

The Effect of Social Media Influencers on Purchase Intentions: A Quantitative Investigation of Malaysian Consumers

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Abstract

Influencer marketing has rapidly become a key strategy for businesses aiming to influence consumer purchase intentions in today's digital age. This study quantitatively examines four key factors in influencer marketing: Influencer Impact, Content Quality, Product or Service Characteristics, and Consumer Individual Factors, and their role in influencing consumer purchase intentions. The research provides empirical evidence on how these variables interact to shape purchasing behaviour. Conducted among 150 participants in Malaysia, primarily students, the research collected data using structured online questionnaires. Statistical analysis, including correlation and regression, was employed to evaluate the significance of each factor. Findings suggest that authenticity in influencer content, coupled with the quality of the product or service, plays a critical role in driving consumer trust and purchase decisions. Additionally, the alignment between an influencer's profile and the target consumer demographic significantly enhances the effectiveness of marketing campaigns. The study's results, while offering valuable insights, are limited by the scope of its sample, focusing on a specific consumer group and geographical region. To build on these findings, future research should expand to a more diverse demographic and explore variations across different markets. The research also highlights the need for longitudinal studies to measure the long-term effects of influencer marketing strategies, as much of the current literature focuses on immediate or short-term impacts.

Keywords: Influencer Marketing, Purchase Intentions, Social Media, Digital Marketing, Consumer Behaviour

Introduction

Social media has changed how businesses reach customers, with influencer marketing emerging as one of the most powerful tools (Azhar et al., 2024). Influencers—people with large followings on social media platforms—play a crucial role in shaping consumer choices (Agnihotri et al., 2023). They build trust with their followers by sharing personal stories and

experiences, which makes their product recommendations feel more authentic compared to traditional advertising (Almahdi et al., 2022). This authenticity often leads to stronger connections with consumers, encouraging them to buy the products influencers endorse (Sokolova & Kefi, 2020).

However, despite its popularity, influencer marketing doesn't always deliver the expected results (Alipour et al., 2024). Some campaigns drive sales and build brand loyalty, while others fail to make an impact. This inconsistency creates a challenge for businesses trying to figure out why some influencer campaigns succeed and others don't. Researchers have noted that the success of these campaigns depends on several factors, such as the type of influencer used, the content they produce, and the audience they engage with (Han & Balabanis, 2024). But there is still a need for more research to fully understand how these elements work together to influence consumer behavior.

Influencers now play a central role in many industries, including fashion, technology, fitness, and beauty (Jia et al., 2024). They are able to connect with audiences in a way that traditional advertising cannot, offering a more personal and relatable form of promotion. However, not all influencers are equally effective (Naderer et al., 2021). While mega-influencers with millions of followers can offer broad visibility, micro-influencers with smaller but highly engaged audiences often create stronger relationships with their followers (Conde & Casais, 2023). Additionally, the social media platform used can make a difference in the success of a campaign. Instagram might be better for visual brands, while YouTube is often favored for detailed product reviews (Chen et al., 2023). The variety of factors involved makes it difficult for businesses to create a clear-cut strategy that works in every situation.

Consumer behavior also plays a big part in how well influencer marketing works. Younger consumers, particularly Millennials and Generation Z, are generally more likely to trust influencers and base their purchasing decisions on their recommendations (Parengkuan et al., 2020). In contrast, older consumers may not engage as deeply with influencer marketing or may prefer more traditional forms of advertising (Ahuja & Loura, 2020). Understanding how different consumer groups respond to influencer marketing is key to making the most of this strategy.

The goal of this study is to explore how influencer marketing affects consumers' decision-making. It will look at the main factors that contribute to the success of these campaigns, such as the influencer's credibility, the quality of the content, how well the product fits the influencer's audience, and how engaged the consumers are. This research will examine these factors to help businesses better understand how they can improve their influencer marketing efforts and reach consumers more effectively.

This research will add to existing studies on influencer marketing by identifying what makes some campaigns more successful than others. It will also provide practical guidance for businesses, offering insights into how they can adjust their strategies to get better results. By gaining a clearer picture of what drives consumer behavior in response to influencer marketing, companies will be better equipped to create campaigns that resonate with their target audiences.

