# "The Impact of Social Media Influencers on Consumer's Purchase Intention Mediated by Attitude – Applied on Dermatology Influencers"

Perihan A. Mohsen Salah (sperihan@ecu.edu.eg), Giovanna Gamal George (ggamal@ecu.edu.eg), Sandra Ehab (291900141@ecu.edu.eg), Martin Osama (291900265@ecu.edu.eg), Mohamed Hosam (291900341@ecu.edu.eg), Mireille Hany (291900264@ecu.edu.eg)

**Faculty of Economics and International Trade, Egyptian Chinese University (ECU), Egypt**

**Online Published: October, 2024**

### *ABSTRACT*

*Purpose: This study aims to understand the role of dermatology influencers (influencers promoting skin, hair, and nail products) on social media and their impact on consumers' purchase intentions, focusing on variables such as credibility, expertise, trust, and congruence.*

*Design/Methodology/Approach: The study examines the impact of social media influencers' (SMI) perceived credibility and congruence on purchase intention, and explores the direct and indirect relationships between these variables. A purposive sample of 210 consumers of dermatological products was surveyed, with responses measured using a 5-point Likert scale. The variables assessed include perceived credibility, congruence, attitude towards influencers, and purchase intention.*

*Findings: The study found no significant impact of perceived credibility or congruence on purchase intention. However, there is a positive relationship between the attitude towards influencers and purchase intention.*

*Research Gap: Limited research has been conducted on dermatology influencers and their impact on purchase intention, especially in Egypt.*

*Research Limitations: The study faced challenges in data collection and had a small sample size of 210 respondents. It focused only on Egypt, leaving room for further research in other regions.*

*Practical Implications: Marketers and advertisers in the dermatology industry can use these findings to better understand how influencer marketing affects purchase intentions and how attitudes toward influencers play a key role.*

*Managerial Implications: Companies should ensure that dermatology products promoted by influencers are approved by the Ministry of Health. Live promotion with professional doctors could enhance credibility, and more male influencers should be involved to raise awareness among male consumers.*

*Theoretical Implications: Researchers should further investigate the growing influence of dermatology influencers on the purchase decision-making process.*

*Originality/Value: This study is among the few that explore the relationship between influencers' credibility and congruence and their effect on consumer purchase intentions for dermatology products.*

### *KEYWORDS*

*Dermatology Influencers, Social Media, Digital Marketing, Perceived Credibility, perceived Congruence, Trust, Expertise, Purchase intention.*

## 1. INTRODUCTION

People formerly looked to traditional institutions like family and community standards for guide. With the development of social media and the availability of other information sources, this is transforming (2021, Hanan Ezzat). Influencer marketing has become a key form of online advertising because influencers may build trusting relationships with their followers (Djafarova & Rushworth, 2017). Regardless of the validity of the information sources, SNS (social networking service) users who follow a well-known influencer on social media are more inclined to adopt their lifestyle and accept brand suggestions (Chapple & Cownie, 2017; De Veirman, Cauberghe, & Hudders, 2017a, 2017b). As a result, businesses have invested in SNS influencers to promote their brands and steer target customers to appealing shopping content.

Particularly Instagram has seen impressive growth in terms of its user base and effectiveness as a marketing tool, with social media influencers frequently delivering promotional messages (Kim et al., 2017). In order to promote their products, brands work with Instagram influencers and employ tactics including product placement, sponsored content highlights, sharing events or experiences, and publishing photographs with hashtags (Perelli, 2020). Social media platforms of digital environments expose users to a variety of marketing activities that businesses quickly advertise and put into action without regard to time or space limitations (Kim & Kim, 2021; Vrontis et al., 2021). Social media platforms could therefore be valuable to businesses since they enable them to connect with clients on a worldwide scale in order to establish and maintain a premium brand (Omayma AlFarraj, Ali Abdallah Alalwan, Zaid Mohammad Obeidat, Abdullah Baabdullah, Rand Aldmour and Shafig Al-Haddad, 2020). For the past few decades, only those with sufficient financial means and legal standing were able to produce content and information in traditional media spaces that addressed people on a large scale (Omayma AlFarraj, Ali Abdallah Alalwan, Zaid Mohammad Obeidat, Abdullah Baabdullah, Rand Aldmour, Shafig Al Haddad, 2020).These Barriers are no longer present thanks to technological advancements; according to (Omayma AlFarraj, Ali Abdallah Alalwan, Zaid Mohammad Obeidat, Abdullah Baabdullah, Rand Aldmour, Shafig Al Haddad, 2020), anyone can broadcast messages to a large public community using the internet and social media platforms without the need for any kind of authority or excessive expenses or risks to accomplish their goals or deliver their messages (Omayma AlFarraj, Ali Abdallah Alalwan, Zaid Mohammad Obeidat, Abdullah Baabdullah, Rand Aldmour, Shafig Al Haddad, 2020). A recent study by Oberlo (2020) found that 73% of marketers believed that social media platforms may be useful in carrying out their marketing strategy. As social media usage has grown, a new branch of digital marketing known as social media influencer marketing has gained popularity. (Lou & Yuan, 2019). Common people who become well-known on social media for their knowledge and experience on a particular subject, such as cuisine, fashion, technology, travel, education, reviews, music, movies, sports, etc., are known as social media influencers. (Lou & Yuan, 2019). Influencers are becoming more and more well-known in Egypt and the Arab World. They create and provide a broad range of information that covers every topic imaginable. (Hanan Ezzat ,2021). In order to market their goods to their target audiences, businesses frequently work with influencers nowadays (Jim' enez-Castillo and Sánchez- Fernández, 2019; Tafesse and Wood, 2021). The opinion leaders of today are those on social media, where they also serve as brand

advocates (Sokolova and Kefi, 2020; Yerasani et al., 2019). Additionally, social media influencers are already well-known in their fields by the time firms recruit them, so when they endorse products relating to their areas of expertise, it's probable that customers may embrace and believe their advice. (Godey et al., 2016; Godey et al., 2017; De Veirman et al., 2017). Influencer marketing uses social media platforms to improve product and/or brand visibility, broaden its influencers' sphere of influence, and establish a stable online relationship with target audiences by encouraging interaction and engagement (Thaichon et al., 2019). This is confirmed by a recent study published in Oberlo (2020), which found that 49% of consumers took into account recommendations and suggestions made by social media influencers when making a purchasing choice. An significant literature has been written about source effects, notably the correlation to purchase intentions (PI), as the perceived perceived credibility of influencers has emerged as a crucial issue (Sharma et al., 2017; Lim et al., 2017). In reality, buyers usually see influencers as more trustworthy and credible information sources than other pushed sources, including traditional suppliers (Lim et al., 2017). It would appear crucial for influencers to retain their perceived credibility in order to build their connections with their followers because followers frequently appreciate influencers' advise due to their expertise of particular topics (De Veirman et al., 2017). Influencers who are viewed as congruent have a beneficial impact on attitudes toward influencers and increase purchase intention, according to (Youssef Chetioui, Irfan Butt, Anass Fathani, and Hind Lebdaoui, 2022). This shows that other variables other than source qualities directly affect customers' buying intentions. We can therefore use the same argument in the perspective of influencer marketing, namely that the influencer's attributes (i.e., expertise, trust, likability, quality of information, and enjoyment) will influence consumers' purchase intentions through the mediating effect of perceived credibility (Saima & M. Altaf Khan, 2020).

