

The Influence of Social Influencer Marketing On Consumer Purchase Intention: An Analysis On Young Adults

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Abstract

Purpose: This study analyzed the influence social influencers marketing' attributes (perceived information quality, trustworthiness, source attractiveness, entertainment value) toward young adults' purchase intention in Malaysia.

Design/methodology/approach: A convenience sampling and quantitative approach is employed, in which SPSS software is applied to 250 sample of respondents who completed an online survey via Google Forms. Before the actual distribution, a pilot study on 38 participants was also conducted to prevent any issues during main data collection.

Findings: The findings demonstrated that source attractiveness shows very significant influences on young adults' purchase intention. Not only that, other independent variables (entertainment value, perceived information quality, trustworthiness) had also significantly influenced purchase intentions among young adults.

Research limitations/implications: Since this was a quantitative study, the researcher recommends integrating a qualitative study for future research to help marketers better understand the consumer behaviours of young adult. Further limitations are also highlighted.

Practical implications: This research might enable marketers gain insight into the efficient use of social influencers especially to their source attractiveness as most influence attributes on purchase intention.

Originality/value: This study might contribute towards one's business construct to apply a successful promotional approach using social influencer marketing' attributes while comprehending consumer behaviors trends.

Keywords: Social influencer marketing, perceived information quality, trustworthiness, source attractiveness, entertainment value

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Introduction

Background of Research

Social networking platforms have evolved and are indispensable in today's modern digital age, which allows consumers to remain in constant interaction with other people and the rest of the world (Masuda et al., 2022). According to Howe's (2023) Meltwater statistical survey, 78.5% of Malaysians, or approximately 26.8 million users, rely on social media to communicate across geographical boundaries, and the majority of consumers come from Gen Z and Millennials. In fact, usage of online social networks in Malaysia has been rising significantly in recent years, with Facebook, Instagram, and TikTok being the three most widely used platforms (Howe, 2023). Due to the huge amounts of online consumers, numerous businesses have integrated well-known social media sites into their advertising approach and started to implement influencer marketing as their effective promotion strategy (Nguyen, 2022).

Influencer marketing has exploded on social media platforms, with the most popular platforms being Instagram, YouTube, and TikTok (Statista, 2023). According to Balaban et al. (2020), influencer marketing is known as the most productive and trustworthy advertising strategy through word of mouth, and many Malaysian online consumers place a lot of trust in influencers. This is because the consumers feel the engagement, and they frequently prefer honest reviews, such as those provided by influencers who share the product while demonstrating their personal experience of it in front of audiences (Gregory, 2023). Yulia (2023) reported that 87% of marketers have employed influencer marketing as an advertising approach to generate authentic content that can yield greater brand awareness and large audiences. Therefore, influencer marketing is an emerging field that can be defined as the development of interactions with people who possess the power to influence potential consumers (Pandey et al., 2019). This is becoming an important influencing factor towards purchase intention.

Purchase intention, according to Jean et al. (2019), is a frequently applied marketing instrument for estimating the performance of a marketing campaign, which is often utilized for forecasting both market share and consumer engagement. Therefore, current online influencers are viewed as to be more engaged, interesting and reachable to the consumers on social networks, as they are able to grab the eye of their followers with their genuine identities, by conducting content that is entertaining and real (To et al., 2022). According to Howe (2023) on Meltwater statistics in Malaysia, between 25 and 38 percent are related to product search, following influencers, and purchases, which are the most common reasons for users to use social media. Besides, Gregory (2023) data shows that as many as 75% of Malaysian online customers depend on influencers for guidance on ideas and information about products, proving the impact of influencer marketing on purchase intention. Furthermore, 34% of Malaysian online purchasers consider suggestions made by influencers prior to buying something. In short, influencer marketing has a huge impact on both consumers and businesses performance (Erin, 2023).

Problem Statement and Research Gap

Despite its increasing significance, there are brands still view influencer marketing as an add-on only to their whole marketing strategy and this can lead towards overlooking possibilities to reach consumers and generate profits (Yulia, 2023). Furthermore, Audrey (2023) discovered that most American consumers are prone to buy products from brands who post content made by real customers and have hesitation in influencer marketing. This problem is also caused by three frequent issues: the existence of fake followers, which makes it difficult to validate information, influencers sharing too many brands at once, and regulatory issues regarding content (Charles, 2020).

