

The Effect of Influencer Credibility Attributes and Social Media Content Attributes on Purchase Intention With Brand Image as A Mediating Variable: A Study of Local Cosmetic Consumers in Jakarta

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Abstract

This study examines the effects of influencer credibility attributes and social media content attributes on purchase intention, with brand image as a mediating variable, in the context of local cosmetic products in Jakarta. Using a quantitative approach with Structural Equation Modeling–Partial Least Squares (SEM-PLS), data were collected from 250 respondents through an online survey. The results show that influencer trustworthiness and expertise significantly influence brand image and purchase intention, whereas attractiveness affects purchase intention only through brand image. Informative and interactive social media content positively impacts brand image and purchase intention, whereas entertainment-oriented content does not show a significant effect. Brand image is confirmed as a key mediating mechanism that strengthens the relationship between influencer credibility, content attributes, and purchase intention. These findings highlight the importance of credibility-driven influencers and informative, interactive content strategies in enhancing consumer purchase intention in the cosmetic industry.

Keywords: *Influencer credibility; Social Media Content; Brand Image; Purchase Intention Cosmetic Industry*

INTRODUCTION

The rapid advancement of digital technology and the increasing penetration of social media have fundamentally transformed social, economic, and cultural interactions worldwide (Alakrash & Razak, 2021; Barnewold & Lottermoser, 2020; Lee & Kim, 2020). Social media platforms have evolved beyond interpersonal communication tools into strategic marketing channels that significantly influence consumer behavior and purchasing decisions (Ali et al., 2023; Bleier et al., 2024; da Silva Wegner et al., 2024; Sun et al., 2025). Consumers now have extensive access to information, public opinions, and peer experiences before making purchase decisions, positioning social media as a highly effective medium for shaping brand perceptions and influencing consumer attitudes.

One of the industries most affected by this transformation is the cosmetics industry, particularly among younger consumers who are highly active on social media platforms. Globally, the cosmetics market has experienced substantial growth, driven by increasing consumer awareness of personal care and beauty products. The market is projected to continue its expansion, reaching significant valuations in major economies worldwide. This growth reflects changing consumer behaviors, rising disposable incomes, and the increasing influence of digital marketing strategies on purchase decisions (Statista, 2024).

Indonesia holds substantial potential in this industry due to its large female population and increasing awareness of personal care and beauty products. According to the State of the Global Islamic Economy Report 2023/2024, domestic consumption of halal cosmetics continues to strengthen, with Indonesia ranking as the world's second-largest consumer of halal cosmetic products, reaching USD 5.4 billion in 2022 (Kementerian Perindustrian RI, 2025). Local cosmetic brands such as Wardah, Emina, and Somethinc illustrate the successful application of digital marketing strategies and influencer collaborations in strengthening market presence.

Despite these positive developments, local cosmetic brands continue to face significant challenges. Survey evidence from Jakpat (2024) indicates that although interest in local beauty products is increasing, many consumers still perceive global brands as superior in terms of

quality, innovation, and prestige. Similarly, Kantar (2023) reports that preference for international cosmetic brands remains strong, particularly in premium product categories. These findings suggest that influencer marketing and social media content strategies employed by local brands have not yet fully succeeded in strengthening brand image and purchase intention. This gap in consumer perception represents a critical challenge for local brands, as it directly impacts market share, brand loyalty, and long-term competitiveness in an increasingly globalized market. Understanding the mechanisms through which digital marketing strategies can bridge this perception gap has become an urgent priority for local cosmetic manufacturers and marketers.

The urgency of this research is further amplified by the rapidly evolving digital marketing landscape in Indonesia. With over 191 million active social media users as of 2024, Indonesia represents one of the most digitally engaged populations in Southeast Asia (We Are Social & Hootsuite, 2024). This high level of digital engagement creates both opportunities and challenges for local cosmetic brands. On one hand, social media platforms provide cost-effective channels for reaching target consumers and building brand awareness. On the other hand, the saturated digital space and intense competition from both local and international brands necessitate more strategic, evidence-based approaches to influencer marketing and content creation.

Influencer marketing has become a dominant digital marketing strategy, positioning influencers as opinion leaders capable of shaping consumer perceptions and behaviors through credibility and parasocial interaction (Sokolova & Kefi, 2020). Influencer credibility is commonly conceptualized through three key attributes: trustworthiness, expertise, and attractiveness (Ohanian, 1990). Prior studies demonstrate that these credibility dimensions significantly affect marketing effectiveness and consumer purchase intention (Casaló, Flavián, & Ibáñez-Sánchez, 2021). In the context of local cosmetic products, influencer credibility is particularly relevant, as consumers tend to trust influencers perceived as knowledgeable, authentic, and reliable.

