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ANALYSIS OF THE ROLE OF CHARACTERISTIC INFLUENCERS ON PURCHASE INTENTION MEDIATED BY CONSUMER WELL-BEING

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Abstract

The rapid growth of social media users in Indonesia has made influencer marketing a dominant digital strategy, yet the psychological mechanisms through which influencer attributes affect consumer purchase decisions remain underexplored. This study investigates how influencer physical attractiveness, trustworthiness, and expertise influence purchase intention, with consumer well-being as a mediating variable. A quantitative approach was employed using purposive sampling of 161 Indonesian social media users aged 17 and above who actively follow influencers on visual platforms such as YouTube, Instagram, and TikTok. Data were collected via online questionnaires and analyzed using SmartPLS 3.0 with Structural Equation Modeling (SEM). Results show that trustworthiness and expertise significantly affect purchase intention, while physical attractiveness does not have a direct significant effect. Consumer well-being significantly influences purchase intention and mediates the effects of physical attractiveness and trustworthiness, but not expertise. These findings suggest that expertise operates through cognitive pathways, whereas physical attractiveness and trustworthiness work through emotional pathways. The study highlights how both cognitive and emotional mechanisms shape consumer behavior. Practically, brands should focus on influencer credibility and expertise, as well as create content that supports consumer emotional well-being to boost purchase intention.

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INTRODUCTION

The growth in the number of internet users in Indonesia continues to show an upward trend. Social media plays a major role as the center of digital activity and interaction in Indonesia. With more than 143 million active users, various social media platforms now function as dense and dynamic virtual public spaces. Social media platforms have become an integral part of everyday life, especially in promotional activities and digital marketing strategies. The use of collaboration with social media influencers is growing rapidly (Djafarova & and Trofimenko, 2019). Various global companies now realize the importance of the relationship between brands and consumers in social media activities, so they are increasingly intensifying their use of social media platforms. Instagram, Facebook, YouTube, Twitter, and TikTok are some of the social media platforms used in digital marketing strategies to attract users' attention. By 2025, Indonesia will have around 143 million active social media users, accounting for around 50.2% of the total population in Indonesia (Data Reportal, 2025).

Social media platforms such as YouTube, Instagram, and TikTok have become the main pillars of the visual content ecosystem in Indonesia, which has contributed to changes in media consumption behavior, communication patterns, and digital marketing strategies. The dominance of visual content on social media has also increased the role of influencers in shaping public opinion, trends, and consumer behavior. Based on industry categories, the most popular types of influencer content in Indonesia are fashion & beauty, followed by entertainment and food & drink.

Table 1. Top 5 YouTube Channels in Indonesia

Top 5 YouTube Channels with the Most Subscribes in Indonesia		
No	Youtuber	Subscribers
1	Jess No Limit	54,3 M
2	Ria Ricis	48,6 M
3	Willie Salim	38,1 M
4	Atta Halilintar	31,4 M
5	Rans Entertainment	26,6 M

Source: (Noxinfluencer1, 2025)

Table 2. Top 5 Instagram Influencers in Indonesia

Top 5 Instagram Influencers with the Most Followers in Indonesia		
No	Selebgram	Followers
1	Fuji Utami Putri	20,3 M
2	Fadil Jaidi	13,8 M
3	Anya Geraldine	11,5 M
4	Jerome Polin	9,5 M
5	Rachel Venny	8,8 M

Source: (Qisthi, 2024)

Table 3. Top 5 TikTok Influencer in Indonesia

Top 5 TikTok Influencers with the Most Followers in Indonesia		
No	TikToker	Followers
1	Willie Salim	80,5 M
2	Vilmei	64,8 M
3	Ria Ricis	50,5 M
4	Fuji Utami	37,9 M
5	Ibnu Wardani	30,2 M

Source: (Axis, 2025)

Based on the data in the table above, YouTube has a long-form video format that allows for in-depth reviews, storytelling, and educational material that requires more detailed explanations. In contrast, Instagram and TikTok are more oriented towards short-form content that is easy and quick for users to enjoy. On Instagram, the main emphasis is on aesthetic visuals through photos, reels, and stories. This makes it effective in building an influencer's image and branding. On the other hand, TikTok focuses on short, dynamic videos with high viral potential, supported by an in-app shopping feature that allows users to make purchases directly within the application, a convenience that is not available on Instagram. Thus, the characteristics of each platform and the content strategies used by influencers show that their role is crucial in shaping trends and consumer behavior in Indonesian society. With a large user base and high usage duration, visual-based social media in Indonesia in 2025 will not only serve as a medium for disseminating entertainment content, but also function as a strategic tool in shaping consumer perceptions and decisions regarding products.

The interaction between consumers and the content delivered by influencers has a strong influence on the brand evaluation process (De Veirman et al., 2017). According to Schivinski & Dabrowski (2016), content on social media significantly shapes positive attitudes toward brands, which ultimately drives purchasing decisions. In this context, it is important to examine how exposure to visual content from influencers can trigger psychological responses in consumers, particularly those related to purchase intention.

Purchase intention, according to Schiffman & Kanuk (1997) in Panesto et al. (2024), is a form of statement from consumers regarding their desire or plan to make a purchase. Purchase intention is used as an indicator to analyze consumer actions or habits before deciding to buy. According to Andjarwati & Dewi (2019), consumers tend to gather information related to products or services based on personal experience and the influence of their surroundings. This information is then evaluated to be used as consideration before consumers finally make a decision to buy a product promoted by an influencer.

