VILNIUS UNIVERSITY BUSINESS SCHOOL

NAVEED AKHTAR LASHARI
DIGITAL MARKETING PROGRAMME

MASTERS THESIS

Student ID: S2330548

FINAL MASTER'S THESIS:

Title in English language:	*Title in Lithuanian language:*
"Exploring the Impact of Instagram Influencers and Influencer-Product Congruence on Perceived Value and Purchase Intentions for Hedonic Cosmetic Products."	*„Instagramo influencerių ir influencerio bei produkto atitikties poveikio suvokiamai vertei ir pirkimo ketinimams hedoninių kosmetikos produktų atžvilgiu analizė."*

Supervisor Gintare Gulevičiūtė

Work Submission date 6ᵗʰ Jan, 2025

Vilnius, 2025

ABSTRACT

Exploring the Impact of Instagram Influencers and Influencer-Product Congruence on Perceived Value and Purchase Intentions for Hedonic Cosmetic Products.

Naveed Akhtar Lashari

Master's Thesis

Digital Marketing Master's Programme

Business School, Vilnius University

Academic supervisor – Gintarė Gulevičiūtė

Vilnius, 2025

The master thesis consists of 130 pages, 12 tables, 2 figure, and 187 references.

This study explores the impact of Instagram influencers and influencer-product congruence on perceived value and purchase intentions for hedonic cosmetic products. The research aims to understand how the alignment between influencers, their followers, and the products they promote influences consumer behavior. Employing the Theory of Planned Behavior (TPB) as the conceptual framework, the study investigates key factors, including influencer credibility, influencer-follower congruence, product involvement, and psychological drivers like Fear of Missing Out (FOMO). A quantitative approach was adopted, combining a comprehensive literature review with empirical analysis of data collected from Instagram users in Vilnius, Lithuania. The findings reveal that Instagram influencers significantly enhance perceived value and purchase intentions when there is a high degree of congruence between the influencer and the product. Perceived value serves as a critical mediator, linking influencer endorsements to consumer purchase behavior. Furthermore, factors such as influencer-follower congruence and product involvement amplify the effectiveness of influencer marketing. FOMO emerges as a potent psychological driver, fostering impulsive purchasing behaviors by creating urgency and social pressure. The study highlights the dual role of hedonic and utilitarian product attributes in shaping consumer preferences, with Instagram acting as a powerful platform for visually-driven and emotionally engaging marketing strategies. These insights underscore the importance of strategic influencer selection and authentic content creation in optimizing marketing outcomes. The research provides practical implications for marketers in the cosmetics industry, offering a roadmap for leveraging influencer marketing to drive consumer engagement and brand loyalty.

SANTRAUKA

Instagramo influencerių ir influencerio-produktų suderinamumo įtaka suvokiamai vertei ir pirkimo ketinimams hedoninių kosmetikos produktų rinkoje.

Naveed Akhtar Lashari

Magistro darbas

Skaitmeninės rinkodaros magistrantūros programa

Verslo mokykla, Vilniaus universitetas

Akademinė vadovė – Gintarė Gulevičiūtė

Vilnius, 2025

Magistro darbas sudarytas iš 130 puslapių, 12 lentelių, 2 paveikslų ir 187 literatūros šaltinių.

Šiame tyrime nagrinėjama Instagramo influencerių ir influencerio-produktų suderinamumo įtaka suvokiamai vertei ir pirkimo ketinimams hedoninių kosmetikos produktų rinkoje. Tyrimo tikslas – suprasti, kaip influencerių, jų sekėjų ir reklamuojamų produktų suderinamumas veikia vartotojų elgseną. Naudojant planuoto elgesio teoriją (TPB) kaip konceptualų pagrindą, tyrime analizuojami pagrindiniai veiksniai, tokie kaip influencerių patikimumas, influencerio ir sekėjo suderinamumas, produkto įsitraukimas bei psichologiniai veiksniai, pvz., baimė praleisti progą (FOMO).

Buvo taikomas kiekybinis metodas, apjungiantis išsamią literatūros apžvalgą ir empirinę duomenų, surinktų iš Instagram vartotojų Vilniuje, Lietuvoje, analizę. Rezultatai parodė, kad Instagramo influenceriai reikšmingai padidina suvokiamą vertę ir pirkimo ketinimus, kai yra aukštas influencerių ir reklamuojamo produkto suderinamumo lygis. Suvokiama vertė atlieka kritinio mediatoriaus vaidmenį, jungiančio influencerių rekomendacijas su vartotojų pirkimo elgsena.

Be to, tokie veiksniai kaip influencerio ir sekėjo suderinamumas bei produkto įsitraukimas sustiprina influencerių rinkodaros veiksmingumą. FOMO išryškėja kaip stiprus psichologinis

veiksnys, skatinantis impulsyvų pirkimą, sukuriant skubos ir socialinio spaudimo jausmą. Tyrimas pabrėžia hedoninių ir utilitarinių produkto savybių dvilypį vaidmenį formuojant vartotojų pasirinkimus, o Instagramas tampa galinga platforma vizualiai patraukliems ir emociškai įtraukiančioms rinkodaros strategijoms.

Šios įžvalgos pabrėžia strateginio influencerių pasirinkimo ir autentiško turinio kūrimo svarbą siekiant optimizuoti rinkodaros rezultatus. Tyrimas pateikia praktines rekomendacijas kosmetikos pramonės rinkodaros specialistams, siūlydamas veiksmų planą, kaip pasitelkti influencerių rinkodarą vartotojų įsitraukimui ir prekės ženklo lojalumui skatinti.

TABLE OF CONTENTS

TABLE OF FIGURES

LIST OF TABLES

RELEVANCE OF THE TOPIC

Instagram has become the leading platform of digital marketing: the base is likely to increase up to 361.1 million in 2024, and it will be peaking in the year 2028 after year on year incremental growth. Over one billion people were actively interacting with their contents as of 2023; hence, Instagram has been an essential engagement tool for reaching consumers, especially those within visually driven industries like cosmetics (Forbes,2024). It has features in photos, videos, and stories that enhance the ability of the platform in creating immersive experiences for consumers, making it a preferred choice for businesses seeking to influence behaviors in purchase (Onofrei et al., 2022; Arianti & Hadiprawoto, 2024).

Technological changes have continued in terms of e-commerce sites opening around the world that have changed the way consumers get products. Indeed, social media represents an important interface through which influencers present products and facilitate seamless transition into online stores. Therefore, a faster more convenient shopping process has increased the role of influence in guiding the consumer choice towards making specific purchasing decisions. The ability of the influencer to provide relatable and engaging content resonates well with consumer trends like personalization, preference for convenience, and others as suggested by Sholeh & Huda, (2019) and Rausch & Kopplin, (2021).

Perceived value acts as a crucial mediator in this process, influencing consumer evaluations of a product's benefits relative to its cost. Influencers who effectively communicate the emotional and functional benefits of a product can elevate its perceived value, which in turn fosters brand trust and purchase intentions. This interplay underscores the importance of influencer-product congruence in creating authentic and compelling marketing narratives. The cosmetic industry benefits the most from this, as it increases the effect of an influencer marketing campaign by their hedonic products aiming at causing pleasure and aesthetic appeal (DAM, 2020; Kim & Kim, 2020).

Social media, with Instagram, has indeed reshaped consumer decision-making processes. The social media influencer is defined as one who can influence the opinions and behaviors of their followers, and become a significant marketing player (Arianti & Hadiprawoto,2024). Product involvement moderates their impact-in other words, the higher the level of involvement in a product, the higher the credibility and trust consumers demand from an influencer. There is also influencer-follower congruence that helps in strengthening this relationship, ensuring authenticity

is important for building trust and fostering positive consumer attitudes toward a brand (Savitri et al., 2021; D. Belanche et al., 2021). Psychological factors are also crucial in social marketing as evidenced by fear of missing out, which has become one of the drivers in having impulsive behaviors. FOMO, fueled by the real-time updates and interactive features of Instagram, drives a user's participation in trends and purchasing of items to avoid missing out. Adolescents and young adults are particularly vulnerable to target by influencer marketing campaigns that exploit this psychological phenomenon for an increased intention to purchase (Firafiroh, 2021; Carolina & Mahestu, 2020).

The emergence of Instagram and influencer marketing thus brings about new opportunities and challenges to industries like cosmetics. Understand the moderating influence of product involvement and influencer-follower congruence, while the mediating effect involves the perceived value; therefore, knowledge of consumer behavior is very crucial. Utilizing the psychological drivers, such as FOMO, marketers are enabled to develop much better campaigns. This background sets the requirement for businesses to adapt their strategies according to an evolving digital scenario to stay relevant as well as competitive in a highly dynamic market.

The most persuasive promotional strategy is thus influencer marketing, prominent especially in the fashion and cosmetics industry. Here, visual appeal and consumer engagement play a strong determining role in commercial choices. Current research on influencer marketing remains limited, particularly in understanding how various influencers to shape perceived value and purchase intentions for hedonic products like cosmetics.

One of these less-researched areas is influencer-follower congruence, which investigates the level of alignment of values between influencers and their followers. Although previous work mainly focused on the alignment between brands and influencers, as well as on the alignment between brands and consumers, the relationship between the match between endorsers and followers and its effect on purchase intentions was neglected by earlier studies (Venciute et al., 2021). Contradictions in the research on these variables point to areas that, in fact, justify further investigation. In contrast to studies like Casalo et al. (2020), where consumer-influencer congruence is shown to be crucial for trust and behavioral intentions, Kim and Kim (2020) argue that product-influencer congruence has a stronger influence on attitudes and thus the influencers' alignment with products can compensate for advertising skepticism. However, over-personalization risks perceived manipulation, hence undermining trust.

Fear of Missing Out (FOMO) seems to have biphasic effects on purchase intention. Saftari and Samboro (2018) point out the moderate positive influence of FOMO, whereas Pratiwi and Patrikha (2021) argue about its limitations if other influential elements, such as hedonic motives, are not present. This sense of contradiction underlines the fact that these variables must be analyzed in conjunction to clarify their roles in consumer behavior.

Product involvement strongly moderates the effectiveness of influencer marketing, with a higher level of personal relevance being the largest driver of engagement with influencer content. Influencer congruence is shown to be the core factor in determining attachment to a brand and emotional attachment. Japutra et al. (2018a; 2019b) showed that an ideal self-alignment fosters emotional attachment to a brand and even compulsive buying behavior. Similarly, consumer-product congruence has a direct positive impact on attitudes since consumers tend to prefer products that are similar to their identity. Casalo et al. (2020) build on this thought by adding consumer-influencer congruence as the factor where congruence with an influencer's values enhances trust and behavioral intentions. Therefore, these studies are based on the contrast of either fitting with the values of the influencer or aligning with the product itself as what drives effectiveness. Moreover, although congruence generally increases involvement, according to Kim and Kim (2020), the danger of over-personalization is a cause for concern about being manipulated and loss of trust. These paradoxes indicate the intricacy with which congruence functions in influencer market, thus requiring further investigation to balance these perspectives and refine its use.

Psychological factors like Fear of Missing Out (FOMO) and perceived value add to the complexity of this situation. FOMO, founded on the fear of missing out on trends or experiences, affects consumer decision-making significantly, especially when content is designed to have both real-time and visually appealing elements, like those on Instagram (Firafiroh, 2021; Carolina &Mahestu, 2020). Previous studies indicated that various factors generally guide purchasing decisions, such as hedonic shopping motivation, influencer marketing, and Fear of Missing Out (FOMO). The studies of Saftari and Samboro (2018) and Pratiwi and Patrikha (2021) detail positive influences of factors such as FOMO and influencer marketing on purchase decisions of consumers. However, there are inconsistencies in how these factors affect behavior. For example, while Saftari and Samboro (2018) assert that the impact of FOMO is always positive, Pratiwi and

Patrikha (2021) observe that its impact is contingent upon other factors, such as hedonic shopping motivations, which are motivations for impulsive purchasing.

Despite the rise in studies investigating influencers on Instagram, much remains to be filled. First, conceptualization of congruence between influencer and product-in this case, specifically values and beliefs-remains a huge gap, especially when these products take the hedonic form, such as cosmetics. The emotional and psychological aspects of perceived value as a mediator in the process of the influencer marketing process require further grounding. It is essential to address these gaps in advancing both academics and practical applications. When these factors are fully understood, insights will emerge into how influencers influence consumer behavior and allow marketers to better have efficient influencer marketing campaigns in very competitive markets.

Research Problem

What is the impact of influencer marketing on purchase intention for hedonic products on Instagram, considering the interplay of influencer-follower congruence, product involvement, FOMO, and perceived value? Therefore, the research answers following queries:

Research Questions

a) How do influencer-product congruence and Instagram influencers, influence the purchase decision of the consumer in the hedonic industry, especially in hedonic industry?

b) How does the congruence of influencer-follower product involvement influence the relationship between Instagram influencers and purchase behavior in hedonic industry?

c) To what extent do consumer purchasing decisions for fashion and cosmetic products endorsed by influencers on Instagram influence perceived value and fear of missing out.

Research aim:

To analyze how Instagram influencers and influencer-product congruence affect perceived value and purchase intentions for hedonic cosmetic products.

Research Objectives

a) To analyze the impact of Instagram influences and influencer-product congruence on consumer purchasing decisions in the fashion and cosmetics industries.

b) To explore the moderating role of product involvement and influencer-follower congruence in shaping the relationship between Instagram influencers.

c) To assess the influence of Fear of Missing Out (FOMO) and perceived value on consumer decisions to purchase fashion and cosmetic products promoted by Instagram influencers.

d) To analyze the role of Instagram influences on purchasing intention among consumers

Research Methods

This study discusses the influence of Instagram influencers on consumer behavior, especially on fashion and cosmetic products. The research method used in this study is a survey that focuses on the social media influencers in Vilnius, Lithuania. The variables considered are congruence between the influencer and the follower, product involvement, perceived value, and Fear of Missing Out (FOMO) that affect purchase intentions. The research employs validated scales, like the Opinion Leadership Scale, FOMO Scale, and Perceived Value Scale, to collect a robust amount of data to analyze the influence of influencer marketing on consumer decisions. The methodology ensures that there is a collection of reliable, holistic data about consumer behavior in the digital age.

The Structure of the Thesis

This thesis explores the influence of Instagram influencers on consumer behavior and purchase intentions, with a focus on fashion and cosmetic products. Chapter 1 is an introduction that outlines the research problem, objectives, and significance, emphasizing the growing role of social media in shaping consumer decisions. Chapter 2 reviews relevant literature by exploring theories of opinion leadership, self-brand congruence, and the Fear of Missing Out (FOMO), while analyzing hedonic and utilitarian shopping values. Chapter 3 describes the methodology and uses a survey with scales validated to collect data from the Instagram users in Vilnius, Lithuania. Chapter 4 reports the results on how influencers, product involvement, and perceived value impact the

purchase behavior. Lastly, Chapter 5 discusses the implications of the results and recommendations for future research, insights for digital marketing strategies and consumer engagement.

1 Literature Review

1.1 Definition of Influencer

Influencers constitute a novel class of opinion leaders, occupying a space between celebrities and acquaintances, which has arisen alongside the expansion of social media platforms. Influencers can be characterized as self-created "microcelebrities" (Evans et al., 2017). Historically, marketing efforts have utilized celebrities to convey their image or value to supported firms (Cheah et al., 2019); social media influencers represent a distinct and somewhat novel iteration of this marketing strategy. Conceptually, celebrities and influencers display unique characteristics (Dhanesh & Duthler, 2019): celebrities gain recognition for their achievements beyond social media, such as sports and music, while influencers establish their primary activities on social media (Schouten et al., 2019; Tafesse & Wood, 2021). Consequently, the reputation of influencers is exclusively based on the content they provide and their social media engagement, typically in partnership with their followers (Hu et al., 2020; Schouten et al., 2019). They frequently concentrate on a more targeted audience with whom they have analogous interests, functioning as a form of virtual companionship. Influencers, due to their perceived proximity to specific audiences, often exhibit more trustworthiness and credibility (Sokolova & Kefi, 2019) compared to traditional celebrities. They function as opinion leaders or experts within their domains, prompting followers to seek or depend on their insights for buying decisions; hence, they highlight the significance and possible effects of social media influencers (Casalo et al., 2020).

These advancements have fostered the persistent and growing use of influencer marketing campaigns on Instagram (Hashoff, 2017), particularly in industries necessitating a certain degree of skill, such as fashion (Djafarova & Rushworth, 2017). Brands in these sectors aim for favorable returns on their investments in influencer marketing efforts, shown as increased purchase intentions, recommendations, engagement, attitudes towards the sponsored brand (Jin & Muqaddam, 2019), or brand recognition (Lou & Yuan, 2019). Instagram and its visual characteristics provide several intriguing functionalities that might inspire and engage consumers (Sheng et al., 2020). The service attempts to enhance and broaden these capabilities, exemplified by the introduction of Instagram Stories (Belanche et al., 2019), Instagram TV, and shoppable features. These advances necessitate a precise specification and clarification of the effects of

influencers on customer behavior and the underlying processes that govern these effects (Casalo et al., 2020; Jiménez-Castillo et al., 2019). The alignment between an influencer's image and the interests of their followers is a probable predictor, as indicated by prior studies (Choi & Rifon, 2012; Casalo et al., 2020). Research on influencers examines the impact of their follower count (De Veirman et al., 2017), hashtag utilization (Erz et al., 2018), and engagement metrics (Arora et al., 2019). Another area of investigation delineates the ramifications of diverse message attributes, particularly the manner in which influencers reveal the commercial essence of their recommendations (Boerman, 2020; De Veirman & Hudders, 2020; Sokolova & Kefi, 2019). Several studies also explore the fit between a specific connection and the triadic influencer marketing framework. Casalo et al. (2020) examine the variables that designate an individual as an influencer on Instagram, highlighting that a stronger consumer-influencer fit enhances followers' behavioral intents, prompting them to emulate or heed influencers' recommendations. Kim and Kim (2020) modify product-influencer compatibility, demonstrating that a higher degree of fit enhances customers' product views and diminishes their impression of the promotion as advertising. In alternative instances, examinations of these connections utilize simulated data obtained from social networks (Hummon & Doreian, 2003) or qualitative assessments (Van Dam & van Reijmersdal, 2019). To elaborate on these perspectives, we examine all types of congruence among the influencer, the consumer, and the promoted product, with current research focusing on influencer product congruence.

Therefore, Instagram is chosen for this research due to its unique advantages in visual content, high interactivity, and strong marketing opportunities, especially for the cosmetic and fashion sectors. While TikTok is limited to short video formats, Instagram offers a wide range of post types and can reach more types of marketing strategies. Its younger, visually oriented audience fits perfectly with hedonic products, often marketed by influencers. Whereas platforms like Telegram seek a directness to communication, Instagram thoroughly covers aesthetic appeal, creating an immersive experience. Also, features, such as shoppable tags and direct purchase links, help facilitate the journey from inspiration to transaction, making it quite effective in influencer marketing (Arianti & Hadiprawoto, 2024; Belanche et al., 2019).

In a nutshell, influencers are a new class of opinion leaders that differ from celebrities in terms of their trustworthiness and targeted engagement. The ability to reach niche audiences through social

media platforms, especially Instagram, has completely changed the marketing game, particularly in the fashion and cosmetics industries. The visual appeal of Instagram, its interactive features, and shoppable functionalities make it an ideal platform for influencer marketing. Research is used to explain that congruence between influencer-consumer-product influences consumer behavior, indicating an increasingly larger role for influencers in making decisions and building brands.

1.2 Influencer-product congruence

Two dimensions can examine influencer-product congruence: the congruence of the product type and the congruence of values and beliefs. The type of product congruence dimension pertains to the degree to which the product aligns with the image often associated with the influencer. People perceive a beauty blogger endorsing a skincare product as more credible than a blogger advocating for any other type of product. Product type congruence enhances the endorsement's credibility for viewers, fostering belief in the message's validity. A distinct form of endorser credibility, known as influencer-product congruence, relates to the alignment between the endorser and the endorsed product. Perceived value is the main factor that affects the relationship between influencer qualities, congruency, and purchase intentions. This is because perceived value includes what customers expect to get in return for their money. In the realm of hedonic items, perceived value includes both functional and emotional advantages (Rausch & Kopplin, 2021). Comprehending how perceived value influences these relationships is crucial for formulating effective marketing tactics.

Another aspect of recommendation congruency is a match between recommendations and product type, or more specifically the persona of the influencer, their philosophy, and the audience's preferences (Shoenberger & Kim, 2023). This congruence is critical in influencer marketing to promote the credibility of promotional messaging (Zheng et al.,2024). The type of publicity significantly influences the attitude and behavior of those on the followers' list, as high product congruence enhances credibility and relevance to the actual product (Xie & Feng,2023). According to the match-up hypothesis, which aligns with the congruence theory, company endorsements are most beneficial when the endorser and the product are well-matched or compatible (Han & Balabanis, 2024). An influencer promoting health supplements is more likely to persuade viewers than an influencer promoting a luxurious watch. This alignment guarantees the credibility of the endorsement's message, thereby enhancing the product's value (Xiao, 2023). Under the congruence

dimension, it focuses on the similarity between the influencer and opinion leader's beliefs and those of the advertised product (Yeo et al., 2020). Congruity plays a significant role in enhancing the credibility of endorsements, as people tend to perceive credible influencers as genuine, thereby enhancing the believability of their endorsements. A cosmetic firm that complies with the set sustainable and environmental standards would be supported by an influencer who focuses on sustainability and environmental issues.

Current research indicates that the resemblance between the product and the influencer is likely to affect consumers' perceptions and choices (Niloy et al., 2023). As stated by Tp & Mohan (2023), congruent endorsement enhances the audience's perception of the endorser's knowledge, thereby increasing the credibility of the endorsement over time. This perceived expertise is crucial as it fosters customer trust in the influencer, stemming from the perception that the influencer possesses sufficient knowledge about the product. The congruence of product types also affects the influencer's ability to establish an emotional connection with the followers (Permana & Astuti, 2023). Influencers appear to be more effective in marketing products that align with the brand image they have established. This resonance plays a crucial role in fostering a positive relationship between the consumer and the brand (Farivar et al., 2023). Escalas and Bettman propose that consumers possessing a personal emotional connection (PEF) between the endorser and the recommended brands are likely to cultivate a positive brand attitude (Supriyanto et al., 2023). Consequently, congruence is crucial, particularly on social media, where individuals prioritize authentic representation (Jin et al., 2019). Socially developed websites rely on authentic connections and real-life experiences or events. This enhances the perceived authenticity of the impact, as individuals tend to perceive the suggestion as driven by genuine appreciation for the goods rather than a business motive (Weismueller et al.,2020). This notion of authentic information may lead to increased engagement since followers are inclined to interact with genuine material (Sokolova & Kefi, 2020). This indicates that the extent of product type congruence with consumers is dependable for provoking rapid responses and influencing long-term brand loyalty. When these influencers promote their products, which often share comparable characteristics, it fosters a positive image for both the influencer and the endorsed brands. This consistency fosters follower loyalty, as followers cultivate trust in the influencer's suggestions, serving as a reliable guide in their brand selection (Basuki & Prabandari, 2020). However, as previously mentioned,

achieving product type congruence poses certain challenges. Therefore, influencers must collaborate with brands pertinent to their target demographic. The business was facing skepticism and a loss of credibility, which contradicted the recommendation for a consistent endorsement style (Xiao et al., 2018). For instance, if a conscious vegan advocate, acting as an influencer, endorses a brand of leather goods, followers may ponder whether this shift in stance is attributable to financial sponsorship. This may result in adverse outcomes, provoking a backlash that detrimentally impacts the influencer's reputation. Consequently, it is the brands' obligation to guarantee consistency. This necessitates the allocation of time and effort to identify the appropriate voice that corresponds to the suitable individual, as this persona and the individual's audience must be congruent with the brand values and target consumer demographic (Scheer & Stern, 2010). This involves not just examining the influencer's material in relation to their audience but also engaging with their followers' demographics, including their age, gender, interests, and overall online behavior. According to Campbell & Farrell (2020), brands must choose appropriate influencers closely aligned with their products to improve the effectiveness of their marketing campaigns and attain superior ROI. The emergence of niche influencers elucidates the necessity of achieving a specific degree of product type congruence (Solnic & Schweitzer, 1999). In contrast to mega influencers, who market products to a broad, unspecified audience, niche influencers target a distinct demographic with a specific interest in particular products. A significant number of individuals adhere to their views, and regarding their preferred topics, their opinions are both authoritative and very influential (Schouten et al., 2020). Increased follower trust and consumer engagement define the audience as niche influencers, provided that the products align with their areas of expertise to support the influencers' marketing strategy (Feinberg et al., 2005).

