Influencer Credibility and Congruency's Impact on Purchase Intentions for Local Skincare Brands

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Abstract

This study examines how influencer credibility and congruency affect purchase intention for local skincare brands in Indonesia, both directly and indirectly through the mediators attitude toward the influencer and brand attitude. Using a quantitative explanatory design with structural equation modeling–partial least squares (SEM-PLS), data was collected from 250 skincare users in Malang familiar with local beauty influencers. The findings show that both credibility and congruency significantly and positively impact purchase intention. These factors also influence consumer attitudes toward influencers, which in turn affect brand attitude and ultimately purchase intention. The study confirms that attitude toward the influencer mediates the relationship between influencer characteristics and consumer buying behavior, while brand attitude further mediates the impact on purchase decisions. The results highlight that not only credibility but also the compatibility between the influencer and the brand is crucial in shaping consumer trust, perceptions, and behavior. Successful influencer marketing in local skincare depends largely on selecting influencers aligned with the brand's identity and values. This research offers practical insights for firms to optimize influencer selection strategies and enhance consumer–brand relationships through trust and consistent messaging.

Keywords: Influencer Marketing, Credibility, Congruency, Attitude Toward Influencer, Brand Attitude, Purchase Intention, Local Skincare, SEM-PLS

INTRODUCTION

The rapid growth of business activities in Indonesia is largely driven by marketing efforts (Akeyodia, 2019), particularly in the beauty industry, such as skincare. This growth aligns with increasing awareness among Indonesians about the importance of maintaining appearance as a lifestyle through skincare. Eilen Kamtawijaya, co-founder of COO Populix, emphasizes that self-care awareness extends beyond women to men, supported by the rise of skincare products targeted at men (Fimela Reporter, 2023).

Indonesia is projected to become the fifth-largest beauty market globally within 10 to 15 years (Nikita Puspita Ing Endit, 2022). Supporting this, a survey from September 2021 to June 2022 found that 77% of Indonesians, both men and women, regularly purchase beauty products (Fimela Reporter, 2023). Registration data over 13 years (since 2010) indicate growth in beauty

products, with skincare ranking second after cosmetics. This rise is driven by two factors: first, various skin problems motivating consumers to seek solutions; and second, the trend toward natural beauty, emphasizing healthy and well-maintained skin using skincare products. Skincare users are expected to increase steadily over the next decade, with facial products leading sales growth by 2023, followed by body care (Koswara & Herlina, 2025).

Skincare differs from cosmetics; while cosmetics provide immediate beautification (e.g., lipstick, powder, mascara), skincare focuses on long-term skin health. Skincare includes products like serum, toner, face wash, moisturizer, eye cream, and specialized creams for acne, aging, brightening, and sensitive or oily skin. The gradual but lasting effects of skincare drive its growing popularity in Indonesia (InaJournal, 2023).

According to E-commerce Report (2020), serum is the most sought-after beauty product in Indonesia, followed by lip cream. Serum contains active ingredients addressing acne, dark spots, dryness, and aging signs, while lip cream moisturizes, protects against UV rays, and offers lasting color. The expansion of skincare in Indonesia includes many local brands developing products tailored to Indonesian skin needs alongside international brands.

RESEARCH METHODS

This study examined the direct influence of influencer credibility and congruency on purchase intention, as well as the indirect effects mediated by attitude toward influencers and brand attitude. The research adopted an explanatory design to analyze causal relationships between variables and employed a quantitative methodology, utilizing numerical data processed through statistical analysis. Data were collected through surveys and questionnaires targeting cosmetic users in Malang City, selected for its large population and expanding cosmetic market. The study focused on specific age groups and leveraged the presence of numerous beauty outlets to align with research objectives.

The sampling technique was non-probability purposive sampling, selecting respondents based on predefined criteria such as skincare usage, familiarity with beauty influencers, and a minimum age of 18. With five variables and 16 indicators, the study targeted 250 respondents to ensure representativeness. Primary data were gathered through online questionnaires, while secondary data were obtained from existing records, government publications, and prior research. Responses were measured using a Likert scale ranging from "strongly agree" to "strongly disagree" to ensure structured and quantifiable feedback.

