

# INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY: APPLIED BUSINESS AND EDUCATION RESEARCH

2023, Vol. 4, No. 9, 3341 – 3354

<http://dx.doi.org/10.11594/ijmaber.04.09.22>

## Research Article

### Assessing the Influence of Source Characteristics, Psychological-Related Factors, and Content Attributes on Purchase Intention: The Case of an International Cosmetics Company in the Philippines

Manuel R. Tanpoco<sup>1\*</sup>, Alexis Therese L. Alonte<sup>1</sup>, Candace Anne D. Nubla<sup>1</sup>, Dominique Marie B. Ramirez de Arellano<sup>1</sup>, Ralph Phillip F. Torres<sup>1</sup>, Joliber M. Caminong<sup>2</sup>, Retchell Rubin L. Morales<sup>3</sup>

<sup>1</sup>Department of Decision Sciences and Innovation, De La Salle University, City of Manila, 0922 Philippines

<sup>2</sup>College of Business Administration, Dr. Yanga's Colleges, Inc. Bocaue, Bulacan, 3018 Philippines

<sup>3</sup>Department of Management and Organization, De La Salle University, City of Manila, 0922 Philippines

#### Article history:

Submission September 2023

Revised September 2023

Accepted September 2023

#### \*Corresponding author:

E-mail:

[manuel.tanpoco@dlsu.edu.ph](mailto:manuel.tanpoco@dlsu.edu.ph)

#### ABSTRACT

Influencer Marketing has become a widely used strategy wherein social media influencers partner with businesses to create awareness about their brand and promote their products. XYZ (not real name) Cosmetics, an international cosmetics company that provides affordable, high-quality products to the Philippine market, is one such company that embraces the trend. It has integrated influencer marketing to better connect with its customers. This study determines the relationship between the three aspects of influencers: Source Characteristics (Attractiveness and Popularity), Psychological-Related Influential Factors (Self-Congruency and Product Match-Up), and Content Attributes (Quality and Uniqueness) with XYZ's Customer Purchase Intention (CPI). Through using a case study survey research design, the study chose 387 respondents, randomly sampling the Instagram followers of XYZ. An online questionnaire consisting of seven-point Likert scale items was administered. The results show that Attractiveness, Uniqueness, and Self-Congruency significantly affect customer purchase intention, while Popularity, Product Match-up, and Quality do not. The study has implications for brand managers and entrepreneurs, underscoring how an influencer should be selected, especially for cosmetics companies like XYZ. The researchers recommend choosing an attractive and unique influencer known to possess credibility, an amiable personality, and good values while focusing less on assessing how well the influencer vlogs, how popular the talent is, and how matched the person is with the company's products.

#### How to cite:

Tanpoco, M. R., Alonte, A. T. L., Nubla, C. A. D., de Arellano, D. M. B. R., Torres, R. P. E., Caminong, J. M., & Morales, R. R. L. (2023). Assessing the Influence of Source Characteristics, Psychological-Related Factors, and Content Attributes on Purchase Intention: The Case of an International Cosmetics Company in the Philippines. *International Journal of Multidisciplinary: Applied Business and Education Research*. 4(9), 3341 – 3354. doi: 10.11594/ijmaber.04.09.22

**Keywords:** *Content Attributes, Customer Purchase Intention, Influencer Marketing, Psychological-Related Influential Factors, Source Characteristics*

## Introduction

Brands make use of different promotional strategies for consumers to gain continuous support from them. Companies' previous practices relied heavily on celebrity endorsements with advertisements aired over traditional media platforms such as television, radio, and billboards. A study conducted by Rodriguez (2008) on apparel brand endorsements in the Philippine context found that customer purchase intentions (CPI) are higher when the endorser has a higher celebrity status or a higher credibility status. On the other hand, non-credible and non-celebrities tend to reduce buyers' interest in purchasing the product because of their lack of experience, knowledge, qualifications, and trustworthiness. These highlight the importance of the relatability of endorsers about their target audience. Nowadays, a newer form of endorsement is gaining traction amidst the continued digitalization of enterprises called influencers. Influencers are micro-celebrities that shape public opinion through a "conscientious calibration of personae in social media" (Abidin and Ots, 2016, p. 155). In the Philippine context, many individuals do buy products when endorsed by an influencer. A survey conducted by Rakuten Insight (2021) in October 2020 found that 70% of Filipino respondents eventually purchased a product endorsed by an influencer on social media. On average, traditional advertising costs around Php 83,020 for a thirty-second advertisement on television and around Php 28,540 per thirty-second radio advertisement (Nelz, 2018). On the other hand, emerging influencers cost only Php 1,000 at the minimum for each sponsored post. As the COVID-19 pandemic continues to rage on and more individuals shift away from traditional media platforms, influencers will be expected to become ever more present in social media due to their lower cost and better exposure value.

There have been several studies about this trend attempting to understand what consumers are looking for in their influencers. Three key factors of influencers are considered for the

purchase behavior of consumers: (1) source characteristics, (2) psychological-related influential factors, and (3) content attributes of influencers. XYZ was used as a case study. XYZ is a cosmetic brand based in the Philippines that aims to give customers professional and high-quality products at affordable rates. XYZ is one of the local businesses in the beauty industry that uses influencer marketing to promote its products. The company has partnered with various influencers ranging from macro-influencers to micro-influencers (Rodriguez, 2008). Some of their well-known macro-influencers, who boast over a million followers on social media, earn anywhere from one million to eighteen million pesos. On the other hand, their meso-influencers, who have follower counts ranging from ten thousand to a million, typically receive pay ranging from four thousand pesos up to just under a million pesos.