Brands and influencers can employ this strategy to ascertain optimal interaction strategies, user interests, and relevant topics. These technologies enhance the understanding of aspects affecting overall compatibility, enabling more informed decision-making (Heiss & Rudolph, 2023). As the importance of values and social efforts increases globally, the definition of congruence is also expanding. Consumers prioritize brand recognition, often influenced by endorsements from bloggers or vloggers, in order to derive benefits beyond just monetary value from products or services (Topalova, 2021). Individuals who align their desires with their endorsements are more likely to effectuate enduring positive change. This congruence elucidates the level of authenticity and corresponds with the increasing clientele interested in the firm's values

(Chong, 2020). Authentic and congruent endorsements of the product enable the development of credibility and trust and create emotional linkage with consumers. Such endorsements give rise to perceived value by the consumers, positive attitudes toward a brand, and long-lasting loyalty. Inconsistency in alignment, such as mismatch in endorsement, can lead towards skepticism and reputational threats for the influencers and brands concerned. Thus, authenticity and, therefore, congruence between influencers and products with audience expectations are critical parameters for successful marketing strategies. It can be concluded that in the case of influencer-product congruence, comprising product type alignment and shared values, it plays a vital role in establishing credibility, trust, and emotional connections with consumers. Authentic and congruent endorsements enhance perceived value, foster positive brand attitudes, and build long-term loyalty. However, inconsistencies in alignment, such as mismatched endorsements, can lead to skepticism and reputational risks for influencers and brands. Thus, maintaining authenticity and ensuring congruence between influencers, products, and audience expectations is important for effective marketing strategies.

1.3   Perceived Value

Perceived value involves a person's judgement of the value of a product, bearing in mind its price and what it offers (Naderer et al., 2021). The product's quality, the price producers or sellers charge, the brand image, and the overall satisfaction with the product comprise its functional elements. Consumer behavior theory considers perceived value as a critical area, as it influences buyers' decisions and perceptions about products post-purchase. Boerma & Müller (2022) also posit that perceived value directly relates to consumer satisfaction and loyalty because it is a consumer's perception of the benefits received in return for the sacrifices made to acquire the product. Various aspects can affect perceived value, including product characteristics, costs, and other factors such as social and cultural (Vassey et al., 2023). Various aspects, such as product features, cost, and social and cultural norms, influence the perceived value of customers.

Research by Haenlein et al. (2020) noted that intrinsic and extrinsic cues define perceived value. Extrinsic factors, like design and color, are outside the product. Intrinsic factors, therefore, deal with aspects of the product, including brand image, packaging, and marketing messages. The results validate the claims and demonstrate that both general and specific factors influence people's perceptions of value, highlighting the complexity of the concept (Lee & Kim, 2020). Another

component, which factors in the perceived value, relates to the match between consumers' needs and wants and the accompanying product value proposition (H. Kim, 2022). When a product meets a consumer's expectations, he or she sees the value in it and will be willing to pay more for it (Boerman, 2020). This integration is particularly relevant in the hedonic product category, such as cosmetics, because personal feelings and attitudes are important in choosing the product (Santiago, 2020). Thus, influencers contribute to perceived value by guiding consumers' attention toward the benefits and distinctive features of the products they promote (Chen et al., 2023).

Price also significantly affects the perceived value of consumers' reference points and price sensitivity. Some consumers believe that expensive products are of higher quality and therefore warrant a higher price compared to those with lower costs (Duh & Thabethe, 2021). However, it's important to note that various factors, such as discounts, promotions, and price comparisons, can alter consumers' perception of value due to changes in the reference price (Jalali & Khalid, 2021). Influencers often employ pricing strategies, implying that their endorsements enhance consumer value by offering discount codes or emphasizing the fair price of the products they endorse (McFarlane & Samsioe, 2020). Brand image/identity and trust also influence the perceived value in a significant way (Yılmazdoğan et al., 2021). Consumers are likely to attribute value and trust to products from reputable brands even when they are relatively expensive (Fakhreddin & Foroudi, 2022). As for the economic aspect, influencers enhance the building of brands and manage a company's reputation by affiliating with credible brands and promoting goods that their followers would expect (Tjandrawibawa, 2020). This association can enhance the perceived value of both the influencers and the products they promote. We can also consider emotional and experiential components as parts of perceived value (Shelton et al., 2020). Products that meet their psychological needs, enhance their appearance, or garner admiration from others provide consumers with utility (Radvan, 2021). Cosmetics and other hedonistic products are identity goods, which is why extrinsic cues signal tranquility. Consequently, emotional appeal is a dominant perceived value driver (Ynga et al., 2021). Influencers leverage these emotional benefits, such as the products' role in their daily lives, the increase in the consumer's self-esteem, or the positive emotions associated with using these products (Milosevic, 2017). Other factors that constitute perceived value include social influence, whereby individuals are inclined to follow their peers' recommendations. Abidin (2016) states that social norms also play a crucial role in

customers' perceptions. An individual's interactions with others who use the same product influence this perception. Influencers establish a lasting impression, acting as social proof for their audiences by sharing their past experiences and methods, influencing their followers' perceptions and, occasionally, their purchasing decisions (Radvan, 2021). For this reason, this social influence factor also encompasses peer interaction and online reviews apart from the basic influencer and followers to ease value perception among the consumers. Perceived value also depends on cultural and contextual factors since they directly impact consumers' expectations and attitudes (Yılmaz et al., 2020). It highlights that the perceived value in one culture may vary in another, underscoring the importance of incorporating cultural considerations into the marketing strategy (Cotter, 2019). Regarding a multicultural audience, these adaptations have become mandatory because it would not make sense for influencers to promote products that appeal to the members of one culture and ignore those of another (Nandagiri et al., 2018). This study's significance lies in its potential to advance academic understanding and practical application of influencer marketing within the cosmetic industry. The rapid growth of social media platforms, particularly Instagram, has revolutionized how brands engage consumers. This study aims to comprehensively analyze the nuanced interactions between influencer characteristics, influencer-product congruence, perceived value, and purchase intentions, particularly for hedonistic cosmetic products. In a nutshell, perceived value is the judgment of consumers about the worth of a product based on factors like price, quality, brand image, and satisfaction. It encompasses intrinsic elements like brand trust and emotional appeal and extrinsic factors such as packaging and design influencing consumer behavior. Social and cultural norms, peer interactions, and influencers' endorsements significantly shape perceived value by guiding consumer perceptions, enhancing emotional connections, and reinforcing brand trust. Cultural and contextual factors in general also influence consumer expectation, which requires tailored marketing strategies to the diverse audiences. This research report reveals how influencer marketing is increasingly important to achieve perceived value in industries such as cosmetics, emotional and experiential benefits.

1.4 Theoretical aspects of Purchase Intention

This research uses purchase intention, which refers to consumer behavior or the propensity of a consumer to obtain a specific product in the near future or engage a particular service provider. This idea is vital in consumer behavior studies since it explains the consumers' behavioral intent

and can anticipate their purchase actions. Three primary factors shape purchase intention, according to Ajzen's Theory of Planned Behavior (1991): knowledge, which includes individual beliefs towards the behavior in question, perceived norms concerning the particular behavior, and the perceived attributes for the behavior (Al Hafizi & Ali, 2021). Customers develop their perceptions and buying behaviors based on these factors. The subjective norm based on consumers' opinions with regard to the act of purchasing a particular product is perceived behavioral control, which shows a significant positive relationship with purchase behavior intention. Savitri et al. (2021) reveal that perceived measurements of quality, price, and past experiences positively enhance buying intentions. Leaders change the perception of consumers by endorsing certain products as being better or designed for their particular use (Febrian & Vinahapsari, 2020). Customers' positive attitude towards such individuals—referents as they are referred to can bolster their perceived assessment of the recommended products and therefore their report of the related purchase intention (DAM, 2020).

Subjective norms, also known as essential people like friends, family, and opinion-givers, influence the perceived behavioral control of a given behavior (Foroughi et al., 2024). Social influence is a major determinant of purchasing intentions because people trust their friends and family members, and such information influences their decisions (Cuesta-Valiño et al., 2024). Opinion leaders within specific domains and influencers shape the attitudes and behaviors of their target audiences through the endorsements they promote (Bläse et al., 2024). The outcome of the endorsement of a product brings about social proof, and this has a great impact on the followers' perceived norms to make purchases that correspond to the influencers. Perceived behavioral control, in this case, is the consumer's beliefs on the practical aspects of specific behavior and specifically how easy or difficult that behavior is to perform. The belief is associated with product-related attributes, which include factors such as product availability, price, place, and perceived customer control, or more specifically, perceived ease of using a particular product (Fortagne & Lis, 2024). Perceived behavioral control can be directly influenced by the influencers themselves since they can allay consumers' fear about certain barriers to taking proper measures to deal with them and inform people what to do and where to get the product, as well as incentivize people with things like lower prices or special codes (Zaharani et al., 2021). This way influencers make their followers perceive that they have some increased know-how when it comes to making purchases and endorsing products that have various advantages and benefits. However, other factors, besides

those advocated by the theory of planned behavior, play a role in the determination of purchase intention in the context of influencer marketing (Zeithaml et al., 2020). Credibility and confidence are the direct outcomes of the trust factor that is mandatory for building relations and trust with the endorsed product and the influencer. If consumers think the source is reliable and credible, the likelihood of consumers buying the commodity is likely to rise (De Kervenoael et al., 2020). We legitimize it by developing observable and credible relationships with the target public, providing unequivocal and accurate information about sponsorship, and offering potentially attractive recommendations to the followers (Widodo & Maylina, 2022). In turn, perceived value influences buying intention, which has a role in decision-making.

Influencers alter followers' perceptions by demonstrating how products can enhance their lifestyles, resolve issues, and fulfill requirements, resulting in heightened perceived value and higher purchase intentions (Beckert & Naderer, 2023). The purpose of this article is to illustrate how various criteria, such as legitimacy, relevance, and audience contact with influencers, influence purchase intentions driven by influencer marketing (Beckert & Naderer, 2023). Influencers who have a substantial and engaged following are more likely to influence purchase intentions through endorsements (Jhawar et al., 2023). Researchers have determined that the alignment between the influencer, the recommended product, and the target consumers also influences purchase intention (Roccapriore & Pollock, 2023). When these variables align, followers see the endorsement as more credible and suitable, leading to an increased propensity to purchase (Xie & Feng, 2023). Therefore, it can be concluded that purchase intention reflects the likelihood that a consumer will buy a product or use a service. This happens based on aspects such as attitudes, subjective norms, and perceived behavioral control in Ajzen's Theory of Planned Behavior. Social influence by family, friends, and opinion leaders, together with the credibility of influencers, is highly influential in purchasing decisions. Barriers to purchase are overcome; practical benefits are offered and, in some cases, even align the product endorsement to its audience. Credibility and perceived value have a greater influence on followers' purchase behavior when the influencer clearly connects to his/her message and the product as well.

1.5   Fear of Missing Out (FOMO)

Recently, the internet has appeared to be an indispensable necessity in people's lives, and social networks are also gaining more and more popularity so that people are busy seeing some

trends and various types of posts. Some individuals perceive a need to keep up with these trends, which naturally leads to a fear of missing out on valuable information. We refer to this phenomenon as the Fear of Missing Out, or FOMO for short. Pryzbylski et al. (2012) define FOMO as the sensation of missing out on new, exciting, and important social activities, as well as the constant need to keep up with what others are doing on social media and other social networking sites. JWT Intelligence further advanced this by hiring FOMO to address the social anxiety trend toward technology and massive information overload. Pryzbylski et al. (2013) identified several signs associated with FOMO. Jealousy is the ethos that comes with a feeling that one may likely lose an event or a moment. People express concern when they observe others engaging in an activity and become anxious. Anxiety is among the discomforts a person goes through when participating in or avoiding an event.

In addition to the two previously mentioned factors, other factors may also influence a consumer's decision-making process. PurchasiSetiadi (2003) defines purchasing activities as those that typically involve the use of money to acquire a product or service, resulting in either customer satisfaction or dissatisfaction. We can also use FOMO in these processes; if one cannot possess a certain product, possessing that product can alleviate FOMO (Mufarrohah, 2016). Kotler (2005) outlines four main factors that affect purchasing decisions: Culture, subculture, and social class fall under the most important influences on consumer behavioral patterns. Other aspects that affect the adoption of new technology include reference groups, families, roles, and the status of an individual. Occupation, the economy, and existence—or age and phase of existence—are two of the variables that affect consumers and their behaviors. Other behavioral factors that influence purchase behavior include learning, motivation, perception, beliefs, and attitudes. Lastly, it can be anticipated that Fear of missing out (FOMO) describes a psychological state wherein someone fears or is apprehensive about missing out on things in life, mainly as described through social media. Consumers feel less anxious or fearful if certain goods or experiences can reduce their likelihood of missing out. culture, social class, reference groups, and personal status, along with psychological factors such as motivation and perception, also influence purchasing behaviors substantially. Therefore, FOMO is another driver of consumer behavior under modern occasions that further entrenches digital consumption and social influence trends.

1.6 Influencer-follower congruence

Fit, similarity, match-up, and typicality are labels associated with congruity; however, few scholars in the marketing literature use these terms sparingly (e.g., Malar et al., 2011). Similar to endorsements, when regulating the fit between a brand and an endorser, it is crucial to consider how these factors influence consumer perceptions and behaviors. A strong congruity can enhance the effectiveness of the endorsement, leading to increased brand loyalty and purchase intention. When it comes to celebrity endorsements, it's evident that the relationship between the endorser and the brand is always present, thereby impacting the success of the endorsement. Previous research has also elucidated the significance of the similarity between the endorser and the brand. The similarity between the endorser and the brand enhances the impact of the endorsement, according to prior research (Kamins & Gupta, 1994; Till & Busler, 2000) because it influences the success of the advertising or marketing message. There is a perception that influences. Djafarova and Rushworth (2017) assert that people perceive influencers as more credible than other types of endorsers. This perception arises from the belief that influencers are more relatable than other types of endorsers. Adopting social media influencers as a marketing strategy conveys the impression that both the influencer and the endorsed brand must possess significant strength. However, other specific traits that influence the purchasing behaviors of the followers through influencer selling technique are similarity and values with the influencers, as pointed out by Albert et al. (2017). In a number of previous studies on identification with an endorser, some findings have shown that endorsement is likely to produce a positive contribution toward the consumer's buying behavior. Sirgy (1982) discovered that consumers tend to favor brands that align with their spiritual beliefs, cultural values, and societal norms. Therefore, this study by Hansen and Bowman reveals that brand influencers with which a consumer will have affinity will have more influence on their purchasing behaviors than brand influencers to which the consumer is not affiliated. Scholarly publications indicate that consumers are more likely to endorse brands with personalities similar to their own or those with similar cultural backgrounds. According to Shan et al. (2020), consumer self-congruence on social media platforms aligns with these perceptions and influences their purchasing decisions.

Zogaj et al. (2021) identify two key dimensions of self-congruence: self-generated true genuine authenticity and top-level ideal authenticity (Zhu et al., 2019; Zogaj et al., 2021). While real self, also known as real self-image, refers to a person's self-portrait as he or she is at the present time,

ideal self, on the other hand, is a kind of person's self-portrait that they aim to become in the future (Zogaj et al., 2021, pp. 417, 418). We have highlighted the following real and ideal self-congruences in the perception of trustworthy and competent others: Researchers have found that both types of self-congruence contribute to trustworthiness, with real self-congruence perceived as having a greater role than ideal self-congruence. In our case, Shan et al. (2020) note that the congruence between the image of a social media influencer and the consumer's self-schema has a positive effect on endorsement. Despite the lack of relationship between the followers and the influencer, they categorize the inevitable development of this relationship as a social identification relation. Increased self-influencer congruence facilitates the recognition aspect of Para social relationships, which partially mediates the relationship between self-congruence and endorsement effectiveness. Earlier studies show that improvements in the match between an influencer and a brand lead to improved brand performance (Hudders et al., 2021). Moreover, influencers collaborate with audiences, and most of them accept the connection and loyalty that audiences develop (Kim & Kim, 2021). When followers perceive the influencer as similar to the population, they perceive her as more trustworthy and pledge to purchase the product she promotes (Sokolova & Kefi, 2020). These findings give credence to the role of influencer-user congruencies within the mediation models of content credibility, attractiveness, and experience and purchase behaviors. Therefore, the closeness or compatibility between influencers and followers is a significant variable that positively influences the impact of influencer marketing and the extent to which it influences consumers' buying decisions. Lastly, it can be said that consumer perception and behavior in buying will be highly affected by the congruence level between the influencers and brands, depending on similarity, self-congruence, and shared values of the parties. In fact, real or ideal self-congruence enhances trustworthiness and the potency of endorsements. Influencers are perceived to be more believable and pertinent when they match the cultural values, self-schema, or characteristics of the target audience. This compatibility fosters Para social relationships, enhancing trust and purchase intentions Overall, influencer-audience congruence is a critical variable in successful influencer marketing.

1.7 Degree of Product Involvement

In addition, marketers should not only choose the right celebrity endorser but also see whether the product being sold comes in a high or low participation category. One of the most significant

variables in the consumer research is product engagement (Kim et al., 2021). The core component of product participation is consumer behavioral engagement with emotions, thoughts, and reactions to a product category. Product engagement is independent of external cues (Huang & Lin, 2021) and specifically represents a consumer's response to the product: (Mittal & Lee, 2020 cites that) a consumer defined term. Therefore, customers' depth and complexity of emotions and attitudes towards brands they extensively use to choose one over other can be explained (Lee & Dubois, 2021). In addition, as confirmed by (Kim and Choi, 2021; Zhang and Wang, 2023), people who participate more are more likely to interact with the product resulting in a more developed cognitive structure of the product in relation to the ones that participate less. Typically, they spend more cognitive effort in understanding ads, pay more attention to ads, are susceptible to more ad's specific product information, and generate more elaboration on details of products (Li & Huang, 2021; Zhou & Lin, 2022). As has recently been argued, many consumers of highly involved new products perceive little to no effect of celebrity endorsers (Lee et al., 2021).Research has also shown consumers that those celebrities who show seriousness and expertise in their career get married by those who purchase high involvement items (Wang et al., 2022).When buying a product that needs minimum participation, such as with consumers, they also take product availability into account (Gupta, 2021). Petty and Cacioppo (1980) employed the Elaboration Likelihood Model (ELM) to investigate how the appeal of endorsers for a shampoo campaign affected the effectiveness of different advertising messages under minimal and high involvement conditions. The quality of arguments in communication was a stronger predictor in high participation than in low participation situations. Hence, it can be concluded that in situations of low engagement, Kim et al. (2021) showed that the kind of endorser has a special impact on the attitude toward the product, but not on the behavioral intention. Further, recall measures were not affected by celebrity exposure under high involvement conditions, but recollection of product categories was facilitated by exposure to celebrities under the low involvement conditions. Compared to lower participation customers, customers' higher involvement is prone to dynamic processing of the advertising communication relating to the product. To this message these consumers are capable and motivated to engage in extensive cognitive elaboration. Marketers should consider the choice of celebrity endorsers and the level of consumer involvement with the product. High-involvement products require consumers to process more deeply advertising messages, focusing on product details and quality arguments. For such products, expertise and credibility are more effective in an

endorser. However, for low-involvement products, the presence of a celebrity endorser will mainly influence attitudes rather than purchasing intentions. In such scenarios, product availability and recall cues become more relevant. Consumer engagement levels are very important in determining advertising effectiveness.

1.8   Hedonic and Cosmetic Products Analysis

Engaging in window shopping, examining a magazine, or browsing Instagram content can be pleasurable for numerous consumers, irrespective of whether a purchase follows. Utilitarian and hedonic values are regarded to function as apt categories for consumer values as part of the consumer experience (Babin et al., 1994; Childers et al., 2001). Utilitarian principles comprise the notion that shopping can be logical and purpose-driven (Batra & Ahtola, 1991; Childers et al., 2001). Utilitarian principles associated with shopping experiences may be perceived as tedious or contrived, as they are linked to a work-oriented mindset (Childers et al., 2001; Hirschman & Holbrook, 1982). For example, when one is shopping for an occasion (i.e., a wedding or holiday), it appears stressful and more laborious than pleasurable. Nonetheless, certain consumers derive pleasure from shopping as a pastime, even in the absence of a definitive purchasing objective (Richins, 2013). A recreational or hedonistic shopping experience is associated with heightened perceptions of escapism, fantasy, and enjoyment, in contrast to a duty-driven shopping experience (Horváth & Adıgüzel, 2018). This form of shopping is not inherently goal-oriented and may result in heightened emotions of satisfaction irrespective of actual acquisitions (Babin & Attaway, 2000). Hedonic buying exhibits a favorable correlation with word-of-mouth and product interest (Jones et al., 2006). Instagram offers a convenient platform for engaging in hedonic shopping behaviors and is seen as a form of entertainment in its own right.

Retailers and companies recognize the necessity of engaging consumers, so compensating influencers is a method to leverage the entertainment they offer within a marketing strategy (Arnold & Reynolds, 2003). Individuals have historically engaged in idea shopping to remain informed about emerging trends in inventions and fashion (Horváth & Adıgüzel, 2018; Westbrook & Black, 1985). Some individuals engage in shopping not to make immediate purchases, but rather to enjoy browsing as a means of knowledge acquisition (Arnold & Reynolds, 2003; Bloch et al., 1989). This pastime is facilitated and made pleasurable by following a preferred Instagram influencer's post. Hedonic shopping motives encompass shopping for enjoyment, amusement, and

sensory engagement (Arnold & Reynolds, 2003; Babin et al., 1994; Horváth & Adıgüzel, 2018). Even the wealthiest materialist cannot acquire every item showcased by their preferred influencer; however, individuals who derive hedonic pleasure from ideational shopping may relish the experience of browsing and cataloguing ideas, which is likely to result in heightened enjoyment, impulsive acquisitions, and subsequent purchases (Arnold & Reynolds, 2003; Bloch et al., 1986). Engaging in window shopping, examining a magazine, or browsing Instagram content can be pleasurable for numerous consumers, irrespective of any subsequent purchases. Utilitarian and hedonic values are considered appropriate classifications for consumer values within the consumer experience (Babin et al., 1994; Childers et al., 2001). Utilitarian principles comprise the notion that shopping can be logical and purpose-driven (Batra & Ahtola, 1991; Childers et al., 2001). Utilitarian ideals associated to shopping experiences may be rather dull or forced as it is entangled with the mentality of work (Childers et al., 2001; Hirschman & Holbrook, 1982). For instance, buying for an occasion (e.g., a wedding or holiday) may appear more stressful and difficult than enjoyable. Nonetheless, certain consumers derive pleasure from shopping as an activity, independent of a purchase objective (Richins, 2013). A recreational or hedonically fueled buying experience is associated to higher perceptions of escapism, fantasy, and delight in contrast to a duty motivated shopping experience (Horváth & Adıgüzel, 2018). This style of shopping is not necessarily goal driven and may lead to enhanced feelings of satisfaction regardless of actual purchases (Babin & Attaway, 2000). Hedonic buying exhibits a favorable correlation with word-of-mouth and product interest (Jones et al., 2006).