With the development of technology and social media, influencer characteristics have become an increasingly influential factor in affecting consumer purchasing interests. Influencers with large followings on social media platforms are able to influence

purchasing decisions through product recommendations and promotions. Onu et al. (2019) found that influencers play a role in influencing consumers' perceptions of brands and products, which ultimately affects their purchasing intentions. Influencer characteristics such as Physical Attractiveness, Trustworthiness, and Expertise play an important role in influencing consumer purchase intentions (Jamil et al., 2024). An influencer's physical attractiveness helps attract consumer attention, while Trustworthiness and Expertise can increase consumers' perception of the influencer's credibility (Aman. Z et al., 2025).

Changes in the digital era have encouraged the use of influencer marketing strategies as an effort to drive consumer interest in purchasing a product. However, according to Tugi Prihatma & Nurhayani (2024), the selection of influencers can affect the level of consumer well-being related to the promoted brand. Consumer well-being is an important concept for understanding consumer behavior, especially in relation to purchasing interest. Consumer well-being is understood as the positive mental, emotional, and social conditions experienced by consumers in relation to their consumptive activities (Budi Setiawan, 2018) Considering that users spend more time on social media, it is very important to understand how influencer characteristics affect this aspect of well-being. Researchers believe that influencer characteristics have an impact on consumer well-being in terms of physical attractiveness, trustworthiness, and expertise (Ying & Dikčius, 2023)

Current marketing research shows that customers are more interested in aspects of well-being such as physical, social, financial, spiritual, and environmental well-being (Crabbe et al., 2019). The rapid development of information technology has triggered this change in consumer behavior, allowing the market to become more transparent and open. In addition, Millennials and Gen Z show great concern for aspects of well-being (Eggers et al., 2013). This study attempts to fill the gap in the literature by examining the mediating role of consumer well-being, which has not been widely explored in previous studies. Therefore, the researchers are interested in analyzing the influence of influencer characteristics on purchase intention with consumer well-being as a mediating variable. The influencer characteristics studied include purchase intention, trustworthiness, and expertise. This study focuses on the context of visual content-based social media platforms, specifically TikTok, Instagram, and YouTube.

The Theory of Planned Behavior proposed by (Ajzen & Fishbein, 1991) explains that behavioral intention is influenced by attitude toward the behavior, subjective norms, and perceived behavioral control. These three factors work together to encourage a person to perform a certain action. Onu et al. (2019) found that influencers can shape consumers' perceptions of brands and products, which in turn influence their purchasing interest. Influencers have a number of characteristics, including physical attractiveness, trustworthiness, and expertise. These characteristics are related to the main components of the Theory of Planned Behavior (TPB), whereby attractive and trustworthy influencers

make consumers have a positive attitude toward the recommended product, the social influence of the influencer's popularity makes consumers feel that they are following the expected trend, and the influencer's expertise helps consumers feel capable and confident in using the promoted product.

The Effect between Physical Attractiveness and Purchase Intention

Influencers with high attractiveness tend to be able to influence audience perceptions and the formation of purchase intention. This is reinforced by the findings of Caroline & Carunia (2024), which show that the physical attractiveness of influencers has a positive influence on consumer purchase intention. This is in line with research conducted by R. Mansyur et al. (2023), which states that physical attractiveness has a positive effect with purchase intention. Based on this explanation, the hypothesis proposed in this study is as follows.

H1: Physical attractiveness has a positive effect on purchase intention.

The Effect between Trustworthiness and Purchase Intention

According to Chen (2017), trustworthiness refers to the perception that a social media influencer is considered trustworthy and does not convey misleading information about the products or services being promoted. A number of studies have found that trustworthiness has a positive effect with purchase intention, as shown in the study by Ghosh Phd & Islam (2023). In addition, Caroline & Carunia (2024) also emphasize that trust in information sources has a significant effect on the acceptance of verbal messages, which ultimately influences consumer attitudes and purchasing decisions. However, different results were shown by Panesto et al. (2024), who found that trustworthiness does not always have a direct influence on purchase intention. Based on this explanation, the hypothesis proposed in this study is as follows.

H2: Trustworthiness has a positive effect on purchase intention.

The Effect between Expertise and Purchase Intention

Andersen & Clevenger (1963) stated that sources that demonstrate a level of expertise tend to be more persuasive than sources that do not demonstrate such capabilities. This is in line with the findings of Byrne Peetz (2012), which show that individuals are more likely to accept opinions from experts than those from non-experts. In the context of social media, research by Koay et al. (2022) found that expertise is a significant predictor of purchase intention among influencer followers. In addition, other studies also show that expertise has a positive effect with purchase intention, as found by (Caroline & Carunia, 2024; R. Mansyur et al., 2023). Based on this explanation, the hypothesis formulated in this study is as follows.

H3: Expertise has a positive effect on purchase intention.

The Effect between Consumer Well-being and Purchase Intention

Consumer well-being is currently one of the main focuses in marketing studies, especially in the context of influencer-based marketing (Vrontis et al., 2021). Several studies indicate that positive consumer attitudes in online shopping activities contribute to the formation of purchase intention (Andronie et al., 2021). Furthermore, consumer well-being is also closely related to consumer happiness (Sirgy, 2020), which has been empirically proven to have an influence on purchase intention (Jamil et al., 2024; Kim & Lee, 2020; Pasha Pradhana & Isa, 2024). Based on this explanation, the hypothesis formulated in this study is as follows.

H4: Consumer well-being has a positive effect on purchase intention.

The Effect between Consumer Well-Being, Physical Attractiveness, and Purchase Intention

Physical attractiveness is not only visually appealing, but also capable of increasing consumer attention and emotional engagement with the content being conveyed (Fadrian Nur & Leila Yusran, 2024). Merino et al. (2024) stated in their research that exposure to physically attractive influencers can increase short-term psychological well-being. When individuals perceive themselves as physically attractive, this can have a significant impact on their overall well-being ACHW (2023). Based on this explanation, the hypothesis proposed in this study is as follows.