Literature Review

The impact of influencer marketing on consumer purchase intention is shaped by several key factors. This study focuses on four primary aspects: the influence of the influencer, the quality of the content shared by the influencer, the characteristics of the product or service, and individual consumer factors. Together, these elements play a critical role in determining the success of influencer marketing strategies.

Influencer Influence

Influencers play a significant role in shaping consumer decisions in the current digital landscape. Their ability to form personal connections with followers through platforms like Instagram, TikTok, and YouTube creates a type of trust that conventional advertising often struggles to replicate (Asquith & Fraser, 2020). The personal nature of this connection fosters loyalty and credibility, which can drive purchasing decisions. This study investigates how various factors such as follower size, engagement levels, and influencer reputation contribute to influencing consumer behavior.

The size of an influencer's following often directly affects their credibility. While a large audience can indicate popularity, the quality of interaction between an influencer and their followers is key. It's not enough to have millions of followers if the relationship lacks meaningful engagement. Influencers who regularly interact with their audience by responding to comments, holding discussions, or sharing experiences build a stronger sense of authenticity (Agnihotri et al., 2023). This authenticity plays a central role in driving consumer trust and, ultimately, purchasing decisions. Research suggests that consumers are more likely to act on product recommendations when they feel connected to the influencer (Cabeza-Ramírez et al., 2022).

Another crucial aspect is the influencer's personal brand (Ahmed, Ghaffar, et al., 2024). Influencers who maintain consistent messaging and values develop loyal followings. When an influencer's personal brand aligns with the products they promote, it helps reinforce their credibility. Consumers are more likely to trust product endorsements from influencers whose identities align with the products they support. This alignment is essential for fostering long-term influence over consumer decisions. Additionally, influencers who establish a presence across multiple platforms can extend their reach and deepen their influence (Borchers et al., 2022). Engaging with consumers on various social channels allows influencers to connect with different audience segments, further strengthening their impact and expanding their ability to influence purchasing behavior across a wider spectrum.

Content Quality

Content quality plays an essential role in determining the effectiveness of influencer marketing, influencing consumer trust, engagement, and ultimately purchase decisions. As previous studies have demonstrated, quality content is vital for capturing attention and driving consumer action (Abell & Biswas, 2023). One key aspect that has been widely discussed in the literature is the creativity of content. Creative content not only differentiates influencers from others in a crowded online space but also stimulates higher consumer engagement. Hudders et al (2021), found that influencers who produce creative, original content tend to attract more attention from their audience, which, in turn, increases the likelihood of consumer interaction and product consideration. This aligns with Lou & Kim

(2019), findings, where creative content was shown to enhance the overall appeal of the product and boost engagement rates.

Audience relevance is another critical factor that contributes to content quality. Content tailored to a specific audience resonates more effectively, as it aligns with the interests and preferences of the targeted group. Research by Jin & Muqaddam (2019), indicates that when content is designed to appeal to a particular demographic, it strengthens the connection between the influencer and the consumer, leading to higher engagement and a stronger intent to purchase. Audience-relevant content allows influencers to create a closer bond with their followers, reinforcing the credibility of the product or service being promoted.

The interactive nature of the content is also crucial in enhancing its quality. Highly interactive content, such as live sessions, Q&A posts, or comment replies, gives consumers the opportunity to engage more deeply with the influencer, creating a sense of community and immersion. Studies have shown that interactive content increases the likelihood of consumer trust and enhances purchase intention (Chen & Yang, 2023).

Finally, the integration of brand advertising within influencer content is another important consideration for content quality. Poorly integrated advertising can make content seem forced and disingenuous, negatively impacting consumer perception. However, seamless integration of brand messaging, where the product or service is naturally woven into the influencer's content, improves its authenticity and acceptance among consumers. Research by De Veirman et al (2017), has shown that subtle and well-integrated advertisements result in higher consumer engagement and a positive reception of the product.

Consumer Characteristics

Consumer individual factors significantly affect how consumers respond to influencer marketing. These factors encompass a wide range of personal characteristics, including preferences, social media habits, consumption behaviors, social influences, and psychological aspects. Each of these plays a role in shaping purchase decisions and is crucial to understanding consumer behavior in the context of influencer marketing.