The study of problems of the skin, hair, and nails is known as dermatology, and it focuses on their diagnosis and treatment. Dermatologists' internet presence is regularly overshadowed by content promoted by third parties and non-dermatologists. The majority of the most popular dermatology-related YouTube videos come from sources other than dermatologists and are frequently commercial in nature. (John S. Barbieri and Anthony K. Guzman, 2020). Utilizing demand force in collaboration with influencer marketing gives you access to a comprehensive communication and promotional strategy. Influencer marketing is an interesting method to raise awareness of your dermatological business. (Presley, Colby L., Kayd J. Pulsipher, Hope R. Rietcheck, Mindy D. Szeto, Melissa R. Laughter, and Robert P. Dellavalle.,2022).

Information on dermatology may be found by patients on social media platforms like TikTok. This research shows the potential for educational outreach since TikTok postings have 70% instructional material compared to 90% on YouTube, 50% on Instagram, and 43% on Twitter. TikTok prefers features for streaming videos that are comparable to those on YouTube and Instagram. The advertising of dermatologists' video among skincare videos is made simpler by this algorithm. Also, dermatologists are "duetting" to enlighten viewers on popular skincare videos, clarifying misconceptions and resolving them in real time. (Presley, Colby L., Kayd J. Pulsipher, Hope R. Rietcheck, Mindy D. Szeto, Melissa R. Laughter, and Robert P. Dellavalle., 2022).

The current study's findings should offer several useful theoretical and practical applications that will aid researchers in developing a thorough knowledge of the connection between influencers' perceived credibility and customer engagement. Additionally, this study will seek to examine how customer involvement affects the relationship between the perceived credibility characteristics of the influencers and the PI of the customers. The results of the current study will not only contribute to the theoretical understanding but will also give practitioners a wealth of information about how to conduct their social media marketing campaign in a way that will increase both customers' perceived credibility and engagement, despite the sensitive nature of the aesthetic dermatology industry and as a result, the PI they have for dermatology products and services.

## 2. LITERATURE REVIEW

### 2.1. Perceived Credibility: -

According to a recent study, influencer that is credible is trustworthy, has strong communication skills, and charisma. Perceived credibility could be described as the extent to which a source is reliable and trustworthy (Karina Sokolova and Hajer Kef, 2020). Credibility of influencers there is no denying that the credibility idea has always been crucial in the marketing industries (Dwivedi et al., 2018). Conceptually, credibility refers to how much one can trust the sources of the information and the information itself because the receivers themselves make this determination (Ameen et al., 2020a; Rebelo, 2017; Lou and Yuan, 2019). Perceived Credibility is the receivers' perception of the message's content's validity. Credibility can be summed up in one word: "believability" (Deepak Verma and Prem Prakash Dewani, 2020).

Esteban investigates how to increase the perceived credibility of influencers, contending that unsponsored influencers are more accepted because they are the true professionals. Esteban continues by pointing out the significance of the information's quality. (Esteban, 2018) For influencers and mini, perceived credibility is crucial since it fosters their efficiency and improves their own media image and self-brand (Lisichkova, Nadezhda, Othman, Zeina 2017). Influencer endorsements from trustworthy figures have a favorable impact on brand perception (Fernanda Polli Leite & Paulo de Paula Baptista, 2021) since information from trustworthy sources is thought to be more credible than other types of information (Chung & Cho, 2017). The source perceived credibility theory (Joyce Han and Han Chen, 2021) states that individuals are more likely to be convinced by an influencer if they are believed to be credible, knowledgeable, and reliable. Influencers are "who the consumers are looking at," and word-of-mouth advertising can help the brand's message spread more widely (Woods, 2016). Electronic word of mouth (eWOM) credibility is "the extent to which one perceives other consumers' recommendations or reviews as believable, true, or factual," according to (Levy and Gvili's 2015) The main components of eWOM communication, according to existing marketing and communication literature, are the message, source, channel, and receiver (Cheung et al.; Ismagilova et al., 2017; Park et al., 2007; Yan et al., 2018).

Previous research has demonstrated a beneficial connection among audiences' intentions and an influencer's perceived credibility (Lou and Yuan, 2018; Weismueller et al., 2020). The three components of source perceived credibility are expertise (relative to how much of an endorser's experience, knowledge, and skills are believed to be accurate). reliability, and attraction (consumer perceptions of an endorser's physical appeal) (Fernanda Polli Leite & Paulo de Paula Baptista, 2022). Previous research that used these source models in the context of traditional media channels revealed that such characteristics had a good impact on consumers' purchase intentions (Saima & M. Altaf Khan, 2020). According to (Saima & M. Altaf Khan, 2020) Along these lines, we suggest that in the context of influencer marketing, these qualities will also strongly impact customers' perceptions of perceived credibility and their desires to make purchases. Quality of information and enjoyment are other factors that influence perceived credibility and buying intent. according to earlier studies (Fernanda Polli Leite & Paulo de Paula Baptista, 2021). According to (Fernanda Polli Leite & Paulo de Paula Baptista, 2021) Perceived credibility is a mediating variable in the connection between source models and customers' desire to buy, this shows that other variables other than source qualities directly affect customers' buying intentions. These investigations, however, were carried out in the setting of ordinary celebrity endorsement. We can therefore make the same argument in the framework of influencer marketing, namely that the attributes of the influencer (i.e., expertise, trustworthiness, likability, information quality, and entertainment) will have an effect on customers' purchase intentions through the mediator variable of credibility. (Fernanda Polli Leite & Paulo de Paula Baptista, 2022).

Consumers usually view influencers as more trustworthy sources of data than other conventional sources, such as salespeople, as digital development accelerates (Lim et al., 2017). However, influencer's ability to affect likewise declines as their perceived credibility declines (Zietek, 2016). Qualities of an endorser's perceived credibility may lower potential risk and boost customer trust in goods (Chung & Cho, 2017).

H1. Perceived credibility is associated with the consumers' attitude toward the influencer.

Trust is defined by consumers as "the level of confidence that a source is motivated to communicate valid assertions" (Fernanda Polli Leite & Paulo de Paula Baptista, 2021). Trust is a multifaceted and complicated concept, with some writers saying that "there is no other characteristic that so fully controls interpersonal and intergroup behavior" (Rebeka-Anna Pop, Zsuzsa Săplăcan, Dan-Cristian Dabija & Mónika-Anetta Alt, 2022). According to (Saima & M. Altaf Khan, 2021) the definition of the trustworthiness of a source is "the receivers' judgment of a source as honest, genuine and sincere, or true. From a marketing standpoint, trust is intended to be a fundamental aspect in establishing and maintaining effective long-term relationships (Rebeka-Anna Pop, Zsuzsa Săplăcan, Dan-Cristian Dabija & Mónika-Anetta Alt, 2022). According to (Lubna Nafees, Christy M. Cook, and James E. Stoddard, 2020), source perceived credibility is correlated to the source's trustworthiness. They defined trustworthiness as "the degree of confidence in the communicator's intention to express the propositions he believes to be most valid" (p. 21). discovered that trustworthiness had a greater influence than competence. Other research, however, has indicated that trustworthiness alone may not be enough or less significant than expertise. This study claims that the trustworthiness of a source will influence a consumer's brand attitudes via source credibility, where the source is a social media influencer.