Even though prior studies have examined the issue, there are still gaps in the study's findings. According to Azhar et al. (2022), their study is limited because they have not yet considered the effect of trustworthiness in affecting consumer purchase intentions in connection with influencer marketing. Furthermore, Emmelyn & Jos (2021), suggest that there should be further research that focuses on studying young adults on the factors and effects of them following influencers on social media. Jean et al. (2019) who stated that their research was limited to teenagers, therefore further research on millennial consumers is advised because they are stronger in terms of income to predict their purchasing power. Finally, a study on the impact of influencer marketing on consumer purchase intention was only conducted in Karachi, Pakistan and Azhar et al. (2022) suggested that there should be a continuation of studies conducted in other countries. In fact, a previous study by Ayob et al. (2023) was conducted in Seremban, Negeri Sembilan, but was geographically limited. As a result, further investigation in the form of a comprehensive study is suggested in the future for a better understanding of the study. Based on the above discussion, the following research questions and objectives are presented:

Research Question

1. Does the perceived information quality from influencer marketing influence young adults' purchase intention?
2. Does the trustworthiness of influencer marketing influence young adults' purchase intention?
3. Does the source attractiveness of influencer marketing influence young adults' purchase intention?
4. Does the entertainment value from influencer marketing influence young adults' purchase intention?

Research Objective

This study examines the influence of selected attributes of social influencers on their marketing and consumers' purchase intention among young adults in Malaysia. The selected attributes come from previous study, namely, perceived information quality (Azhar et al., 2022), trustworthiness (Lefina & Hidayat, 2022), source attractiveness (Masuda et al., 2022) as well as entertainment value (Ao et al., 2023) as variables that impact young adults purchase intention.

Literature Review

Social Influencer Marketing to Purchase Intention

According to Stubb & Colliander (2019), influencer marketing is an approach to marketing in which a brand allocates in a person with a large number of followers to advertise and indicate their offerings. While, Lou & Yuan (2019) in their article stated that generating and pushing promotional material to its audience is a common strategy for influencers through their own personal social media accounts and they recommend the brand by providing details about the item being reviewed. They post content in particular niches that follow the newest trends in order to draw the interest of specific individuals, for instance travel, fitness, fashion and food, that contains current trends by sharing on social networks channels including on Facebook, YouTube, TikTok, and Instagram (Haenlein et al., 2020). Therefore, social media influencers outperform traditional celebrities because they have better reciprocal communication (Djafarova & Rushworth, 2017), as well as they can easily stimulate brand awareness and purchase intention due to the authenticity and pure content of the material shown by influencers (Lou & Yuan, 2019). However, as stated by Boerman (2020), the content of

social influencer will also lead to confusion because it comprises of sponsored and not sponsored postings, making it tricky for consumers to identify it as advertising and making it hard to comprehend in terms of purchasing.

Based on Lou & Yuan (2019), there is a correlation between social influencer marketing and consumer purchase intention. Purchase intention refers to a psychological trait that connects with the desire to purchase one particular brand (Carr, 2018). In addition, Mainolfi & Vergura (2021) defined purchase intention as a deliberate decision in which a person makes an attempt to purchase an item of a particular brand. Dao et al. (2014) has demonstrated that consumer views on the significance of content have a beneficial impact on their intent of carrying out online purchases. This is due to each post viewed involves consumer perception, consumer behavior, and consumer attitude, and therefore may be employed to predict the buying process (Miranda & Duarte, 2021). However, Stubb & Colliander (2019) state that when consumers acknowledge the content as a persuasive message, they might dismiss the information provided, which has an unfavorable impact on the consumer's willingness to make a decision to buy. Hence, the research investigated the connection according to prior research that had been depicted along with this study towards the development of four hypotheses namely, perceived information quality (Azhar et al., 2022), trustworthiness (Lefina & Hidayat, 2022), source attractiveness (Masuda et al., 2022), and entertainment value (Ao et al., 2023) as social influencer marketing' attributes that positively influences young adults purchase intentions.