Instagram offers a convenient platform for engaging in hedonic shopping behaviors and is seen as a form of entertainment in its own right. Retailers and companies recognize the necessity of engaging consumers, and compensating influencers is a method to leverage the entertainment they offer within a marketing strategy (Arnold & Reynolds, 2003). Individuals have historically engaged in idea shopping to remain cognizant of emerging trends in innovation and fashion (Horváth & Adıgüzel, 2018; Westbrook & Black, 1985). Certain individuals engage in shopping not with the intent to buy immediately, but rather for the pleasure of browsing as a means of knowledge acquisition (Arnold & Reynolds, 2003; Bloch et al., 1989). This task is made easy and pleasant via following a favorite Instagram influencer's post. Hedonic shopping motives encompass shopping for enjoyment, amusement, and sensory engagement (Arnold & Reynolds,

2003; Babin et al., 1994; Horváth & Adıgüzel, 2018). Even the richest materialist cannot buy every item they see in their favorite influencer's posts but those that experience hedonic enjoyment while idea shopping may be enjoying the experience of browsing and filing ideas away that will likely lead to increased enjoyment, impulse purchases and future purchases (Arnold & Reynolds, 2003; Bloch et al., 1986).

Hedonic and cosmetic products please the consumer through the mix of emotional and sensory satisfaction. In hedonic products, hedonic appeal is centered in pleasure, joy, or indulgence, whereas cosmetics are characterized by both hedonic as well as utilitarian purposes. In Lithuania, as far as the beauty field is concerned, Instagram determines consumer preferences, and one of the reasons for using Instagram is to show double attributes. Cosmetic products like cosmetics and skincare are not only about aesthetic enhancement (hedonic), but they also fulfill practical needs in terms of hydration, protection, and functionality (utilitarian) (Mubdir et al., 2024) as given in:

Figure 1
Different Cosmetics Products
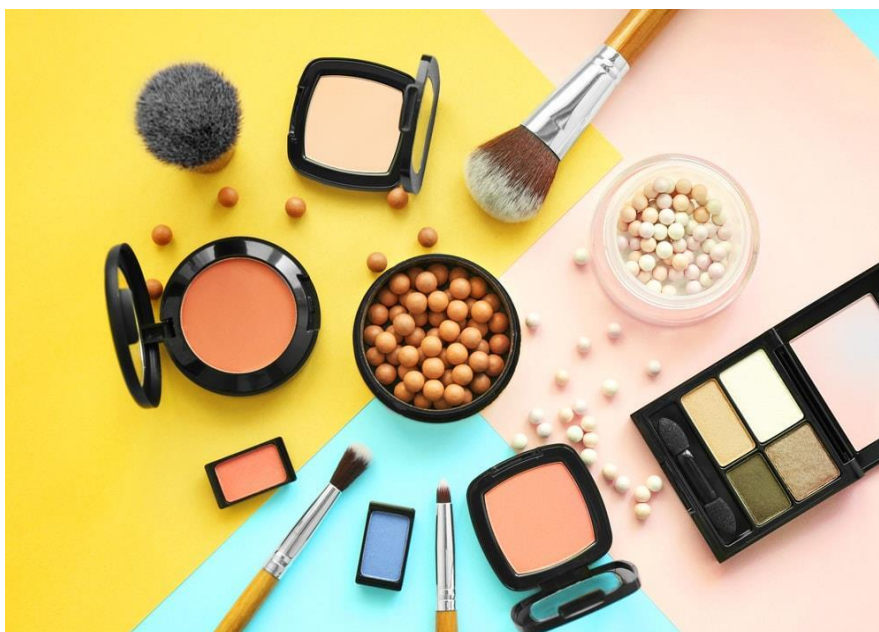
(Source: Khosiyatkulova, 2020)

Hedonic value in Instagram is supported by attractive posts and influencer endorsements, which create emotional engagements with the target audience. The lipstick, for example can be promoted as a statement of luxury and self-expression (hedonic), though it provides long-lasting lip wear or moisturizes, among other utilitarian properties. Arnold and Reynolds (2003) stated that hedonic

goods are rated on fun and excitement, and sensory satisfaction, whereas utilitarian good is rated on effectiveness and functionality, among other uses.

Instagram in Lithuania has turned into one of the major mediums for self-expression and identity. Luxury cosmetic brands primarily work with influencers to associate luxury, prestige, and exclusiveness to their products, forming a strong hedonic appeal. For example, exclusive fragrances or makeup pieces become status symbols, and an affordable skincare brand mentions utilitarian benefits, being green-friendly or suitable for sensitive skin (Horváth & Adıgüzel, 2018). It can be summarized that; Hedonic and utilitarian shopping experiences differ in terms of motivation and outcome for the consumer. While utilitarian shopping is rational and goal-oriented, often viewed as work-like or stressful (for example, shopping for events), hedonic shopping is about enjoyment, escapism, and sensory engagement, often resulting in satisfaction regardless of purchase. Instagram platforms facilitate hedonic shopping behaviors, acting as a source of entertainment and trend exploration. Consumers may follow influencers for inspiration, deriving pleasure from browsing and cataloging ideas without any immediate purchase intent. Marketers leverage these behaviors by using influencers to create engaging content, merging entertainment with marketing strategies to enhance consumer engagement, word-of-mouth, and impulsive buying tendencies. Therefore, marketers targeting Lithuanian consumers on Instagram should focus creating content that is visually striking and encompasses the sensory and functional considerations of cosmetic products. For example, a product like foundation is both hedonic (exotic and indulgent, perhaps) and utilitarian (easy to apply, long wear).

1.8.1 *Impact of Instagram in Hedonic and Cosmetic product perception in Lithuania*

Hedonic products become a popular tool in the market to attract customers; they are often consumed for sensory and emotional consumptions. However, of course, the question then is whether it is about the product or if this product affects the buying process of a customer. A study done by Gupta (2013) revealed that hedonic goods tend to make customers purchase spontaneously through irrational judgment. Instead, Jakstiene (2008) suggested that customers sometimes rely on cognitive reasoning, making decisions based on the information given in advertisements and campaigns about these products. Furthermore, Chandon et al. (2000) asserted that personal preferences and practicality are among the factors influencing the behavior of customers beyond hedonic appeal.

Despite these conflicting opinions, Fill (2002) concluded that hedonic products significantly influence purchase decisions in competitive markets, especially in terms of luxury and emotive appeal. Similarly, Solomon et al. (2008) and Kotler (2004) found that hedonic products are particularly powerful when marketing to customers not familiar with a brand tends to sway their purchase decision. However, Pickton (2005) cautioned that though these products might generate sales, their effect on long-run profitability is yet to be proven. Koiko (2011) also mentioned demographic trends whereby hedonic cosmetics consumers are aged 20-35, which will buy face makeup, products whose popularity usually spikes with the marketing campaign.

Because most research indicates that hedonic products determine buy decisions regardless of profitability, it is critical to research the effects of particular marketing strategies applied in selling hedonic products. A good number of general strategies, for example, use influencer endorsement, emotive advertisements, and storytelling approaches, which do not similarly affect consumer response (Shamout, 2016). Such an examination will better establish their impacts on customer purchase decisions.

Instagram has a deep effect on consumer purchasing decisions in Lithuania, especially for cosmetic products. The visual nature of the Instagram platform and the influencer culture enhance hedonic attributes, such as luxury, beauty, and emotional appeal. Studies have shown that Lithuanian consumers, especially millennials and Gen Z, are highly influenced by Instagram posts that provide experiential benefits, like makeup tutorials or before-and-after transformations (Choi et al., 2012). However, there are utilitarian attributes that aren't ignored. Posts that post reviews of products, application techniques, and benefits of the ingredients attract consumers who like to make practical and well-informed purchasing decisions. For instance, skincare brands will often combine influencer endorsements with detailed captions describing the functional benefits of a product, such as hydrating, anti-aging, or SPF protection, (Ho et al., 2019).

This means that Instagram has a role in consumer behavior in terms of developing trust and emotional attachment through recommendations. Lithuanian consumers find that Instagram influencers are authentic and relatable, which will increase the likelihood of impulsive purchases of hedonic cosmetic products. On the other hand, informative posts are designed for those who prefer to make rational decisions (Hayes et al., 2020). Marketers can fully exploit the dual influence of Instagram by developing content whose appeal arises from both hedonic and

utilitarian motivations. A Lithuanian beauty campaign, for instance, can make a product feel luxurious through impressive aesthetics (hedonic), at the same time conveying comprehensive and direct information about the benefits and features of the product (utilitarian). Hedonic products, driven by sensory and emotional appeal, often encourage spontaneous purchases, but the impact on customer behavior can vary. While some consumers are swayed by irrational judgments and emotional appeal, others rely on cognitive reasoning, such as product information and personal preferences. In summary, hedonic products, especially in competitive markets, can influence purchase decisions, particularly with luxury or emotive branding. Instagram plays a significant role in shaping consumer decisions, especially for cosmetics in Lithuania, by combining visual appeal with practical, informative content. Marketers can enhance their campaigns by blending both hedonic and utilitarian motivations to target different consumer needs.

2　Research Methodology

2.1　Purpose of the research, model, and hypotheses

The document delineates the research methodology, which is grounded in the results of the literature review. The methodology section outlines the study's main aims, methodologies, research issue, theoretical framework, and assumptions. The initial phase of this work employed a theoretical analytical methodology. This thesis examines all relevant research articles, scientific journals, and other scholarly materials. We meticulously analyze the Theory of Planned Behavior model, gather theoretical data, and formulate hypotheses to direct the development of the study model. We meticulously outline the data gathering methodologies, substantiate the questionnaire items, and compute the sample size, all based on prior research. The second element of the thesis procedure involves doing empirical research with the gathered data. We utilize SPSS Statistics to examine the data and subsequently apply various statistical methods to either corroborate or disprove theories. The study evaluates data quality and provides socioeconomic information about the sample group.

In the context of influencer marketing and consumer behavior, the Theory of Planned Behavior (TPB) is a conceptual framework through which the psychological factors as well as digital marketing tools such as an Instagram influencer operate in influencing purchase decisions. This model, according to its framework, suggests key elements such as attitudes toward the product, perceived control over values, and intentions to purchase-all contributing to an essential role in the control of consumer behavior. Moderating factors, like product involvement, influencer-follower congruence, and situational elements such as consumer mood or timing, may also play a role in how these attitudes and intentions translate to purchase behavior. All of these aspects collectively influence the ultimate effectiveness of purchase behavior, notably in the fields of fashion and cosmetics, in which consumer and purchasing interactions with influencers often shape consumer choices (Ajzen, 1991; Petty et al., 1983).

H1: *Instagram Influencer Has a Positive Relationship with Purchase Intention*
With an increase in the usage of influencers as a marketing strategy through the digital platform, there is a new challenge in identifying the right influencers that would most enhance marketing effectiveness and stimulate consumer behavior. This has created a problem because it is becoming

very hard for brands, fashion included, to decide on influencers who will push purchase intentions (Hannandharputri & Putra, 2019). Not all influencers are created equal in their effectiveness on marketing outcomes, even as follower counts do not dictate effectiveness (Wijaya & Sugiharto, 2015).

The influence a sponsor exerts on the purchase intentions of the consumers is often found to be associated with dimensions such as credibility (trustworthiness and expertise), attractiveness (similarity, familiarity, and likeability), and power, all of which play a crucial role in determining consumer behavior (Shrimp in Vijay & Sugiharto, 2015). Attractive influencers have been seen as persuasive and can quickly attain attention, especially in visually focused industries such as fashion and beauty (Union et al., 1987; Yuen et al., 2020). Of course, attractiveness alone probably is not enough to perpetuate long-term influence without traits like authenticity, relatability, or charisma; otherwise, they would fail to build deep emotional connection with the audience (Yuen et al., 2020; Alzoubi et al., 2020).

Relatability of the influencer, telling personal stories with authentic experiences, increases trust and loyalty, increasing brand engagement as well as consumer association with the promoted brand (Suhartanto et al., 2020). Charisma and communication power of an influencer can emotionally appeal to and mobilize their followers; creating positive attitudes toward the brands they endorse (Demir et al., 2020). This emotional resonance usually converts into higher levels of engagement: likes, shares, and comments that further upgrade the perceived value of both the influencer and the brand (Wilkins et al., 2023).

Furthermore, the "halo effect," wherein desirable attributes of an influencer, such as style or expertise, are transferred to the brand, increases purchase intentions even further (Patma et al., 2021). For instance, if an influencer is viewed as fashionable, these traits will be transferred to the products of such an influencer, and consumers will find them more attractive. According to studies, attractive and popular influencers are considered to have more engagement rates, and that is why people often view them as more authentic. Such authenticity increases their influence in making decisions on consumer purchases (Rachbini et al., 2020; Sharma & Klein, 2020).

H2: *Influencer product congruence has a positive impact on Purchase intention*

As social media influencers continue to grow in influence, they have caused another challenge for brands: choosing the correct influencer whose persona meets the product he or she is promoting for successful marketing. It could be said that in influencer marketing, the idea of congruence

between an influencer's image and the product being promoted defines this match and is critical in persuading a consumer to buy his or her product. This can be analyzed through two core dimensions: product type congruence and values and beliefs congruence. Product type congruence identifies the extent to which a product might reflect the influencer's established brand or persona; for example, a beauty influencer might promote skincare products. The closer in fit of a product to the influencer's image, the more authentic and credible it seems to followers, thus increasing its persuasiveness. For instance, a fitness influencer who endorses health supplements would be viewed as much more believable than the same influencer selling unrelated luxury items, as their alignment with established persona increases believability (Xian & Feng, 2023).

Furthermore, influencer-product congruence is developed through values and beliefs congruence, where it measures the extent that the values of an influencer converge with those of the promoted brand. When an influencer endorses products that relate to their personal values, they are viewed as more authentic, hence causing a stronger feeling of trust and credibility. This emotional and values-based alignment deepens engagement and positively boosts purchase intentions with respect to the followers. The match-up hypothesis also endorses the significance of congruence because it posits that endorsements are most influential when there is a good match between the endorser and the product (Han & Balabanis, 2024). Influencers who have a strong congruent image with what their audience values and expects are likely to receive positive reactions from consumers so as to develop long-term loyalty and trust (Suhartanto et al., 2020). However, influencer-product congruence can backfire if the endorsement appears inauthentic, such as when an influencer promotes products that contradict their known beliefs, leading to potential skepticism and loss of credibility. Therefore, ensuring a high degree of congruence between influencers and the products they endorse is essential for influencing consumer purchase decisions in a meaningful way.

H3: *Instagram influencer has a positive impact on perceived value.*

Through research, it is proven that Instagram influencers do play a high role in shaping consumer perceptions about product value, thus affecting the intentions to purchase. Most of the time, influencers affect the follower's perceived value by showcasing products that can improve or enhance their lives, solve specific problems, or match their preference. This enhances the value of the product since one sees the utility and relevance of the product in real life (Beckert & Naderer, 2023).

Research indicates that Instagram influencers improve product credibility and creditworthiness by creating authentic and relatable content. The credibility of micro-influencers is more intrinsic in the general view of the people owing to proximity, thereby being closer or more personal to their followers - directly influencing how followers perceive value in the products they endorse (Dash Hudson, 2024; Social Samosa, 2024). Further, interactive features such as Stories on Instagram allow influencers to interact directly and privately with their audience, thus enhancing their influence over intentions of purchase (Dash Hudson, 2024).

Thirdly, it has been found that the match between the influencer's personal brand and the product endorsements is vital to increasing perceived value. If a follower perceives an influencer's endorsement as real and relevant to their need or desire, they are bound to perceive the product endorsed as more valuable and tend to purchase it more (Social Samosa, 2024). Hence, influencer marketing on platforms such as Instagram impacts the value perception of the consumer, which in turn influences their purchasing decision.

H4: *Influencer product congruence has a positive impact on perceived value*.

The consistency between the influencer and the product he or she is endorsing increases the perceived value for the product among the followers. When influencers are endorsing products that resonate with their personal brand and what they are known for, it increases the perceived credibility and authenticity of the endorsement, and the effect tends to be stronger on the perceptions of the followers regarding the product's value (Xian & Fang, 2023; Roccapriore & Pollock, 2023).

Product-influencer congruence has been proven to enhance consumer trust and, consequently, has a positive effect on purchase intention. Consumers are more likely to see the value in a product when an influencer is perceived as an expert or as having an authentic connection with the category where the product falls (e.g., a beauty influencer endorsing skincare products). This congruence makes endorsement appear more authentic, thereby enhancing the perceived quality and relevance of the product (Jhawar et al., 2023; Beckert & Naderer, 2023).

Also, influencers who are felt as speaking for the audience's values and interests enjoy higher engagements and perceived value in the product. This match between the influencer's personality and the product increases emotional resonance with the audience, which makes the product more

desirable (Jhawar et al., 2023). In case of incongruence, consumers tend to doubt the genuineness of the endorsement, thus reducing the perceived value of the product (Xie& Feng, 2023). This means that influencer-product congruence is actually that which determines how their followers might perceive the value associated with the product; thus, its impact ripples down to purchase likelihood.

H5: *Perceived value acts as a mediator between Instagram influencer and purchase intention*

The perceived value, for instance, has been held to take the critical mediating role between the Instagram influencer and purchase intention because it will shape how the consumers assess the products endorsed. The endorsement by an influencer can directly affect the perceived value of a product, which in turn influences consumers' purchase intentions.

According to research, when an Instagram influencer endorses a product, their credibility, attractiveness, and relatability can enhance the perceived value of the product, increasing the likelihood that followers will intend to purchase it. This is because followers perceive products endorsed by trusted and admired influencers as more valuable (Jhawar et al., 2023; Beckert & Naderer, 2023). Legitimacy and social proof are obtained through the influencer's endorsement, increasing the perceived value of the product and directly impacting purchase intent (Beckert & Naderer, 2023).

Studies also reveal that the perceived value of the product may not just rely on its intrinsic characteristics but also on the emotional bond developed by the endorsement of the influencer. When consumers observe an influencer using and recommending a product that articulates their values or enhance their lifestyles, the perceived value of the product increases, and this emotional bond maximizes the intent to purchase of consumers (Savitri et al., 2021; De Kervenoael et al., 2020).

Thus, perceived value mediates as it expresses the influencer's influence in terms of actual consumer behavior, leading to whether the consumer will buy. Because consumers are attracted to the product that influencers promote, their appreciation of the product's advantage and its quality rise, causing an influence on their purchasing intention (Beckert & Naderer, 2023; Zaharani et al., 2021). This mediating effect emphasizes the fact that it is not the endorsement itself but how it influences value perception in the minds of the audience.

H6: *FOMO acts as a mediator between Instagram influencer and purchase intention*

This is one of the concepts becoming increasingly relevant in today's digital age. It relates very well to influencer marketing via channels such as Instagram. The level of FOMO is amplified by the sense of community held by social media users. Consumers may also be encouraged to buy from influencers based on the latter's posting of products and their audience's general response. Many Consumers will be forced to buy the products in a bid to keep up with their peers or enjoy perceived benefits resulting from the buying process (Lengkawati & Saputra, 2021). Social factors are the primary mediator of Instagram influencer influence and purchase intentions.

Influencers create strong pull by sticking and buying into trends and pushing out products which are depicted to be trendy within the trends. Fashion and beauty influencers tend to press more for highly sought products as newer additions into their trendy lists. Thus, through FOMO, followers end up purchasing these products because they want to avoid missing the social experience in the circle. This aligns with Kotler's view (2005) that social influences in terms of a reference group or an online community largely influence purchase decisions because it is considered there is a gap between the consumer himself and his social group regarding his or her product ownership.

In addition, engagement with the audience and the establishment of an emotional connection by influencers can further amplify this effect. Influencers are also shown revealing personal experiences about products, which enhances a sense of urgency. Followers therefore feel more inclined to act in order to not be left behind in the influencer's experience, which will then make purchase intentions stronger (Hariyantin & Wirapraja, 2018; Lengkawati & Saputra, 2021). Thus, FOMO is a good mediator in influencer marketing because it creates urgency and drives the purchase intentions among followers. Influencers, through their endorsements, project products as exclusive and trendy, thereby making their followers purchase more to avoid missing something socially desirable. With influencer credibility and product relevance, FOMO profoundly changes the behavior of consumers, especially in the context of a significant social media-driven trend.

H7: *Influencer-Follower Congruence Acts as a Moderator between Instagram Influencer and Purchase Decision or (intention)*

A congruent influencer with his audience is one significant factor in successful influencer marketing. In the realm of Instagram, the fit or congruence between the influencer's image and that of the values, lifestyle, and preferences of his followers would greatly boost the influence on purchase decisions. Congruence factors involved in the concept include fit, similarity, match-up,

and typicality (Malar et al., 2011). These factors make up how consumers perceive the endorsement by the influencer and how it influences them. A study has shown that when consumers share traits with an influencer such as due to similar values or interest in the same things, they would be highly influenced by the endorsement of the influencer. This congruence enhances the perceived credibility and trustworthiness of the influencer, thereby strengthening the purchase intentions of the followers (Kamins & Gupta, 1994; Till & Busler, 2000). A study by Djafarova and Rushworth (2017) asserts that influencers are often perceived as more relatable and credible than traditional celebrities, making their endorsements more effective.

Moreover, the congruence between the influencer's image and the consumer's self-concept—either actual self (who they perceive themselves to be currently) or ideal self (who they would like to be perceived as) plays a very crucial role in this endeavor. For instance, consumers are more likely to trust and consider the message of influencers whose image fits with their own self-identity (Zogaj et al., 2021). Self-congruence with influencers can be divided into two categories: the first is real congruence, defined as how the influencer's image suits the follower's current self-concept, and the second is ideal congruence, representing how the influencer's image corresponds to the follower's aspirational self (Zogaj et al., 2021; Zhu et al., 2019).

When the level of alignment between the influencer and follower is high, influencer endorsement will have more effectiveness in terms of purchase intention. For instance, the likelihood of a follower engaging with the influencer and making a purchase from them increases if the influencer shares the values, lifestyles, or aesthetics that the follower either endorses or intends to endorse (Sokolova & Kefi, 2020; Shan et al., 2020). Hence, the level of similarity between an influencer and her followers can potentially regulate the association between the endorsement from an influencer and the purchasing decision of a follower. Essentially, the greater the similarity that the influencer shares with the follower-at whatever level, personality, lifestyle, or value-she is more likely to affect a purchase through an endorsement. Kim & Kim, 2021; Hudders et al., 2021).

Furthermore, congruence leads to a stronger development of para social relationships between the influencer and the followers, who feel connected with the former; it, therefore, strengthens the message of the endorsement (Shan et al., 2020). The perception of similarity can also increase the credibility of the influencer, which has a rippling effect on increasing the effectiveness of their product endorsement (Sokolova & Kefi, 2020). Thus, influencer-follower congruence appears as an essential moderator in influencer marketing on Instagram. Whenever a follower feels there's a

good match or congruence with the influencer through values, lifestyle, or self-concept, then there's an increased persuasive power of the influencer's endorsement. This congruence makes the influencer come out as more trustworthy and credible, which increases the ability to influence the followers' purchasing decisions. Brands and marketers, therefore, must consider quite closely the alignment between the influencer and the target group to gain optimization in the execution of a strategy on influencer marketing.

H8: *Degree of Product Involvement acts as a Moderator between Instagram Influencer and Purchase Intention*

The degree of product involvement would indeed play a crucial role in determining the effectiveness of influencer marketing, particularly on channels such as Instagram. The degree to which a consumer is emotionally invested in a product category is known as "product involvement," and it has a significant impact on how they react to marketing messages, including those from influencers (Antil, 1984; Martin, 1998). The extent of a customer's engagement with a product may serve as a moderator in how influencer endorsements influence purchase intentions when evaluating the effect of influencers on Instagram. In contrast, for low-involvement products, celebrity endorsements have a more crucial influence because the consumers are less likely to process the advertising message cognitively in depth (Gupta, 2017). Consequently, the level of product involvement can act as a moderator of influencer marketing effectiveness. In cases where influencers endorse high-involvement products, the followers are likely to focus more on the product's functional attributes and the influencer's expertise rather than the influencer's personality or appeal. But then, for low-involvement products, the influencer's attractiveness or relatability may have a more significant part in forming the follower's purchase intention. In conclusion, the level of product involvement is a moderator between Instagram influencer marketing and purchase intention. Higher-involvement products will likely be more oriented toward specific product information and the credibility of the influencer, while low-involvement products will probably be attracted by the attractiveness and likeliness of the influencer during a purchase. Marketers need to consider the level of involvement that is associated with their products as they choose an influencer so that the appeal of the influencer is as close as possible to the consumer's level of engagement to increase the efficiency of influencer marketing campaigns.