H5: Consumer well-being mediates the effect of Physical Attractiveness on Purchase Intention positively.

The Effect between Consumer Well-Being, Trustworthiness, and Purchase Intention

Influencers who are able to demonstrate integrity and honesty in conveying their messages will create a sense of satisfaction and comfort among consumers. This is in line with the findings of Fadrian Nur & Leila Yusran (2024), which confirm that trustworthiness plays an important role in shaping consumer responses, including in creating consumer experiences. Mundel et al. (2022) state that trust in influencers can reduce anxiety in purchasing and increase consumer social well-being. This is in line with research conducted by Zhao et al. (2024), which found that well-being is related to honesty. Based on this explanation, the hypothesis proposed in this study is as follows.

H6: Consumer well-being mediates the effect of Trustworthiness on Purchase Intention positively.

The Effect Between Consumer Well-Being, Expertise, and Purchase Intention

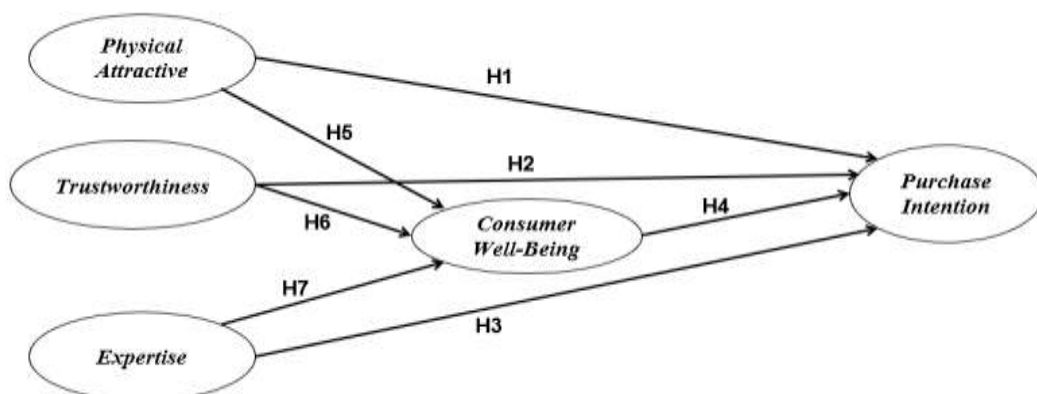
Influencers who demonstrate relevant expertise in a particular product or field are generally perceived as more competent and convincing by consumers. This is reinforced by the findings of Fadrian Nur & Leila Yusran (2024), who state that expertise contributes significantly to positive consumer responses. The level of expertise of influencers has a positive impact on attitudes toward brands. More professional influencers tend to be more recognized by consumers, which ultimately contributes to increased eudaimonic well-being satisfaction (Zhao et al., 2024). Based on this explanation, the hypothesis proposed in this study is as follows.

H7: Consumer well-being mediates the effect of expertise on purchase intention positively.

METHOD

This study uses a quantitative approach. The population used in this study consists of all consumers who follow influencers on social media and have been exposed to product promotional content, especially through visual platforms such as YouTube, Instagram, and TikTok. The criteria for respondents include being at least 17 years old, actively using social media, and following at least one influencer. The sampling method used in this study is non-probability sampling with purposive sampling technique, where the researcher sets certain criteria to select the sample to be used as the research object (Sahu, 2016). The sample size was determined based on the guidelines of Hair et al. (2009) in the study by Kurniati et al. (2023), by multiplying five to ten times the number of indicators used in the research instrument for the independent and dependent variables. Therefore, the number of respondents required was 161. Data collection was conducted through a survey using a questionnaire from Google Form. The questionnaire included statements about physical attractiveness, trustworthiness, expertise, consumer well-being, and purchase intention. The analysis tool used in this study was SmartPLS 3.0 with inner mode and outer model. The measurement scale used to assess respondents' responses to each statement was the Likert scale.

Picture 1. Conceptual Structure



RESULTS AND DISCUSSION

Respondent Characteristics

Based on data from 161 respondents, demographic characteristics show that the majority of respondents were women, numbering 103 (64%), while male respondents numbered 58 (36%). In terms of age, most respondents were born between 2002 and 2006, totaling 118 people (73.3%), followed by 15 people (9.3%) born between 2007 and 2012, and 12 people (7.5%) born between 1997 and 2001. These findings show that the respondents were dominated by Generation Z, a group known to have high digital activity and a strong affinity for influencer culture on social media. For the employment variable, the majority of respondents were students or university students, totaling 122 people (75.8%), while other groups such as civil servants (3.1%), private employees (5.6%), entrepreneurs (0.6%), and other employment categories (14.9%) had much smaller proportions. This condition is in line with the distribution of respondents' income, most of whom were in the < Rp500,000 category, totaling 50 people (31.1%), and Rp500,000–1,000,000, totaling 44 people (27.3%), illustrating the limited income commonly found among students.

Overall, the combination of dominant characteristics—female, adolescent to early adult age, student/university student status, and limited income—shows that the majority of respondents are a group that is highly relevant to the research topic of influencer influence. They are active digital consumers who are responsive to visual content, recommendations, and purchase invitations conveyed by influencers, thus strengthening the validity of the research context.

