



Unveiling the Black Box of Influencer Marketing: The moderating role of Parasocial interaction and persuasion knowledge

Asif Iqbal

Lecturer, Karachi Institute of Economics and Technology, Karachi Pakistan

asif.coms123@gmail.com

Ubedullah Amjad Ali

Assistant Professor, Bahria Business School, Bahria University Karachi Campus

ubedamjadshaikh@gmail.com

Muhammad Sikander Iqbal

Assistant Professor, Karachi Institute of Economics and Technology, Karachi Pakistan

siqbal9000@gmail.com

Faisal Ismail

Lecturer, Karachi Institute of Economics and Technology, Karachi Pakistan

faisal.ismail@kiet.edu.pk

Sheikh Muhammad Ali

Assistant Professor, Bahria Business School Karachi Campus, Bahria University, Karachi

smali.bukc@bahria.edu.pk

Abstract

The digital era has significantly transformed the manner in which consumers perceive and interact with brands, primarily due to the emergence of influencer marketing. This study examines the complex relationship between influencer attributes—attractiveness, trustworthiness, and familiarity—and customer-perceived quality. Furthermore, it explores the moderating role of parasocial and persuasion knowledge on the relationship between customer-perceived quality and purchase intention. The study employed a quantitative research design, utilizing survey questionnaires to collect data from 390 consumers across a diverse range of consumers. Data analysis was conducted using Smart PLS. The results revealed that influencer familiarity, customer-perceived quality, and the moderating effects of parasocial and persuasion knowledge were all found to be significant. However, Influencer attractiveness and Influencer trustworthiness were insignificant. This study examines how parasocial interaction and persuasion knowledge moderate the influencer marketing-purchase intention relationship on social media. This research may help influencer marketers build more effective ads that consider parasocial interaction and persuasion knowledge in generating purchase intention. The study makes a valuable contribution to the developing area of influencer marketing by providing insights into the relationship between influencer characteristics, customer-perceived quality, and purchase intention. The results provide valuable insights for marketers seeking to enhance influencer selection and campaign strategies in a practical manner. Moreover, by an examination of the moderating effects of parasocial contact and persuasion knowledge, this study offers a more elaborate understanding of influencer marketing, thereby increasing its significance and efficacy within the contemporary digital marketplace.

Keywords: *Influencer attractiveness, Influencer Trustworthiness, Influencer familiarity, Customer perceived quality, Purchase intention, Parasocial interaction, Persuasion knowledge*



Introduction

In today's world characterized by digital advancements, influencer marketing has emerged as a widely adopted marketing approach among numerous businesses. In contemporary marketing strategies, influencer marketing is the strategic partnership between brands and individuals who possess a substantial social media following, with the aim of endorsing and promoting the brand's offerings (Stein et al., 2022). The utilization of influencer marketing has experienced significant growth in recent years, mostly attributed to the escalating significance of social media platforms and the burgeoning appeal of influencer culture (Jin et al., 2019). One notable benefit of influencer marketing is in its capacity to effectively reach a narrowly defined audience. In general, influencers tend to possess a dedicated audience that places a high degree of faith in their viewpoints and endorsements. Consequently, when an influencer provides an endorsement for a brand's products, there is an increased likelihood that their followers would exhibit interest in and actively interact with the brand (Enke & Borchers, 2019). The effectiveness of influencer marketing in reaching target audiences was reported by 86% of marketers, as indicated in a survey conducted by (Linqia, 2021).

Creating real content is another key to influencer marketing. Influencer marketing feels real and personal, unlike scripted advertising. Influencers earned their fans by being themselves and sharing their stories. Their product endorsements can appear sincere and trustworthy. This is crucial when consumers distrust traditional advertising (Leung et al., 2022; Osei-Frimpong et al., 2019). Additionally, influencer marketing can boost brand exposure and reputation. Brands may gain legitimacy and loyalty from followers by collaborating with trusted influencers. Influencer Marketing Hub concluded that influencer marketing returned \$5.78 for dollar spent (Influencer Marketing Hub, 2021).

Since social media emerged, influencer marketing has grown rapidly, becoming a prominent marketing approach for many firms. Influencer marketing uses social media influencers to promote companies or services. This marketing boosts brand exposure, engagement, and purchase intention. Influencer marketing's effect on purchase intention is still debated (Enke & Borchers, 2019). This study examines the effects of influencer marketing on purchase intention,



the moderating role of parasocial interaction and persuasion knowledge, and the relationship between customer perceived quality and purchase intention.

Previous studies have indicated that influencer marketing increases purchase intention (Aswani & Kumar, 2021; Hajli, 2018). Other researchs have found different results, suggesting that influencer marketing's success may depend on the consumer's persuasion expertise (Folse, 2019; Trivedi & Sama, 2020) and the influencer-consumer parasocial interaction (Choi & Rifon, 2016). Thus, this study examines how parasocial interaction and persuasion knowledge moderate influencer marketing and purchase intention. Additionally, the study examines customer perceived quality and buy intention. Customer perceived quality is the customer's opinion of the product or service. Customer perception of quality affects purchase intention (Shahzad et al., 2021; Kim & Kim, 2020).

This study examines customer perceived quality and buy intention in influencer marketing. This study seeks to understand how influencer marketing affects purchase intention, how Parasocial interaction and persuasion knowledge affect it, and how customer perceived quality affects it. Many firms rely on influencer marketing. Its ability to target a specific demographic, create real content, and enhance brand awareness and reputation makes it a popular marketing tool. Influencer marketing may become increasingly essential as social media and influencer culture increase (Wang et al., 2019; Jiménez-Castillo & Sánchez-Fernández, 2019).