To maintain accuracy, the research instruments underwent validity and reliability testing before being used in structural modeling. Additional data were collected through documentation from verified websites and literature surveys involving books, journals, and previous studies. This combination of methods ensured comprehensive data acquisition, supporting the analysis of how influencer credibility and congruency shape consumer attitudes and purchase intentions. By focusing on Malang City's demographic and commercial context, the study aimed to provide insights into the dynamics of influencer marketing in the local skincare industry.

RESULT AND DISCUSSION

Validity Test

According to Ghozali, (2018) the validity test is a tool used to measure whether a questionnaire is valid or not. But in this context validity has a different meaning, it refers to the extent to which the research results (1) accurately show the data collected (internal validity) and (2) can be generalized or replaced to other contexts or circumstances (external validity).

According to Sekaran & Bougie (2016), to determine whether an instrument is valid or not is by comparing the Pearson Correlation value using the Pearson Product Moment test. The questionnaire is declared valid if the value (rcount)> (rtable) at the 0.05 significance level. The rtable value can be obtained through the distribution table at a significance level of 0.05 with the number of samples determined through the degree of freedom value calculated by the formula (n)-2.

Reliability Test

The measurement in this study was carried out by means of one-shot measurement or measurement only once. Measurement only once then the results are compared with other questions or measure the correlation between answers and questions. Reliability is measured using the Cronbach Alpha (a) statistical test. A construct or variable can be declared reliable if it provides a Cronbach Alpha (a) value> 0.70.

Data Analysis Technique

Data analysis techniques are used in realizing the objectives of desire in research, these techniques are used to examine the influence of factors that can affect variables on purchase intention, such as through descriptive statistical analysis and Partial Least Square (PLS).

Descriptive Statistical Analysis

In this study, descriptive statistics are used to explain the characteristics of respondents and respondents' answers to the question items available on the questionnaire provided. There is an interpretation of each statement item and indicator of each variable, as follows: which is used to analyze data by describing or describing the data that has been collected as it is without intending to make general conclusions or generalizations.

Table 1. Variable Indicator Score Interpretation

No.	Skor	Interpretation
1.	1,0 - 2,3	Low/Low
2.	2,4 - 3,7	Medium/Fair
3.	3,8 - 5,0	High/Good

Source: Firdausiah, 2019

Partial Least Square (PLS)

The data analysis used in this study is inferential statistics which is used to help draw conclusions about the population and also the sample through hypothesis testing Sekaran & Bougie, (2016). The analysis method used is the Structural Equation Model (SEM) with the Partial Least Square (PLS) analysis tool.

The formal model defines the latent variable as the linear aggregate of its indicators. Weight estimates for creating latent variable score components are obtained based on how the inner model (structural model connecting latent variables) and outer model (measurement model, namely the relationship between indicators and their constructs) are specified, the result of which is the residual variance of the dependent variable, inner model and outer model. This research was conducted using the SEM-PLS analysis method which was processed with smartPLS 3.0 software. The stages in PLS according to W., and J. H. Abdillah, (2015) and Ghozali (2016) are as follows:

Outer Model

The outer model in this study is used to determine whether the variables to be studied are valid and reliable, this outer model consists of validity and reliability as shown below which is also stated by Ghozali (2016).

Table 2. Rule of Thumb Validity Outer Model

Validity	Parameter	Rule of Thumb
Convergent	Loading Factor	>0,7
	AVE	>0,5

Source: Ghozali, 2016

The validity test used in this study is convergent validity and dicrminant validity according to W., and J. H. Abdillah, (2015).

1. Convergent Validity: For early-stage research with the development of a measurement scale, a loading value of 0.5 to 0.6 is considered sufficient (Chin 1997). The loading factor value limit used in this study is 0.6.
2. Discriminant Validity: The cross-loading factor value to determine whether the construct has adequate discriminant, namely by comparing the loading value on the intended construct must be greater than the loading value with other constructs Husein Umar, (2015).

According to Hair et al. (2014) also explains that this analysis is carried out to ensure that each concept of each latent model is different from other constructs; in terms of how much correlation with other constructs and how much the indicator can represent a construct. The value of discriminant validity can be seen through the cross-loading factors score, where the results of cross loading must show a higher indicator value for each construct when compared to indicators on other constructs. Indicators can be said to be valid if the cross-loading value is> 0.7 and has a Square Root Average Variance Extracted (√AVE) value higher than the construct correlation with other latent variables with an AVE value> 0.5.