Table 4. Respondent Characteristic

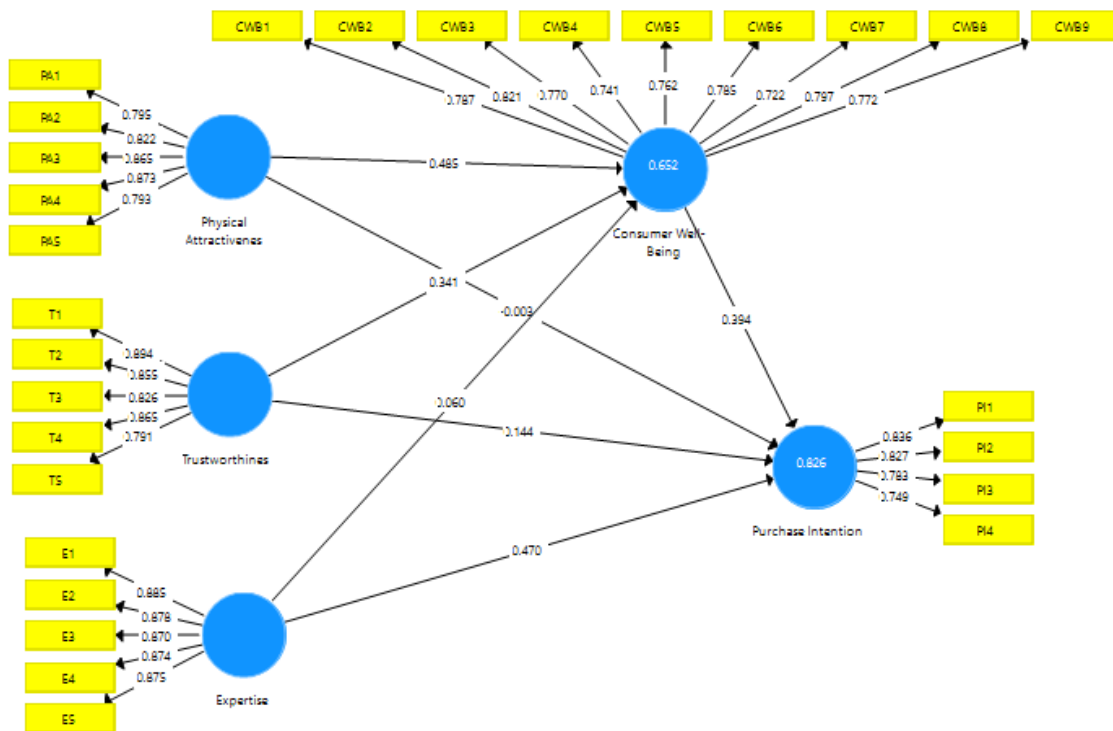
Characteristics	Category	Frequency	Percentage
Gender	Man	58	36%
	Female	102	64%
Year of Birth	1970 -1975	2	1.2%
	1976 - 1980	0	0%
	1981 - 1985	4	2.5%
	1986 - 1990	4	2.5%
	1991 - 1996	6	3.7%
	1997 - 2001	12	7.4%
	2002 - 2006	118	73.3%
	2007 - 2012	15	9.3%
	Pelajar/Mahasiswa	122	75.8%
	ASN	5	3.1%
Work	Entrepreneur	1	0.6%
	Karyawan Swasta	9	5.6%
	Lainnya	24	14.9%

Monthly Income	< Rp. 500.000	50	31.1%
	Rp. 500.000 - Rp. 1.000.000	44	27.3%
	Rp. 1.000.001 - Rp. 2.000.000	28	17.4%
	Rp. 2.000.001 - Rp. 3.000.000	15	9.3%
	Rp. 3.000.001 - Rp. 4.000.000	6	3.7%
	Rp. 4.000.001 - Rp. 5.000.000	5	3.1%
	Rp. 5.000.001 - Rp. 6.000.000	6	3.7%
> Rp. 6.000.001	7	4.3%	

Evaluation of the Reflective Measurement Model (*Outer Model*)

Construct validity

Picture 2. Measurement Model Output Display



Convergent validity

Convergent validity relates to the principle that each indicator used to measure a construct should have a high correlation with each other. A construct is said to meet convergent validity if the factor loading value is greater than 0.7 and the Average Variance Extracted (AVE) value exceeds 0.5. Based on the results of the convergent validity test, all indicators in this study showed valid results because they had factor loading values above 0.7 and AVE above 0.5, as shown in the following table 5 and 6:

Table 5. Loading Factor

Variable	Loading Factor	Note	Variable	Loading Factor	Note
Physical Attractiveness	0,795	Valid	Purchase Intention	0,836	Valid
	0,822				
	0,865				
	0,873				
	0,793				
Expertise	0,885	Valid	Consumer Well-Being	0,787	Valid
	0,878				
	0,870				
	0,873				
	0,793				
Trustworthiness	0,894	Valid		0,741	
	0,855				
	0,826				
	0,865				
	0,791				

Source: processed data, 2025

Table 6. AVE value

Variable	AVE	Note
Physical Attractiveness	0,690	Valid
Trustworthiness	0,717	Valid
Expertise	0,768	Valid
Purchase Intention	0,639	Valid
Consumer Well-Being	0,598	Valid

Source: processed data, 2025

Based on the results of the convergent validity test, all indicators for each variable have loading factor values above 0.70, indicating that they are all valid.

Discriminant Validity Test

Cross Loading

A good research model must have good discriminant validity if each loading value of each indicator of the latent variable has the largest loading value compared to other loading values for other latent variables. Thus, it can be concluded that all indicators that make up each variable in this study have the largest outer loading value for the variable they form. Discriminant validity is considered valid if the cross loading value is > 0.70 (Ghozali, 2021). The results of the discriminant validity test can be seen in the following table 7.