The business industry has turned to the adaptation of Influencer Marketing. Thus, it sought to answer, "How much do Source Characteristics, Psychological-Related Influential Factors, and Content Attributes affect the Purchase Intentions of XYZ's customers?". Specifically it asked the following:

1. How do consumers perceive XYZ's influencers regarding Attractiveness, Popularity, Self-Congruency, Product Match-Up, Quality, and Uniqueness?
2. How much do Attractiveness, Popularity, Self-Congruency, Product Match-Up, Quality, and Uniqueness impact CPI?
3. What source characteristics, psychological-related influential factors, and content attributes can XYZ improve or prioritize to increase consumer purchase intentions?

## Related Literature and Framework

Customer Purchase Intention. Customer Purchase Intention is a commonly used marketing tool for estimating the efficiency of a marketing strategy, consequently assisting in the forecasting of sales and market share (Morwitz, 2014). According to Lee et al. (2019), it refers to the measure of a customer's tendency

to buy a certain product or avail of a service. The impact of social media influencers on purchase intention was established by Lim et al. (2017) in their investigation. Li and Peng (2021) also posit the same and highlight how source characteristics lead to a positive consumer attitude towards a product, which develops to purchase intent. Thus, purchase intention is crucial to examine the effectiveness of influencer variables such as Attractiveness, Popularity, Self-Congruency, Product Match-Up, Quality, and Uniqueness on the customer purchase intention of XYZ Cosmetics' customers.

#### *Source Characteristics*

In influencer marketing research, Attractiveness has gained recognition as a variable of interest under source characteristics (Vrontis et al., 2020). Studies in the area used source characteristics like attractiveness to determine its effect on outcome variables like customer purchase intention. There are two schools of thought when pertaining to attractiveness: The first focuses on the overall attractiveness as identified through likeability, familiarity, similarity, and physical amiability; while the second focuses solely on the physical attractiveness of the influencer. Most studies use the first thought anchored on the Source Attractiveness Model of Mcguire (1985) and accounting for the influencer's knowledge, personality, audience match-up, and physical attractiveness.

Attractiveness positively and significantly affects parasocial interaction, brand attitude, influencer-brand congruence, attitude toward endorsement, and purchase intention (Torres et al., 2019; Lee & Watkins, 2016). Studies show that products and services endorsed by an attractive influencer usually have higher customer purchase intention (Trivedi & Sama, 2020; Vrontis et al., 2020). However, there are also studies asserting that physical attractiveness (Lim et al., 2019; Duh & Thabethe, 2021) in particular and attractiveness in general do not impact customer purchase intention by a significant margin (Alfarraj et al., 2021; Qureshi and Malik, 2017)

Another area of interest under source characteristics is influencer popularity. Popularity pertains to the level of following, support, and

recognition an influencer gets from social media users (Zhou et al., 2023). Influencer marketing research measures this through social media applications like Facebook, Instagram, and Tiktok.

Studies found that the higher an influencer's popularity, the more credible and reliable the influencer is (Vrontis et al., 2020). Popularity also affects trustworthiness, where more popular influencers appear more trustworthy (Vrontis et al., 2020). It was found that an influencer's popularity level was associated with higher effectivity on CPI (Hill et al., 2017; Ladhari et al., 2020; Vrontis et al., 2020). Meanwhile, although it may be easy to assume that the more popular an influencer is, the more likely it is to have a significant effect on CPI, it was discovered in the study of Kay et al. (2020) that the level of popularity of an influencer may result in differing effects concerning CPI, for instance, micro-influencers were found to have a higher impact on CPI than their more popular and celebrity counterparts.

Thus, the study hypothesized the following:

**H1:** *Attractiveness significantly affects CPI*

**H2:** *Popularity significantly affects CPI*

Ultimately, several studies have found positive & significant effects of Product Match-Up on CPI, as congruence was found to affect the behavioral intentions of consumers (Breves et al., 2019; Lim et al., 2019; Torres et al., 2019; Vrontis et al., 2020). Despite this, other studies also found insignificant relationships between CPI and Product Match-Up (Till & Busler, 2000). Studies even found that incongruence between influencers and brands can result in positive effects, as otherwise stated in previous studies, since this results in further encouragement to understand information exhibited by the influencer (Min et al., 2019).

#### *Psychological-Related Factors*

There are two popular constructs under psychological-related factors in the recent literature on influencer marketing: self-congruency and product match-up.

Self-congruency accounts for the similarity between influencers and social media users in terms of personality, beliefs, and values (Kim &

Kim, 2022). Influencers are said to psychologically affect consumers' self-congruency since congruence stimulates consumers' desire to imitate (Xiao et al., 2021), and consumers tend to relate to and follow more influencers that match their perception of their self-image. Self-congruency is highly influenced by similarities and interactions between consumers and influencers. It is affected by similarities in communication style, interests, and levels of interaction (Kim and Kim, 2020). Homophily and Parasocial Interaction can give more meaning to Self-Congruency as people are drawn to those like them, and more frequent interactions result in a psychological relationship with the influencer (Ladhari et al., 2020).

Studies show self-congruency can translate to CPI (Kim and Kim, 2020; Ladhari et al., 2020). Hermanda et al. (2019) also showed that there exists a direct relationship between the reasons behind consumer purchase intentions and consumers' self-concept. In the findings of some studies, it was hypothesized that social media influencers affect consumers to purchase products by presenting the products in a manner that the consumers can observe the various personality or character characteristics that match with the consumer's ideal/actual Self-Concept. Meanwhile, while many other studies have also exhibited significant effects of Self-Congruency on Purchase Intention, some studies see the relationship between the two as complex (von Mettenheim & Wiedmann, 2021).

