

# Analysis of Factors Affecting Followers Purchase Intention on Instagram Social Media

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## ARTICLE INFO

### Article history:

Received: 2023-08-18

Revised: 2023-10-03

Accepted: 2023-11-13

Available Online: 2023-12-25

### Keywords:

Attractiveness; Homophily;

Para social; Purchase

Intentions; Trustworthiness

### DOI:

<https://doi.org/10.38043/jimb.v8i2.4586>

## ABSTRACT

The primary objective of this research is to examine the influence of influencer characteristics on the purchase intentions of their followers on the Instagram social media platform. This study employs a research model predicated on the previous work, encompassing the following variables: homophily, physical attractiveness, social attractiveness, trust, expertise, parasocial relationships, and purchase intentions. A purposive sampling approach was utilized in this study, comprising 225 respondents who were interviewed. Data collection was conducted through an online questionnaire distributed via Google Form on social media. The respondents included Instagram social media users aged 17 or older who follow and have encountered reviews from fashion influencers. Data analysis was performed using the Structural Equation Modelling (SEM) technique, specifically the Partial Least Square (PLS) method. The findings of this research reveal that the homophily attitude variable exerts a positive influence on trust, expertise, and parasocial relationships. Similarly, the physical attractiveness variable demonstrates a positive impact on trust, expertise, and parasocial relationships. Additionally, the social attractiveness variable exhibits a positive impact on trust, expertise, and parasocial relationships. Furthermore, the variables of trust, expertise, and parasocial relationships are positively associated with purchase intentions.

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## 1. INTRODUCTION

One of the common strategic approaches in marketing through social media platforms is leveraging social media influencers. Social media influencers refer to individuals who regularly create and publish content highly valued by their audience, actively generating and sharing their personal experiences or reviews of specific products or services (Masuda et al., 2022). Notably, social media users tend to eagerly anticipate the presence of social media influencers compared to conventional celebrities. This is attributed to influencers' ability to interact more personally with their followers, sharing their life stories and experiences on social media, a practice less common among traditional celebrities (Al-Emadi & Yahia, 2020).

Influencers are individuals who consistently share content through their personal social media accounts, often focusing on shared interests and passions with their followers. Regardless of the size of their following, influencers engage effectively with their audience. As a result, influencers can influence the purchase decisions of their followers, thanks to the strong relationships they build with their audience (Mainolfi & Vergura, 2022).

Marketing strategies employing social media influencers reveal significant differences when compared to word-of-mouth marketing (WOM) approaches. Social media influencer marketing offers broader marketer access, enriched by greater control and a deeper understanding of the marketing outcomes it produces (Chetioui et al., 2020). By fostering close relationships between influencers and their audience, these relationships can significantly impact marketing and contribute to brand image (Aw & Chuah, 2021). To achieve optimal results, brands must carefully consider the selection of narrators who communicate their product information, as consumer opinions are often influenced by figures in the media, including influencers (Aw & Chuah, 2021).

Influencers have the capacity to influence the purchase decisions of their followers based on the solid relationships they build (Mainolfi & Vergura, 2022). Key factors in persuading followers' purchase intentions include credibility and parasocial relationships established by influencers. This is due to the fact that followers who entrust influencers with content and reviews of products and services demonstrate the influencers' sincerity

and expertise in conveying this information, ultimately piquing their followers' interest in purchasing those products and services (Sokolova & Kefi, 2020).

The concept of credibility, reflecting an individual's ability to be considered trustworthy, has a positive impact on consumer purchase intentions (AlFarraj et al., 2021). The expertise of the information source also plays a crucial role, as it demonstrates the validity of the information being conveyed (Masuda et al., 2022). Additionally, the establishment of emotional relationships, such as parasocial relationships, between influencers and their followers is a key factor in creating a desire among followers for products recommended by influencers. Therefore, influencers have a greater capacity to influence the purchase decisions of their followers (H. Kim et al., 2015).

Perceptions of characteristics received by followers, including trust, perceived expertise, and parasocial relationships, are influenced by the personal attributes possessed by an influencer. These attributes include homophily, physical attractiveness, and social attractiveness (Masuda et al., 2022). The presence of homophily, reflecting psychological similarity among individuals, positively contributes to the shared experience of using the same product, enabling effective information exchange (Lam et al., 2020).

An influencer with an appealing physical appearance can enhance the credibility of their communication, strengthen the perception of their expertise, and increase their persuasive power (Palmer & Peterson, 2016). Both physical and social attractiveness create deeper engagement and increased attention from consumers, ultimately enhancing parasocial relationships (Aw & Chuah, 2021). The presence of social attractiveness is also a valuable attribute for an influencer, as the positive messages they convey will receive positive responses in the evaluation of those messages (Wiedmann & Von Mettenheim, 2020).

This research is based on a replication research method, with the study referenced from Masuda et al. (2022) as the reference article. Masuda et al. (2022) explored the role of influencers' personal attributes and follower characteristics in enhancing purchase intentions after consumers watched video ads uploaded by influencers. This research is focused on the population of YouTubers in South Korea, considering South Korea's strong market penetration in digital marketing. The use of the YouTube platform was chosen because it is considered one of the primary channels for promoting products through video content. For this reason, the goal of this study is to apply this model to the context of the dominant Instagram platform in Indonesia.