Social Influencers' Characteristics

Perceived Information Quality

According to Koohikamali & Sidorova (2017), the influencing factors of perceived information quality are comprehensibility (clear information), credibility (reliable details), timeliness (quick facts), and relevance (appropriate knowledge), which signifies the importance allocated through viewers to the message delivered. Generally, the consumer might consider social influencer marketing as credible sources of information as they deliver facts regarding the characteristics and benefits of a particular good or service, as well as reviews containing insights about consumer's real-life experiences (Ao et al., 2023). On the other hand, there still exists a risk of misinformation or fake news on what influencers promote (Koohikamali & Sidorova, 2017), and the scholars state users could potentially be deceived into purchasing particular goods due to fraudulent testimonials, which previously identified as a form of digital forgery (D & W, 2019). However, Balaban et al. (2020), Azhar et al. (2022), and Ao et al. (2023) proved the existence of a positive relationship between the perceived quality of information from influencers to the purchase intention of consumers in their study. Therefore, the following hypothesize states:

H1: The perceived information quality from influencer marketing positively influences young adults' purchase intention

Trustworthiness

Numerous research has looked into the integrity of social media influencers involving trustworthiness, as a predictor of the audience's intentions to purchase (Sokolova, 2020). As defined by Giffin (1967), trustworthiness is a measurement of a source by receivers as being truthful, genuine, and honest with one another. According to Forbes (2016), the great deal of engagement among followers and influencers leads to the development of trust as time passes. In addition, in the study by Jean et al. (2019), social media influencers with high expertise and trustworthiness are more influential on the behaviors of their followers. Despite previous findings by Balabanis & Chatzopoulou (2019) as well as Lou & Yuan (2019) that influencer

trustworthiness encounters have no effect on purchase intention, Chetioui et al. (2020), Based on studies by To et al. (2022) and Faizan & Saad (2022), the trustworthiness from influencers has a major favorable impact on purchase intention. Thus, the following hypothesis is presented:

H2: The trustworthiness of influencer marketing positively influences young adults' purchase intention

Source Attractiveness

According to Michael (2016), source attractiveness is the physical traits of the influencer that could boost persuasive actions through its familiarity, likeability or similarity to their intended consumers. As stated by Rebelo (2017), when evaluating physical attraction and non-physical social media influencers, the most appealing influencers possess strong thoughts, are admired, as well as enthusiastically participate more, resulting in a consumer's buying intention. In addition, in a study by Li (2013), the majority of young adults today follow social influencers because they are becoming interested in popularity and appeal, and they are more concerned about their external looks, with a desire to change and to embrace the current trend. Nevertheless, the study conducted by Balabanis & Chatzopoulou (2019) did not establish that the attractiveness of influencers could influence the buying intentions of consumers. In the end, there are many previous scholars (Rebelo, 2017; Rahmah & Ren, 2019; Masuda et al., 2022; Ao et al., 2023) who found that the source attractiveness from influencers can easily influence young adults' purchase intentions. Hence, the following hypothesis is presented:

H3: The source attractiveness of influencer marketing positively influences young adults' purchase intention

Entertainment Value

Generally, some scholars exerted that the value of content delivered by social influencer possesses a significant influence on consumer intentions to complete purchases over the internet (Dao et al., 2014). Therefore, marketing entertainment value obtains advertising's ability to captivate viewers (Ducoffe, 1996) as well as advertising's positive emotional and psychological aspects (Lou & Yuan, 2019). According to Mohamed et al. (2022), influencers' high level of entertainment value is reflected by a significant amount of content's worth, resulting to a large amount of intent to buy from viewers. Although there is criticism from Jessica & Jenny (2021), who stated that the entertainment value of advertising is not significantly associated with the intention to purchase a product, but the study by Lou et al. (2019), Kim (2020), and Mohamed et al. (2022) have shown with the discovery of a favorable influence of entertainment value on consumer purchase intention. Thus, the following hypothesis is presented:

