
From Influence to Intention: Exploring the Drivers and Consequences of Consumers Attitudes Towards Influencer Advertising

Neha Kaur Chhabra*

Research Scholar, Guru Nanak Dev University, Amritsar, Punjab, India

Orcid Id: 0000-0002-1586-8756

Dr Rishi Raj Sharma

Professor, Guru Nanak Dev University, Amritsar, Punjab, India

Orcid ID: 0000-0001-9078-9700

Abstract

The existing advertising and marketing research highlights the role of relevant antecedents of celebrity endorsements that are effective in shaping positive brand attitudes and boosting purchase intentions. However, limited attention has been given to digital influencers in this context. This study aims to fill this gap by identifying and exploring pertinent influencer attributes that form antecedents to consumer's attitude towards influencer's endorsements. We explore the role of digital influencers' attractiveness, expertise, trustworthiness and popularity in shaping the consumer's attitude towards their endorsements, and its related consequences. The study tested the model using data from 501 digital influencer followers using PLS SEM. The findings reveal that influencer attractiveness is the strongest predictor of consumer's attitude towards influencer advertising. Social media influencer's expertise and trustworthiness also positively affect consumer's attitude towards influencer advertising. Interestingly, the study found that the popularity of the influencer was insignificant and had no impact on consumer attitudes. Brand attitude and purchase intentions were found to be positively influenced as a consequence of consumer's attitude towards influencer advertising. The research offers valuable theoretical insights and practical implications, which are elaborated upon in the paper.

Keywords

Influencer endorsement, consumer response behaviour, influencer effectiveness, antecedents of influencer marketing, influencer popularity, influencer attractiveness

1 Introduction

In the present market scenario, influencer endorsement plays a crucial role in shaping the behavior of consumers and brand perceptions. It is well known and accepted that individuals who share content through different platforms such as YouTube and Instagram possess the ability to impact the purchase decisions of their followers with the help of their content. It is necessary to determine the drivers of this marketing strategy to contribute to the influencer's effectiveness (Chopra et al., 2021). Influencer endorsement is the practice of endorsement through a well-known person, referred to as an influencer, who has a significant following on social media or any other digital platform and promotes a product, service, or brand. Through sponsored information or partnerships, these influencers frequently use their online visibility and reputation to affect the choices of their audience (Campbell & Farrell, 2020). Research shows that various aspects contribute to the effectiveness of influencer endorsement. The credibility of the source is one of the aspects that influence the trust of consumer and their willingness to adopt suggestions. Attractiveness has been an important driver in endorsements by traditional celebrities (Gräve, 2017). For similar reasons, attractive influencers also have a positive and long-lasting impact on consumers. Consumers in the market are also highly inclined to accept advice from trustworthy influencers. This is one aspect where influencers have been found to surpass traditional celebrities, and build a strong connect with their followers, thereby having a positive impact on consumer attitudes (Gräve, 2017; Nouri, 2018). Furthermore, social media influencers' popularity is strongly associated with the ability to reach and impact followers. Studies show that popularity acts as a form of social proof, in which higher follower counts enhance perceived trust and influence the decision to purchase. Jun & Yi stated that influencer interactivity with followers increases brand equity, because of popularity, which enhances loyalty (Jun & Yi, 2020). This indicated that popularity enhances credibility and endorsement effectiveness, involved as a vital antecedent.

In addition to this, influencers perceived as experts in the field enhanced the endorsement effectiveness. Expertise increases the reliability and trust of the endorsement. Researchers have argued that the expertise of influencers affects how followers perceive the value and credibility of the content they share which further tends to affect purchase decisions (Ki & Kim, 2019). Apart from this, purchase intention is linked with attributes involving influencer inspiration and the credibility of the source having a favorable effect on the purchase intention of consumers (Goldsmith et al., 2000). The Italian Context

Italy is a unitary state with a complex and multi-layered local government system, defined in Article 114 of the Italian Constitution and in addition in the Legislative Decree 267/2000 (Testo Unico degli Enti Locali - TUEL). Accordingly, the levels of local government include municipalities (comuni), provinces (province), regions (regioni) and metropolitan cities (città metropolitane) (Valdesalici & Trettel, 2023). In addition, unions of municipalities (unioni di comuni) constitute a collaborative organizational form that aggregates smaller municipalities to provide services jointly. As of 2023, Italy comprises nearly 7,900 municipalities, over 100 provinces, 14 metropolitan cities, and 20 regions, creating a highly diverse institutional landscape with significant heterogeneity in administrative capacity, fiscal autonomy, and governance structures (Benfante, Casali, et al., 2024). Such structural diversity has posed particular challenges for public financial management and has directly influenced the trajectory and effectiveness of accounting reforms (Manes Rossi & Aversano, 2015). In particular, the decentralization of competencies and the varying degrees of technical readiness among local governments have led to heterogeneous implementation paths, complicating the harmonization of accounting systems and financial reporting practices across the country (Mussari & Sorrentino, 2017).

In the early 1990s, Italy began reforming its PSA system under the influence of New Public Management (NPM), with local governments playing a crucial role in implementing these changes (Dabbicco & Mattei, 2021; Ongaro & Valotti, 2008). The central idea of those reforms was to put forward a gradual shift of power and responsibility from central to local government (Mussari, 2005). However, these reforms were unsuccessful due to the lack of a systematic approach and the absence of a common framework for the entire Italian public sector (Manes Rossi et al., 2019). Yet, as of today, the co-existence of different accounting logics – cash, modified cash, and accrual – has led to a fragmented system with limited harmonization and uneven implementation across local authorities (Mussari & Sorrentino, 2017; Persiani et al., 2013).

This fragmentation is rooted in a long-standing tradition of decentralized autonomy, especially among municipalities and provinces, which have historically operated with significant degrees of freedom concerning their accounting practices (Benfante, Casali, et al., 2024). As a result, the Italian PSA environment before the current reform was characterized by heterogeneity and a lack of comparability (Dabbicco & Mattei, 2021). Thus, despite formal reforms and legal obligations, Italy's journey towards fully accrual-based public sector accounting continues to face major implementation obstacles. Current research confirms that many local governments still treat accrual components as peripheral add-ons to core accounting processes dominated by modified cash logic (Benfante, Casali, et al., 2024; Carini et al., 2019).

The Italian government embarked on a series of reform steps to address these challenges, culminating in a constitutional amendment in 2001 to prioritize accounting harmonization (Mussari et al., 2021). However, it was not until 2009 that a new legislative framework was adopted to introduce a national standard-setting body and initiate a coordinated move towards full accrual accounting (Grandis & Mattei, 2012). The new legislation required adopting a common set of accounting standards for all public sector entities and introducing accrual accounting for those entities still operating on cash-based accounting (Columbano et al., 2023). These developments reflected internal and external pressures, particularly the 2011/85/EU Directive, which emphasized the need for reliable, accrual-based fiscal data at all levels of government (Sforza & Cimini, 2017).