## Literature review

The Elaboration Likelihood Model (ELM) is a comprehensive framework for understanding the fundamental processes that underlie persuasive communication effectiveness. The ELM explains variations in attitude change influenced by communication through two routes: the central route and the peripheral route. The central route refers to attitude change that occurs through careful consideration of the information presented, while the peripheral route involves attitude change triggered by factors such as source characteristics or other appealing elements, without requiring in-depth consideration of the informational content itself (Petty et al., 1986).

Information presented can be processed through two routes, the central route involving cognitive processing of facts, arguments, and provided information, or the peripheral route focusing on peripheral cues such as source characteristics, message, presentation, context, and other factors (Sokolova & Kefi, 2020). Particularly in the peripheral route, audiences who do not critically scrutinize the information tend to be more influenced by factors such as source credibility and the appeal of the message, which operate as persuasive heuristics (Sokolova & Kefi, 2020).

A study conducted by Masuda et al. (2022) applied the Elaboration Likelihood Model (ELM) through the peripheral route to social media influencers to explore the influence of character attributes on user action intentions. The characterization of influencers is influenced by their attributes, which on social media platforms form the perceptions and characterizations of the followers towards the influencer. This is especially applicable to fashion products, where the audience can directly see the beauty of the fashion products promoted by influencers, triggering the audience's interest in those products.

## Influence of Homophily on Trust

Homophily, the similarity in characteristics between followers, plays a role as a relational element that shapes trust among followers. This trust, in turn, serves as a link in forming follower loyalty to the influencer, which can lead to desired marketing outcomes, such as improved attitudes toward products and purchase intentions (D. Y. Kim & Kim, 2021). The similarity between the information source (the influencer) and the audience contributes to increased perceived trust. This level of similarity can significantly influence trust. When the similarity between the influencer and the followers is high, it can enhance trust, even without considering physical attractiveness. However, if the level of similarity is low, physical attractiveness becomes a significant additional factor in building trust (Y. Li et al., 2022).

Homophily is a critical element in consumer behavior in virtual environments and online purchases. When consumers feel they can identify with the information source conveying the message, they become more responsive to that message. This means they scrutinize and accept the message more carefully because they have trust in the information coming from a recognized source.

### **Influence of Homophily on Expertise**

Similarities in dressing preferences allow opinion leaders to serve as role models for their audience. For instance, research conducted by [Mainolfi & Vergura \(2022\)](#) suggests that in Taiwan, femininity and quality of life are considered markers of success, while in Italy, individualistic and masculine culture predominates. Therefore, individuals with a fashion sense are regarded as fashion leaders who can create a fashion community. Many of them have even achieved international fashion guru status.

To enhance the effectiveness and credibility of blog marketing, a step that can be taken is to promote products, brands, or retailers that align with the personal style and overall theme of the blog. Through open interactions between the blogger and their audience, credibility can be enhanced ([Kulmala et al., 2013](#)). With increased blog credibility, the number of interested visitors increases, which, in turn, allows the audience to experience and appreciate the expertise possessed by the influencer.

### **Influence of Homophily on Parasocial Relationships**

Homophily is a strong indicator of influence on the parasocial relationship between the influencer and their followers. The similarity or likeness between the influencer and their followers enhances the influencer's appeal, fostering the formation of a parasocial relationship. The more followers feel they share beliefs and personality traits with the influencer, the more likely they are to interact. This interaction facilitates the formation of an emotional relationship known as a parasocial relationship ([Lee & Watkins, 2016](#)). Insights into homophily in fashion content also help fashion companies attract an audience consistent with their content or products. Content analysis is an effective approach to communicate with an audience aligned with the company's target market. By leveraging the homophily between influencers and followers, brands can benefit by disseminating content aligned with their target market. This, in turn, strengthens the effectiveness of social media marketing.

### **Influence of Physical Attractiveness on Trust**

Communicators with physical attractiveness are more likely to be preferred over those who are not attractive. Using attractive models in advertisements tends to create a positive response from the audience toward the brand and products being advertised. Audiences who respond positively to the communicator will also give positive evaluations of the messages conveyed by that communicator. In this context, attractive communicators are considered by the audience to be trustworthy, honest, knowledgeable, and intelligent ([Joseph, 1982](#)).

### **Influence of Physical Attractiveness on Expertise**

One's physical appearance significantly impacts social interactions. Individuals perceived as attractive are often thought to possess greater knowledge and persuasive abilities, making them primary sources of information for others. Even if attractive individuals have limited knowledge, they still have a higher likelihood of persuading others ([Palmer & Peterson, 2016](#)).

### **Influence of Physical Attractiveness on Parasocial Relationships**

The physical attractiveness of an influencer affects the formation of parasocial relationships between the influencer and their followers ([Masuda et al., 2022](#)). Physical attractiveness has a significant impact on endorsement effectiveness. The presence of physical attractiveness generates interest from followers, encouraging active communication and interaction with the influencer. Through repeated communication and interaction on social media platforms, the parasocial relationship between the two is strengthened ([Gong & Li, 2017](#)).