One of the most critical factors influencing consumer decisions is preference alignment with the influencer. Consumers are more likely to be drawn to influencers who share similar interests, values, or lifestyles (Ahmed, Islam, et al., 2024). When there is a strong alignment between a consumer's personal preferences and the content an influencer creates, the consumer is more likely to trust the influencer's product recommendations. Research suggests that consumers tend to favor products promoted by influencers who reflect their own interests and ideals, which in turn influences their purchasing decisions (Breves et al., 2021).

Another important factor is shopping behavior and habits. Consumers who frequently shop online are more likely to be influenced by endorsements from influencers, particularly when shopping on social media platforms. According to (Qalati et al., 2021), frequent online shoppers are exposed to more influencer-driven content, making them more susceptible to endorsements. Additionally, consumers' preferred shopping channels, payment methods,

and purchase frequency play key roles in how influencer recommendations are received and acted upon.

The conceptual model of this study is built on the idea that several factors related to influencer marketing positively affect consumer purchase intentions. The following hypotheses will guide the research:

H1: Influencer influence has a positive effect on consumers' purchase intentions.

H2: The content quality of influencers positively impacts consumers' purchase intentions.

H3: Product or service features of products/services endorsed by influencers positively influence consumers' purchase intentions.

H4: Consumer characteristics of followers positively affect purchase intentions.

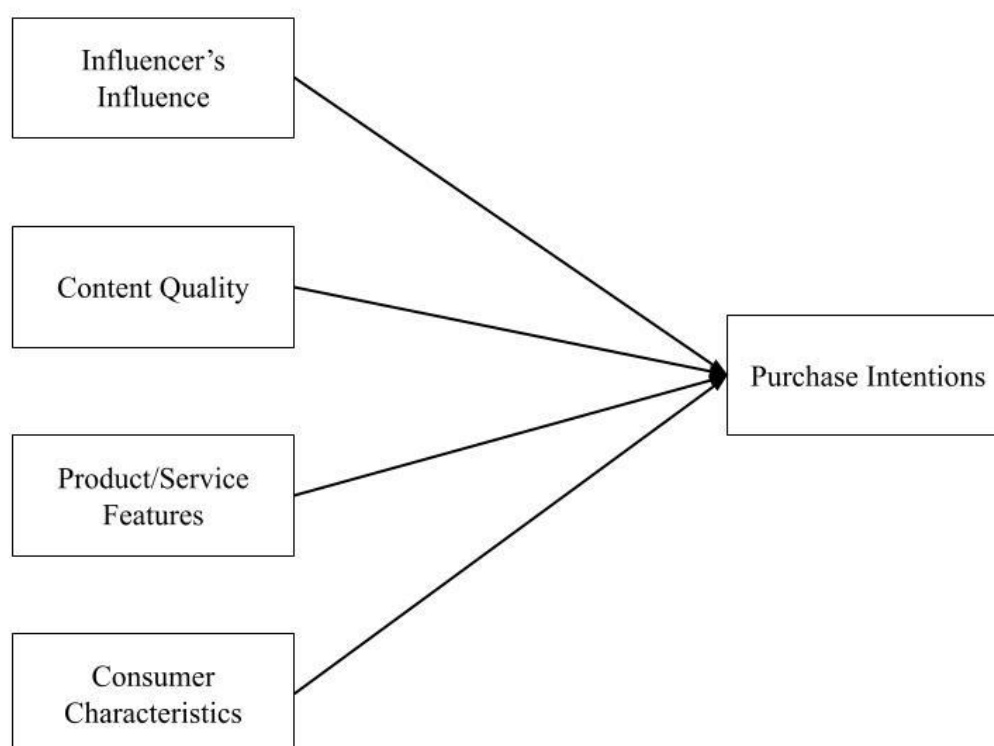


Figure: Research Framework

Methodology

This research adopts a quantitative approach to explore the influence of various factors within influencer marketing on consumer purchase intentions. By using structured questionnaires, data collection, and statistical analysis, the study seeks to quantify how elements like influencer impact, content quality, product or service features, and consumer individual characteristics drive purchasing decisions.

Data Collection and Questionnaire Design

The data for this study were gathered using an online survey administered to a sample of 150 respondents. The questionnaire was designed to assess four primary constructs: influencer

impact (X1), content quality (X2), product or service characteristics (X3), and individual consumer factors (X4). Each construct was operationalized using multiple items based on established literature. For example, influencer impact was measured by evaluating the influencer's follower size, engagement rate, and reputation, while product or service characteristics were measured in terms of quality, price, and brand reputation.