In response, Italy launched several initiatives under the EU Structural Reform Support Program (SRSP) to consolidate its PSA framework. A key outcome has been the introduction of the ITAS reform, with its central goal of “equipping public administrations with a single accrual accounting system” by the year 2026 (Italian Government: Presidency of the Council of Ministers, 2025). This latest initiative seeks to unify accounting practices across the entire public sector in alignment with international standards such as IPSAS and the prospective EPSAS (Mazzotta et al., 2022). By 2025, this initiative had produced a complete set of outputs, including 18 Italian Accounting Standards (ITAS), a single conceptual framework, and a national chart of accounts (Italian Government: Presidency of the Council of Ministers, 2025).

At the same time, Italy has been a significant beneficiary of the EU's Next Generation EU (N.G.E.U) initiative, receiving nearly one-third of the total EU recovery fund (Fabbrini, 2022). These resources are channeled through the National Recovery and Resilience Plan (NRRP), which lays out ambitious structural reforms and investment priorities, including modernizing PSA systems. This aligns with a broader effort to improve public administration performance and rebuild trust in institutions, especially at the subnational level (Benfante, Mozzoni, et al., 2024). As part of the pilot phase of the implementation of the NRRP, certain pilot entities have been selected, that include almost all local governments: i.e.: regions, provinces, metropolitan cities and municipalities with a resident population equal to or greater than five thousand (Italian Government: Presidency of the Council of Ministers, 2024).

In this evolving context, the role of institutional entrepreneurs at the local level is strategically important as these individuals can mediate between national reform mandates and the practical constraints of local implementation (Battilana, 2006), particularly in contexts marked by technical limitations, organizational inertia, or cultural resistance to change (Argento et al., 2024). Their presence will likely determine whether these reforms achieve a sustainable impact across Italy's fragmented local government landscape. As Battilana (2006, p. 671) argues, "[...] when governments want to implement major public reforms, they need to identify the people on whom they can rely to locally initiate major public reforms." Understanding the profile of individuals likely to function as institutional entrepreneurs thus becomes crucial, not only for advancing reforms on paper but for enacting them locally.

Aim and Objectives

The study aims to determine the relevant antecedents affecting consumers' attitudes towards influencer advertising as well as study their corresponding consequences namely brand attitude and purchase intention.

RO1. To identify and analyze the antecedents affecting the consumer's attitude towards influencer endorsements and their relative importance.

RO2 To analyze the consequences of consumers' attitude towards influencer advertising namely brand attitude and purchase intention.

Literature Review and Hypothesis Development

Relevance of influencers in digital marketing

The research by Vukmirović et al. (2020) explores Generation Y's attitudes toward influencers as part of digital marketing communication. Research shows that Generation Y holds the perception that influencers are authentic, and they have a significant influence on consumer's purchase decisions. Authenticity, expertise, and interaction are identified by the study as the most influential factors that determine trust in influencers. In addition to that, social media sites are highly influential in determining consumer sentiment about influencers, and hence influencer marketing is a significant force for brands selling to such a consumer base.

On the other side, Santiago & Castelo examine the influencer campaign process on Instagram and analyze the key strategies and risks. It is identified that effective campaigns rely on credibility, saliency, and engagement among the audience. Healthy personal branding and storytelling capabilities of brands ensure greater consumer trust and buying behavior. Data-driven decision-making as well as measurement considerations constitute key imperatives in their campaign optimization process. Additionally, ethical concepts such as transparency and disclosure shape influencer marketing regulatory compliance and audience opinion (Santiago & Castelo, 2020).

Gundová uses the increasing power of influencers in e-marketing, with a focus on their potential to direct consumer behavior and brand attitude. Influencers within the study increase a brand's credibility, engagement, and faith through immediate interaction with fans. Social media are key platforms whereby influencers direct consumer buying decisions, especially among youths. The study indicates the effectiveness of influencer partnerships in digital marketing campaigns, pointing out that personalized content and similarity of audience give greater consumer participation and loyalty (Gundová & Cvoligová, 2019).

Okonkwo & Namkoisse (2023) stated how influencer marketing takes real brand relationships into the digital world. The study reaffirms that influencers are real middlemen, enhancing consumer trust and emotional connection with brands. Authenticity, transparency, and interaction are cornerstones of effective influencer-brand collaborations. The study reaffirms that brands that leverage influencer marketing enjoy greater customer loyalty and advocacy. In addition, micro-influencers because of their focused audience and expertise on the subject often tend to possess a longer engagement and conversion rate than popular influencers.

Saad et al. (2022) analyzed the key roles played by social media influencers in online marketing. It is evaluated that the influencers emerge as brand ambassadors who strengthen consumer engagement and trust through attractive and tailored content. Their credibility and authenticity are the key drivers of buying behavior, particularly from young consumers. The research acknowledges that influencer marketing is utilized to enhance brand consciousness, promote customer loyalty, and drive purchases and sales and, hence, is a successful means for businesses that aim to maximize online exposure and visibility.

3.2 Antecedents of influencer endorsement

Extensive literature on influencer endorsements talks about the role of source credibility as a motivating factor affecting consumers' attitudes towards influencer advertising. Source credibility essentially comprises of three influencer characteristics that can enhance the positive reaction of the followers. These are influencer's attractiveness, expertise and trustworthiness (Ohanian, 1991). When a credible source gives a message, the recipient is more likely to respond in a positive manner (Erdogan, 1999). In addition to this, popularity has also found its way as a determinant of influencer's success and effectiveness. Influencers with a large number of followers can increase their audience engagement through likes, shares and comments. This is likely to increase their effectiveness by building followers' loyalty towards them (Jun & Yi, 2020).

3.2.1 Attractiveness

Endorser's attractiveness has long been an important driver used to gain attention towards the endorsed brands. Attractive sources tend to appeal positively to the consumers (Schouten et al., 2020). It explains why celebrity endorsements are so popular among brands and marketers. Same is true in case of influencer endorsements. Torres et al. (2019) provide knowledge related to factors affecting digital influencer endorsement and its influence on the behavior of consumers. The research indicated that attractiveness, expertise and credibility of influencers were considered the key antecedents driving trust among consumers and engagement. The study depicted that the endorsement of influencers positively affected purchase intentions, the attitude of the brand, and word-of-mouth suggestions. The research indicated that perceived transparency and authenticity are important for maintaining consumer trust in influencer marketing strategies. The study further identifies the significance of authentic and like-minded influencer-brand partnerships, and it suggests that influencers are gradually becoming the main catalysts for customer behavior during the digital marketing age.

