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INFLUENCERIŲ PASAKOJIMO, TURINIO CHARAKTERISTIKŲ IR INFLUENCERIŲ CHARAKTERISTIKŲ POVEIKIS PIRKIMO KETINIMAMS	**THE IMPACT OF INFLUENCER STORYTELLING, CONTENT CHARACTERISTICS AND INFLUENCER CHARACTERISTICS ON PURCHASE INTENTION**

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ABSTRACT:

In the last few decades, consumers' expectations have changed compared to previous years due to the world's changing opportunities, developments, and globalization so their expectations from brands and purchase intention are impacted by these. One of the shaping role is influencers of social media. The number of influencers increase day to day so due to the numerous influencers, there are different opinions, experiences, characteristics, and impacts that have an influence on storytelling marketing, influencer authenticity, and purchase intention. In this paper Information Adoption Model will be used to analyze the literature of this topic and to demonstrate how storytelling marketing increase influencer's authenticity, their credibility, and trustworthiness.

Keywords: "storytelling", "marketing", "influencer", and "influencer characteristics" and ''influencer authenticity''.

INTRODUCTION:

Storytelling has become a vital part of social media channels, marketing, and influencers, and it is one of the pervasive forces that impacts consumers both rationally and emotionally, inevitably creating a lasting influence. These days, consumers not only expect simple functions but also emphasize different experiences, emotions, and values they can relate to (Zatwarnicka-Madura & Nowacki, 2018). For this reason, creativity in stories may attract more consumer attention, especially through commercials known as storytelling marketing. Storytelling has become an indispensable part of social media thanks to influencers. Social media influencers are known as opinion leaders (Atiq et al., 2022). Influencers use social media channels regularly in their areas of interest, where they disseminate significantly persuasive impacts to their followers, including entertainment, creativity, and knowledge (Lou & Yuan, 2019). Companies and brands have shown a great deal of interest in social media influencers as potential marketing partners and social relationship assets (Masuda et al., 2022). Influencers' authenticity is expanding in variety as social media usage rises due to the complexity of the customer environment brought about by social media channels (Masuda et al., 2022). However, influencer marketing has faced some setbacks due to issues with sincerity. Customers are beginning to question the legitimacy of influencers as they increasingly collaborate with multiple brands and companies simultaneously (Zniva et al., 2023). As a result, storytelling plays a significant role in shaping an influencer's authenticity. Experiences, stories, and content created by influencers differ from one to another, impacting their number of followers and, consequently, their popularity and authenticity. The notions of influencer authenticity and credibility appear to be essential components for influencer marketing success (Farivar & Wang, 2022). For marketers seeking various advantages of influencer marketing, like higher chances of purchase and improved reputation with potential customers, authenticity in influencers becomes a key factor (Farivar & Wang, 2022). However, influencers may use social media and storytelling as tools for financial gain, brand promotion, and their own reputation. Influencers who don't adhere to principles of passion or transparency might struggle in the long term, as an excessively commercial approach could fail to connect effectively with their followers (Audrezet et al., 2020). Additionally, influencers prioritize external influences such as peer pressure, financial considerations, fame, and showcasing talent more than their internal motivations and commitment to transparency (Audrezet et al., 2020). Nowadays, people's awareness of influencer authenticity and storytelling marketing has increased, leading them to compare influencers more, thanks to reviews about products and news. On the other hand, there is a lack of information on the extent to which influencers distort products and how their behaviors are analyzed by consumers. Moreover, there may be a connection between these behaviors and

brands and products. Content featured by influencers helps consumers feel close to the brand introduced to them, creating a sense of similarity and homogeneity between influencers, brands, and consumers (Yu et al., 2023). However, there is not enough research or experiments demonstrating how this situation varies from brand to brand or product to product. This should be analyzed, as it bears significance for both brands and consumers, inevitably influencing consumer willingness to purchase. This gap in previous research is important for both consumers and brands because it affects trustworthiness, attractiveness, and similarity. To address these gaps, this research will focus on the question: How does the use of influencers in storytelling marketing influence the perception of products and brands, focusing on content quality, emotional elements, and parasocial interactions? This paper will explore influencer authenticity, their use of storytelling in marketing, and the resulting impacts on consumers' willingness to make a purchase.

Aim: The purpose of this study is to focus on beauty influencer characteristics, storytelling, content characteristics and how their content impacts purchase intention with a credibility.

OBJECTIVES:

• To analyze how influencers can distort the products to meet brand expectations, financial concerns, and its impacts on the decision process.

• To analyze relation between influencer authenticity and storytelling marketing, how products and influencers engaging with each other.

• To examine how trustworthiness, attractiveness, and content quality influence purchase intention and consumer willingness to follow.

• To explore how influencers represent themselves on social media and how their characteristics impact credibility.

• To analyze user approach to influencers and how much they have an impact on the purchase intention, market, and customers with understanding the literature, conducting surveys, and evaluation.

• To investigate how influencers improve the content quality and consumer willingness to follow.

• To analyze the parasocial interaction between influencers and customers considering the emotional elements embedded in the storytelling such as joy, excitement, sadness, and fear.

• To analyze the attitudes towards the influencer, how it differs from each other.

1. UNDERSTANDING INFLUENCER CHARACTERISTICS

1.1 Authenticity, trustworthiness, and opinion leadership on purchase intention

Influencers that have a strong sense of authenticity and match their own values with the items they endorse lend credibility to their narratives. In a more detailed way, real experiences by influencers for example without any financial concern and honest expressions have a positive impact on the authenticity on top of that, building the audience's sense of trust more strongly. Drawing from the prevailing concept of authenticity in marketing, defines influencer authenticity as how much consumers perceive a social media influencer to act in alignment with their genuine identity (Zniva et al., 2023). According to the consumers, authenticity is being unique, originality, and sincerity (Fine, 2003). Influencers created a community with their audiences that they are interacting through their social media accounts based on their lifestyle, experiences, and opinions. Consumers and social media users follow influencer based on themselves lifestyle, uniqueness, and trustworthiness. Influencers can be regarded as a symbol of different opinions and lifestyles that have an impact on consumer's purchase intention in a different way irrespective of language, culture, and country. When contrasting online with traditional media outlets, online influencers were perceived as more trustworthy sources for offering detailed and reflective information (Johnson & Kaye, 2004). Authentic influencers view creating social media content not merely as a way to satisfy followers or marketers, but primarily as an opportunity to genuinely enhance the value they provide to their audience (Zniva et al., 2023). As seen, there is an endless interaction between brands, influencers, and consumers. On the other hand, influencers may not consider the authenticity too much. In other words, they give priority to their financial concern so they may not show the reality to get sponsorship and promotions from brands. The notion that passion can make up for a lack of transparency regarding commercial intentions could be labeled as an idealistic or unrealistic form of authenticity, akin to a 'naive' or 'fairytale' perspective (Audrezet et al., 2020). When promoting a product, it is essential to follow a structured approach in crafting messages through stories that demonstrate the brand's authentic, relatable, and engaging connection with the consumer (Hyne, 2018). Within this context, the relationship between influencer authenticity and content quality is significant. Also, there are many influencers that have different levels of authenticity and content. In other words, for some influencers financial concerns can be more significant due to their priority, they may have more tendency to content in storytelling marketing in a not transparent way so they may attract more attention of consumers and for entertainment purposes. However, opinion leaders could be overstated and not fairly reflect reality (Akdevelioğlu & Kara, 2020). In general, authenticity means being genuineness and trustable without any concern. To demonstrate the reality is the priority of the authentic influencers. Except

these, considering the mentioned above, it can be added that also consumers expectations are different from influencers. More clearly, for some consumers being authentic is more valuable, on the other hand, some followers more appreciate attractive content of storytelling marketing because there is a consensus that good appealing content attracts more attention and can be more entertaining. To finalize, success of the influencer depends on his/her interaction with its audiences and building trust so have an impact on effective story telling marketing, consumer decision making process and purchase intention attitudes.

Regarding trustworthiness, understanding how crucial reliability is to influencer storytelling marketing and how it profoundly shapes audience opinions of products and brands is essential. Trustworthiness is one of the cornerstones of storytelling marketing that has an impact of consumers and brands. Customers' degree of confidence in influencers is directly correlated with their readiness to absorb and internalize the marketing messages that are embedded in their stories. In this dynamic relationship, trustworthiness play a key role and also serve as a medium. In a more detailed way, trustworthiness in storytelling marketing help information flow easily. Moreover, it creates an environment and atmosphere for long lasting relationships with the brands and products that suggested by the influencers through social networking channels, in addition to being receptive to the influencer's recommendations. Within this context, it can be said that trustworthiness has correlation between storytelling marketing and so consumers' decision making process. Moreover, it is related with the content characteristics and source credibility. Also, consumers tend to harbor skepticism towards the reviewer when the text is not so trustworthy. (Agnihotri & Bhattacharya, 2016). Skepticism is therefore seen as a barrier that reduces the influence of a narrative format on how people interpret and respond to future stories (Hauff et al., 2014). One approach is to approach the message with skepticism meaning that a skeptical person may not fully engage with the story but instead keep a distance from it (Escalas, 2007).Within this context, it is significant to state that how influencers in storytelling marketing affect consumer behavior and perception-shaping by taking trustworthiness into account. Consumers who are skeptical about a company's motives will not view the brand as trustworthy and will therefore have a negative opinion of it (Patel et al., 2016). An influencer is an everyday individual who, through their knowledge and expertise in a particular subject, has cultivated trust-based connections with numerous social media audiences (Yu et al., 2023). When we consider trustworthiness in a more detailed way, we can consider transparency, authenticity, consistency, and reliability. Respectively, due to the social networking channels, financial concern, and information pollution, transparency has become more significant more than ever. There is a growing skepticism among the audience regarding advertising and other communication methods

(Atiq et al., 2022). Consumers often question how genuinely involved a company is in cause-related marketing, which leads to skepticism about the brands' and influencer' advertising or claims (Patel et al., 2016). The main reason is due to the tools of social networking channels and technology, hiding the reality is not so difficult and consumer are mostly aware of this. If people believe that the information sender has manipulative intentions, it will hinder their ability to engage with and understand the story (Wentzel et al., 2010). Transparency is one the indispensable part of trustworthiness. In other words, it has a building trust role and relationships with influencers that are transparent about sponsorships, relationships, and their own product experiences are more reliable. Indeed, being transparent about the commercial aspect of a post is crucial to reduce perceptions of deceit and, consequently, mitigate negative reactions from consumers (De Veirman & Hudders, 2019). One significant characteristic that influences people's choices for communication channels and contents is undoubtedly transparency (Song et al., 2017). When there is transparency, consumers are more likely to view the information offered in the influencer's storytelling as authentic and trustworthy. Except these, consistency has an impact on the trustworthiness. Continuing interaction between followers, consumers, and influencers may help to build trust. This continuing interaction needs time, effort, and communication and this does not have no end. Influencers are the users of social networking channels that posting and sharing their experiences and daily activities. Also, in general, these influencers have a cooperation with specific brands and when there is a long and strong cooperation between them, consumers may find this influencers more trustable compared to who does not have. Moreover, influencers that have values and some prominences in their life, and consistent to sharing these values and prominences on their social networking channels may build trust between consumers and influencers. Due to social media's unparalleled level of engagement, opinion leaders typically develop close bonds with their followers (Delbaere et al., 2021). In other words, followers of them may find more trustable thanks to the consistency that requires time and effort. Establishing a consistent relationship with an influencer can align a product's branding with the influencer, thereby influencing the brand's natural visibility within the content (Yu et al., 2023). Otherwise, when there are inconsistencies, it may be difficult for followers to trust influencers and questions may arise in their mind due to the lack of inconsistencies. Therefore, consistency is significant for authentic narrative, trustworthiness, and maintaining. Discovered that the effectiveness of a message is contingent upon the quantity of favorable characteristics possessed by the communicators (Cheung et al., 2008). Last but not least, the thing that also related the factors that mentioned above is building long term relationships. As mentioned above, trustworthiness requires time and effort. Long term relationships and interactions between influencers and consumers helps to build trust more firmly. Responding to consumers' questions irrespective of

time and location help them to find influencers more trustable. Also, influencers willingness to interact with their followers is significant for trustworthiness. Moreover, brands also give prominence and priority to influencers that have long term relationships with their followers because this is one of the demonstrations of trustworthiness and positive reputation that is also vital for the brands. Reputation holds high value for both opinion leaders and their followers (López et al., 2021). Consequently, influencer storytelling to build trustworthiness, we may gain a deeper understanding of how trustworthiness between consumers and influencers has an impact on products. The format is becoming more and more popular since tales allow people to share their experiences with a business and have the potential to earn the confidence of consumers, which in turn helps to create a strong connection with them (Dhote & Kumar, 2019). Also, exaggerated content diminishes the overall credibility and trustworthiness of the reviews (Zhang et al., 2016). As seen, trustworthiness is vital for storytelling marketing and sustainable relationships between consumers, influencers, and brands. These have an impact on each other that cannot be replaced especially, in terms of the purchase intention.