H4: The entertainment value of influencer marketing positively influences young adults' purchase intention

Theoretical Framework and Hypothesis Development

The research study developed on the frameworks of the Unified Theory Acceptance and Use of Technology (UTAUT). This theoretical model proposes that behavioral intention determines actual technology use (Venkatesh et al., 2003). Furthermore, UTAUT represents one of the extensive models that can accurately forecast the intention to adopt technology-based systems and applications (Gupta et al., 2019). The perceived probability of embracing technology,

according to Venkatesh et al. (2003), relies on the immediate impact of four critical concepts, particularly performance expectancy, social influence, effort expectancy and facilitating conditions.

In this study, the variable of social influence in the concept of UTAUT leads to the theory to be used. This is due to the primary goal of this study is to investigate the connection between social influencer marketing attributes and young adults' purchase intentions. Besides, since this study is about social media and technology, it is consistent with the UTAUT model. As a result, the UTAUT theory can be implemented to determine how the social attributes of the influencer (perceived information quality, trustworthiness, source attractiveness, and entertainment value) influences behavioral intentions (young adults' purchase intention). Thus, based on the above discussion, the framework used in this study is depicted in Figure 1.

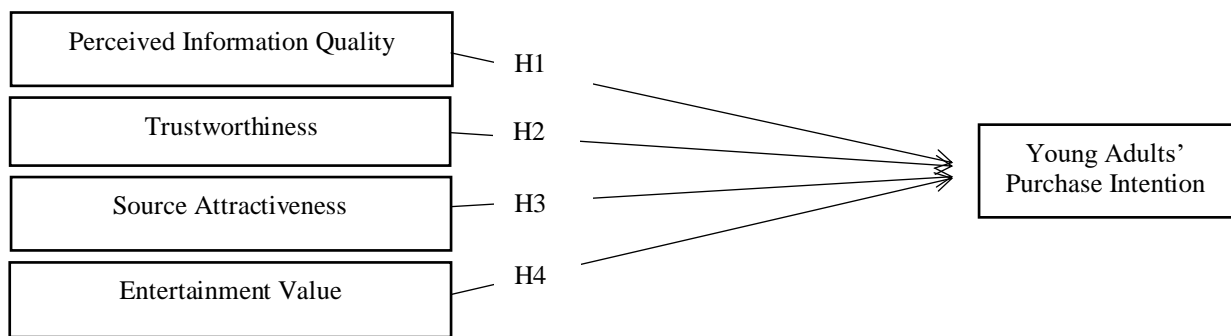


Figure 1: Theoretical Framework

Method

Data Collection Method

This study used a cross-sectional study, which involves collecting data from hundreds of individuals at the same period of time (Xiaofeng & Zhenshun, 2020). Further, convenience sampling was applied, which remains effective for gathering data in a more time-efficient, straightforward, and accessible manner (Julia, 2023). This is because, according to Julia (2023), the respondents and data obtained from convenience sampling are the easiest to reach by the researcher. Survey questionnaires were distributed to respondents for data collection through online platforms such as sharing links on social media, approaches to close acquaintances and via public place surveys.

Participant and Questionnaire Design

The target participants of this study were focusing on young adults aged 19 to 40 years old whose age is based on Erikson's stage of development theory (Kendra, 2022), and it was due to the MeltWater statistics reported by Howe's article (2023) that young adults are the majority of users social media. While the target sample size was 250 respondents, and it is based on Roscoe's 1975 theory which pointed out that a sample size above thirty but below five hundred is appropriate for the majority of behavioral research (Memon, 2020). As a result, an adequate sample size of 38 respondents was determined for the pilot test, and the researcher was able to collect 250 valid respondents for the primary research study.