Product Match-Up relates to the compatibility of the influencer with the product or brand being endorsed (Lim et al., 2017; Vrontis et al., 2020). This compatibility between influencers and products/brands, also termed congruence, is crucial for several reasons. High levels of congruence are associated with higher levels of engagement and favorable attitudes towards the brand (Vrontis et al., 2020). Further, influencers with higher congruence levels were perceived by consumers to be more trustworthy and credible (Martínez-López et al., 2020).

Thus, this study hypothesized the following:

**H3:** *Self-Congruency significantly affects CPI*

**H4:** *Product Match-Up significantly affects CPI*

### *Content Attributes*

Content attributes refer to various characteristics that define the quality, impact, and effectiveness of the content created by influencers (Vrontis, 2021). In this study, content attributes were limited to quality and uniqueness. Smith and Brower (2018) emphasize the importance of relevance and authenticity in influencer-generated content. They argue that given the saturation of promotional content online, consumers are more likely to engage with content that is both highly relevant to their interests and perceived as authentic.

The importance of high-quality content is crucial in being noticed, in expanding an influencer's reach, and in attracting current followers to continue supporting. Quality content, on the other hand, plays a significant role in influencer marketing and has an advantageous effect on Instagram users' purchase intent (Halim et al., 2020). Magno (2017) posits that the quality of blog content has a positive effect on reader engagement, increasing awareness of the product endorsed in the blog. In addition, Rahmi et al. (2017) report that vlogs dramatically affect CPI. The intention to purchase is more likely to rise when individuals perceive a product as capable of fulfilling their needs, a perception often fostered by high-quality content on social media (Teo et al., 2019). This is true even in the case of cosmetic products (Ashraf et al., 2018).

Another aspect of content attributes that has gained popularity in recent years is uniqueness. Uniqueness is associated with how the content is perceived as different, special, and highly specific (Casaló et al., 2020).

Appel et al. (2019) and Dehghani and Kim (2019) affirm that originality and uniqueness of the blogs or content of influencers affect customers' intentions to follow their advice regarding cosmetic products. On the contrary, Butcher et al. (2017) revealed that the customers' perceived uniqueness of content has an insignificant effect on CPI as it is often accompanied by significant expensiveness and price sacrifice of the opinion leader's posts and blogs.

Thus, the study also hypothesized the following:

- H5:** Quality significantly affects CPI
- H6:** Uniqueness significantly affects CPI

This study seeks to provide empirical evidence as to how source characteristics, psychological-related factors, and content attributes positively and significantly impact

customer purchase intention. It aims to measure the extent to which attractiveness, popularity, self-congruence, product match-up, content quality, and uniqueness impact purchase intention. Figure 1 below presents the framework used in the study.

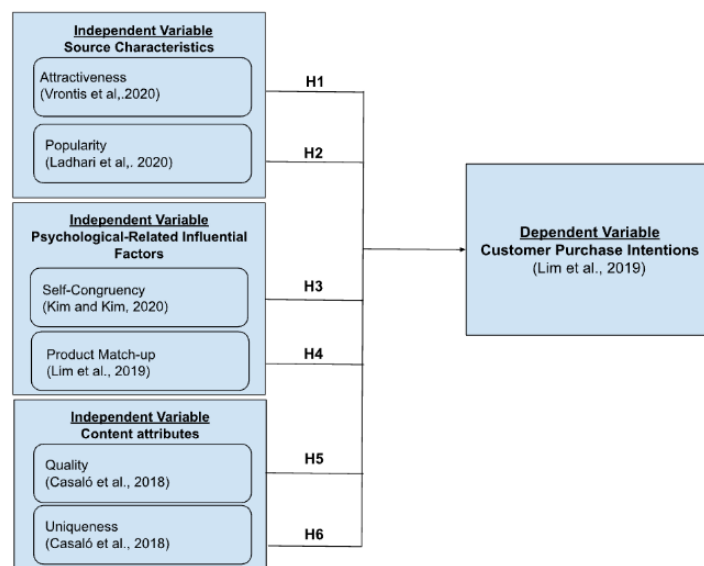


Figure 1. Operational Framework

## Methods

The study utilized a descriptive-causal, single-case study research design. In this study, the population of interest is the 434,000 Instagram followers of XYZ Cosmetics, aged 18 years and above. The minimum sample size was calculated using the Raosoft (2014) sample size calculator with 95% confidence level and 5% margin of error, resulting to three hundred eighty-four (384) respondents. Using a simple random sampling technique, a total of three hundred eighty-seven (387) respondents were obtained from contacting the Instagram followers through the platform. The criteria questions used to screen the participants were as follows: The respondent must be: (1) currently living in the Philippines, (2) a follower of XYZ Cosmetics on Instagram, (3) a consumer of XYZ Cosmetics' products, and (4) knowledgeable about an influencer endorsing XYZ cosmetics in the platform.

The online questionnaire was distributed through a link that leads to a Google Form. It consisted of questions regarding the

respondents' demographics and psychographic information, which was adapted from Ladhari et al. (2020), and 7-point Likert scale items to measure the variables of the study. The participants were asked to express their degree of agreement or disagreement with several statements that were adapted from Alalwan (2018) for customer purchase intention, Torres et al. (2019) for Attractiveness, Ladhari et al. (2020) for Popularity, Kim and Kim (2020) for Self-Congruency, Belanche et al. (2021) for Product Match-Up, Magno (2017) for content Quality, and Casaló et al. (2018) for Uniqueness. Reliability of the scales were established using Cronbach's alpha. All the scales were deemed good or excellent following the guidelines of George and Mallery (2018).