Regarding opinion leadership, influencers are everywhere, all around us and the number of influencers are increasing day to day. Contents, marketing, sales, and storytelling approach impacted by the influencers. Influencers have an ability to shape these and have a strong impact on their audiences. Nowadays, according to several researches, influencers are accepted as opinion leaders. In other words, influencers have an impact on the followers' behaviors and their purchase intention. Opinion leaders are recognized for acting as role models in society, which affects the opinions of those who follow them (Hwang, 2015). Also, the assertion is that interpersonal communication holds greater persuasive influence compared to messages conveyed through mass media in the context of opinion leadership (Hwang, 2015). Influencers post and share their experiences, thoughts, and suggestions using social media such as Instagram, Facebook, and TikTok as a picture or video. The rise of social media has created a channel through which opinion leaders can effortlessly engage with their audience (Corrêa et al., 2020). They also share their daily activities including food, sport, and their children. This is how influencers communicate with their followers. As seen, they create various forms of communication with their audiences to attract their attention. Influencers and followers of influencers on social media, take into consideration to influencers what they share, suggest, and experience. For followers and audiences, influencers seem more close to them. In other words, audiences can reach influencers with one keystroke and it makes them more close, trustable, and reachable. Many opinion leaders have built a relationship and trust-based community with their followers, increasing the likelihood that followers will follow their advice and trust the opinion leader (Akdevelioğlu & Kara, 2020). Existing literature

frequently highlights that this form of communication is seen as more trustworthy, appears more natural, and holds greater potential for reaching the intended target audiences in comparison to online advertising conducted by businesses (Lou & Yuan, 2019). On behalf of this, there can be various contributions to opinion leadership. As an example, the credibility of interactions between influencers and consumers surpasses that of traditional advertising, given that persuasive messages seamlessly integrate into the daily narratives shared by the influencer (Abidin, 2016). The degree to which a message or influencer may change the attitudes, beliefs, or behaviors of their audience is known as perceived persuasiveness. The capacity of an influencer to provide relatable, genuine material that appeals to followers increases their persuasiveness in the context of influencer marketing. This is frequently accomplished by forging a personal bond and regularly sharing stories that reflect the interests and values of the audience. Except these, trustworthiness, uniqueness, ability to create different and attractive content, and informativeness play a significant role in influencer opinion leadership. Followers experience a perception of a personal, face-to-face connection with influencers, rendering them more inclined to be influenced by the influencers' opinions and recommendations (Colliander & Dahlen, 2011). In the realm of marketing, influencer marketing is perceived as an innovative strategy wherein the impact of opinion leaders plays a pivotal role in shaping consumers' purchasing choices and raising brand awareness (Venciute et al., 2023).

1.2 Parasocial relationships and source credibility on purchase intention

Parasocial relationship has a deep influence on consumers to shape the consumer behavior, and also it emphasizes social media influencers and social media channels' dynamics in regards to storytelling marketing. Relationship between influencer and audience has an impact in different ways. A compelling connection between influencers and consumers, coupled with influential opinion leadership, can serve as a potent and persuasive force in shaping consumer behavior (Conde & Casais, 2023). Parasocial relationship is part of storytelling marketing and influencers. A parasocial relationship refers to a connection established between an actor or influencer and their audience (Yuan et al., 2021). Social media channels have become a significant part of our lives ranging from children to elderly people and has an impact on relationships especially in terms of fostering relationships. Consumers frequently seek direct, interactive engagement with their preferred influencers on social media, aspiring to experience a sense of affiliation, acknowledgment, and responsiveness from those they admire (Aw et al., 2022). Social media has simplified the process for influencers to establish robust parasocial connections (Yudha, 2023). Also, parasocial relationship between influencers and followers has an impact on consumer

purchase intention so marketing and storytelling. There is a strong correlation between them. Additionally, elaborating on the idea that consumers who form parasocial relationships with influencers typically exhibit a greater inclination to buy products endorsed by these influencers (Fazli-Salehi et al., 2022). The significance of a parasocial relationship has been identified in the field of marketing (Sokolova & Perez, 2020). Except for these, audiences or followers can find influencers attractive in terms of physical appearance or emotion so they can give attention to these influencers' thoughts and lifestyles. As mentioned above, there is a strong correlation between storytelling marketing and parasocial relationships. In a more detailed way, in storytelling marketing and parasocial relationships, consumer engagement, attracting attention bears significance and creates trustworthiness, attractiveness, and emotional connections with the audience. Impactful storytelling approaches created by the social media influencers may enlarge the perspective of parasocial relationships. Moreover, it may strengthen the interaction between brand, influencer, and followers. The key point can be regarded as an emotional connection with brands and influencers. In other words, it is cultivating a feeling of closeness and emotional connection. Parasocial relationship is an indispensable part of storytelling marketing, it is also important for selling. If a brand communicates genuine and relatable narratives, it has the potential to strengthen trust and credibility among its audience. Trustworthiness is also significant in parasocial relationships. Influencers often build trust by sharing personal stories and experiences, allowing their followers to feel a sense of authenticity and reliability. When we come to the audience involvement, storytelling marketing is engaging narratives encouraging audience participation and involvement. Storytelling invites consumers to become a part of the brand's journey or narrative. Also, parasocial relationships have a similar role in this context. More clearly, parasocial relationships involve a one-sided connection, but storytelling can make followers feel more involved by immersing them in the influencer's experiences or adventures. Moreover, both of them have the ability to sustain long term connections between their customers and influencers. Also, Instagram followers validate the notable impact of both opinion leadership and parasocial relationships in the integrated model. The findings propose a more pronounced influence of parasocial relationships compared to opinion leadership on followers' intent to make purchases in influencer marketing (Farivar et al., 2021). As seen, there is a strong correlation between storytelling marketing and parasocial relationships and according to researchers, this correlation is getting more influence thanks to the social media networks including Instagram, Facebook, and Tik-Tok. Also, various contents might increase thanks to this interaction and dimensions of the storytelling perspective can be impacted in different ways. Audience is also an indispensable part of the parasocial relationship so purchase intention, storytelling marketing, and contents are significant for the audience to attract their attention and make a difference with other marketing

strategies. In other words, these all depend on the audiences' imagination and persuasive power of the content in this way the purchase intention of consumers may be affected by these in a positive or negative way. Existing literature has proposed the parasocial relationship as a pivotal concept influencing followers' behavioral intentions, including their inclination to heed the influencer's guidance and make purchasing decisions (Colliander & Dahlén, 2011). Consequently, parasocial relationships are the cornerstone of the storytelling marketing, influencers, and social networking channels and the interaction between them shapes contents, purchase intention, followers, other influencers, brands, and sectors that in a cooperation.

Regarding influencer credibility, it has become a phenomenon. It includes trustworthiness, attractiveness, and reliability. Influencer credibility act as source credibility for the audience. The persuasiveness of a message or communicator is significantly influenced by the credibility of the source (Lou & Yuan, 2019). In the context of social media and digital marketing, influencers often build credibility by establishing expertise in a particular niche, maintaining transparency, and cultivating a genuine connection with their followers to continuous interaction between their audiences. (AlFarraj et al., 2021). Influencers that are credible, are more likely to be trusted by their audience, making their recommendations and endorsements more influential and impactful (Crnjak-Karanovic et al., 2023). In particular, the act of purchasing can be influenced by how credible the source is perceived to be (AlFarraj et al., 2021). Therefore, questions may arise about the credibility of the influencers. It can be said that it has an impact on purchasing decisions that are proposed products by influencers. However, influencers can consider the financial concerns and in this context influencer credibility and trustworthiness bear significance both for followers and the influencers. In a more detailed way, occasionally, identifying sponsored content can be challenging, making it difficult to determine if an influencer is presenting the product impartially. Specifically, consumers are inclined to view an influencer as more trustworthy when there is no sponsorship involved, especially when the influencer explicitly emphasizes that the content is not sponsored (Stubb and Colliander, 2019). When an influencer shares a message, the argument is that the visibility of the sponsorship may not harm the brand directly but could raise doubts about the influencer's expertise and credibility (Crnjak-Karanovic et al., 2023). As seen, influencer credibility is related with the exact information about products that they are using and they like to use without any financial concern. It is significant to suggest by influencers that which they are really using and worth to suggest to their followers. There are many followers that are interacting, sharing comments, and complaining. Therefore, in terms of the reputation of both brands and

influencers, credibility is a vital element. Otherwise, if influencers suggest the product with their financial concern and cooperation with the brands or companies, the outcomes can be negative for followers. Moreover, if influencers know that this product is not suitable for using, but still sharing stories or posts and suggesting the products, followers can still buy. However, there are many products that can not be safe to use. In a more detailed way, nowadays, influencers are sharing the make up products and skin care routines with their followers. Followers can trust the influencer without checking the ingredients of it. But, there are many products that are not suitable for many people. Research suggests that a majority of consumers gather information about products or services on social networks, primarily through searching and reading reviews to obtain more objective insights (Cernikovaite, 2019). Therefore, sharing the products that really work for the determined purposes of the brand and product is significant. However, as mentioned above, not all the influencers can be trustable and credible. There are some influencers that they do not consider about the outcomes of the products which they suggest. Followers can see the differences between influencers and thanks to the comments. Therefore, there are some influencers that have more followers. Moreover, when these influencers suggest something, instantly the product can be out of stock and this is not a coincidence. There are some influencers that are more credible and followers of these influencers give prominence to these influencers' opinions and what they suggest. As mentioned above, nowadays, influencers are known as the opinion leaders of social networking channels whether they have reputation in good way or not. These levels depend on the influencer credibility and information that they are giving to their followers. Last but not least, although influencer credibility is significant and there are some influencers that may not be credible and trustable, followers of influencers can discriminate between influencer to influencer. Also, getting information has an impact on the purchasing decision. There are many alternatives that can be confusing to choose the suitable one. In this context, social networking channels such as Instagram, TikTok, and YouTube, have the ability to give information with pictures and videos. In consequence, above mentioned, influencer credibility is crucial and also related with storytelling marketing. Influencers, thanks to the storytelling marketing approach may increase their credibility in this way their reputation may be affected in a good way and come to the forefront among other influencers. Storytelling includes stories, experiences, and sometimes real lives. In this context, there is a strong correlation between them. Storytelling marketing can give followers reliability about the products and contribute to the influencer credibility in a positive

way because of the emotional connection, consistent messaging, authority, and memorable engagement with the audience.

1.3 The Role of Post Attractiveness, Perceived Informativeness, and Usefulness of Content

Influencers' content performance is largely dependent on how visually appealing their postings are, as this can have a big impact on how interesting and shareable they are. Aside from physical beauty, other aspects of attractiveness in the context of influencer marketing include personality, charisma, relatability, and the general aesthetic of their posts. Attractiveness is a key visual characteristic of an influencer's appeal that shapes a target consumer's belief that a social media influencer (SMI) is a trendsetter (Ki & Kim, 2019). Attractive influencers tend to get more attention, but what really makes an impact is their capacity to engage their audience. Authenticity, personal branding, and content that speaks to followers' values and goals can all help build this relationship. Influencers frequently use an established blend of emotional appeal and visual appeal to achieve post attractiveness. Taste is linked to a person's preferences and evaluations of aesthetic objects or designs (Hoyer & Stokburger- Sauer, 2012). Well-written photos or videos, captivating imagery, and a tone that complements the influencer's personal brand are the characteristics of an appealing post. Influencers sometimes make themselves more attractive by emphasizing aspects of their lifestyle, applying filters, or altering their posts to show a carefully polished picture of their existence. Physical appeal is closely linked to the initial judgment formed about an individual, influenced by the endorser's attributes and characteristics, such as facial appearance, height, and body weight (Bardia et al., 2011). This might encourage followers to follow or conform to their ideal way of life. Since audiences are more likely to be affected by a post's aesthetics and emotional appeal which take into account both the influencer's physical attributes and the narrative they portray, the pursuit of attractiveness in content creation is particularly powerful for them. As a result, a target consumer who finds an SMI's Instagram content visually appealing is more likely to form a positive attitude toward the SMI and consider them a trendsetter (Ki & Kim, 2019). But placing too much focus on post attractiveness might raise concerns about authenticity, particularly if the content seems unduly stylized.