### **Influence of Social Attractiveness on Trust**

The presence of an influencer perceived to have social attractiveness can strengthen the bonds of interest and potentially form parasocial relationships, especially if consumers are attracted to and idolize them. Consumers tend to feel that celebrities are individuals they can trust based on the image presented by the media, and as a result, consumers form an emotional bond with celebrities they consider trustworthy ([H. Kim et al., 2015](#)).

### **Influence of Social Attractiveness on Expertise**

When influencers communicate in a personal and authentic manner, different from conventional marketing messages, it creates an impression of authenticity in the eyes of the audience. The impact of authentic content, reviews, and comments is the formation of interactions between the influencer and their followers. The authenticity of the influencer allows them to determine the type of content they will create to help the audience understand various types of content. Thus, they can serve as guides for their followers in specific domains (Mainolfi & Vergura, 2022).

### **Influence of Social Attractiveness on Parasocial Relationships**

The social attractiveness possessed by an influencer can generate interest from followers, and the level of social attractiveness is positively correlated with the level of interaction formed. Research conducted by Rubin & McHugh (1987) shows that the level of parasocial relationships increases in line with the increase in social interest in the influencer. The attractive social personality provides a deeper context for parasocial interaction, which, in turn, increases follower engagement with the information conveyed by the influencer.

### **Influence of Trust on Purchase Intentions**

An influencer who supports a product based on personal belief rather than solely for monetary gain provides comprehensive information about the product, including both positive and negative aspects. This contributes to the effectiveness of the information they convey (Wiedmann & Von Mettenheim, 2020). When an information source presents product reviews that encompass both positive and negative aspects, consumers have a better foundation for making a rational purchase decision. This approach also increases consumer trust in the information presented by the influencer (Pino et al., 2022).

### **Influence of Expertise on Purchase Intentions**

Perceptions of an influencer's expertise are a key factor in determining consumer purchase intentions. The expertise possessed by the influencer contributes to an increase in follower purchase intentions. Therefore, influencers need to have in-depth knowledge about the products they recommend, as this level of knowledge can be more convincing to consumers compared to influencers who lack expertise in that field (Rungruangjit, 2022).

### **Influence of Parasocial Relationships on Purchase Intentions**

The existence of a parasocial relationship between consumers and their information source can impact purchasing decisions. For example, in the context of multichannel shoppers, there is evidence that shoppers who have more interaction with their seller tend to form parasocial relationships, which, in turn, affect their purchasing decisions (Park & Lennon, 2006).

## **2. METHOD**

This research adopts a research model rooted in the study conducted by Masuda et al. (2022), which extends the perspective of persuasion theory. The development of this persuasion theory aims to explore the roles played by parasocial relationships, considering personal attributes such as homophily, physical attractiveness, and social attractiveness, as well as characteristics like trust, expertise, and parasocial relationships in influencing purchase intentions. Research data were collected through surveys targeting respondents who purchased products or services after viewing video advertisements on the YouTube platform created by influencers.

This study adopts a quantitative approach in its research design. The quantitative approach is used to test theories by measuring research variables and applying statistical analysis. Primary data were collected through surveys using questionnaires as the measurement instrument. These questionnaires were distributed to respondents who provided answers to the questions therein. Through this quantitative approach, the researcher conducted tests to examine the formulated hypotheses and explore relationships among variables within the utilized framework.

The purposive sampling method was chosen for this study to ensure that the respondents selected had specific characteristics that were relevant to the research topic. In this case, the researchers were interested in gathering data from Instagram social media users who followed specific fashion influencers and had seen their reviews. By using purposive sampling, the researchers were able to target a specific population that met these criteria.

To collect the data, an online questionnaire was created using Google Form. The questionnaire was distributed through social media platforms, specifically targeting Instagram users who followed the fashion influencers @dwihaanad, @hamidahrachmayanti, @indahnadapuspta, and @megaiskanti. By targeting

followers of these influencers, the researchers were able to ensure that the respondents had a genuine interest in fashion and were likely to have seen their reviews.

To be eligible to participate in the study, respondents had to be at least 17 years old. This age requirement was set to ensure that the respondents were mature enough to provide meaningful and informed responses to the questionnaire. Additionally, by targeting respondents who were at least 17 years old, the researchers were able to gather data from individuals who were likely to have a significant presence on social media and be active consumers of fashion-related content.

In total, 225 respondents were interviewed for this study. The sample size was determined based on the researchers' resources and time constraints. While a larger sample size may have provided more robust results, the researchers believed that 225 respondents would be sufficient to gain valuable insights into the research topic.

Overall, the use of a purposive sampling method and an online questionnaire through Google Form allowed the researchers to efficiently collect data from a specific population of Instagram social media users who followed fashion influencers and had seen their reviews. This approach ensured that the respondents had relevant characteristics and provided valuable insights for the study.

This research employs the Structural Equation Model (SEM) method based on Partial Least Square (PLS). SEM is a multivariate analysis technique that combines aspects of factor analysis and multiple regression, allowing researchers to simultaneously test complex relationships between measured variables, latent constructs, and between different latent constructs. On the other hand, PLS is a multivariate statistical technique that enables comparisons between multiple dependent and independent variables. PLS is one of the statistical methods in SEM that focuses on variance analysis (Hair et al., 2019).