The most commonly cited definition of consumer trust is " the willingness to rely on an exchange partner in whom one has confidence " (Rebeka-Anna Pop, Zsuzsa Săplăcan, Dan- Cristian Dabija & Mónika-Anetta Alt, 2022). Previous positive experiences with the SMI increase trust, and trust appears to be a strong predictor of eWOM. From a consumer standpoint, SMIs appear to be more trustworthy than celebrities, as followers can relate with them better, and SMIs have a bigger influence on customers' purchase intentions (Schouten et al., 2020). Accordingly, Alsaleh (2018) finds that trust has a beneficial influence on blog readers "intentions to purchase items and services". Previous research has found that sponsorships can reduce customers' trust in influencers (Hudders et al., 2020). Trustworthiness impacts customers' perceived information perceived credibility on YouTube (Xiao et al., 2018) and affects consumers' purchase decisions (Saima & M. Altaf Khan, 2021). This result might be explained by the fact that digital media allows the brand to reach a specific target audience and develop a stronger relationship with the customer (Tarik & Adnan, 2018). In this approach, influencer marketing may broaden the audience and convert them into brand-loyal customers by emphasizing trust and authenticity (Sudha & Sheena, 2017). Influencers appear to be providing honest feedback on products/services. As a result, their followers identify more with them than with the producers and trust the product information better (Fernanda Polli Leite & Paulo de Paula Baptista, 2021). Furthermore, they discovered that followers' confidence in influencer- branded postings influences their desire to purchase (Lou & Yuan, 2019). Furthermore, Martnez-López et al. (2020) discovered that trust has a forecasting power of post credibility, which leads to greater attention to the influencers' posts.

The competence or capability of a source, such as a person's expertise/skills in a specific area or subject, is referred to as source expertise. (Shupei Yuan & Chen Lou, 2020). Social media influencers have generally already made a name for themselves by specializing in a certain field. This means that when influencers cooperate with companies that correlate to their own areas of expertise, customers are more willing to accept or believe their ideas (Chen Lou & Shupei Yuan, 2019). Expertise is the ability of the communicator to make accurate claims in a specific field of knowledge. The familiarity, comprehension, and experience acquired by a person over time working in a particular field of knowledge are all considered to be part of their expertise (Saima & M. Altaf Khan, 2021). Content expertise is the qualification, competency, and understanding that influencers possess to make a specific claim about a specific topic and issue on their social media channel (Lou & Yuan, 2019). Customers are happy with a product when it meets their expectations (i.e., utilitarian aspects) and makes them feel good about their purchases (i.e., hedonic aspects) (Carlson et al., 2019). From both utilitarian and hedonic perspectives, influencer playfulness and content expertise may be key drivers of social media consumers' happiness with influencers and their digital content (Carlson et al., 2019). Expertise is the capacity to accurately communicate claims in a given field of knowledge. The familiarity, understanding, and experience a person gains from consistently working in a certain field of knowledge are considered part of their expertise, according to (Saima & M. Altaf Khan 2021).

A communicator needs to be knowledgeable about a subject, possess the necessary abilities, or hold a respectable title in order to be seen as an expert (Saima & M. Altaf Khan 2021). According to (Saima & M. Altaf Khan 2021), the receiver of the communication will ultimately determine whether the sponsor is perceived as an expert or not. Highly dogmatic persons can be influenced by both powerful and feeble arguments when the source is an expert, according to research by (Nafees, Lubna; Cook, Christy M.; and Stoddard, James E. 2020). The audience's perception of a communicator's expertise is related to both a favorable opinion of the commercial and purchase intention. (Saima & M. Altaf Khan 2021). The trustworthiness and expertise of the influencer had a considerable impact on social media users' purchasing intentions (Koay et al. 2022). The concept of expertise in the context of celebrity endorsement denotes the celebrity's experience and understanding of the marketed product class area (Dhun & Hamendra Kumar Dangi, 2022).

An individual's responses to an expert vs an inexpert source, for instance, will depend on their amount of self-monitoring and dogmatism. (Nafees, Lubna; Cook, Christy M.; and Stoddard, James E. 2020). Many dimensions of credibility have been recognized by researchers in the past, but expertise and trustworthiness are still considered as the primary components of credibility, and these two were also the fundamental drivers of a message's effectiveness according to the source credibility model (Saima & M. Altaf Khan 2021).

### 2.2 Perceived Congruence: -

The target consumer's (users') assessment of how similar the online source is to them in terms of " character, background, and expectations " is known as congruence. Congruence can be defined as the degree to which incentives are similar or compatible with one another (Youssef Chetioui, Irfan Butt, Anass Fathani and Hind Lebdaoui 2022). A few writers, like (Dhun & Hamendra Kumar Dangi 2022), also use the term homophily to describe similarity. (Dhun & Hamendra Kumar Dangi 2022) defined homophily as "the extent to which people who interact are similar in their beliefs, education, social status, and the like". Just few researchers, including Eyal and Rubin, also use the term homophily to describe similarities, defined homophily as "the extent to which persons who interact are congruent in their ideas, education, social standing, and similar things." (Dhun & Hamendra Kumar Dangi, 2022).

According to similarities like demographic or attitudinal traits, source similarity refers to how much the source is liked by the receiver. Influencers with similar preferences and lifestyles to those of their audience are more preferred by consumers (Xu and Pratt, 2018). Users can interact with them and comment on their posts, supporting the idea that the influencer is similar to themselves, according (Dhun & Hamendra Kumar Dangi 2022). Congruent influencers are thought to positively influence attitudes toward influencers and increase purchase intention, according to (Youssef Chetioui, Irfan Butt, Anass Fathani and Hind Lebdaoui, 2022). Congruence, according to researchers, has a positive effect on a brand's attitude (Youssef Chetioui, Irfan Butt, Anass Fathani and Hind Lebdaoui 2022) consumers' purchase intention and attitudes toward influencers (Chetioui et al., 2020a, b). This study extends this line of research by making assumptions that posting a specific product that is relevant to the influencer's specialty area will have a positive impact on consumer reactions. Accordingly, perceived congruence will have a positive impact on the product attitude and a negative impact on the recognition of the advertising. (Kim et al. 2017). According to studies on endorsements, the degree of perceived similarity between the endorser and the consumer was related to advertising attitude (Brian J. Taillon, Steven M. Mueller, Christine M. Kowalczyk and Daniel N. Jones, 2020). According to research, greater similarity promotes the evaluation of positive attitudes. (Brian J. Taillon, Steven M. Mueller, Christine M. Kowalczyk and Daniel N. Jones, 2020). The perceived match between influencers traits and brand qualities is the key factor in determining the degree of influencers and brand congruence (Xiaofan Wei, Huan Chen, Artemio Ramirez, Yongwoog Jeon & Yao Sun, 2022). Although native advertising aims to be seen as personal editorial content rather than intentional promotion, congruence is essential to customer reactions. Online consumers' aversion to native advertising can be lessened if it is regarded as being consistent with the editorial context and taken to be natural content (Do Yuon Kim, Hye-Young Kim, 2021). Three types of celebrity-brand congruence have been defined in past research: (1) attractiveness-based congruence (Xiaofan Wei, Huan Chen, Artemio Ramirez, Yongwoog Jeon & Yao Sun, 2021), which relates to a pretty endorser with a brand associated with a beauty product; (2) expertise-based congruence