Important elements that affect how their audience interacts with and reacts to their posts on social media are the usefulness and perceived informativeness of the content that influencers publish. How useful or actionable the content is for the audience helping them meet their requirements or solve problems is referred to as usefulness. For instance, giving helpful tips or productivity advise.Regarding Perceived informativeness, expert viewpoints, industry insights, or thorough explanations that broaden the audience's knowledge are examples of content that is

valued for its depth and relevance. This is known as perceived informativeness. Previous research has shown that a strong alignment between the influencer and the brand is essential for achieving favorable brand outcomes (Hudders et al., 2021). An influencer is offering their audience useful information, insights, or guidance when they post content that is seen as informative. Influencers produce content designed to capture the attention of customers (Cheung et al., 2022). This could contain product suggestions, instructional advice, how-to manuals, and industry trend updates. Followers are more inclined to regard an influencer as a trustworthy source of information if the content is knowledgeable and useful. The usefulness of content is highlighted as a crucial aspect of influencer marketing, enabling differentiation and serving as a marker of trustworthiness. The degree to which the content is appropriate and useful to the lives of the followers is referred to as usefulness. An influencer who posts vacation advice, inexpensive meal ideas, or productivity strategies, for instance, provides things that directly assists their audience in making decisions or resolving issues. It has been observed that when consumers make purchasing decisions, they tend to rely significantly on information, advice, and expert opinions from their personal network, which contributes to increased sales through positive purchasing behavior (Rui et al., 2013). Followers are more inclined to interact with information, trust the influencer, and act on the advice given when they believe it to be helpful. Influencers become recognized as authoritative figures in their field when they regularly post educational and practical information. This combination builds loyalty and improves the relationship with their audience. Influencers who comprehend their requirements and offer ideas or solutions that improve or ease their lives are valued by their followers.

Perceived informativeness, utility, and post attractiveness all have a significant impact on attitudes toward the influencer and the product. These individuals, referred to as influencers, are independent third parties recognized for their ability to influence the attitudes of their social media followers (Freberg et al., 2011). Both product evaluations and the influencer's credibility are significantly influenced by post attractiveness. A post that is visually appealing and consistent with the influencer's personal brand might draw attention and create a favorable perception of the product. From the viewpoint of influencers, elements like post quality, incorporation of aesthetic elements, and active engagement significantly contribute to their popularity (Arora, et al., 2019). Influencers that produce visually appealing posts attract followers and increase their openness to the message they are spreading. In order to build trust, a post's perceived informativeness and utility should take precedence above its aesthetic appeal. Followers are more likely to develop favorable opinions about the product being promoted when they believe the influencer's content to be instructive, perceptive, or useful in real-world situations.

All of these components interact in order to shape attitudes toward the influencer. Influencers that produce aesthetically pleasing, educational, and practical material are more likely to be regarded as reliable, informed, and approachable, all of which strengthen their relationship with their followers. Influencers emerge on social media, where they establish and nurture direct connections with a wide audience, aiming to inform, entertain, and possibly influence their followers' thoughts, attitudes, and behaviors (Dhanesh and Duthler, 2019). Followers form a favorable opinion of an influencer when they receive information that speaks to their beliefs and needs, which increases the possibility that they will interact with the influencer's suggestions for products and other content in the future. When followers believe that influencers are being compensated for their promotional activities, it can undermine their credibility. However, credibility remains crucial for fostering positive attitudes toward the influencer (Belanche et al., 2021). As a result, the influencer's personal brand and authority are strengthened, increasing their ability to influence customer behavior.

In summary, an influencer's content's perceived informativeness and usefulness are important factors affecting audience behavior. These attributes are essential for long-term success on social media because they inspire followers to interact with the content, have faith in the influencer's decision-making, and create closer relationships.

2. THE IMPACT OF SOCIAL MEDIA AND INFLUENCER MARKETING ON PURCHASE INTENTION

In the last few decades using social media has become quite common thanks to the technology, internet, globalization, and electronic devices. Nowadays, most people have started to use social media ranging from children to elderly. Influencers are key players of social networking channels. Individuals who wield influence on others through social media are commonly known as influencers (Gerrath & Usrey, 2020). Influencers are individuals contributing to social media, earning significant recognition from their audience and building a dedicated following (De Veirman et al., 2019). They communicate with their audiences through sharing pictures and videos in this way they create their social networking persona in different fields ranging from fashion to beauty. Thanks to their followers on social networking channels, they might be popular and reach larger groups from all around the world and cultures including different age groups. Audiences have a right to follow, comment, and ask questions to influencers, in this way there is a creation of interaction between social media influencers and their followers. Social media users indicate that their main motives for following other users include seeking insights into others' lives and deriving enjoyment and pleasure from the content (Sheldon & Bryant, 2016). In the realm of marketing, influencer marketing is perceived as an innovative strategy wherein the impact of opinion leaders plays a pivotal role in shaping consumers' purchasing decisions and raising brand awareness (Venciute et al., 2023). It is commonly described as a marketing approach where businesses allocate resources to specific influencers, who, in turn, promote their brands by sharing tailored content on social media with their intended audience (Giles & Edwards, 2018). The main reason why people that use social media and following influencers is to get informed about the trends, brands, lifestyles, and experiences of influencers. Also, there is a social interaction with likes and comments between followers of social networking channels and influencers. In general, influencers give prominence to aesthetics, using luxury brands, fine dining restaurants, and posting or sharing stories actively on their social media accounts to attract followers' attention. Choosing influencers who share more unique content compared to posts from others, have a substantial following, and include more clickable mentions and links in sponsored posts can improve effectiveness (Leung et al., 2022). Influencers are regarded as opinion leaders so their characteristics such as trustworthiness, attractiveness, credibility have an impact on purchase intention and are related with the storytelling marketing. Attributes of posts or content that enhance the effectiveness of influencer marketing encompass the uniqueness and originality of the content (Casaló et al., 2020). The aim of storytelling is to cultivate trust and involve customers (Gupta & Kumar, 2013). Companies and brands have shown

considerable interest in social media influencers, viewing them not only as potential marketing channels but also as valuable assets for social relationships with whom they can collaborate (Masuda et al., 2022). If an opinion leader reveals a collaboration with a brand or company when making a post, followers might see the opinion leader as more trustworthy, thereby lessening potential negative reactions arising from the collaboration (Sah et al., 2018). This situation is also significant in terms of brands.

As seen, nowadays, we can follow trends through influencers. In other words, we get news about brands such as new comings, colors, and trends through influencers of social media. This inevitably has an impact on our followers' purchasing intention. This interaction shapes the marketing approach. Our findings indicate that augmenting the budget allocated to influencer marketing is correlated with heightened consumer engagement. Also, influencer marketing agreements empower influencers to communicate brand-related information to their target audience, distinguishing it from conventional brand- or user-generated content (Leung et al., 2022). Consequently, storytelling marketing shaped by influencers, brands, marketing, and social networking channels is key players of today's marketing approach and strategy. Moreover, it is developing day to day thanks to the emergence of the new influencers from different concepts such as beauty, fashion, health living, psychology and more. Interaction is increasing, content variety is also increasing, unique content and successful storytelling bears significance to be outstanding among social media influencers and purchase intention so selling and getting profit.

3. THE ROLE OF DIGITAL STORYTELLING IN INFLUENCER MARKETING

3.1 Storytelling content quality

Storytelling is a significant element of marketing approach. It has become a phenomenon in the last few decades thanks to the influencers. One of the best strategies for building an emotional bond with clients is to use storytelling (Dhote & Kumar, 2019). It is a potent and enduring mode of communication that combines spoken and visual elements to educate, inform, and entertain an audience (Spanjaard et al., 2022). Storytelling marketing arrive to convey a message, provide entertainment, and offer education (Baruch, 2008). In contrast to basic gestures or sounds, storytelling is emotionally more intricate and proves to be more impactful in terms of faithfulness, memorability, and the volume of information that can be conveyed (Yang, 2013). However, storytelling is not a new approach of marketing. It has been a part of our lives for a long time. Nowadays, the content of storytelling marketing has changed compared to the previous years. It has become more efficient thanks to the social networking channels. Influencers can create their contents in different ways using different tools of social media. In other words, they can be more creative without restricting themselves. Moreover, they can create their content with low payments. Therefore, there are many storytelling marketing on social media with promoting brands and products and attracting followers and consumers' attention greatly. Providing interaction between followers and influencers in this way there is a creation of a social environment that consists of the developing and continuing relationship. Although there are many storytelling of influencers, not all of them attract followers' attention. In storytelling marketing, it is significant to attract attention with content, music, and enjoyment. A "quality" narrative should render the storyteller's creation and the receiver's interpretation of the story credible and enjoyable (Van Laer et al., 2014). Also, it has to be persuasive to impact audiences' purchase intention. Therefore, creating influential storytelling bears significance for both influencers and brands. It may have an impact on the reputation, appearance, and popularity of the brand and influencer. People give attention to stories because they combine with their previous knowledge so storytelling with phrasemaking and influencers' approach, new dimensions in storytelling can be created. Moreover, storytelling has no end, developing and changing day to day. As seen, storytelling is one of the cornerstones of marketing and it is an important strategy that influencers, social networking channels including Instagram, YouTube, Facebook, and TikTok, brands, and more significantly followers that contribute storytelling marketing, profits, reputation, popularity, and purchase intention. Moreover, storytelling marketing helps followers to imagine more with the help of their previous knowledge and experiments. Furthermore, storytelling owing to their

emotional depth, narratives containing contextual cues aid in the retrieval of information from one's long-term memory (Yang, 2013). In consequence, storytelling is an indispensable part of social networking channels, influencers, brands, and followers that will continue to be part of our lives.

The findings indicate that, while storytelling can effectively captivate audiences, influencers may unintentionally misrepresent the real worth of the information through selective attention and confirmation bias. Furthermore, the purposeful use of dynamic technologies such as Instagram stories demonstrates their planned approach to amplifying the narrative and making it more memorable for followers.

3.2 Examining the impact of digital storytelling in social media marketing on the basis of purchase attitudes

The fear of missing out (FOMO), the way influencers tell stories, and how well a brand and influencer's identities match all work together to strongly affect how customers feel and make purchase decisions in the fast-changing world of social media marketing.When employed strategically, storytelling has the power to concentrate, align, and ignite the human energy essential for achieving the identified strategic vision of your company and establishing the desired positioning for your brand (Baker, 2014). FOMO, or the fear of missing out, is individuals' negative emotional state upon realizing that enjoyable and personally significant events are occurring nearby. Yet, they are not present to partake in or witness these brief moments (Hayran, 2016). Regarding how fear of missing out affects purchase attitudes, FOMO directs a consumer's hesitation and resistance to consent to an action by creating a perception of scarcity through limited and limited-number or limited-time deals (Hodkinson, 2019). In other words, when influencers build storytelling that a product or content offers unique experiences that are likely to be missed, this can create FOMO in the consumer and directly the consumer's purchasing preferences because the storytelling directly affects their desires and attitudes (Mora & Livat, 2013). Thus, thanks to storytelling, it can trigger behaviors in the audience and improve the individual's awareness and emotional understanding (Woodside, 2010). Namely, awareness in the emotional understanding of the individual creates the feeling that he should not miss a unique experience or a product that is difficult to reach with limited stocks, causing him to desire that product more, thus increasing his purchasing intention.

Fear of missing out produced by influencers' narratives not only impacts people's emotional states but also has a substantial impact on their purchase decisions. Creating a sense of scarcity via narrative causes customer reluctance and resistance. Influencers that effectively use

FOMO in their storytelling have the ability to drive audience activity, raise individual awareness, and eventually enhance buy intentions. Another parameter is brand perception; Influencers play a role in shaping the consumer's brand perception by using storytelling. In other words, if the influencer's identity that the brand collaborates with is compatible with the identity of the brand, it can have a positive impact on the consumer's purchasing decision. In that regard, since a parasocial relationship serves as a conduit between an influencer and their audience, it is beneficial (Yuan, 2021). because when it comes to social media, parasocial refers to a perceived relationship between consumers and influencers that may not actually exist. The Fear of Missing Out is intimately woven into customers' emotional and behavioral dynamics, as seen by influencer tales. The skillful use of narrative not only influences people's emotional states, but it also has a significant impact on their purchase decisions, generating a sense of scarcity that leads to increased desire and buying intentions. Furthermore, the alignment of brand and influencer identities emerges as a crucial aspect in shaping customer views and decisions. The notion of a Parasocial relationship emphasizes the importance of influencers in brand association, highlighting the possibility for customers to change their purchasing habits based on a perceived link with the influencer's identity. Influencers continue to leverage the power of FOMO and storytelling, not only driving audience engagement but also contributing considerably to the intricate interplay of emotions and perceptions that determine consumer purchase behavior.

4. APPLYING THE INFORMATION ADOPTION MODEL

Social networking channels, internet, and technology started to occupy our lives more than ever. Thanks to the internet and technology, social networking channels are on our mobile phones and computers from morning to evening. In other words, social networking channels offer audiences endless interaction with influencers irrespective of time, environment, country, and culture, enabling continuous interaction. People now have the ability to connect without any time restrictions, shaping their interests in areas such as food, sports, design, and style.

As a result, shopping methods have changed significantly over the last few decades. Nowadays, people can easily access product information compared to the past. They can learn about products from the influencers they follow and access reviews on the internet, which influence their purchase intentions. Influencers and consumers who experience products can effortlessly share their comments with a global audience. Online consumer behavior is significantly influenced by the extent of comments on the internet and their pertinence to the topic (Hussain et al., 2017).