## Results

The demographics were included in the analysis to show the current market of XYZ cosmetics. These demographics can be deemed reliable as the sampling was done randomly.

Table 1. Personal Demographics

Demographic Characteristics	Frequency	Percentage
<b>Age</b>		
17 to 25 years old (Generation Z)	299	77.26
26 to 41 years old (Generation Y)	58	14.99
42 to 57 years old (Generation X)	30	7.75
<b>Gender at birth</b>		
Female	304	78.55
Male	83	21.45
<b>Occupation</b>		
Student	229	59.17
Private sector employee	75	19.38
Private sector business owner	40	10.34
Public sector employee	26	6.72
Unemployed	16	4.13
Retired	1	0.26

The biggest market of XYZ cosmetics are university students and young adults who have recently joined the workforce. This is revealed in how 77.26% of respondents belong to the 17-25 age group and how 59.17% of them are students. Expectedly, the customers of the brand are predominantly females.

With an overwhelming majority of XYZ cosmetics followers belonging to Generation Z, it can be expected that they are adept in using the technology and that they are active in the use of social media and e-commerce. Table 2 presents the Online Demographics of XYZ Cosmetics' customers and Instagram followers.

Table 2. Online Demographics

Online Behaviors	Frequency	Percentage
<b>Time Spent on the Internet Daily</b>		
Less than 1 hour	4	1.03
1 to 2 hours	24	6.20
3 to 4 hours	100	25.84
More than 4 hours	259	66.93
<b>Time Spent on Social Networks Daily</b>		
Less than 1 hour	10	2.58
1 to 2 hours	87	22.48
3 to 4 hours	130	33.59
More than 4 hours	160	41.34
<b>Times Spent on Online Shopping Monthly</b>		
None	12	3.10
1 to 4 times	264	68.22
5 to 9 times	83	21.45
10 and more	28	7.24

A huge percentage of XYZ Cosmetics' customers are online for at least 4 hours daily, using at least 3 hours daily on social networking

sites like Instagram. Further, 96.9% of them are actively shopping items online every month.

Table 3. Customer Demographics

Purchase & Usage Behaviors	Frequency	Percentage
<b>Money Spent on Beauty</b>		
Less than Php 1,000	152	39.28
Php 1,000 to Php 2,000	116	29.97
Php 2,001 to Php 3,000	70	18.09
Php 3,001 to Php 4,000	23	5.94
More than Php 4,000	26	6.72
<b>Number of XYZ Products Owned</b>		
1 to 3	308	79.59
4 to 6	60	15.50
7 to 9	13	3.36
10 to 12	4	1.03
12 or more	2	0.52
<b>Length of Time as XYZ Customer</b>		
Less than a year	146	37.73
1 year	100	25.84
2 years	89	23.00
3 years	34	8.79
4 years	15	3.88
5 years or more	3	0.78

The customer demographics show that XYZ Cosmetics has many new customers who have been with the brand for less than three years. Most of them own only one up to three products from the brand and only spend less than two thousand pesos on beauty products every month.

These demographics are important considerations in the descriptive and inferential anal-

ysis, as well as in recommending to XYZ Cosmetics a strategic marketing direction pertaining to e-commerce with influencer marketing.

As the study seeks to measure the extent to which attractiveness, popularity, self-congruence, product match-up, content quality, and uniqueness impact purchase intention, it is important that each variable is measured first for XYZ cosmetics.

Table 4. Summary of Descriptive Statistics

Variables	Mean	SD
<i>Source Characteristics</i>		
Attractiveness	5.74	1.07
Popularity	5.99	1.15
<i>Psychological-Related Influential Factors</i>		
Self-Congruency	4.68	1.54
Product Match-Up	5.77	1.20
<i>Content Attributes</i>		
Quality	5.75	1.13
Uniqueness	5.36	1.30
<i>Customer Purchase Intention</i>		
Customer Purchase Intention	5.21	1.27

Popularity was ranked the highest among the independent variables (M = 5.99, SD = 1.15), showing that customers perceive that XYZ Cosmetics did an excellent job in choosing popular influencers for their products. With 95% confidence, we can conclude that even at worst, customers believe that social media influencers of XYZ cosmetics are indeed very popular (95% CI [5.88, 6.10]). Followers of the brand believe that the influencers of XYZ Cosmetics are famous, have a lot of followers and interactions with fans, and continue to grow popular more and more.

Product Match-Up (M=5.77, SD=1.20) followed Popularity in terms of mean rating obtained. Customers believe that the products of XYZ Cosmetics are appropriate to the influencers that they have chosen. With 95% confidence, we can conclude that XYZ Cosmetics has done a good job at product match-up at worst and excellent at best (95% CI [5.65, 5.89]). They assert that the products of XYZ Cosmetics fit the influencers well.

Quality (M = 5.75, SD = 1.13) came very close next to Product Match-up. With 95% confidence, we can conclude that XYZ Cosmetics' influencers have good content at the least and occasionally some excellent ones (95% CI [5.65, 5.89]). They are unanimous in agreeing that the influencers of XYZ Cosmetics are reliable, updated, informative, and accurate in the things they present or advertise.