The study by Sokolova & Kefi (2020) explores two dimensions of attractiveness, social attractiveness and physical attractiveness. The study finds that social attractiveness—the perceived relatability and likability of an influencer—positively impacts parasocial interaction, strengthening the emotional connection between influencers and their followers. When audiences feel a sense of familiarity and shared values with an influencer, they are more likely to trust their recommendations and engage with their content. However, unlike previous studies, this study did not find any significant interaction between physical attractiveness of the influencer and the consumer's behavioural responses. Therefore, more research is needed to understand the role of attractiveness in shaping consumer attitudes. It is hypothesised that:

H1: Attractiveness has a positive impact on consumer's attitude towards influencer advertising

3.2.2 Expertise

Expertise is the belief of the follower in the ability of the endorser to make a reliable recommendation (McCracken, 1989). Influencer's expertise in sharing their opinion and influencing their followers plays a major role in their effectiveness. Breves et al. (2019) highlight that expertise and trustworthiness are crucial variables in influencer endorsement, shaping consumer perceptions and behavioral intentions. Endorsement of products closely related to influencer's niche enhanced the consumer's perception of influencer expertise, which in turn led to higher engagement and purchase intention.

Another study by Uribe and colleagues explored how different factors influence the credibility and effectiveness of blog-based endorsements. Among these, the study found that expertise plays a crucial role in shaping consumer trust and behavioral intentions. Findings indicate that expert sources significantly enhance blog credibility, making endorsements more persuasive. When bloggers demonstrate domain-specific knowledge, their recommendations are perceived as more reliable, leading to higher engagement and purchase intent. The study underscores that influencers should strategically leverage their expertise to enhance endorsement effectiveness (Uribe et al., 2016). Therefore, we form the hypothesis that:

H2: Expertise has a positive impact on consumer's attitude towards influencer advertising

3.2.3 Trustworthiness

Trustworthiness in endorsements implies the belief of the consumer in the honesty and integrity of the endorser's intentions to present an unbiased review about the product as implied in the study by Whitehead (1968). Trustworthiness has been linked to higher credibility by previous studies (Ohanian, 1990). Thus, if the consumers believe that the influencer is trustworthy, they would have an overall positive attitude towards their endorsement. The study conducted by Lou & Yuan (2019) discussed trust as a fundamental aspect of effective influencer endorsement. It is determined that built on trustworthiness, influencer credibility is considered essential for enhancing trust among consumers in branded content. Trustworthiness becomes important when influencers endorse products across a wide variety of sectors, as it reassures followers that their opinions are reliable and genuine. The research indicated that trust among influencers positively affected purchase intention and attitude of the brand, focusing on the needs of a brand to collaborate with influencers to enhance effectiveness in marketing.

Another study by Belanche et al. (2021a) explored the impact of influencer credibility on consumer attitudes. It was discovered that consumers intention to imitate, follow and recommend the influencer enhances when the consumer perceives the influencer as credible. The study underscores that credibility fosters trust, which strengthens long-term relationships between influencers and followers. Without credibility, influencers struggle to maintain engagement and influence purchasing decisions. For brands, selecting authentic influencers with high credibility ensures effective endorsements. Thus, we hypothesise that:

H3: Trustworthiness has a positive impact on consumer's attitude towards influencer advertising

3.2.4 Popularity

Popularity has been studied as an important antecedent in numerous studies covering effectiveness of celebrity endorsements. The classic study by Atkin & Block, (1983) suggests that celebrity popularity plays a pivotal role in making endorsements effective by capturing attention of the audiences and thereby breaking through advertising clutter. The study finds that popularity helps in enhancing brand image and increasing appeal among younger consumers. A more contemporary study by Amos et al., (2008) suggests that popularity enhances the persuasive power of celebrity endorsers, especially when it aligns with other key traits like credibility, attractiveness, and product fit. Popularity increases visibility and recall of the brand as popular celebrities are more likely to be recognized and remembered thereby making them more persuasive and memorable in advertisements.

For influencers, popularity or fame can be judged by the number of followers the influencer has. It can also be perceived by the number of likes, comments and shares their posts get. Research on social media influencers has found that popularity, as judged by the number of followers on the social media site, makes the influencer more appealing and likeable (De Veirman et al., 2017). This is likely to increase consumer's attitude towards influencer advertising. Another study on macro-influencers (influencers with high follower count) as compared to celebrities of mass appeal finds that follower count (popularity) increases likeability and perceived opinion leadership, but only when the ad is subtle and not overly commercial. In fact, the study suggests that popularity can backfire if it triggers perceptions of manipulation. There is therefore, need for more research in this area. Since literature on celebrity endorsements supports popularity as a positive antecedent, we hypothesise:

H4: Popularity has a positive impact on consumer's attitude towards influencer advertising

3.3 Consequences of Influencer Endorsements

Marketers collaborate with social media influencers in order to gain positive response towards their product. This can be understood through consumer's attitude towards the advertised brand, as well as the intention to purchase the recommended product.

3.3.1 Attitude towards Influencer Advertising and Brand Attitude

If the consumer forms a positive attitude towards the ad shared by the influencer, a direct consequence of that would be a positive attitude towards the brand advertised. Brand attitude is the preference for a specific brand by an informed buyer (Howard, 1989). It is the positive belief by the consumers that the endorsed brand is likable, trustworthy and creates a good impression on them (Wu & Wang, 2014). Marketers want to create a positive brand attitude as the benefit of the advertisement goes beyond just the endorsed product. Therefore, brand attitude has been studied as an effect of influencer endorsements in numerous studies (Hugh et al., 2022; Kapitan & Silvera, 2016; Schivinski & Dabrowski, 2016; Shan et al., 2020). Consequently, we hypothesize that:

H5: Attitude towards Influencer Advertising has a positive impact on Brand Attitude

3.3.2 Attitude towards Influencer Advertising and Purchase Intentions

Advertisers primarily utilize social media platforms to influence consumer behavior and drive purchasing decisions. The effectiveness of advertising is often gauged by its ability to generate purchase intention—a consumer's expressed likelihood of buying a product or service in the future (Schivinski & Dabrowski, 2016). This intention is a critical step in the decision-making process, as numerous studies suggest that once formed, it significantly increases the probability of an actual purchase. Consequently, purchase intention has become one of the most widely adopted indicators for evaluating advertising success. It is commonly defined as the consumer's readiness to make a purchase in the near term (Salisbury et al., 2001).