While for the questionnaire design, each section has been divided into three which consists of section A, B and C. Section A: demographic information has contained eight items, namely the respondent's age, gender, residential setting, job title, monthly income, the most used social

networks to follow influencers, frequency of social media use, as well as including the respondent's email required for future communication (Noémie & Jade, 2022). Section B focused on items of independent variables regarding the impact of influencer marketing, and section C is for questions about a dependent variable which related to young adults' purchase intention. Based on Appendix 1, there were four items adapted for each variable in section B: perceived information quality (Masuda et al., 2022; Mohamed et al., 2022), trustworthiness (Pornpoj et al., 2021), source attractiveness (Masuda et al., 2022; Hussain & Ali, 2022), and entertainment value (Mohamed et al., 2022; Souki et al., 2021). While four items in section C were adapted from Pornpoj et al., (2021) and Mohamed et al., (2022). Both sections B and C were measured through a 5-point Likert scale where 1: strongly disagree, 2: disagree, 3: neutral, 4: agree, 5: strongly agree.

Pilot Test

Following the design of the evaluation instrument, a pilot test was carried out to verify the questionnaire's reliability for 38 participants, who were young adults aged 19 to 40. According to Sharon & Madeleine (2020), performing a pilot test ahead of time could enhance accuracy because it allows you to verify the questionnaire and obtain comments from respondents to address any shortcomings in the query set and guarantee the ability to mitigate difficulties that might arise in questionnaires.

Therefore, the researcher has made the reliability test using Cronbach's alpha on 38 of closest contacts aged 19 to 40, within a week to make improvements and change any items that were an issue. The results of all variables are very satisfactory with a reliability value of above .07 which is acceptable by most scholars (Nunnally, 1978; Hulin et al., 2001; George et al., 2015). This has shown that the researcher has been able to start the actual distribution of the questionnaire to the targeted respondent without any issue.

Data Analysis Technique

The analysis technique used quantitative methods which were primary data, and the validation process was conducted using SPSS software. Descriptives were analyzed to see how the frequency of the demographic profile excludes the respondent's email. There is also an analysis of one-way ANOVA within demographic data, as well as a descriptive analysis of variables and a reliability test using Cronbach's alpha. The factor analysis was applied to examine the convergent and discriminant validity of the variable's items in the survey. The last analysis was multiple regression to test the hypothesis that has been proposed.

Findings

Throughout the survey via Google Form, the researcher managed to collect 255 responses. However, after screening the data, the total number of valid respondents to be analyzed was 250. This is due to the fact that some respondents did not meet the unit of analysis requirements.

Descriptive Analysis

Age was the unit of analysis that has been screened in the analysis. Furthermore, the existence of four age ranges shown in the table above was because the researcher was targeting young adults aged 19 to 40 years old whose age is based on Erikson's stage of developmental theory (Kendra, 2022). The result shows the majority of respondents were aged 19 to 24 years old, with 158 respondents (63.2%) falling into that age range. The next most significant age group was 25 to 29 years old, with a total of 59 individuals (23.6%). Only 11 individuals (or 4.4% of the population) were between the ages of 30 and 34. Besides that, the vast majority of respondents were female, representing 148 (59.2%), with males representing for 102 (40.8%).

A large percentage of respondents (186 people, or 74.4%) live in urban areas, while the remainder (64 people, or 25.6%) live in rural areas. Half of respondents (125 people, or 50% of the total group) were full-time students. The next biggest category was private sector workers, who accounted for 88 people or 35.2% of the total. While 28 people work for the government, accounted for 11.2% of the total. 'Others' was the fewest group, with 9 respondents, which represents 3.6% of all respondents.

The actual monthly income questioned was divided into three categories (below RM 4,850, RM 4,851 - RM 10,959, and RM 10,960 and above). However, after conducting a survey, only two groups had responses: 'Below RM 4,850' and 'RM 4,851 - RM 10,959'. So, according to the table above, 93.2% or 233 respondents earn less than RM 4,850 per month, while 17 participants or 6.8% earn between RM 4,851 and RM 10,959.

TikTok was the most popular social media platform, with 66.4% of respondents (166 people) using it to follow influencers, followed by Instagram (25.6% or 64 respondents). Meanwhile, YouTube and other platforms had the same percentage (4%, or 10 people) in the top social networks for following influencers.

Accordingly, the majority of respondents, or 160 people, have spent more than 3 hours a day on social media. While the second largest group (88 people, or 33.6%) have used social media between 1 and 3 hours a day. Six people, or 2.4%, spend less than an hour a day on social media and have represented the least group in the category. This has shown that the majority of the group has spent a lot of their daily time on social media.