(Xiaofan Wei, Huan Chen, Artemio Ramirez, Yongwoog Jeon & Yao Sun, 2021), which relates to a celebrity with a brand linked to his or her knowledge and experience (e.g., athlete and sports brand); and (3) image- based congruence (Xiaofan Wei, Huan Chen, Artemio Ramirez, Yongwoog Jeon & Yao Sun, 2021), Nevertheless, since digital influencers work in so many different industries, the congruence pattern may be more complicated and not only fall under one congruence class. Influencers regularly engage in social interactions with their audience on SNS, which makes them appear more approachable (i.e., similar) to the audience (Dhun & Hamendra Kumar Dangi, 2022). It is the intended consumer's (users') assessment of how congruent the online source is to them in terms of "character, background, and expectations," according to (Xiaofan Wei, Huan Chen, Artemio Ramirez, Yongwoog Jeon & Yao Sun, 2021). People may connect with them and comment on their postings, supporting the idea that the influencer is congruent to themselves (Dhun & Hamendra Kumar Dangi, 2022). The congruence principle states that congruent data is stored and recommended over incongruent information (Do Yuon Kim, Hye- Young Kim, 2021). Particularly, congruence can establish a bigger and more powerful associative connection and further create higher memory spreading activation and higher accessibility of attitude (Do Yuon Kim, Hye-Young Kim, 2021).

Congruence incentives create impressions and emotionally impact consumer responses (Youssef Chetioui, Irfan Butt, Anass Fathani and Hind Lebdaoui , 2022). Congruent information is remembered and preferred over incongruent information, according to the congruity principle (Do Yuon Kim, Hye-Young Kim 2020). Once an influencer shares a specific product that is consistent with his or her area of expertise, consumer reactions will be favorably impacted. As a result, perceived congruence will have a good impact on the attitude towards the brand and a negative impact on advertisement recognition. ( Hye-Young Kim, Do Yuon, and Kim, 2021). But so far, not every influencer marketing works. The benefits of influencer marketing will be significantly reduced or even eliminated when the celebrity is incompatible with or unrelated to the brand's personality (Xiaofan Wei, Huan Chen, Artemio Ramirez, Yongwoog Jeon & Yao Sun,2022). The compatibility between influencers and brands is crucial, therefore. A key theory of celebrity endorsement, the "match-up hypothesis," contends that signals sent by a celebrity's image should be consistent with those of the product (Xiaofan Wei, Huan Chen, Artemio Ramirez, Yongwoog Jeon & Yao Sun,2022). Consumer behaviour is significantly influenced by congruence (Youssef Chetioui, Irfan Butt, Anass Fathani and Hind Lebdaoui, 2022). Congruence, for instance, is found to have a beneficial effect on a brand's image (Youssef Chetioui, Irfan Butt, Anass Fathani and Hind Lebdaoui, 2022), attitudes towards influencers (Chetioui et al., 2020a, b), and customers' desire to make a purchase (Youssef Chetioui, Irfan Butt, Anass Fathani and Hind Lebdaoui, 2022).

H2. Consumer's perceived congruence with the influencer is associated with the consumers' attitude toward the influencer.

### 2.3. Attitude Towards Influencers: -

According to Joyce Han and Han Chen (2021) People's attitudes are considered to influence their thought processes because the better a person feels about a brand, the more likely it is that person will use its products. According to cognitive social psychologists, attitudes should influence appropriate behavior toward the same item. By following bloggers' posts on social media and subscribing to their channels or blogs, users of online social networking sites can develop a relationship with them. In addition, customers like influencers that share their lifestyle and interests (Xu and Pratt, 2018). It is important to understand the opinions of consumers toward social media influencers. Cognitive social psychologists believe attitudes toward something should result in relevant behaviors toward the same thing (Brian J. Taillon, Steven M. Mueller, Christine M. Kowalczyk, Daniel N. Jones, 2020). Drawing from the source attractiveness model (Brian J. Taillon, Steven M. Mueller, Christine M. Kowalczyk, Daniel N. Jones, 2020), communication effectiveness, including Positive attitudes formation, may depend on the social media influencers' source characteristics of attractiveness, likeability and similarity. Further, endorsement literature has shown the importance of attitudes on purchase intentions (Laroche et al., 1996; Chan et al., 2013). Recent research on social media influencers has also argued for the importance of attitudes on purchase intentions (Lim et al., 2017).

As a result, businesses prefer using Instagram's virtual influencers as brand ambassadors for their social media-based marketing initiatives. As the popularity of virtual influencers among industry businesses and consumers has significantly increased on a global scale, more research is needed to determine how the allure of virtual influencers affects consumers' online behavior. Today, virtual characters are frequently used in all kinds of corporate marketing, and in 2020, more than 150 virtual influencers made their social media debuts (Chitra Korn, 2021). After the COVID-19 epidemic, there has been a significant increase in the need for virtual influencers to work with multinational corporations because they exist electronically and can push goods without having any negative effects. Moreover, viewers are more likely to believe suggestions from online influencers than from real people (Holt, 2019).

More specifically, digital content that has both entertainment and informational value is produced by social media influencers. First, social media users are more inclined to undertake fun activities while watching the digital content created by their favorite influencers from a motivational perspective (Vrontis et al., 2021). Therefore, source perceived credibility serves as a determining factor in forming consumer attitudes toward influencer marketing (Lim et al., 2017). The example of the influencer Chriselle Lim and the car brand Volvo proves this point (Statusphere, 2019). This influencer frequently discusses themes like motherhood, beauty, and fashion on her Instagram page. Their fans were shocked when she posted a message endorsing a part of a freshly released Volvo car because she didn't fit the product. As a result, they have negative reactions to both the influencer and the brand. In contrast, the company Fiji Water made a bet on the influencer Danielle Bernstein (whose account covers subjects like fashion or healthy lifestyle) to market its product (HubSpot, 2019). The influencer posted various workout videos during the campaign. Fiji wanted to demonstrate its dedication to hydration for active people. Her supporters responded extremely well to the promotional campaign's match. As a result, each post must be significant and carefully planned because considered as a whole, they enable the development of particular attitudes. According to the bandwagon heuristic (Brian J. Taillon, Steven M. Mueller, Christine M. Kowalczyk, Daniel N. Jones, 2020), a social media influencer would attract a lot of followers if they had positive attitudes toward them. In order to understand how social media influencers might grow their followings and persuade those following them to buy the items they promote for brand managers, it is therefore helpful to examine attractiveness, likeability, and attitude toward the influencer. Influencer-product fit enhances consumers' intention to connect with influencers' postings and to read product information, according to Belanche, Flavian, and Ibanez-Sanchez (2020). According to Lim et al. (2017), source attractiveness of influencers positively influences consumer attitudes, which mediates the link between source attractiveness and purchase intention. Past research has found a link between customers' purchase intentions and their actual purchasing behavior (Canniere et al.; Talwar et al., 2021). Influencers with a high level of attractiveness are more likely to influence their followers' purchasing decisions. (Guo et al.; Van der Waldt et al., 2018) According to an early study on the effects of source evaluation, customer attitudes and the relationship between source attractiveness and purchase intention were both positively impacted by influencers' source attractiveness (Lim et al., 2017). Only when a character resonates with the audience and elicits strong emotions as well as a sense of consumer identity can consumers be drawn into a story without difficulty. Characters can influence how a story is shared because they cause consumers to empathise with and experience the character's thoughts and feelings, which makes them more interested in the narrative. Customers become engrossed in the narrative and see the world via the character's emotions as a result of their imagination and empathetic connection with them. ( M. Leparoux, P. Minier, A. Anand, 2019). As a result, marketers and brand managers in emerging and developed markets have consistently viewed the perceived credibility of the influencers as a critical issue, as this would result in an observable rise in the revenue of a company's product when the influencers have a strong reputation in their interactions with them (Rebelo, 2017; Kumar and Polonsky, 2019). Academics have also demonstrated that the para social interaction between influencers and their intended audiences can motivate followers to consume in an influencer like manner (Ki and Kim, 2019). Influencers' communication of sponsored material can have an impact on their audiences' desire to make purchases.