A five-point Likert scale was used to capture respondents' attitudes and opinions towards these constructs. This scale allows for a quantitative assessment of the extent to which respondents agree or disagree with statements related to each factor. The questionnaire was designed to be user-friendly, clear, and comprehensive, drawing on previous studies such as those by De Jans et al (2020), and Lou and Yuan (2019), to ensure the inclusion of reliable measurement items.

Sample and Data Collection Process

The target sample comprised students and general consumers, with respondents recruited via digital platforms, including social media channels such as WeChat. The snowball sampling technique was utilized to reach a broader audience, helping to ensure diversity in responses across demographics, including age, gender, and employment status. The survey primarily targeted students from Malaysian universities, as this demographic is known to be highly active on social media and more likely to engage with influencer marketing campaigns. The sample size of 150 participants was deemed sufficient for initial exploration, given the scope and nature of the research. The data collected reflect various aspects of the research question and provide a solid foundation for analysis.

Data Analysis Techniques

The collected data were analyzed using SPSS (Statistical Package for the Social Sciences) software, widely regarded for its reliability in social science research. The analysis began with descriptive statistics to understand the basic features of the data, such as mean, standard deviation, and frequency distribution. These initial analyses provided insights into general trends and patterns in the respondents' behaviors and preferences.

To assess the relationships between the independent variables (influencer impact, content quality, product or service features, and individual consumer factors) and the dependent variable (consumer purchase intention), correlation analysis was conducted. This analysis helped identify the strength and direction of the associations between the variables. Following this, multiple linear regression was performed to determine how these independent variables jointly influenced purchase intention. This model allowed for the assessment of the individual contribution of each factor to the overall prediction of consumer behavior.

The regression analysis included the calculation of standardized and unstandardized coefficients (B), which indicated the relative importance of each variable. Additionally, T-tests and significance levels were examined to determine the statistical validity of the relationships. R-square values provided insights into the model's explanatory power, indicating how much of the variance in purchase intention could be attributed to the independent variables.

Collinearity diagnostics were also conducted, including Variance Inflation Factor (VIF) and Tolerance values, to ensure that multicollinearity did not compromise the validity of the regression model. Residual analysis was performed to assess the robustness and accuracy of the model, ensuring that any outliers or anomalies did not distort the overall findings.

Analysis

The analysis of the data collected from 150 respondents provides insights into the demographic breakdown and key statistical trends regarding influencer marketing's impact on consumer purchase intentions.

Demographic Overview

The demographic analysis reveals that the majority of respondents are students (52.7%), followed by employed individuals (19.3%), with smaller portions representing self-employed (12.0%), unemployed (14.0%), and retired individuals (2.0%). This dominance of students is crucial as it suggests that the respondents are mostly younger individuals who are likely to be more influenced by trends in social media and digital platforms, where influencer marketing plays a key role.

Gender distribution is fairly balanced, with 54.7% male and 45.3% female respondents. This slight male majority suggests that both genders are almost equally represented, and this balance is significant because it allows for a broad view of how men and women interact with influencer marketing campaigns. The differing interests, such as tech and gaming for men and beauty or fashion for women, may affect their engagement with influencer-driven campaigns.

The age distribution is skewed towards younger respondents, with the majority being between 20-25 years old (34.7%), followed by 25-30 (29.3%) and 30-35 (20.0%). This age group is at the forefront of adopting new technology, social media, and trends, making them an ideal population for studying the impact of influencer marketing on purchasing behavior.

Table 1
Demographic Profiles

| | Frequency | Percentage |
|-------------------|-----------|------------|
| Age Group | | |
| 16-20 | 9 | 6 |
| 20-25 | 52 | 34.7 |
| 25-30 | 44 | 29.3 |
| 30-35 | 30 | 20 |
| Over 36 | 15 | 10 |
| Gender | | |
| Female | 68 | 45.3 |
| Male | 82 | 54.7 |
| Employment Status | | |
| Employed | 29 | 19.3 |
| Retired | 3 | 2 |
| Self-employed | 18 | 12 |
| Student | 79 | 52.7 |
| Unemployed | 21 | 14 |

Descriptive Statistics

The descriptive statistics provide an initial view of the respondents' attitudes towards influencer marketing variables. The mean scores for the independent variables — influencer influence (AverageX1 = 3.29), content quality (AverageX2 = 3.27), product or service characteristics (AverageX3 = 3.21), and individual consumer factors (AverageX4 = 3.08) — all fall within a range that suggests a generally positive perception of influencer marketing strategies.