Social media advertising has expanded the reach of marketers, enabling them to engage with diverse audiences and tailor messages to align with consumer needs and preferences (Ki & Kim, 2019). However, for such advertising to effectively stimulate purchase intentions, it must be perceived as relevant and valuable. Favorable advertising not only enhances consumer attitudes but also boosts their confidence in making a purchase (Shareef et al., 2019). Research suggests that a positive attitude towards advertising content can motivate consumers to consider making a purchase (Lee & Hong, 2016; Noor et al., 2013). Therefore, we hypothesise that:

H6: Attitude towards Influencer Advertising has a positive impact on Purchase Intention

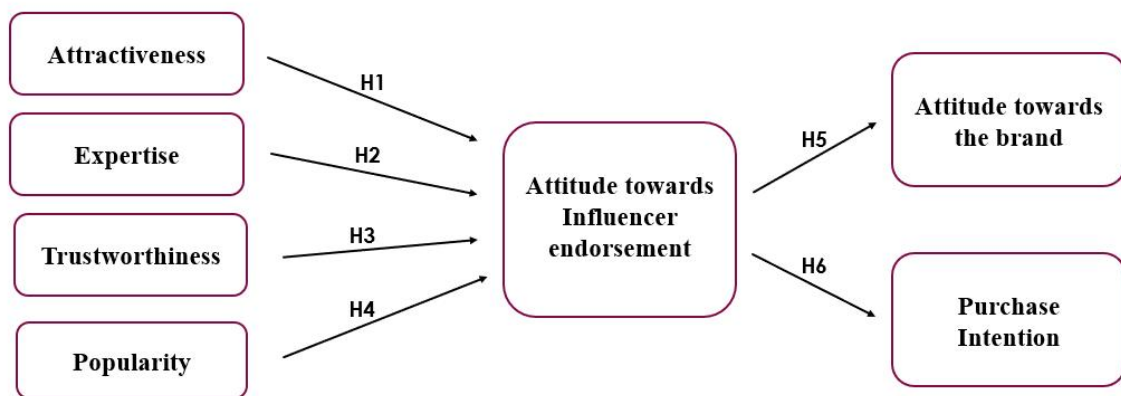


Figure 1: Conceptual framework of research model

Research Methodology

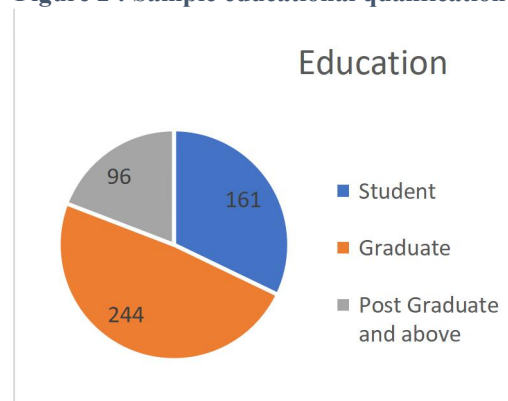
Participants

The study was conducted in Delhi, India by sharing a web questionnaire amongst university students and faculty, and their family members. Purposive sampling was used to reach the required population of Indian Instagram users. The sample was restricted to users aged between 18 to 44, as this age group constitute more than 90% of the Indian users on Instagram (NapoleonCat, 2024). The age distribution of the participants is shown in Table 1. This sample is considered appropriate and representative of the Indian Instagram user population as around 48% of Indian Instagram users fall in the age group 18-24, 39% in the age group 25-34 and about 13% in the 35-44 age group category (NapoleonCat, 2024). Out of the 501 complete responses, 290 were females (57.88%), while the rest were males. Almost half of the participants were graduates, while 161 respondents were university students.

Table 1: Sample age distribution

Age	Participants	Percentage of sample
18-19	112	22.36%
20-24	134	26.75%
25-29	106	21.16%
30-34	95	18.96%
35-39	30	5.99%
40-44	24	4.78%
Total	501	100%

Figure 2 : Sample educational qualification



Procedures

The questionnaire for this study comprised of three sections. The initial part of the survey gathered basic demographic information from participants, including their age, gender, and educational background. The next section included screening questions to determine whether respondents had an Instagram account and whether they followed any Instagram influencers. Participants who answered "no" to either question were directed to the end of the survey and thanked for their time. The third section comprised the main items relevant to the study.

Data collection took place between January and April 2024, during which 658 individuals participated. Of these, 32 did not have an Instagram account, and 44 reported using the platform solely to follow friends and family, without engaging with any influencers. These 76 participants were excluded based on the screening criteria. From the remaining 582 responses, additional quality checks were performed: responses displaying uniform answers across all items were removed to maintain data integrity. The questionnaire also included negatively worded items to detect inattentive or fatigued respondents; these

items were reverse-coded, and inconsistent responses led to further exclusions. After applying all exclusion criteria, 501 valid responses were retained for analysis.

The measures

4.3.1 Independent Variables

Attractiveness was measured Likert scale using four items adapted from scale developed by Ohanian (Ohanian, 1990). Participants were asked to share their response to influencer endorsements by answering questions like ‘I prefer endorsements of beautiful/handsome influencers’, ‘I prefer endorsements of classy influencers’, ‘I prefer endorsements of attractive influencers’, ‘I prefer endorsements of elegant influencers’.

Expertise was measured Likert scale using the following four items adapted from an existing scale (Ohanian, 1990): ‘I like endorsements from influencers on social media who know a lot about their field’, ‘I consider recommendations of social media influencers who are experts in their field.’, ‘I like endorsements from influencers who are experienced enough to form an opinion in their field.’, ‘I like influencers who have the ability to recommend a product.’

Ohanian’s scale was also adapted to measure trustworthiness through the following four items: ‘I prefer endorsements of influencers who are dependable’, ‘I prefer endorsements of honest Influencers.’,

‘ I prefer endorsements of influencers who are not reliable (R)’, ‘I prefer endorsements of trustworthy influencers.’

Popularity was measured Likert scale through four items adapted from an existing scale (Gupta et al., 2017): ‘I prefer endorsements from influencers with big fan following’, ‘I prefer endorsements from influencers who are role models’, ‘I prefer endorsements from influencers who are likeable’, ‘I prefer endorsements from influencers who have controversial public image (R)’

4.3.2 Dependent Variables

Attitude towards influencer advertising was measured Likert scale through six items adapted from existing scales (Mehta & Purvis, 1995; Pollay & Mittal, 1993). ‘Advertisements by influencers are fun and interesting’, ‘I find advertisements by influencers deceitful (R)’, ‘Advertisements by influencers are a good thing’, ‘Advertisements by influencers on social networks are unwanted interruptions (R)’, ‘I like to watch ads by influencers on social networks’, ‘Most of the advertisements by influencers are boring (R)’

Attitude towards the brand was measured through the following four items: ‘I like brands endorsed by the influencers’, ‘I have a good impression of the brands recommended by the influencers’, ‘Influencers recommended brand’s style is very suitable to mine’, ‘Influencers-endorsed brands can be trusted’. The scale was adapted from Wu & Wang (2014).

