"Social Media Influencer and Purchase Intention: With Reference to Cosmetic Products"

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Abstract

This study investigates the effect of social media influencers on the purchase intentions of cosmetic products in Butwal, Nepal. Data were collected through a purposive sampling technique from 368 customers residing in Butwal who purchase cosmetic products. A self-administered questionnaire with a five-point Likert scale was used to gather responses. The study employed a descriptive and causal-comparative research design, utilizing correlation and regression analysis to examine the relationships between influencer attributes and purchase intention. The findings indicate that Attractiveness and Homophily are the most influential factors shaping consumers' purchase intentions. Consumers are more likely to trust and be influenced by visually appealing and relatable influencers, as these characteristics foster a stronger emotional connection and perceived credibility. While Trustworthiness and Informative Value also contribute to purchase intention, their impact is relatively lower. Conversely, Entertainment Value and Congruence do not significantly influence purchase intention, indicating that consumers prioritize personal connection and aesthetics over entertainment or brand alignment. Brands aiming to enhance their marketing effectiveness should focus on collaborating with influencers who possess high attractiveness and relatability, as these attributes have the greatest potential to drive engagement and increase cosmetic product sales.

Keywords: Social Media Influencers, Purchase Intention, Cosmetic Products, Attractiveness, Homophily

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I. Introduction

The influence of social media on consumer behavior has become a crucial area of study in digital marketing (Kaplan & Haenlein, 2010). Social media influencers (SMIs) act as intermediaries between brands and consumers by leveraging their credibility, attractiveness, and relatability to impact purchase decisions (Lou & Yuan, 2019). In the context of the cosmetics industry, influencers play a vital role in shaping consumer preferences by sharing personal experiences, product reviews, and promotional content (Freberg et al., 2011). Their ability to engage with audiences through platforms such as Instagram, YouTube, and TikTok makes them powerful drivers of purchase intention. The theory of source credibility suggests that the persuasiveness of a message depends on the communicator's trustworthiness, expertise, and attractiveness (Hovland et al., 1953). Similarly, the parasocial interaction theory explains how consumers develop perceived relationships with influencers, leading to greater influence on their purchasing decisions (Rubin et al., 1985). This study examines how specific influencer attributes—Attractiveness, Homophily, Trustworthiness, Informative Value, Entertainment Value, and Congruence—affect consumers' intention to purchase cosmetic products in Butwal, Nepal.

Despite the increasing reliance on social media for marketing, there remain challenges in understanding which influencer attributes most significantly affect consumer decision-making. One key issue is the oversaturation of the influencer market, leading to skepticism among consumers regarding authenticity (De Veirman et al., 2017). With the growing number of paid promotions, consumers struggle to differentiate between genuine endorsements and sponsored content, which may affect the effectiveness of influencer marketing strategies (Evans et al., 2017). Another critical issue is cultural and regional differences in consumer behavior. While studies have been conducted in Western markets, limited research has focused on Nepal, where consumer preferences and trust factors may differ. Moreover, existing research on influencer marketing often emphasizes general consumer behavior rather than industry-specific impacts, such as those within the cosmetics sector. This study seeks to address these issues by focusing on a specific geographic region and industry, providing insights into how influencer attributes drive purchase decisions among cosmetic consumers in Butwal.

Although numerous studies have explored the impact of influencer marketing on consumer behavior, gaps remain in understanding the relative importance of different influencer attributes in driving purchase intention, particularly in emerging markets. Most studies focus on broad influencer characteristics (e.g., credibility and attractiveness) without examining how these factors interact with cultural and industry-specific elements (Djafarova & Rushworth, 2017). Additionally, existing research primarily examines Western consumer behavior, with limited studies exploring how social media influencers impact purchasing decisions in South Asian contexts (Haenlein et al., 2020). Nepal, in particular, lacks comprehensive studies on influencer marketing in the cosmetics industry, making it difficult for brands to develop targeted strategies. Furthermore, while the effectiveness of influencer marketing is well-documented, there is insufficient empirical evidence on which specific attributes are most influential in non-Western markets. This study addresses this gap by analyzing the effect of Attractiveness, Homophily, Trustworthiness, Informative Value, Entertainment Value, and Congruence on purchase intention, providing region-specific insights that can aid businesses in optimizing their influencer marketing strategies.