Table 3. Rule of Thumb Reliability Reflective Outer Model

Reliability	Parameter	Rule of Thumb
	Cronbach's Alpha	>0,6
	Composite Reliability	>0,7

Source: Ghozali, 2016

The reliability of the outer model is measured using composite reliability. Composite reliability is an acceptable limit value. A good level of composite reliability (ρc) is ≥ 0.7, although

it is not an absolute standard, the Cronbach's Alpha value is greater than 0.6. In addition, composite reliability measures the true value of the reliability of a construct with a value of> 0.7 even though 0.6 is still acceptable in exploratory research Hair et al., (2014). therefore, composite reliability is considered better in measuring the consistency of a construct.

The reliability tests used in this study are:

1. Composite reliability: If the data whose composite reliability is more than 0.70 has high reliability.
2. Croanbach Alpha: The expected croanbach alpha value is more than 0.60.
3. Average Variance Extracted (AVE): The expected AVE value is more than 0.50.

Inner Model

The inner model in this study is used to find out whether the model built is robust and accurate. The inner model used in this study through W., and J. H. Abdillah, (2015) and Ghozali (2016) is as follows:

Table 4. Rule of Thumb Inner Model

Criteria	Rule of Thumb
R-Square	0.75 (strong), 0.5 (moderate), and 0.25 (weak)

Source: Ghozali, 2016

The inner model, sometimes referred to as the inner relation, structural model or substantive theory, describes the relationship between latent variables based on substantive theory. The inner model is evaluated using the R-square for the dependent construct or endogenous latent variable. Assessing PLS is seen from the R-square for each dependent latent variable. Changes in the R-square value are used to assess the effect of certain independent variables on the dependent latent variable substantively. According to Hair et al. (2014) grouped the R-square value into three categories, namely strong with a value of 0.75; moderate with a value of 0.50; and weak with a value of 0.25.

Q-square measures how well the observed values are generated by the research model. The Q-square value ranges from 0 to 1. Getting closer to the value of 1 indicates that the observation value produces a better model. The Q-square calculation can be done with the formula:

$$Q^2 = 1 - (1 - R^2{}_1)(1 - R^2{}_2) \dots (1 - R^2{}_n)$$

$R^2{}_1, R^2{}_2, \dots R^2{}_n$ is the R-square of the dependent variable. Meanwhile, the criteria for R-square according to Ghozali & Latan (2015) are strong with a value of 0.35; moderate with a value of 0.15; and weak with a value of 0.02.

Discussion of Research Results

Deca Group is a holding company that houses several local skincare brands, including Everwhite, Whitelab, and Trueve which are best sellers in the Indonesian market. The success of these brands depends not only on product quality, but also on effective marketing strategies, one of which is through beauty influencer marketing. Influencers with high credibility can build consumer trust in a product, while congruency between influencers and brands can strengthen the

perception of authenticity in marketing communications. This research shows that the majority of local skincare consumers are women who prefer skincare over makeup because of its long-term benefits. In addition, the presence of beauty influencers is an important factor in influencing purchasing decisions, especially for consumers who actively seek trusted recommendations before buying products. With the increasing trend of using skincare in 2024, the role of influencers who have credibility and brand compatibility is increasingly crucial in building a positive brand attitude, which ultimately drives purchase intention.

Hypothesis 1. Influencer credibility's influence on Purchase Intention

Influencer credibility plays a crucial role in digital marketing by shaping consumer purchase intentions, defined by Schiffman (2007) as a consumer's willingness to invest resources in a product. High-credibility influencers build trust through expertise, honesty, and authentic product reviews, significantly impacting purchasing decisions (Balqiah, 2017). This study confirms that influencer credibility strongly influences purchase intention, supported by a t-statistic of 3.462, a p-value of 0.001, and an original sample value of 10.304, indicating that more credible influencers drive higher consumer trust and purchase likelihood. The skincare industry, heavily reliant on testimonials, particularly benefits from this dynamic. Previous research by Izzati (2023), Ao et al. (2023), and others further validates that credible influencers—those with strong reputations, accurate information, and persuasive communication—enhance consumer trust and purchase intent. This credibility not only shapes brand perception but also strengthens brand trust and attitude, ultimately boosting sales. For companies like Deca Group, partnering with high-credibility influencers is a strategic way to enhance consumer confidence and capitalize on the growing skincare market, making influencer marketing a vital component of digital marketing strategies in this industry.