Purchase intention was measured on a four item scale adapted from Baker and Churchill (1977) Likert scale. Participants answered the questions ‘I can imagine buying the product recommended by the influencer’, ‘I feel interested in trying the product recommended by the influencer’, ‘In future, I will purchase the products endorsed by the influencer’, ‘For my next purchase, I am not likely to seek out the product recommended by the influencer (R)’

All responses were measured on a five-point Likert scale ranging from 5 = “strongly agree” to 1 = “strongly disagree”.

Data Analysis and Findings

5.1 Reliability and Validity

This study utilized the Partial Least Squares (PLS) path modeling technique to estimate the hypothesized relationships within the proposed framework. As outlined by Hair et al., (2010), there are two primary methods for conducting path analysis: covariance-based structural equation modelling (CB-SEM) and PLS-SEM. CB-SEM relies on maximum likelihood estimation (MLE) to minimize the difference between the observed and estimated covariance matrices (Hair et al., 2014), making it more appropriate for theory confirmation. In contrast, PLS-SEM focuses on maximizing the explained variance in dependent constructs, making it more suitable for exploratory research and theory development (J. F. Hair et al., 2014).

PLS-SEM is particularly advantageous when dealing with complex models that include numerous latent constructs (Henseler et al., 2009). While CB-SEM models typically involve around 4.4 latent variables on average (Shah & Goldstein, 2006), the current study’s model includes 7, further justifying the use of PLS-SEM. Additionally, the research aims to explore how influencer characteristics affect consumer attitude towards their advertising, and eventually its impact on brand attitude and purchase intentions. As this is an area that involves developing new theoretical insights rather than validating existing ones, PLS path modelling is a more appropriate analytical strategy for this investigation.

The internal consistency of the multi-item constructs was examined using Cronbach’s alpha (Cronbach, 1951), with all values exceeding the 0.7 benchmark, indicating satisfactory reliability (Nunnally, 1975).

To ensure the robustness of the measurement model, both convergent and discriminant validity were assessed. As shown in Table 1, the Average Variance Extracted (AVE) for each construct surpassed the recommended threshold of 0.5, confirming convergent validity (Fornell & Larcker, 1981). All items' loadings on their measured construct were tested and found to be much higher than the cross-loadings on other constructs except two items under the construct 'Attitude towards influencer advertising'. These items ('I find advertisements by influencers deceitful (R)' and 'Advertisements by influencers are a good thing') were therefore removed from the study.

Discriminant validity was evaluated using the Heterotrait-Monotrait (HTMT) ratio of correlations, following the guidelines of Henseler et al. (2015). All HTMT values were below 0.9, and all but one ratio also met the more stringent criterion of 0.85 (Kline, 2023), indicating that discriminant validity was not a concern.

To address the potential issue of common method bias, a full collinearity variance inflation factor (VIF) test was conducted to rule out multicollinearity. All VIF values were below the acceptable limit of 5, as recommended by J. F. Hair et al. (2006), suggesting that multicollinearity and common method bias were not problematic in this analysis.

Table 2: Construct Reliability and Validity

Constructs	Factor Loadings	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Attractiveness		0.853	0.877	0.899	0.691
I prefer endorsements of beautiful / handsome influencers	0.815				
I prefer endorsements of classy influencers	0.831				
I prefer endorsements of attractive influencers	0.847				
I prefer endorsements of elegant influencers	0.831				
Expertise		0.921	0.982	0.943	0.805
I like endorsements from influencers on social media who know a lot about their field'	0.817				
I consider recommendations of social media influencers who are experts in their field	0.937				
I like endorsements from influencers who are experienced enough to form an opinion in their field	0.907				
I like influencers who have the ability to recommend a product	0.923				
Trustworthiness		0.921	0.956	0.943	0.804
I prefer endorsements of influencers who are dependable	0.901				
I prefer endorsements of honest Influencers	0.871				
I prefer endorsements of influencers who are not reliable (R)	0.915				
I prefer endorsements of trustworthy influencers.	0.899				
Popularity		0.922	0.992	0.942	0.803
I prefer endorsements from influencers with big fan following	0.917				
I prefer endorsements from influencers who are role models	0.891				

I prefer endorsements from influencers who are likeable	0.888				
I prefer endorsements from influencers who have controversial public image (R)	0.889				
Attitude towards Influencer Advertising	0.86	0.889	0.905	0.706	
Advertisements by influencers are fun and interesting	0.909				
Advertisements by influencers on social networks are unwanted interruptions (R)	0.727				
I like to watch ads by influencers on social networks'	0.896				
Most of the advertisements by influencers are boring (R)	0.816				
Attitude towards the brand	0.919	0.938	0.942	0.804	
I like brands endorsed by the influencers	0.904				
I have a good impression of the brands recommended by the influencers	0.904				
'Influencers recommended brand's style is very suitable to mine	0.929				
Influencers-endorsed brands can be trusted	0.847				
Purchase Intention	0.929	0.939	0.949	0.824	
I can imagine buying the product recommended by the influencer	0.913				
I feel interested in trying the product recommended by the influencer	0.922				
'In future, I will purchase the products endorsed by the influencer	0.877				
For my next purchase, I am not likely to seek out the product recommended by the influencer (R)	0.918				

Table 3: Discriminant Validity (HTMT Ratio)

	A	AB	AIA	E	P	PI	T
A							
AB	0.513						
AIA	0.879	0.562					
E	0.344	0.17	0.397				
P	0.477	0.09	0.484	0.416			
PI	0.779	0.51	0.843	0.304	0.283		
T	0.294	0.137	0.427	0.198	0.553	0.241	

5.2 Hypothesis Testing

To begin with, the PLS-SEM algorithm was employed to compute the model's path coefficients. A subsequent bootstrapping procedure was conducted, utilizing 5,000 subsamples and a 95% confidence level, in order to derive the standard errors and p-values for each path coefficient (Henseler et al., 2009). The findings from the PLS-SEM analysis revealed that the model accounts for 69.9%, 26%, and 59.3% of the variance in attitude towards influencer endorsement (AIA), attitude towards the brand (AB), and

purchase intention (PI), respectively. As per Hair and colleagues, predictive relevance is indicated when the Q^2 values of endogenous constructs exceed zero (J. F. Hair et al., 2014). In the present study, Q^2 values affirm the model's predictive strength, with scores of 0.694 for AIA, 0.218 for AB, and 0.505 for PI.