This study is significant for several reasons. First, it provides empirical evidence on the role of social media influencers in shaping consumer purchase intention in a Nepalese context. With the cosmetics industry experiencing rapid growth in Nepal, understanding consumer behavior in relation to influencer marketing is essential for businesses to develop effective strategies (Kotler & Keller, 2016). Second, by focusing on Butwal, a city with a growing digital consumer base, the research offers localized insights that can benefit marketers targeting similar emerging markets. Third, the study contributes to academic literature by extending the applicability of influencer marketing theories, such as source credibility theory and parasocial interaction theory, to a South Asian context. Lastly, the findings have practical implications for brands and marketers, suggesting that focusing on influencer Attractiveness and Homophily can enhance marketing effectiveness. Given the increasing influence of digital platforms, understanding which attributes resonate most with consumers will allow companies to

allocate resources more efficiently and maximize return on investment.

By addressing the identified research gaps and providing actionable insights, this study contributes to both theoretical understanding and practical applications of influencer marketing in the cosmetics industry. The findings will help businesses refine their strategies, ensuring they collaborate with influencers who possess the most impactful attributes to drive consumer engagement and sales.

II. Review of Literature

This section covers the theoretical and empirical perspectives related to the study. The theoretical review examines various theories applicable to the research topic.

Theoretical Review

Homophily and Purchase Intention

The Similarity-Attraction Theory suggests that individuals are more likely to be drawn to and influenced by those who share similar values, beliefs, and characteristics (Berscheid & Hatfield, 1969). In the context of social media influencers, consumers trust and follow recommendations from influencers who they perceive as similar to themselves. This effect is particularly significant in the cosmetic industry, where consumers prefer influencers who align with their beauty standards and lifestyles. A sense of similarity increases trust and adoption of recommendations, leading to higher purchase intention.

Trustworthiness and Purchase Intention

Source Credibility Theory (Hovland & Weiss, 1951) posits that the believability of a communicator influences message acceptance. When consumers perceive an influencer as trustworthy, they are more likely to believe their recommendations and

The objectives of the study:

- To determine the relationship between Homophily**,** Trustworthiness, Congruence, Entertainment Value, Informative Value, Attractiveness and Purchase Intention.
- To analyze the effect of dimensions of social media influencer (Homophily**,** Trustworthiness, Congruence, Entertainment Value, Informative Value, and Attractiveness) on Purchase Intention of cosmetic products.

develop a positive attitude towards the endorsed products. Trustworthiness includes expertise, objectivity, and integrity. Influencers perceived as knowledgeable and honest generate greater trust, thereby increasing purchase intention.

Congruence and Purchase Intention

The Meaning Transfer Theory (McCracken, 1989) suggests that meaning is transferred from a source (e.g., influencer) to a product or brand. When an influencer's image aligns with the brand, consumers perceive the product as congruent with their self-concept and values, enhancing its attractiveness and increasing purchase intention. In the cosmetic industry, influencers who embody a brand's lifestyle and image are more likely to drive consumer decisions.

Entertainment Value and Purchase Intention

Uses and Gratifications Theory (Katz et al., 1974) explains that individuals seek media content that fulfills their needs. Consumers follow influencers for entertainment, such as engaging videos or humorous content. Entertaining influencers capture attention and interest, creating positive associations with endorsed products and indirectly influencing purchase intention.

Informative Value and Purchase Intention

The Elaboration Likelihood Model (Petty & Cacioppo, 1986) suggests individuals process information through central and peripheral routes. When consumers seek detailed product knowledge, they rely on central processing, making informative content crucial. Influencers providing product reviews, tutorials, or ingredient analyses appeal to information-seeking consumers, increasing purchase intention.

Attractiveness and Purchase Intention

The Halo Effect Theory (Thorndike, 1920) suggests that people attribute positive characteristics to physically attractive individuals, influencing perception and decision-making. In social media marketing, attractiveness enhances credibility and trust. In the beauty industry, where visual appeal is key, influencers with high perceived attractiveness have a stronger impact on consumer behavior, encouraging followers to emulate their beauty routines and product choices.