Literature Review

Social Influence Theory

The concept of influencer marketing can be effectively elucidated through the lens of the social influence theory (SIT). The present theoretical framework on social control encompasses the examination of how individuals are subjected to the influence exerted by their counterparts within a specific social network, hence leading to the manifestation of specific behavioral patterns (Li, 2013; Koay et al., 2021; Venkatesh & Brown, 2001). According to Venkatesh and Brown (2001), social effect is regarded as an obligation to conform to specific behaviors, which is influenced by communication and indicators that shape expectations. The classification of social influence can be delineated into two categories: informational and normative (Deutsch & Gerard, 1955). The informational social influence is characterized by individuals accepting



information obtained from other sources as factual proof, whereas the normative social effect pertains to individuals conforming to the preferences of another individual within a collective setting (Li, 2013; Nam & Dân, 2018). This implies that the utilization of celebrity endorsements effectively conveys messages or brand information that is perceived as credible and sincere, hence potentially influencing individuals' perceptions of the brand due to the influence of social identity (Hsu & Lin, 2008; Xie & Feng, 2023). The importance of factors such as reliability, attractiveness, trustworthiness, familiarity, and objectivity in selecting the type of knowledge communicated to the public domain has been emphasized by researchers (Ilicic & Webster, 2015; Munnukka et al., 2016; Samu & Wymer, 2014).

Persuasion Theory

According to the theory of persuasion (Lafferty, Goldsmith, & Flynn, 2005; Ohanian, 1990), source reputation and beauty can comfort customers and improve message receptivity. Solomon (2014) also emphasizes the persuasiveness of influencers as product and service endorsers, as celebrity endorsements are used to change customers' perceptions of the company. Temperley and Tangen (2006) also claim that businesses sign influencers to achieve organizational goals. One-quarter of ads use influencer marketing, which may explain this projected impact (Biswas et al., 2009). The source theory suggests that an endorser's endorsement affects a message's effectiveness.

Influencer Marketing

Influencers are successful professionals who are well-known in their fields (Spry et al., 2011). An influencer may be an entertainer, politician, athlete, actor/actress, or other famous figure who contributed to fields other than the good or service they sponsored. Lay influencers, celebrities, and specialists can endorse and advertise brands (Lisichkova & Othman, 2017; Erdogan, 1999; Wei & Lu, 2013), projecting a personality-matched brand representation. Celebrity brand endorsement allows the celebrity to communicate brand details in numerous ways (Zhang, 2010; Patra & Datta, 2010). Influencers are important in brand endorsement and marketing nowadays. Successful professionals can influence a certain group. Their skill, fame, or charm may earn them notice (Spry et al., 2011). These people may be famous entertainers, politicians, athletes, actors/actresses, or others. Celebrities, lay influencers, and experts can promote and market brands (Lisichkova & Othman, 2017; Erdogan, 1999; Wei & Lu, 2013).



The main objective of brand endorsement is to successfully convey brand values and pertinent information to the target audience. When a celebrity lends their support to a company, they assume the role of the brand's spokesman and leverage their influence to convey the brand's ideals and particulars (Zhang, 2010; Patra & Datta, 2010). The personality of the influencer has a crucial role in shaping the perception of the endorsed brand, facilitating a stronger connection between the audience and the brand (Coates et al., 2019; Ki et al., 2020).

Hypothesis development

Influencer attractiveness and Customer perceived quality

The concept of influencer attractiveness encompasses the holistic evaluation of an influencer's appeal, encompassing several dimensions such as physical appearance, personality traits, and domain competence (Jin & Muqaddam, 2018; Lou et al., 2019; Chopra et al., 2020). According to Erdogan et al. (2001), buyers are more likely to attribute good traits, such as excellent quality and trustworthiness, to an endorsed brand when they regard the influencer as attractive. Erdogan et al. (2001) conducted a study which found that the perceived attractiveness of an influencer positively influences the customer's sense of brand quality. The research revealed that participants who evaluated the endorser to possess appealing qualities also assigned better ratings to the brand in terms of its perceived quality. This discovery aligns with other research that has identified a favorable correlation between the attractiveness of influencers and the attitudes of customers towards the brand being endorsed (Jin & Muqaddam, 2018; Lu & Stephenkova, 2019). The perceived quality of the endorsed brand is positively influenced by the attractiveness of the influencer. Hence, it is imperative for corporations to take into account the level of attractiveness possessed by an influencer during the process of influencer selection for brand endorsement, in order to effectively convey the company's quality to their target audience (Iqbal et al., 2023).

H1: Influencer attractiveness has a positive impact on customer perceived quality.

Influencer trustworthiness and customer perceived quality

A direct correlation exists between the level of trustworthiness attributed to influencers and the perceived quality of products or services by customers (Gamage & Ashill, 2023 ; Moraes et al., 2019). The concept of influencer trustworthiness pertains to the degree to which an influencer is viewed as possessing credibility and dependability by their audience (Erdogan, 1999; Berne-



Manero & Marzo-Navarro, 2020). According to Choi and Rifon (2012), buyers are more likely to attribute positive attributes, such as excellent quality and reliability, to a business when they view the influencer endorsing it as trustworthy. The impact of an influencer's perceived trustworthiness on the customer's opinion of brand quality was found to be favorable in a study conducted by Choi and Rifon (2016). The research revealed that individuals who regarded the endorser to possess trustworthiness also assigned higher quality ratings to the brand. This discovery aligns with other research that has identified a favorable correlation between the perceived trustworthiness of influencers and the sentiments of customers towards the brand being promoted (Lee & Watkins, 2016; Lou et al., 2023; Yu et al., 2018).

H2: Influencer trustworthiness has a positive impact on customer perceived quality.

Influencer familiarity and customer perceived quality

Influencer familiarity affects consumer quality perception. Knowing an influencer makes people think the product or service they endorse is better. This is called the "halo effect," where the influencer's positive qualities are transferred to the marketed product or service, improving its quality. Kim & Ko (2019) discovered that influencer familiarity improved customer quality perception, particularly for luxury products. Familiarity with an influencer increases trust and credibility, which boosts product quality, according to the writers. According to Lee et al. (2020), influencer familiarity increased customer trust and perceived quality.