Hypothesis 2. Influence of Influencer Congruency on Purchase Intention

The alignment between an influencer's image and the promoted product—significantly impacts consumer purchase intention, as noted by Amos (2008), who highlights that celebrity-product fit enhances promotional effectiveness. When influencers share similar values, lifestyles, and aesthetics with the products they endorse, consumers perceive greater relevance, strengthening their intent to purchase (Kotler & Keller, 2016). This study confirms influencer congruency's positive effect, with a t-statistic of 2.619, a p-value of 0.007, and an original sample value of 0.141, demonstrating that well-matched influencers foster trust and product appeal. Prior research by Shimp (2013), Ao et al. (2023), and Chetioui et al. (2020) further supports this, showing that congruency boosts promotion credibility and purchase decisions. Consequently, companies must strategically select influencers whose personal brand aligns with their products to maximize marketing impact and drive sales growth.

Hypothesis 3. The Effect of Influencer Credibility on Attitudes Toward Influencers

Influencer credibility significantly shapes audience attitudes, with this study demonstrating a strong positive influence (t-statistic = 4.507, p-value = 0.000, original sample value = 0.365), confirming that higher credibility leads to more favorable audience perceptions and validating hypothesis 3. Credible influencers not only gain greater audience trust but also become preferred marketing partners for companies, as poor selection can damage brand image and consumer

confidence - followers evaluate credibility through behavior and content delivery quality, where authentic presentations enhance trust and message clarity. Supporting research by Riskiyah (2023), Magano et al. (2022), and others emphasizes that credibility extends beyond popularity to include consistent, accurate communication and audience engagement, making it a critical consideration in influencer marketing strategies to ensure effective communication and positive audience impact.

Hypothesis 4. The Influence of Influencer Congruency on Attitude Towards Influencer

The alignment between influencers and the products they promote significantly influences audience attitudes, with this study demonstrating a strong positive effect (t-statistic = 4.637, p-value = 0.000, original sample value = 0.385), confirming that greater congruency leads to more favorable perceptions of the influencer and validating hypothesis 4. When influencers' characteristics, lifestyles, and values closely match the promoted products, audiences perceive the endorsements as authentic and relevant, enhancing trust in both the influencer and brand, while mismatches can raise doubts about authenticity and damage perceptions. Research by Lin (2020) and Chetioui et al. (2020) supports this, showing that natural alignment makes endorsements appear genuine rather than financially motivated, ultimately boosting purchase intentions. This highlights the strategic importance for brands to carefully select influencers whose personal image and values align with their products, as strong congruency not only improves marketing effectiveness but also strengthens consumer trust and fosters positive influencer perceptions.

Hypothesis 5. The influence of Influencer credibility on Brand Attitude

Influencer credibility, encompassing expertise, trustworthiness, and attractiveness (Nguyen, 2018), significantly shapes consumer brand attitudes, with this study demonstrating a strong positive influence (t-statistic = 5.487, p-value = 0.000, original sample value = 0.338) that confirms higher credibility leads to more favorable brand perceptions and validates hypothesis 5. Credible influencers deliver more authentic and informative content, enhancing consumer trust in promoted brands and improving brand attitude - defined by Keller (2013) as consumers' overall brand evaluation that drives purchase decisions. Supporting research by Wang et al. (2017), Teng et al. (2020), and Hamouda (2018) emphasizes that credible influencers who demonstrate honesty, expertise, and appealing communication styles foster positive brand judgments through transparent, relevant content. These findings highlight the strategic imperative for companies to prioritize high-credibility influencers in their marketing strategies, as such partnerships not only strengthen brand image and consumer relationships but also ultimately boost customer loyalty and purchase intentions in the digital marketplace.

Hypothesis 6. Influence of Influencer Congruency on Brand Attitude

Influencer congruency significantly shapes brand attitude, referring to the appropriateness and relevance between an influencer's image and the promoted product (Rifon, 2012), with this study demonstrating its positive impact through statistical evidence (t-statistic=2.850, p-value=0.005, original sample value=0.234) that confirms hypothesis 6 - showing better alignment leads to more favorable brand evaluations. As Amos (2008) and Xiao-Wu Wang (2019) note, this congruence enhances consumer trust and marketing effectiveness by creating authentic connections, while Attri & Bhagwat's (2023) research confirms that well-matched influencers gain higher credibility and message acceptance. These findings emphasize the strategic need for brands

to carefully select influencers whose personal brand strongly aligns with product categories, as proper matching not only strengthens message credibility but also improves brand attitude and ultimately influences purchase decisions, such as choosing fitness influencers for health products rather than unrelated personalities.