In addition, influencers can create storytelling content and reach millions of people with just one keystroke. The information provided by highly credible sources is seen as valuable and trustworthy, enhancing the process of knowledge transfer (Ko et al., 2005). This trust also impacts brand perception. However, while accessing information has become easier, content and information pollution have also emerged as challenges. These issues arise from factors such as the growing number of brands, influencers, shopping sites, and advertisements, driven by financial concerns. appealing content has become common among influencers and in storytelling marketing as a strategy to attract attention and stand out. The information consumers gather about companies, goods, and services online influences their purchase decisions (Ismagilova et al., 2020). Within this context, the Information Adoption Model can be highly beneficial. Although various models examine consumer behavior in online environments, the Information Adoption Model is frequently used in current studies due to its relevance in understanding how individuals adopt and process information in digital spaces (Filieri & McLeay, 2013).The initial purpose of the Information Adoption Model was to better understand how people develop intentions to embrace knowledge about specific recommended behaviors, ideas, or technologies (Sussman and Siegal, 2003). The model explains how individuals perceive the information found in computer-mediated communication platforms and how that perception influences their intentions and behaviors (Erşen et al., 2020). Research indicates that consumers' online information processing and behavior are enhanced by content from highly credible sources (Ismagilova et al., 2020).

According to the Information Adoption Model, information usefulness influences information adoption behavior. In turn, information usefulness is determined by the quality of the argument and the credibility of the source from which the message originates (Cheung et al., 2008). The model helps us understand the influences on consumers who are affected by influencers and storytelling marketing. It demonstrates how purchase intention, product knowledge, storytelling marketing, and influencers are interconnected.

In conclusion, aligned with the Information Adoption Model, this study suggests that the quality of arguments, source credibility, and tie strength impact consumers' purchase decisions by influencing their evaluation of the usefulness of the product (Zhu et al., 2015).

Considering what mentioned above, when it comes to understanding how influencers' storytelling and content characteristics affects brand perception and customer purchase intentions, the Information Adoption Model seems relevant. This approach emphasizes how important information quality and source reliability are to the adoption process. Consumers view influencers as reliable sources of information when they come across as genuine, honest, and knowledgeable. This aligns with my research on these qualities and their impact on how people perceive influencers. Also, reinforces the importance of emotional and cognitive responses. In addition, IAM highlights trust as a critical component of information adoption, which aligns with the examination of the connection among consumer trust, influencer credibility, and content quality. Lastly, the model reflects investigation into how customers' engagement with influencers' storytelling translates into purchase intentions by relating information adoption to behavioral intentions. The Information Adoption Model highlights the importance of authenticity, reliability in influencer marketing, and content quality. It offers a framework for understanding how influencer storytelling influences customers' intentions to make a purchase.

5. METHODOLOGY

5.1 Purpose of the research and research model

This study's main goal is to investigate how beauty influencers on social media affect consumers' intentions to make purchases, especially when viewed through the perspective of storytelling marketing. With social media influencers at the forefront, storytelling has emerged as a powerful tool in the modern digital landscape for influencing customer behavior. Since media use is so common, this application is referred to as social behavior (Tian et al., 2022). The aim of this study is to examine the characteristics of influencers, the role of storytelling in marketing and its credibility, and how beauty influencers' content influences purchase intentions. Psychological demands arise from the ongoing interplay between individuals and outside stimulants (Illeris, 2003). This study is crucial because it looks at how influencer traits such as authenticity, trustworthiness, and leadership directly affect storytelling. It also examines how these traits can subtly increase or decrease the impact of storytelling, making it valuable for both research and practical use. As such, its objective is to offer a comprehensive understanding of consumer psychology and practical recommendations for marketers who want to create more efficient use of influencer relationships.

The decision to focus on beauty influencers in this study arises from their significant role in impacting consumer behavior, notably in the beauty and cosmetics industries. Influencers are individuals with a large social media following who can significantly impact their audience's opinions, preferences, and purchasing decisions through their content and endorsements (Lopez & Islam, 2021). Beauty influencers are active on social media platforms, where they engage with their fans in a highly visual and interactive manner. Their ability to demonstrate product usage, share personal experiences, and provide thorough advice makes them very effective at influencing consumer decisions in this industry. Beauty influencers frequently use storytelling to attract their audience. This provides a fertile ground for investigating the effects of storytelling on consumer trust, perceived authenticity, and purchase intentions. Because the beauty industry is strongly reliant on trust and perceived efficacy, it is critical to understand how narrative affects influencer traits such as authenticity and trustworthiness, as well as how they influence customer behavior. Furthermore, beauty influencers have significant, dedicated followings, making them extremely powerful in purchasing decisions.

To achieve the target of this research, the study employs the Information Adoption Model. The Information Adoption Model paradigm emphasizes elements like information utility, source reliability, argument quality, and social impact to explain how people absorb and use information

made available through digital platforms. Information adoption is influenced by the degree of utility of the information, which is determined by the quality of the argument and the credibility of the source (Cheung et al., 2008). This model clarifies how users view, assess, and absorb content shared by influencers in the context of social media. Followers are more likely to accept the information and act upon it, boosting their purchase intentions if they find the content valuable, the influencer reliable, and their arguments persuasive.

Through the analysis of these components, the model provides a means of comprehending the circumstances in which social media content stimulates increased interaction and customer behavior.

Figure 1

Research model
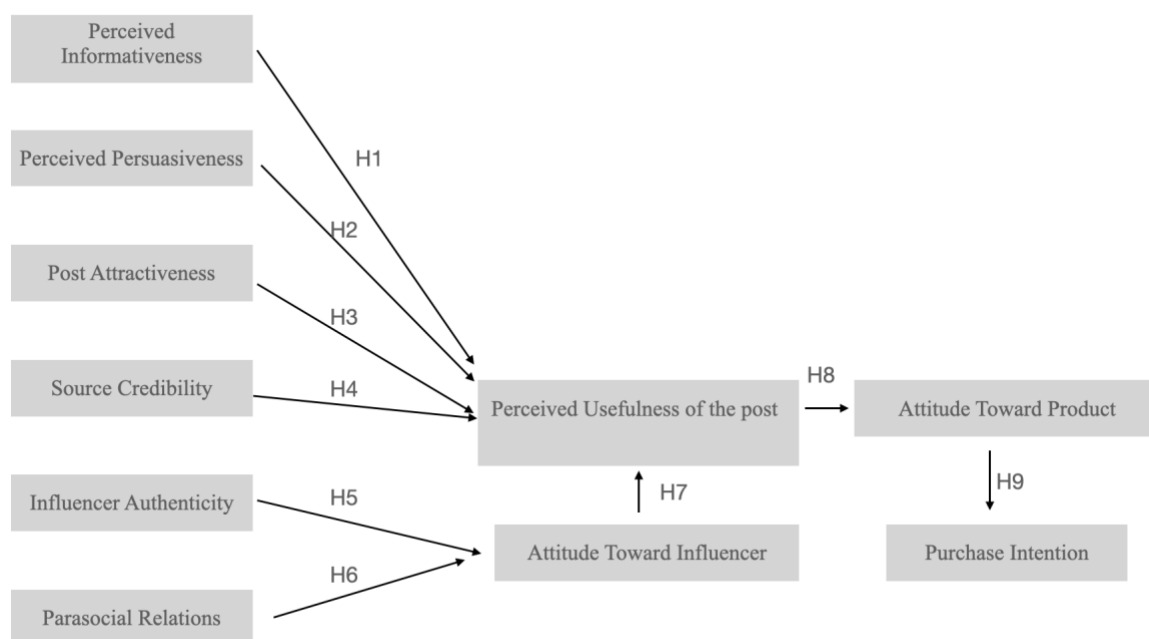
The Information Adoption Model provides a thorough understanding of the ways in which influencers affect purchasing decisions. The approach places emphasis on comprehending the attributes of the influencer, specifically their credibility, proficiency, and genuineness. These characteristics are thought to serve as foundational elements in how followers understand the influencer and the message they're spreading.

The model recognizes the essential role of high-quality content in acting as a mediator. A credible, genuine influencer with engaging content is more likely to impact a follower's perception of a product. While the credibility of influencers is crucial, consumers also consider the product's perceived benefit when making a purchase. The model essentially suggests that a successful influencer marketing effort requires a product that meets the target audience's needs, high-quality content, and a credible influencer. If followers perceive that an influencer is being dishonest about a product, they are likely to lose confidence in both the influencer and the brand as a whole.

In conclusion, according to the Information Adoption Model, a combination of a credible influencer, high-quality content, and a product that resonates with the target audience is necessary for an influencer marketing campaign to succeed.

5.2 Hypotheses of the study

The usefulness of the content is impacted by how informative the content provided by social media influencers is. Influencers are more likely to be successful on social media when their communication strategies are centered on sharing informative content (Sharma 2023). Influencers may assist followers make better decisions about whether a cosmetic product is right for them by giving them thorough and useful information. Influencers are masters at producing sophisticated and successful content (Enke & Borchers, 2019). Because it provides answers to often asked, this kind of content becomes beneficial. Therefore, followers will trust influencers' branded content if it is informative (Lou & Yuan, 2019). Influencer marketing research indicates that followers follow influencers because they provide captivating and informative information (Ki et al., 2020). By enlightening their followers and increasing their self-assurance in their choices, influencers produce significant and trustworthy material. Given that the product categories in this sector are health-sensitive, we anticipated that consumers would think about how these products might affect their health and would therefore check the information from multiple sources before making a purchase (Ünalmış et al., 2024).

H1:   The informativeness of the content shared by social media beauty influencers positively affects the usefulness of the content.

The utility of influencer content is positively impacted by its persuasiveness. Perceived informativeness refers to consumers' general perceptions of the quality and characteristics of the information provided in online reviews (Zhang et al., 2014). By suggesting that both source credibility and the perceived volume of online reviews are crucial heuristic factors influencing consumers' purchase intentions (Zhang et al., 2014). Content that inspires people to try a product and makes them believe in it is known as persuasive content. An influencer can persuade followers to believe in a product. It is easy to persuade consumers who have good attitudes about a product or topic, and most advertising aim to modify negative attitudes, reinforce positive attitudes, and influence consumers (Talih Akkaya et al., 2017). To support their message, the influencer may also display glowing outcomes or inspire positive emotions.   Making the audience believe that the product works and is worthwhile makes the material valuable in addition to being persuasive.

H2: The persuasiveness of beauty influencer content positively influences the usefulness of the content.

The perceived usefulness of the content is positively impacted by posts' aesthetic appeal. Influencers strongly influence their followers' decisions by creating visually appealing profiles

that allow them to express their interests and viewpoints (Van Reijmersdal et al., 2022). People are drawn in and motivated to learn more by posts that are visually appealing. When it comes to beauty products, this usually translates into clear, stunning photos or videos that demonstrate the product in action. Therefore, the appeal of a post can influence personal preferences (Verhagen et al., 2012). An influencer might, for instance, produce a lesson that demonstrates how to apply eyeshadow step-by-step, including close-ups of the application procedure and blending methods. The post is more interesting and fun to view when it has vibrant colors, lovely backdrops, or imaginative layouts. Engaging images or captivating activity posts can draw casual fans to interact by liking and commenting, whereas well-crafted, professional content is more likely to appeal to dedicated fans, encouraging them to respond and share (Chang et al., 2015). Followers are more likely to trust an influencer and think the information is worthwhile when they see a post that appears polished and professional.

H3: The attractiveness of posts contributes positively to the perceived usefulness of the content.

A crucial concept in the literature on celebrity endorsements (Schimmelpfennig and Hunt, 2020). The influencer's credibility as a source has a favorable effect on the content's usefulness. Influencers must possess a high degree of competence and reliability in order to establish a trustworthy image among their social media followers (Schouten et al., 2020). Influencers who are regarded as trustworthy, knowledgeable, and honest have a higher chance of earning the trust of their followers. An influencer having appropriate professional experience or knowledge of the topic, for instance, is given greater importance. When an influencer promotes goods that are more or less in line with their style, it is hypothesized that this influences followers' opinions of the influencer and their assessments of their credibility, which in turn affects a range of behavioral reactions (Belanche et al., 2021). If an influencer's assessment contains trustworthy information or proof to back up their assertions, followers are more likely to believe it. However, if an influencer is seen as putting their own interests ahead of making sincere and objective recommendations, their reputation may be diminished. Because the influencer has received payment for sponsoring the product, their reputation may be damaged if followers think the information they post is biased (Djafarova and Bowes, 2020). As a result of this if they think they are not credible, some outcomes may arise. Viewers of these kinds of messaging may develop unfavorable opinions about the influencer's credibility as a result (De Veirman and Hudders, 2020). As seen, Influencers' content is valued more when followers believe they are genuine and knowledgeable.

H4: The credibility of the beauty influencer as a source positively impacts the perceived usefulness of the content.

Attitudes about the influencer are positively impacted by their authenticity. Influencers who are genuine connect with their audience by sharing realistic, real-life stories. The ability of a person to experience and communicate who they really are in social situations is known as online authenticity (Lim et al., 2015). Influencers who are genuine and honest with their audience gain their trust and develop closer emotional bonds. The brand are going to disappear long if the influencer comes across as insincere (Harries and Rae, 2011). Consumers today seek out real influencers, believing that those who are not genuine are merely trying to boost sales to boost their own earnings (Audrezet et al., 2020). They gain greater respect and admiration as a result, which enhances their reputation in general. Customers could perceive influencers' lack of genuineness as a potential sign of dishonesty in their business partnerships (Arnesson, 2022).