Customers use the influencer's familiarity to reduce purchase risk; therefore this effect was bigger for high-risk products (Ashraf et al., 2023). The relationship between influencer familiarity and customer perceived quality may be influenced by factors including the influencer's authenticity and compatibility with the marketed product or service (Pöyry et al., 2019). According to Park and Lee (2020) influencer familiarity only improved customer perceived quality if the influencer was authentic and the marketed product or service matched their image.

H3: Influencer familiarity has a positive impact on customer perceived quality.

Customer perceived quality and purchase intention

Consistently, customer perceived quality increases purchasing intention. High-quality products and services make clients like them and increase their propensity to buy. Numerous studies across sectors and product categories have shown this association. Zeithaml (1988) discovered



that customer perceived quality was a major predictor of purchase intention for cars, appliances, and clothes. The author stated that perceived quality drives customer happiness and purchase behavior. Aaker (1991) found that perceived quality positively affected purchase intention for consumer electronics and personal care products. Customers use perceived quality to assess a product's value, according to the author. Recent research by Bagozzi and Yi (2012) verified the beneficial association between customers' perceived quality and purchase intention, mediated by customer satisfaction. The authors suggested that perceived quality drives customer happiness and purchasing intention (Iqbal, et al., 2023).

H4: Customer perceived quality has a positive impact on purchase intention.

Parasocial interaction as a moderator purchase intention

Parasocial interaction (PSI) may moderate the quality-purchase intention link. The illusion of intimacy or social engagement with media characters like celebrities or influencers is called PSI. Several studies have shown that PSI can alter how customers evaluate and respond to advertising messaging, which may affect perceived quality and buy intention. For instance, Muntinga, Moorman, and Smit (2011) found that PSI affected the connection between customer perceived quality and purchase intention for several consumer products. Despite inferior product quality, customers with high PSI with a media celebrity were more likely to prefer products marketed by that personality. Creating trust and credibility through PSI may increase the perceived worth of the promoted product, according to the authors. PSI influenced the link between consumer perceived quality and purchase intention for a new sports drink, according to van Noort, (Dadzie et al., 2017; Dadzie et al., 2017) .

Even before trying the sports drink, clients with a high PSI and a media personality were more likely to like it. PSI may increase product value by creating anticipation and excitement, according to the authors. PSI may depend on other elements, such as the genuineness of the promotional message and the media personality's match with the promoted product. Lee, Park, and Kim (2018) found that PSI only increased purchase intention when the promotional message was authentic and the media personality fit the product. PSI may attenuate the relationship between consumer perceived quality and purchase intention by increasing product value. However, the sincerity of the promotional message and the media personality's match with the product may affect this effect (Kim & Park, 2023; Hwang & Zhang, 2018).



H5: Parasocial interaction positively moderate the relationship between customer perceived quality and purchase intention.

Persuasion Knowledge as a moderator purchase intention

Consumers' awareness of marketing methods and ability to resist persuasive messaging is called persuasion knowledge. Persuasion expertise affects how buyers evaluate promotional messages and items, which may modify the relationship between perceived quality and purchase intention, according to previous study. Friestad and Wright (1994), found that consumers with high persuasion expertise were less influenced by advertising while evaluating a product. The authors claimed that high-persuasion customers are more critical and analytical when assessing advertising content, which may lead to more accurate product evaluations. De Pelsmacker, Driesen, and Rayp (2005) found that persuasive knowledge affected the connection between customer perceived quality and buy intention for several consumer products. Customers with high persuasion expertise were less likely to prefer high-quality products when they saw the advertising message as manipulative or dishonest (Jiang & Kassoh, 2022).

Customers with strong persuasion expertise are more likely to notice and resist deceptive marketing approaches, which may lower product value, according to the authors (Iqbal et al., 2023). Note that persuasion knowledge may depend on other aspects, such as product kind and purchase decision involvement. Huang, Cheng, and Su (2016) found that persuasion knowledge affected purchase intention more for low-involvement products than high-involvement ones.

H6: Persuasion Knowledge positively moderates the relationship between customer perceive quality and purchase intention.



Respondents' Profile

A total of 390 respondents filled the questionnaires through online Google forms. There were both male and female participants of age 20 years and above having monthly salary 20,000 PKR and above. However, 25 respondents have been excluded because they were not falling in the inclusion criteria as their monthly salary was less than 20,000 PKR. Therefore, the number of responses included in the study is 390. The Table 3.1 shows the demographics of these participants.

Table 1
Demographic Profile of the Respondents

Criteria	Frequency	Percentage
Gender		
Male	177	45.38
Female	213	54.61
Age		
20 to 29 years	94	24.10
30 to 39 years	166	42.56
40 to 49 years	63	16.15
50 to 59 years	49	12.56
60 years and above	18	4.61
Monthly Income		
20,000 to 39,000	57	14.61
40,000 to 59,000	65	16.66
60,000 to 79,000	83	21.28
80,000 to 99,000	88	22.56
100,000 and above	97	24.87

The above table shows that 45.3% respondents were male while 54.6% respondents were female. Most of the respondents were belonged to the age group 30 to 39 years that is 42.5%, 24.1 % were in age group 20 to 39 years 16.1% in 40 to 49 years 12.5 % were in the age range of 50 to 59 years, and 4.6 % participants were of age 60 years and above. 24.8% participants were those who have monthly income 100,000 and above. 22.5% of participants have monthly income 80,000 to 90,000 rupees. 21.2% respondents have monthly income 60,000 to 79,000 rupees.



The monthly income of 16.6% participants was 40,000 to 59,000 rupees. However, 14.6% participants were those whose monthly income in 20,000 to 39,000 rupees.