Empirical Review

Magano et al. (2022) found that a positive attitude toward influencers significantly influences purchase intention. Building credibility, trust, and familiarity enhances an influencer's ability to drive consumer purchases. Firdaus and Hermawan (2022) highlighted the impact of celebrity endorsements on purchase intention for the Scarlett brand. The study emphasized the strategic importance of selecting celebrities to shape brand image and consumer decisions. Lie and Aprilianty (2022) showed that nano-influencers influence consumer trust through expertise, trustworthiness, and likability. Trust, in turn, enhances brand awareness and purchase intention, ultimately affecting actual purchases. Putri (2022) found

that buzz marketing through influencers boosts brand awareness via electronic word-of-mouth (eWOM), but it does not directly drive purchase intention, suggesting the need for additional marketing efforts.

Kadi (2022) revealed that micro-influencers have a stronger impact on consumer perception and purchase intention than macro-influencers, making them a more effective choice for brand endorsements. Kim and Kim (2021) found that trustworthy influencers significantly impact purchase decisions through authenticity, expertise, and transparency. Borchers and Enke (2022) highlighted that ethical sponsorship disclosures enhance credibility, reducing consumer skepticism and increasing confidence in purchases. Lou and Yuan (2019) found that influencers with a strong brand-product fit generate higher credibility and trust. Qalati et al. (2022) emphasized that congruence enhances brand perception, making endorsements more persuasive and increasing purchase intention. Geyser (2022) highlighted that engaging content boosts consumer interaction and purchase intention. Qalati et al. (2021) found that beauty influencers using tutorials and behind-the-scenes content enhance brand awareness, making marketing messages more effective.

Kim and Kim (2021) found that detailed product information fosters consumer trust and confidence. Qalati et al. (2021) indicated that expert insights, such as ingredient analysis, enhance perceived value and increase purchase intention. Fang et al. (2022) found that attractive influencers create a halo effect, enhancing perceived credibility. Lou and Yuan (2019) confirmed that visually appealing influencers in the beauty industry attract higher engagement and purchase intention, though trust remains essential. Qalati et al. (2022) found that domain

expertise enhances credibility and trust influence. Borchers and Enke (2022) emphasized that transparency in sponsorships reduces skepticism, strengthening consumer confidence and making endorsements more persuasive.

The hypotheses of the study are as follows

H_1: Entertainment Value has a significant positive effect on purchase intention

H_2: Informative Value has a significant positive effect on purchase intention.

H_3: Congruence has a significant positive effect on purchase intention.

H_4: Homophily has a significant positive effect on purchase intention.

H_5: Attractiveness has a significant positive effect on purchase intention

III. Research Methodology

This section outlines the research design, population, sample size, sampling methods, data sources, and instruments used for data collection.

Research Design

This study adopts a descriptive and causal-comparative research design to examine the relationship and effect between independent and dependent variables.

Population

There are a total of 19 wards in Butwal Sub-Metropolitan City. Among these, four Wards—Ward No. 6, Ward No. 7, Ward No. 8, and Ward No. 11—were selected using a single-stage cluster random sampling method. However, since it is not feasible to accurately determine the total number of such consumers in these four wards, the exact population size remains unknown.
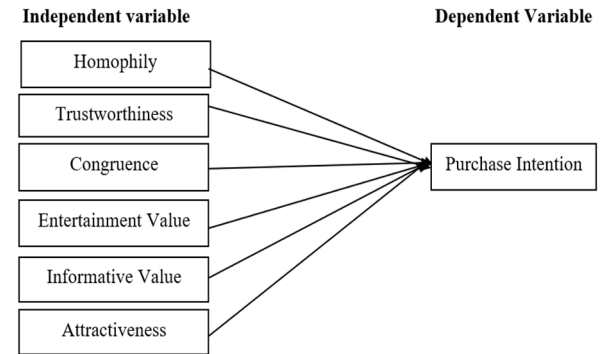
Sample Size

- H_6: Trustworthiness has a significant positive effect on purchase intention.

