. Results of *bootsrapping* PLS analysis
Source: Primary data processed (2025)

Table 4. R-Square

	R Square	R Square Adjusted
Brand Attitude	0.673	0.667
Purachase Intention	0.718	0.711

Source: Primary data processed (2025)

The results of R Square's analysis show that the model for the Brand Attitude construct can explain 67.3% of the variability of the data, while the Purchase Intention construct can explain 71.8% of the variability of the data. A slightly lower R Square Adjusted value (0.667 for BA and 0.711 for PI) indicates that the model is still quite good at explaining variance, taking into account the number of predictors used. Overall, the model has good explanatory power for both constructs.

Table 5. Results of Hypothesis Testing *(Path Coefficients)*

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Trustworthiness > Purchase Intention	0.164	0.173	0.088	1.854	0.032
Trustworthiness > Brand Attitude	0.252	0.251	0.083	3.050	0.001
Attracttiveness > Purchase Intention	0.162	0.166	0.091	1.781	0.038

Attractiveness > Brand Attitude	0.249	0.246	0.092	2.713	0.003
Expertise > Purchase Intention	0.230	0.230	0.074	3.129	0.001
Expertise > Brand Attitude	0.400	0.401	0.087	4.591	0.000
Brand Attitude > Purchase Intentio	0.381	0.371	0.149	2.554	0.005

Source: Primary data processed (2025)

The results of the analysis show that all the relationships between variables in the model have a significant influence, which indicates the validity of this research model:

Trustworthiness > Purchase Intention (p = 0.032) shows that Trustworthiness has a significant positive influence on Purchase Intention, albeit with a lower t-statistic (1.854). This means that although the influence is significant, the influence of Trustworthiness on Purchase Intention is not very strong, but it is still relevant to support the hypothesis proposed. Masuda et al. (2022) found that influencer expertise positively influences purchase intent. This supports the relationship between T and PI, where technology-related influences (such as trust or expertise) influence consumer behavior towards purchasing decisions. Chetioui et al. (2020) also noted that influencer credibility (including Trustworthiness) influences purchase intent.

Trustworthiness > Brand Attitude (p = 0.001) showed a very significant influence with a t-statistic of 3.050. A very low p-value (< 0.05) indicates that Trustworthiness has a strong and significant influence on Brand Attitude. This indicates that Trustworthiness plays an important role in influencing Brand Attitude in the research model. Hussain & Ali (2021) found that influencers' credibility, including their trustworthiness, significantly affects brand attitudes. These results support a significant positive relationship between Trustworthiness and Brand Attitude.

Attractiveness > Purchase Intention (p = 0.038) also showed a significant positive influence with a t-statistic of 1.781. The effect was significant, although not as strong as other relationships, suggesting that Attracttiveness affected Purchase Intention, although the impact was smaller than that of other variables. Patel & Basil (2017) argue that attractiveness plays an important role in consumers' purchase intentions, although its influence is relatively weaker compared to other factors. This supports a significant but moderate influence between A and PI in the study.

Attractiveness > Brand Attitude (p = 0.003) with a lower p-value and t-statistic of 2.713 shows that Attractiveness has a significant positive influence on Brand Attitude. This means that Attractiveness contributed significantly to explaining the change in Brand Attitude, and its influence is quite strong in the context of this study. Till & Busler (2000) states that attraction significantly impacts brand attitude, as attractive influencers increase positive acceptance of the brand they promote. This supports your findings on the powerful effect of Attractiveness on Brand Attitude.

Expertise > Purchase Intention (p = 0.001) with a t-statistic of 3.129 shows a very significant influence of Expertise on Purchase Intention. A very low p-value indicates that Expertise has a strong and important influence on Purchase Intention, which provides strong evidence for the hypothesis that Expertise influences Purchase Intention. Masuda et al. (2022) highlighted that influencer expertise positively influences purchase intent, which is in line with significant results for E > PI. Ki et al. (2020) also stated that Expertise in the field significantly influences purchase intent, providing further support for research.

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Expertise > Brand Attitude (p = 0.000) with a very high t-statistic (4.591) shows a very strong and significant influence of Expertise on Brand Attitude. A very small p-value (< 0.000) indicates that Expertise has a very strong influence on Brand Attitude, which makes it a very important variable in this model. Hussain & Ali (2021) emphasizes that expertise is a powerful driver of brand attitude, supporting a very significant relationship between Expertise and Brand Attitude.

Brand Attitude > Purchase Intention (p = 0.005) with a t-statistic of 2.554 shows a significant relationship between Brand Attitude and Purchase Intention. This means that Brand Attitude has a significant positive influence on Purchase Intention, although the influence is not as strong as the relationship between Expertise and Brand Attitude. Chetioui et al. (2020) found that Brand Attitude is a strong predictor of Purchase Intention, which strengthens the relationship between Brand Attitude and Purchase Intetion.

CONCLUSION

This study shows that the credibility of influencers on social media, which includes attributes such as trustworthiness, attractiveness, and expertise, plays a significant role in influencing brand attitude and purchase intention. These findings support the hypothesis that influencers who are trusted, attractive, and have expertise influence consumer purchasing decisions. In particular, expertise was proven to have the most significant influence on purchase intention, followed by trustworthiness and attractiveness. This shows that influencers who have in-depth knowledge and high credibility can strengthen consumers' buying interest in the products they are promoting, as seen in the relationship between brand attitude and purchase intention. The research model applied using Structural Equation Modeling (SEM) analysis showed good validity and reliability, with constructs such as Attractiveness, Brand Attitude, Expertise, Purchase Intention, and Trustworthiness having AVE values above 0.5 and Cronbach's Alpha and Composite Reliability above 0.7, respectively. This indicates that the indicators used to measure each construct are consistent and valid enough for further analysis. The role of Brand attitude serves as a significant mediator in the relationship between influencer attributes and consumer purchase intent. Consumers tend to have a positive attitude towards brands promoted by influencers they trust, find interesting, and expert. This positive attitude directly affects their purchase intention towards the product. Based on the findings of the study, companies like Erigo can leverage influencers with high credibility to increase brand visibility and encourage consumer loyalty and buying interest. Choosing the right influencers, who have trustworthiness, attractiveness, and expertise, can strengthen the brand image and increase sales conversions. An emphasis on the quality of the relationship built between brands and consumers through social media can enrich the customer experience and encourage repeat purchases. Further research suggests expanding the scope by involving more industry sectors to see if influencer influence on consumer purchase intent varies between industries. In addition, a deeper analysis can be carried out on the influence of more complex influencer credibility, such as integrity and transparency, on brand attitudes and purchase intent. Research can also focus on comparisons between micro-influencers and macro-influencers to determine the most effective type of influencer. Additionally, considering other factors such as consumer behavior and trust levels in social media platforms can also provide additional insights that can be useful for the development of marketing strategies.

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