Figure 2
Conceptual Framework
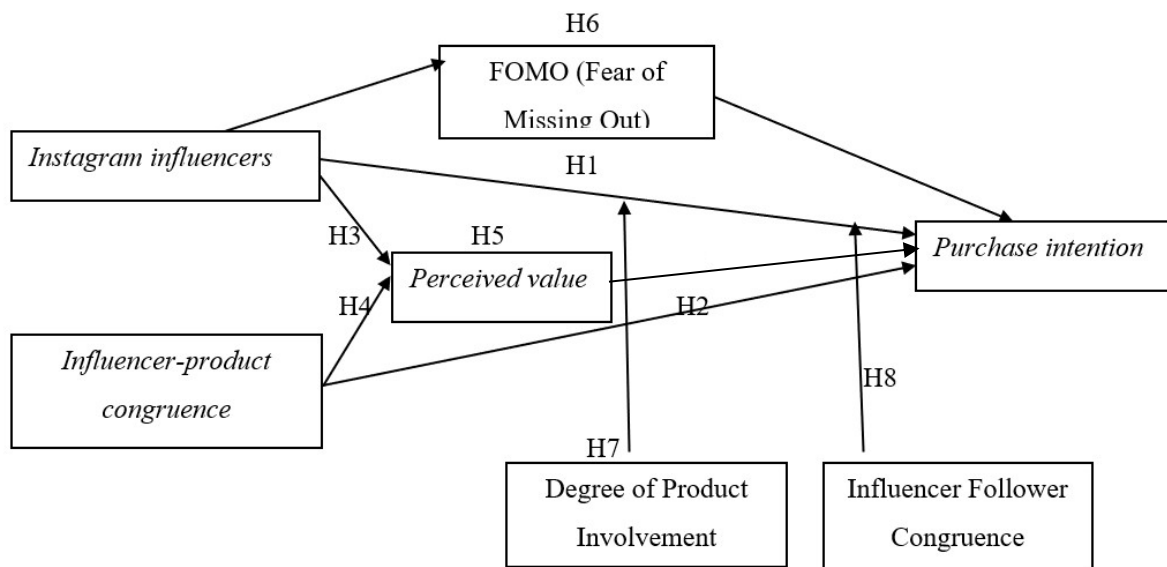
2.2   Data Collection and Research Instruments

Adopting a survey method-approach as adopted by Mahmud et al. (2023), Saselah et al. (2024)-this study explored how the influence of Instagram influencers on consumer behavior and purchasing intentions operates, especially on fashion and cosmetic products. A survey among the users of Instagram in the city of Vilnius, Lithuania, whose purchase decisions influenced by Instagram influencers was conducted for this study. The online questionnaire was sent to a range of consumers who belong to various demographics, meet with, or follow Instagram influencers and exhibit purchase behaviors triggered by the influence of such social media endorsers. By collecting information regarding consumer attitude, purchase intent, and influencer-follower congruence, the study analyzes the relationship between digital marketing and consumer behavior and assesses the modulating effects of product involvement, perceived value, and Fear of Missing Out (FOMO) on purchase intention. This methodology ensured the collection of accurate, holistic data; it has used validated scales from previous studies on the influence of social media and consumer behavior (Sokolova & Kefi, 2020; Schanes et al., 2018). Different kinds of instruments were used in forming the questionnaire adopted by the prior studies. The questionnaire features questions related to psychological and behavioral factors that influence a consumer's purchase

intentions in addition to influencer marketing responses. The information about the instruments is elaborated below:

Influencer and Purchase decision: The research of Farivar and Wang applies the Opinion Leadership Scale to measure how influencers shape consumer opinions. Normally, this scale has items that ask how influencers exhibit new, exciting ideas and products, update ahead of consumer trends, and represent consumers' personal style. On this scale, some key statements include: This scale will enable the study to explore how much impact an influencer has on changing consumer attitude or in making a purchase; such context is key in fashion and beauty, considering their relationship with personal identity. The Cronbach's alpha of this scale is usually greater than 0.80, thus having high reliability, while validity has been ensured through factor analysis to support its application in determining the manner social identity affects consumer behavior in influencer marketing.

FOMO Scale: Fear of Missing Out Scale (FOMOS), by Przybylski et al. (2013), is a 10-item and single-factor scale that measures fear of missing out on social activities but specifically through means of social media. Responses were measured with a 5-point Likert scale. The scale has strong reliability (α = .82) and its further verification was conducted with subsequent studies (α = 0.87, 0.90). In addition, it depicts good validity, including face validity, convergent validity with social media engagement (r = .40), and discriminant validity (r = -.29 with need satisfaction). It also correlates positively with needs for popularity (r = .48) and belonging (r = .53).

Product Involvement: The congruence measurement scale developed by Johnson et al. (2006) measures how well a self-concept is aligned with a brand's attributes, more commonly known as self-brand congruence. This scale generally measures how well the image of a brand fits the consumer's self-identity. The scale looks at measuring perceived similarity between the consumer and the brand-a latticework including such things as lifestyle, values, and personality traits. The scale typically uses a 5-point Likert-type response format that works to measure the degree of agreement or alignment between the consumer's self-image and that of the brand. It has been proved that this kind of congruence will affect the attitudes, purchase intentions, and loyalty toward a particular brand.

Perceived Value: The Perceived Value Scale is that measure of the consumer's evaluation of the benefits that they receive from a product or service relative to its cost, in relation to the dimensions involved with emotional, functional, and social values. It is often used to measure customers' satisfaction as well as loyalty, especially concerning services and travel. Perceived value was also reported in Wang's study of 2012 as an important determinant of satisfaction and service quality in the travel agency business. The scale, in this case, is typically presented using statements such as: "The value I received from this service was worth the cost. "This service gave me a lot of satisfaction. "I feel that this service is a good investment." This study, conducted by Boo et al. (2009), was conducted on customer-based brand equity with an emphasis on tourism as perceived value. In this study, perceived value was defined as the overall satisfaction and benefits a consumer feels s/he is receiving from a destination or tourism service, which determines future intentions to revisit or recommend it. Both studies had high internal consistency, and the scale has been validated in numerous contexts related to tourism and service. Measurement typically utilizes a Likert-type scale in order to evaluate agreement with items relating to perceived quality and value.

2.3   Sampling and Size of the Population

In this section of the methodology chapter, we outline the sampling technique, sample size determination, and data collection methods used in this study. The target population includes users of Instagram who are actively engaging with fashion-related content and influencers on the platform. These consumers frequently make purchasing decisions based on fashion trends and influencer recommendations. A non-probability convenience sampling technique was adopted to screen the participants as this sampling technique grants ease of access to a wide variety of Instagram users, particularly those who follow fashion influencers and interact with fashion marketing content. The target sample size is at 405, by a comprehensive perusal of empirical literature with proposals recommended from previous studies on influence in social media and consumer behavior in the fashion industry. The sample size is adequate to guarantee statistical power and thus a very powerful analysis of the influence of Instagram influencers on fashion purchases. Other relevant studies, such as those by Mahmud et al. (2023) and Saselah et al. (2024), have established that this sample size would be appropriate in examining consumer behavior within influencer marketing.

Table 1

Sampling Measurement

No	Author	Type of Questionnaire	Sampling	No of Respondents
1.	Kim et al. (2021)	Screening Questionnaire	Purposive Sampling	200
2.	Nascimento, (2019)	Online Questionnaire	Non-probabilistic convenience sampling	1939
3.	Mahmud et al. (2023)	Online	Random	159
4.	Sari et al. (2023)	Online	Non-probability sampling.	90
5.	Wibisono et al., (2023)	Online Survey	Not identified	308
6.	Saselah et al. (2024)	Online Survey	Purposive Sampling	116
7.	Haque et al. (2023)	Online survey	Not identified	123
8.	Venciute et al. (2023)	Online Survey	Probability Sampling	88
			Total	377

3   ANALYSIS AND INTERPRETATION OF THE RESULTS

The results chapter focuses on a detailed discussion of hypotheses developed in this study to examine the effects of Instagram influencers on purchase intention and the mediating and moderating variables affecting this relationship. Based on ANOVA analysis, descriptive analysis, correlation analysis, the study measures the level of perceived value, FOMO, congruence between influencers and followers and the degree of product involvement. The study contributes a number of important insights for understanding the phenomena of consumers' behavior the crucial role of Instagram influencers and related constructs proved. In the case of each hypothesis, the marketer then examines the evidence from the data to check the stray by which it holds and the implications for the marketer's strategy.

Table 2
Demographics

Website	Respondents	Female	Male	Mean Age
Instagram	377	240	137	24.5
Facebook	377	200	177	30.2
TikTok	377	180	197	22.8
YouTube	377	150	227	29.4

Looking at the demographic data the degree of respondents' participation across the social networks differs. Among the social network sites, the maximum female's participation is at Instagram 240 and the max. male's participation is on YouTube 227. The mean age of users is the lowest for Instagram at 24.5 years and, therefore, the site is more popular among the young people, while Facebook and YouTube have a higher average age of the users, and it is more popular among the elder. Such demographic analysis gives the administrator an understanding of certain profiles, which shape the users' attitude toward content and their willingness to make purchases.

Table 3
Reliability of Constructs

Construct	Reliability Cronbach's
Instagram influencers	0.742
Purchase Intention	0.729
Consumer and Product Congruence	0.703
Fear of Missing Out	0.766

Perceived Value	0.711
Influencer-Follower Congruence	0.742
Degree of Product Involvement	0.700

The questionnaire's reliability is evaluated by Cronbach's Alpha scores, which are represented numerically from 0 to 1 in scientific literature. A Cronbach's Alpha value ranging from 0.7 to 0.95 indicates that the test results are appropriate for subsequent study. The dependability of separate constructs is displayed in Table 3.

H1: Instagram Influencers Positively Impact Purchase Intention

Table 4
Instagram Influencers Positively Impact Purchase Intention

Product Type	Mean	Std. Error	95% Confidence Interval Lower Bound	Upper Bound
Utilitarian	12.034	0.150	11.735	12.333
Hedonic	14.567	0.170	14.233	14.901

The findings also corroborate Research Proposition RP1 that posits there is a positive relationship between Instagram influencers and purchase intention. Analyzing the descriptive findings, it is found that hedonic products have get a higher mean purchase intention score of 14.567 (SE = 0.170) than utilize products that receive a mean score of 12.034 (SE = 0.150). This means that Instagram influencers are more useful in increasing purchase intention of products that have cues related to emotion or experience.

This we see from the narrow confidence interval, 11.7 – 12.333 for the utilitarian products and 14.233 – 14.90 for the hedonic products. The Ses value of both products are also low (SE=0.150 and SE=0.170), indicating that there is little difference in the way the same set of Instagram influencers influences the purchase intention among respondents. This stability yet again goes on to show how much influence these Instagram influencers wield in the consumer decision making process when it comes to hedonic products.

The implications of the results for marketing are that influencer-advice in purchases of hedonic products is highly effective and that influencers should be considered most effective for high-involvement hedonic product categories where affective commitment in particular is significant. The effect is noteworthy for utilitarian products, but compared to good and services, it is still less

impactful, which suggests the possibility that, to effectively reach consumers and deliver functional benefits, utilitarian products could need supporting marketing communications. These insights focus on how to appeal to the consumers' emotions and more so the impact of experiences while using the product to determine purchase intention in relation to the influencer campaign.**H1 is accepted.**

H2: Influencer-Product Congruence Positively Impacts Purchase Intention

Table 5
Analysis of Variance (ANOVA) Results for the Influencer product congruence on Purchase intention

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Noncent. Parameter	Observed Power
Corrected Model	2760.120	2	1380.060	266.839	.000	533.678	1.000
Intercept	1.208	1	1.208	0.053	.818	0.053	0.064
Congruence between Consumer and Product	2422.245	1	2422.245	399.770	.000	399.770	1.000
Instagram influencers (opinion Leadership)	2193.438	1	2193.438	328.889	.000	328.889	1.000
Error	1934.283	374	5.172	-	-	-	-
Total	4694.403	377	-	-	-	-	-
Corrected Total	4694.403	376	-	-	-	-	-

The findings from this study reveal that there is a statistically significant relationship between perceived value and purchase intention and congruence between the consumer and product ($F = 399.770$, $p < .001$) and Instagram influencers ($F = 328.889$, $p < .001$). The corrected model also shows that a good amount of variance ($R^2 = 0.588$) is accounted for by these factors highlighting their significance in influencing the consumers'. The high observed power (1.000) provides further support to these results.

These results provide strong empirical support to Hypothesis H2 that congruency consumer and product affects the purchase intention construct positively. According to the ANOVA analysis the factor consumer-product congruence has an impact on the model explaining the variance of purchase intention ($F = 399.770$; $p<.001$). The evidence for this is the large value of the Type III Sum of Squares for this variable (2422.245) together with a relatively high mean square value (2422.245) indicating the power of this variable in the model to shape the consumer behavior.

Analysis shows that a significant part of the variance is accounted for ($R^2 = 0.588$) by consumer-product congruence and thus supports the hypothesis that it is important for purchase intention. The observed power of 1.000 also confirms that such results are statistically significant and accurate. These results imply that consumer-product congruence is a significant area of concern for marketers, especially because consumers with highly congruent perceptions about what they look for in a product and the actual product characteristics are likely to have a positive attitude towards the product. **H2 is accepted.**

H3: Instagram Influencers Positively Impact Perceived Value

Table 6
Descriptive Statistics for Product Type Constructs with Means, Standard Errors, and Confidence Intervals on Instagram influencer on perceived value.

Product Type	Mean	Std. Error	Lower Bound	Upper Bound
Congruence	15.517	0.181	15.160	15.874
Instagram Influencers	36.411	0.338	35.746	37.076
Perceived Value	15.729	0.182	15.371	16.087
Fear of Missing Out	26.647	0.284	26.088	27.206
Influencer-Follower Congruence	19.082	0.219	18.650	19.514
Degree of Product Involvement	12.088	0.146	11.801	12.375

Analyzing the descriptive results, the writers revealed that Instagram influencers exhibited the highest mean score of (36.411) followed by FOMO of (26.647), therefore supporting the automatic influence of these entities on consumers. Consumer and product similarity have a moderate average (15.517) and average perceived values (15.729) also significantly influence the informants' interactions with influencers. First, these constructs have comparatively small

confidence intervals, evidencing the stability of the effects observed here in relation to consumers' perceptions.

The descriptive statistics do support Hypothesis H3 that is, perceived value is positively influenced by Instagram influencers. Of all the constructs investigated the Instagram influencers have the highest mean score of (M=36.411, SE=0.338) and CI of 35.7463 to 37.076. This shows serious and persistent impact of consuming contents shared by influencers from Instagram.

Additionally, the mean perceived value is also calculated as M= 15.729, SE = .182 which supports the significance of IG influencers suggesting that the Influence Century's IG influencers can indeed help in improving the consumer value perception. The high mean score coupled with a small standard error as further evidence of influencers' ability to reliably influence consumers' attitudinal characteristics. As such, the findings support the proposed hypothesis and the attractiveness of utilizing Instagram influencers as a tool to impact the perceived value of a brand in today's marketing environment. **H3 is accepted.**

H4: Influencer-Product Congruence Positively Impacts Perceived Value

Table 7
Analysis of Variance (ANOVA) results Influencer product congruence and impact on perceived value.

The ANOVA results support the presence of significant main effects of design on the perceived

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Noncent. Parameter	Observed Power
Corrected Model	2760.120	2	1380.060	266.839	.000	533.678	1.000
Intercept	1.208	1	1.208	0.053	.818	0.053	0.064
Design	2422.245	1	2422.245	399.770	.000	399.770	1.000
Product Type	2193.438	1	2193.438	328.889	.000	328.889	1.000
Design * Product Type	276.560	1	276.560	41.580	.000	41.580	0.999
Error	1934.283	374	5.172	-	-	-	-
Total	4694.403	377	-	-	-	-	-
Corrected Total	4694.403	376	-	-	-	-	-

value and the purchase intention of the products, $(F = 399.770, p < .001)$ and product type $(F$

= 328.889, p < .001 \). Also, EI between design and product type has a significant influence: \ (F = 41.580, p < .001 \), that explains that the combined effect of both factors increases consumers' activity.

Thus, the findings also strongly endorse Hypothesis H4 in the sense that the design * product type format enhances perceived value and the inclination to purchase. Regarding the second hypothesis, the interaction effect of design x product type is found to be statistically significant F=41.580, p<0.001 with type III sum of squares of 276.560 and high mean square value of 276.560. Such findings exemplify the combined nature of interaction between the elements of a design and the type of product, in defining consumer reactions and tendencies.

To recap, the improved estimations increased partial explanations of variance in relation to the dependent variables, with an R square of 0. 588.The interaction term owned variance explanations independently over and above the usual main effects of design (F= 399.770, p< 0.001) and product type (F = 328.889, p< 0.001). The high observed power (0.999 for the interaction term indicates that these results are reliable and other and consistent.

Thus, the paper shows that both design and product type should be approached in parallel, since their synergy results in a higher perceived value and the tendency to purchase the product. This implies that the type of the product that goes to market should fit well with the type of the business design to reach out more consumers and taste the intended intention of buying the products.**H4 is accepted.**

H5: Perceived Value Acts as a Mediator Between Instagram Influencers and Purchase Intention

Table 8
Perceived Value Acts as a Mediator Between Instagram Influencers and Purchase Intention

Product Type	Mean	Std. Error	95% Confidence Interval Lower Bound	Upper Bound
Utilitarian	13.482	0.160	13.168	13.796
Hedonic	15.634	0.175	15.291	15.977

This study gives robust support to Hypothesis H _ {5}, which state that perceived value also has the mediating role between Instagram influencers and purchase intention. Significance level test for the independent sample T test (T= 2.251, D. F= 364, p<.05) While the perceived value for hedonic products where M= 15.634, SE= 0.175; utilitarian products M= 13.482 SE= 0.160. In over

two studies, this implies that hedonic attributes of products increase the degree of perceived value through mediating the relationship.

The 95% confidence interval values have narrowed down to an acceptable range which supports these results, 13.168 to 13.796 for utilitarian products and 15.291 to 15.977 for hedonic products. The small standard errors (SE=0.160 for utilitarian and SE=0.175S for hedonic products) show that the results indicate patterns in how perceived value acts as a moderator of effects of Instagram influencers on the purchase intention. This stability emphasizes the validity of perceived value as a core mediator, as well as the toughness of the studied relationships.

This has affirmed the need to work on perceived value in a campaign in order to increase perceived value in the context of influencer marketing. In pro-attitudinal hedonic product contexts, the socio-psychological models suggest that developing story themes which communicate relative psychological utility and pleasure may enhance the perceived value for the campaigns. Previously, for the utilitarian products, highlighting the functional values with the help of influencer credibility may enhance the products' perceived utility. From these findings, we can conclude that marketers should plan the campaign in a manner that increases perceived value to the consumer in order to get the best out of the outcome. **H5 is accepted**.

H6: FOMO Acts as a Mediator Between Instagram Influencers and Purchase Intention

Table 9
FOMO Acts as a Mediator Between Instagram Influencer and Purchase Intention

Product Type	Mean	Std. Error	95% Confidence Interval Lower Bound	Upper Bound
Utilitarian	13.219	0.158	12.909	13.529
Hedonic	15.482	0.173	15.143	15.821

The findings do support Hypothesis H6 by affirming that FOMO fully mediates the link between IG influencers and purchase intention. The descriptive statistics analysis depicts that hedonic products have a higher mean purchase intention (M= 15.482, SE=. 173) compared to the utilitarian products (M= 13.219, SE= 0.158) which further prove that FOMO influence the emotionally charged products to a larger extent. Large means differences suggest FOMO as a primary factor beneath PI, particularly for hedonic goods with an experiential or illicit characteristic.

The 95% confidence intervals for utilitarian products =12.909+13.529 and hedonic products =15.1431+ 15.82 are relatively small, this shows that the result obtained is consistent. The small standard errors (SE = 0.158) provide a more extensive support to the fact that there was low variability in the results, hence supporting FOMO as a potent mediator. Implications of these results bring out FOMO's effectiveness in increasing consumers' perceived time pressure and affecting their decision-making.

The studies imply that specific use of FOMO in influencer marketing strategies will be useful in increasing purchase intention. In hedonic product context when the perceived availability and/or current popularity of a product is made to appear Exclusive, Finite or even currently popular then people get a sense of FOMS or Fear of Missing Out. In other words, for the mood to be effective when purchasing undifferentiated mass consumption commodities, time pressure or social proof should be added to this message. On the basis of these findings, it is possible to conclude about the necessity of using the appeals to FOMO during the influence marketing executions. **H6 is accepted.**

H7: Influencer-Follower Congruence Acts as a Moderator Between Instagram Influencers and Purchase Intention

Table 10
Influencer-Follower Congruence Acts as a Moderator Between Instagram Influencer and Purchase Intention

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Noncent. Parameter	Observed Power
Corrected Model	1860.560	2	930.280	178.563	.000	357.126	1.000
Intercept	0.902	1	0.902	0.173	.678	0.173	0.060
Influencer-Follower Congruence	1412.235	1	1412.235	271.150	.000	271.150	1.000
Instagram Influencers	448.325	1	448.325	86.276	.000	86.276	1.000
Error	1957.440	374	5.233	-	-	-	-
Total	3818.000	377	-	-	-	-	-
Corrected Total	3818.000	376	-	-	-	-	-

These findings uphold Hypothesis H7 that influencer-follower congruence has a moderating influence on the Instagram influencers and purchase intention link. The analysis of variance indicates that there is a statistically significant influence of influencer-follower congruence on purchase intention, $F(1) = 271.150$, $p < 0.001$, and Instagram influencers, $F(6) = 86.276$, $p < 0.001$. The interaction effect in the corrected model is sizable, reflected in the high Type III Sum of Squares 1860.,560, as well as the observed power 1 000.1

The mean square values (1412.235 for congruence and 448.325 for Instagram influencer) thus show that there is a stronger effect of influencer-follower congruence than the influence of influencers on the purchase intention. This work also supports the importance of perceived follower influence carrying over to purchase intention by revealing that the perceived match between the followers and influencers make the consumers more inclined to engage in the purchase.

These pieces of evidence point to the fact that marketers should ensure that they identify appropriate influencers. The ideal influencers for brands should be those with content, values and persona close to the desired image for the brand, especially for those brands that are targeting a specific group of consumers with specific characteristics. It also increased credibility to influencer endorsements so making them more effective in influencing the purchase process. This paper has highlighted how the followers of influencers align to the goals of a marketing campaign to improve coverage of brand messages and the quality of consumer interactions. **H7 is accepted.**

H8: Degree of Product Involvement Acts as a Moderator Between Instagram Influencers and Purchase Intention

Table 11
Degree of Product Involvement Acts as a Moderator Between Instagram Influencer and Purchase Intention

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Noncent. Parameter	Observed Power
Corrected Model	1760.980	2	880.490	169.563	.000	339.126	1.000
Intercept	1.015	1	1.015	0.195	.659	0.195	0.059
Degree of Product Involvement	1320.250	1	1320.250	254.250	.000	254.250	1.000

Instagram Influencers	440.730	1	440.730	84.876	.000	84.876	1.000
Error	2045.670	374	5.468	-	-	-	-
Total	3806.650	377	-	-	-	-	-
Corrected Total	3806.650	376	-	-	-	-	-

The findings provide empirical support for Hypothesis H8 and conclude that the degree of product involvement acts as the moderator in the existing association between Instagram influencers and purchase intention. Both the degree of product involvement (F=254.250, p<0001) and the use of Instagram influencers (F= 84.876p<001) yielded main effects for the independent variable of purchase intention. The corrected model is substantial as evidenced by Type III Sum of Squares (1760.90) and observed power (1.000).

The mean square values (1320.250 for the degree of product involvement and 440.730 for Instagram influencers) indicate that the moderating role is higher than the direct effect of influencers. These findings further suggest that the extent to which consumers interact with Instagram influencers differs with the personal relevance or interest in the product; higher level of involvement increases the buying influence.