The theoretical frameworks of the study are as follows:

Figure 1

Theoretical Framework

Note. Adapted from Ao et al., 2023; Anjum and Yasmeen, 2021

For an unknown population, the sample size can be determined using the appropriate statistical formula, as outlined below:
Sample Size (n) = (Z-score) 2 * Std Dev*(1-StdDev) / (margin of error) 2
By taking 95% confidence level, 0.5 standard deviation, and a margin of error (confidenceinterval) of ±5%.
((1.96)2 x0 .5(0.5)) / (.05)2
= (3.8416 x 0.25) / 0.0025
=0.9604 / 0.0025
=384.16

Sampling Techniques

The study employed a purposive sampling technique. This method ensures that the selected respondents have specific characteristics, experiences, or knowledge that contributes to the research findings.

Nature and Sources of Data & Instruments for Data Collection

This study primarily utilized quantitative data collected from primary

sources. A structured questionnaire was developed based on a self-structured design. The questionnaire employed a five-point Likert scale (5 = Strongly Agree, 4 = Agree, 3 = Neutral, 2 = Disagree, 1 = Strongly Disagree) to capture participant responses effectively. Initially, relevant constructs related to the selected variables were identified. Six key dimensions of social media influencer were chosen as independent variables. A total of 35 questions were formulated, covering independent and dependent variables.

Out of the 384 questionnaires distributed, 368 were successfully returned, while 16 were not, yielding a 95% response rate. The collected data was analyzed using SPSS software version 20 employing multiple regression and correlation analysis for statistical evaluation.

Statistical Tools

The study utilized SPSS version 20, registered with LBC software for data analysis. Various statistical techniques were applied based on the nature of the data. To evaluate customer replies, descriptive statistics such as mean and standard deviation (SD) were computed. The questionnaire's consistency was assessed using a reliability test. Correlation statistical tool was used to measure the association between variables and regression analysis looked at how independent factors affected the dependent variable.

IV. Results and Analysis

The study's analysis and conclusions are presented in this section. This section incorporates the findings from the analysis of the gathered data using a variety of analytical tools found in the SPSS software.

Table 1 - *Descriptive Statistics*

Variable	Mean	Standard deviation
Entertainment Value	3.6913	.97920
Information Value	3.8313	.71437
Congruence	3.6348	.92030
Homophily	3.7207	1.12374
Attractiveness	3.4897	1.12698
Trustworthiness	3.8054	.31035
Purchase Intention	3.4902	1.26254

Table 1 presents the mean values and standard deviations of various dimensions of social media influencers in relation to the purchase intention of cosmetic products. The entertainment value (Mean = 3.6913, SD = 0.97920) indicates that respondents generally find influencer content engaging, likely due to creative and visually appealing posts such as tutorials and reviews. Informative value (Mean = 3.8313, SD = 0.71437) has the highest mean, suggesting that detailed product reviews and expert advice significantly help consumers make informed decisions, with minimal variation in responses. Congruence (Mean = 3.6348, SD = 0.92030) reflects that respondents perceive a strong match between influencers and the products they endorse, enhancing

authenticity. Homophily (Mean = 3.7207, SD = 1.12374) suggests that influencers' relatable content fosters a sense of connection, though responses vary. Attractiveness (Mean = 3.4897, SD = 1.12698) has a slightly lower mean, implying that while physical appeal matters, factors like expertise and authenticity are more influential. Trustworthiness (Mean = 3.8054, SD = 0.31035) ranks among the highest, showing that respondents largely view influencers as credible sources, with strong agreement across responses. Finally, purchase intention (Mean = 3.4902, SD = 1.26254) is moderate, indicating that influencers do impact buying decisions, but other factors such as brand reputation and pricing also play a role, with varying degrees of influence among respondents.

Inferential Statistics - Correlation

Table 2 - *Correlation*

		EV	I	C	H	A	T	PI
EV	Pearson Correlation	1	.600**	.638**	.688**	.717**	.129*	.597**
I	Pearson Correlation		1	.584**	.619**	.630**	.103*	.580**
C	Pearson Correlation			1	.696**	.772**	.157**	.625**
H	Pearson Correlation				1	.738**	.148**	.720**
A	Pearson Correlation					1	.178**	.753**
T	Pearson Correlation						1	.216**
PI	Pearson Correlation							1