Table 2
Factor Loadings:

	CPQ	IA	IF	IT	PI	PK	PSI
CPQ1	0.739						
CPQ2	0.788						
CPQ3	0.776						
CPQ4	0.787						
IA1		0.880					
IA2		0.892					
IA3		0.793					
IA4		0.772					
IF1			0.855				
IF2			0.954				
IF3			0.822				
IT1				0.826			
IT2				0.657			
IT3				0.782			
IT4				0.825			
IT5				0.802			
PI1					0.952		
PI2					0.946		
PI3					0.740		
PI4					0.690		
PI5					0.789		
PI6					0.688		



PK1	0.846
PK2	0.923
PK3	0.692
PK4	0.777
PK5	0.862
PSI1	0.941
PSI2	0.683
PSI3	0.821
PSI4	0.877
PSI5	0.863
PSI6	0.821

Table 3
Assessment of Measurement Model

Variable Constructs	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
CPQ	0.786	0.856	0.597
IA	0.811	0.901	0.603
IF	0.871	0.951	0.511
IT	0.725	0.842	0.527
PI	0.701	0.793	0.505
PK	0.73	0.852	0.712
PSI	0.698	0.764	0.647

Discriminant Validity determines the differentiation or intercorrelation between constructs. Table 3.4 shows the results of the measure scales' discriminant validity tests through Fornell-larker criteria which is the square roots of the AVEs are represented by the elements in the matrix diagonals, which are always greater than the off-diagonal elements in their corresponding row and column, validating the discriminant validity of our scales.

Discriminant validity was also assessed by Heterotrait – Monotrait (HTMT) ratio of



correlations with values below the threshold of 0.90. Hence, discriminant validity is established (Table 3.5).

Table 4

Discriminant validity of variable constructs through Fornell-Larker Criteria

Latent Variables	CPQ	IA	IF	IT	PI	PK	PSI
CPQ	0.773						
IA	0.432	0.777					
IF	0.326	0.391	0.715				
IT	0.324	0.488	0.242	0.726			
PI	0.125	0.399	0.412	0.22	0.711		
PK	0.43	0.505	0.36	0.473	0.52	0.844	
PSI	0.201	0.29	0.046	0.381	0.47	0.511	0.804

Table 5

Discriminant validity of variable constructs through HTMT

Latent Variables	CPQ	IA	IF	IT	PI_	PK	PSI
CPQ							
IA	0.212						
IF	0.222	0.202					
IT	0.082	0.120	0.116				
PI_	0.196	0.267	0.271	0.106			
PK	0.208	0.193	0.277	0.107	0.257		
PSI	0.229	0.452	0.343	0.149	0.285	0.363	

Table 6



Moderation Analysis

	B	STDEV	T Statistics	P Values
Moderating Effect of PK -> CPQ-PI	-0.112	0.148	2.225	0.027
Moderating Effect of PSI -> CPQ-PI	0.231	0.072	3.212	0.001