H3. Consumers' attitude toward the influencer is associated with the consumers' purchase intention.

### 2.4. Purchase Intention:

Chen Lou & Shupei Yuan (2019) defined purchase intentions as " a person's intentional decision to try to buy a brand." Because consumer purchasing intentions include the potential or likelihood that they will buy a specific goods. According to Nathalie Pena-García , Irene Gil-Saura , Augusto Rodríguez-Orejuela , Jose Ribamar Siqueira-Junior (2020) online purchase intention is defined in this study as a consumer's level of willingness to purchase a product from an online retailer. Influencer-generated content helps consumers recognise how brands fit into their lifestyles and attitudes, this can eventually increase purchase intent (Torres et al., 2019). According to studies (Wang et al., 2019; Abzari et al., 2019), consumers' positive attitudes about a brand have a beneficial impact on their purchase intentions. Moreover, an appealing influencer endorser can significantly affect customers' perceptions of quality and purchase intentions (Osei-Frimpong et al., 2019). The study conducted by Harrigan et al. (2022) on social media users brought attention to the link between brand attitudes and satisfying emotional relationships. Celebrities or influencers on social media are currently gaining popularity, and their socially active marketing presence has a big impact on customers' purchase intentions. According to Torres et al. (2019), customers' purchase intentions are influenced by the beauty and skill of digital influencers in content endorsement. Companies may collaborate with social media influencers to promote their brands, and as a result, a consumer's willingness or intention to make a purchase may have an impact on how they interact with their influencers (Lafferty et al., 2020; Ohanian, 2020; Kahle and Homer, 2020).

According to the Theory of Planned Behavior (TPB), an increase in intention corresponds to a rise in the likelihood that the behavior will be carried out. Prior research in the field of influencer marketing argues that consumer perceptions of a particular brand have a direct impact on their desire to make a purchase. (Pradhan et al., 2022) Erkan and Evans (2022) suggest that E-word of mouth (E-WOM) has a significant impact on online consumers' purchase intentions and is more successful when made by well-known individuals. environmental psychology-based, the stimulus-organism-response (SOR) hypothesis was put forth by Anshuman Sharma, Yogesh K. Dwivedi, Vikas Arya, Muhammad Qutubuddin Siddiqui (2021). It says that all environmental changes can operate as stimuli (S) to affect people's internal states, which in turn affect how they behave (R). The SOR theory also offers a well-organized framework for researching how platform and product attributes affect perceived value and consumers' long-term purchasing intentions. Littérature (Ali et al., 2021; Ryu et al., 2021), Ali (2021) and Ahmad et al. (2021) treated the S-O-R framework's response element of purchase intention. Purchase intention is thus a factor of response (R) for consumers in the e-commerce scenario. E-word of mouth (E-WOM) has a stronger impact on online consumers' purchase intentions when it is spread by well-known celebrities. if customers thought a digital influencer was a reliable source, Additionally, they will be more likely to express a desire to buy the recommended item (Lu et al., 2022; Lou & Young, 2022). Trust in an Instagrammer is measured at the point where the customer accepts the opinion leader's word and sees his recommendations as reliable and honest. The consumer's desire to make a purchase will rise as a result (Esch et al., 2022). The desire of the target audience to consume is positively related to the brand value shown in influencer-generated brand content (Lee and Watkins, 2022). As a result, there is an increase in purchase intent as well as brand engagement and expected value (Jim´enez-Castillo and Sanchez-Fern ´andez, ´2019). Influencers' communication of sponsored material can potentially have an impact on the purchasing intentions of their audiences. Such disclosure may help or hurt businesses' ability to interact with customers and spread information (Jim´enez-Castillo and Sanchez-Fern ´andez, ´2019). Few academics have examined the direct connection between purchasing intention and source credibility (Park and Lin, 2020). Customer involvement, meanwhile, has the power to affect consumer behavior through eWOM and purchase intention (Lou et al., 2019). Customers' opinions about the platform have a big impact on whether they plan to buy something. (Hsu et al., 2021; Hsu et al., 2021) We think that improving customers' purchase intent depends heavily on the quality of information, systems, and services and encourage assessing the elements influencing consumers' perceived value and ongoing purchasing intent (Gao and Li, 2021). Customer happiness is said to be impacted by emoticons (the emotional icon), and then purchase intention (Ma & Wang, 2021). Good attitudes are associated with increased behavioral intentions, therefore if a consumer has a friendly and positive attitude toward a product, that consumer will be more likely to buy it. In conclusion, consumers' opinions and purchase intents are significantly influenced by a character's personality traits, image traits, stories, semiotics, and emotional value. Ajzen (2022). It is an emotional or spiritual reaction caused by a consumer's social contact and

adventure-related buying activities (Dedeoglu et al., 2022). It has been shown that one of the initial barriers to the growth of e-commerce is a lack of intention to make an online purchase. (He et al., 2020).

Purchase intention, which is a customer's attitude regarding their action of purchasing, can be used to measure actual purchase behavior (Liu and Li, 2019; Trivedi and Raval, 2022). The degree of purchase intention can be used to describe consumers' willingness to acquire a product. Purchase intention refers to a customer's forward planning to buy a particular product in the future (Warshaw and Davis, 2022). Customer willingness to buy is represented by purchase intention, therefore if purchase intention is strong, there is a good chance that consumer willingness to buy a good or service is also high (Schiffman and Kanuk, 2022). Consumers first recognize products before buying them, then look for information about them, assess them, buy them, and provide feedback on their experiences (Kotler et al.,2022).

According to Ajzen and Fishbein's (2021) Theory of Reasoned Action (TRA), a consumer's intentions greatly influence their current behavior. A positive purpose is more likely to lead to a favorable or positive behavior, and vice versa. Additionally, the degree of intention does significantly affect how people behave. Strongly reflected behavior for a certain brand is the result of strongly held intentions for that brand. This objective goal is dependent on perceived worth or utility. Positive or negative attitude has an impact on the intention. Different studies (Chen & Chen, 2020; Duffett, 2021; Kim & Han, 2021; Leung et al., 2021; Tseng & Teng, 2021) have confirmed that a consumer's attitude toward advertising influences their intention to buy. An intention to buy is a result of the customer's favorable attitude toward the product (Wang & Sun, 2021). TRA has gained widespread acceptance for its many different ways to describe human behavior (Ajzen & Fishbein, 2021), so it is appropriate to take into account in the current study's evaluation of the behavioral determinants in a digital environment. The current study suggests that SMS advertising perception, advertising value, and attitude are antecedents to buy intention for an inquiry in the study's setting based on the findings from earlier studies. Additionally, the study suggests testing brand familiarity as a mediator in the association between purchase intention and attitude toward SMS