Hypotheses H1 through H4 posit that specific influencer traits—attractiveness, expertise, trustworthiness, and popularity—have a significant effect on consumers’ attitudes toward influencer advertising, which in turn positively influences both brand attitude and purchase intention (H5 and H6). The results indicate that attractiveness exerts a significant and positive influence on consumers' attitude towards influencer advertising (Path Coefficient = 0.731, $t = 24.17$, $p < 0.001$), thereby validating H1. Both expertise and trustworthiness were also found to positively affect these attitudes. Expertise demonstrated a statistically significant yet modest effect (PC = 0.111, $t = 4.662$, $p < 0.001$), while trustworthiness exhibited a moderately strong and significant impact (PC = 0.190, $t = 6.865$, $p < 0.001$), supporting H2 and H3, respectively. In contrast, popularity did not yield a statistically meaningful effect (PC = -0.025, $t = 0.779$, $p > 0.05$), resulting in the rejection of H4.

In terms of downstream effects, consumers’ attitudes towards influencer advertising significantly influence both brand attitude and purchase intention. A positive perception of influencer endorsement was found to enhance brand attitude (PC = 0.510, $t = 14.217$, $p < 0.001$) and strongly elevate purchase intention (PC = 0.770, $t = 35.919$, $p < 0.001$), thereby lending support to H5 and H6. These results have been presented in Table 4 and Table 5 below.

Table 4: Test of Hypothesis

Hypotheses		Path Coefficient	T statistics	P values	Note
H1	Attractiveness >Attitude towards influencer advertising	0.731	24.17	0	Supported
H2	Expertise >Attitude towards influencer advertising	0.111	4.662	0	Supported
H3	Trustworthiness >Attitude towards influencer advertising	0.19	6.865	0	Supported
H4	Popularity >Attitude towards influencer advertising	-0.025	0.779	>0.05	Not Supported
H5	Attitude towards influencer advertising > Attitude towards the brand	0.51	14.217	0	Supported
H6	Attitude towards influencer advertising > Purchase Intention	0.77	35.919	0	Supported

Table 5: Variance Explained

	R-square	Q^2 predict
Attitude towards Influencer Endorsement	0.699	0.694
Attitude towards the brand	0.26	0.218
Purchase Intention	0.593	0.505

Conclusion and implications

This study offers a distinct contribution to influencer marketing literature by disentangling the relative importance of source characteristics in shaping consumer attitudes and behaviors. In particular, it draws attention to the disproportionate influence of attractiveness over other traditionally valued traits such as expertise, trustworthiness, and popularity. The path coefficient from attractiveness to attitude toward influencer endorsement (AIA) was notably strong, suggesting that visual appeal and charisma play a dominant role in driving positive consumer perceptions in social media contexts. This finding reinforces the idea that platforms like Instagram, which are visually driven, amplify the persuasive potential of attractive endorsers. This aligns with existing literature suggesting that visually appealing influencers can enhance message credibility and consumer engagement (Weismueller et al., 2020).

The moderate yet statistically significant impact of trustworthiness reinforces the idea that perceived sincerity and integrity are central to cultivating parasocial relationships and consumer trust. When influencers are seen as honest and reliable, it helps boost the effect of their other qualities. It also makes it easier for people to accept the message without doubt or hesitation. So, for brands, it's important to choose influencers who have a clear and consistent message, openly share when something is sponsored, and have a good reputation—this helps make their trust factor obvious and believable.

Expertise, while having a relatively modest effect size, still emerged as statistically significant, implying that consumers do place value on the influencer's domain knowledge or perceived competence when forming attitudes. This relatively weaker effect could stem from evolving consumer expectations: expertise may now be considered a baseline quality, especially in categories such as health, finance, or technology, where misinformation concerns are high. Yet in lifestyle or entertainment sectors, influencers' aesthetic appeal might overshadow the weight of expertise. This means that expertise on its own might not be enough—it works best when combined with other qualities like being genuine or having a clear and engaging way of communicating.

Most notably, the study reveals that popularity does not significantly enhance endorsement attitude, offering a critical challenge to the commonly held assumption that high follower counts equate to persuasive power. This finding suggests that mere visibility or fame, in isolation, lacks the depth required to establish credible and influential connections with consumers. This lack of impact from popularity could mean that people are starting to care less about how famous an influencer is and more about how genuine and relatable they seem. Many followers can now tell the difference between influencers who truly connect with their audience and those who just look popular. When influencers post too much repetitive or promotional content, people might lose interest, making popularity less useful in changing opinions. Such nuance advances existing literature by illustrating that popularity must be supported by credibility cues to achieve advertising effectiveness. Moreover, the study validates the central role of attitude toward influencer endorsement, with strong effects on both brand attitude and purchase intention. For marketers and brand strategists, the study yields actionable insights into how influencer characteristics can be harnessed to drive positive consumer outcomes. The strong influence of attractiveness suggests that influencer aesthetics remain critical in grabbing attention and triggering engagement. However, marketers must pair visual appeal with substantive traits—expertise and trustworthiness—which also positively shape attitudes. This means that effective influencer marketing strategies should avoid superficiality and instead aim for a holistic portrayal of the influencer's credibility and depth.

The study's findings caution against over-reliance on popularity metrics such as follower counts or visibility rankings. Given that popularity did not significantly impact advertising attitudes, selecting influencers purely based on reach may not yield the expected returns. Instead, marketers should prioritize micro-influencers or niche content creators who resonate more authentically with their audience and embody relevant traits like expertise and trustworthiness.

Understanding the attitudinal linkage between influencer perception, brand attitude, and purchase intention is especially valuable. When marketers create strong and thoughtful endorsement content, they can help shape these views in a way that benefits the brand. That's why it's important to choose influencers whose personality matches the brand's values—so the message feels natural, builds trust, and connects with people on both a logical and emotional level.

Furthermore, the confirmed predictive relevance of the model equips managers with the confidence to forecast consumer responses with greater precision. When selecting influencers, it's crucial to assess their perceived qualities among the target demographic, rather than relying on generic appeal. Qualitative screening via consumer feedback, along with quantitative metrics like engagement-to-follower ratios, can help identify individuals who are most likely to generate favorable advertising attitudes.

In conclusion, by integrating multiple source traits and empirically testing their influence, the study provides robust evidence for a more nuanced understanding of what makes influencer endorsements work. It urges marketers and researchers alike to move beyond superficial metrics like follower count, and instead consider the deeper interplay of attractiveness, credibility, and brand alignment. In doing so, the research paves the way for more strategic influencer selection: one that balances aesthetics with authenticity, apparent metrics with substance, and reach with resonance. These findings empower managers to make informed, data-driven decisions while designing campaigns that not only capture attention—but foster trust and drive action.