Figure 1
 PLS-Model

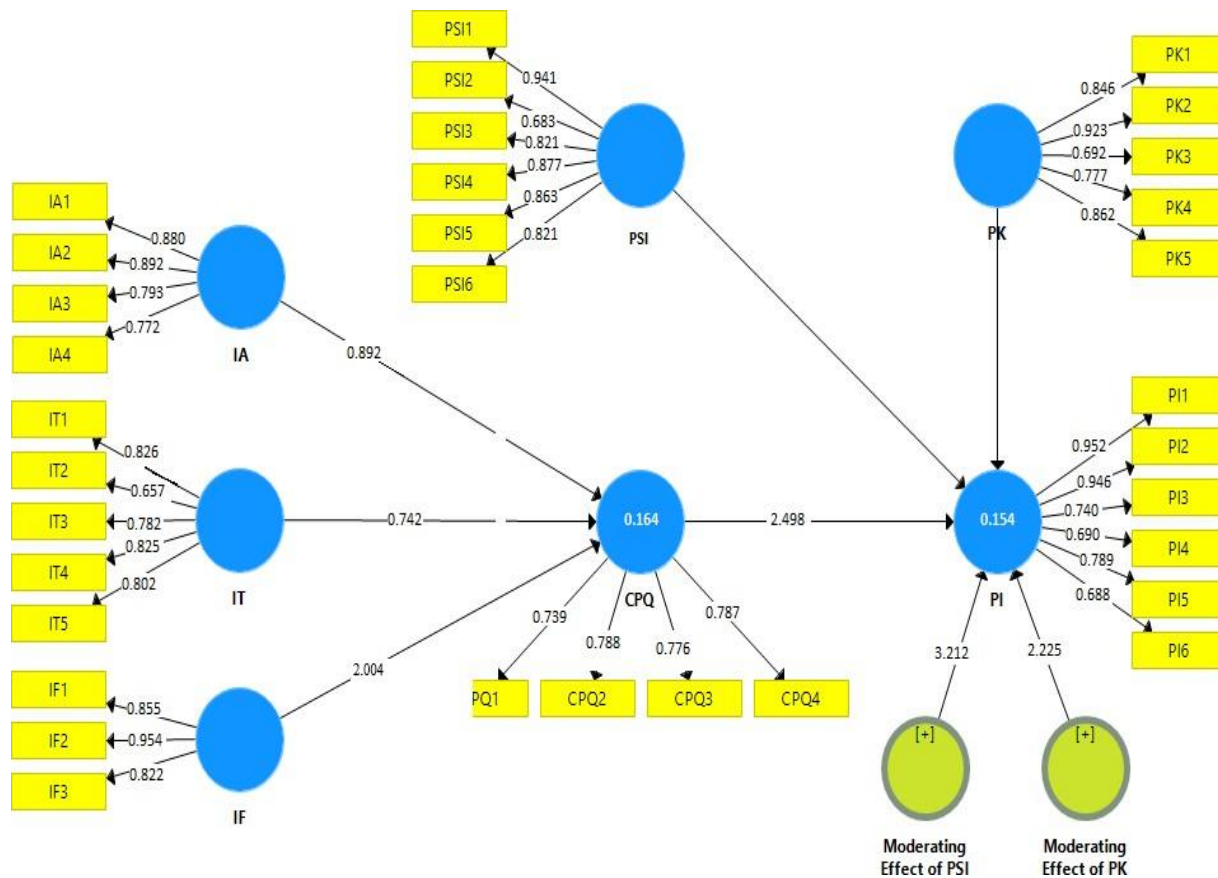




Table 7
Summary of Hypothesis Test and Results

Hypotheses	β	SD	T Statistics	P value	Result
IA -> CPQ	-0.162	0.181	0.892	0.373	Not supported
IF -> CPQ	0.171	0.156	1.906	0.061	Supported
IT -> CPQ	0.078	0.105	0.742	0.458	Not supported
CPQ -> PI	0.082	0.049	2.498	0.097	Supported
PK* CP -> PI	-0.112	0.148	2.225	0.027	Supported
PSI* CP -> PI	0.231	0.072	3.212	0.001	Supported

The assessment of construct validity was extended by evaluating the convergent and discriminant validity. Convergent validity was established using the Average Variance Extracted (AVE) metric, and the results indicate that the AVE value exceeds the recommended threshold level of 0.50, as recommended by Cheung et al., (2023) Discriminant validity, which determines the uniqueness of each construct, was assessed by examining the average shared variance of the constructs. The results displayed in Table 3.7 indicate that the mean shared variance is below the square root of the mean variance retrieved, in accordance with the recommendation of Fornell and Larcker (1981).

Discussion and Conclusion

This study examined how influencer beauty, trustworthiness, and familiarity affect customer-perceived quality, as well as how parasocial interaction and persuasion knowledge moderate the effects. This research sheds light on the complicated relationship between these variables and has ramifications for academics and industry. The study found that influencer attractiveness, trustworthiness, and familiarity significantly affect customer-perceived quality. These findings support earlier studies showing that these factors shape customer perceptions and attitudes. Since their recommendations are more believable and convincing, attractive, trustworthy, and familiar



influencers are more likely to positively affect customer views of product or service quality. A crucial addition of this study is the analysis of parasocial contact as a moderating factor. Significant parasocial interaction between consumers and influencers affected how influencer qualities (attractiveness, trustworthiness, and familiarity) affected customer-perceived quality. Stronger parasocial relationships with influencers made consumers more receptive to these attributes. This emphasizes the necessity of real and engaging influencer-follower interactions. It is crucial to consider the role of persuasion knowledge in this research. Consumers with more persuasive knowledge rated influencer endorsements more critically.

When consumers have more persuasion expertise, influencer traits have a smaller effect on perceived quality. Marketers must be mindful of their target audience's sophistication and adjust their influencer marketing techniques. The study found that parasocial interaction and persuasion knowledge moderate the link between influencer qualities and customer-perceived quality. Thus, customer interaction with influencers and their awareness of persuasive strategies may affect influencer marketing campaign effectiveness. When creating influencer marketing, marketers should consider these things.

This study sheds light on how influencer marketing affects customer-perceived quality and how parasocial interaction and persuasion knowledge moderate it. The findings emphasize the necessity of selecting influencers based on attractiveness, trustworthiness, and familiarity in changing consumer attitudes. The study also stresses the importance of marketing building true influencer-follower relationships. Strong parasocial interactions can boost influencer persuasiveness. This effect depends on consumer persuasion knowledge. Influencer marketing efforts must acknowledge and address persuasive knowledge to be authentic and effective. Understanding how these elements interact is essential for success in influencer marketing as it evolves. Marketers may maximize influencer marketing's impact on customer quality and brand success by matching influencer selection and campaign techniques to audience characteristics and awareness levels.



Limitations and Future Research

The study is subject to limitations, specifically the possibility of sample bias. This arises from the potential concentration of the research on a particular demographic, so restricting the extent to which the findings may be applied to a broader population. The presence of methodological limitations, such as the utilization of self-report measures, has the potential to introduce social desirability bias and may not fully include the intricate nature of influencer traits and the perceived quality of customers. The utilization of a cross-sectional design poses limitations in establishing causal links, hence highlighting the need for future research employing longitudinal or experimental methodologies. The quantification of parasocial contact may possess certain limitations, as it frequently contains various dimensions that warrant a more thorough evaluation. Moreover, it is important to note that the study may have overlooked certain contextual elements that have the potential to impact the examined correlations. These considerations encompass variables such as the specific nature of the product or service under investigation, as well as potential cultural disparities that may exist.

In order to overcome these constraints, future research endeavors should aim to incorporate varied populations, apply a wide array of study methods such as longitudinal and experimental designs, and delve into multiple dimensions of parasocial interaction. The examination of various influencer factors in relation to their impact on customer-perceived quality through comparative analysis can yield significant insights. Additionally, conducting cross-cultural research can help reveal cultural variations in this context. Furthermore, it is imperative to perform platform-specific research in order to gain a comprehensive understanding of the functioning of influencer marketing across various social media platforms. Qualitative methodologies, such as interviews and focus groups, have the potential to offer a more profound comprehension of consumer attitudes. Future investigations should prioritize ethical considerations in influencer marketing, particularly in relation to openness and disclosure practices, in order to promote responsible and efficient marketing practices within this field.