Hypothesis 7. The Effect of Attitude Towards Influencers on Purchase Intention

Consumer attitudes toward influencers significantly influence purchase intentions, with positive perceptions of an influencer's image and product presentation increasing followers' likelihood to buy, as demonstrated by this study's significant results (t-statistic=3.190, p-value=0.002, original sample value=0.227) that validate hypothesis 7. Research by Chetioui et al. (2020) and others confirms this direct relationship, showing that favorable influencer perceptions strongly sway consumer decisions, while Scheer & Stern (1992) emphasize that influencers with positive reputations build greater trust and engagement. Since purchase intention reflects consumers' brand purchase tendencies (Priansa, 2017), companies must strategically select well-regarded, product-relevant influencers who connect authentically with their audience, as such positive attitudes ultimately drive higher purchase intentions and sales performance.

Hypothesis 8. The Effect of Brand Attitude on Purchase Intention

Brand attitude significantly influences purchase intention, with this study demonstrating that positive consumer evaluations of a brand increase purchase likelihood, as evidenced by statistical results (t-statistic=2.685, p-value=0.007, original sample value=0.190) that confirm hypothesis 8. As Rahman et al. (2012) and Xiao-Wu Wang (2019) note, brand attitude - a stable consumer evaluation of a brand - predicts purchasing behavior through willingness to buy, future purchase desire, and repeat purchases, while Ekawati (2019) emphasizes its importance in influencer marketing contexts. Supported by numerous studies including Teng et al. (2020) and Chetioui et al. (2020), these findings highlight that cultivating positive brand attitudes through strategic influencer marketing, value-driven campaigns, and consistent customer experiences provides competitive advantages by enhancing consumer buying interest and brand loyalty.

Hypothesis 9. The Effect of Attitude Towards Influencers on Brand Attitude

Consumer attitudes toward influencers significantly impact brand perception, with positive influencer evaluations enhancing brand attitude (t-statistic=2.239, p-value=0.026, original sample value=0.173) as confirmed by this study, demonstrating that favorable influencer perceptions strengthen associated brand images in consumers' minds. Defined by Rodhiah (2021) as individuals' positive/negative evaluations of influencers and by Keller (2013) as consumers' overall brand assessments, these interconnected attitudes form behavioral foundations - where influencer attributes transfer to promoted brands according to Bergkvist et al. (2015), while Scheer & Stern (1992) note such influence carries consequential rewards or risks. Supported by Immanue & S.'s (2021) findings, this research underscores the strategic importance of selecting influencers whose values and reputations align with target brand identities, as positive influencer attitudes elevate brand perception and market appeal, whereas mismatches or negative associations can damage carefully cultivated brand images, making influencer selection a critical marketing decision.

Hypothesis 10. The effect of Influencer credibility on Purchase Intention is mediated by Attitude Towards Influencer

Attitude toward influencers, defined as individuals' positive or negative evaluations of the influencers they follow (Rodhiah, 2021), serves as a crucial mediator between influencer credibility and purchase intention, with this study demonstrating that higher credibility leads to more favorable attitudes which in turn increase purchase likelihood (t-statistic=2.969, p-value=0.003). As Umeogu (2012) and subsequent research by Chetioui et al. (2020) and Magano et al. (2022) establish, credible influencers who provide honest, accurate information foster greater consumer trust, making their recommendations more persuasive and directly impacting purchase decisions, whereas low-credibility influencers generate skepticism and reduce purchase intent. These findings emphasize that effective influencer marketing relies not merely on popularity but on perceived credibility, necessitating brands to carefully select trustworthy influencers whose authentic messaging can positively shape consumer attitudes and ultimately drive purchasing behavior while enhancing brand image.