Attractiveness (M = 5.74, SD = 1.07) followed with almost the same rating. With 95%

confidence interval, we can conclude that customers find the influencers of XYZ Cosmetics to be attractive even at the worst scenario (95% CI [5.64, 5.85]). They believe the influencers are physically attractive, reputable, likable, knowledgeable, and noticeable.

Uniqueness got a mean rating of 5.36 (SD=1.30), implying that customers perceive the content of XYZ's influencers to be unique enough. With 95% confidence, we can conclude that customers find the content of influencers of XYZ Cosmetics to be unique even in the worst scenario (95% CI [5.23, 5.49]). They believe the content made by XYZ's influencers is one of a kind or different when compared to content made by other social media influencers.

Self-congruency (M = 4.68, SD = 1.54) obtained the lowest mean rating. The high standard deviation shows that some customers perceive self-congruence to be good while some feel neutral about it. With 95% confidence, we can conclude that customers see the influencers to be relatable (95% CI [4.53, 4.84]) even in the worst scenario. This implies that customers can relate well with the influencers, see some similarities in them, and find them consistent with their own self-identity.

Lastly, purchase intention (95% CI [5.08, 5.34]) for XYZ Cosmetics indicates that the consumers intend to purchase products from the brand. Based on the sample data and with 95% confidence, this is true even in the worst scenario (95% CI [5.08, 5.34]).

Table 5. Multiple Linear Regression Results

N=387	b	Std Err of b	t(380)	p-value
Intercept	0.807	0.306	2.634	0.009
Attractiveness	0.412	0.084	4.973	< 0.001
Popularity	-0.019	0.063	-0.306	0.760
Self Congruency	0.107	0.041	2.589	0.010
Product Match-Up	0.102	0.064	1.597	0.111
Quality	0.033	0.071	0.465	0.642
Uniqueness	0.163	0.053	3.099	0.002

Note. Unstandardized Regression Equation: Customer Purchase Intention = 0.81 + 0.41 x<sub>1</sub> - 0.02x<sub>2</sub> + 0.11x<sub>3</sub> + 0.10x<sub>4</sub> + 0.03x<sub>5</sub> + 0.16 x<sub>6</sub>



A multiple linear regression analysis was performed with 0.05 level of significance. Attractiveness was found to be a significant predictor of Customer Purchase Intention (B = 0.41, t(380) = 4.97, p < .001). This implies that the mean rating of CPI is expected to increase by 0.412 on average for every unit increase in the mean rating for Attractiveness holding other variables constant. Self-Congruency was also found to be a significant predictor of CPI (B=0.11, t(380) = 2.59, p=.010). This shows that the mean rating of CPI is also expected to increase by 0.107 on average for every unit increase in Self-Congruency when all other variables are held constant. Uniqueness was found to be a significant predictor of CPI (B=0.16, t(380) = 3.10, p = .002). This shows that 0.163 is the expected increase in the mean rating of CPI for every unit increase in the mean rating

for Uniqueness holding the other variables constant. Meanwhile, Popularity (B=-0.02, t(380)=-0.31, p =.760), Product Match-Up (B=0.10, t(380) = 1.60, p = .111), and Quality of Content (B =0.03, t(380) = 0.46, p = .642), were found to not significantly impact CPI.

The resulting model exhibit three significant predictors and three insignificant predictors of Customer Purchase Intention. 39.95% of the variations in Customer Purchase Intention can significantly be explained by the variations in the ratings for Attractiveness, Popularity, Self-Congruency, Product Match Up, Quality, and Uniqueness (F(6,380) = 42.13, p < .001, R<sup>2</sup>=.40). The overall model is deemed to significantly predict customer purchase intention to an extent.

The non-significant predictors were discarded, and another model was analyzed.

Table 6. Resulting Model Summary Analysis

N=387	b	Std Err of b	t(382)	p-value
Intercept	0.936	0.283	3.310	0.001
Attractiveness	0.484	0.061	7.938	< 0.001
Self Congruency	0.109	0.041	2.656	0.008
Uniqueness	0.183	0.050	3.636	0.000

Note. Unstandardized Regression Equation: Customer Purchase Intention= 0.94 + 0.48x<sub>1</sub> + 0.11 x<sub>3</sub> + 0.18 x<sub>6</sub>

The new model affirms that attractiveness, self-congruency, and uniqueness positively and significantly impact customer purchase intention. The results revealed that the model significantly predicts purchase intention (F(3,383) = 82.89, p < .001, R<sup>2</sup>=.3937), and that 39.37% of the variations in purchase intention can be attributed to the variations in attractiveness, self-congruency, and uniqueness. Attractiveness was found to be a significant predictor of CPI (B=0.48, t(383) = 7.94, p < .001). A unit increase in the mean rating for Attractiveness is expected to increase CPI by 0.484 on average. Self-Congruency (B=0.11, t(383) = 2.66, p =

.008) is also a significant predictor such that a unit increase in the mean rating here is expected to improve CPI by 0.109 on average. Uniqueness (B=0.18, t(383) = 3.64, p < .001) significantly predicts CPI as well. A unit increase in the mean rating for self-congruency is expected to yield an increase of 0.183, on average, on CPI. Thus, the unexpected regression equation is  $\hat{y} = 0.936 + 0.484x_1 + 0.109x_2 + 0.183x_3$  where  $\hat{y}$  is the predicted CPI, and  $x_1, x_2,$  and  $x_3,$  are mean ratings for Attractiveness, Self-Congruency, and Uniqueness, respectively.

Table 7 presents the summary of decisions made on the hypotheses of the study.