H5: The authenticity of the beauty influencer positively influences attitudes toward the influencer.

Attitudes about social media influencers are positively impacted by parasocial relations with them. The one-sided relationship followers believe they have with an influencer on social media is referred to as a parasocial relationship (Cohen, 2014). When followers feel an attachment to an influencer while never having met, this is known as a parasocial relationship. Recent research has looked at how followers and social media influencers create parasocial relationships (Farivar et al., 2021). Factors like the physical and social attractiveness of influencers (Lee & Watkins, 2016). Social media platforms make it simple for users to connect with others who share their interests and encourage regular user interaction, which fosters the growth of parasocial relationships (Bane et al., 2010). Followers' feelings toward the influencer are strengthened by this imagined intimacy, which increases the likelihood that they will admire their opinions. Because the influencer's and the post's attributes are similar, we propose that the influencer's post type will mitigate the impact of parasocial relationships and opinion leadership on followers' purchase intentions (Farivar et al., 2021).

H6: Parasocial relationships with social media beauty influencers positively influence attitudes toward influencers.

Attitudes toward the influencer are positively impacted by the content's perceived utility. The significance of content is highlighted even in definitions that characterize influencers as creators of content (Lou and Yuan, 2019). Social media content serves as a powerful tool that can

shape customer perceptions and influence their purchasing decisions (Müller and Christandl, 2019). Followers start to perceive influencers as knowledgeable individuals who sincerely care about the requirements of their audience when they post useful and practical beauty product. Content usefulness refers to its ability to assist users in making decisions or advancing toward their objectives (Venciute el al., 2023). The usefulness of content on social media platforms plays a crucial role in shaping customers' perceptions and driving their purchasing decisions (Müller and Christandl, 2019). This type of advice is immediately helpful since it tackles problems that followers face on a regular basis. By providing this type of value, the influencer gains the respect and trust of their followers and raises the likelihood that they will view them favorably.

H7: The perceived usefulness of content positively affects attitudes toward the beauty influencer.

Customers' perceptions of a post's usefulness greatly influence how they feel about a product. When followers see interesting and educational content from an influencer, they are more likely to think favorably of the product being advertised. Consumer decision-making is influenced by self-expression and personal image (Hwang, 2015). Positive attitudes toward a product are often enhanced by perceived usefulness of the post. People tend to follow influencers with engaging personalities who inspire and share knowledge (Ki et al., 2020). Followers are more likely to feel positively about the products an influencer promotes if they like and trust the influencer. Celebrity endorsements and recommendations, particularly from friends and family, are viewed as reliable sources that influence decision-making (Herrando & Martín-De Hoyos, 2022). For example, if a well-known beauty influencer, who is trusted for their honesty, shares how much they adore a particular blush due to its natural finish, followers are likely to associate that positive sentiment with the product. Because they perceive the product as aligning with the influencer's trustworthy image, they are more willing to try it as a result of this connection.

H8: Perceived usefulness of the post can shape the buyer attitude towards product.

Purchase intentions are increased when you have a favorable attitude toward the product. According to research, companies are using SMIs to increase customer engagement and purchase intent for their goods and services (Shuqair et al., 2024). Followers are more likely to purchase product when they have positive feelings about it after hearing about it from an influencer. One of the most significant elements influencing both the purchasing process and the intention to buy is the attitude of consumers toward influencers (Talih Akkaya et al., 2017). Favorably affect the audience's perception of the influencer's material, their willingness to buy, and the authority they

attach to the influencer's statements (Ibáñez-Sánchez et al., 2022) . Clear demonstrations, candid evaluations, and thorough explanations from influencers reinforce positive attitudes. Product image and purchase intention are positively correlated, with specific product qualities and general product perceptions having a direct impact on consumer purchase intention (Narang, 2016). When followers trust the influencer and feel an emotional connection to the product, they are more likely to act and buy.

H9: A positive attitude toward the product increases purchase intentions.

5.3 Methods and Procedures for Data Collection

Regarding the hypotheses that mentioned above, in order to test the hypothesis survey will be used. Also, this survey will consist of 5 point likert scale ranging from 5 totally agree to 1 disagree. The Likert scale, developed by Rensis Likert in 1932, has been commonly used in social science research to measure observable characteristics (Li, 2013). The development of a Likert scale is closely tied to the research objective; in some cases, the research aims to explore participants' opinions or perceptions regarding a single 'latent' variable (Joshi & Pal, 2015). Respondents find Likert scale questions easy to understand and answer, and the responses are straightforward to organize when collecting data (Heo et al., 2022). Research aim of the paper is mentioned above, so to find influencer characteristics, content characteristics, and storytelling marketing and their credibility, and how content quality impacts on purchase intention. Regarding this, questionaries that prepared for the survey will be focusing on the followers of the social media that following the social media influencers. Influencers promote the products and brands with storytelling and post attractiveness and the content quality. Within the context of the survey, forms of google may be benefitted. Each construct consist of 5 questionnaire ranging from strongly believe does not, somewhat believe, neither agree nor disagree, somewhat believe, and strongly believe so it provides followers to choose free reflection to their thoughts. The main reasons why likert scale is used, to investigate a number of important topics, such as influencer characteristics, the effects of storytelling in marketing, and general credibility and influence on purchasing intentions. Likert scales are convenient for creating and adjusting responses, providing reliable results for statistical analysis, and making it easier to analyze large amounts of data quickly and efficiently (Li, 2013). The purpose of the questionnaire was to collect input from followers who regularly interact with and are influenced by social beauty media influencers. It aimed to

understand their views on the influencers' storytelling, authenticity, and how these factors affect their purchase intentions. The survey was conducted among social media beauty influencers' followers and will be shared over multiple online platforms to ensure a representative diverse sample.

I used a survey method in addition to a quantitative research approach to test the study's hypotheses. This approach was selected because of its efficacy in gathering information from a sizable and diverse sample, an essential component in the analysis of broad patterns in consumer behavior shaped by social media influencers. The survey allows us to collect data on a variety of psychological and behavioral characteristics, including assumptions of influencer authenticity, trustworthiness, and the impact of storytelling on purchase intention. This approach is appropriate for this study because it allows collecting standardized data that can be easily quantified and statistically evaluated, making it easier to test the correlations between the variables described in this hypothesis. As mentioned above, I used a 5-point Likert scale in the survey, ranging from 1 (strongly disagree) to 5 (strongly agree), for a variety of reasons. The scale is simple and easy to use, decreasing respondents' cognitive load resulting in higher response rates, hence increasing data reliability. Likert scale questionnaires let respondents express their level of agreement rather than making them choose a definite position on a specific topic (Heo et al., 2022). Additionally, it picks up on small variations in respondents' sentiments, which helps us comprehend complex judgments about the authenticity, source credibility and consequences of storytelling of influencers. This helps with comparisons with other studies that are similar and ensures consistency with existing literature. Moreover, the middle of the scale offers a neutral choice, which lowers the possibility of response bias and increases data accuracy. In conclusion, the survey approach and the 5-point Likert scale were chosen due to their capacity to gather accurate and comprehensive data from a sizable sample, facilitating a comprehensive analysis of the study questions and hypotheses.

Table 1

Consruct	Original Scale	Scale	Source	*Cronbach Alpha*
Perceived Informativeness	- provide relevant information. - provide timely information. - tell people about products when they need the information	- provide relevant beauty information. - provide timely beauty information. - tell people about beauty products when they need the information	Ünalmış et al., 2024	0.89
Influencer Authenticity	- This celebrity is different from all other celebrities. - This celebrity stands out from other celebrities. - I think this celebrity is unique. - This celebrity clearly distinguishes themselves from other celebrities.	- This beauty celebrity is different from all other celebrities. - This beauty celebrity stands out from other celebrities. - I think this beauty celebrity is unique. - This beauty celebrity clearly distinguishes themselves from other celebrities.	Wang & Weng, 2023	0.89
Parasocial Relations	- When I engage with this influencer's content, I feel like I'm part of their community. - I perceive this	- When I engage with this beauty influencer's content, I feel like I'm part of their community. - I perceive this beauty influencer as	Farivar et al., 2021	0.73

	influencer as someone familiar, like an old friend. ● I'd love the opportunity to meet this influencer face-to-face. ● This influencer gives me a sense of comfort.	someone familiar, like an old friend. ● I'd love the opportunity to meet this beauty influencer face-to-face. ● This beauty influencer gives me a sense of comfort.		
Post Attractiveness	● Recipe photos displayed in post is attractive. ● Recipe photos are aesthetically appealing. ● Recipe photos look attractive.	● Beauty photos displayed in post is attractive. ● Beauty photos are aesthetically appealing. ● Beauty photos look attractive.	Chang et al., 2015	0.94
Attitudes towards influencer	● I believe the Inlfuencer that I follow is the best influencer for me to get the desired product. ● I believe that the Influencers I follow have engaging content in the products I want. ● I truly believe that the Influencers I	● I believe the beauty Inlfuencer that I follow is the best influencer for me to get the desired beauty product. ● I believe that the beauty Influencer I follow have engaging content in the beauty products I want. ● I truly believe that the Beauty Influencers I follow provide	Hartanto et al., 2023	0.69

	follow provide new offers on various products and services on the products I want. ● I consider that the Influencers I follow as a reliable source of information.	new offers on various beauty products and services on the products I want. ● I consider that the beauty Influencers I follow as a reliable source of information.		
Attitudes toward product	● I think that this product is interesting. ● I think that this product is pleasant. ● I think that this product is likeable. ● I have a favorable opinion about the product.	● I think that this beauty product is interesting. ● I think that this beauty product is pleasant. ● I think that this beauty product is likeable. ● I have a favorable opinion about the beauty product.	Belanche et al., 2021	0.9
Source Credibility	● People who left these reviews were knowledgeable ● People who left these reviews were experts ● People who left these reviews were trustworthy ● People who left these reviews were	● People who left these beauty reviews were knowledgeable ● People who left these beauty reviews were experts ● People who left these beauty reviews were trustworthy ● People who left these beauty reviews were	Zhang et al., 2014	0.94

	reliable	reliable		
Perceived usefulness of the Post	The content of this influencer: ● Is valuable for me and fits my values very well ● Is good ● Is useful for me and I can find beneficial advice, recommendation, and acumen in my interested fields ● Helps a lot of people make the best decision in searching for desired products	The content of this beauty influencer: ● Is valuable for me and fits my values very well ● Is good ● Is useful for me and I can find beneficial advice, recommendation, and acumen in my interested fields ● Helps a lot of people make the best decision in searching for desired beauty products	Venciute et al.,2023	0.803
Perceived Persuasiveness	● The arguments of these reviews were convincing ● The arguments of these reviews were persuasive ● The arguments of these reviews were strong	● The arguments of these beauty reviews were convincing ● The arguments of these beauty reviews were persuasive ● The arguments of these beauty reviews were strong	Zhang et al., 2014	0.94
Purchase Intention	● I intend to buy and use	● I intend to buy and use this	Hou & Sarıgöllü, 2022	0.82

	this product ● I am willing to buy and use this product ● I will make an effort to buy this product	beauty product ● I am willing to buy and use this beauty product ● I will make an effort to buy this beauty product		

Each scale has been validated in previous research, as seen by Cronbach's alpha ratings, which indicate high internal consistency. The storytelling scale is critical for determining how influencers may enhance product benefits, providing insight into the impact of content on consumer perceptions and behavior. The influencer authenticity scale assesses influencers' sincerity and genuineness, which is a crucial aspect in establishing trust and distinguishing influencers from their peers. The influencer expertise scale evaluates influencers' perceived knowledge and qualifications, which are essential for establishing their credibility and reliability when providing advice to followers. The parasocial relationships scale investigates the emotional connections and one-sided interactions that followers form with influencers, offering a better understanding of how influencers establish strong, personal bonds with their audience. The purchase intention scale is particularly suited because it directly measures customer intent to buy beauty brands endorsed by influencers, making it critical for understanding consumer behavior. The content quality scale reflects the reliability and relevance of influencer material, which is essential for assessing how consumers perceive influencer communication, particularly in the beauty industry. The attitudes towards the brand scale examines customer trust in the brand, an important factor that connects influencer referrals and purchasing behavior. Similarly, the influencer trustworthiness scale assesses confidence in beauty influencers, which is a major component affecting consumer purchases.

5.4 Selection of Respondents and Methods for Analysis

To find out how narrative affects purchase intentions, the study focused on social media beauty influencer followers, particularly those who interact with their content on a regular basis. The selection of respondents will be conducted using multiple online channels, such as Instagram, Facebook, and email invitations, to ensure a representative and diverse sample of the target population. A total of 203 participants will be placed. The selection criteria ensure that the respondents actively followed social media influencers, which assures that their opinions and actions are relevant to the objectives of the study.