Reliability Test

Based on George et al. (2015), the term "reliability" refers to consistency and Cronbach's alpha tests are used to determine the reliability of multiple-question Likert scale surveys. Further, Cronbach's alpha measures the way connected a group of test items is (George et al. 2015).

Constructs	Cronbach's Alpha	N of Items
Perceived Information Quality (PIQ)	.613	4
Trustworthiness (TR)	.520	4
Source Attractiveness (SA)	.662	4
Entertainment Value (EV)	.737	4
Purchase Intention (PI)	.742	5

Cronbach's alpha should not be less than 0.6, while values above 0.7 are appropriate according to Nunnally (1978), Hulin et al. (2001), and George et al. (2015), and should not be significantly greater than 0.9, as this indicates redundant. So, as shown in the table above, the dependent variable, PI, had the highest Cronbach's alpha value of .742 with 5 items. Followed by the independent variable, EV, was .737 with 4 items, has shown high internal consistency. While the reliability of PIQ, TR, and SA were all less than .7, (.613, .520, and .662) respectively. Although, the generally accepted rule was .7 and above, but there are some scholars who consider Cronbach's alpha value of .5 or above is still satisfied and accepted (Pallant, 2001; Zywno, 2003; Hinton et al., 2004; Konting et al., 2009; Dall'Oglio et al., 2015; Tjondro et al., 2019; Nguyen et al., 2019).

Factor Analysis

Convergent Validity Test

Convergent validity determines if both tests that are likely to be strongly related to one another are, in fact, connected, and concentrates on similarity (Kassiani, 2022). The table listed below

compares two tests: the Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy and Bartlett's Sphericity Test.

KMO measure	Interpretation
$KMO \geq 0.90$	Marvelous
$0.80 \leq KMO < 0.90$	Meritorious
$0.70 \leq KMO < 0.80$	Average
$0.60 \leq KMO < 0.70$	Mediocre
$0.50 \leq KMO < 0.60$	Terrible
$KMO < 0.50$	Unacceptable

KMO values near 1.0 are considered desirable, and KMO values of a minimum of 0.80 are adequate to begin factor analysis, yet values below 0.50 are considered not acceptable (Analysis Inn, 2020).

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.843
Bartlett's Test of Sphericity	Approx. Chi-Square	669.085
	df	55
	Sig.	.000

The result above has demonstrated that the KMO value was 0.843, which was adequate.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings ^a
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	
1	3.943	35.848	35.848	3.943	35.848	35.848	3.186
2	1.071	9.739	45.587	1.071	9.739	45.587	2.852
3	1.029	9.353	54.940	1.029	9.353	54.940	1.996
4	.932	8.470	63.410	.932	8.470	63.410	1.683
5	.790	7.180	70.590	.790	7.180	70.590	1.357
6	.755	6.862	77.453				
7	.654	5.944	83.397				
8	.545	4.958	88.355				
9	.497	4.515	92.870				
10	.440	3.997	96.867				
11	.345	3.133	100.000				

Extraction Method: Principal Component Analysis.

a. When components are correlated, sums of squared loadings cannot be added to obtain a total variance.

The Total Variance Explained table depicts the way the variance was distributed across the eleven possible factors. Three factors have eigenvalues (a measure of explained variance) that

are above 1.0, that represents a typical requirement for determining whether a factor is beneficial. When the eigenvalue falls below 1.0, the factor explains fewer details compared to a single item.

Component Matrix^a

	Component				
	1	2	3	4	5
PIQ1	.453		.645		
PIQ4	.392		.627		-.359
TR3		.576		.629	
SA1	.605				-.597
EV2	.638			.364	
EV3	.646	-.566			
EV4	.716				
PI1	.665				
PI2	.670				
PI3	.740				
PI4	.603			-.462	.378

Extraction Method: Principal Component Analysis.

a. 5 components extracted.