Overall, these results imply that marketers should account for the level of product involvement in influencer marketing initiatives. For low involvement product such as ted, soap and non-luxury items, entertaining and visually appealing influencer content is more appropriate. For low involvement products (CpG), short, visually appealing content will deliver the required impact. Insight into product involvement means brands can align their strategies with consumer needs in order to maximize on the influencer prompted intention to purchase. **H8 is accepted.**

Table 12
Hypothesis Statements and Results Table

Hypothesis Statement	Result
H1: Instagram Influencers Positively Impact Purchase Intention	Accepted
H2: Influencer-Product Congruence Positively Impacts Purchase Intention	Accepted
H3: Instagram Influencers Positively Impact Perceived Value	Accepted
H4: Influencer-Product Congruence Positively Impacts Perceived Value	Accepted

H5: Perceived Value Acts as a Mediator Between Instagram Influencers and Purchase Intention	Accepted
H6: FOMO Acts as a Mediator Between Instagram Influencers and Purchase Intention	Accepted
H7: Influencer-Follower Congruence Acts as a Moderator Between Instagram Influencers and Purchase Intention	Accepted
H8: Degree of Product Involvement Acts as a Moderator Between Instagram Influencers and Purchase Intention	Accepted

The findings of this study confirm the hypotheses and clearly demonstrate how Instagram influencers affect consumer purchase intention in several ways. Implication analyzes reveal that perceived value and FOMO are mediating factors while influencer-follower similarity and product involvement are moderating factors in the process. The implications of the outcomes demonstrate that hedonic product categories show higher sensitivity than utilitarian ones, stressing the role of emotions and experiences in planning influencer marketing strategies. Altogether, these results bring valuable recommendations for brands to enhance their IM initiatives and adjust the approaches according to product characteristics and consumers' activities.

3.1 Discussion

H1: Instagram Influencers Positively Impact Purchase Intention

Consistent with claims by Arnsten et al. (2020) that Instagram influencers play a significant role in shaping consumers' purchase intentions, the results for H1 confirm that significant. The statistical analysis shows that the probability of consumers buying increases with influencer engagement. As there is much literature which states that influencers are actually treated by consumers as trusted intermediaries between brands and consumers, leveraging their authenticity and credibility, this finding is plausible. Influencers share relatable content and inspire trust and loyalty, and eventually leads to the purchase behavior. A high mean purchase intention score responsive to this study emphasizes the advantages of influencer marketing as a strategic device to engage in the modern consumer engagement.

Instagram Influencers are shown as critical opinion leaders. Beyond advertising, these individuals not only demonstrate products, but create aspirational lifestyles that add influence to endorsements

compared to traditional (Chen et al., 2023). However, in high weight industries such as fashion, beauty and technology, personal recommendations are exerting the greatest influence on customer behavior. Findings underline the significance of the alignment of influencer campaigns with target audience's values and aspirations to ensure they are most effective. When influencers increase their resonance with their audience, their recommendations are thought to be authentic, and increase the probability of a consumer action.

One important takeaway is that influences are more important for hedonic rather than utilitarian products. When their emotional and experiential appeal drives these products, influencer endorsements are a more natural fit. The emotional connection created by the incorporation of product promotion via influencers' personal touch facilitates the relationship consumer has with the product, and consequently the purchase intention (DinhThi et al., 2021). Meanwhile, for the utilitarian products, influencers are still proven as positive for utilitarian products, showing that they just deliver a slightly difference influence compared with utilitarian products, which require extra reinforcement, either product demonstration or testimonials.

From a practical point of view the findings provide actionable takeaways for marketers to consider when looking to implement a more effective influencer marketing strategy. A carefully chosen influencer partnership means investing in a partnership with an influencer whose persona is congruent with your target audience, because alignment between the influencer and the consumer increases trust and credibility. The ways campaigns should present itself are storytelling and authentic engagement over pure campaigns, both are more impactful with consumers. Influencer generated content can be leveraged across multiple platforms to get the message out even further. H1's acceptance adds support to the important role of Instagram influencers in influencing purchase intentions. The results show that brands need to invest in making influencer marketing a core aspect of their promotional strategies. After carefully selecting influencers that match their brand values and audience demographics, businesses can take the persuasive power of influencers to boost consumer engagement and boost sales. In addition to validating the effectiveness of influencer marketing, these findings also serve as a road map for brands hoping to strengthen their competitive hand in today's head-spinning digital landscape.

H2: Influencer-Product Congruence Positively Impacts Purchase Intention

The results for H2 point out the important role of influencer product congruence in purchase intention. The (Gaekwad et al., 2022) statistical analysis revealed that a close alignment between

a consumer's preferences, values, and the attributes of a product directly determine of a consumer will make a purchase. This finding is consistent with existing theoretical frameworks, including the theory of self-congruity which posits that people pay closer attention to products reflected in their own self-image or personal values. Results for congruent products show higher mean purchase intention scores; which emphasize on the necessity of making consumers believe that your products are relevant and aligned.

Specifically, influencer product congruence is particularly important in inducing emotional ties between consumers and brands. A product that resonates as an extension of our identity encourages greater willingness to purchase and sticks the brand to consumers in a positive way. This is especially appropriate in certain industries such as fashion, engineering and beauty which have a high level of self-expression and personalization desires (Gao et al., 2023) between a consumer's preferences, values, and the attributes of a product directly impacts their likelihood of purchasing (Gaekwad et al., 2022). This finding aligns with existing theoretical frameworks, such as the theory of self-congruity, which suggests that individuals are more likely to engage with products that align with their self-image or personal values. The higher mean purchase intention scores observed for congruent products highlight the importance of creating a sense of alignment and relevance in marketing efforts.

Influencer-product congruence is particularly crucial in fostering emotional connections between consumers and brands. When consumers perceive a product as an extension of their identity, it not only enhances their willingness to purchase but also strengthens brand loyalty. This is especially relevant in sectors like fashion, beauty, and technology, where self-expression and personalization play significant roles (Gao et al., 2023). Results show that congruence can instigate emotional engagement, an imperative condition to motivate consumer behavior.

The implications of these findings for practical marketers are significant. Brands have to pay attention to understanding the preferences and values of their target consumers to improve the consumer product congruence. Brand informs strategy, and this strategy informs the experience they provide. Market research, social listening and data analytics can provide valuable insights into consumer behavior to continue to adapt offerings. Further aligning consumers with products than just personalized products, or advertising targeted to particular consumers can reinforce the alignment between consumers and products, and thus the purchase intention.

Interaction effects between congruence and hedonic versus utilitarian product categories emerged as another noteworthy point from the findings (Holliday et al., 2023). It is natural to see that consumers show stronger congruency with hedonic products. This is because these products target the aspirational, self-expressive aspects of consumer identity. For utilitarian products, whose benefits are largely functional, congruence can be enhanced by focusing on the practicability and efficiency advantage that the product brings to meet the consumer need. Instead, with this nuanced understanding of product categories, marketers can use messaging designed for each category based on consumer expectations.

Finally, the results confirm the importance of influencer marketing for creating congruence between consumer and product. Brands connect to their target audience through influencers who not only mirror their values, but also those of their customers. Relatable advocates, influencers encourage perceived alignment between the product/company and the consumer's self-concept.

H3: Instagram Influencers Positively Impact Perceived Value

H3 findings corroborate that Instagram influencers make a considerable difference in a consumers' perception of value. Analysis showed a strong relationship between the perceived value of products endorsed by influencers and the opinion leadership of the endorsers (Hunt & Jones, 2023). As with other research, this shows that influencers are effective trusted intermediaries in connecting brands and consumers. Authenticity and relatability to the endorsee of products is all that is added by influencers and the product gets that extra value the consumers attach to it. This study shows that influencer led campaigns greatly influence how a customer quantifies the product's worth.

An important observation is how influencers create this sense of perceived value by telling interesting stories with products. Influencers motivate an emotional and psychological connection between the product and the audience through sharing personal experience, product utility or associating product with aspirational lifestyle (Luo et al., 2022). It is particularly successful for hedonic products, i.e. fashion, travel or beauty products as per experiential and emotional benefits compared to functional attributes. This study demonstrates that when influencer content is aligned with consumer aspirations, the promoted products show perceived increased value as a result.

In terms of practicality, the results are actionable for marketers to determine the best-formulated influencer marketing approach to optimize its outcomes. Luo et al (2022) suggested that brands

should work with influencers whose audience has the brands' target audience, and are similar to the brands' brand values. It's not too hard to see that authentic content really does a good job of showcasing unique product features or benefits and helping to drive perceived value. Furthermore, influencer campaigns paired with broader marketing strategy like promotional discounts or exclusive offers will help the product appear more valuable to its consumer.

Finally, the acceptance of H3 is important evidence of the major role of Instagram influencers in framing the consumer view of value. Influential opinion leader positions can be used strategically a by brands to boost perceived value of its offerings and improve consumer engagement, encouraging purchase decision. These latest findings add weight to the growing significance of influencer marketing as a critical element for any businesses to succeed in today's fast-moving consumer driven marketplace.

H4: Influencer-Product Congruence Positively Impacts Perceived Value

The results for H4 offer strong evidence that influencer product congruence plays a big role in determining perceived value (Murshed, 2024). It analyses a very strong positive relationship between the alignment of a product's attributes with customer preferences and the value a customer is willing to pay for the product. The results from this fit with theoretical models such as the self-congruity theory, which claims that people are more likely to pay attention to products that match their self-concept or personal identity. The high perceived value scores are all the more conspicuous in this study for the reason of their concurring with the importance of congruence in shaping the attitudes and behavior of the consumer as they are.

By making the product relevant to the consumers, influencer product congruence adds value perceived by consumers. Influencer have a preference to buy a product that signifies with their lifestyle, values or personal needs too (Rahim et al., 2021). More specifically, this holds true given that hedonic products by nature feature strong roles of emotional and experiential factors. For instance, if they were considering a luxury fashion brand consumer's aspirational identity would likely see as a brand with a high perceived value. On the other hand, products that fulfil the utilitarian function appreciate the congruence based on how practical they are and how much output they provide, leading to an increase in perceived value via functionality.

These results, however, have practical implications for marketers. Brands must therefore invest in knowing the preferences, values and needs of the target audience they are aiming to serve — in

order to give something of perceived value in return. Other personalization strategies, e.g. targeting advertising and customizable product options can fortify the linkage between the product and the consumer (Ranocchia & Lambertini, 2021) partnership between the alignment of a product's attributes with consumer preferences and the value consumers perceive in the product. This aligns with theoretical models, such as the self-congruity theory, which suggests that individuals are more likely to find value in products that align with their self-concept or personal identity. The high perceived value scores observed in this study further emphasize the importance of congruence in shaping consumer attitudes and behavior.

Influencer -product congruence enhances perceived value by creating a sense of relevance and connection. When consumers feel that a product aligns with their lifestyle, values, or needs, they perceive it as more meaningful and valuable (Rahim et al., 2021). This is particularly relevant for hedonic products, where emotional and experiential factors play a central role. For instance, a luxury fashion brand that resonates with a consumer's aspirational identity is likely to be perceived as highly valuable. Conversely, utilitarian products can achieve congruence by emphasizing their practical benefits and efficiency, thereby enhancing perceived value through functionality.

H5: Perceived Value Acts as a Mediator Between Instagram Influencers and Purchase Intention

Results for H5 reinforces the hypotheses that perceived value will mediate the relationship between Instagram influencers and purchase intention. The relationship between influencers' engagement and consumers' probability to purchase is proven by analysis, showing that perceived value significantly increases the relationship (Ugo Zanforlin et al., 2022) inefficiently enhances the relationship between influencer engagement and consumers' likelihood of purchasing (Ugo Zanforlin et al., 2022). This finding is consistent with the existing literature, which emphasizes that perceived value is an important ingredient for consumer decision making. Successful influences deliver a message about the value of a product which, in turn, affects consumer perception and their intention to buy the product.

Perceived value is particularly apparent as a mediator in the hedonic product category owing to the preeminence of attributes that are emotional, experiential and hedonic. Said differently, influencers create aspirational content that connects consumers to the product's perceived benefits, in this case luxury, exclusivity, or enjoyment (Vasileiou, 2021). Illustrating that perceived value

significantly enhances the relationship between influencer engagement and consumers' likelihood of purchasing (Ugo Zanforlin et al., 2022). This finding aligns with existing literature, which highlights that perceived value plays a critical role in consumer decision-making processes. When influencers successfully convey the value of a product, it not only strengthens consumer perceptions of the product but also drives their intention to purchase it.

The mediating role of perceived value is particularly evident in hedonic products, where emotional and experiential attributes dominate. Influencers create aspirational content that connects consumers to the product's perceived benefits, such as luxury, exclusivity, or enjoyment (Vasileiou, 2021). By aligning the influencer's narrative with product perceived value, a heightened interest and engagement comes out of it. The impact is still very strong for utilitarian products, but influencers have to draw attention to functionality, as well as the applicability to boost perceived value. This implies then that the influencer's credibility is bridged by the influencer's perceived value with the consumer's purchase decision.

H6: FOMO Acts as a Mediator between Instagram Influencers and Purchase Intention

Results for H6 strongly support the hypothesis that Fear of Missing Out (FOMO) is a main mediator between the participation of Instagram influencers and purchase intention. The examiner reveals that FOMO truly amplifies Instagram influence reality of existence and exclusivity (Arnsten et al., 2020). Consistent with behavioral theories, such as loss aversion, we find that consumers are more likely to act when they imagine losing an opportunity or missing out on something desirable. Importantly, the results of this study show that FOMO is a strong psychological driver of increased purchase intention.

Most of all, FOMO hits hard to hedonic products in which emotional and experiential benefits are paramount. The FOMO enhancement from their Instagram influencers often make the content they put out talk about limited availability, its trending popularity, or its exclusive access to make their followers feel that feeling. FOMO significantly amplifies the influence of Instagram influencers by creating a sense of urgency and exclusivity (Arnsten et al., 2020). This finding aligns with behavioral theories, such as loss aversion, which suggest that consumers are more likely to act when they fear losing an opportunity or missing out on a desirable product or experience. The heightened purchase intention observed in this study underscores FOMO's effectiveness as a psychological driver.

FOMO is particularly impactful for hedonic products, where emotional and experiential benefits are key. Instagram influencers often create content that emphasizes limited availability, trending popularity, or exclusive access, thereby intensifying FOMO among their followers (Chen et al., 2023). The resulting sense of urgency helps consumers to make faster decisions and more likely to purchase. In its emotional appeal, FOMO is weaker for utilitarian products, but can still be employed through time sensitive discounts or promotions. This shows that FOMO can be used as a flexible mediator in different product categories and consumer requirements.

These practical implications hold much meaning to marketers. Brands can leverage FOMO – driven messaging to craft influencer campaigns where the two strategically come together (DinhThi et al., 2021). The analysis reveals that FOMO significantly amplifies the influence of Instagram influencers by creating a sense of urgency and exclusivity (Arnsten et al., 2020). This finding aligns with behavioral theories, such as loss aversion, which suggest that consumers are more likely to take action when they fear losing an opportunity or missing out on a desirable product or experience. The heightened purchase intention observed in this study underscores FOMO's effectiveness as a psychological driver.

H7: Influencer-Follower Congruence Acts as a Moderator Between Instagram Influencers and Purchase Intention

Strong evidence for moderated relationship between Instagram influencer and purchase intention is demonstrated by the results of H7, the influencer-follower congruence significantly moderates. Gaekwad et al. (2022) find that the endorser's level of alignment with their audience's values, preferences and lifestyles makes their endorsements more persuasive and powerful. The fact that it aligns with the social identification theory that persons are more prone to being driven by the person they view as relatable with him or her. The positive correlation between purchase intention scores and strong congruence between influencer and follower reflects its indisputable importance in affecting consumer behavior.

Both influencer-follower congruence and influencer appearance congruence are found to improve the perceived authenticity and trustworthiness of influencers. Because followers are more likely to buy an endorsed product when they perceive the influencer as genuine and credible when there is a strong connection, when followers don't feel a strong connection they won't buy as much (Gao et al., 2023). align with their followers' values, preferences, and lifestyles, their endorsements

become more persuasive and impactful (Gaekwad et al., 2022). This finding aligns with the theory of social identification, which posits that individuals are more likely to be influenced by others who they perceive as relatable or similar to themselves. The higher purchase intention scores observed in cases of strong influencer-follower congruence emphasize its critical role in driving consumer behavior.

H8: Degree of Product Involvement Acts as a Moderator Between Instagram Influencers and Purchase Intention

H8 hypothesis is validated that product involvement moderates the relationship between Instagram influencers and purchase intention. It was found that Instagram influencers (Hunt & Jones, 2023) influence products with a perceived and active personal involvement of the consumer (i.e. products perceived by consumers to be more personally relevant or requiring greater decision making effort). Those perceived as more personally relevant or requiring greater decision-making effort—are more strongly influenced by Instagram influencers (Hunt & Jones, 2023). According to involvement theory, consumers will devote more attention to information and recommendations on a product that's important to them personally or functionally, and this finding corroborates that idea. The higher purchase intention scores for higher involvement products confirm the major role of involvement in influencing buying behavior.

In particular, the moderating effect of product involvement is strong with products that involve detailed evaluation—electronic products or luxury goods, for example. Influencers that offer in-depth reviews, tutorials, or demonstrations for these high involvement products address consumer need for comprehensive information, increasing purchase intentions by a large margin (Hunt & Jones, 2023). those perceived as more personally relevant or requiring greater decision-making effort—are more strongly influenced by Instagram influencers (Hunt & Jones, 2023). This finding aligns with involvement theory, which suggests that consumers engage more deeply with information and recommendations when the product holds significant personal or functional importance. The higher purchase intention scores observed for high-involvement products underline the pivotal role of involvement in shaping consumer behavior.

The moderating effect of product involvement is particularly evident for products requiring detailed evaluations, such as electronics or luxury goods. For these high-involvement products, influencers who provide in-depth reviews, tutorials, or demonstrations significantly enhance purchase intentions by addressing consumer needs for comprehensive information (Hunt & Jones,

2023). However, for low involvement products such as everyday products or impulse purchases, influencer recommendations are typically used to advertise awareness, or reinforce brand familiarity. This suggests that the efficiency of the influencer marketing relies on the demand for consumer engagement in the product category.

Conclusions, Suggestions, and Practical Implications of the Study Based on the Analysis of Researched Factors

In this thesis, we explore the role of Instagram influencers and how levels of congruence between Instagram influencers and the products they promote affect perceived value and purchase intentions for hedonic cosmetic products. The research showed that Instagram influencers are key for shaping how consumers think and their purchase intent in particular by adding perceived value. Furthermore, this study also explored moderating influences of influencer–follower congruence and product involvement, and mediated by the involuntary urge to keep up (Fear of Missing Out or FOMO) and perceived value influence. This research brought together these variables in order to provide a comprehensive understanding for how influencer marketing influences consumer decisions in visually driven industries such as cosmetics.

The findings, which confirmed that Instagram influencers were able to create purchase intentions through the ability to create aspirational content and build trust with followers. Opinion leaders (influencers) influence consumer perceptions of product value by means of 'credibility' and 'relatability'. Where hedonic products emphasize emotional appeal and aesthetic qualities as prevailing drivers of purchase behavior, this effect is a magnifier. Its visual nature, as well as its interactive nature makes Instagram a natural fit for promoting hedonic products. Using storytelling, immersive visuals, and personal experiences, the influencers turn the perceived value of the products they endorse into direct push to purchase intentions.

We find that consumer product congruence is an important determinant of perceived value and purchase intention. The more that consumers feel attributes of a product are in alignment with their preferences, the more probably they are to evaluate the product favorably and purchase it. This congruence brings legitimacy and has great relevance in the cosmetics industry where a lot of personal identity and self-expression occurs. The study also showed that using congruence is especially effective for hedonic products than utilitarian ones that suggest that emotional connection helps drive consumer behavior.

In addition, the research highlighted the importance of the congruence between influencer and follower in moderating the relation between Instagram influencers and purchase intentions. Influencers gain the endorsement when their followers relate to their values, lifestyle, and preference. The congruence helps to make influencer marketing campaigns more effective,

especially for products that require an already strong emotional connection to them (e.g. cosmetics). The findings conclude that the brands should be careful when choosing the influencers to work with brands in order that brands campaigns get resonate with their target audience.

Influencer Purchase Intentions were moderated by the degree of product involvement. This worked espec;9ially well when it came to high in involvement products, such as luxury cosmetics which gave consumers the information they needed to make informed decisions. On the other hand, low involvement products relied on more visual content as well as emotionally appealing content to push impulse purchases. It demarcates one of the biggest considerations when crafting influencer campaigns, to the involvement level of the product category.

Perceived value was a key mediator for the influence that Instagram influencers linked to the consumers' purchase intention. Leveraging the persuasive power of influencers, who communicated the benefits of a product, both emotionally and functionally, will help elevate and the perceived value, and in turn enhance the probability of purchase. This also shows the importance of telling compelling stories about product benefits to elevate the consumer perceived value. Doing so allows influencers not just to push purchase intentions, but also create long term brand loyalty.

Key Findings and Suggestions

The focus of this research was on the interaction of Instagram influencers, congruence between influencer and influencer-product, and how they impact perceived value and purchase intentions in the context of hedonic cosmetic products. The following are the key findings derived from the study:

Influence of Instagram Influencers on Purchase Intentions: It turned out that Instagram influencers are responsible for influencing consumers down to purchase intention. Opinion leaders – aka influencers – use their credibility, relatability and trust to enhance their authority and lady trust with their followers. What that trust looks like is: A higher purchase intention in anticipation of the fact, particularly with products that fit the influencer's lifestyle and persona.

Impact of Perceived Value as a Mediator: Finally, the relationship between Instagram influencers and purchase intentions was mediated by perception of value. Effective communication by

influencer of the emotional and functional benefits of products enhanced their perceived value and enhanced consumer engagement and intentions to purchase.

Role of Fear of Missing Out (FOMO): Another powerful mediator was identified to drive purchase intentions, FOMO. Influencers created a sense of urgency and of 'exclusivity' in appealing to consumers to act immediately, in particular for the hedonic products (trend and novelty are key motivators).

Importance of Consumer-Product Congruence: I find that consumer product congruence significantly affects perceived value and purchase intentions. If consumers thought a product exhibited a strong match with their product attributes, they would be more likely to evaluate the product positively. For hedonic products, emotional connection is especially important, and this alignment was more powerful on those than musical products.

Moderating Role of Influencer-Follower Congruence: The relationship between Instagram influencers and purchase intentions was significantly moderated by influence follower congruence. The more influencers aligned to their followers' values, lifestyles, and preferences, the more authentic and trustworthy endorsements did receive higher engagement, purchase intentions— especially when followers perceived the endorsement as authentic and trustworthy.

Moderating Role of Product Involvement: Similarly, the relationship between influencers and purchase intentions were moderated by product involvement. Detailed and informative endorsements maximized the contribution of details in endorsements, and emotionally appealing and visually attractive content maximized the contribution of these elements of endorsements in low involvement products.

Effectiveness of Influencer Marketing for Hedonic Products: They stressed the fact that Instagram influencers are the most effective to promote hedonic products. Coming on the heels of Instagram's visually immersive nature and influencers pushing an aspirational type of content, these products fit well with Instagram consumers' inherent love for visual appeal and emotional appeals.

Suggestions

Based on these findings, the following suggestions are offered for businesses and marketers aiming to optimize their influencer marketing strategies:

Careful Selection of Influencers: Instead, brands need to make sure to work with influencers who resonate with their target audience's demographics, preferences and values. Trust and purchase intentions are both built based on authenticity and congruence between influencers and followers. Using tools such as social listening and audience analysis we can identify who our ideal influencers are.

Emphasizing Perceived Value: What should be the focus of marketing campaigns and how exactly? Should it be about making this perceived value of the product object to customers so that they think it has a lot of emotional and functional benefits. In his own words, influencers should focus on the aspirational and experiential aspects of a hedonistic product and on functionality and practicality for a utilitarian product.

Leveraging FOMO: That's the opportunity for marketers to deliver campaigns with a sense of urgency and exclusivity so people are afraid of missing out on FOMO. Tools to use in that and other strategies: limited time offers, exclusive product releases, social proof to leverage FOMO, and more. The combination of real time updates and interactive features on Instagram can really raise that effect.