Table 7. Cross Loading

	Consumer Well-Being	Expertise	Physical Attractiveness	Purchase Intention	Trustworthiness
CWB1	0.787	0.536	0.630	0.646	0.597
CWB2	0.821	0.472	0.552	0.590	0.543
CWB3	0.770	0.448	0.496	0.586	0.549
CWB4	0.741	0.587	0.822	0.643	0.614
CWB5	0.762	0.480	0.525	0.605	0.576
CWB6	0.785	0.480	0.534	0.597	0.531
CWB7	0.722	0.516	0.539	0.560	0.453
CWB8	0.797	0.484	0.605	0.684	0.591
CWB9	0.772	0.518	0.509	0.655	0.530
E1	0.600	0.885	0.576	0.746	0.701
E2	0.618	0.878	0.564	0.730	0.700
E3	0.538	0.870	0.608	0.714	0.671
E4	0.497	0.874	0.498	0.749	0.684
E5	0.602	0.875	0.654	0.745	0.737
PA1	0.597	0.505	0.795	0.567	0.501
PA2	0.741	0.587	0.822	0.643	0.614
PA3	0.638	0.540	0.865	0.567	0.579
PA4	0.613	0.595	0.873	0.601	0.594
PA5	0.528	0.515	0.793	0.542	0.543
PI1	0.771	0.608	0.651	0.836	0.647
PI2	0.686	0.607	0.590	0.827	0.574
PI3	0.616	0.574	0.514	0.783	0.684
PI4	0.497	0.874	0.498	0.749	0.894
T1	0.642	0.716	0.633	0.699	0.894
T2	0.614	0.703	0.588	0.684	0.855
T3	0.526	0.632	0.522	0.634	0.826
T4	0.709	0.730	0.661	0.746	0.865
T5	0.535	0.580	0.471	0.616	0.791

Source: processed data, 2025

The cross loading results indicate that each indicator measures its intended construct more strongly than other constructs. Thus, all research variables meet the requirements for discriminant validity and are suitable for use in structural model analysis.

Fornell-Larcker Criterion

The Fornell-Larcker Criterion is one method used to assess discriminant validity. This method is carried out by comparing the square root of the Average Variance Extracted (AVE). The AVE root of the construct > latent variable correlation. Thus, all variables can be declared valid, as can be seen in the table 8.

Table 8. Fornell-Larcker Criterion

Variable	Consumer Well-Being	Expertise	Physical Attractiveness	Purchase Intention	Trustworthiness
Consumer Well-Being	0.773				
Expertise	0.653	0.876			
Physical Attractiveness	0.758	0.663	0.830		
Purchase Intention	0.765	0.841	0.706	0.800	
Trustworthiness	0.720	0.798	0.685	0.801	0.847

Source: processed data, 2025

All variables in this study meet the criteria for discriminant validity based on the Fornell-Larcker Criterion.

Construct Reliability

The next analysis test is to test the outer model by looking at the Construct Reliability of the latent variables. The reliability test can be considered valid if the Cronbach's alpha value is > 0.60, composite reliability is > 0.70, and rho_A is > 0.70 (Ghozali, 2021). The Cronbach's alpha, composite reliability, and rho_A values can be seen in the table, and all variable values can be considered reliable.

Table 9. Cronbach's Alpha, Composite Reliability, and Rho_A

Variable	Cronbach's Alpha	Composite Reliability	Rho_A	Note
Physical Attractiveness	0.811	0.917	0.918	Reliable
Trustworthiness	0.901	0.927	0.907	Reliable
Expertise	0.925	0.943	0.925	Reliable
Purchase Intention	0.811	0.876	0.813	Reliable
Consumer Well-Being	0.916	0.930	0.918	Reliable

Source: processed data, 2025

The reliability test results indicate that all variables in the study have Cronbach's Alpha values > 0.60, Composite Reliability > 0.60, and Rho_A above 0.70, indicating that all constructs are considered reliable.

Collinearity Statistics (VIF)

In the Collinearity Statistics test, the criterion used is that the Variance Inflation Factor (VIF) value must be less than 5. Based on the VIF calculation results, it can be concluded that all variables in this study do not experience multicollinearity problems. The results can be seen in the following table 10:

Table 10. Collinearity Statistic (VIF)

	VIF		VIF		VIF
PA1	1.929	T1	3.424	CWB1	2.524
PA2	2.035	T2	2.870	CWB2	2.766
PA3	2.858	T3	2.309	CWB3	2.185
PA4	2.906	T4	2.730	CWB4	1.801
PA5	2.022	T5	2.094	CWB5	2.228
				CWB6	2.496
				CWB7	1.947
				CWB8	2.172
				CWB9	2.130
E1	3.644	PI1	2.085		
E2	3.423	PI2	1.992		
E3	3.259	PI3	1.662		
E4	3.257	PI4	1.406		
E5	2.787				

Source: processed data, 2025

The multicollinearity test results based on the Variance Inflation Factor (VIF) indicate that all indicators for each variable have VIF values below the common threshold (< 5), suggesting no multicollinearity issues. Thus, the measurement model meets the assumption of being free from multicollinearity and is suitable for further analysis.

Structural Model Evaluation (Inner Model)**R² Test**

The R² value has three levels, namely 0.75 is considered strong, 0.50 is considered moderate, and 0.25 is considered weak (Ghozali, 2021).

Table 11. R² Test

	R ²	Note
Consumer Well-Being	0.652	Moderate
Purchase Intention	0.826	Moderate

Source: processed data, 2025

The table shows that the R² value for the Consumer Well-Being variable is 0.652, indicating a moderate relationship between the exogenous and endogenous variables.

This also shows that the Purchase Intention variable can be explained by 0.826, or 82.6%, by the predictors. Both values fall into the moderate category, meaning that the independent variables are able to explain the variability of the constructs sufficiently and adequately within the research model.

F² Test

The F² value can indicate whether the latent variable has a large, medium, or weak influence at the structural level. Ghozali (2021) states that the values of the three levels are 0.02 for small, 0.15 for medium, and 0.35 for large. The F² test value can be seen in the following table 12.