The component matrix table above has shown the existence of cross-loading, which indicates that a single variable determines multiple components as a requirement for a precise estimation of each factor component. As shown in the component matrix table above, all variables were dispersed. As a result, a further validity test in discriminant reveals that the presence of both independent and dependent variables was organized according to their component.

Discriminant Validity Test

Based on explanation by Kassiani (2022), discriminant validity determines how well a pair of tests that could be considered not related are, in fact, indistinguishable and it addresses distinctions.

Pattern Matrix^a

	Component				
	1	2	3	4	5
PIQ1			.671		
PIQ4			.920		
TR3					.996
SA1				.819	
EV2		.839			
EV3		.879			
EV4		.514			
PI1	.838				
PI2	.492				

PI3	.493				
PI4	.957				

Extraction Method: Principal Component Analysis.

Rotation Method: Promax with Kaiser Normalization.

a. Rotation converged in 7 iterations.

After removing overlapping items from multiple components (PIQ2, PIQ3, TR1, TR2, TR4, SA2, SA3, SA4, EV1, PI5), the data was improved, with all remaining items assigned to their respective variables and components. In summary, the final result of factor analysis for discriminant validity test, as shown in the table above.

Multiple Regression Analysis

Multiple regression was used to predict the influence of influencer marketing: perceived information quality (PIQ), trustworthiness (TR), source attractiveness (SA), and entertainment value (EV) on consumer purchase intention (PI).

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.660 ^a	.436	.427	.46690

a. Predictors: (Constant), EV, TR, PIQ, SA

Refer to model summary, degree of correlation or R for the test was .660 indicates that high of correlation and R square was .436 which indicates the total variation in dependent variable. In other word, the value .436 or 43.6 % of the variance in purchase intention (PI) of consumer can be predicted from the variables PIQ, TR, SA, and EV.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	41.274	4	10.319	47.333	.000 ^b
	Residual	53.410	245	.218		
	Total	94.684	249			

a. Dependent Variable: PI

b. Predictors: (Constant), EV, TR, PIQ, SA

As demonstrated by ANOVA, F= 47.333; p value = 0.000, the model's wellness was confirmed. All four factors performed well when examining the components of purchase intention.

Model	Coefficients ^a					
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	.789	.258		3.055	.003
	PIQ	.164	.064	.144	2.568	.011
	TR	.117	.054	.115	2.155	.032
	SA	.319	.064	.349	5.015	.000
	EV	.206	.065	.220	3.172	.002

a. Dependent Variable: PI

The coefficients results were shown in the table above, which could assist to determine which variables were correlated significantly with the dependent variable, purchase intention (PI). An acceptable p value or level of significance is less than 0.05 or <0.05. In the present study, all variables (PIQ, TR, SA, and EV) had a significant connection to the PI.

With a Beta value of .349 and a p-value of .000, source attractiveness (SA) had a very significant influence on purchase intention. It comes next by entertainment value, simplified as EV (Beta value=.220, p-value=.002). In addition, other two independent variables, perceived information quality (PIQ) and trustworthiness (TR) also, were both significantly linked to purchase intention, with p-values of .011 and .032, respectively. This implies that the SA of influencer marketing had complete control over consumer purchase intentions. It also entails that, with the objective to boost consumer purchase intent, influencers and marketing teams should emphasize source attractiveness and entertainment value.

Discussion and Conclusion

Statistical Analysis Summary

For the researcher to conduct the investigation, 255 individuals completed a questionnaire in the Google Survey that was shared via social networks. Only 250 of the 255 responses were valid for the analysis. The following table summarizes all hypothesis and results.