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

Table 2 presents the correlation coefficients between the independent variables—Entertainment Value, Informative Value, Congruence, Homophily, Attractiveness, and Trustworthiness—and the dependent variable, Purchase Intention. The results indicate varying degrees of positive relationships, with Pearson correlation coefficients highlighting the strength of these associations. Entertainment Value shows a moderate to strong positive correlation (r = 0.597, p < 0.01), suggesting that engaging and visually appealing content increases consumer interest in purchasing endorsed products. Informative Value also demonstrates a strong positive relationship (r = 0.580, p < 0.01), indicating that well-detailed product information enhances consumer confidence in their purchase decisions. Congruence exhibits a stronger correlation (r = 0.625, p < 0.01), implying that consumers are more likely to trust and buy products from influencers whose personal brand aligns with the endorsed products. Homophily has an even higher correlation (r = 0.720, p < 0.01), signifying that when consumers perceive influencers as relatable, their recommendations become more persuasive. Attractiveness emerges as the most influential factor (r = 0.753, p < 0.01), suggesting that the aspirational appeal of influencers significantly impacts purchase decisions, as consumers are drawn to their appearance and style. Trustworthiness, while positively correlated (r = 0.216, p < 0.01), has the weakest association, indicating that while credibility matters, other factors such as attractiveness and relatability play a more substantial role in shaping consumer purchase intentions.

Regression

Table 10, Table 11 and Table 12 present the regression analysis results, which examine the combined influence of six independent variables—Trustworthiness, Informative Value, Congruence, Entertainment Value,

Homophily, and Attractiveness—on
Purchase Intention.

Table 3 - *Model Summary*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.798[a]	.637	.631	.76658
a. Predictors: (Constant), Trustworthiness, Information Value, Congruence, Entertainment Value, Homophily, Attractiveness				

Table 3 explains that the R-value (0.798) indicates a strong positive relationship between the independent variables and purchase intention. The R-Square value (0.637) suggests that 63.7% of the variance in purchase intention is explained by these six factors. The Adjusted R-Square (0.631), which accounts for the number of predictors in the model, confirms a stable and reliable fit. The standard error of the estimate (0.76658) represents the average deviation of actual purchase intention scores from the predicted values, indicating a reasonably good fit.

This result suggests that social media influencer characteristics significantly impact consumer purchase intention, with 63.7% of the changes in purchase intention being attributable to these variables. The remaining 36.3% could be influenced by other factors such as brand reputation, price, personal preferences, or external marketing efforts.

Table 4 - *ANOVA*

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	372.863	6	62.144	105.749	.000[b]
	Residual	212.142	361	.588		
	Total	585.005	367			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Trustworthiness, Information Value, Congruence, Entertainment Value, Homophily, Attractiveness

The ANOVA table 4 assesses the overall significance of the regression model. The F-value (105.749) is quite high, indicating a strong relationship between the predictors and the dependent variable. The significance value (p = 0.000) is well below 0.05, confirming that the model is statistically significant.

This means that the combination of Trustworthiness, Informative Value, Congruence, Entertainment Value, Homophily, and Attractiveness effectively predicts purchase intention, and the likelihood that this result occurred by chance is extremely low.

Table 5 - *Coefficient*

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.415	.530		-2.671	.008
	Entertainment Value	-.024	.064	-.019	-.378	.706
	Information Value	.174	.077	.098	2.244	.025
	Congruence	-.028	.072	-.021	-.393	.695
	Homophily	.377	.059	.336	6.392	.000
	Attractiveness	.514	.067	.459	7.691	.000
	Trustworthiness	.325	.131	.080	2.475	.014

a. Dependent Variable: Purchase Intention

Table 5 presents the standardized beta coefficients (β), highlighting the relative influence of each independent variable on purchase intention. Attractiveness (β = 0.459, p = 0.000) is the most significant predictor, suggesting that consumers are highly influenced by an influencer's physical appeal and presentation when purchasing cosmetics. Homophily (β = 0.336, p = 0.000) follows, indicating that consumers are more likely to buy products recommended by influencers they find relatable. Trustworthiness (β = 0.080, p = 0.014) also has a significant effect, showing that credibility enhances consumer confidence in cosmetic purchases. Informative value (β = 0.098, p = 0.025) plays a smaller but significant role, suggesting that while product details matter, emotional appeal drives decisions more. Entertainment value (β = -0.019, p = 0.706) and congruence (β = -0.021, p = 0.695) are not statistically significant, implying that engaging content and alignment between an influencer's image and a brand do not necessarily lead to purchases.