The standard deviation values indicate that there is greater consensus around the influence of influencers (X1), showing that respondents largely agree on the importance of influencers in shaping their purchase decisions. In contrast, views on product characteristics (X3) are slightly more varied, suggesting that consumer opinions about product features such as quality, price, and packaging are more subjective.

Table 2
Descriptive Statistics

| | Mean | Std.Deviation | N |
|-----------|--------|---------------|-----|
| Y | 3.3550 | .71435 | 150 |
| AverageX1 | 3.2911 | .76323 | 150 |
| AverageX2 | 3.2689 | .68882 | 150 |
| AverageX3 | 3.2057 | .78263 | 150 |
| AverageX4 | 3.0833 | .75003 | 150 |

Correlation Analysis

The correlation analysis reveals the strength of the relationship between the four independent variables and consumer purchase intention (Y). The results show that content

quality (X2) has the strongest correlation with purchase intention ($r = 0.786$), suggesting that high-quality content significantly influences consumers' decisions. This indicates that well-produced, creative, and relevant content is key to successful influencer marketing campaigns. Influencer influence (X1) and product/service characteristics (X3) also show strong correlations ($r = 0.745$ and $r = 0.752$, respectively), highlighting their important roles in shaping consumer behavior.

Individual consumer factors (X4), though statistically significant, show a weaker correlation with purchase intention ($r = 0.694$). This suggests that while personal preferences and habits are relevant, they are less influential than the content quality and the overall perception of the influencer or product.

These findings confirm the hypothesis that multiple elements of influencer marketing work together to influence consumers' purchase decisions. Each factor plays a role, with content quality emerging as the most important predictor of consumer behavior in the context of influencer marketing.

Table 3
Correlations

| | Y | AverageX1 | AverageX2 | AverageX3 | AverageX4 |
|-----------------------|-------|-----------|-----------|-----------|-----------|
| Pearson Correlation Y | 1.000 | .745 | .786 | .752 | .694 |

The multiple regression analysis yielded an R value of 0.824, with an R Square value of 0.679, indicating that approximately 67.9% of the variance in Purchase Intention can be explained by the independent variables included in the model. The adjusted R Square value of 0.671 further supports the model's robustness, accounting for the number of predictors.

This model provides a solid predictive framework for understanding the impact of influencer marketing factors on consumer behaviour. The F-test value of 76.801 is statistically significant ($p < .001$), reinforcing the strength of the relationship between the predictors and the dependent variable.

Table 4
Model Summary

| Model | R | R Square | Adjusted Square | R Std. Error of the Estimate | F | df1 | df2 | Sig. | F Change |
|-------|-------|----------|-----------------|------------------------------|--------|-----|-----|--------|----------|
| 1 | 0.824 | 0.679 | 0.671 | 0.410 | 76.801 | 4 | 145 | <0.001 | |

Multiple Linear Regression Analysis

The multiple linear regression analysis provides insight into how different independent variables—Influencer Influence (X1), Content Quality (X2), Product or Service Features (X3), and Individual Consumer Factors (X4)—affect Consumer Purchase Intention (Y).

The adjusted R-square value of 0.584 suggests that approximately 58.4% of the variability in consumer purchase intention can be explained by these independent variables. This figure underscores the strength of the model in capturing the relationship between

influencer marketing factors and consumer behaviour. Notably, the adjusted R-square value also accounts for the number of predictors in the model, confirming the robustness of the model while reducing the likelihood of overfitting. The β coefficients provide standardized values to assess the predictive strength of each independent variable:

- **Content Quality (X2)** emerged as the most significant predictor of consumer purchase intention, with the highest β value of 0.346. This indicates that well-crafted, engaging content strongly influences consumers' buying decisions. The high significance ($p = 0.001$) supports this finding, reinforcing the notion that the quality of content shared by influencers is critical in determining their effectiveness.
- **Influencer Influence (X1)** also has a significant impact ($\beta = 0.189$, $p = 0.035$), meaning that an influencer's credibility, measured by factors such as follower engagement and personal branding, plays a role in shaping consumer trust and purchase intention.
- **Product or Service Features (X3)**, although important, had a weaker effect ($\beta = 0.175$) and was not statistically significant ($p = 0.069$). This finding suggests that while product features contribute to consumer decisions, they may not be as influential as content quality or influencer credibility.
- **Individual Consumer Factors (X4)**, with a β value of 0.195 ($p = 0.008$), also had a notable impact. Factors like personal preferences, social influences, and consumption habits affect consumer purchase intention, though their influence is less pronounced compared to content quality.