Subtopic hypothesis	Hypothesis	Significant p- value	Significance of correlation	Decision
Hypothesis 1	The perceived information quality from influencer marketing positively influences young adults' purchase intention	0.011 (<0.05)	Significant	Accept H1
Hypothesis 2	The trustworthiness of influencer marketing positively influences young adults' purchase intention	0.032 (<0.05)	Significant	Accept H2
Hypothesis 3	The source attractiveness of influencer marketing positively influences young adults' purchase intention	0.000 (<0.05)	Significant	Accept H3

Hypothesis 4	The entertainment value of influencer marketing positively influences young adults' purchase intention	0.002 (<0.05)	Significant	Accept H4
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Summary of Multiple Linear Regression (MLR)

Discussion of Findings

This section will discuss the findings of four independent variables of influencer marketing and the purchase intention of young adults.

a) Perceived Information Quality (PIQ)

Hypothesis 1

H₁: The perceived information quality from influencer marketing positively influences young adults' purchase intention

Because the p-value of the MLR for PIQ was less than 0.05, which was 0.011. As a result, hypothesis 1 was absolutely accepted. This has been suggested that the PIQ of the influencer had a favorable impact on the purchase intention of young adults. This finding was consistent with the results reported by Balaban et al. (2020), Azhar et al. (2022), and Ao et al. (2023), who discovered that PIQ had a significant influence on purchase intention.

b) Trustworthiness (TR)

Hypothesis 2

H₂: The trustworthiness of influencer marketing positively influences young adults' purchase intention

The MLR results have indicated that TR positively influenced the purchase intentions of young adults, as the p-value (0.032) was less than 0.05. As a result, hypothesis 2 was accepted. This has been suggested that the trustworthiness of the influencer had a positive influence on the purchase intentions of young adults. This finding was consistent with the studies of Chetioui et al. (2020), To et al. (2022), and Faizan & Saad (2022), who recognized that TR had a significant influence on purchase intention.

c) Source Attractiveness (SA)

Hypothesis 3

H₃: The source attractiveness of influencer marketing positively influences young adults' purchase intention

The MLR results have demonstrated that SA had a positive influence on young adults' purchase intentions, as the p-value (0.000) was smaller than 0.05. As an outcome, hypothesis 3 was accepted. This has been indicated that the influencer' SA had a strong influence on the purchase intentions of young adults. Previous research, including Rebelo (2017), Rahmah & Ren (2019), Masuda et al. (2022), and Ao et al. (2023), found that source attractiveness from influencers was capable of influencing young adults' purchase intention.

d) Entertainment Value (EV)

Hypothesis 4

H₄: The entertainment value of influencer marketing positively influences young adults' purchase intention

The regression results have revealed that EV had a positive influence on young adults' purchase intentions, as the p-value (0.002) was below 0.05. As consequence, hypothesis 4 was accepted. This implies that the influencer' EV had an influence on the purchase intentions of young adults. The result aligned with the findings of Lou & Yuan (2019), Kim (2020), and Mohamed et al. (2022) who found a positive influence of entertainment value on consumer intentions to buy.

Conclusion

According to the study, the relationship between perceived information quality, trustworthiness, source attractiveness, and entertainment value have influenced young adults' purchase intentions. The actual findings have revealed that all independent variables of influencers had a favorable influence on the purchase intention of young adults. The attractiveness of influencers' sources had the greatest influence on young adults' purchase intentions. So, marketers or business owners should focus on the attractiveness of influencer sources, such as their good in physical appearance and good personality, as well as their unique lifestyle to appear more attractive and desirable based on target customers. Furthermore, advertiser should consider the entertaining aspect of influencers by creating positive and captivating content in addition to keeping up with up-to-date entertainment trends so that commercials are better able to reach young adults who are active on social platforms such as TikTok. Finally, the perceived information quality and trustworthiness in advertising influencers was crucial to increase the influence of useful knowledge and consumer confidence on purchase intention. One of the ways is to make a selection on qualified influencers and train them on the prescribed brand information, so that the influencer will have expertise in delivering the promotion and consumers will be more confident about the authenticity of the content.

Limitations & Recommendations

Since this was a quantitative study, the researcher suggests future study to consider a qualitative method such as an interview to comprehend deeper the consumer behaviors of their intended audience. Furthermore, due to the study's target group was limited to young adults, the researcher recommends conducting an investigation on a target group that is not limited to young adults for a comprehensive study. Further, an extra dimension for independent variables can be integrated into the research framework in order to determine the other dominant variables of influencer marketing that influence consumer purchase intention. Finally, it is proposed that a longitudinal study be conducted to gather data at different periods with the exact same question in order to investigate the trend in consumer behavior.

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