advertising.
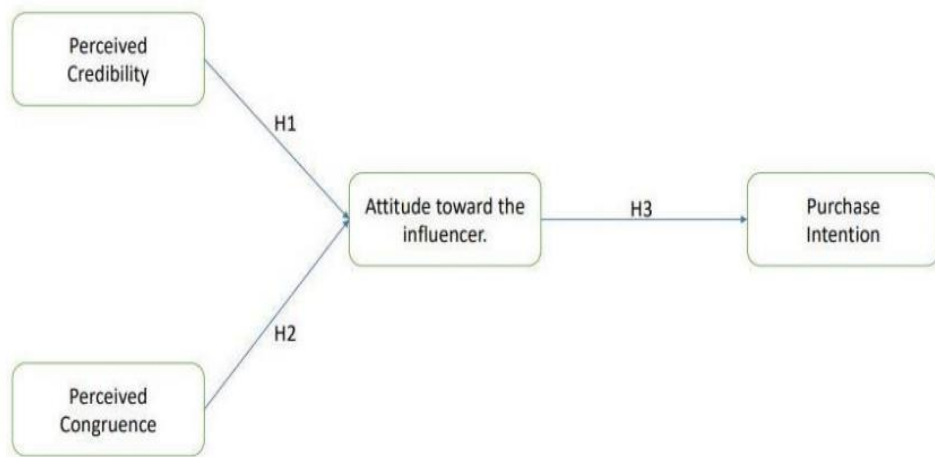
## 3. FIGURES

Figure 1. Conceptual Framework

## 4. RESULTS

*Sample Size: -*

The researcher has succeeded to collect 210 valid responses to be an appropriate sample size in order to be analyzed and depends on it to test hypothesis and obtain research models results of tests depend on such sample. We choose our sample size based on two criteria: first, people who follow and closely watch dermatology influencers, also who use the products recommended by influencers.

*Research Methodology: -*

All consumers of dermatological goods are included in the study's population. In more specifics, a purposive sample approach was used, and this survey was sent to (N = 210) clients of the dermatological industry. A Likert scale with five possible values was used to score every research item. In terms of the study's metrics, the scale was used to evaluate perceived credibility, perceived congruence, attitude towards influencers, and purchase intention. Includes things like" I think the content of this social media influencer's posts is consistent with facts.", "I think my favorite influencer is congruent to the brand he or she endorses", "I do believe that influencers (that promote to dermatology products) I follow are convincing and " I would purchase the brand based on the advice I am given by this dermatology influencer".

*Sampling and Data Collection: -*

This study uses an online survey with a sample of Egyptian consumers. All the participants received a once only usage link to the online questionnaire to help eliminate duplicate responses from the same IP address. Potential respondents were chosen to participate in this study based on two criteria, they should be in the less than 25 age group consumer population and they must have purchased or used at least one of the dermatology products selected for the survey.

A total of 210 usable responses were collected with more than half women (78.1%), less than 25 years old, and above (60.7%). About (76.8%) of the sample has a personal income less than 15000, and more than half have a university degree (76.8%). Overall, this sample fairly represents the adult Egyptian consumer population.

*Reliability Test: -*

Perceived credibility Section: 0.944 as the coefficient of questions is near 1 so the questions of the section are reliable.

Congruence Section: 0.919 as the coefficient of questions is near 1 so the questions of the section are reliable.

Attitude toward influencers Section: 0.960 as the coefficient of questions is near 1 so the questions of the section are reliable.

Purchase intention Section: 0.902 as the coefficient of questions is near 1 so the questions of the section are reliable.

The value of the reliability coefficient "Alpha Cronbach" for the axes of the questionnaire is higher than 0.6, and then we can say that this questionnaire is characterized by reliability.

*Validity Test: -*

Credibility:

The value of the validity coefficient of the Pearson test range between (0.846 & 0.939), which indicates a strong correlation.

Congruence:

The value of the validity coefficient of the Pearson test range between (0.803& 0.900), which indicates a strong correlation.

Attitude toward influencers:

The value of the validity coefficient of the Pearson test range between (0.818 & 0.902), which indicates a strong correlation.

Purchase intention:

The value of the validity coefficient of the Pearson test range between (.923& 0.978), which indicates a strong correlation.

*Simple Frequency Tables: -*

The number of Female represents 164 of our sample size where the number of Males represent 46.

The majority of our sample represents 162 their monthly income is below 15k. and 29 persons their monthly income ranged between 15k and 25k. and 5 persons their monthly income ranged between 25k and 35k. and 4 persons their monthly income ranged between 35k and 45k. and 10 persons their monthly income is more than 55k.

It is found that about 60.5% of the sample 127 person that all less than 25 years old, 34 person their age range between 25 to 34 years old, 23 person their age ranged from 35 to 44 years old and finally there are 26 persons their age more than 45 years.

*Multivariate Linear Regression Model: -*

From figure 2, we can notice that:

The value of the determination coefficient is 0.802, which indicates that the independent variables which are "Credibility and Congruence" and the mediator which is "Attitude toward influencer" were able to explain 80% of the values of changes in the dependent variable.

Look at the value of the F-statistics for the whole model. The value of (sig = 0.00, which is less than $\alpha$ = 0.05), and therefore there is an effect of the independent variable on the dependent variable, that is, the model is significant.

There is a statistically significant effect of the independent variable, which is (Attitude toward influencer) on purchase intention, as it is less than $\alpha$ = 0.05, Sig = 0.00 was a value, and therefore we reject the null hypothesis, meaning that there is an effect (Attitude toward influencer) on purchase intention and given the value of the coefficient The

regression is 0.662, meaning that whenever the independent variable increases by one unit, purchase intention increases by 0.662.

while there is no statistically significant effect of the independent variable, which is (Credibility) on purchase intention, as it is greater than α = 0.05. Sig=0.22 was a value.

And there is no statistically significant effect of the independent variable, which is (Congruence) on purchase intention, as it is greater than α = 0.05. Sig=0.152 was a value.

| Purchase Intention | | | | | | |
|---|---|---|---|---|---|---|
| Sig. | F | R Square | Sig. | B | Model | |
| | | | 1.000 | -4.260E-16 | (Constant) | |
| 0.000b | 277.333 | 0.802 | 0.22 | 0.157 | Credibility | 1 |
| | | | 0.152 | 0.100 | Congruence | |
| | | | 0.000 | 0.662 | Attitude | |

Figure 2. Multivariate linear regression model

## 5. CONCLUSION

The main objective of this study is to contribute in the understanding of the role of dermatology influencers (influencers who promote dermatology products related to skin, hair, and nails) on social media and how they influence the consumer's purchase intention. Depending on credibility, expertise, trust, congruence of the influencer as variables affecting the consumer's attitude towards the influencer.

Due to a drop in credibility from a certain segment of social media users, influencer marketing may no longer be as effective as it previously was. Although being congruent, inspiring and credible is the whole point of influencer marketing, it appears that young people are increasingly looking for more relevant material and may be turning off from this type of social media marketing. This study provides vital insights from the findings. Among the three hypotheses path, one was supported. As a result of analyzing the responses of respondents to our questions, we found that there is no impact of the perceived credibility of the influencers on the purchase intention of the consumer, while there is no impact of the perceived congruence of the influencers that promote dermatology products on the purchase intention of the consumer, and there is a positive impact on the attitude towards the influencers on the purchase intention of the consumer.