Limitations and Future Research Directions

Like any empirical investigation, this study presents certain limitations that offer meaningful opportunities for future research. First, the current research exclusively focused on Instagram, given its dominant role in influencing online purchase decisions. However, consumer engagement patterns may differ across platforms such as YouTube, Facebook etc. and future studies could extend this analysis by examining platform-specific dynamics to assess whether influencer effectiveness varies by channel.

Second, the insignificance of popularity as a predictor of consumer attitude in our study does not imply universal irrelevance. Future research could explore contextual or genre-specific variations—for example, whether popularity holds more sway in areas such as entertainment, or fashion, where follower counts might signal credibility or status.

Third, although brand attitude and purchase intention remain central to marketing impact assessments, other behavioural outcomes—such as word-of-mouth intention, post-sharing behaviour, or brand loyalty—could offer a richer understanding of how influencer endorsements propagate within digital networks.

Additionally, future studies could also incorporate longitudinal designs to observe whether the impact of influencer traits persists over time, and whether sustained exposure influences brand loyalty or repeat purchasing.

References

- Amos, C., Holmes, G., & Strutton, D. (2008). Exploring the relationship between celebrity endorser effects and advertising effectiveness: A quantitative synthesis of effect size. *International Journal of Advertising*, 27(2), 209–234. <https://doi.org/10.1080/02650487.2008.11073052>
- Atkin, C., & Block, M. (1983). Effectiveness of celebrity endorsers. *Journal of Advertising Research*, 23(1), 57–61. <http://psycnet.apa.org/psycinfo/1983-24590-001>
- Baker, M. J., & Churchill, G. A. (1977). The Impact of Physically Attractive Models on Advertising Evaluations. *Journal of Marketing Research*, 14(4), 538–555. <https://doi.org/10.1177/002224377701400411>
- Belanche, D., Casalo, L. V., Flavián, M., & Ibáñez-Sánchez, S. (2021). Building influencers' credibility on Instagram: Effects on followers' attitudes and behavioral responses toward the influencer. *Journal of Retailing and Consumer Services*, 61, 102585. <https://doi.org/10.1016/j.jretconser.2021.102585>
- Breves, P. L., Liebers, N., Abt, M., & Kunze, A. (2019). The Perceived Fit between Instagram Influencers and the Endorsed Brand. *Journal of Advertising Research*, 59(4), 440–454. <https://doi.org/10.2501/JAR-2019-030>
- Campbell, C., & Farrell, J. (2020). More than meets the eye: The functional components underlying influencer marketing influencer endorsem... *Business Horizons*, Elsevier, 63(04), 469–479. <https://www.sciencedirect.com/science/article/pii/S000768132030032X>
- Chopra, A., Avhad, V., & Jaju, and S. (2021). Influencer Marketing: An exploratory study to identify antecedents of consumer behavior of millennial. *Business Perspectives and Research*, 9(1), 77–91. https://doi.org/10.1177/2278533720923486/ASSET/IMAGES/LARGE/10.1177_2278533720923486-FIG1.JPEG
- Cronbach, L. J. (1951). Coefficient alpha and the internal structure of tests. *Psychometrika*, 16(3), 297–334. <https://doi.org/10.1007/BF02310555/METRICS>
- 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>
- Erdogan, B. Z. (1999). Celebrity Endorsement: A Literature Review. *Journal of Marketing Management*, 15(4), 291–314. <https://doi.org/10.1362/026725799784870379>
- Fornell, C., & Larcker, D. F. (1981). Evaluating Structural Equation Models with Unobservable Variables and Measurement Error. *Journal of Marketing Research*, 18(1), 39. <https://doi.org/10.2307/3151312>

- Goldsmith, R. E., Lafferty, B. A., & Newell, S. J. (2000). The Impact of Corporate Credibility and Celebrity Credibility on Consumer Reaction to Advertisements and Brands. *Journal of Advertising*, 29(3), 43–54. <https://doi.org/10.1080/00913367.2000.10673616>
- Gräve, J. F. (2017). Exploring the perception of influencers vs. Traditional celebrities: Are social media stars a new type of endorser? *ACM International Conference Proceeding Series*, Part F1296, 1–5. <https://doi.org/10.1145/3097286.3097322>
- Gundová, P., & Cvoligová, K. (2019). IMPACT OF INFLUENCER MARKETING ON CONSUMER BEHAVIOR. *Acta Academica Karviniensia*, 19(3), 31. <https://doi.org/10.25142/AAK.2019.018>
- Gupta, R., Kishor, N., & Verma, D. (2017). CONSTRUCTION AND VALIDATION OF A FIVE-DIMENSIONAL CELEBRITY ENDORSEMENT SCALE: INTRODUCING THE PATER MODEL. *British Journal of Marketing Studies*, 5(4), 15–35. www.eajournals.org
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2006). *Multivariate data analysis: Pearson new international edition PDF eBook*. Pearson Higher Ed.
- Hair, J. F., Sarstedt, M., Hopkins, L., & Kuppelwieser, V. G. (2014). Partial least squares structural equation modeling (PLS-SEM): An emerging tool in business research. In *European Business Review* (Vol. 26, Issue 2, pp. 106–121). Emerald Group Publishing Ltd. <https://doi.org/10.1108/EBR-10-2013-0128>
- Hair, N., Clark, M., & Shapiro, M. (2010). Toward a Classification System of Relational Activity in Consumer Electronic Communities: The Moderators’ Tale. *Journal of Relationship Marketing*, 9(1), 54–65. <https://doi.org/10.1080/15332660903552238>
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115–135. <https://doi.org/10.1007/S11747-014-0403-8/FIGURES/8>
- Henseler, J., Ringle, C. M., & Sinkovics, R. R. (2009). The use of partial least squares path modeling in international marketing. *Advances in International Marketing*, 20, 277–319. [https://doi.org/10.1108/S1474-7979\(2009\)0000020014/FULL/XML](https://doi.org/10.1108/S1474-7979(2009)0000020014/FULL/XML)
- Howard, J. A. . (1989). *Consumer behavior in marketing strategy*. Prentice Hall. https://books.google.com/books/about/Consumer_Behavior_in_Marketing_Strategy.html?id=pFIEAAAAYAAJ
- Hugh, D. C., Dolan, R., Harrigan, P., & Gray, H. (2022). Influencer marketing effectiveness: the mechanisms that matter. *European Journal of Marketing*, 56(12), 3485–3515. <https://doi.org/10.1108/EJM-09-2020-0703/FULL/PDF>
- Jun, S., & Yi, J. (2020). What makes followers loyal? The role of influencer interactivity in building influencer brand equity. *Journal of Product and Brand Management*, 29(6), 803–814. <https://doi.org/10.1108/JPBM-02-2019-2280/FULL/PDF>
- Kapitan, S., & Silvera, D. H. (2016). From digital media influencers to celebrity endorsers: attributions drive endorser effectiveness. *Marketing Letters*, 27(3), 553–567. <https://doi.org/10.1007/S11002-015-9363-0/FIGURES/1>
- Ki, C. W. ‘Chloe,’ & Kim, Y. K. (2019). The mechanism by which social media influencers persuade consumers: The role of consumers’ desire to mimic. *Psychology and Marketing*, 36(10), 905–922. <https://doi.org/10.1002/mar.21244>
- Kline, R. B. (2023). *Principles and Practice of Structural Equation Modeling*. In Guilford Publications. Guilford publications. <https://doi.org/10.15353/cgjsc.v1i1.3787>
- Lee, J., & Hong, I. B. (2016). Predicting positive user responses to social media advertising: The roles of emotional appeal, informativeness, and creativity. *International Journal of Information Management*, 36(3), 360–373. <https://doi.org/10.1016/J.IJINFOMGT.2016.01.001>
- 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>
- McCracken, G. (1989). Who Is the Celebrity Endorser? Cultural Foundations of the Endorsement Process. *Journal of Consumer Research*, 16(3), 310–321. <https://doi.org/10.1086/209217>
- Mehta, A., & Purvis, S. C. (1995). When attitudes towards advertising in general influence advertising success. *Conference of the American Academy of Advertising*, 190–191. <https://www.gandrllc.com/~gandrllc/reprints/whenattitudetowardsadvertising.pdf>
- NapoleonCat. (2024, February). *Instagram users in India - February 2024* . <https://napoleoncat.com/stats/instagram-users-in-india/2024/02/>
- Noor, M., Sreenivasan, J., & Ismail H. (2013). Malaysian consumers attitude towards mobile advertising, the role of permission and its impact on purchase intention: a structural equation modeling approach. *Asian Social Science*, 9(5), 135. https://www.academia.edu/download/51385859/Mobile_Advertising_1.pdf