Table 5
Coefficients

| Model | Unstandardized β | Std. Error | Standardized Coefficients β | t | Sig. | VIF |
|------------|------------------------|------------|-----------------------------------|-------|-------|-------|
| (Constant) | 0.516 | 0.168 | - | 3.073 | 0.003 | - |
| AverageX1 | 0.177 | 0.083 | 0.189 | 2.125 | 0.035 | 3.576 |
| AverageX2 | 0.359 | 0.110 | 0.346 | 3.272 | 0.001 | 5.050 |
| AverageX3 | 0.160 | 0.087 | 0.175 | 1.834 | 0.069 | 4.118 |
| AverageX4 | 0.186 | 0.069 | 0.195 | 2.679 | 0.008 | 2.392 |

Analysis of Variance (ANOVA)

The ANOVA results further validate the overall significance of the model. The F-value of 76.801 ($p < 0.001$) confirms that the model is statistically significant, meaning that at least one of the predictors contributes significantly to the variability in purchase intention.

Table 6
ANOVA

| Model | Sum of Squares | df | Mean Square | F | Sig. |
|------------|----------------|-----|-------------|--------|--------|
| Regression | 51.653 | 4 | 12.913 | 76.801 | <0.001 |
| Residual | 24.380 | 145 | 0.168 | - | - |
| Total | 76.034 | 149 | - | - | - |

Discussion

The findings of this study provide significant insights into the relationship between influencer marketing and consumer purchase intentions. As the digital landscape continues to evolve, influencers have become pivotal in shaping consumer behavior. The results confirm that multiple factors—such as influencer influence, content quality, product or service characteristics, and individual consumer factors—collectively impact consumer decisions.

The size of an influencer's following and the level of engagement with their audience are important drivers of purchase behavior, but not in isolation. While a large follower base can enhance visibility, the quality of interaction between the influencer and their audience is key. Influencers who actively engage with their followers—through responding to comments, participating in discussions, and sharing personal insights—build trust and authenticity. This trust translates into greater consumer confidence in their recommendations. The study reinforces the idea that consumers are more likely to make purchases based on the recommendations of influencers they feel connected to on a personal level. However, it also highlights that follower count alone does not guarantee success; it is the meaningful connection that plays a more significant role. This insight suggests that brands should collaborate with influencers who have the ability to engage their audience authentically, rather than simply those with the largest followings.

The quality of content produced by influencers emerged as one of the most critical factors in driving consumer engagement and purchase intention. Creative, professional, and audience-oriented content helps build a stronger relationship between influencers and their followers. Consumers are more likely to trust and act on recommendations when the content feels tailored and genuine. Importantly, content that is interactive and educational is especially influential, as it encourages consumers to engage more deeply. These findings underscore the necessity for brands to prioritize influencers who can create high-quality content that resonates with their target audience. Additionally, the integration of brand messages within content must be seamless and natural, as overly promotional or forced content may detract from the influencer's credibility and reduce the likelihood of consumer engagement.

In terms of product or service characteristics, the study shows that intrinsic product quality and customer service play a fundamental role in determining purchase intention. No matter how well an influencer markets a product, the ultimate success of the campaign depends on the product meeting or exceeding consumer expectations. High-quality products, combined with efficient customer service and favorable pricing, are essential for converting influencer-driven interest into actual purchases. The results indicate that these factors not only enhance customer satisfaction but also foster brand loyalty, leading to repeat purchases. Packaging, appearance, and brand reputation were also found to significantly influence purchase decisions, as consumers are more inclined to trust and buy products that are visually appealing and come from brands with a strong reputation.