To confirm the correctness of our statement we have made an interview with our target segment which is watching the dermatology influencers asking them if they see the dermatology influencers credible and congruent or not, some of them see them credible and congruent but, the others see them incredible and incongruent because most dermatology influencer get paid from the company to promote those products through an agreement either post it as a story or a post on their social media accounts which most of the time generates positive word of mouth from the influencer. Some influencers who are new to the market in order to increase the number of their followers they accept from companies' free products regardless of the products efficiency and effectiveness and they promote these products to the consumers. Some influencers promote products with a low price compared to other products that don't have a permit from the Ministry of Health which causes a lot of problems affecting their skin, hair, and nails. In the end these customers need to go to doctors and pay more money to return their face and hair in good condition. Therefore, the influencers should choose the right products to promote so as not to harm the people and cause themselves a lot of

problems.

*Recommendations: -*

Our recommendations are split into managerial implications and theoretical implications; Managerial implications are targeting the company's managers and the influencers which are no products should be promoted by a dermatology influencer without permission from the Ministry of Health, while promoting a product by a dermatology influencer it is preferred to be live with professional or a specialized doctors to test the product with the audience and to gain more credibility.

Also, men should be more aware about the usage of dermatology products by means of an appearance of more male dermatology influencers.

Theoretical implication is targeting the researchers which is that they should do further investigations on the topic and to know more about the dermatology influencers as nowadays the dermatology influencers are an important factor in the purchase process of any product.

## 6. REFERENCES

AlFarraj, Omayma, Ali Abdallah Alalwan, Zaid Mohammad Obeidat, Abdullah Baabdullah, Rand Aldmour, and Shafig Al-Haddad. "Examining the impact of influencers' credibility dimensions: attractiveness, trustworthiness and expertise on the purchase intention in the aesthetic dermatology industry." Review of International Business and Strategy (2021).

Anshuman Sharma, Yogesh K. Dwivedi, Vikas Arya, Muhammad Qutubuddin Siddiqui, Does SMS advertising still have relevance to increase consumer purchase intention? A hybrid PLSSEM-neural network modelling approach, Computers in Human Behavior, Volume 124, 2021, 106919, ISSN 0747-5632, https://doi.org/10.1016/j.chb.2021.106919.

(https://www.sciencedirect.com/science/article/pii/S0747563221002429)

Belanche, Daniel, Luis V. Casaló, Marta Flavián, and Sergio Ibanez-Sanchez. "Building influencers' credibility on Instagram: Effects on followers' attitudes and behavioral responses toward the influencer." Journal of Retailing and Consumer Services 61 (2021): 102585.

Botelho, Márcia Filipa Martins. "The impact of influencers in the consumer's purchase intention: The cosmetic industry." PhD diss., 2019.

Cheih-Ying Chen, Kun-Huang Huarng, Vanessa Izquierdo González, How creative cute characters affect purchase intention, Journal of Business Research, Volume 142,2022, Pages 211-220, ISSN 0148-2963, https://doi.org/10.1016/j.jbusres.2021.12.059.

(https://www.sciencedirect.com/science/article/pii/S0148296321009735)

Chetioui, Y., Benlafqih, H. and Lebdaoui, H. (2020), "How fashion influencers contribute to consumers' purchase intention", Journal of Fashion Marketing and Management, Vol. 24 No. 3, pp. 361-380. https://doi.org/10.1108/JFMM-08-2019-0157

Chetioui, Y., Butt, I., Fathani, A. and Lebdaoui, H. (2022), "Organic food and Instagram health and wellbeing influencers: an emerging country's perspective with gender as a moderator", British Food Journal, Vol. ahead-of-print No. ahead-of-print. https://doi.org/10.1108/BFJ-10-2021-1097

Chetioui, Youssef, Hikma Benlafqih, and Hind Lebdaoui. " How fashion influencers contribute to consumers' purchase intention." Journal of Fashion Marketing and Management: An International Journal 24, no. 3 (2020): 361-380.

Chetioui, Youssef, Irfan Butt, Anass Fathani, and Hind Lebdaoui. "Organic food and Instagram health and wellbeing influencers: an emerging country's perspective with gender as a moderator." British Food Journal ahead-of-print (2022).

Daniel Belanche, Luis V. Casaló, Marta Flavián, Sergio Ibáñez-Sánchez, Building influencers' credibility on Instagram: Effects on followers' attitudes and behavioral responses toward the influencer, Journal of Retailing and Consumer Services, Volume 61, 2021, 102585, ISSN 0969-6989, https://doi.org/10.1016/j.jretconser.2021.102585.

(https://www.sciencedirect.com/science/article/pii/S096969892100151X)

Dhun, and Hamendra Kumar Dangi. "Influencer Marketing: Role of Influencer Credibility and Congruence on Brand Attitude and eWOM." Journal of Internet Commerce (2022): 1-45.Ezzat, Hanan. " Behavior of fans towards social media influencers in Egypt. " Journal of Communication and Media Research 13, no. 1 (2021): 62-71.

Fulya Acikgoz & Sebnem Burnaz, 2021. "The influence of 'influencer marketing' on YouTube influencers," International Journal of Internet Marketing and Advertising, Inderscience Enterprises Ltd, vol. 15(2), pages 201-219.

Han, Joyce, and Han Chen. "Millennial social media users' intention to travel: the moderating role of social media influencer following behavior." International Hospitality Review 36, no. 2 (2022): 340-357.

Hyojung Kim, Minjung Park, Virtual influencers' attractiveness effect on purchase intention: A moderated mediation model of the Product–Endorser fit with the brand, Computers in Human Behavior, Volume 143, 2023, 107703, ISSN 0747-5632, https://doi.org/10.1016/j.chb.2023.107703.

(https://www.sciencedirect.com/science/article/pii/S0747563223000547)

Indrawati, Prily Calista Putri Yones, Saravanan Muthaiyah, eWOM via the TikTok application and its influence on the purchase intention of somethinc products, Asia Pacific Management Review, 2022, ISSN 1029-3132, https://doi.org/10.1016/j.apmrv.2022.07.007.
(https://www.sciencedirect.com/science/article/pii/S1029313222000392)
intention during Covid-19 pandemic, Heliyon, Volume 8, Issue 9, 2022, e10599, ISSN 2405-8440, https://doi.org/10.1016/j.heliyon.2022.e10599.
(https://www.sciencedirect.com/science/article/pii/S2405844022018874)

Jiabao Lin, Ting Li, Jinyuan Guo, Factors influencing consumers' continuous purchase intention on fresh food e-commerce platforms: An organic foods-centric empirical investigation, Electronic Commerce Research and Applications, Volume 50, 2021, 101103, ISSN 1567-4223, https://doi.org/10.1016/j.elerap.2021.101103.

(https://www.sciencedirect.com/science/article/pii/S1567422321000752)

Jiménez-Castillo, David, and Raquel Sánchez-Fernández. "The role of digital influencers in brand recommendation: Examining their impact on engagement, expected value and purchase intention." International Journal of Information Management 49 (2019): 366-376.

Joanna K. Santiago, Daniel Magueta, Cataria Dias, CONSUMER ATTITUDES TOWARDS FASHION INFLUENCERS ON INSTAGRAM: IMPACT OF PERCEPTIONS AND Jusuf Zeqiri , Baker Alserhan, Kimberly Gleason, Veland Ramadani, Desecularization, Social Identity, and Consumer Intention to Purchase Religious Products, Technological Forecasting and Social Change, Volume 177, 2022, 121522, ISSN 0040-1625, https://doi.org/10.1016/j.techfore.2022.121522.