- Nouri, M. (2018). The Power of Influence: Traditional Celebrity vs Social Media Influencer. *Pop Culture Intersections*, 32. https://scholarcommons.scu.edu/engl_176/32
- Nunnally, J. C. (1975). Psychometric theory—25 years ago and now. *Educational Researcher*, 4(10), 7–21.
- Ohanian, R. (1990). Construction and Validation of a Scale to Measure Celebrity Endorsers' Perceived Expertise, Trustworthiness, and Attractiveness. *Journal of Advertising*, 19(3), 39–52. <https://doi.org/10.1080/00913367.1990.10673191>
- Ohanian, R. (1991). The impact of celebrity spokespersons' perceived image on consumers' intention to purchase. *Journal of Advertising Research*, 31(1), 46–54. <https://psycnet.apa.org/record/1991-26094-001>
- Okonkwo, I., & Namkoisse, E. (2023). The Role of Influencer Marketing in Building Authentic Brand Relationships Online. *Journal of Digital Marketing and Communication*, 3(2), 81–90. <https://doi.org/10.53623/JDMC.V3I2.350>
- Pollay, R. W., & Mittal, B. (1993). Here's the Beef: Factors, Determinants, and Segments in Consumer Criticism of Advertising. *Journal of Marketing*, 57(3), 99–114. <https://doi.org/10.1177/002224299305700307>
- Saad, R., Mahamad, W. S. A. W., & Akbar, Y. A. A. (2022). THE ROLES OF SOCIAL MEDIA INFLUENCERS IN DIGITAL MARKETING. *FBM INSIGHTS*, 81.
- Salisbury, W. D., Pearson, R. A., Pearson, A. W., & Miller, D. W. (2001). Perceived security and World Wide Web purchase intention. *Industrial Management & Data Systems*, 101(4), 165–177. <https://doi.org/10.1108/02635570110390071/FULL/PDF>
- Santiago, J. K., & Castelo, I. M. (2020). Digital influencers: An exploratory study of influencer marketing campaign process on instagram. *Online Journal of Applied Knowledge Management*, 8(2), 31–52. [https://doi.org/10.36965/ojakm.2020.8\(2\)31-52](https://doi.org/10.36965/ojakm.2020.8(2)31-52)
- Schivinski, B., & Dabrowski, D. (2016). The effect of social media communication on consumer perceptions of brands. *Journal of Marketing Communications*, 22(2), 189–214. <https://doi.org/10.1080/13527266.2013.871323>
- 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>
- Shah, R., & Goldstein, S. M. (2006). Use of structural equation modeling in operations management research: Looking back and forward. *Journal of Operations Management*, 24(2), 148–169. <https://doi.org/10.1016/J.JOM.2005.05.001>
- Shan, Y., Chen, K. J., & Lin, J. S. (2020). When social media influencers endorse brands: the effects of self-influencer congruence, parasocial identification, and perceived endorser motive. *International Journal of Advertising*, 39(5), 590–610. <https://doi.org/10.1080/02650487.2019.1678322>
- Shareef, M. A., Mukerji, B., Dwivedi, Y. K., Rana, N. P., & Islam, R. (2019). Social media marketing: Comparative effect of advertisement sources. *Journal of Retailing and Consumer Services*, 46, 58–69. <https://doi.org/10.1016/J.JRETCONSER.2017.11.001>
- 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>
- Torres, P., Augusto, M., & Matos, M. (2019). Antecedents and outcomes of digital influencer endorsement: An exploratory study. *Psychology & Marketing*, 36(12), 1267–1276. <https://doi.org/10.1002/MAR.21274>
- Uribe, R., Buzeta, C., & Velásquez, M. (2016). Sidedness, commercial intent and expertise in blog advertising. *Journal of Business Research*, 69(10), 4403–4410. <https://doi.org/10.1016/J.JBUSRES.2016.04.102>
- Weismueller, J., Harrigan, P., Wang, S., & Soutar, G. N. (2020). Influencer endorsements: How advertising disclosure and source credibility affect consumer purchase intention on social media. *Australasian Marketing Journal*, 28(4), 160–170. https://doi.org/10.1016/J.AUSMJ.2020.03.002/ASSET/IMAGES/LARGE/10.1016_J.AUSMJ.2020.03.002-FIG1.JPEG
- Whitehead, J. L. (1968). Factors of source credibility. *Quarterly Journal of Speech*, 54(1), 59–63.
- Wu, S.-I., & Wang, W.-H. (2014). Impact of CSR Perception on Brand Image, Brand Attitude and Buying Willingness: A Study of a Global Café. *International Journal of Marketing Studies*, 6(6). <https://doi.org/10.5539/ijms.v6n6p43>