The aim is to ensure a thorough understanding of the research process by conducting a detailed analysis of how followers' purchasing intentions and perceptions of credibility are impacted by social media influencers' storytelling. This approach gives a comprehensive understanding of the study methodology and the analytical strategies utilized, providing significant perspectives into the intricate dynamics of influencer marketing. Additionally, by demonstrating the crucial role that influencer traits and storytelling approaches play in influencing consumers' purchase intentions, the study makes a substantial contribution to the knowledge on marketing and consumer behavior through these deep examinations.

Table 2

1	Belanche et al., 2021	Building influencers' credibility on Instagram: Effects on followers'attitudes and behavioral responses toward the influencer	341
2	Stubb & Colliander, 2019	"This is not sponsored content" – The effects of impartiality disclosure and e- commerce landing pages on consumer responses to social media influencer posts	375
3	Hou & Sarıgöllü	Is bigger better? How the scale effect influences green purchase intention: The case of washing machine	400
4	Farivar et al., 2021	Opinion leadership vs. para-social relationship: Key factors in influencer marketing	450
5	Wang & Weng, 2023	Influence of social media influencer authenticity on their followers' perceptions of credibility and their positive word-of-mouth	463
6	Ünalmış et al., 2024	Consequences of influencer-created content on influencers' authenticity in the beauty and personal care industry	445
7	Hartanto et al., 2023	Attitude Toward the Influencer Towards Purchase Intention Through Social Media Engagement	135
8	Akdevelioğlu & Kara, 2020	An international investigation of opinion leadership and social media.	183
9	Yudha, 2023	A Source Effect Theory Perspective on How Opinion Leadership, Parasocial Relationship, and Credibility Influencers Affect Purchase Intention	250

10	Harris et al., 2016	Exposing Pinocchio customers: investigating exaggerated service stories	275
11	Spanjaard et al., 2022	Tell Me a Story! Blending Digital Storytelling Into Marketing Higher Education for Student Engagement	154
12	Crnjak-Karanovic et al., 2023	Which decision-making stages matter more? Influencer's perceived credibility, sponsorship and moderating role of trust	113
13	Lou & Yuan, 2019	Influencer Marketing: How Message Value and Credibility Affect Consumer Trust of Branded Content on Social Media	538
14	Masuda et al., 2022	Impacts of influencer attributes on purchase intentions in social media influencer marketing: Mediating roles of characterizations	313
15	Atiq et al., 2022	Influencer Marketing on Instagram: A Sequential Mediation Model of Storytelling Content and Audience Engagement via Relatability and Trust	350

The average number of respondents: 319

5.5 The Scope of Research

This study's main goal is to find out how social media influencers, including those that embrace storytelling in their marketing campaigns, impact customers' purchase intentions. The purpose of this study is to address a gap in the literature by focusing specifically on how influencer characteristics, storytelling marketing, and credibility influence consumer behavior and purchase intention. It aims to explore how beauty influencers' use of content affects consumers' perceptions and their intention to make purchases.

The Information Adoption Model is used by the research to accomplish its objectives. This model is essential for understanding how internal psychological reactions and purchasing intentions are influenced by the content of influencers. Important areas of study include the effects of storytelling on followers' perceptions and purchase intentions, the analysis of influencer attributes like authenticity, trustworthiness, and expertise, and their impact on perceived credibility, as well as the investigation of the ways in which content quality affects consumer attitudes toward brands. The study provides insights into how customer trust, influencer credibility, and content quality relate to one another and how purchase intentions are influenced by these factors. Hypotheses are placed to the test, such as the positive implications influencer authenticity and reliability have on consumers' perceptions of the brand and the impact of content quality on followers' perceptions. This research offers thorough insights into consumer psychology in the social media influencer-dominated world of marketing, making it important for both academic and practical applications.

The overall objective of this research is to advance knowledge of the processes by which social media influencers affect the choices that consumers make.

6. ANALYSIS AND RESEARCH RESULTS OF THE INFLUENCER CHARACTERISTICS AND CONTENT CHARACTERISTICS

6.1. Demographic characteristics of the respondents of the survey

Of the 203 survey respondents, 40.9% were men and 59.1% were women. This indicates that a significantly greater percentage of responders were women than men. Because it can assist in determining whether gender effects any survey results or patterns may notice in the data, this gender distribution is significant.

In terms of age, the majority of poll respondents were approximately 31 years old, with the average age of the 203 participants being 30.97 years. Participants' ages ranged from 18 to 58 years, indicating that a wide variety of ages, from young adults to middle-aged people, were represented in the study. The age range indicates that the survey included a wide range of ages, which can help to investigate whether age influences how people answer your survey questions. The average age provides us with a broad sense of the usual respondent.

The distribution of the respondents by gender

Table 3

	Frequency	Percent	Valid Percent	Cumulative Percent
Female	120	59.1	59.1	59.1
Male	83	40.9	50.9	100
Total	203	100.0		

The distribution of the respondents by age

Table 4

	N	Minimum	Maximum	Mean	Std. Deviation
Age	203	18	58	30.97	9.060

Valid N (listwise)	203						

6.2 Reliability Analysis:

Cronbach's alpha, which aids in determining the internal consistency of each construct, was used to evaluate the reliability of the scales used to measure different constructs in my survey. A scale's items are consistently measuring the same underlying notion when its Cronbach's alpha is higher. With Cronbach's alpha values above 0.85, which indicate good internal consistency, every construct in my poll demonstrated great reliability. With a Cronbach's alpha of 0.928, the Parasocial Relationships construct showed the highest reliability, indicating that the items measuring this concept were very consistent. Likewise, the Cronbach's alpha for the Usefulness of Content construct was 0.916, indicating good internal consistency. With an alpha of 0.866, the informativeness construct was the least reliable. Since values above 0.85 are typically regarded as exceptional, this construct is still powerful even though it is the lowest. With just a slight variation in Informativeness, which stays within a reasonable range, the high Cronbach's alpha values for all constructs overall attest to the validity of the scales I employed in the survey. This high degree of dependability guarantees that the metrics I employed in the research are trustworthy and appropriate for more examination.

Table 5

Scale	Cronbach's Alpha	N of Items
Perceived Informativeness	.866	3
Influencer Authenticity	.908	4
Parasocial Relations	.928	4
Post Attactiveness	.856	3
Attitudes towards influencer	.918	4

Attitudes towards product	.911	4
Source Credibility	.905	4
Usefulness of Content	.916	4
Perceived Persuasiveness	.918	3
Purchase Intention	.889	3

6.3 Result analysis of H1

H1 in my study suggested that the audience will find more valuable content provided by influencers if it is more educational. The findings, which show a significant p-value of $p < 0.001$, support this hypothesis. This indicates that there is a high likelihood that the correlation between usefulness and informativeness is genuine and not the result of chance.

The R^2 value of 0.413 tells us that 41.3% of the difference in how useful participants found the content can be explained by how informative they thought the content was. In simpler terms, about 41% of the variation in usefulness comes from how much information the content provides, while the remaining 59% might be influenced by other factors.

These results demonstrate that the audience's perception of the usefulness of the information is largely influenced by its informativeness.

The regression model analyzing the association between informativeness and perceived usefulness is statistically significant, according to the ANOVA result, $F(1,201)=141.301$, $p<0.001$. The p-value of less than 0.001 validates that this finding is extremely dependable, and the huge F-statistic shows a strong effect, indicating that the association is real and not the consequence of chance. According to the informativeness regression coefficient, $B=0.642, t=11.887, p<0.001$, perceived usefulness by 0.642 units for every unit increase in informativeness. The strength of this effect is seen by the high t-statistic of 11.887. Individuals find a post or piece of information more useful if it is more informative, demonstrating that informativeness plays a significant role in how beneficial people believe content to be.

Table 6

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,642[a]	,413	,410	,70300
a. Predictors: (Constant), Info_M				

Table 7

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Regression	69,833	1	69,833	141,301	<,001[b]
Residual	99,337	201	,494		
Total	169,170	202			

a. Dependent Variable: Use.C_M

b. Predictors: (Constant), Info_M

Table 8

Unstandardized Coffiicients

	B	Std. Error	Standardized Coefficients Beta		t	Sig.
(Constant)	1.142	,200			5,699	<,001
Info_M	,642	,054	,642		11,887	<,001

6.4 Result analysis of H2

According to H2, the audience will find the content provided by influencers more beneficial if it is more convincing. With a substantial p-value of $p < 0.001$, the data clearly support this hypothesis and show that there is little likelihood that the association between persuasiveness and usefulness is the consequence of chance.

According to the R2 value of 0.502, participants' perceptions of the content's persuasiveness accounted for 50.2% of the variation in how helpful they found it. Put more simply, persuasiveness accounts for more than half of the variations in the content's utility, with other characteristics not covered in this analysis accounting for the remaining 49.8%.

The significance of creating material that not only imparts knowledge but also successfully persuades or inspires the audience is underscored by these findings, which show that persuasive content influences perceptions of usefulness even more than informative content.

According to the ANOVA result, $F(1,201)=202.805, p<0.001$, the model that explains the connection between perceived usefulness and persuasiveness is statistically significant. The p-value of less than 0.001 validates the high reliability of the finding, and the huge F-statistic indicates that the effect is strong and not the result of chance. Persuasiveness's regression coefficient, $B=0.665, t=14.241, p<0.001$, indicates that perceived usefulness rises by 0.665 units for every unit increase in persuasiveness. The relevance and strength of this link are highlighted by the high t-statistic of 14.241. Simply said, people find a post more useful if it is more convincing. This implies that increasing the perceived utility of content is mostly dependent on persuasiveness.

Table 9

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,709ᵃ	,502	,500	,64726
a. Predictors: (Constant), Info_M				

Table 10

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Regression	84,963	1	84,963	141,301	<,001ᵇ
Residual	84,207	201	,419		
Total	169,170	202			

a. Dependent Variable: Use.C_M

b. Predictors: (Constant), Info_M

Table 11

Unstandardized Coffiicients

	B	Std. Error	Standardized Coefficients Beta		t	Sig.
(Constant)	1,219	,163			7,478	<,001
Info_M	,665	,047	,709		11,887	<,001

6.5 Result analysis of H3

H3 suggested that postings with greater visual appeal have a beneficial effect on howuseful the content is perceived to be. The results show a substantial correlation between perceived usefulness and post attractiveness that is not the result of chance, with a significant p-value of $p < 0.001$.

The R2 score of 0.233 indicates that the post's beauty accounts for 23.3% of the variation in participants' perceptions of the content's usefulness. To put it another way, post-attractiveness does influence perceived usefulness, but not as much as constructs like persuasiveness or informativeness. These findings imply that, although they do increase perceived utility, visually pleasing posts are not the most important component.

The model that explains the association between post-attractiveness and perceived usefulness is statistically significant, according to the ANOVA result, $F(1,201)=61.020, p<0.001$. The dependability of the finding is confirmed by the p-value of less than 0.001, and the F-statistic shows that the effect is significant and not the result of chance. According to the regression coefficient for post attractiveness, $B=0.525, t=7.812, p<0.001$, perceived usefulness by 0.525 units for every unit increase in post attractiveness. The significance of this effect is further supported by the t-statistic of 7.812. Even though the link is favorable, it has less of an effect than other elements like persuasiveness or informativeness. To put it another way, a post's attractiveness does positively affect the way useful people find it, but its impact is not as great as that of a post's persuasiveness or informational value.

Table 12

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,483[a]	,233	,229	,80352
a. Predictors: (Constant), Info_M				

Table 13

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Regression	39,397	1	39,397	141,301	<,001[b]
Residual	129,773	201	,646		
Total	169,170	202			

a. Dependent Variable: Use.C_M

b. Predictors: (Constant), Info_M

Table 14

Unstandardized Coffiicients

	B	Std. Error	Standardized Coefficients Beta		t	Sig.
(Constant)	1,492	,257			5,807	<,001
Info_M	,525	,067	,483		7,812	<,001

6.6 Result analysis of H4

According to my research, people are more likely to find an influencer's content helpful when they believe they are trustworthy. This is substantially supported by the results, which show a very reliable and non-random relationship between usefulness and believability ($p < 0.001$).

evaluations of the content's usefulness, according to the R2 value of 0.687. Put more simply, credibility is a critical component—people are far more likely to view an influencer's message as beneficial when they have trust in them. Other factors affect the remaining 31.3% of usefulness.

This finding clearly demonstrates that an influencer's credibility has a significant impact on whether or not their audience finds their information useful.

Credibility and perceived usefulness have a very strong and statistically significant association, according to the ANOVA result, $F(1,201)=442.097, p<0.001$. The p-value of less than 0.001 indicates that the link is extremely dependable, and the significant F-statistic indicates that the model fits the data well and that the effect is not the result of chance. According to the credibility coefficient, $B=0.824, t=21.026, p<0.001$, perceived usefulness rises by 0.824 units for every unit increase in credibility. Credibility is a very strong predictor of how beneficial someone believes the influencer to be, as seen by the t-statistic of 21.026, which emphasizes the power of this effect. Simply put, an influencer's audience views them as more beneficial the more credible they are.