(https://www.sciencedirect.com/science/article/pii/S0040162522000543)

Kim, Do Yuon, and Hye-Young Kim. "Influencer advertising on social media: The multiple inference model on influencer-product congruence and sponsorship disclosure." Journal of  Business Research 130 (2021): 405-415.

Kim, Minseong, and Tae Hyun Baek. "I'll follow the fun: The extended investment model of  social media influencers." Telematics and Informatics 74 (2022): 101881.

Leite, Fernanda Polli, and Paulo de Paula Baptista. "The effects of social media influencers' self-disclosure on behavioral intentions: The role of source credibility, parasocial relationships, and brand trust." Journal of Marketing Theory and Practice 30, no. 3 (2022): 295-311.

Leite, Fernanda Polli, and Paulo de Paula Baptista. "The effects of social media influencers' self-disclosure on behavioral intentions: The role of source credibility, parasocial relationships, and brand trust." Journal of Marketing Theory and Practice 30, no. 3 (2022): 295-311.

Lim, Xin Jean, A. M. Radzol, J. Cheah, and Mun W. Wong. "The impact of social media influencers on purchase intention and the mediation effect of customer attitude." Asian Journal of Business Research 7, no. 2 (2017): 19-36.

Lisichkova, N., & Othman, Z. (2017). The Impact of Influencers on Online Purchase Intent (Dissertation). Retrieved from http://urn.kb.se/resolve?urn=urn:nbn:se:mdh:diva-35754 Lou, Chen, and Shupei Yuan. "Influencer marketing: How message value and credibility affect consumer trust of branded content on social media." Journal of interactive advertising 19, no. 1 (2019): 58-73.

Luciene Eberle, Gabriel Sperandio Milan, Miriam Borchardt, Giancarlo Medeiros Pereira, Ana Paula Graciola, Determinants and moderators of organic food purchase intention, Food Quality and Preference, Volume 100, 2022, 104609, ISSN 0950-3293, https://doi.org/10.1016/j.foodqual.2022.104609.

(https://www.sciencedirect.com/science/article/pii/S0950329322000842)

Mabkhot, Hashed, Normalisa Md Isa, and Ammar Mabkhot. "The Influence of the Credibility of Social Media Influencers SMIs on the Consumers' Purchase Intentions: Evidence from Saudi Arabia." Sustainability 14, no. 19 (2022): 12323.

Magano, J.;Au-Yong-Oliveira, M.; Walter, C.E.;Leite, Â. Attitudes toward FashionInfluencers as a Mediator of PurchaseIntention. Information 2022,13, 297. https://doi.org/10.3390/info1306029

Md. Rakibul Hafiz Khan Rakib, Shah Alam Kabir Pramanik, Md. Al Amran, Md. Nurnobi Islam, Md. Omar Faruk Sarker, Factors affecting young customers' smartphone purchase.

Nafees, Lubna, Christy M. Cook, and James E. Stoddard. "The impact of the social media influencer power on consumer attitudes toward the brand: the mediating/moderating role of social media influencer source credibility." Atlantic Marketing Journal 9, no. 1 (2020): 3.

Nathalie Peña-García, Irene Gil-Saura, Augusto Rodríguez-Orejuela, José Ribamar SiqueiraJunior, Purchase intention and purchase behavior online: A cross-cultural approach, Heliyon, Volume 6, Issue 6, 2020, e04284,ISSN 2405-8440, https://doi.org/10.1016/j.heliyon.2020.e04284.

(https://www.sciencedirect.com/science/article/pii/S2405844020311282)

ONLINE TRUST ON PURCHASE INTENTION Issues in Information Systems Volume 21, Issue 1, pp. 105-117, 2020. https://doi.org/10.48009/1_iis_2020_105-117 Pick, M. (2021), "Psychological ownership in social media influencer marketing", European Business Review, Vol. 33 No. 1. https://doi.org/10.1108/EBR-08-2019-0165

Pop, Rebeka - Anna, Zsuzsa Săplăcan, Dan-Cristian Dabija, and Mónika - Anetta Alt. "The impact of social media influencers on travel decisions: The role of trust in consumer decision journey." Current Issues in Tourism 25, no. 5 (2022): 823-843.

Presley, Colby L., Kayd J. Pulsipher, Hope R. Rietcheck, Mindy D. Szeto, Melissa R. Laughter, and Robert P. Dellavalle. " Reply to "Dermatologists in social media: a study on top influencers, posts, and user engagement ": dermatologist influencers on TikTok." Journal of the American Academy of Dermatology 86, no. 2 (2022): e71-e73.

ROSARA, Nadia Annisa, and Amia LUTHFIA. "Factors influencing consumer's purchase intention on beauty products in Youtube." Journal of Distribution Science 18, no. 6 (2020): 37-46.

Saima, and M. Altaf Khan. "Effect of social media influencer marketing on consumers' purchase intention and the mediating role of credibility." Journal of Promotion Management 27, no. 4 (2020): 503-523.

Serman, Zehra, and Julian Sims. " How Social Media Influencers Affect Consumers Purchase Habit?. " (2020).

Sokolova, Karina, and Hajer Kefi. "Instagram and YouTube bloggers promote it, why should I buy? How credibility and parasocial interaction influence purchase intentions." Journal of retailing and consumer services 53 (2020): 101742.

Taillon, B.J., Mueller, S.M., Kowalczyk, C.M. and Jones, D.N. (2020), " Understanding the relationships between social media influencers and their followers: the moderating role of closeness ", Journal of Product & Brand Management, Vol. 29 No. 6, pp. 767-782.
https://0810b0bfq-1105-y-https-doi-org.mplbci.ekb.eg/10.1108/JPBM-03-2019-2292

Taillon, B.J., Mueller, S.M., Kowalczyk, C.M. and Jones, D.N. (2020), "Understanding the relationships between social media influencers and their followers: the moderating role of closeness", Journal of Product & Brand Management, Vol. 29 No. 6, pp. 767-782.
https://doi.org/10.1108/JPBM-03-2019-2292

Verma, Deepak, and Prem Prakash Dewani. " eWOM credibility: a comprehensive framework and literature review. " Online Information Review 45, no. 3 (2021): 481-500. Wei, Xiaofan, Huan Chen, Artemio Ramirez, Yongwoog Jeon, and Yao Sun. "Influencers As Endorsers and Followers As Consumers: Exploring the Role of Parasocial Relationship, Congruence, and Followers' Identifications on Consumer–Brand Engagement." Journal of Interactive Advertising 22, no. 3 (2022): 269-288.

Yi Bu, Joy Parkinson, Park Thaichon, Influencer marketing: Homophily, customer value co-creation behavior andpurchase intention, Journal of Retailing and Consumer Services, Volume 66, 2022, 102904, ISSN 0969-6989, https://doi.org/10.1016/j.jretconser.2021.102904.
(https://www.sciencedirect.com/science/article/pii/S0969698921004707)

Yuan, Shupei, and Chen Lou. "How social media influencers foster relationships with followers: The roles of source credibility and fairness in parasocial relationship and product interest." Journal of Interactive Advertising 20, no. 2 (2020): 133-147