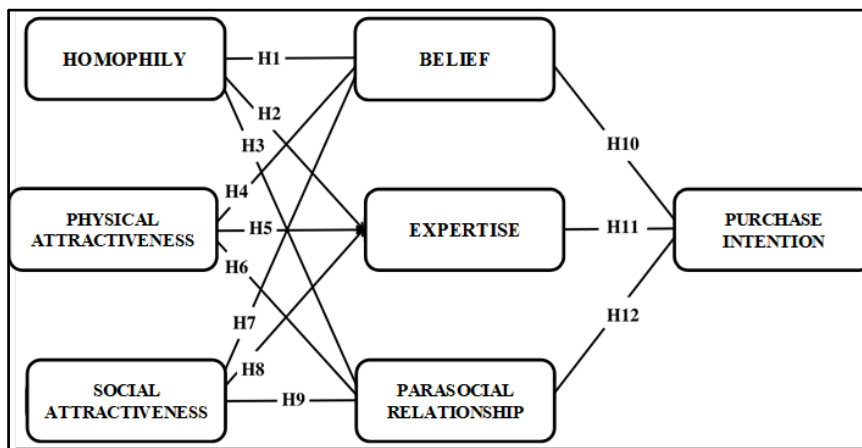


Figure 1. Research Model

### 3. RESULT AND DISCUSSION

#### Result

##### A. Respondent Demographics

The participants of this research are females aged 17 years or above, possessing an Instagram account and following at least one fashion influencer on Instagram, namely Dwi Handayani (@dwiandaanda), Hamidah Rachmayanti (@hamidahrachmayanti), Indah Nada Puspita (@indahnadapuspita), and Mega Iskanti (@megaiskanti). Furthermore, these respondents have observed these influencers providing feedback on a product or service.

Table 1. Respondent Demographics

No	Profile		Frequency	Percentage
1	Domicile	East Java	91	40,4
		West Java	37	16,4
		DKI Jakarta	29	12,9

		DI Yogyakarta	22	9,8
		Central Java	16	7,1
		Banten	5	2,2
		South Sulawesi	4	1,8
		Nanggroe Aceh Darussalam	3	1,3
		North Sumatra	3	1,3
		Lampung	3	1,3
		Riau Islands	2	0,9
		Riau	2	0,9
		South Sumatra	1	0,4
		North Sulawesi	1	0,4
		Central Sulawesi	1	0,4
		Maluku	1	0,4
		East Kalimantan	1	0,4
		South Kalimantan	1	0,4
		West Kalimantan	1	0,4
		Bengkulu	1	0,4
2	Age	17 - 25 Years	153	68,0
		26 - 35 Years	71	31,6
		36 - 45 Years	1	0,4
3	Pekerjaan	Student	82	36,4
		Private Employee	73	32,4
		Civil Servant/National Government	26	11,6
		Housewife	17	7,6
		Entrepreneur	7	3,1
		Others	20	8,9
4	Monthly Expenses	Rp 1.000.001,- Rp 3.000.000,-	106	47,1
		Rp 3.000.001,- Rp 5.000.000,-	51	22,7
		< Rp 1.000.000,-	49	21,8
		> Rp 7.000.001,-	10	4,4
		Rp 5.000.001,- Rp 7.000.000,-	9	4,0
5	Usual place to shop	Offline store	120	53,3
		Social media	104	46,2
		Online marketplace	153	68,0
		Official website	99	44,0
		Personal selling	8	3,6
6	Quantity of purchases in a month	1-3 times	205	
		4-6 times	10	4,4
		7-10 times	1	0,4
		0 times	9	4,0

7	Average money spent on fashion products in one transaction	Rp 250.001,-Rp 500.000,-	120	53,3
		0 - Rp 250.000,-	72	32,0
		Rp 500.001- Rp 1.000.000,-	26	11,6
		Rp 1.000.001,- Rp 1.500.000,-	6	2,7
		Rp 2.000.001,- Rp 2.500.000,-	1	0,4

Source: Primary Data, processed (2022)

Table 1 illustrates that respondents come from 18 different provinces, with the majority (88.7 percent) hailing from Java. Additionally, Table 1 also reveals that the age range of 17 to 25 years dominates the respondents' age group, accounting for 74.1 percent. When it comes to occupation, students make up the highest percentage (37.8 percent), followed by private employees (32.9 percent).

In terms of monthly expenditure, most respondents spend between Rp 1,000,001 to Rp 3,000,000 (47 percent), followed by less than Rp 1,000,000 (24.3 percent), and Rp 3,000,001 to Rp 5,000,000 (18.9 percent). These findings indicate that Indonesia has a relatively strong economic standing.

Furthermore, respondents frequently shop for fashion products at offline stores (63.2 percent), social media (51.9 percent), online marketplaces (49.7 percent), and official websites (44.3 percent). This suggests that respondents have easy access to the fashion products they desire.

Most respondents purchase fashion products 1 to 3 times a month, with the average amount spent ranging from IDR 250,001 to IDR 500,000 (52.4 percent), followed by 0 to IDR 250,000 (31.9 percent), and IDR 500,001 to IDR 1,000,000 (12.4 percent).