Table 15

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,829[a]	,687	,686	,51289
a. Predictors: (Constant), Info_M				

Table 16

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Regression	116,296	1	116,296	442,097	<,001[b]
Residual	52,874	201	,263		
Total	169,170	202			

a. Dependent Variable: Use.C_M

b. Predictors: (Constant), Info_M

Table 17

Unstandardized Coffiicients

	B	Std. Error	Standardized Coefficients Beta		t	Sig.
(Constant)	,677	,137			4,954	<,001
Info_M	,824	,039	,829		21,026	<,001

6.7 Result analysis of H5

The way that people view genuine influencers is positively impacted. The findings support this, demonstrating a strong and consistent correlation between authenticity and attitudes with a significant p-value of $p < 0.001$.

According to the R2 value of 0.434, participants' perceptions of the influencer's authenticity account for 43.4% of the difference in their attitudes. To put it another way, opinions about influencers' authenticity account for about half of their perceptions, with other factors influencing the remaining 56.6%.

These results demonstrate how important authenticity is in promoting good sentiments. Influencers are more likely to be regarded positively by their audience when they are seen as real and authentic.

According to the ANOVA result, $F(1,201)=154.189, p<0.001$, there is a statistically significant correlation between authenticity and attitudes toward influencers. The reliability of the effect is confirmed by the p-value, and the large F-statistic suggests that it is significant and not the result of chance. According to the authenticity regression coefficient, $B=0.629, t=12.417, p<0.001$, sentiments toward the influencer improve by 0.629 units for every unit increase in the influencer's assessed level of authenticity. The relevance of this effect is further supported by the strong t-statistic. In other words, the evidence indicates that people's opinions of influencers are more favorable the more genuine they are seen to be.

Table 18

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,659[a]	,434	,431	,69704
a. Predictors: (Constant), Info_M				

Table 19

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Regression	74,915	1	74,915	154,189	<,001[b]
Residual	97,659	201	,486		
Total	172,573	202			

a. Dependent Variable: Use.C_M

b. Predictors: (Constant), Info_M

Table 20

Unstandardized Coffiicients

	B	Std. Error	Standardized Coefficients Beta		t	Sig.
(Constant)	1,335	,176			7,569	<,001
Info_M	,629	,051	,659		12,417	<,001

6.8 Result analysis of H6

People's perceptions of influencers are positively impacted by parasocial relationships, which are one-sided contacts they have with them. With a substantial p-value of $p < 0.001$, the data provide strong support for this, showing that the association is reliable and not the result of chance.

The R2 value of 0.446 indicates that the strength of these parasocial relationships accounts for 44.6% of the variation in participants' attitudes about influencers. Despite the one-sided nature of the relationship, this indicates that people's personal connections with influencers account for almost half of their thoughts about them. These results highlight the role that parasocial connections play in fostering good views. People are more inclined to think favorably of influencers when they have a close personal relationship to them.

The model analyzing the association between parasocial relationships and attitudes toward influencers is statistically significant, according to the ANOVA result, $F(1,201)=161.804, p<0.001$. The p-value of less than 0.001 indicates that the finding is highly dependable, and the huge F-statistic indicates a strong effect, indicating that the association is not the result of chance. According to the parasocial connection regression coefficient, $B=0.574, t=12.720, p<0.001$, attitudes toward the influencer by 0.574 units for every unit increase in the parasocial relationship's strength. The significance of this effect is further highlighted by the t-statistic of 12.720, which shows that parasocial ties significantly and significantly affect people's perceptions of influencers. In conclusion, the results imply that more favorable opinions of the influencer are a result of stronger parasocial ties.

Table 21

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,668[a]	,446	,443	,68968
a. Predictors: (Constant), Info_M				

Table 22

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Regression	76,965	1	76,965	161,804	<,001[b]
Residual	95,609	201	,476		
Total	172,573	202			

a. Dependent Variable: Use.C_M

b. Predictors: (Constant), Info_M

Table 23

Unstandardized Coffiicients

	B	Std. Error	Standardized Coefficients Beta		t	Sig.
(Constant)	1,590	,153			10,371	<,001
Info_M	,574	,045	,668		12,720	<,001

6.9 Result analysis of H7

People's perceptions of influencers are improved when they post useful content. With a substantial p-value of $p < 0.001$, the results provide strong support for this, demonstrating that the association between influencer attitudes and content usefulness is dependable and not the consequence of chance.

The R2 value of 0.462 shows that participants' perceptions of the usefulness of the content account for 46.2% of the variation in their opinions toward influencers. essentially, people's perceptions of influencers are shaped in part by how beneficial and important the content they provide is. These results emphasize how crucial it is to produce material that audiences can use. Influencers are more likely to be seen favorably by their audience when they offer useful tools or knowledge.

The model that explains the association between perceived usefulness and attitudes toward the influencer is statistically significant, according to the ANOVA result, $F(1,201)=172.923, p<0.001$. The p-value of less than 0.001 further supports the relationship's high reliability, while the huge F-statistic shows that the effect is significant and not the result of chance. According to the regression coefficient for perceived usefulness, $B=0.673, t=13.150, p<0.001$, attitudes toward the influencer by 0.673 units for every unit increase in the influencer's perceived usefulness. The strength of this effect is highlighted by the high t-statistic of 13.150, which verifies that people's perceptions of the influencer are significantly influenced by perceived usefulness. According to the findings, people are more inclined to see an influencer favorably when they believe they are helpful.

Table 24

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,680[a]	,462	,460	,67262
a. Predictors: (Constant), Info_M				

Table 25

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Regression	78,234	1	78,234	172,923	<,001[b]
Residual	90,936	201	,452		
Total	169,170	202			

a. Dependent Variable: Use.C_M

b. Predictors: (Constant), Info_M

Table 26

Unstandardized Coffiicients

	B	Std. Error	Standardized Coefficients Beta		t	Sig.
(Constant)	1,134	,182			6,217	<,001
Info_M	,673	,051	,680		13,150	<,001

6.10 Result analysis of H8

Positive opinions about a post's perceived usefulness significantly enhance how the general public views the products it promotes. This is significantly supported by the results, which show that the association between a post's usefulness and product attitudes is reliable and not the result of chance (p-value < 0.001).

With an R2 value of 0.462, 46.2% of the diversity in participants' judgments regarding the endorsed items can be explained by their assessments of the post's usefulness. This suggests that consumers' perceptions of the product a post advertises are greatly influenced by its perceived value and relevance. For example, when individuals find the post interesting, educational, and useful, they are more likely to develop a favorable opinion of the product.

This study demonstrates the power of influencers in shaping consumers' perceptions of goods. The fact that when people trust and value an influencer, their positive perceptions often extend to the products they endorse emphasizes the importance of selecting influencers who resonate with target audiences.

The model well explains the data, as evidenced by the ANOVA result, $F(1,201) = 172.923$, $p < 0.001$, which shows a significant and statistically significant relationship between attitudes toward the product and the perceived usefulness of the post. The huge F-statistic further demonstrates that the effect is substantial and not the product of chance, and the p-value of less than 0.001 validates the finding's high statistical significance. The regression coefficient for perceived usefulness, $B = 0.687$, $t = 13.150$, $p < 0.001$, indicates that for every unit increase in perceived utility of the post, sentiments toward the product improve by 0.687 units. This conclusion's reliability is further reinforced by the p-value, which, as evidenced by the high t-statistic of 13.150, demonstrates a true, significant correlation between the two variables. All things considered, the research makes it clear that positive perceptions of an influencer have an impact on positive perceptions of a product.

Table 27

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,680[a]	,462	,460	,67262
a. Predictors: (Constant), Info_M				

Table 28

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Regression	79,808	1	79,808	172,923	<,001[b]
Residual	92,766	201	,462		
Total	172,573	202			

a. Dependent Variable: Use.C_M

b. Predictors: (Constant), Info_M

Table 29

Unstandardized Coffiicients

	B	Std. Error	Standardized Coefficients Beta		t	Sig.
(Constant)	1,070	,186			5,743	<,001
Info_M	,687	,052	,680		13,150	<,001

6.11 Result analysis of H9

People are more inclined to desire to purchase a thing when they have a favorable opinion of it. This is evident from the results, which reveal a strong and consistent relationship between attitudes about a product and purchase intentions (p-value < 0.001).

With an R2 value of 0.438, people's feelings about a product account for 43.8% of the reasons they choose to purchase it. Simply put, there's a good possibility that someone will desire to buy a product if they have a positive opinion of it.

This research demonstrates how crucial it is for businesses to foster favorable opinions about their goods. Customers are far more inclined to consider purchasing a product when they are pleased with its appearance and feel good about it. Brands must concentrate on creating a powerful, favorable perception of their goods in order to influence consumer behavior. In addition to increasing the possibility of a purchase, positive opinions toward the product also support enduring client loyalty.

The ANOVA result, 156.829, p<0.001, F(1,201)Purchase intentions are highly impacted by the component under analysis (likely product sentiments), as demonstrated by F(1,201)=156.829,p<0.001. The big F-statistic indicates that there is a significant difference between the groups and that there is little possibility that the outcome is the result of chance. the product attitudes regression coefficient;

t=12.523, p<0.001, B=0.690Purchase intentions rise by 0.690 units for every unit increase in positive opinions toward the product (B=0.690,t=12.523,p<0.001). This relationship's strength and statistical significance are further supported by the small p-value and high t-statistic. To put it briefly, people who have more favorable opinions about the product are far more likely to want to buy it.

Table 30

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,662[a]	,438	,435	,72361
a. Predictors: (Constant), Info_M				

Table 31

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Regression	82,117	1	82,117	156,829	<,001[b]
Residual	105,246	201	,524		
Total	187,363	202			

a. Dependent Variable: Use.C_M

b. Predictors: (Constant), Info_M

Table 32

Unstandardized Coffiicients

	B	Std. Error	Standardized Coefficients Beta		t	Sig.
(Constant)	,910	,196			5,638	<,001
Info_M	,690	,055	,680		12,523	<,001

Table 33

Hypothesis	Status
H1: The informativeness of the content shared by social media beauty influencers positively affects the usefulness of the content	Accepted
H2: The persuasiveness of beauty influencer content positively influences the usefulness of the content.	Accepted
H3: The attractiveness of posts contributes positively to the perceived usefulness of the content.	Accepted
H4: The credibility of the beauty influencer as a source positively impacts the usefulness of the content	Accepted
H5: The authenticity of the beauty influencer positively influences attitudes toward the influencer.	Accepted
H6: Parasocial relationships with social media beauty influencers positively influence attitudes toward influencers.	Accepted
H7: The perceived usefulness of content positively affects attitudes toward the beauty influencer.	Accepted
H8: Perceived usefulness of the post can shape the buyer attitude toward product.	Accepted
H9: A positive attitude toward the product increases purchase intentions.	Accepted

The evidence supports all of the assumptions, demonstrating that storytelling is one of the key influencer traits that significantly affects consumer behavior. According to the data, people are more likely to have favorable opinions about a product and be inclined to buy it if the influencer's storytelling is interesting, convincing, appealing, credible, genuine, and educational.

Authenticity and credibility appear to be particularly crucial. Because they are perceived as genuine and trustworthy, consumers are more inclined to interact with and heed the advice of influencers they trust. Customers are more inclined to buy a product when they have a favorable opinion because of influencer marketing, demonstrating the clear correlation between product attitudes and purchase intentions.

For marketers and brands hoping to leverage influencer marketing successfully, these insights are helpful. This demonstrates that selecting influencers who are seen as genuine and trustworthy can improve customer engagement and increase sales. Brands may increase the effectiveness of their influencer marketing initiatives and receive a higher return on investment by concentrating on these factors.

CONCLUSIONS AND RECOMMENDATIONS

This thesis's findings demonstrate how social media beauty influencers and their content, particularly through storytelling marketing, affect customer behavior. Authenticity is crucial because sincere influencers establish deeper emotional bonds with their followers, which fosters trust and favorable sentiments toward the influencer and the goods they endorse. Credibility is just as crucial since information produced by influencers who are seen as trustworthy, competent, and honest feels more valuable. Their audience is more inclined to interact with their content as a result. Furthermore, followers' one-sided emotional links with influencers are reinforced by parasocial relationships. Because of these connections, audiences are more likely to believe the advice of influencers, increasing the likelihood that they will buy the products that are being promoted.

The presentation of content has a big impact on how customers behave as well. Consumers can make better product judgments when they are presented with clear and pertinent information. By using emotional appeal and captivating storytelling, persuasive material enhances consumers' perceptions of the influencer and the product, which raises the possibility that they will make a purchase. Posts with eye-catching graphics and well-structured layouts draw readers in and improve their perception of the material. All of these elements work together to demonstrate how important an influencer's trustworthiness, authenticity, and utilization of excellent, captivating content are to building relationships, generating favorable impressions, and promoting sales. Additionally, this study shows that good sentiments about the promoted products are directly correlated with positive attitudes toward influencers and their content, which in turn increases purchase intentions. This illustrates the strong relationship that exists between content quality, emotional involvement, and trust in influencing online customer choices.