Furthermore, individual consumer factors such as shopping habits, social media usage, and psychological preferences are significant determinants of how consumers respond to influencer marketing. Consumers are more likely to be influenced by endorsements that align with their personal preferences and values. This suggests that marketers need to tailor

influencer marketing strategies to reflect the varying preferences and habits of different consumer segments. For instance, consumers who spend a significant amount of time on social media and frequently engage with influencer content may be more receptive to product recommendations than those with less engagement. Social influences, including the opinions of family and friends, also play a role in shaping consumer behavior, suggesting that social validation can further enhance the effectiveness of influencer marketing campaigns.

Conclusion

This study offers valuable insights into how influencer marketing influences consumer decisions, especially among Malaysian consumers. It shows that while follower numbers and visibility play a role, the real impact of influencer marketing comes from a combination of factors: the influencer's authenticity, content quality, alignment between the product and influencer's brand, and individual consumer characteristics. The findings suggest that audiences respond more strongly when they feel a genuine connection with an influencer, and this connection builds trust, which ultimately drives their purchase intentions. This emphasis on authenticity and relevance highlights the importance of focusing on meaningful engagement over sheer popularity.

The contributions of this research are both theoretical and practical. Academically, it addresses a gap by challenging the traditional focus on metrics like reach and follower count, which have long been seen as indicators of an influencer's effectiveness. Instead, this study emphasizes that consumer decisions are shaped by relational factors—such as trust and personal relevance—that go beyond numbers. It also provides a broader model for understanding influencer marketing, one that considers how different elements work together to drive purchase decisions. This approach provides a foundation for future research to examine these dynamics across different cultural contexts, allowing for a deeper understanding of consumer psychology within digital marketing.

Practically, this research offers clear guidance for brands and marketers who rely on influencers to connect with their target audiences. It highlights that effective influencer partnerships are built on more than just follower counts. For brands aiming to make an impact, the priority should be on selecting influencers who resonate with their followers through authentic and relevant content. Influencers who can create meaningful connections and engage actively with their audience foster the kind of trust that translates into consumer loyalty and long-term brand relationships. This insight is especially relevant as the digital space becomes more saturated, making it essential for brands to differentiate themselves through genuine influencer partnerships.

This study adds a new perspective to the field of influencer marketing by focusing on the depth of engagement and trust as essential elements of consumer influence. It not only broadens academic understanding of what drives consumer behavior in the context of digital marketing but also provides actionable insights for brands aiming to cultivate trust-based relationships with consumers. The findings encourage brands to move beyond the surface-level metrics and invest in influencer partnerships that prioritize real connections, thus fostering stronger, lasting impacts on consumer decisions and brand loyalty.

Limitations of the Study

This study, while providing valuable insights into the impact of influencer marketing on consumer purchase intentions, has certain limitations that warrant discussion. One of the main limitations is the lack of diversity in the sample population. The respondents were predominantly university students, which might have skewed the results towards a younger demographic that is more likely to be active on social media and more receptive to influencer marketing. As a result, the findings may not fully represent the broader population, particularly older consumers or those from different socio-economic backgrounds, who may interact with influencer marketing differently. This limited sample affects the generalizability of the study's results to a wider audience, reducing the scope of its applicability in real-world contexts.

Another limitation lies in the study's reliance on self-reported data. While surveys are effective for capturing respondents' perceptions and attitudes, they also carry the risk of bias, such as social desirability bias, where respondents may answer in a way they believe is more socially acceptable rather than reflecting their true behaviors or opinions. This could have impacted the accuracy of the data, especially in the context of sensitive factors like trust in influencers or purchasing decisions. Future studies could benefit from using a mix of qualitative methods, such as interviews or focus groups, alongside quantitative measures, to triangulate data and provide a more nuanced understanding of consumer behavior.

Furthermore, the study's focus on short-term purchasing decisions limits the exploration of the long-term effects of influencer marketing. Consumer behavior influenced by an influencer might change over time as trends evolve or as consumers' trust in influencers fluctuates. A longitudinal approach, which tracks changes in consumer attitudes and purchasing decisions over a longer period, could offer more comprehensive insights into the lasting impact of influencer marketing.

Finally, the scope of the study was limited to a few key factors, such as influencer credibility, content quality, and consumer individual factors. While these are significant, other variables like the role of platform algorithms, the type of products being promoted, or the influence of competing brands were not examined in detail. Future research could expand on these dimensions, exploring how these additional factors interact with influencer marketing to shape consumer behavior.

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