### B. Convergent Validity

The validity test in the PLS software involves two stages: convergent validity and discriminant validity tests. A construct is considered to have convergent validity if its indicators have loading factors > 0.708 and Average Variance Extracted (AVE) > 0.5. The results of the analysis in Table 2 indicate that some indicators have loading factors below 0.708, for example, PR2, PR9, and PR10. This implies that these items have relatively low similarity to the construct being measured. Typically, indicators with loading factors between 0.40 and 0.70 are considered for removal, especially if their removal can enhance the composite reliability or AVE value. However, in this case, Table 1 shows that all latent constructs have explained most of the variance in their respective indicators since their AVE is > 0.50. Therefore, the researcher decided to retain items PR2, PR9, and PR10 (Hair Joe F et al., 2016).

**Table 2. Convergent Validity Test Results**

	AH	PA	PE	PI	PR	SA	TW	(AVE)
AH1	0,802							
AH2	0,771							
AH3	0,828							0,643
AH4	0,805							
PA1		0,846						
PA2		0,900						0,765
PA3		0,876						
PE1			0,829					
PE2			0,867					
PE3			0,839					0,710
PE4			0,835					
PI1				0,914				
PI2				0,902				0,793
PI3				0,855				
PR1					0,782			0,535

PR10	0,623			
PR2	0,620			
PR3	0,757			
PR4	0,781			
PR5	0,764			
PR6	0,775			
PR7	0,750			
PR8	0,750			
PR9	0,686			
SA1		0,737		
SA2		0,853		
SA3		0,728	0,586	
SA4		0,737		
TW1			0,936	
TW2			0,959	0,872
TW3			0,906	

C. Discriminant Validity

Discriminant validity can be evaluated through two approaches: by examining Cross-loadings and using the Fornell-Larcker criteria. The first approach, which is examining Cross-Loadings, involves the condition where indicators measuring a construct should have loading values higher on that construct than on other constructs. The analysis presented in Table 3 indicates that the loading values of indicators on each construct are higher than the cross-loadings on other constructs, confirming discriminant validity.

Table 3. Discriminant Validity Test Results

	AH	PA	PE	PI	PR	SA	TW
AH1	0,802	0,122	0,225	0,450	0,355	0,304	0,221
AH2	0,771	0,064	0,306	0,453	0,278	0,238	0,239
AH3	0,828	0,229	0,353	0,424	0,341	0,302	0,344
AH4	0,805	0,276	0,307	0,363	0,445	0,327	0,252
PA1	0,164	0,846	0,293	0,196	0,363	0,207	0,246
PA2	0,237	0,900	0,342	0,181	0,410	0,337	0,380
PA3	0,184	0,876	0,298	0,189	0,343	0,272	0,327
PE1	0,377	0,278	0,829	0,485	0,446	0,324	0,534
PE2	0,296	0,265	0,867	0,400	0,385	0,327	0,521
PE3	0,292	0,304	0,839	0,339	0,366	0,208	0,456
PE4	0,284	0,366	0,835	0,312	0,420	0,256	0,525
PI1	0,514	0,259	0,441	0,914	0,473	0,327	0,494
PI2	0,432	0,135	0,388	0,902	0,432	0,271	0,413
PI3	0,442	0,170	0,409	0,855	0,444	0,375	0,372
PR1	0,408	0,365	0,467	0,453	0,782	0,573	0,443
PR10	0,388	0,304	0,282	0,360	0,623	0,377	0,259
PR2	0,267	0,395	0,418	0,200	0,620	0,478	0,451
PR3	0,309	0,449	0,328	0,298	0,757	0,439	0,361
PR4	0,313	0,280	0,420	0,411	0,781	0,407	0,359
PR5	0,466	0,277	0,384	0,477	0,764	0,377	0,347
PR6	0,321	0,232	0,371	0,325	0,775	0,460	0,423
PR7	0,190	0,300	0,292	0,333	0,750	0,452	0,304
PR8	0,240	0,289	0,250	0,367	0,750	0,542	0,286



<b>PR9</b>	0,323	0,230	0,296	0,420	0,686	0,422	0,290
<b>SA1</b>	0,309	0,111	0,194	0,296	0,449	0,737	0,287
<b>SA2</b>	0,280	0,290	0,277	0,261	0,578	0,853	0,359
<b>SA3</b>	0,301	0,062	0,139	0,298	0,380	0,728	0,215
<b>SA4</b>	0,254	0,407	0,363	0,275	0,464	0,737	0,473
<b>TW1</b>	0,282	0,366	0,524	0,426	0,437	0,433	0,936
<b>TW2</b>	0,346	0,346	0,596	0,460	0,484	0,476	0,959
<b>TW3</b>	0,305	0,319	0,579	0,464	0,431	0,363	0,906

D. Reliability

Reliability testing is employed to assess the internal consistency of a measurement instrument. In PLS, there are two main methods used to measure reliability: Cronbach's alpha and Composite reliability. As a guideline, both Cronbach's alpha and Composite reliability should exceed 0.7, although in exploratory research, values around 0.6 may still be acceptable (Hair et al., 2019). Detailed data on the calculation of composite reliability are available in Table 4, which indicates that all constructs in this study have Cronbach's alpha and Composite reliability values exceeding 0.7, signifying good reliability for all the constructs under consideration.