Regression equation

The regression equation is derived from the unstandardized coefficients (**B values**) as follows:

$Y = -1.415 + (-0.024 \cdot EV) + (0.174 \cdot IV) + (-0.028 \cdot C) + (0.377 \cdot H) + (0.514 \cdot A) + (0.325 \cdot T)$ Where:

- **Y** = Purchase Intention
- **EV** = Entertainment Value
- **IV** = Informative Value
- **C** = Congruence
- **H** = Homophily
- **A** = Attractiveness
- **T** = Trustworthiness

The positive coefficients for Attractiveness (0.514), Homophily (0.377), Trustworthiness (0.325), and Informative Value (0.174) indicate that an increase in these factors leads to higher purchase intention. This suggests that marketers should emphasize these attributes when selecting influencers to promote cosmetic products.

The negative coefficients for Entertainment Value (-0.024) and Congruence (-0.028) suggest that these factors do not contribute positively to purchase intention. This implies that consumers may not necessarily be drawn to influencers just because they are entertaining or align well with a brand but are more influenced by how attractive and relatable they are.

V. Discussion

The present study investigates the impact of various attributes of social media influencers namely Attractiveness, Homophily, Trustworthiness, Informative Value, Entertainment Value, and Congruence—on consumers' purchase intentions for cosmetic products. The findings reveal that Attractiveness and Homophily are the most significant predictors of purchase intention, while Trustworthiness and Informative Value have a moderate impact. In contrast, Entertainment Value and Congruence do not significantly influence purchase decisions. These results align with or diverge from previous research in notable ways.

Attractiveness

The present study identifies Attractiveness as the most influential factor affecting purchase intention. This suggests that consumers are highly influenced by the physical appeal, style, and presentation of social media influencers when deciding on cosmetic purchases. This finding is consistent with prior research indicating that an influencer's physical attractiveness positively correlates with consumers' purchase intentions.

For instance, a study by Kadi (2022) found that macro and micro social media influencers' attractiveness plays a crucial role in shaping consumer product perceptions and purchase intentions. Similarly, Lie and Aprilianty (2022) reported that nano-influencers' attractiveness significantly impacts consumers' purchasing decisions regarding local skincare brands. Magano, Au-Yong-Oliveira, Walter, and Leite (2022) also emphasized that positive attitudes toward fashion influencers, often driven by their attractiveness, mediate consumers' purchase intentions.

However, some studies present contrasting views; for example, Putri (2022) found that influencer attractiveness did not have a significant effect on purchase intention in the context of certain beauty products, suggesting that other factors, such as brand awareness and electronic word of mouth (EWOM), may play a more critical role. These discrepancies may be due to differences in product types, target audiences, or cultural contexts.

Trustworthiness

The present study shows that the Trustworthiness shows a smaller but significant impact on purchase intention, indicating that consumers value influencers who appear credible and honest. This finding aligns with previous research emphasizing the role of influencer credibility in shaping consumer behavior.

For example, Kadi (2022) found that influencers' credible attributes, including trustworthiness, help consumers build trust, which in turn enhances their purchase intentions. Similarly, Ts, Sumathy, and Jisha (2022) demonstrated that self-efficacy and trustworthiness significantly impact technology adoption behaviors, which could extend to consumer confidence in influencer-endorsed products. Additionally, Lie and Aprilianty (2022) found that nano-influencers who are perceived as trustworthy have a stronger effect on consumer purchase decisions than those who rely solely on attractiveness.

These findings suggest that while trustworthiness is an essential factor, its impact may vary depending on the context and other prevailing factors. Some studies, such as Magano et al. (2022), indicate that consumer engagement and interaction with influencers may moderate the effect of trustworthiness, meaning that simply being perceived as credible is not always sufficient to drive purchase intentions. This highlights the need for brands to select influencers who balance attractiveness with authenticity to maximize their impact on consumer behavior.