References

- Ashraf, A., Hameed, I., & Saeed, S. A. (2023). How do social media influencers inspire consumers' purchase decisions? The mediating role of parasocial relationships. *International Journal of Consumer Studies*, 47(4), 1416–1433. <https://doi.org/10.1111/ijcs.12917>.
- Aaker, D. A. (1991). *Managing brand equity: Capitalizing on the value of a brand name*. Free Press.
- Aswani, S., & Kumar, S. (2021). Effectiveness of influencer marketing: A study of Indian consumers. *Journal of Retailing and Consumer Services*, 58, 102309.
- Bagozzi, R. P., & Yi, Y. (2012). Multilevel marketing: The effects of perceived interdependence on perceived quality and purchase intention. *Journal of the Academy of Marketing Science*, 40(1), 115-130.
- Berne-Manero, C., & Marzo-Navarro, M. (2020). Exploring how influencer and relationship marketing serve corporate sustainability. *Sustainability (Switzerland)*, 12(11). <https://doi.org/10.3390/su12114392>
- Biswas, S., Hussain, M., & O'Donnell, K. (2009). Celebrity endorsements in advertisements and consumer perceptions: A cross-cultural study. *Journal of Global Marketing*, 22(2), 121–137. <https://doi.org/10.1080/08911760902765940>
- Cheung, G. W., Cooper-Thomas, H. D., Lau, R. S., & Wang, L. C. (2023). Reporting reliability, convergent and discriminant validity with structural equation modeling: A review and best-practice recommendations. *Asia Pacific Journal of Management*, 1-39.
- Choi, S. M., & Rifon, N. J. (2016). Antecedents and outcomes of Parasocial interaction with online influencers. *Journal of Advertising*, 45(1), 121-135.
- Chopra, A., Avhad, V., & Jaju, S. (2020). Influencer Marketing: An Exploratory Study to Identify Antecedents of Consumer Behavior of Millennial. *Business Perspectives and Research*, 227853372092348. <https://doi.org/10.1177/2278533720923486>
- Coates, A. E., Hardman, C. A., Halford, J. C. G., Christiansen, P., & Boyland, E. J. (2019). Social media influencer marketing and children's food intake: A randomized trial. *Pediatrics*, 143(4). <https://doi.org/10.1542/peds.2018-2554>
- Choi, S. M., & Rifon, N. J. (2012). It is a match: The impact of congruence between celebrity image and consumer ideal self on endorsement effectiveness. *Psychology & marketing*, 29(9), 639-650.



- Dadzie, K. Q., Amponsah, D. K., Dadzie, C. A., & Winston, E. M. (2017). How Firms Implement Marketing Strategies in Emerging Markets: An Empirical Assessment of The 4A Marketing Mix Framework. *Journal of Marketing Theory and Practice*, 25(3), 234–256. <https://doi.org/10.1080/10696679.2017.1311220>
- De Pelsmacker, P., Driesen, L., & Rayp, G. (2005). Do consumers care about ethics? Willingness to pay for fair-trade coffee. *Journal of Consumer Affairs*, 39(2), 363–385.
- Deutsch, M., & Gerard, H. B. (1955). A study of normative and informational social influences upon individual judgment. *The journal of abnormal and social psychology*, 51(3), 629. <https://doi.org/10.1037/h0046408>
- Enke, N., & Borchers, N. S. (2019). Social Media Influencers in Strategic Communication: A Conceptual Framework for Strategic Social Media Influencer Communication. *International Journal of Strategic Communication*, 13(4), 261–277. <https://doi.org/10.1080/1553118X.2019.1620234>
- Erdogan, B. Z. (1999). Celebrity endorsement: A literature review. *Journal of marketing management*, 15(4), 291–314. <https://doi.org/10.1362/026725799784870379>
- Erdogan, B. Z., Baker, M. J., & Tagg, S. (2001). Selecting celebrity endorsers: The practitioner's perspective. *Journal of advertising research*, 41(3), 39–48. <https://doi.org/10.2501/JAR-41-3-39-48>
- Erdogan, B. Z., Baker, M. J., & Tagg, S. (2001). Selective perception of sponsorships: Free riding and goodwill transfer. *Journal of Advertising*, 30(2), 1–17.
- Folse, J. A. G. (2019). The effects of source type and persuasion knowledge on source credibility in influencer marketing. *Journal of Advertising Research*, 59(1), 16–30.
- Friestad, M., & Wright, P. (1994). The persuasion knowledge model: How people cope with persuasion attempts. *Journal of Consumer Research*, 21(1), 1–31.
- Fornell, C., & Larcker, D. F. (1981). Structural Equation Models with Unobservable Variables and Measurement Error: Algebra and Statistics. *Journal of Marketing Research*, 18, 382–388. <http://dx.doi.org/10.2307/3150980>
- Grafström, J., Jakobsson, L., & Wiede, P. (2018). The impact of influencer marketing on consumers' attitudes.



- Gamage, T. C., & Ashill, N. J. (2023). # Sponsored-influencer marketing: Effects of the commercial orientation of influencer-created content on followers' willingness to search for information. *Journal of Product & Brand Management*, 32(2), 316–329. <https://doi.org/10.1108/JPBM-10-2021-3681>
- Hajli, M. N. (2018). Influencer marketing and customer engagement. *Journal of Service Management*, 29(4), 487-491.
- Hsu, C. L., & Lin, J. C. C. (2008). Acceptance of blog usage: The roles of technology acceptance, social influence and knowledge sharing motivation. *Information & management*, 45(1), 65-74. <https://doi.org/10.1016/j.im.2007.11.001>
- Huang, K. Y., Cheng, Y. T., & Su, C. W. (2016). The effect of persuasion knowledge and product involvement on consumer skepticism. *Journal of Business Research*, 69(12), 5733-5739.
- Hwang, K., & Zhang, Q. (2018). Influence of Parasocial relationship between digital celebrities and their followers on followers' purchase and electronic word-of-mouth intentions, and persuasion knowledge. *Computers in Human Behavior*, 87, 155–173. <https://doi.org/10.1016/j.chb.2018.05.029>
- Ilicic, J., & Webster, C. M. (2015). Consumer values of corporate and celebrity brand associations. *Qualitative Market Research: An International Journal*. <https://doi.org/10.1108/QMR-06-2013-0037>
- Influencer Marketing Hub. (2021). Influencer Marketing Statistics. Retrieved from <https://influencermarketinghub.com/influencer-marketing-statistics/>
- Iqbal, A., Hasan, M. A., Bukhari, S. F., & Ramish, M. S. (2023). Determinants of Customer Satisfaction: The Moderating Role of Switching Cost towards Customer Loyalty in B2B Packaged Food Retail Setting. *Journal of Education and Social Studies*, 4(1), 1-15.
- Iqbal, A., Aslam, S., Jalali, W. U. B., Saboor, A., & Haider, W. (2023). Unveiling the Power of Influencer Marketing: A Systematic review of Influencer Marketing Antecedents, Outcomes, Theoretical Framework and the Future Research Directions. *Research Journal for Societal Issues*, 5(2), 362–395. <https://doi.org/10.56976/rjsi.v5i2.119>
- Iqbal, A., Kazmi, S. Q., Anwar, A., Ramish, M. S., & Salam, A. (2023). Impact Of Green Marketing On Green Purchase Intention And Green Consumption Behavior: The Moderating Role Of Green Concern. *Journal of Positive School Psychology*, 975-993.
- Iqbal, A., Waris, I., & Farooqui, R. (2022). Predictors and outcomes of brand love: An evaluation of customers' love for neo-luxury brands. *Pakistan Business Review*, 24.