**Table 4. Reliability Test Results**

	<b>Cronbach's Alpha</b>	<b>Composite Reliability</b>	<b>Description</b>
<b>AH</b>	0,817	0,878	Reliable
<b>PA</b>	0,846	0,907	Reliable
<b>PE</b>	0,865	0,907	Reliable
<b>PI</b>	0,870	0,920	Reliable
<b>PR</b>	0,902	0,919	Reliable
<b>SA</b>	0,769	0,849	Reliable
<b>TW</b>	0,927	0,953	Reliable

E. Model Fit and Path Coefficients

Table 5 displays the SRMR model with a value of 0.074. This value indicates that the structural equation model is an appropriate model, given that SRMR < 0.10. The NFI model reaches 0.728, with a value lower than 0.9. However, this still suggests that the model can be considered acceptable because all estimates in the model are mutually independent. The path coefficient results for this study are listed in Table 5, and all hypotheses are supported as all p-values are less than 0.05.

**Table 5. Model Fit Test Results**

	<b>Saturated Model</b>	<b>Estimated Model</b>
<b>SRMR</b>	0,075	0,098
<b>NFI</b>	0,742	0,728

**Table 6. Path Coefficient**

	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ((O/STDEV))</b>	<b>P Values</b>
<b>AH -&gt; TW</b>	0,163	0,167	0,064	2,567	0,011
<b>AH -&gt; PE</b>	0,260	0,265	0,071	3,634	0,000
<b>AH -&gt; PR</b>	0,223	0,225	0,052	4,295	0,000
<b>PA -&gt; TW</b>	0,229	0,229	0,069	3,302	0,001
<b>PA -&gt; PE</b>	0,247	0,244	0,063	3,898	0,000
<b>PA -&gt; PR</b>	0,229	0,224	0,050	4,534	0,000
<b>SA -&gt; PE</b>	0,163	0,166	0,066	2,473	0,014

<b>SA -&gt; PR</b>	0,468	0,472	0,059	7,918	0,000
<b>SA -&gt; TW</b>	0,323	0,326	0,068	4,784	0,000
<b>TW -&gt; PI</b>	0,223	0,218	0,069	3,244	0,001
<b>PE -&gt; PI</b>	0,178	0,178	0,085	2,091	0,037
<b>PR -&gt; PI</b>	0,312	0,319	0,076	4,111	0,000

## Discussion

This study encompasses twelve hypotheses that have been tested with the aim of identifying the influence between independent and dependent variables. The results of the hypothesis testing can be observed in Table 6. Based on this table, the analysis results indicate that all twelve hypotheses proposed in this study have received support.

### Homophily on Trust

Testing the first hypothesis in this study shows that homophily has a significant positive effect on trust, with a beta value of 0.163 and a probability value of 0.011. These results support the first hypothesis of the study, in contrast to previous research by Masuda et al. (2022) but in line with the findings of F. Li & Du (2011).

Homophily, in the context of this study related to the similarity of preferences and identities between influencers and their followers, can increase trust. This similarity can be found in terms of body size, dress preferences, and hijab fashion context. In the context of fashion shopping, influencers share information regarding body size, weight, and dressing preferences, which helps followers choose appropriate products. This result is in line with the research of Lam et al. (2020) and Chih et al. (2020), which emphasized the importance of preference similarity in influencing trust in information sources, including influencers.

### Homophily on Expertise

In the second hypothesis testing of this study, it was found that homophily positively influences expertise, as indicated by a significant beta value of 0.260 and a probability value of 0.000. This supports the hypothesis, aligning with Ki et al. (2020), which suggests that homophily influences followers to view influencers as capable of meeting their needs, ideals, interests, and competencies, particularly in the realm of fashion.

The shared preferences or tastes between influencers and followers enhance the influencer's expertise in using and creating fashion products, making the information conveyed more effective. Similarities between influencers and followers, according to Zhang et al. (2018), positively affect the quality of information and the perception of followers. Greater homophily also attracts more attention from followers, leading to increased attention to the conveyed information and a stronger perception of the influencer's expertise, as indicated by F. Li & Du (2011).

### Homophily on parasocial relationships

The third hypothesis in this study posits that homophily has a positive effect on parasocial relationships. Analysis reveals a significant positive impact of homophily on parasocial relationships, supported by a beta value of 0.223 and a probability value of 0.000, as shown in table 6.

These findings align with Masuda et al. (2022), emphasizing homophily's influence on parasocial relationships. Fu et al. (2019) also assert that shared similarities between influencers and followers contribute to the formation of parasocial relationships by increasing emotional connections. This emotional connection arises from the perception of shared preferences, fostering a sense of closeness between influencers and followers.

### Physical Attractiveness on Trust

The fourth hypothesis examines the positive effect of physical attractiveness on trust. The path analysis in table 6 reveals a significant positive impact, supported by a beta value of 0.229 and a probability value of 0.001, confirming the support for hypothesis four in this study.

These findings align with Masuda et al. (2022), indicating that physical attractiveness plays a crucial role in influencing trust. High physical attractiveness enhances an influencer's credibility in conveying messages, especially in the context of fashion products where the appearance of the influencer directly impacts the perception of the product. The trust formed through the influencer's physical attractiveness can lead to loyalty among followers (D. Y. Kim & Kim, 2021). Mainolfi & Vergura (2022) emphasize that influencers can strengthen credibility through effective communication, including providing tips and tutorials on using fashion products, showcasing improvements in appearance, and enhancing body parts.