Table 12. F² Test

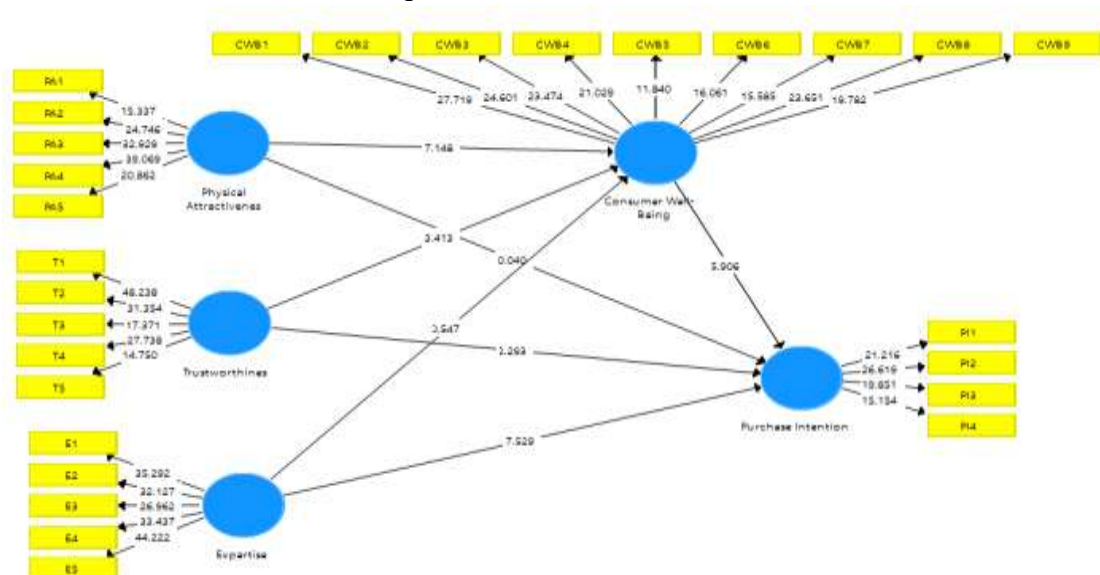
The Effect of Variable	F ²	Note
Physical Attractiveness – Purchase Intention	0.000	Weak
Trustworthiness – Purchase Intention	0.034	Moderate
Expertise – Purchase Intention	0.427	Strong
Consumer Well-Being – Purchase Intention	0.311	Strong
Physical Attractiveness – Consumer Well-Being	0.333	Strong
Trustworthiness – Consumer Well-Being	0.107	Moderate
Expertise – Consumer Well-Being	0.003	Weak

Source: processed data, 2025

The F² test results indicate that several effects in the model are categorized as strong, such as Expertise on Purchase Intention, Consumer Well-Being on Purchase Intention, and Physical Attractiveness on Consumer Well-Being. The effects of Trustworthiness on Purchase Intention and Consumer Well-Being are categorized as moderate. Meanwhile, the effects of Physical Attractiveness on Purchase Intention and Expertise on Consumer Well-Being are considered weak.

Hypothesis Testing

Picture 3. Structural Model Output Results



Direct Effect

Ghozali (2021) stated that hypothesis testing can be seen from the results of data analysis. The hypothesis will be accepted if the t-statistic value is > 1.96 and the P-value is $< 0.05\%$.

Table 13. Direct Effect

Hypothesis	Coefficienr	T- Statistik	P- Value	Sig	Note
Physical Attractiveness - > Purchase Intention	0.067	0.040	0.968	Not Significant	Rejected
Trustworthiness -> Purchase Intention	0.063	2.293	0.022	Significant	Accepted
Expertise -> Purchase Intention	0.062	7.529	0.000	Significant	Accepted
Consumer Well-Being -> Purchase Intention	0.067	5.906	0.000	Significant	Accepted
Physical Attractiveness - > Consumer Well-Being	0.068	7.148	0.000	Significant	Accepted
Trustworthiness -> Consumer Well-Being	0.100	3.413	0.001	Significant	Accepted
Expertise -> Consumer Well-Being	0.109	0.547	0.585	Not Significant	Rejected

Source: processed data, 2025

Table 13 shows that the direct effect between Trustworthiness and Purchase Intention, Expertise and Purchase Intention, Consumer Well-Being and Purchase Intention, Physical Attractiveness and Consumer Well-Being, Trustworthiness and Consumer Well-Being are significant and accepted because they meet the existing requirements. Meanwhile, the direct effect between Physical Attractiveness and Purchase Intention, Expertise and Consumer Well-Being is declared insignificant and rejected because it does not meet the existing requirements.

Indirect Effect

The results of the hypothesis test in the table show that the indirect effect between Physical Attractiveness and Trustworthiness on Purchase Intention is significant and accepted. Meanwhile, the indirect effect between Expertise and Purchase Intention is not significant and is not accepted according to the requirements, namely a t-Statistic value > 1.96 and a p-Value < 0.05 .