Table 7. Summary of Decisions Made

Hypothesis	Remark
<b>H1:</b> <i>Attractiveness significantly affects CPI</i>	Supported
<b>H2:</b> <i>Popularity significantly affects CPI</i>	Not Supported
<b>H3:</b> <i>Self-Congruency significantly affects CPI</i>	Supported
<b>H4:</b> <i>Product Match-Up significantly affects CPI</i>	Not Supported
<b>H5:</b> <i>Quality significantly affects CPI</i>	Not Supported
<b>H6:</b> <i>Uniqueness significantly affects CPI</i>	Supported

## Discussions

Based on the findings of the study, while customers are interested in XYZ Cosmetics, there's still much that can be improved when it comes to customer purchase intention of their products. Source characteristics, psychological-related factors, and content attributes impact CPI, though not all their facets. This is consistent with the existing literature. Lim et al. (2019) concluded that social media influencers can positively affect consumers' purchase intentions. Djafarova and Rushworth (2017), meanwhile, found that consumers view social media influencers as more trustworthy and socially close than traditional ones, consequently having a stronger influence on purchasing decisions and higher potential in promoting products.

The findings of this study show that the attractiveness of the influencer significantly affects CPI. In fact, among the significant predictors, the attractiveness of the influencer impact CPI the most. The influencers' likeability, physical attractiveness, knowledgeability, and favorable reputation are factors considered in measuring the attractiveness of an influencer. This is in consonance with the Meaning Transfer Model of McCracken (1989), which posits that the attractiveness of the influencer is communicated to the product and then to the consumers. Torres et al. (2019) concluded the same when they studied the effects of influencers on CPI in the beauty and fashion industry in Portugal.

Meanwhile, popularity does not impact CPI significantly. This is similar to the findings of Kay et al. (2020) that an influencer's popularity, characterized by the number of followers, increasing popularity, and post engagement, which are factors of popularity (Ladhari et al., 2020), does not significantly affect CPI. The study even found an inverse relationship

between popularity and CPI, where less popular influencers called micro-influencers have a higher effect on CPI compared to their more popular counterparts.

The study found that consumers' perception of sharing similarities with influencers is significant when it comes to influencing purchase intention. Self-congruency, as this is called, shows a significant and positive effect on CPI. This means factors such as sharing the same personality with an influencer, being able to identify and see oneself with an influencer, and being like others help influencers attract consumers to purchase products. This is in concordance with the results of the studies of Kim and Kim (2020) and Ladhari et al. (2020).

On the other hand, there was not enough evidence to support the claim that Product Match-Up significantly affects CPI. This is in contradiction with the findings of Matti (2018) who investigated brand-consumer, endorser-consumer, and brand-endorser, and found that brand-endorser match-up impacts CPI significantly.

The quality of the content posted by influencers was found to not matter to consumers as it affects their purchase intention. Accuracy, reliability, and updated content do not seem to matter much to consumers. This finding is also supported by literature that asserts how Quality does not significantly impact CPI. Clickbait, lacking credibility, and ignoring ethical standards are some of the issues mentioned by Martín-Consuegra et al. (2018) to explain why distrust has grown among consumers and why the quality of content may have little or even adverse impact on CPI.

Lastly, uniqueness was found to influence CPI significantly and positively. This conforms with the literature. The unique content can be easily remembered and encourages consumers to try out the product (Appel et al., 2019;

Dehghani & Kim, 2019). The study by Appel et al. (2019) pointed out that social media influencers with original and unique content attract more followers and increase the likelihood of recommendations. In addition, the findings of this study agree with the Engel-Kollat-Blackwell Model of Consumer Behavior (1968), where the unique content provided by the reference group or the influencer results in informational influence and intentions to purchase.

## Conclusions

This study reveals the perceptions of XYZ Cosmetics Philippines' consumers regarding their influencers' attractiveness, popularity, self-congruence, product match-up, content quality, and uniqueness. XYZ customers viewed the influencers of the brand as attractive. They also find the influencers of the brand to be popular, credible, relatable to consumers, compatible with the products endorsed, and unique in their quality content.

Source characteristics, psychological-related influential factors, and content attributes affect customer purchase intention. However, not all the facets of these constructs impact CPI. Based on the analyses performed, only the attractiveness of the influencer (source characteristic), uniqueness of their content (content attributes), and self-congruency (psychological-related influential factors) significantly affect purchase intention. Attractiveness impacts purchase intention the most and should be prioritized first, followed by uniqueness and self-congruence.

The findings contribute to the pool of research in influencer marketing, especially in the beauty and cosmetics industry in the Philippines. To improve purchase intention, it is recommended that businesses acquire services of influencers who are perceived as attractive by the target market, who match well with the products and the brand, and who make content that is original and different from what other influencers post online.

## Limitations

This study used a probabilistic sampling technique with a relatively big sample size. However, the research is limited to quantitative data, and the model tested is limited to multiple

linear relationships. It is suggested that future studies embark on qualitative studies that will explain how the variables of source characteristics, psychological-related influential factors, and content attributes influence customer purchase intention. Also, the study should extend to more brands as the relationship revealed here may only be true for XYZ Cosmetics.

## Declaration

This study used an AI writing enhancement tool, Grammarly, to edit the text in terms of grammar syntax, tone, clarity, and consistency.