Tailoring Content to Product Involvement: There is one product involvement on which influencer campaigns should be based. For high involvement products, content like reviews and tutorials and comparison tables are necessary. Visual and emotionally appealing content is more effective at attracting attention to low involvement products.

Strengthening Consumer-Product Congruence: Because brands should endeavor to create products that echo consumer preferences and values, the focus needs to be on generating products that resonate with what people want. Personalization such as customizable packaging or recommendations suited to the customer will promise consumer product congruence. The marketing message should also emphasize how the product will best meet the consumer's particular needs and preferences.

Integrating Influencer-Follower Congruence into Campaigns: Influencer messaging needs to align perfectly with their brand's positioning and company values – albeit not to that degree that you may think. Involving influencers sometime in the creative process can influence them to create authentic content that rings of their audience.

Enhancing Visual Storytelling: Since the whole of Instagram is visual, campaigns should also capitalize on engaging images, videos and features within the app. Very often, it can dramatically

increase consumer engagement if storytelling is combined with the product and links it to aspirational lifestyles or to emotional narratives.

Utilizing Analytics to Measure Effectiveness: Analytical tools must be used by marketers in order to track the effectiveness of influencer campaigns. Engagement rates, click through rates, and conversion rates are all metrics that give you insights into what worked and what didn't during your campaign. They can be used to update how we do business in the future.

Targeting Younger Audiences: With the fact that this demographic is more prone to FOMO and influencer marketing, a campaign can be made targeting this segment. Including trends, memes and culture specific content will help keep them engaged and prevent the need for truck pulling out of their notification feed.

Diversifying Influencer Partnerships: Despite the macro-influencers reach, micro and Nano influencers have higher engagement rate owing to their connection to their audience. Diversified influencer partnerships are important in the brands that must consider starting partnering with influencers who have different reach and engagement levels.

Encouraging User-Generated Content: The power of the campaign can be increased by encouraging followers to share their own experiences with the product. Using contests, incentives or any other type of user generated content that will foster a sense of community will make your consumer feel more involved and more likely to trust you.

Addressing Over-Personalization Concerns: Personalization increases congruence but over personalization can result in manipulation and lose of trust. Balancing between transparency and the fact that it's based on actual consumer insights, brands should strike the balance.

Focusing on Sustainable Practices: With the rise of such consumer interest in sustainability, brands are advised to partner with influencers speaking for eco-friendly lifestyle. Displays of use of sustainable attributes in products may appeal to environmentally conscious consumers and improve perceived value.

Overall, this study emphasizes the importance of Instagram influencers to change the behavior of consumer, especially hedonic cosmetic product. By utilizing influencer congruence, product involvement, perceived value, and FOMO, brands can actually run effective and impactful marketing campaigns. Ideas like these can serve as a road map for companies that want to maximize their influencer marketing potential, having meaning and being competitive within the pulsating digital milieu.

Implications of the Study

This study produces findings that have important implications for marketers, businesses and researchers who seek to maximize the potential of influencer marketing in the hedonic cosmetic product setting. Through examining the various variables which interact to influence purchase intentions, this research first addresses key factors such as perceived value, influencer to product congruence, fear of missing out (FOMO), influencer to follower congruence and product involvement. Theoretical and practical relevance can be found in these insights.

Implications for Marketing Practice

Strategic Influencer Selection: The study also underscores the importance of choosing influencers judiciously, taking care that they closely represent to users both the values, lifestyles, and preferences of the target audience. Congruency between the influencer and followers build trust and engagement, with consequent higher purchase intentions. Application of data analytics and social listening tools could help marketers discover influencers whose personas related to the market demographic of the brand being focused. In doing this, brands will create campaigns that are more impactful.

Enhancing Perceived Value: The results therefore reinforce that marketers must focus on crafting a campaign that emphasizes how products are emotionally and functionally supported. For hedonic products like cosmetics, when influencers get hyped people want to copy… that is what the influencers should be focused on creating: aspirational narratives that match as consumers' desires of self-expression and pleasure. It is to highlight unique product attributes like quality, uniqueness, or the aesthetic appeal of the product can go a long way in creating value perception for the product that will significantly increase consumer engagement and purchase intention for the product.

Leveraging FOMO: A great psychological driver is FOMO, which can allow influencer marketing campaigns to reach even further. Brand can use impulse purchases by creating a sense of urgency (limited time offers, exclusive product launches or flash sales) in a store. By doing so, they can extend FOMO one step further and share real time updates, social proof and testimonials from their followers. For younger crowds, FOMO drives behaviors a little easier, making these strategies even more effective.

Tailoring Content to Product Involvement: Product involvement is shown to moderate the effect and suggests that the marketing should be tailored differentiated according to the degree of

consumer involvement with the product. Influencers of high-involvement products, luxury cosmetics for example, need to provide much more elaborate and precise content: product reviews, tutorials, demonstration. Conversely, products of low involvement rely on the content that is visually appealing and emotional that is capable of drawing consumer's attention instantly. Campaigns tailored to involvement in the product are conducted to fit marketing messages to the expectations of customers.

Strengthening Influencer-Follower Congruence: In particular, the study shows that the strength of influencer marketing campaigns is moderated by influencer–follower congruence. The stronger the connection between a marketer's audience and an influencer, the more effective collaboration can be between the two parties. Influencers should be also included in the campaigns process, so they engage in the creative process and create the content that is relevant for their followers. Perceived authenticity of such endorsements is improved, as is the resulting higher consumer trust and purchase intention.

3.1.1   Implications for the Cosmetic Industry

Leveraging Instagram's Visual Appeal: The findings also reveal that Instagram provides an impressive capability as a promotional channel for hedonic products, especially also for cosmetics. Things like stories, reels, and shoppable tags help brands create visually driven and aspirational experiences through the platform. Cosmetic brands can work with influencers that are great in telling stories and making visual content creation to make it easier for them to show their products and connect to the target audience emotionally.

Targeting Younger Demographics: They're a critical market segment for cosmetic brands…and younger consumers, who are particularly active on Instagram and more influenced by FOMO. To build in the targeting of this demographic, brands can build campaigns with a combination of trending topics, memes and other interactions. Additionally, the inclusive messages and representation of younger audiences can create a long term brand loyalty.

Addressing Sustainability and Ethics: Cosmetic brands need to build a relationship with influencers who promote ethical practices based on growing consumer awareness about sustainability. When highlight products' sustainable attributes like cruelty free formulations or ecofriendly packaging you can boost perceived value and 'green' up the product, making it

attractive to environmentally conscious consumers. The approach is aligned with current consumer preferences for sustainable items to purchase.

Implications for Academic Research

Advancing Theoretical Understanding: The theoretical explanations of influencer marketing are extended with the help of the presented key variables (perceived value, FOMO, incongruence between the influencer and the follower, and product involvement). These results extend the literature on how influencer marketing affects consumer behavior in contexts of hedonic products. This provides the opportunity for future research to investigate other mediators and moderators that drive purchase intentions.

Expanding Research Contexts: Future research can be expanded to other platforms and product categories. For instance, influencer marketing looks different on a platform like TikTok, YouTube, or Facebook based on whether your product or service is utilitarian based. Studying the influencer marketing performance across platforms can give us a better understanding of how this marketing method works in differential contexts.

Cross-Cultural Analysis: Results from the study presented here, this based on a Lithuanian sample, are likely to differ between cultural context. The research can cross culture looking at how differences in the cultural understanding of consumers of use of behavior, values and attitudes towards the influencers can impact the efficacy of the marketing campaigns. These can be important studies for global brands that want to tailor their strategy for different markets.

Longitudinal Studies: Longitudinal designs for future research can be used to study both the long-term effects of influencer marketing on consumer behavior. The ability to track changes in consumer attitudes, trust and loyalty overtime can give a more complete picture of how long influencer campaigns can last.

Practical Suggestions for Policy and Regulation

Transparency in Influencer Marketing: In order to preserve consumer trust, influencers should be compelled to play by the transparency rules. Disclosing sponsored content clearly of influencers reduces skepticism and influencers work up higher the perceived authenticity of endorsements.

Guidelines for Ethical Practices: Since cosmetic brands face concerns over exaggerated claims and misleading content, it's a great opportunity for regulation bodies to frame guidelines for ethical

influencer marketing. If brands can create inaccurate and misleading influencer messaging it can harm consumers and upset brand standards.

Promoting Diversity and Inclusion: In order to reach a wider audience, you can take advantage of diversity and inclusion, as brands and influencers should do the same in their campaigns. Marketing campaigns can be more relatable and consumers feel about to the belonging when they represent diverse identities, skin tones and lifestyles.

Finally, this study implies how influencer marketing can make profound changes to consumer behavior. With this research, it's possible to understand better how businesses and marketers can create more efficient strategies that cater to consumer demands and tastes. Meanwhile, researchers can take these results to further develop the understanding of influencer marketing in an ever-changing market.

Limitations and Future Research

This study offers novel insights related to the extent to which influencers, influencer product congruence, perceived value, and fear of missing out (FOMO) influence purchase intentions for hedonic cosmetic products. However, several of these limitations must be acknowledged, which would provide opportunities for future research. Perhaps most importantly, the study has a geographical scope that limits the region. At the time of this study, data collection was performed from users in Lithuania, which may not faithfully represent consumers overall for other cultural and regional contexts. Consumer preferences, attitudes toward influencers, and the digital marketing trends themselves are substantially different in different cultures. This scope can be expanded in future research to cross cultural study in regard to the influence of cultural norms and values to the effectiveness of influencer marketing.

A second limitation is the exclusion of hedonic cosmetic products. While this helped us explore deeply into emotionally driven consumer behavior, there might not be as direct an application for utilitarian products or other industries. Another avenue for future studies could be to see what other type of products (ranging from electronics, household goods, services) could have similar dynamics. In addition, this study used a cross-sectional design in which we examined consumer attitudes and behaviors in a single point of time. However, as with many approaches, this one doesn't factor in the possibility of consumer perception and behavior changing in response to changing digital trends and influencers' strategies over time. Research through longitudinal study

could give a more integrated comprehension of the long-term impacts of influencer marketing, like the manner in which responsibility, trustworthiness, and commitment develop over drawn out periods.

In addition, apart from influencer–follower congruence and product involvement, other key factors can also have impactful roles in purchase intention. Other variables such as brand loyalty, consumer personality traits and social influence might bring some more insights into the apparently complicated world of influencer marketing. Future research can model consumer behavior together with these variables in a more comprehensive fashion. Later on, there is a reliance on self-reported data, which makes social desirability bias is possible as it may lead to participants to overstate the amounts of influence of influencers or their purchasing intention. The findings could be validated with future studies using behavioral tracking or experimental methods to minimize such biases. Overall, these limitations can be solved by moving into expanded scopes, over longitudinal designs, and including in addition variables to deepen our understanding of the impact of influencer marketing on consumer behavior and continue benefiting academia and industry with increasingly robust, applicable insights.

Reference

1. Albert, N., Ambroise, L., Valette-Florence, P., 2017. Consumer, brand, celebrity: which congruency produces effective celebrity endorsements? J. Bus. Res. 81, 96–106.

2. Amalia, A. C., &Sagita, G. (2019). AnalisaPengaruh Influencer Social Media TerhadapKeputusanPembelianKonsumenGenerasi Z di Kota Surabaya. JurnalSosial (JurnalPenelitianSosial).

3. Anggraini, A. P. (2019, March 15). Kompas. From Kompas.com: https://lifestyle.kompas.com /read/2019/03/15/160933720/fast-fashion-tren-mode- yang-lestarikan-sifatkonsumtif?page=all

4. Anjani, S., &Irwansyah. (2020). Peranan Influencer DalamMengkomunikasikanPesan Di Media Sosial Instagram [The Role Of Social Media Influencers In Communicating Messages Using Instagram]. JurnalIlmiah, 203-229.

5. Antil, J. H. (1984). Conceptualization and operationalization of involvement. ACR North American Advances.

6. Arianti, F., &Hadiprawoto, T. R. (2024). Investigating Social Media Influencers' Credibility and Religiosity, and The Moderating Role of Hedonic Value on Purchase Intention of Modest Fashion Brands. Indonesian Journal of Business and Entrepreneurship, 10(1), 168–180. https://doi.org/10.17358/ijbe.10.1.168

7. Arnold, M. J., & Reynolds, K. E. (2003). Hedonic shopping motivations. Journal of Retailing, 79(2), 77–95. Babin, B. J., & Attaway, J. S. (2000). Atmospheric affect as a tool for creating value and gaining share of customer. Journal of Business Research, 49(2), 91–99.

8. Arnsten, A. F. T., Datta, D., Tredici, K. D., &Braak, H. (2020). Hypothesis: Tau pathology is an initiating factor in sporadic Alzheimer's disease. *Alzheimer's & Dementia*, *17*(1). https://doi.org/10.1002/alz.12192

9. Arora, A., Bansal, S., Kandpal, C., Aswani, R., &Dwivedi, Y. (2019). Measuring social media influencer index-insights from Facebook, Twitter and Instagram. Journal of Retailing and Consumer Services, 49, 86–101. https://doi.org/10.1016/j. jretconser.2019.03.012.

10. Babin, B. J., Darden, W. R., & Griffin, M. (1994). Work and/or fun: Measuring hedonic and utilitarian shopping value. Journal of Consumer Research, 20(4), 644–656.

11. Basuki, A. A., &Prabandari, S. P. (2020). The Influence of Beauty Influencer Toward Purchase Intention of Local Cosmetic. JurnalIlmiahMahasiswa FEB, 8(2). https://jimfeb.ub.ac.id/index.php/jimfeb/article/view/6477

12. Batra, R., &Ahtola, O. T. (1991). Measuring the hedonic and utilitarian sources of consumer attitudes. Marketing Letters, 2(2), 159–170.

13. Beckert, J., &Naderer, B. (2023). Advertising to inspire–inspiring to persuade: how factors related to the source, message, and audience affect the persuasive effectiveness of influencer advertising. International Journal of Advertising, 42(4), 641–661. https://doi.org/10.1080/02650487.2023.2193933

14. Belanche, D., Casaló, L. V., Flavián, M., & Ibáñez-Sánchez, S. (2021). Understanding influencer marketing: The role of congruence between influencers, products, and consumers. Journal of Business Research, 132, 186–195. https://doi.org/10.1016/j.jbusres.2021.03.067

15. Belanche, D., Cenjor, I., &P´erez-Rueda, A. (2019). Instagram Stories versus Facebook Wall: An advertising effectiveness analysis. Spanish Journal of Marketing-ESIC, 23(1), 69–94. https://doi.org/10.1108/SJME-09-2018-0042.

16. Bläse, R., Filser, M., Kraus, S., Puumalainen, K., & Moog, P. (2024). Non-sustainable buying behavior: How the fear of missing out drives purchase intentions in the fast fashion industry. Business Strategy and the Environment, 33(2), 626–641. https://doi.org/10.1002/bse.3509

17. Boerman, S. C. (2020). The effects of the standardized instagram disclosure for micro- and meso-influencers. Computers in Human Behavior, 103, 199–207. https://doi.org/10.1016/j.chb.2019.09.015

18. Boerman, S. C., & Müller, C. M. (2022). Understanding which cues people use to identify influencer marketing on Instagram: an eye tracking study and experiment. International Journal of Advertising, 41(1), 6–29. https://doi.org/10.1080/02650487.2021.1986256

19. Boo, S., Busser, J., &Baloglu, S. (2009). A model of customer-based brand equity and its application to multiple destinations. Tourism Management, 30, 219-231.

20. Campbell, C., & Farrell, J. R. (2020). More than meets the eye: The functional components underlying influencer marketing. Business Horizons, 63(4), 469–479. https://doi.org/10.1016/j.bushor.2020.03.003

21. Carolina, M., &Mahestu, G. (2020). PrilakuKomunikasiRemajadenganKecenderunganFoMo. JurnalRisetKomunikasi, 69-92.

22. Casalo, L. V., Flavi an, C., &Iba´nez-S anchez, S. (2020). Influencers on Instagram: Antecedents and consequences of opinion leadership. Journal of Business Research, 117, 510–519. https://doi.org/10.1016/j.jbusres.2018.07.005.

23. Casalo, L. V., Flavian, C., &Guinalíu, M. (2010). Antecedents and consequences of consumer participation in on-line communities: The case of the travel sector. International Journal of Electronic Commerce, 15(2), 137–167. https://doi.org/ 10.2753/JEC1086-4415150205.

24. Celsi, R. L., & Olson, J. C. (1988). The role of involvement in attention and comprehension processes. Journal of Consumer Research, 15(2), 210-224.

25. Chandon, P., Wansink, B., & Laurent, G. (2000). A benefit congruency framework of sales promotion effectiveness. Journal of Marketing, 64(4), 65-81.

26. Cheah, J. H., Ting, H., Cham, T. H., &Memon, M. A. (2019). The effect of selfie promotion and celebrity endorsed advertisement on decision-making processes: A model comparison. Internet Research, 29(3), 552–577. https://doi.org/10.1108/IntR12-2017-0530.

27. Chen, D. (2023). How visitors perceive heritage value—A quantitative study on visitors' perceived value and satisfaction of architectural heritage through SEM. Sustainability, 15(11), 9002. https://doi.org/10.3390/su15119002

28. Chen, L.-L., Fan, Y.-G., Zhao, L.-X., Zhang, Q., & Wang, Z.-Y. (2023). The metal ion hypothesis of Alzheimer's disease and the anti-neuroinflammatory effect of metal chelators. *Bioorganic Chemistry*, *131*, 106301. https://doi.org/10.1016/j.bioorg.2022.106301

29. Chen, W. K., Silaban, P. H., Hutagalung, W. E., &Silalahi, A. D. K. (2023). How Instagram Influencers Contribute to Consumer Travel Decision: Insights from SEM and fsQCA. Emerging Science Journal, 7(1), 16–37. https://doi.org/10.28991/ESJ-2023-07-01-02

30. Childers, T. L., Carr, C. L., Peck, J., & Carson, S. (2001). Hedonic and utilitarian motivations for online retail shopping behavior. Journal of Retailing, 77(4), 511–535.

31. Choi, S. M., &Rifon, N. J. (2012). It is a match: The impact of congruence between celebrity image and consumer ideal self on endorsement effectiveness. Psychology & Marketing, 29(9), 639–650. https://doi.org/10.1016/j.tele.2020.101381.

32. Chong, M. (2020). Social Media Influencers and Instagram Storytelling: Case Study of Singapore Instagram Influencers. Journal of Applied Business and Economics, 22(10), 81–96. https://doi.org/10.33423/jabe.v22i10.3714

33. Cotter, K. (2019). Playing the visibility game: How digital influencers and algorithms negotiate influence on Instagram. New Media and Society, 21(4), 895–913. https://doi.org/10.1177/1461444818815684

34. Cuesta-Valiño, P., Gutiérrez-Rodríguez, P., García-Henche, B., &Núñez-Barriopedro, E. (2024). The impact of corporate social responsibility on consumer brand engagement and purchase intention at fashion retailers. Psychology and Marketing, 41(3), 649–664. https://doi.org/10.1002/mar.21940

35. DAM, T. C. (2020). Influence of Brand Trust, Perceived Value on Brand Preference and Purchase Intention. Journal of Asian Finance, Economics and Business, 7(10), 939–947. https://doi.org/10.13106/jafeb.2020.vol7.no10.939

36. De Veirman, M., Cauberghe, V., &Hudders, L. (2017). Marketing through Instagram influencers: The impact of number of followers and product divergence on brand attitude. International Journal of Advertising, 36(5), 798–828. https://doi.org/10.1080/02650487.2019.1575108.

37. Dhanesh, G. S., &Duthler, G. (2019). Relationship management through social media influencers: Effects of followers' awareness of paid endorsement. Public Relations Review, 45(3), Article 101765. https://doi.org/10.1016/j.pubrev.2019.03.002.

38. DinhThi, H., Mondal, C., &Gulminelli, F. (2021). The Nuclear Matter Density Functional under the Nucleonic Hypothesis. *Universe*, *7*(10), 373. https://doi.org/10.3390/universe7100373

39. Djafarova, E., &Rushworth, C. (2017). Exploring the credibility of online celebrities' Instagram profiles in influencing the purchase decisions of young female users. Computers in Human Behavior, 68, 1–7. https://doi.org/10.1016/j.chb.2016.11.009

40. DOI: 10.1016/j.jcps.2012.07.002

41. DOI: 10.1509/jmkg.64.4.65.18071

42. Donovan, R., Rossiter, J., 1982. Store atmosphere: an environmental psychology approach. J. Retailing 58 (1), 34–57

43. Duh, H. I., &Thabethe, T. (2021). Attributes of Instagram influencers impacting consumer brand engagement. International Journal of Internet Marketing and Advertising, 15(5), 1. https://doi.org/10.1504/ijima.2021.10034199

44. Erz, A., Marder, B., &Osadchaya, E. (2018). Hashtags: Motivational drivers, their use, and differences between influencers and followers. Computers in Human Behavior, 89, 48–60. https://doi.org/10.1080/1369118X.2018.1438491.

45. Evans, N. J., Phua, J., Lim, J., & Jun, H. (2017). Disclosing Instagram Influencer Advertising: The Effects of Disclosure Language on Advertising Recognition, Attitudes, and Behavioral Intent. Journal of Interactive Advertising, 17(2), 1–12. https://doi.org/10.1080/15252019.2017.1366885.

46. Fakhreddin, F., &Foroudi, P. (2022). Instagram Influencers: The Role of Opinion Leadership in Consumers' Purchase Behavior. Journal of Promotion Management, 28(6), 795–825. https://doi.org/10.1080/10496491.2021.2015515

47. Farivar, S., & Wang, F. (2022). Effective influencer marketing: A social identity perspective. Journal of Business Research, 145, 412-426. https://doi.org/10.1016/j.jbusres.2022.03.054

48. Farivar, S., Wang, F., & Yuan, Y. (2023). Influencer Marketing: a Perspective of the Elaboration Likelihood Model of Persuasion. Journal of Electronic Commerce Research, 24(2), 127–145.

49. Febrian, A., &Vinahapsari, C. A. (2020). Brand equity is mediated in influencing purchase intentions on e commerce. Engineering & Management, 3703, 3703–3710. https://www.researchgate.net/publication/340730724

50. Feinberg, D. R., Jones, B. C., Little, A. C., Burt, D. M., & Perrett, D. I. (2005). Manipulations of fundamental and formant frequencies influence the attractiveness of human male voices. Animal Behaviour, 69(3), 561–568. https://doi.org/10.1016/j.anbehav.2004.06.012

51. Fill, C. (2002). Marketing communications: Contexts, strategies, and applications (3rd ed.). Pearson Education.

52. Firafiroh, A. (2021, September 7). Kompas. From Kompas.com: https://www.kompas.com/par apuan/read/532876881/kenali-strategi-marketing-fear- of-missing-out-fomo-dalam-ecomm

53. Forbes (2017), Top 10 trends that will transform digital marketing in 2017. Retrieved from: https://www.forbes.com/sites/kateharrison/2017/01/09/top-10-trends-that-willtransform-digital-marketing-in-2017/#664036f93bf5

54. Foroughi, B., Iranmanesh, M., Nilashi, M., Ghobakhloo, M., Asadi, S., &Khoshkam, M. (2024). Determinants of followers' purchase intentions toward brands endorsed by social media influencers: Findings from PLS and fsQCA. Journal of Consumer Behaviour, 23(2), 888–914. https://doi.org/10.1002/cb.2252

55. Fortagne, M. A., & Lis, B. (2024). Determinants of the purchase intention of non-fungible token collectibles. Journal of Consumer Behaviour, 23(2), 1032–1049. https://doi.org/10.1002/cb.2264

56. Gaekwad, J. S., Sal Moslehian, A., Roös, P. B., & Walker, A. (2022). A Meta-Analysis of Emotional Evidence for the Biophilia Hypothesis and Implications for Biophilic Design. *Frontiers in Psychology*, *13*(13). https://doi.org/10.3389/fpsyg.2022.750245

57. Gao, G., Gao, B., Gao, S., Hu, G., & Zhong, Y. (2023). A Hypothesis Test-Constrained Robust Kalman Filter for INS/GNSS Integration With Abnormal Measurement. *IEEE Transactions on Vehicular Technology*, *72*(2), 1662–1673. https://doi.org/10.1109/tvt.2022.3209091

58. Gupta, S. (2013). Consumer behavior towards hedonic products: An exploratory study. Journal of Consumer Psychology, 23(1), 75-84.