The present study shows that the Homophily, or the perceived similarity between influencers and consumers, emerges as the second most significant factor affecting purchase intention ($\beta = 0.336$, $p = 0.000$). This indicates that consumers are more likely to trust and be influenced by influencers with

whom they share similarities in lifestyle, personality, and values. This finding aligns with previous research suggesting that homophily positively influences customer value co-creation behavior, leading to increased purchase intentions (Qalati et al., 2022). Additionally, Reinikainen et al. (2020) found that homophily and argument quality have a higher impact on consumers' purchase intentions than popularity, expertise, and interactivity. Furthermore, Gautam & Jaitly (2021) demonstrated that homophily between virtual influencers and consumers significantly influences purchase intentions in the fashion industry. These consistent findings underscore the importance of relatability in influencer marketing strategies.

The present study shows that the informative value of influencer content has a small but statistically significant effect on purchase intention ($\beta = 0.098$, $p = 0.025$). This suggests that while detailed product reviews and expert advice are appreciated, they do not play as strong a role as attractiveness and relatability. This finding is consistent with research indicating that argument quality, which encompasses the informative aspect of content, significantly impacts consumers' purchase intentions (Qalati et al., 2022). However, the relatively lower impact observed in this study may be due to consumers' tendency to prioritize emotional connections over purely informational content when it comes to cosmetic products. Shen et al. (2022) further support this notion by suggesting that participation-based contracts with influencers focusing on detailed information can enhance consumer

VI. Conclusion and Implication

Conclusion

It is evident from the findings that Attractiveness and Homophily are the most influential factors in shaping consumers' purchase intentions for cosmetic products. Consumers are primarily drawn to influencers who are visually appealing and relatable, as these attributes create a stronger

purchase behavior, though to a lesser extent than other attributes.

The present study shows that the Entertainment value does not significantly impact purchase intention ($\beta = -0.019$, $p = 0.706$), suggesting that while engaging content may attract viewers, it does not necessarily lead to purchases. This finding contrasts with some studies that have highlighted the role of entertaining content in enhancing consumer engagement and purchase intentions. For instance, Jun & Yi (2020) found that entertainment value positively influences purchase intention in certain contexts, particularly when influencers engage in interactive content with their audience.

Congruence, or the alignment between an influencer's image and the endorsed product, does not significantly impact purchase intention in this study ($\beta = -0.021$, $p = 0.695$). This suggests that consumers may not prioritize whether an influencer's image aligns with a particular brand and instead focus more on how appealing and relatable the influencer is. This finding diverges from research that emphasizes the importance of congruence in influencer marketing. For example, Haenlein et al. (2020) found that influencer congruence positively affects purchase intention through consumer brand co-creation behavior. The lack of significance in the present study could be due to the specific characteristics of the cosmetic industry, where consumers may be more open to diverse representations and less concerned with strict congruence.

emotional connection and perceived trust in the promoted products. Trustworthiness and Informative Value also contribute to purchase intention, but their impact is relatively lower. This suggests that while credibility and detailed product information are valued, they are not the primary driving forces behind purchase decisions. On the other hand, Entertainment Value and Congruence do not significantly influence

purchase intention. This may indicate that consumers prioritize personal connection and aesthetics over how entertaining an influencer is or whether their image perfectly aligns with a brand. Thus, it can be concluded that brands looking to enhance their marketing effectiveness should collaborate with influencers who are both attractive and relatable. These characteristics have the greatest potential to drive engagement and increase cosmetic product sales.

Implications

Marketing managers should collaborate with influencers who exhibit high attractiveness and strong homophily with their target audience, as these traits significantly influence consumer engagement. While trustworthiness and informative content contribute to purchase intentions, brands should focus more on emotional connections and aesthetic appeal. Future research should examine cultural and demographic factors that moderate these effects, exploring variations across industries and consumer segments. Influencer selection strategies should prioritize relatability over brand-influencer congruence, with micro- and nano-influencers potentially driving higher purchase behavior. Content should be visually compelling and emotionally engaging, leveraging influencers' lifestyles and personal experiences to enhance brand positioning. Policy makers should establish clear guidelines on transparency in influencer marketing to prevent misleading advertising and unrealistic beauty standards. Academic institutions should integrate influencer marketing into curricula, emphasizing consumer psychology and digital engagement strategies to equip future professionals with relevant expertise.

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