### Physical Attractiveness on Expertise

The fifth hypothesis explores the positive impact of physical attractiveness on expertise. The path analysis in table 6 reveals a significant positive effect, supported by a beta value of 0.247 and a probability value of 0.000, affirming the support for hypothesis five.

These findings align with [Masuda et al. \(2022\)](#), emphasizing that physical attractiveness influences perceived expertise. [Ozanne et al. \(2019\)](#) further support this by stating that attractive influencers, when providing positive information or product reviews, enhance followers' evaluation of the information, making attractiveness a crucial characteristic for brand evaluation. The visual appeal of an influencer, especially in the context of fashion, enhances the attractiveness of the products they showcase. The influencer's attractive appearance serves as a reference for followers, showcasing their expertise in mixing and matching fashion products. [Kulmala et al. \(2013\)](#) highlight that an influencer's style, displayed through clothing in photos or videos on social media, serves as a reference, influencing followers' perceptions.

### Physical Attractiveness on Parasocial Relationships

The sixth hypothesis investigates the positive impact of physical attractiveness on parasocial relationships. The path analysis in table 6 reveals a significant positive effect, supported by a beta value of 0.229 and a probability value of 0.000, affirming the support for hypothesis six.

These findings align with [Masuda et al. \(2022\)](#), indicating that the physical attractiveness of influencers affects the formation of parasocial relationships with their followers. [Lee & Watkins \(2016\)](#) also support this, stating that an influencer's physical attractiveness can influence the emotional connection and parasocial relationship between the influencer and followers. The attractiveness of influencers enhances the connection and interaction between influencers and followers, manifesting through likes and comments. [Ki et al. \(2020\)](#) note that sensory and visual features of influencers, including physical attractiveness, increase interactions, creating an emotional connection that motivates followers to emulate the influencer.

### Social Attractiveness on Trust

The seventh hypothesis explores the positive impact of social attractiveness on trust. The path analysis in table 6 reveals a significant positive effect, supported by a beta value of 0.323 and a probability value of 0.000, confirming the support for hypothesis seven.

These findings align with [Masuda et al. \(2022\)](#), indicating that the social attractiveness of influencers positively influences trust. High social attractiveness signifies effective socialization, reflecting integrity, honesty, and trustworthiness. [Koranteng et al. \(2023\)](#) emphasize the importance of social attractiveness for influencers, as it showcases their ability to socialize well, fostering trust based on perceived integrity and honesty. Influencers with high social attractiveness receive more positive evaluations when delivering recommendations, as their ability to convey information persuasively is enhanced. [Wiedmann & Mettenheim \(2020\)](#) stress that the social attractiveness of influencers contributes to positive message evaluations, making it a crucial asset for influencers.

### Social Attractiveness on Expertise

The eighth hypothesis explores the positive impact of social attractiveness on expertise. The path analysis in table 6 reveals a significant positive effect, supported by a beta value of 0.163 and a probability value of 0.014, confirming the support for hypothesis eight.

These findings align with [Masuda et al. \(2022\)](#), indicating that social attractiveness positively influences expertise. [Ferchaud et al. \(2018\)](#) support this, emphasizing that influencers showcasing self-disclosure and social interaction in their content, especially in gaming, are perceived as more skilled by their audience. Influencers with high social appeal can effectively communicate and demonstrate their expertise when discussing products. Socially well-interacted influencers garner positive responses from followers, enhancing the perceived expertise of the influencer. The positive relationship between influencers and followers allows influencers to share previous experiences with fashion products, further highlighting their expertise ([Al-Emadi & Yahia, 2020](#)).

### Social Attractiveness on Parasocial Relationships

The ninth hypothesis explores the positive impact of social attractiveness on parasocial relationships. The path analysis in table 6 reveals a significant positive effect, supported by a beta value of 0.468 and a probability value of 0.000, confirming the support for hypothesis nine.

These findings align with [Masuda et al. \(2022\)](#), indicating that social attractiveness positively influences parasocial relationships. [Rubin & McHugh \(1987\)](#) emphasize that an influencer's socially attractive personality can enhance the parasocial relationship by increasing followers' interest through useful information dissemination.

The consistent social interaction between influencers and followers creates a sense of closeness, fostering strong emotional ties (Ladhari et al., 2020). Despite physical distance, frequent interactions through social media contribute to the formation of parasocial relationships. The social appeal possessed by influencers plays a crucial role in creating and strengthening these connections, ultimately leading to a sense of closeness and emotional bonding between influencers and their followers.

**Trust on Purchase Intention**

The tenth hypothesis investigates the positive impact of trust on purchase intention. The path analysis in table 6 indicates a significant positive effect, supported by a beta value of 0.223 and a probability value of 0.001, confirming the support for hypothesis ten.