- Jiménez-Castillo, D., & Sánchez-Fernández, R. (2019). The role of digital influencers in brand recommendation: Examining their impact on engagement, expected value and purchase intention. *International Journal of Information Management*, 49(February), 366–376.
<https://doi.org/10.1016/j.ijinfomgt.2019.07.009>
- Jin, S. A. A., & Muqaddam, A. (2018). The role of influencers in beauty product consumption in South Africa. *Journal of Contemporary Management*, 15(1), 13-25.
- Jin, S. V., Muqaddam, A., & Ryu, E. (2019). Instafamous and social media influencer marketing. *Marketing Intelligence & Planning*, 37(5), 567-579.
- Jiang, B., & Kassoh, F. S. (2022). A Comparative Study of High-Quality Broiler Purchase Behavior between Chinese and Sierra Leonean Consumers: The Moderating Role of Uncertainty Avoidance. *Sustainability*, 15(1), 457.
<https://doi.org/10.3390/su15010457>
- Ki, C. W., 'Chloe,' Cuevas, L. M., Chong, S. M., & Lim, H. (2020). Influencer marketing: Social media influencers as human brands attaching to followers and yielding positive marketing results by fulfilling needs. *Journal of Retailing and Consumer Services*, 55(April), 102133.
<https://doi.org/10.1016/j.jretconser.2020.102133>
- Kim, A. J., & Ko, E. (2019). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business Research*, 98, 365-377.
- Kim, H., & Park, M. (2023). Virtual influencers' attractiveness effect on purchase intention: A moderated mediation model of the Product–Endorser fit with the brand. *Computers in Human Behavior*, 143, 107703.
<https://doi.org/10.1016/j.chb.2023.107703>
- Kim, Y. J., & Kim, W. G. (2020). The impact of perceived service quality on brand reputation and purchase intention in upscale restaurants. *International Journal of Hospitality Management*, 86, 102390.
- Koay, K. Y., Teoh, C. W., & Soh, P. C.-H. (2021). Instagram influencer marketing: Perceived social media marketing activities and online impulse buying. *First Monday*. <https://doi.org/10.5210/fm.v26i9.11598>
- Lou, C., Taylor, C. R., & Zhou, X. (2023). Influencer Marketing on Social Media: How Different Social Media Platforms Afford Influencer–Follower Relation and Drive Advertising Effectiveness. *Journal of Current Issues & Research in Advertising*, 44(1), 60–87. <https://doi.org/10.1080/10641734.2022.2124471>
- Lafferty, B. A., Goldsmith, R. E., & Flynn, L. R. (2005). Are innovators influenced by endorser expertise in an advertisement when evaluating a high technology



- product?. *Journal of Marketing Theory and Practice*, 13(3), 32-48.
<https://doi.org/10.1080/10696679.2005.11658548>
- Lee, D., Lee, S., & Kim, S. (2020). Do you trust my influencer? The role of influencer familiarity in building consumer trust and purchase intention. *Journal of Interactive Marketing*, 50, 57-69.
- Lee, J. Y., Park, J. H., & Kim, J. (2018). The effect of Parasocial interaction with celebrity endorsements on consumers' purchase intention: The mediating role of self-brand connection and the moderating role of celebrity-product fit. *Psychology & Marketing*, 35(11), 823-833.
- Leung, F. F., Gu, F. F., & Palmatier, R. W. (2022). Online influencer marketing. *Journal of the Academy of Marketing Science*, 1-26.
- Li, C. Y. (2013). Persuasive messages on information system acceptance: A theoretical extension of elaboration likelihood model and social influence theory. *Computers in human behavior*, 29(1), 264-275. <https://doi.org/10.1016/j.chb.2012.09.003>
- Linqia. (2021). The State of Influencer Marketing 2021. Retrieved from <https://www.linqia.com/state-of-influencer-marketing-2021>
- Lisichkova, N., & Othman, Z. (2017). *The Impact of Influencers on Online Purchase Intent*. May 2017, 1–64. <http://www.diva-portal.org/smash/get/diva2:1109584/FULLTEXT01.pdf>
- Lou, C., Tan, S. S., & Chen, X. (2019). Investigating Consumer Engagement with Influencer- vs. Brand-Promoted Ads: The Roles of Source and Disclosure. *Journal of Interactive Advertising*, 19(3), 169–186. <https://doi.org/10.1080/15252019.2019.1667928>
- Lu, L., & Stephenkova, S. (2019). How destination images are formed in social media: A study of Weibo. *Journal of Travel Research*, 58(5), 851-864.
- Lee, J. E., & Watkins, B. (2016). YouTube vloggers' influence on consumer luxury brand perceptions and intentions. *Journal of Business Research*, 69(12), 5753-5760.
- Moraes, M., Gountas, J., Gountas, S., & Sharma, P. (2019). Celebrity influences on consumer decision making: new insights and research directions. *Journal of Marketing Management*, 35(13–14), 1159–1192.
<https://doi.org/10.1080/0267257X.2019.1632373>
- Munnukka, J., Uusitalo, O., & Toivonen, H. (2016). Credibility of a peer endorser and advertising effectiveness. *Journal of Consumer Marketing*.
<https://doi.org/10.1108/JCM-11-2014-1221>