Table 14. Indirect Effect

Hypothesis	Coefficient	T- Statistik	P- Value	Sig	Note
Physical Attractiveness -> Consumer Well-Being -> Purchase Intention	0.038	4.973	0.000	Significant	Accepted
Trustworthiness -> Consumer Well-Being -> Purchase Intention	0.046	2.949	0.003	Significant	Accepted
Expertise -> Consumer Well- Being -> Purchase Intention	0.044	0.532	0.595	Not Significant	Rejected

Source: processed data, 2025

The following are the test results for each hypothesis based on the Beta Coefficient value, t-statistic value, and p-value. This can be seen in the table 15 below:

Table 15. Hypothesis Testing Results

	Hypothesis	Note
H1	Physical Attractiveness has a positive effect on Purchase Intention	Not Supported
H2	Trustworthiness has a positive effect on Purchase Intention	Supported
H3	Expertise has a positive effect on Purchase Intention	Supported
H4	Consumer Well-Being has a positive effect on Purchase Intention	Supported
H5	Consumer well-being mediates the effect of Physical Attractiveness on Purchase Intention positively.	Supported
H6	Consumer well-being mediates the effect of Trustworthiness on Purchase Intention positively.	Supported
H7	Consumer well-being mediates the effect of Expertise on Purchase Intention positively.	Not Supported

Source: processed data, 2025

DISCUSSION

H1: Physical Attractiveness has a positive effect on Purchase Intention

The analysis results show that the Physical Attractiveness variable does not have a significant effect on Purchase Intention, indicated by a beta coefficient value of 0.067 (positive), a t-value of $0.040 < 1.96$, and a p-value of $0.968 > 0.05$. Thus, the first hypothesis is declared not statistically supported. Conceptually, previous literature shows that influencers with high physical attractiveness tend to form positive perceptions in their audience, which has the potential to increase purchase intention. Caroline & Carunia (2024) found a positive influence of physical attractiveness on purchase intention, and research by R. Mansyur et al. (2023) also confirms a similar relationship between physical attractiveness and consumer purchase intention. These findings reinforce the theory that

an influencer's visual appearance can be an initial factor that drives purchase intention. However, the results of this study differ from previous findings. Although the direction of the effect remains positive, the high p-value indicates that the influence of physical attractiveness on purchase intention is not statistically significant. This suggests that for the sample in this study, physical attractiveness is not a major factor in determining purchase decisions. Other factors, such as trustworthiness, expertise, or content relevance, likely play a more dominant role in influencing purchase intention. In other words, although previous theories and studies have emphasized the positive influence of physical attractiveness, the results of this study present an exception that needs to be analyzed in more depth. These findings also emphasize the importance of considering the context, audience characteristics, and other psychological or social factors that may mediate the effect between the physical attractiveness of influencers and Consumer Purchase intention.

H2: Trustworthiness has a positive effect on Purchase Intention

The analysis results show that the trustworthiness variable has a significant effect on purchase intention, with a beta coefficient of 0.063 (positive), a t-value of 2.293 > 1.96, and a p-value of 0.022 < 0.05, indicating a statistically significant effect. This finding is in line with previous research. Caroline & Carunia (2024) emphasize that trustworthiness towards information sources plays an important role in message acceptance, attitude formation, and ultimately influences consumer purchasing decisions. In addition, research by Ghosh Phd & Islam (2023) also found a positive effect between trustworthiness and purchase intention, so the results of this study strengthen the empirical evidence regarding the influence of trust on consumer purchasing behavior. More specifically, the positive influence of trustworthiness can be explained through the perspective of consumer psychology: consumers tend to be more receptive to recommendations or promotions from sources they trust because this reduces their perception of risk and increases their confidence in the quality of the products or services offered. Thus, trusted influencers play an important role in building purchase intention, as trust increases the audience's perception of the credibility and relevance of the message received.

H3: Expertise has a positive effect on Purchase Intention

The analysis results show that the expertise variable has a significant effect on purchase intention, with a beta coefficient of 0,062 (positif), a t-value of 7,529 > 1,96, and p-value of 0,000 < 0,05, indicating a statistically significant effect. Thus, the level of influencer expertise is one of the important determinants in shaping consumer purchase intention among their followers. This finding is in line with previous studies. Koay et al. (2022), found that influencer expertise is a significant predictor of follower purchase intention, while R. Mansyur et al. (2023) study also showed a positive effect between expertise and purchase intention. This strengthens the empirical evidence that the level of influencer competence plays an important role in influencing the audience's purchasing decisions. Conceptually, this positive influence can be explained through the perception of credibility. Consumers tend to trust and follow the advice or recommendations of influencers who are considered experts in their field. In other words, audiences do not only assess the appearance or attractiveness of influencers, but also consider their competence and experience in conveying relevant information. These findings confirm that influencer competence can be a major factor in shaping purchase intention and

support the theory that sources of information with expertise are more effective in influencing consumer behavior. Therefore, for brands or marketers, choosing influencers with a high level of expertise is an important strategy to increase the effectiveness of promotion and sales conversion.

H4: Consumer Well-Being has a positive effect on Purchase Intention

The analysis results show that consumer well-being significantly influences purchase intention, with a beta coefficient of 0.067 (positive), a t-value of 5.906 > 1.96, and a p-value of 0.000 < 0.05, indicating a statistically significant effect. This means that the higher the level of consumer well-being or satisfaction in the context of consumption, the greater their intention to purchase. These results are consistent with previous research. Andronie et al. (2021) found that positive consumer attitudes toward online shopping contribute to the formation of purchase intention, which is consistent with the results of this study. In addition, studies by Jamil et al. (2024) and Pasha Pradhana & Isa (2024) confirm that consumer happiness and well-being empirically influence purchase interest, both online and offline. In other words, consumers who feel satisfied, happy, or well-being tend to have higher motivation to make purchases, because these positive experiences shape value perceptions that support purchasing decisions. Conceptually, this positive influence can be explained through the perspective of consumer psychology, where consumer well-being increases emotional attachment and perceptions of satisfaction with interactions with products or services. Consumers who feel emotionally good are more open to recommendations, more trusting of product quality, and more motivated to follow through on their interest with a purchase. Thus, consumer well-being not only influences positive perceptions but also functions as a practical driver that increases purchase intention. These findings support the literature emphasizing the importance of consumer well-being as a key psychological factor in purchasing behavior and confirm that brands or marketers need to pay attention to consumers' emotional experiences and satisfaction to improve the effectiveness of marketing strategies.