Hypothesis 11. The effect of Influencer Congruency on Purchase Intention is mediated by Attitude Towards Influencer

Attitude toward influencers, reflecting consumers' positive or negative evaluations based on an influencer's credibility and product alignment (Rodhiah, 2021), significantly mediates how influencer congruency affects purchase decisions, with this study demonstrating that strong influencer-product fit enhances consumer attitudes and purchase intentions (t-statistic=0.087, p-value=0.022). When influencers' characteristics and values align well with promoted products - such as fitness experts endorsing sports nutrition rather than unrelated categories - consumers perceive greater authenticity and credibility, fostering trust and purchase likelihood (Chetioui et al., 2020; Magano et al., 2022), whereas mismatches create skepticism and reduce effectiveness. These findings emphasize that successful influencer marketing requires strategic selection of influencers whose personal brand, lifestyle, and expertise naturally align with the promoted products, as such congruency strengthens consumer trust, emotional connections, and ultimately drives higher conversion rates, making it essential for brands to prioritize long-term partnerships with well-matched influencers to maximize campaign impact.

Hypothesis 12. The effect of Influencer credibility on Purchase Intention is mediated by Brand Attitude

Influencer credibility significantly impacts consumer purchase decisions in digital marketing by shaping brand attitudes, with this study demonstrating that credible influencers enhance brand perception (brand attitude) which in turn increases purchase intention, as evidenced by significant statistical results (t-statistic=2.438, p-value=0.015). As Ekawati (2019) and subsequent research by Teng et al. (2020) and Wang et al. (2017) establish, influencers with strong expertise, trustworthiness, and attractiveness foster greater consumer trust in promoted brands, making their endorsements more persuasive when aligned with the brand's values - for instance, fitness influencers effectively promoting sports supplements rather than unrelated products. These findings emphasize that effective influencer marketing requires selecting highly credible influencers whose authentic messaging and brand alignment can positively shape consumer

attitudes, ultimately driving purchase decisions and enhancing campaign effectiveness, necessitating brands to prioritize transparency, accurate information, and value congruence in their influencer partnerships.

Hypothesis 13. The effect of Influencer Congruency on Purchase Intention is mediated by Brand Attitude

Consumer attitudes toward brands develop through careful evaluation of influencer-promoted products, with positive brand attitudes - reflecting strong consumer trust (Rofianto, 2018) - significantly influencing purchase decisions, particularly when influencers demonstrate strong congruency with the brand through aligned values, characteristics, and communication styles. This study confirms brand attitude's mediating role between influencer-brand congruency and purchase intention, demonstrating significant relationships (t-statistic=2.158, p-value=0.031) that validate hypothesis 13, showing well-matched influencers enhance brand perception and buying interest. As Teng et al. (2020) and Yuniar et al. (2021) similarly found, authentic alignment between influencers and brands builds consumer trust and positive brand attitudes that drive purchases, whereas mismatches create consumer doubt and reduce effectiveness, making careful influencer selection - focusing on authentic value alignment rather than just audience relevance - a critical component of successful digital marketing strategies that strengthen brand image and drive conversions.

This research confirms that congruency between influencers and brands plays a role in building a positive brand attitude, which in turn increases consumers' purchase intention. Therefore, companies looking to optimize influencer-based marketing strategies should consider the influencer congruency factor as an important aspect in their campaign planning. By ensuring that the influencers used are congruent with the brand being promoted, companies can create a stronger and more positive perception in the minds of consumers, which ultimately contributes to increasing purchase intention.

CONCLUSION

This study showed that influencer credibility and congruency significantly influenced consumer purchase intention, both directly and through the mediation of brand attitude and attitude toward influencers. Influencer credibility was proven to increase consumer trust and confidence in making a purchase, while congruency between influencers and products created positive perceptions that strengthened product appeal. Consumers' attitudes toward influencers were also shaped by credibility and suitability, which in turn impacted brand attitude and influenced purchase decisions. Moreover, attitude toward influencers and brand attitude each mediated the relationship between influencer credibility and congruency and purchase intention. This indicates that the more favorable consumers perceive the influencer and brand, the more likely they are to make a purchase. Therefore, the combination of credibility, congruency, and the positive image built by influencers is a critical factor in influencing consumer decisions toward local products in Indonesia. Based on these findings, it is recommended that Deca Group, as a local skincare brand, continue to maintain and enhance the brand attitude it has developed, as it plays a vital role in mediating the influence of influencers on purchase intention. The company should also be selective

in choosing influencers who not only possess high credibility but also align with the product's values and image. For future research, it is recommended to incorporate additional relevant variables to produce more comprehensive results and contribute further to the development of digital marketing strategies.

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