## References

- Abidin, C., & Ots, M. (2016). Influencers tell all: Unraveling Authenticity and Credibility in a Brand Scandal, In *Blurring the lines: market-driven and democracy-driven freedom of expression*. 153-161.
- Alalwan, A. A. (2018). Investigating the impact of social media advertising features on customer purchase intention. *International Journal of Information Management*, 42, 65-77. <https://doi.org/10.1016/j.ijinfo-mgt.2018.06.001>
- AlFarraj, O., Alalwan, A. A., Obeidat, Z. M., Baabdullah, A., Aldmour, R., & Al-Haddad, S. (2021). 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*, 31(3), 355-374. <https://doi.org/10.1108/ribs-07-2020-0089>
- Appel, G., Grewal, L., Hadi, R., & Stephen, A. T. (2019). The future of social media in marketing. *Journal of the Academy of Marketing Science*, 48(1), 79-95. <https://doi.org/10.1007/s11747-019-00695-1>
- Ashraf, R. U., Hou, F., & Ahmad, W. (2018). Understanding continuance intention to use social media in China: The roles of personality drivers, hedonic value, and utilitarian value. *International Journal of Human-Computer Interaction*, 35(13), 1216-1228.

- <https://doi.org/10.1080/10447318.2018.1519145>
- Berry, L.L. (2000). Cultivating service brand equity. *J. Acad. Mark. Sci.* 28 (1), 128–137
- Breves, P. L., Liebers, N., Abt, M., & Kunze, A. (2019). The perceived fit between Instagram influencers and the endorsed brand: How influencer–brand fit affects source credibility and persuasive effectiveness. *Journal of Advertising Research*, 59(4), 440–454. <https://doi.org/10.2501/JAR-2019-030>.
- Butcher, L., Phau, I., & Shimul, A. S. (2017). Uniqueness and status consumption in generation Y consumers. *Marketing Intelligence & Planning*, 35(5), 673–687. <https://doi.org/10.1108/mip-12-2016-0216>
- Casaló, L. V., Flavián, C., & Ibáñez-Sánchez, S. (2020). Influencers on Instagram: Antecedents and consequences of opinion leadership. *Journal of Business Research*, 117, 510–519. <https://doi.org/10.1016/j.jbusres.2018.07.005>
- Dehghani, M., & Kim, K. J. (2019). The effects of design, size, and uniqueness of smartwatches: Perspectives from current versus potential users. *Behaviour & Information Technology*, 38(11), 1143–1153. <https://doi.org/10.1080/0144929x.2019.1571111>
- De Veirman, M., Cauberghe, V., & Hudders, L. (2017). Marketing through Instagram influencers: The impact of number of followers and product divergence on brand attitude. *International Journal of Advertising*, 36(5), 798–828. <https://doi.org/10.1080/02650487.2017.1348035>
- Djafarova, E., & Rushworth, C. (2017). Exploring the credibility of online celebrities' Instagram profiles in influencing the purchase decisions of young female users. *Computers in Human Behavior*, 68, 1–7. <https://doi.org/10.1016/j.chb.2016.11.009>
- Duh, H. I., & Thabethe, T. (2021). Attributes of Instagram influencers impacting consumer brand engagement. *International Journal of Internet Marketing and Advertising*, 15(5), 1. <https://doi.org/10.1504/ijima.2021.10034199>
- Engel, J. F., Blackwell, R. D., & Miniard, P. W. (1990). *Consumer behavior* (6th ed.). Chicago, US: Dryden Press.
- George, D., & Mallery, P. (2018). *IBM SPSS Statistics 25 Step by Step*. <https://doi.org/10.4324/9781351033909>
- Halim, E., Wardaya P, R. A. A. Rianto, A. & Hebrard, M. (2020). The Impact of Marketing Influencer and Information Quality to Purchase Intention of Instagram Users. 2020 International Conference on Information Management and Technology (ICIMTech), Bandung, Indonesia, pp. 794-799. <https://doi.org/10.1109/ICIMTech50083.2020.9211167>
- Hermanda, A., Sumarwan, U., & Tinaprillia, N. (2019). The Effect of Social Media Influencer on Brand Image, Self-Concept, and Purchase Intention. *Journal of Consumer Sciences*, 4(2), 76–89. <https://doi.org/10.29244/jcs.4.2.76-89>
- Hill, S. R., Troshani, I., & Chandrasekar, D. (2017). Signalling effects of vlogger popularity on online consumers. *Journal of Computer Information Systems*, 60(1), 76–84. <https://doi.org/10.1080/08874417.2017.1400929>
- Kay, S., Mulcahy, R., & Parkinson, J. (2020). When less is more: The impact of Macro and Micro Social Media influencers' disclosure. *Journal of Marketing Management*, 36(3-4), 248–278. <https://doi.org/10.1080/0267257x.2020.1718740>
- Kim, M., & Kim, J. (2020). How does a celebrity make fans happy? Interaction between celebrities and fans in the social media context. *Computers in Human Behavior*, 111, 106419. <https://doi.org/10.1016/j.chb.2020.106419>
- Kim, J., & Kim, M. (2022). Rise of social media influencers as a new marketing channel: Focusing on the roles of psychological