H5: Consumer well-being mediates the effect of Physical Attractiveness on Purchase Intention positively.

The results of the analysis show that the physical attractiveness variable mediated by consumer well-being has a significant effect on purchase intention, with a beta coefficient of 0.038, a t-value of 4.973 > 1.96, and a significance level of 0.000 < 0.05. These findings indicate that consumer well-being acts as a mediating variable that connects the influence of influencers' physical attractiveness to consumers' purchase intentions. Although previous studies did not examine mediation directly, several relevant studies discussed partial effects, such as Merino et al. (2024), which showed that exposure to influencers with high physical attractiveness can improve consumers' psychological well-being. Additionally, research by Aziza & Kurniawati (2024) found that consumer well-being has a significant effect on purchase intention. Thus, the physical attractiveness of influencers does not directly affect purchase intention, but rather through an increase in consumer psychological well-being. When consumers see physically attractive influencers, they tend to experience a short-term increase in emotional well-being, such as feelings of happiness, comfort, or entertainment. It is this increase in well-being that subsequently drives consumers' purchase intentions toward the promoted product. In other words, physical attractiveness indirectly influences purchase intention through the psychological pathway of consumer well-being. Therefore, selecting influencers with

physical attractiveness remains effective, but the effect works through enhancing consumers' positive emotional experiences, not directly on purchase decisions.

H6: Consumer well-being mediates the effect of Trustworthiness on Purchase Intention positively.

The results of the analysis show that the trustworthiness variable mediated by consumer well-being has a significant effect on purchase intention, with a beta coefficient of 0.046, a t-value of $2.949 > 1.96$, and a significance level of $0.003 < 0.05$. These findings indicate that consumer well-being acts as a mediating variable that connects the influence of influencer trustworthiness to consumer purchase intention. In other words, trustworthiness has an important psychological effect before it actually influences consumer purchasing decisions. Although previous studies did not examine mediation directly, several relevant studies discussed partial effects: Fadrian Nur & Leila Yusran (2024) emphasized that trustworthiness shapes positive consumer responses in the consumption process. Additionally, Nadhiah et al. (2023), findings also support this, showing that consumer well-being has a positive effect on purchase intention. Thus, consumer trust in influencers does not always have a direct impact on purchase intention, but rather through an increase in consumers' emotional and cognitive well-being. When consumers perceive influencers as trustworthy, honest, and providing accurate information, they experience a sense of security and comfort in the consumption process. This sense of security increases consumer well-being, which in turn encourages stronger purchase interest. In other words, trust in influencers creates a positive experience, and this positive experience becomes a mechanism that drives consumer purchase intention.

H7: Consumer well-being mediates the effect of Expertise on Purchase Intention positively.

The analysis results show that the expertise variable mediated by consumer well-being does not have a significant effect on purchase intention. The beta coefficient of 0.044 with a t-value of 0.532, which is lower than the critical value of 1.96, and a p-value of 0.595 (> 0.05) confirm that the mediating effect is not statistically supported. Thus, the mechanism of consumer well-being mediation in bridging the influence of expertise on purchase intention was not proven in this research data. Theoretically, this finding differs from previous literature. Although previous studies have not explored mediation directly, several relevant studies have examined partial effects, including Fadrian Nur & Leila Yusran (2024) study, which suggests that the level of influencer expertise plays an important role in shaping positive consumer responses. Influencers who demonstrate high competence are considered more credible, thereby increasing trust and positive attitudes toward the brand. Additionally, research by Jamil et al. (2024) and Pasha Pradhana & Isa (2024) shows that consumer well-being, which includes feelings of comfort, safety, satisfaction, and positive experiences, empirically influences increased purchase interest. In other words, theoretically, expertise should be able to increase consumer well-being, and this increase in well-being then contributes to the formation of purchase intention. However, the findings in this study show a discrepancy with previous literature. The insignificant effect of this mediation may be due to several factors, including respondent characteristics, product type, or level of trust in influencers. This indicates that the effect between expertise, consumer well-being, and purchase intention is contextual.

This finding also emphasizes the need for further exploration of other variables in the model to understand the psychological pathways that truly influence consumer purchasing intention.

CONCLUSIONS AND SUGGESTIONS

This study aims to examine the effect of influencer physical attractiveness, trustworthiness, and expertise on purchase intention, with consumer well-being as a mediating variable. The results show that physical attractiveness does not significantly affect purchase intention, even though it is conceptually considered capable of attracting consumers' attention. Conversely, the trustworthiness and expertise of influencers were found to significantly encourage purchase intention. Trustworthy influencers increase consumer confidence in products, while expertise fosters rational trust and reduces risk perception, thereby triggering purchase intention. Consumer well-being has a significant effect on purchase intention and acts as a mediator for physical attractiveness and trustworthiness. The physical attractiveness and trustworthiness of influencers increase consumers' emotional well-being, which then drives purchase intention. However, consumer well-being does not mediate the influence of expertise, because expertise is assessed rationally and directly influences purchase intention. These findings emphasize that not all aspects of influencer credibility work through emotional channels, so digital marketing strategies need to consider the psychological and emotional roles of consumers.

This study has limitations, namely that self-report surveys have the potential for perceptual or social bias, the research objects are limited to one group of influencers and product categories on visual social media, and the cross-sectional design does not capture the dynamics of long-term consumer perceptions. Future research could add other relevant mediating/moderating variables such as parasocial effects, customer engagement, or influencer-brand fit, examine various categories of influencers and product types, use a longitudinal design to observe changes in perception over time, expand the demographics of respondents, and combine quantitative and qualitative methods (mixed methods) for a more comprehensive understanding of the influence of influencers on purchase intention.

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