These findings are consistent with Masuda et al. (2022), emphasizing the influence of influencer trust on followers' purchase intentions. The credibility gained by influencers fosters trust in the information or recommendations they convey, playing a crucial role in social media marketing. Mainolfi & Vergura (2021) also highlight the role of trust and expertise in enhancing influencers' participatory role in society. Trust in influencers is fostered through good relationships and communication with followers (Chen et al., 2021). This trust-building process increases consumer trust in the brand, positively impacting purchase intention. Influencers' credibility becomes pivotal for a company's reputation, as honest and rational information, including both positive and negative aspects of a product, aids followers in making informed purchase decisions (Pino et al., 2022).

**Expertise on Purchase Intention**

The eleventh hypothesis explores the positive impact of influencers' expertise on followers' purchase intention. The path analysis in table 6 reveals a significant positive effect, supported by a beta value of 0.178 and a probability value of 0.037, confirming the support for hypothesis eleven.

These findings align with Masuda et al. (2022), emphasizing that influencers' expertise significantly influences followers' purchase intentions. Credibility, a crucial factor in purchase decisions, is particularly shaped by influencers' expertise, knowledge, and experience in a specific domain. The possession of expertise motivates followers to engage with influencer-conveyed information, fostering positive intentions such as the inclination to purchase recommended products.

**Parasocial relationships on purchase intention**

The twelfth hypothesis explores the positive influence of parasocial relationships between influencers and followers on purchase intention. The path analysis in table 6 reveals a significant positive effect, supported by a beta value of 0.312 and a probability value of 0.000, confirming the support for hypothesis twelve.

These findings align with Masuda et al. (2022), emphasizing the impact of parasocial relationships on purchase intention. The connection between influencers and followers, beyond a traditional interaction, significantly affects followers' perceptions of the conveyed information, ultimately influencing their purchase intentions. This is consistent with Lee & Watkins (2016), who assert that parasocial relationships contribute to positive perceptions and increased purchase intentions by providing a more nuanced perspective compared to information based solely on assumptions.

**Table 6. Hypothesis Testing Results Summary**

Hypothesis	Coefficient	P Values	Conclusion	Influence
Homophily has a positive effect on trust	0,163	0,011	Accepted	Positive
Homophily has a positive effect on expertise	0,260	0,000	Accepted	Positive
Homophily has a positive effect on parasocial relationships	0,223	0,000	Accepted	Positive
Physical attractiveness has a positive effect on trust	0,229	0,001	Accepted	Positive
Physical attractiveness has a positive effect on expertise	0,247	0,000	Accepted	Positive
Physical attractiveness has a positive effect on parasocial relationships	0,229	0,000	Accepted	Positive
Social attractiveness has a positive effect on trust	0,323	0,000	Accepted	Positive
Social attractiveness has a positive effect on expertise	0,163	0,014	Accepted	Positive
Social attractiveness has a positive effect on parasocial relationships	0,468	0,000	Accepted	Positive

Trust has a positive effect on purchase intention	0,223	0,001	Accepted	Positive
Expertise has a positive effect on purchase intention	0,178	0,037	Accepted	Positive
Parasocial relationships have a positive effect on purchase intention	0,312	0,000	Accepted	Positive

The findings of this research provide a deeper understanding of the roles of homophily, physical attractiveness, and social attractiveness in social media marketing. These findings align with other studies. F. Li & Du (2011) found that homophily enhances followers' trust in influencers because shared preferences assist followers in meeting their expectations. In line with the findings of Ki et al. (2020), homophily also affects how followers perceive influencers as individuals capable of fulfilling idealistic, attractive, and competent needs.

Furthermore, these results support research by Masuda et al. (2022), which demonstrates that homophily influences parasocial relationships. The similarity between influencers and followers strengthens emotional relationships, forms parasocial relationships, and enhances social interactions. The physical attractiveness of influencers has a confirmed positive impact on trust levels because physical appearance influences social interactions. Physical attractiveness also affects the perception of fashion products recommended by influencers.

Furthermore, these results support research by Masuda et al. (2022), which shows that physical attractiveness impacts perceptions of influencer expertise. Physical attractiveness also influences the formation of parasocial relationships between influencers and followers because follower interest in influencers creates emotional connections. Masuda et al. (2022) also demonstrates that the social attractiveness of influencers affects trust levels and perceptions of expertise. High social attractiveness reflects influencers' ability to socialize and be trusted by their followers. Parasocial relationships between influencers and followers also influence followers' purchase intentions because social interactions affect positive perceptions of the information conveyed by influencers. Trust and expertise of influencers play a significant role in increasing their engagement in society.

#### 4. CONCLUSION

This study reveals that homophily, physical attractiveness, and social attractiveness significantly influence follower behaviour towards social media influencers. These findings can be utilized by marketing practitioners to make more informed choices when selecting influencers, leveraging their physical and social attractiveness, and strengthening relationships with their audiences. Therefore, marketers can choose influencers with shared preferences to enhance consumer trust. Collaborating with influencers who possess strong physical and social attractiveness can bolster positive brand perceptions and parasocial relationships.

Limitations of this study include a limited sample, the omission of content-related factors, and a restricted quantitative approach. Future research can broaden its scope, consider additional factors, and employ mixed methods. Subsequent studies can deepen our understanding of other factors influencing follower behaviour, adopt a qualitative approach, conduct longitudinal research, and employ mixed methods for a more comprehensive understanding.

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