- well-being and perceived social responsibility among consumers. *International journal of environmental research and public health*, 19(4), 2362. <https://doi.org/10.3390/ijerph19042362>
- Ladhari, R., Massa, E., & Skandrani, H. (2020). YouTube vloggers' popularity and influence: The roles of homophily, emotional attachment, and expertise. *Journal of Retailing and Consumer Services*, 54, 102,027. <https://doi.org/10.1016/j.jretconser.2019.102027>
- Lee, J. E., & Watkins, B. (2016). YouTube vloggers' influence on consumer luxury brand perceptions and intentions. *Journal of Business Research*, 69(12), 5753–5760. <https://doi.org/10.1016/j.jbusres.2016.04.171>
- Li, Y. and Peng, Y. (2021), "Influencer marketing: purchase intention and its antecedents", *Marketing Intelligence & Planning*, Vol. 39 No. 7, pp. 960-978. <https://doi.org/10.1108/MIP-04-2021-0104>
- Lim, X. J., Radzol, A. M., Cheah, J., & Wong, M. W. (2017). The impact of social media influencers on purchase intention and the mediation effect of customer attitude. *Asian journal of business research*, 7(2), 19-36.
- Magno, F. (2017). The influence of cultural blogs on their readers' cultural product choices. *International Journal of Information Management*, 37(3), 142–149. <https://doi.org/10.1016/j.ijinfo-mgt.2017.01.007>
- Martín-Consuegra, D., Faraoni, M., Díaz, E., & Ranfagni, S. (2018). Exploring relationships among brand credibility, purchase intention and social media for fashion brands: A Conditional Mediation Model. *Journal of Global Fashion Marketing*, 9(3), 237–251. <https://doi.org/10.1080/20932685.2018.1461020>
- Martínez-López, F. J., Anaya-Sánchez, R., Giordano, M. F., & Lopez-Lopez, D. (2020). Behind influencer marketing: key marketing decisions and their effects on followers' responses. *Journal of Marketing Management*, 36(7–8), 579–607. <https://doi.org/10.1080/0267257x.2020.1738525>
- McCracken, G. (1989). Who is the Celebrity Endorser? Cultural Foundations of the Endorsement Process. *Journal of Consumer Research*, 16(3), 310-321. <https://doi.org/10.1086/209217>
- McGuire, W.J. (1985). Attitudes and Attitude Change, In: *Handbook of Social Psychology*, (Eds.) Gardner Lindzey and Elliot Aronson, Vol. 2, NY: Random House, pp.233-346.
- Min, J. H. J., Chang, H. J. J., Jai, T.M. C., & Ziegler, M. (2019). The effects of celebrity-brand congruence and publicity on consumer attitudes and buying behavior. *Fash Text* 6, 10. <https://doi.org/10.1186/s40691-018-0159-8>
- Morwitz, V. (2014) Consumers' Purchase Intentions and their Behavior. *Foundations and Trends in Marketing*. Vol. 7,181–230. <http://dx.doi.org/10.1561/17000000036>
- Nelz, J. (2018, August 28). ABS-CBN & GMA network advertisement rates revealed. *Philippine News*. Retrieved February 6, 2022, from <https://philnews.ph/2018/08/28/abs-cbn-gma-network-advertisement-rates-revealed/>
- Qureshi, M. M., & Malik, H. M. (2017). The impact of celebrity endorsement on consumer buying behavior. *Advances in Social Sciences Research Journal*, 4(3). <https://doi.org/10.14738/assrj.43.2605>
- Rahmi, Y., Sekarasih, L., & Sjabadhyni, B. (2017). The influence of beauty vlog on perceived source credibility and purchase intention. *Makara Human Behavior Studies in Asia*, 21(1), 13-23. <https://doi.org/10.7454/mssh.v21i1.3496>
- Raosoft (2023). Sample Size Calculator by Raosoft, Inc. [Internet]. Available from: <http://www.raosoft.com/samplesize.html>.
- Rodriguez, K. P. (2008). Apparel brand endorsers and their effects on purchase intentions: A study of Philippine consumers.

- Philippine Management Review, 15, 83-99.
- Teo, L. X., Leng, H. K., & Phua, Y. X. (2019). Marketing on Instagram. *International Journal of Sports Marketing and Sponsorship*, 20(2), 321-332. <https://doi.org/10.1108/ijsms-04-2018-0028>
- Till, B. D., & Busler, M. (2000). The match-up hypothesis: Physical attractiveness, expertise, and the role of fit on brand attitude, purchase intent and brand beliefs. *Journal of advertising*, 29(3), 1-13. <https://doi.org/10.1080/00913367.2000.10673613>
- Torres, P., Augusto, M., & Matos, M. (2019). Antecedents and outcomes of digital influencer endorsement: An exploratory study. *Psychology & Marketing*, 36(12), 1267-1276. <https://doi.org/10.1002/mar.21274>
- Trivedi, J., & Sama, R. (2020). The Effect of Influencer Marketing on Consumers' Brand Admiration and Online Purchase Intentions: An Emerging Market Perspective. *Journal of Internet Commerce*, 19(1), 103-124. <https://doi.org/10.1080/15332861.2019.1700741>
- von Mettenheim, W., & Wiedmann, K. P. (2021). The complex triad of congruence issues in influencer marketing. *Journal of Consumer Behaviour*, 20(5), 1277-1296. <https://doi.org/10.1002/cb.1935>
- Vrontis, D., Makrides, A., Christofi, M., & Thrassou, A. (2021). Social Media Influencer Marketing: A systematic review, Integrative Framework and future research agenda. *International Journal of Consumer Studies*, 45(4), 617-644. <https://doi.org/10.1111/ijcs.12647>
- Xiao, L., Saleem, A., Tariq, S. M., Ul Haq, J., & Guo, M. (2021). I Wish I Could Be Like Her/Him! How Self-Congruence Stimulates a Desire to Mimic. *Journal of Theoretical and Applied Electronic Commerce Research*, 16(7), 3025-3042. <https://doi.org/10.3390/jtaer16070165>
- Zhou, L., Jin, F., Wu, B., Chen, Z., & Wang, C. L. (2023). Do fake followers mitigate influencers' perceived influencing power on social media platforms? The mere number effect and boundary conditions. *Journal of Business Research*, 158, 113589.