59. Gupta, V. (2017). Celebrity Endorsement-An Analysis of Brand Image and Celebrity Image. International Journal of Applied Marketing and Management, 2(2), 32-38.

60. Haenlein, M., Anadol, E., Farnsworth, T., Hugo, H., Hunichen, J., &Welte, D. (2020). Navigating the New Era of Influencer Marketing: How to be Successful on Instagram, TikTok, & Co. California Management Review, 63(1), 5–25. https://doi.org/10.1177/0008125620958166

61. Han, J., &Balabanis, G. (2024). Meta-analysis of social media influencer impact: Key antecedents and theoretical foundations. Psychology and Marketing, 41(2), 394–426. https://doi.org/10.1002/mar.21927

62. Haque, I. U., Khan, S., &Mubarik, M. S. (2023). Effect of social media influencer on consumer purchase intention: A PLS-SEM study on branded luxury fashion clothing. Journal of Mass Communication, 28(May).

63. Hariyanti, N. T., &Wirapraja, A. (2018). Pengaruh Influencer Marketing SebagaiStrategiPemasaran Digital Era Moderen (SebuahStudiLiteratur). JurnalEksekutif, 133-146.

64. Hashoff (2017). Influencer Marketer. A #Hashoff State of the Union Report (Fall 2017). Retrieved from: bit.ly/2YA7roM (accessed 9 February 2021).

65. Hayes, J. L., Golan, G., Britt, B., &Applequist, J. (2020). How advertising relevance and consumer–Brand relationship strength limit disclosure effects of native ads on Twitter. International Journal of Advertising, 39(1), 131–165.

66. Heiss, R., & Rudolph, L. (2023). Patients as health influencers: motivations and consequences of following cancer patients on Instagram. Behaviour and Information Technology, 42(6), 806–815. https://doi.org/10.1080/0144929X.2022.2045358

67. Hirschman, E. C., & Holbrook, M. B. (1982). Hedonic consumption: Emerging concepts, methods and propositions. Journal of Marketing, 46(3), 92–101.

68. Ho, H., Shin, W., & Lwin, M. O. (2019). Social networking site use and materialistic values among youth: The safeguarding role of the parent-child relationship and self-regulation. Communication Research, 46(8), 1119–1144.

69. Holliday, V. T., Daulton, T. L., Bartlein, P. J., Boslough, M. B., Breslawski, R. P., Fisher, A., Jorgeson, I., Scott, A. C., Koeberl, C., Marlon, J. R., Severinghaus, J. P., Petaev, M. I., &Claeys, P. (2023). Comprehensive refutation of the Younger Dryas Impact Hypothesis (YDIH). *Earth-Science Reviews*, 104502–104502. https://doi.org/10.1016/j.earscirev.2023.104502

70. Horváth, C., &Adıgüzel, F. (2018). Shopping enjoyment to the extreme: Hedonic shopping motivations and compulsive buying in developed and emerging markets. Journal of Business Research, 86, 300–310.

71. Hu, L., Min, Q., Han, S., & Liu, Z. (2020). Understanding followers' stickiness to digital influencers: The effect of psychological responses. International Journal of Information Management, 54, Article 102169. https://doi.org/10.1016/j.ijinfomgt.2020.102169.

72. Huang, Z., & Lin, Y. (2021). Cognitive and emotional involvement in consumer decision-making: A framework for understanding product engagement. Journal of Business Research, 130, 86–93. https://doi.org/10.1016/j.jbusres.2021.02.015

73. Hummon, N. P., &Doreian, P. (2003). Some dynamics of social balance processes: Bringing Heider back into balance theory. Social Networks, 25(1), 17–49. https://doi.org/10.1016/S0378-8733(02)00019-9.

74. Hunt, T., & Jones, M. W. (2023). Fields or firings? Comparing the spike code and the electromagnetic field hypothesis. *Frontiers in Psychology*, *14*. https://doi.org/10.3389/fpsyg.2023.1029715

75. Jakštienė, S., Susnienė, D., &Narbutas, V. (2008). The psychological impact of advertising on the customer behavior. Communications of the IBIMA, 3(1), 50-55.

76. Jalali, S. S., & Khalid, H. B. (2021). The Influence of Instagram Influencers' Activity on Green Consumption Behavior. Business Management and Strategy, 12(1), 78. https://doi.org/10.5296/bms.v12i1.18265

77. Japutra, A., Ekinci, Y., & Simkin, L. (2018a). Self-congruence, brand attachment, and compulsive buying behavior. Journal of Business Research, 89, 19-25.

78. Japutra, A., Keni, K., & Nguyen, B. (2019b). Ideal self-congruence and brand attachment: The moderating role of product involvement. Marketing Intelligence & Planning, 37(2), 205-217.

79. Jhawar, A., Kumar, P., &Varshney, S. (2023). The emergence of virtual influencers: a shift in the influencer marketing paradigm. Young Consumers, 24(4), 468–484. https://doi.org/10.1108/YC-05-2022-1529

80. Jim´enez-Castillo, D., & Sanchez-Fern ´ andez, R. (2019). The role of digital influencers in ´ brand recommendation: Examining their impact on engagement, expected value and purchase intention. International Journal of Information Management, 49, 366–376. https://doi.o;9rg/10.1016/j.ijinfomgt.2019.07.009.

81. Jin, S. V., &Muqaddam, A. (2019). Product placement 2.0: "Do Brands Need Influencers, or Do Influencers Need Brands? Journal of Brand Management, 26(5), 522–537. https://doi.org/10.1057/s41262-019-00151-z.

82. Jin, S. V., Muqaddam, A., &Ryu, E. (2019). Instafamous and social media influencer marketing. Marketing Intelligence and Planning, 37(5), 567–579. https://doi.org/10.1108/MIP-09-2018-0375

83. Johnson, M. D., Herrmann, A., & Huber, F. (2006). The evolution of loyalty intentions. Journal of Marketing, 70(2), 83-98.

84. Jones, M. A., Reynolds, K. E., & Arnold, M. J. (2006). Hedonic and utilitarian shopping value: Investigating differential effects on retail outcomes. Journal of Business Research, 59(9), 974–981.

85. kerjaSaavendra, C. M., & Jr, R. B. (2020). Are you "in" or are you "out"?: Impact of FoMO (Fear of Missing Out) on Generation Z's Masstige- brand Apparel Consumption. Asia-Pasific Social Science Review, 106-118.

86. Khosiyatkulova, S. (2020). Effect of promotional activities of cosmetic products on customers' buying behavior [Preprint]. ResearchGate. https://doi.org/10.13140/RG.2.2.24959.23200

87. Kim, D. Y., & Kim, H. Y. (2020). Influencer advertising on social media: The multiple inference model on influencer-product congruence and sponsorship disclosure. Journal of Business Research. https://doi.org/10.1016/j.jbusres.2020.02.020 (in press).

88. Kim, D. Y., & Kim, H. Y. (2021). Influencer advertising on social media: The multiple inference model on influencer-product congruence and sponsorship disclosure. Journal of Business Research, 130(November 2018), 405–415. https://doi.org/10.1016/j.jbusres.2020.02.020

89. Kim, E. (A.), Shoenberger, H., & Sun, Y. (2021). Living in a material world: Sponsored Instagram posts and the role of materialism, hedonic enjoyment, perceived trust, and need to belong. Social Media + Society, 7(3), 1–11. https://doi.org/10.1177/20563051211038306.

90. Kim, H. (2022). Keeping up with influencers: exploring the impact of social presence and parasocial interactions on Instagram. International Journal of Advertising, 41(3), 414–434. https://doi.org/10.1080/02650487.2021.1886477

91. Kim, S., & Choi, J. (2021). Understanding consumer involvement and its impact on advertising effectiveness: A meta-analysis. Journal of Consumer Psychology, 31(4), 618–636. https://doi.org/10.1177/1470785320920345

92. Kim, S.S., Lee, J., Prideaux, B. (2014). Effect of celebrity endorsement on tourists' perception of corporate image, corporate credibility and corporate loyalty. Int. J. Hospit. Manag. 37, 131–145

93. Koiko, A. (2011). Market analysis of hedonic cosmetics and consumer demographics. International Journal of Business and Management, 6(3), 45-54.

94. Kotler, K. (2012). Marketing Management 14E. Upper Saddle River, New Jersey: Pearson Prentice Hall.

95. Kotler, P. (2004). Marketing management (11th ed.). Pearson Prentice Hall.

96. Kotler, P. (2005). ManajemenPemasaran. Jakarta: IndeksKelompokGramedia.

97. Kotler, P., & Keller, K. L. (2012). Marketing Management. New Jersey: Pearson.

98. Laohpensang, O. (2009). Factor Influencing Internet Shopping Behavior: a Survey of Consumers in Thailand. Journal of Fashion Marketing, 501-513.

99. Lee, H., & Dubois, B. (2021). Brand attitudes and consumer engagement: A perspective on product involvement. Consumer Insights Journal, 24(4), 567–590. https://doi.org/10.1080/02763875.2021.1953148

100. Lee, H., Park, J., & Dubois, B. (2021). Celebrity endorsements and product involvement: Reassessing traditional assumptions in modern advertising. Journal of Marketing Research, 58(5), 973–991. https://doi.org/10.1016/j.jmr.2021.03.011.

101. Lee, S., & Kim, E. (2020). Influencer marketing on Instagram: How sponsorship disclosure, influencer credibility, and brand credibility impact the effectiveness of Instagram promotional post. Journal of Global Fashion Marketing, 11(3), 232–249. https://doi.org/10.1080/20932685.2020.1752766

102. Lengkawati, A. S., &Saputra, T. Q. (2021). Pengaruh influencer marketing terhadapkeputusanpembelian. JurnalPengembanganManajemen, Bisnis, KeuangandanPerbankan, 33–38.

103. Lou, C., & Yuan, S. (2019). Influencer marketing: How message value and credibility affect consumer trust of branded content on social media. Journal of Interactive Advertising, 19(1), 58–73. https://doi.org/10.1080/15252019.2018.1533501.

104. Luo, Y., Claudia Nyarko Mensah, Lu, Z., & Wu, C. (2022). Environmental regulation and green total factor productivity in China: A perspective of Porter's and Compliance Hypothesis. *Ecological Indicators*, *145*, 109744–109744. https://doi.org/10.1016/j.ecolind.2022.109744

105. Mahmud, D., Heryanto, F. N., Muzaki, H., &Mustikasari, F. (2023). The influence of hedonic motivation, influencer marketing on purchase decision with FOMO (fear of missing out) as mediation. Business Review, 8(11). https://doi.org/10.26668/businessreview/2023.v8i11.3834

106. Martin, C. L. (1998). Relationship marketing: a high-involvement product attribute approach. Journal of Product & Brand Management, 7(1), 6-26.

107. Martínez-Lopez, ´F.J., Anaya-Sanchez, ´R., Fernandez ´Giordano, M., Lopez-Lopez, D., 2020. Behind influencer marketing: key marketing decisions and their effects on followers' responses. J. Market. Manag. 36 (7–8), 579–607.

108. McFarlane, A., &Samsioe, E. (2020). #50+ fashion Instagram influencers: cognitive age and aesthetic digital labours. Journal of Fashion Marketing and Management, 24(3), 399–413. https://doi.org/10.1108/JFMM-08-2019-0177

109. Miller, G. P., &Basehart, J. (1969). Source trustworthiness, opinionated statements, and response to persuasive communication. Speech Monographs.

110. Milosevic, T. (2017). Blurring the Lines: Market-Driven and Democracy-Driven Freedom of Expression. In Nordic Journal of Human Rights (Vol. 35, Issue 2). https://doi.org/10.1080/18918131.2017.1318630

111. Mubdir, G. A., Hashim, S., Ayob, A. H., &Rosli, N. (2024). Online purchase intention using social media: A systematic literature review. Engineering, Technology & Applied Science Research, 14(5), 17261-17268. https://www.etasr.com

112.   Mufarrohah, U. (2016). PengaruhAtributProduk, Motif Hedonic Dan Motif Utilitarian TerhadapKeputusanPembelian. JurnalIlmudanRisetManajemen.

113.   Murshed, M. (2024). The role of Fintech financing in correcting ecological problems caused by mineral resources: Testing the novel ecological deficit hypothesis. *Resources Policy*, *88*, 104439. https://doi.org/10.1016/j.resourpol.2023.104439

114.   Naderer, B., Matthes, J., &Schäfer, S. (2021). Effects of disclosing ads on Instagram: the moderating impact of similarity to the influencer. International Journal of Advertising, 40(5), 686–707. https://doi.org/10.1080/02650487.2021.1930939

115.   Nandagiri, V., & Philip, L. (2018). "Impact of influencers from Instagram and YouTube on their follower". International Journal of Multidisciplinary Research and Modern Education, 4   (1),   61-65.   4(1),   61–65. https://www.researchgate.net/publication/370976749_The_Characteristics_of_Instagram_Infl uencers_and_the_Effectiveness_in_Kuwait_A_Qualitative_Case_Study

116.   Nascimento, J. (2019). Understanding the role of influencers' credibility in social media and its impact on consumers' purchase intentions (Master's thesis). CATÓLICA Lisbon School of Business and Economics.

117.   Niloy, A. C., Alam, J. Bin, &Alom, M. S. (2023). Influencer Marketing: Factors Influencing A Customer's Purchase Intention. Asian Journal of Business Environment, 13(1), 23–32. https://doi.org/10.13106/ajbe.2023.vol13.no1.21

118.   Onofrei, G., Filieri, R., & Kennedy, L. (2022). Social media interactions, purchase intention, and behavioural engagement: The mediating role of source and content factors. Journal of Business Research, 142, 100–112. https://doi.org/10.1016/j.jbusres.2021.12.031

119. Permana, R. A. M., &Astuti, B. (2023). Pengaruh Review Beauty Influencer TerhadapNiatBeliProdukPada Media Sosial YouTube. INOBIS: JurnalInovasiBisnis Dan Manajemen Indonesia, 6(3), 290–304. https://doi.org/10.31842/jurnalinobis.v6i3.276

120. Petty, R. E., &Cacioppo J. T. (1980). Effects of Issue Involvement on Attitudes in an Advertising Context. Proceedings of the Division, 23, 75-79.

121. Petty, R. E., Cacioppo, J. T., & Schumann, D. (1983). Central and peripheral routes to advertising effectiveness: The moderating role of involvement. Journal of consumer research, 10(2), 135-146.

122. Pickton, D., & Broderick, A. (2005). Integrated marketing communications. Pearson Education.

123. Priherdityo, E. (2016, Juni 16). CNN Indonesia. From cnnindonesia.com: https://www.cnnind onesia.com/gaya-hidup/20160616121513-277-138580/teknologi- digital-bantuperkembangan-mode-muslim

124. Przybylski, A. K., Murayama, K., DeHaan, C. R., & Gladwell, V. (2013). Motivating social interaction: The role of fear of missing out. Computers in Human Behavior, 29(4), 1298-1304.

125. Rachbini, W., Anggraeni, D., &Febrina, D. (2020). Effect of Service Quality on Customer Loyalty through Satisfaction, Perceived Value, and Customer Engagements (Study on Indonesian Ride-Hailing Online). Advances in Social Sciences Research Journal, 7(10), 300–310. https://doi.org/10.14738/assrj.710.9204

126. Rachmawati, I., &Wahyuni, D. F. (2018). Hedonic Shopping Motivation Terhadap Impulse Buying PadaKonsumenTokopedia. JurnalRiset

127. Radvan, M. (2021). Taxation of instagram influencers. StudiaIuridicaLublinensia, 30(2), 339–356. https://doi.org/10.17951/sil.2021.30.2.339-356

128.   Rahim, S., Murshed, M., Umarbeyli, S., Kirikkaleli, D., Ahmad, M., Tufail, M., & Wahab, S. (2021). Do natural resources abundance and human capital development promote economic growth? A study on the resource curse hypothesis in Next Eleven countries. *Resources, Environment and Sustainability*, *4*, 100018. https://doi.org/10.1016/j.resenv.2021.100018

129.   Ranocchia, C., &Lambertini, L. (2021). Porter Hypothesis vs Pollution Haven Hypothesis: Can There Be Environmental Policies Getting Two Eggs in One Basket? *Environmental and Resource Economics*, *78*(1), 177–199. https://doi.org/10.1007/s10640-020-00533-x

130.   Rausch, T. M., &Kopplin, C. S. (2021). Bridge the gap: Consumers' purchase intention and behavior regarding sustainable clothing. Journal of Cleaner Production, 278(September 2020). https://doi.org/10.1016/j.jclepro.2020.123882

131.   Richins, M. L. (2004). The material values scale: Measurement properties and development of a short form. Journal of Consumer Research, 31, 209–219.

132.   Rizal, J. G. (2020, August 16). Kompas. From kompas.com: https://www.kompas.com/tren/re   ad/2020/08/16/181500665/fenomena-influencer-   mulai-dari-iklan-hingga-promosi-ruu-cipta

133.   Roccapriore, A. Y., & Pollock, T. G. (2023). I Don'T Need a Degree, I'Ve Got Abs: Influencer Warmth and Competence, Communication Mode, and Stakeholder Engagement on Social Media. Academy of Management Journal, 66(3), 979–1006. https://doi.org/10.5465/amj.2020.1546

134.   Rodgers, W. C., & Schneider, K. C. (1993). An empirical evaluation of the Kapferer-Laurent consumer involvement profile scale. Psychology & Marketing, 10(4), 333-345.

135. ReferencesAbidin, C. (2016). Visibility labour: Engaging with Influencers' fashion brands and #OOTD advertorial campaigns on Instagram. Media International Australia, 161(1), 86–100. **https://doi.org/10.1177/1329878X16665177**

136. Santiago, J. K. (2020). Online Journal of Applied Knowledge Management Digital influencers: An exploratory study of influencer marketing campaign process on instagram. The Online Journal of Applied Knowledge Management (OJAKM), 8(2), 31–52.

137. Sari, A. I., Prabawati, M., &Arrsy, E. N. (2023). The influence of Instagram influencers on impulse buying fashion products. JurnalTeknologiBusanadanBoga (TEKNOBUGA), 11(1). Retrieved from https://journal.unnes.ac.id/nju/index.php/teknobuga/index

138. Sari, N. P., &Nuzulia, S. (2014). NilaiKonsumsiPadaMahasiswaPsikologiUniversitasNegeri Semarang. Journal of Social and Industrial Psychology, 48-54.

139. Saselah, K. T., Lapian, S. L. H. V. J., &Gunawan, E. M. (2024). The effect of hedonic shopping value and beauty influencer in TikTok towards impulse buying among TikTok users in Manado. Jurnal EMBA, 12(1), 630–639. ISSN 2303-1174.

140. Savitri, C., Hurriyati, R., Wibowo, L. A., &Hendrayati, H. (2021). The role of social media marketing and brand image on smartphone purchase intention. International Journal of Data and Network Science, 6(1), 185–192. https://doi.org/10.5267/J.IJDNS.2021.9.009

141. Scheer, L. K., & Stern, L. W. (2010). Attitude Toward the Influencer. Journal of Marketing Research, 29(1), 128–142.

142. Schouten, A. P., Janssen, L., &Verspaget, M. (2019). Celebrity vs. Influencer endorsements in advertising: The role of identification, credibility, and ProductEndorser fit.

International Journal of Advertising, 39(2), 1–24. https://doi.org/ 10.1080/02650487.2019.1634898.

143. Setiadi, N. (2003). Perilakukonsumen: Konsepdanimplikasiuntukstrategidanpenelitianpemasaran. Jakarta: Prenada Media.

144. Shelton, C., Schroeder, S., &Curcio, R. (2020). Instagramming their hearts out: What do edu-influencers share on Instagram? Contemporary Issues in Technology and Teacher Education and Teacher Education, 20(3), 529–554. https://www.learntechlib.org/p/215623/%0Ahttps://www.learntechlib.org/primary/p/215623/paper_215623.pdf

145. Sheng, H., Yang, P., & Feng, Y. (2020). How to inspire customers via social media. Industrial Management & Data Systems, 120(6), 1041–1057. https://doi.org/10.1108/ IMDS-10-2019-0548.

146. Shimp, T.A., 2008. Integrated Marketing Communications in Advertising and Promotion. Thomson South-Western, Mason, OH.

147. Shoenberger, H., & Kim, E. (2023). Explaining purchase intent via expressed reasons to follow an influencer, perceived homophily, and perceived authenticity. International Journal of Advertising, 42(2), 368–383. https://doi.org/10.1080/02650487.2022.2075636

148. Sholeh, R., & Huda, K. (2019). PengaruhKemajuanTeknologiTerhadap Volume PejualanRitel Di Kota Mojokerto. JurnalIlmiahAgribisnis, EkonomidanSosial, 80-90.

149. Sipka, M., 2017. Selecting the right influencers: three ways to ensure your influencers are effective. Forbes 17. November. https://www.forbes.com/sites/forbesagencycouncil/2017/11/17/se.

150. Sirgy, M.J., 1982. Self-concept in consumer behavior: a critical review. J. Consum. Res. 9 (3), 287–300.

151. Sokolova, K., &Kefi, H. (2019). Instagram and YouTube bloggers promote it, why should I buy? How credibility and parasocial interaction influence purchase intentions. Journal of Retailing and Consumer Services, 53. https://doi.org/10.1016/j. jretconser.2019.01.011

152. Sokolova, K., &Kefi, H. (2020). Instagram and YouTube bloggers promote it, why should I buy? How credibility and parasocial interaction influence purchase intentions. Journal of Retailing and Consumer Services, 53(May). https://doi.org/10.1016/j.jretconser.2019.01.011

153. Solnick, S. J., & Schweitzer, M. E. (1999). The influence of physical attractiveness and gender on ultimatum game decisions. Organizational Behavior and Human Decision Processes, 79(3), 199–215. https://doi.org/10.1006/obhd.1999.2843

154. Solomon, M. R., Bamossy, G., Askegaard, S., & Hogg, M. K. (2008). Consumer behavior: A European perspective (4th ed.). Pearson Education.

155. Sugiharto, S. A., &Ramadhana, M. R. (2018). Pengaruhkredibilitas influencer terhadapsikappadamerek (StudipadamahasiswaFakultasKomunikasidanBisnisUniversitas Telkom). JurnalIlmuPolitikdanKomunikasi.

156. Sujan, M. (1985). Consumer knowledge: Effects on evaluation strategies mediating consumer judgments. Journal of Consumer Research, 31-46

157. Sun, X., Zhang, R., Yu, Z., Zhu, S., XiaotongQie, Wu, J., & Li, P. (2024). Revisiting the porter hypothesis within the economy-environment-health framework: Empirical analysis from a multidimensional perspective. *Journal of Environmental Management*, *349*, 119557–119557. https://doi.org/10.1016/j.jenvman.2023.119557

158. Supriyanto, A., Jayanti, T., Hikmawan, M. A., Zulfa, F. N., Fanzelina, A. S., Agama, I., &

159. Szabo, S., & Webster, J. (2021). Perceived Greenwashing: The Effects of Green Marketing on Environmental and Product Perceptions. Journal of Business Ethics, 171(4), 719–739. https://doi.org/10.1007/s10551-020-04461-0

160. Tafesse, W., & Wood, B. P. (2021). Followers' engagement with instagram influencers: The role of influencers' content and engagement strategy. Journal of Retailing and Consumer Services, 58, Article 102303. https://doi.org/10.1016/j. jretconser.2020.102303.

161. Till, B. D., &Busler, M. (1998). Matching products with endorsers: Attractiveness versus expertise. Journal of Consumer Marketing, 15(6), 576–586. https://doi.org/10.1108/07363769810241445

162. Tjandrawibawa, P. (2020). The Effect of Using Instagram Influencers in Building Conseva's Brand Awareness. The Winners, 21(1), 67. https://doi.org/10.21512/tw.v21i1.6497

163. Topalova, N. (2021). The impact of marketing through Instagram influencers on consumer behavior in the fashion industry: comparison of Millennials and Generation Z in Russia. Chemical & Engineering News, 27(32), 2282–2283.