- Muntinga, D. G., Moorman, M., & Smit, E. G. (2011). Introducing COBRAs: Exploring motivations for brand-related social media use. *International Journal of Advertising*, 30(1),13-46.
- Nam, L. G., & Dân, H. T. (2018). Impact of social media Influencer marketing on consumer at HoChi Minh City. *The International Journal of Social Sciences and Humanities Invention*, 5(5), 4710–4714.
<https://doi.org/10.18535/ijsshi/v5i5.10>
- 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>
- Osei-Frimpong, K., Donkor, G., & Owusu-Frimpong, N. (2019). The Impact of Celebrity Endorsement on Consumer Purchase Intention: An Emerging Market Perspective. *Journal of Marketing Theory and Practice*, 27(1), 103–121.
<https://doi.org/10.1080/10696679.2018.1534070>
- Park, H., & Lee, H. (2020). The effects of social media influencers' authenticity and congruence on the perceived value of their endorsements. *Journal of Business Research*, 117, 510-519.
- Pöyry, E., Pelkonen, M., Naumanen, E., & Laaksonen, S. M. (2019). A Call for Authenticity: Audience Responses to Social Media Influencer Endorsements in Strategic Communication. *International Journal of Strategic Communication*, 13(4), 336–351. <https://doi.org/10.1080/1553118X.2019.1609965>
- Patra, S., & Datta, S. K. (2010). Celebrity Endorsement in India--Emerging Trends and Challenges. *Journal of Marketing & Communication*, 5(3).
- Samu, S., & Wymer, W. (2014). Cause marketing communications: Consumer inference on attitudes towards brand and cause. *European Journal of Marketing*, 48(7/8), 1333-1353. <https://doi.org/10.1108/EJM-04-2012-0226>
- Shahzad, A., Jaffari, A. R., Ahmad, A., & Sajjad, S. (2021). The effect of service quality on customers' satisfaction and loyalty: The mediating role of perceived value. *International Journal of Quality & Reliability Management*, 38(1), 218-234.
- Solomon, A. (2014). *The noonday demon: An atlas of depression*. Simon and Schuster.
- Spry, A., Pappu, R., & Cornwell, T. B. (2011). Celebrity endorsement, brand credibility and brand equity. In *European Journal of Marketing* (Vol. 45, Issue 6).
<https://doi.org/10.1108/03090561111119958>
- Stein, J. P., Linda Breves, P., & Anders, N. (2022). Parasocial interactions with real and virtual influencers: The role of perceived similarity and human-likeness. *New Media & Society*,14614448221102900.



- Temperley, J., & Tangen, D. (2006). The Pinocchio Factor In Consumer Attitudes Towards Celebrity Endorsement: Celebrity Endorsement, The Reebok Brand, And An Examination Of A Recent Campaign. *Innovative Marketing*, 2(3), 97–111.
- Trivedi, J., & Sama, R. (2020). The Effect of Influencer Marketing on Consumers' Brand Admiration and Online Purchase Intentions: An Emerging Market Perspective. *Journal of Internet Commerce*, 19(1), 103–124.
<https://doi.org/10.1080/15332861.2019.1700741>
- Venkatesh, V., & Brown, S.A. (2001). A longitudinal investment of personal computers in homes: Adoption determinants and emerging Challenges. *MIS quarterly*, 71-102 <https://doi.org/10.2307/3250959>
- Wang, M. Y., Zhang, P. Z., Zhou, C. Y., & Lai, N. Y. (2019). Effect of emotion, expectation, and privacy on purchase intention in wechat health product consumption: The mediating role of trust. *International Journal of Environmental Research and Public Health*, 16(20).
<https://doi.org/10.3390/ijerph16203861>
- Wei, P. S., & Lu, H. P. (2013). An examination of the celebrity endorsements and online customer reviews influence female consumers' shopping behavior. *Computers in Human Behavior*, 29(1), 193–201.
<https://doi.org/10.1016/j.chb.2012.08.005>
- Wang, M.-Y., Zhang, P.-Z., Zhou, C.-Y., & Lai, N.-Y. (2019). Effect of Emotion, Expectation, and Privacy on Purchase Intention in WeChat Health Product Consumption: The Mediating Role of Trust. *International Journal of Environmental Research and Public Health*, 16(20), 3861. <https://doi.org/10.3390/ijerph16203861>
- Xie, Q., & Feng, Y. (2023). How to strategically disclose sponsored content on Instagram? The synergy effects of two types of sponsorship disclosures in influencer marketing. *International Journal of Advertising*, 42(2), 317–343.
<https://doi.org/10.1080/02650487.2022.2071393>
- Yu, J., Lin, Z., Yang, J., Shen, X., Lu, X., & Huang, T. S. (2018). Generative image inpainting with contextual attention. In *Proceedings of the IEEE conference on computer vision and pattern recognition* (pp. 5505-5514).
- Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. *Journal of Marketing*, 52(3), 2-22.
- Zhang, E. M. (2010). Understanding the Acceptance of Mobile SMS Advertising among Young Chinese Consumers. *Psychology & Marketing*, 30(6), 461–469.
<https://doi.org/10.1002/m>