Recommendations:

1. Authenticity is vital to building trust and long-term relationships with the influencers followers. Influencers should share genuine opinions about products and avoid making unrealistic claims. In addition to enhancing trustworthiness, this openness deepens the emotional bond between the influencer and their followers. Followers are more likely to follow advice and interact with content when they believe the influencer's suggestions are founded on real-life experiences.

2. Professionally created, eye-catching postings have the power to draw in and hold the interest of audiences. Good images increase content shareability and lend credibility. Stunning pictures also improve the brand's overall image and increase the content's memorability. Furthermore, visually appealing posts can foster a favorable association with the influencer, encouraging followers to interact and place greater trust in their advice.

3. Using realistic and captivating narratives to convey the advantages of a product can emotionally engage the audience. The stories should, meanwhile, continue to be credible and consistent with the influencer's ideals and style.

4. Working together with influencers who are consistent with the brand's tone, values, and content style. This guarantees that the target audience will find the product portrayal appealing and genuine. This alignment helps create a cohesive narrative that appeals to consumers and fosters trust and loyalty.

5. Influencers should be provided with trustworthy information about brands' products. This increases consumer trust by assisting influencers in creating reliable and captivating content.

6. Regularly assess the effectiveness of influencer efforts to ensure that brand objectives are met. Regular evaluations maintain effective collaborations and aid in campaign optimization. Additionally, ongoing evaluation enables quick adjustments to strategies, ensuring that they align with shifting consumer tastes and industry trends.

Limitations and further research

Future research can address the limitations of this study. First, its primary focus on beauty influencers may restrict the findings' generalizability to other industries.Future research should look at industries like fashion, fitness, and technology to have a more comprehensive knowledge of influencer marketing. Further research is required to comprehend how these one-sided ties develop and persist, as the study mentions parasocial relationships but doesn't go into great detail about them. Additionally, the study disregards how cultural and geographic differences may affect consumer behavior, which could affect how successful influencer marketing is in different places. Another flaw in the study is its dependence on self-reported data, which is prone to biases like people forgetting things or attempting to fit in. Future research could employ experimental or observational techniques to get around this.

It would be beneficial for future studies to examine the effects of influencer marketing on repeat business, brand loyalty, and long-term trust. New information may also be obtained by examining the ways in which culture, gender, and particular markets affect how audiences interact with influencers and decide what to buy. Another fascinating topic to research is how new technologies, including artificial intelligence, virtual influencers, and augmented reality, might improve narrative in advertising campaigns. Furthermore, a better comprehension of influencer impact may be possible by comprehending how the frequency and strength of parasocial ties affect customer behavior and brand perception. Lastly, research on micro and nano-influencers, who have smaller but more devoted and active followings, may show how they affect purchasing choices. Addressing these limitations and exploring these topics will help to improve our understanding of influencer marketing.

Additionally, the study did not look at how other demographic groups such as age, gender, or socioeconomic status might respond to influencer marketing in different ways. Understanding these differences may be crucial for brands looking to appeal to specific market categories. Another area that need improvement is content analysis's limited scope. The quality of the content created by influencers was the main focus of the study, but it did not look into the types of platforms or the frequency of posts and how these factors impact the effectiveness of influencer marketing. This could be expanded upon in future studies by looking at how content from different social media platforms influences consumer behavior and how often consumers need to see an influencer's message before it inspires them to buy.

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INFLUENCERIŲ PASAKOJIMO, TURINIO CHARAKTERISTIKŲ IR INFLUENCERIŲ CHARAKTERISTIKŲ POVEIKIS PIRKIMO KETINIMAMS

Özge Nur Kırıcı

Master Thesis

Marketing and Integrated Communication Master Programme

Faculty of Economics and Business Administration, Vilnius University

Supervisor Junior Assistant Prof. Yiyuan Ying, Vilnius, 2025

SUMMARY IN LITHUANIAN

98 puslapis, 168 šaltiniai, 33 lentelės ir 1 paveikslas

Šio magistro darbo pagrindinis tikslas – ištirti, kaip socialinių tinklų grožio influencerių veikla daro įtaką vartotojų pirkimo ketinimams. Darbe akcentuojami svarbūs veiksniai, kurie reikšmingai veikia vartotojų elgesį, tokie kaip autentiškumas, patikimumas, turinio kokybė, turinio naudingumas, įrašų patrauklumas ir istorijų pasakojimas.

Literatūros analizė orientuojasi į socialinių tinklų influencerių vaidmenį istorijų pasakojimo rinkodaroje, pabrėžiant, kaip jie gali emociškai įtraukti sekėjus per pasakojimus. Analizuojamos svarbios influencerių savybės, įskaitant patikimumą, autentiškumą ir atsakingumą, taip pat kaip turinio kokybė, konkrečiai įtikinamumas, informatyvumas ir estetiškumas, veikia vartotojų jausmus. Analizėje taip pat išryškinama, kaip vartotojų sprendimams įtaką daro parasaocialiniai ryšiai – emociniai saitai, egzistuojantys tarp influencerių ir sekėjų. Literatūroje pabrėžiama, kaip influenceriai pasitelkia pasakojimą kaip priemonę kurti artimumą ir pasitikėjimą, stiprindami sekėjų ryšį su influenceriu ir jų reklamuojamais produktais. Tyrimas taip pat atkreipia dėmesį į tai, kad influenceriai, norėdami pritraukti vartotojus, vis dažniau kuria tikrą, akį traukiantį ir emociškai įtraukiantį turinį – tai tampa svarbia influencerio rinkodaros dalimi.

Tyrimo pagrindinės išvados apibendrintos išvadų ir rekomendacijų skyriuje, kuris pabrėžia, kaip pasakojimai stipriai didina emocinį ryšį, pasitikėjimą ir pirkimo ketinimus. Autentiškas, informatyvus ir vizualiai patrauklus turinys kuria vartotojų pasitikėjimą ir formuoja palankią nuomonę apie influencerius bei jų reklamuojamus produktus. Pabrėždami tikrą pasakojimą ir patikimą informaciją, rinkodaros specialistai gali labiau įgyti vartotojų pasitikėjimą, padidinti įsitraukimą ir galiausiai skatinti pardavimus.

THE IMPACT OF INFLUENCER STORYTELLING, CONTENT CHARACTERISTICS AND INFLUENCER CHARACTERISTICS ON PURCHASE INTENTION

Özge Nur Kırıcı

Master Thesis

Marketing and Integrated Communication Master Programme

Faculty of Economics and Business Administration, Vilnius University

Supervisor Junior Assistant Prof. Yiyuan Ying, Vilnius, 2025

SUMMARY IN ENGLISH

98 Pages, 168 References, 33 tables, and 1 Figure

This master's thesis's main objective is to investigate how consumer purchase intentions are impacted by social media beauty influencers. It emphasizes on important elements that significantly impact consumer behavior, like authenticity, trustworthiness, and the quality of content, usefulness of content, post attractiveness and storytelling.

The analysis of the literature focuses at social media influencers' role in storytelling marketing, emphasizing how they can emotionally engage followers through storytelling. It examines important influencer traits including credibility, authenticity, and dependability as well as how content quality specifically, how persuasive, informative, and aesthetically pleasing it is affects consumer sentiments. The analysis also highlights how consumers' decisions are influenced by parasocial interactions, or the emotional ties that exist between influencers and followers. The literature also emphasizes how influencers employ narrative as an approach to establish relatability and trust, which strengthens followers' bonds with the influencer and the goods they promote. A key component of influencer marketing, the research also highlights the rising desire from consumers for real, eye-catching, and emotionally compelling material. The study's main conclusions have been summed up in the conclusion and suggestions, which highlight how narrative greatly increases emotional connection, trust, and purchase intention. Authentic, educational, and visually appealing content builds customer trust and fosters favorable opinions about the influencer and the product being pushed. Marketers may build greater consumer trust, raise engagement, and eventually increase sales by emphasizing genuine storytelling and reliable information.

Annex 1

Quastionnaire Development

My name is Özge Nur Kırıcı, and I am studying Marketing and Integrated Communications at Vilnius University. For my master's thesis, I am focusing on influencer characteristics, storytelling marketing, source credibility, post attractiveness, and how content usefullness impacts purchase intention.

Before answering the following questions, please think of Negin Mirsalehi and keep this influencer in mind as you respond to the questions. Your answers should reflect your experience and perceptions of that particular beauty influencer.

Negin Mirsalehi is a Dutch entrepreneur, influencer, and beauty icon known for her sophisticated style and significant impact on the beauty industry. She is the founder of Gisou, a beauty brand launched in 2015. Inspired by her family's beekeeping heritage, Gisou offers high-quality, honey-infused products for both haircare and lip care, designed to nourish and enhance natural beauty while promoting healthy, radiant hair and soft, hydrated lips.

This questionnaire consists of 9 question blocks and will take approximately 13-14 minutes to complete. It is anonymous, and your responses will be used solely for research purposes. If you have any concerns, please feel free to contact me via email:

ozge.kirici@evaf.stud.vu.lt

Thank you for your participation.

1. ·   **Please indicate your level of agreement with the following statements about how informative you find the beauty influencer's content.**

5-point Likert type scale; reference-Ünalmış et al., 2024

	Strongly disagree				*Strongly Agree*
Provide relevant beauty information.					
Provide timely beauty information.					
Telll people about beauty products when they need the information					

2. · **Please indicate your level of agreement with the following statements regarding the authenticity of the beauty influencer.**

5-point Likert type scale; reference-Wang & Weng, 2023

	Strongly disagree				Strongly Agree
This beauty celebrity is different from all other celebrities.					
This beauty celebrity stands out from other celebrities.					
I think this beauty celebrity is unique.					
This beauty celebrity clearly distinguishes themselves from other celebrities.					

3. · **Please indicate your level of agreement with the following statements about your emotional connection to the beauty influencer.**

5-point Likert type scale; reference-Farivar et al., 2021

	Strongly disagree				*Strongly Agree*
When I engage with this beauty influencer's content, I feel like I'm part of their community.					
I perceive this beauty influencer as someone familiar, like an old friend.					
I'd love the opportunity to meet this beauty influencer face-to-face.					
This beauty influencer gives me a sense of comfort.					

4. · **Please indicate your level of agreement with the following statements regarding the visual appeal of the influencer's posts.**

5-point Likert type scale; reference-Chang et al., 2015

	Strongly disagree				*Strongly Agree*
Beauty photos displayed in post is attractive.					
Beauty photos are aesthetically appealing.					
Beauty photos look attractive.					

5. · **Please indicate your level of agreement with the following statements regarding your attitude toward the beauty influencer.**

   5-point Likert type scale; reference-Hartanto et al., 2023

	Strongly disagree				Strongly Agree
I believe the beauty Inlfuencer that I follow is the best influencer for me to get the desired beauty product.					
I believe that the beauty Influencer I follow have engaging content in the beauty products I want.					
I truly believe that the Beauty Influencers I follow provide new offers on various beauty products and services on the products I want.					
I consider that the beauty Influencers I follow as a reliable source of					

	information.					

6. · **Please indicate your level of agreement with the following statements about the beauty product promoted by the beauty influencer.**

5-point Likert type scale; reference, Belanche et al., 2021

	Strongly disagree				Strongly Agree
I think that this beauty product is interesting.					
I think that this beauty product is pleasant.					
I think that this beauty product is likeable.					
I have a favorable opinion about the beauty product.					

7. · **Please indicate your level of agreement with the following statements about the influencer's trustworthiness and credibility.**

   5-point Likert type scale; reference, Zhang et al., 2014

	Strongly disagree				*Strongly Agree*
People who left these beauty reviews were knowledgeable.					
People who left these beauty reviews were experts.					
People who left these beauty reviews were trustworthy.					
People who left these beauty reviews were reliable.					

8. ·   **Please indicate your level of agreement with the following statements about the usefulness of the beauty influencer's content.**

5-point Likert type scale; reference, Venciute et al.,2023

	Strongly disagree				*Strongly Agree*
The content of this beauty influencer: Is valuable for me and fits my values very well					
Is good					
Is useful for me and I can find beneficial advice, recommendation, and acumen in my interested fields					
Helps a lot of people make the best decision in searching for desired beauty products					

9. · **Please indicate your level of agreement with the following statements regarding how convincing you find the beauty influencer's messages.**

5-point Likert type scale; reference, Zhang et al., 2014

	Strongly disagree				*Strongly Agree*
The arguments of these beauty reviews were convincing					
The arguments of these beauty reviews were persuasive					
The arguments of these beauty reviews were strong					

10 ·   **Please indicate your level of agreement with the following statements about your intention to purchase products promoted by the influencer.**

5-point Likert type scale; reference, Hou & Sarıgöllü, 2022

	Strongly disagree				*Strongly Agree*
I intend to buy and use this beauty product					
I am willing to buy and use this beauty product					
I will make an effort to buy this beauty product					