164. Tp, J., & Mohan, S. (2023). Impact of Social Media Influencers' Attractiveness and Credibility on the Purchase Intention of Customers of Cosmetics Products. July, 91–100. https://www.researchgate.net/publication/371999512

165. Ugo Zanforlin, Lupo, C., Peter, Kok, P., Buller, G. S., & Huang, Z. (2022). Optical quantum super-resolution imaging and hypothesis testing. *Nature Communications*, *13*(1). https://doi.org/10.1038/s41467-022-32977-8

166. van Dam, S., & van Reijmersdal, E. (2019). Insights in adolescents' advertising literacy, perceptions and responses regarding sponsored influencer videos and disclosures.

Cyberpsychology: Journal of Psychososcial Research on Cyberspace, 13(2), article 2. https://doi.org/10.5817/CP2019-2-2.

167. Vasileiou, E. (2021). Efficient Markets Hypothesis in the time of COVID-19. *Review of Economic Analysis*, *13*(1), 45–63. https://doi.org/10.15353/rea.v13i1.1799

168. Vassey, J., Valente, T., Barker, J., Stanton, C., Li, D., Laestadius, L., Cruz, T. B., & Unger, J. B. (2023). E-cigarette brands and social media influencers on Instagram: a social network analysis. Tobacco Control, 32(2 e), E184–E191. https://doi.org/10.1136/tobaccocontrol-2021-057053

169. Venciute, D., Mackeviciene, I., Kuslys, M., & Correia, R. F. (2023). The role of influencer–follower congruence in the relationship between influencer marketing and purchase behaviour. Journal of Retailing and Consumer Services, 75, 103506. https://doi.org/10.1016/j.jretconser.2023.103506

170. Wang, J. (2012). The impact of tourist participation on service quality and tourist satisfaction of travel agencies: A case study of the Beijing-Tianjin-Hebei Region. Areal Research & Development, 31, 117-123.

171. Wang, X., Zhang, M., & Kim, J. (2022). Celebrity endorsements and product involvement: A modern approach. International Journal of Advertising, 41(2), 178–196. https://doi.org/10.1080/02650487.2022.1930183

172. Weismueller, J., Harrigan, P., Wang, S., &Soutar, G. N. (2020). Influencer endorsements: How advertising disclosure and source credibility affect consumer purchase intention on social media. Australasian Marketing Journal, 28(4), 160–170. https://doi.org/10.1016/j.ausmj.2020.03.002

173. Westbrook, R. A., & Black, W. C. (1985). A motivation-based shopper typology. Journal of Retailing, 61(1), 78–103.

174. Wibisono, M. M. B., Prasetyanto, H., Sitanggang, B., Dewangga, A., &Maryati, M. (2023). Impacts of influencers on customer's purchase intentions in Instagram. Indonesian Business Review, 6(1), 35–48.

175. Widodo, T., &KrismaMaylina, N. L. P. (2022). The mediating role of perceived value and social media word-of-mouth in the relationship between perceived quality and purchase intention. JurnalManajemen Dan PemasaranJasa, 15(1), 49–68. https://doi.org/10.25105/jmpj.v15i1.9468

176. Wu, T., Lin, D., Cheng, Y., Jiang, S., Riaz, M. W., Fu, N., Mou, C., Ye, M., & Zheng, Y. (2022). Amyloid Cascade Hypothesis for the Treatment of Alzheimer's Disease: Progress and Challenges. *Aging and Disease*, *13*(6), 1745. https://doi.org/10.14336/ad.2022.0412

177. Xiao, M. (2023). Engaging in Dialogues: The Impact of Comment Valence and Influencer-Viewer Interaction on the Effectiveness of YouTube Influencer Marketing. Journal of Interactive Advertising, 23(2), 166–186. https://doi.org/10.1080/15252019.2023.2167501

178. Xiao, M., Wang, R., & Chan-Olmsted, S. (2018). Factors affecting YouTube influencer marketing credibility: a heuristic-systematic model. Journal of Media Business Studies, 15(3), 188–213. https://doi.org/10.1080/16522354.2018.1501146

179. Xie, Q., & Feng, Y. (2023). How to strategically disclose sponsored content on Instagram? The synergy effects of two types of sponsorship disclosures in influencer marketing. International Journal of Advertising, 42(2), 317–343. https://doi.org/10.1080/02650487.2022.2071393

180. Yeo, S. F., Khoo, Y. H., Tan, C. L., & Lim, K. B. (2020). Product packaging: Impact on customers' purchase intention. International Journal of Business and Society, 21(2), 857–864.

181. Yılmazdoğan, O. C., Doğan, R. Ş., &Altıntaş, E. (2021). The impact of the source credibility of Instagram influencers on travel intention: The mediating role of parasocial interaction. Journal of Vacation Marketing, 27(3), 299–313. https://doi.org/10.1177/1356766721995973

182. YngaVillareal, M. A., &Cajas Chávez, E. (2021). Instagram influencer marketing: Perceived social media marketing activities and online impulse buying by Kian YeikKoay, Chai Wen Teoh and Patrick Chin-HooiSoh. PEER-REVIEWED Journal on the Internet, 1–18. https://renati.sunedu.gob.pe/handle/sunedu/2939274

183. Zaharani, G. F. R., Kusumawati, N., &Aprilianty, F. (2021). The Impact of Micro-Influencer on Brand Image and Purchase Intention in Local Culinary Products on Instagram. Proceeding Book of The 6th ICNEM, November 2021, 11–13.

184. Zeithaml, V. A., Verleye, K., Hatak, I., Koller, M., &Zauner, A. (2020). Three Decades of Customer Value Research: Paradigmatic Roots and Future Research Avenues. Journal of Service Research, 23(4), 409–432. https://doi.org/10.1177/1094670520948134

185. Zhang, L., & Wang, Q. (2023).Re-evaluating consumer engagement and product involvement in digital advertising.International Journal of Advertising, 42(2), 245–265. https://doi.org/10.1080/02650487.2022.2112031

186. Zheng, L., Huang, B., Qiu, H., & Bai, H. (2024). The role of social media followers' agency in influencer marketing: a study based on the heuristic–systematic model of information processing. International Journal of Advertising, 43(3), 554–579. https://doi.org/10.1080/02650487.2023.2229148

187. Zogaj, A., Tscheulin, D. K., &Olk, S. (2021). Benefits of matching consumers' personality: Creating perceived trustworthiness via actual self-congruence and perceived competence via ideal self-congruence. Psychology and Marketing, 38(3), 416–430. https://doi.org/10.1002/mar.21439

Annex I

Demographics

1. Are you familiar with the term influencer marketing? Yes No

2. Do you follow influencers online? Yes (Proceed to question 4) No

3. Which social media platforms do you use? □ Instagram □ Facebook □ TikTok □ YouTube □ Snapchat □ Others,

4. Which is your preferred platform? ∘ Instagram ∘ Facebook ∘ TikTok ∘ YouTube ∘ Snapchat ∘ Others, which?

Instagram influencers (Opinion Leadership) (Wibisono et al., 2023)

AisteKabasinskaite is a content creator on style, cosmetics, fashion and beauty products. Please answer the questions below about this opinion leader.

No.	Items	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1.	This Instagram influencer shares interesting and	1	2	3	4	5

	innovative ideas about fashion					
2.	This I influencer introduces the latest cosmetic products and trends to their followers.	1	2	3	4	5
3.	I believe This influencer is always ahead of trends and offers new ideas that I find valuable.	1	2	3	4	5
4.	This influencer plays a significant role in shaping public opinions about fashion and cosmetics.	1	2	3	4	5
5.	I follow this influencer for information and insights on new fashion and beauty trends.	1	2	3	4	5
6.	This Instagram influencer introduces innovative and	1	2	3	4	5

	appealing cosmetic products to their followers.					
7.	This influencer shares beauty and cosmetic trends that I find valuable.	1	2	3	4	5
8.	I trust this influencer's recommendations for hedonic and cosmetic products.	1	2	3	4	5
9.	This influencer's posts inspire me to try new cosmetics and luxury beauty products.	1	2	3	4	5
10.	This influencer creates engaging content that enhances my interest in cosmetics.	1	2	3	4	5

1. **Purchase Intention (Wibisono et al., 2023)**

AisteKabasinskaite is advertising a perfume brand in this image.

Please answer how your purchasing intention is influenced by this influencer's content.
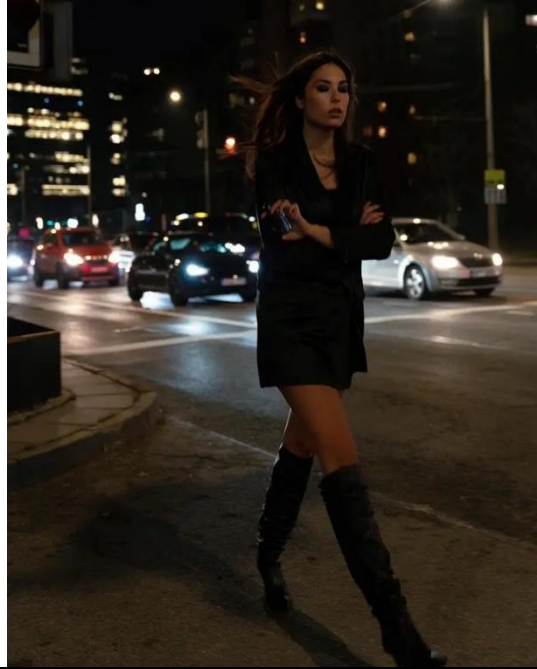
No.	Items	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1.	I am likely to buy the fashion or cosmetic product that this influencer promotes on Instagram.	1	2	3	4	5
2.	After seeing an Instagram post from this influencer, I am interested in purchasing the product they recommend.	1	2	3	4	5

| 3. | The influencer's endorsement motivates me to consider purchasing the products they showcase on Instagram. | 1 | 2 | 3 | 4 | 5 |

Fear of Missing Out (FOMO): (Przybylski et al., 2013)

No.	Items	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1. ;9	I often feel like I'm missing out on exciting trends or experiences when I see my friends engaging with them.	1	2	3	4	5
2.	I worry that my friends are having better experiences or gaining more from the products they buy compared to me.	1	2	3	4	5
3.	I feel anxious when I see that others are enjoying events or activities that I'm not part of.	1	2	3	4	5
4.	It bothers me when I don't know what my friends are doing, especially when they	1	2	3	4	5

	share their plans online.					
5.	I want to stay updated on what my friends are doing and feel left out when I miss an event or trend.	1	2	3	4	5
6.	It's important for me to share my own experiences online, especially when I buy or use something that's trending.	1	2	3	4	5
7.	I often feel disappointed when I miss out on a social or consumer experience that others are enjoying.	1	2	3	4	5

Congruence between Consumer and Product (Belanche et al., 2021)

Please answer the given questions about the promotion of another cosmetic product like perfume by AisteKabasinskaite as given in the picture below about her.

No.	Items	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1.	The products promoted by this influencer align with my personal fashion and beauty preferences.	1	2	3	4	5
2.	The cosmetic or fashion products I see endorsed by the influencer match my style and taste.	1	2	3	4	5
3.	I feel that the product being endorsed is a good fit for me, as it matches my personality and lifestyle.	1	2	3	4	5
4.	The products featured by this influencer align well with my sense of fashion and beauty.	1	2	3	4	5

Influencer-Follower Congruence

Please answer the given questions according to your opinion. Here Aiste Kabasinskaite is showing her work style in daily routine:

No.	Items	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1.	I feel that this influencer's lifestyle and values reflect my own.	1	2	3	4	5
2.	This influencer's personality and my own are very well aligned.	1	2	3	4	5
3.	I can easily relate to the style and persona of this influencer.	1	2	3	4	5
4.	If I had the chance, I would love to hang	1	2	3	4	5

	out with this influencer in real life.				
5.	If this influencer had their own fashion or cosmetic brand, I would be interested in purchasing their products..	1	2	3	4	5

Perceived Value (Chen, 2020)

Please answer the given questions about this influencer. Here Aiste Kabasinskaite is promoting a famous lipstick brand:

	Items	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree

1.	The products promoted by this influencer offer great value compared to other products in the market.	1	2	3	4	5
2.	The value I receive from the product I purchase, based on the influencer's recommendation, justifies the price.	1	2	3	4	5
3.	I feel a sense of satisfaction and emotional fulfillment when I use the products endorsed by this influencer.	1	2	3	4	5
4.	The product's quality, price, and benefits lead me to believe it's a good investment based on the influencer's endorsement.	1	2	3	4	5

Annex II

H1: Instagram Influencer Has a Positive Relationship with Purchase Intention

Correlations

		Instagram influencers (opinion Leadership)	Purchase Intention
Instagram influencers (opinion Leadership)	Pearson Correlation	1	.553[**]
	Sig. (2-tailed)		.000
	N	377	377
Purchase Intention	Pearson Correlation	.553[**]	1
	Sig. (2-tailed)	.000	
	N	377	377

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

H2: Influencer product congruence has a positive impact on Purchase intention

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.439[a]	.193	.191	2.54910

a. Predictors: (Constant), Congruence between Consumer and Product

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	581.839	1	581.839	89.543	.000[b]
	Residual	2436.712	375	6.498		
	Total	3018.552	376			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Congruence between Consumer and Product

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.530	.596		10.951	.000
	Congruence between Consumer and Product	.355	.037	.439	9.463	.000

a. Dependent Variable: Purchase Intention

H3: Instagram influencer has a positive impact on perceived value.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.684[a]	.467	.466	2.58249

a. Predictors: (Constant), Instagram influencers (opinion Leadership)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2193.438	1	2193.438	328.889	.000[b]
	Residual	2500.965	375	6.669		
	Total	4694.403	376			

a. Dependent Variable: Perceived value

b. Predictors: (Constant), Instagram influencers (opinion Leadership)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.325	.751		3.095	.002
	Instagram influencers (opinion Leadership)	.368	.020	.684	18.135	.000

a. Dependent Variable: Perceived value

H4: Influencer product congruence has a positive impact on perceived value.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.718[a]	.516	.515	2.46152

a. Predictors: (Constant), Congruence between Consumer and Product

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2422.245	1	2422.245	399.770	.000[b]
	Residual	2272.159	375	6.059		
	Total	4694.403	376			

a. Dependent Variable: Perceived value

b. Predictors: (Constant), Congruence between Consumer and Product

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.499	.576		7.813	.000
	Congruence between Consumer and Product	.724	.036	.718	19.994	.000

a. Dependent Variable: Perceived value

Multiple Regression

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.767[a]	.588	.586	2.27418	.588	266.839	2	374	.000

a. Predictors: (Constant), Congruence between Consumer and Product , Instagram influencers (opinion Leadership)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2760.120	2	1380.060	266.839	.000[b]
	Residual	1934.283	374	5.172		
	Total	4694.403	376			

a. Dependent Variable: Perceived value

b. Predictors: (Constant), Congruence between Consumer and Product , Instagram influencers (opinion Leadership)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.208	.670		1.803	.072
	Instagram influencers (opinion Leadership)	.196	.024	.364	8.083	.000
	Congruence between Consumer and Product	.475	.045	.472	10.468	.000

a. Dependent Variable: Perceived value

H5: Perceived value acts as a mediator between Instagram influencer and purchase intention

Run MATRIX procedure:

***************** PROCESS Procedure for SPSS Version 4.2 *****************

Written by Andrew F. Hayes, Ph.D.   www.afhayes.com

Documentation available in Hayes (2022). www.guilford.com/p/hayes3

****

Model : 1

Y :**purchase intention**

X :**Instagram influencer**

M :**Perceived value**

Sample

Size: 377

****

OUTCOME VARIABLE:

 PI

Model Summary

R	R-sq	MSE	F	df1	df2	p
.5842	.3412	5.3311	64.4063	3.0000	373.0000	.0000

Model

coeff	se	t	p	LLCI	ULCI
constant	-2.3600	2.0025	-1.1785	.2393	-6.2976	1.5776
OL	.4914	.0670	7.3289	.0000	.3595	.6232
PV	.2513	.1318	1.9060	.0574	-.0080	.5105
Int_1	-.0127	.0040	-3.2026	.0015	-.0204	-.0049

Product terms key:

 Int_1   :   OL   x   PV

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	.0181	10.2569	1.0000	373.0000	.0015

  Focal predict: OL   (X)

     Mod var: PV   (W)

Conditional effects of the focal predictor at values of the moderator(s):

PV	Effect	se	t	p	LLCI	ULCI
12.0000	.3395	.0290	11.7236	.0000	.2825	.3964
16.0000	.2888	.0249	11.6072	.0000	.2399	.3378
20.0000	.2382	.0300	7.9413	.0000	.1792	.2972

*********************** ANALYSIS NOTES AND ERRORS ***********************

Level of confidence for all confidence intervals in output:

 95.0000

W values in conditional tables are the 16th, 50th, and 84th percentiles.

------ END MATRIX -----

* Encoding: UTF-8.

preserve.

set printback=off.

H6: FOMO acts as a mediator between Instagram influencer and purchase intention

*************** PROCESS Procedure for SPSS Version 4.2 *****************

Written by Andrew F. Hayes, Ph.D.   www.afhayes.com

Documentation available in Hayes (2022). www.guilford.com/p/hayes3

****

Model : 1

Y : purchase intension

X : Instagram influencer(opinion leadership)

W : FOMO

Sample

Size: 377

****

OUTCOME VARIABLE:

 PI

Model Summary

R	R-sq	MSE	F	df1	df2	p

.5818   .3385   5.3531   63.6281   3.0000   373.0000   .0000

Model

coeff   se   t   p   LLCI   ULCI

constant -2.9826   2.0708   -1.4403   .1506   -7.0545   1.0894

OL   .5191   .0719   7.2199   .0000   .3778   .6605

FOMO   .1592   .0802   1.9836   .0480   .0014   .3170

Int_1   -.0081   .0024   -3.3852   .0008   -.0129   -.0034

Product terms key:

 Int_1 :   OL   x   FOMO

Test(s) of highest order unconditional interaction(s):

    R2-chng   F   df1   df2   p

X*W   .0203   11.4594   1.0000   373.0000   .0008

  Focal predict: OL   (X)

      Mod var: FOMO   (W)

Conditional effects of the focal predictor at values of the moderator(s):

FOMO	Effect	se	t	p	LLCI	ULCI
21.0000	.3481	.0321	10.8410	.0000	.2849	.4112
27.0000	.2992	.0280	10.6698	.0000	.2441	.3543
32.0000	.2585	.0300	8.6104	.0000	.1994	.3175

********************** ANALYSIS NOTES AND ERRORS ***********************

Level of confidence for all confidence intervals in output:

  95.0000

W values in conditional tables are the 16th, 50th, and 84th percentiles.

------ END MATRIX -----

* Encoding: UTF-8.

preserve.

set printback=off.

H7: Influencer-Follower Congruence Acts as a Moderator between Instagram Influencer and Purchase Decision or (intention

Run MATRIX procedure:

**************** PROCESS Procedure for SPSS Version 4.2 *****************

Written by Andrew F. Hayes, Ph.D.   www.afhayes.com

Documentation available in Hayes (2022). www.guilford.com/p/hayes3

****

Model : 4

Y : Purchase intension

X :instagram influencer(opinion leadership)

W :Influencer-Follower Congruence

Sample

Size: 377

****

OUTCOME VARIABLE:

 IFC

Model Summary

R	R-sq	MSE	F	df1	df2	p
.7881	.6210	6.8723	614.5465	1.0000	375.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	.4815	.7624	.6316	.5280	-1.0175	1.9806
OL	.5109	.0206	24.7900	.0000	.4703	.5514

****

OUTCOME VARIABLE:

 PI

Model Summary

R	R-sq	MSE	F	df1	df2	p
.7352	.5406	3.7080	220.0371	2.0000	374.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	3.0846	.5603	5.5053	.0000	1.9829	4.1863

OL   -.0290   .0246 -1.1781   .2395   -.0773   .0194

IFC   .5243   .0379 13.8220   .0000   .4497   .5989

***************** DIRECT AND INDIRECT EFFECTS OF X ON Y *****************

Direct effect of X on Y

  Effect   se   t   p   LLCI   ULCI

  -.0290   .0246 -1.1781   .2395   -.0773   .0194

Indirect effect(s) of X on Y:

    Effect   BootSEBootLLCIBootULCI

IFC   .2678   .0213   .2263   .3093

********************* ANALYSIS NOTES AND ERRORS *********************

Level of confidence for all confidence intervals in output:

 95.0000

Number of bootstrap samples for percentile bootstrap confidence intervals:

 5000

------ END MATRIX -----

* Encoding: UTF-8.

preserve.

set printback=off.

H8: Degree of Product Involvement acts as a Moderator between Instagram Influencer and Purchase Intention

Run MATRIX procedure:

**************** PROCESS Procedure for SPSS Version 4.2 ********************

Written by Andrew F. Hayes, Ph.D.   www.afhayes.com

Documentation available in Hayes (2022). www.guilford.com/p/hayes3

****

Model : 4

Y : Purchase intension

X :Instagram influencer (opinion leadership)

W :**Degree of Product Involvement**

Sample

Size: 377

****

OUTCOME VARIABLE:

 DPI

Model Summary

R	R-sq	MSE	F	df1	df2	p
.6598	.4353	4.5358	289.0733	1.0000	375.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	1.7234	.6194	2.7825	.0057	.5055	2.9413
OL	.2846	.0167	17.0022	.0000	.2517	.3176

****

OUTCOME VARIABLE:

 PI

Model Summary

R	R-sq	MSE	F	df1	df2	p
.5628	.3167	5.5149	86.6744	2.0000	374.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	3.0984	.6900	4.4907	.0000	1.7417	4.4551
OL	.1995	.0246	8.1192	.0000	.1511	.2478
DPI	.1385	.0569	2.4319	.0155	.0265	.2504

***************** DIRECT AND INDIRECT EFFECTS OF X ON Y *****************

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI
.1995	.0246	8.1192	.0000	.1511	.2478

Indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	Boot ULCI
DPI	.0394	.0212	-.0003	.0832

********************* ANALYSIS NOTES AND ERRORS *********************

Level of confidence for all confidence intervals in output:

 95.0000

Number of bootstrap samples for percentile bootstrap confidence intervals:

 5000

------ END MATRIX -----

* Encoding: UTF-8.

preserve.

set printback=off.

Frequencies

<div align="center">

Statistics

</div>

		Are you familiar with the term influencer marketing?	Do you follow influencers online?	Which social media platforms do you use	Which is your preferred platform
N	Valid	377	377	377	377
	Missing	0	0	0	0
Mean		1.4324	1.4085	1.2599	1.1989
Std. Deviation		.49606	.49221	.71184	.62756

Frequency Table

<div align="center">

Are you familiar with the term influencer marketing?

</div>

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	214	56.8	56.8	56.8
	No	163	43.2	43.2	100.0
	Total	377	100.0	100.0	

<div align="center">

Do you follow influencers online?

</div>

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	223	59.2	59.2	59.2
	No	154	40.8	40.8	100.0
	Total	377	100.0	100.0	

<div align="center">

Which social media platforms do you use

</div>

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Instagram	324	85.9	85.9	85.9
	Facebook	22	5.8	5.8	91.8
	TikTok	17	4.5	4.5	96.3
	YouTube	14	3.7	3.7	100.0
	Total	377	100.0	100.0	

Which is your preferred platform

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Instagram	336	89.1	89.1	89.1
	Facebook	17	4.5	4.5	93.6
	TikTok	14	3.7	3.7	97.3
	YouTube	10	2.7	2.7	100.0
	Total	377	100.0	100.0	

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Instagram influencers (opinion Leadership)	377	10.00	48.00	36.4111	6.56054
Purchase Intention	377	3.00	15.00	12.0345	2.83338
Congruence between Consumer and Product	377	4.00	20.00	15.5172	3.50688
Fear of Missing out	377	7.00	35.00	26.6472	5.50678
Perceived value	377	4.00	20.00	15.7294	3.53343
Influencer-Follower Congruence	377	5.00	25.00	19.0822	4.25280
Degree of Product Involvement	377	3.00	15.00	12.0875	2.83036
Valid N (listwise)	377				