Beyond influencer characteristics, the attributes of social media content play a critical role in shaping consumer responses. Research by Ali et al. (2025) finds that informativeness, entertainment, and credibility within advertising content positively influence purchase intention, with credibility emerging as the strongest predictor. Similarly, Atiq et al. (2022) emphasize that visual aesthetics, authenticity, and storytelling enhance emotional engagement and consumer trust. However, empirical evidence remains inconsistent. Wijaya and Susilawaty (2024) report that entertainment does not significantly influence brand engagement or purchase intention, whereas interactivity and informativeness demonstrate stronger effects. These inconsistencies indicate the need for further investigation.

Brand image represents a central construct in consumer perception, reflecting the overall associations and evaluations formed through marketing communications and consumption experiences (Keller, 2008). A strong brand image not only signals product credibility but also serves as a psychological bridge between marketing stimuli and consumer responses. Empirical studies show that brand image mediates the relationship between influencer marketing and purchase intention, particularly among female Gen Z consumers in the cosmetics sector (Tamara et al., 2021). Yuwono et al. (2024) further confirm that influencer credibility attributes influence purchase intention through brand image, trust, and brand satisfaction in the context of local skincare products.

The relationships among these variables can be theoretically explained using the Stimulus–Organism–Response (S–O–R) framework, where influencer credibility attributes and social media content attributes act as stimuli influencing internal psychological states (organism), which subsequently lead to behavioral responses in the form of purchase intention (Lin & Shen, 2023). Within this framework, brand image functions as a mediating mechanism

that strengthens the impact of marketing stimuli on consumer responses. Additionally, the Theory of Planned Behavior (TPB) supports this relationship by emphasizing that purchase intention is shaped by attitudes, subjective norms, and perceived behavioral control (Ajzen, 1991). Credible influencers and persuasive content contribute to more favorable attitudes and stronger behavioral intentions (Indiani, 2024).

Despite the extensive use of influencer marketing, empirical findings remain inconclusive. Casaló et al. (2021) report that all dimensions of influencer credibility positively affect purchase intention, whereas Sokolova and Kefi (2019) find that attractiveness does not significantly influence purchase intention in the beauty product context. Kiss (2021) presents contrasting evidence, showing that attractiveness and expertise positively influence purchase intention, while trustworthiness demonstrates a non-significant or negative effect. Similarly, inconsistencies are evident in studies examining social media content attributes. While Ali et al. (2025) find positive effects of informativeness, credibility, and entertainment, Wijaya and Susilawaty (2024) highlight the limited role of entertainment.

These inconsistencies indicate clear empirical and theoretical gaps in the literature. Many previous studies examine influencer credibility or social media content attributes independently, without integrating both constructs within a single analytical framework. Moreover, limited attention has been given to the mediating role of brand image, particularly in the context of local cosmetic brands in emerging markets.

Therefore, this study aims to examine the influence of influencer credibility attributes and social media content attributes on purchase intention, with brand image serving as a mediating variable, among consumers of local cosmetic products in Jakarta. Jakarta is selected as the research context due to its high social media penetration and its strategic role as a trend-setting urban market in Indonesia (*Kementerian Perindustrian RI*, 2022). By integrating influencer-related and content-related factors within a single model, this study seeks to contribute to the literature on digital marketing and consumer behavior, while providing practical insights for local cosmetic brands seeking to strengthen brand image and purchase intention through more effective social media strategies.

METHOD

This study employed a quantitative research approach with an explanatory and causal research design to examine the relationships between influencer credibility attributes, social media content attributes, brand image, and purchase intention. A quantitative approach is considered appropriate as this study aims to test hypotheses and analyze causal relationships among variables using empirical data.

Data were collected through a structured online questionnaire distributed using Google Forms. The questionnaire utilized a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) to measure respondents' perceptions. Online distribution was selected to enhance data collection efficiency and reach respondents more effectively.

The population of this study consists of female consumers aged 18 years and above who reside in Jakarta, have purchased local cosmetic products at least once in the past six months, and actively follow or have been exposed to local cosmetic brand influencers on social media platforms such as Instagram, TikTok, or YouTube. A purposive sampling technique was applied with the following criteria: respondents must be at least 18 years old, reside in Jakarta, and have previously viewed or followed local cosmetic influencers on social media. The minimum sample size was determined using the "10 times rule" in PLS-SEM, which suggests a minimum sample of 10 times the largest number of structural paths directed at a particular construct in the model (Hair et al., 2017). Given that the most complex construct in this model has seven paths directed toward it, the minimum required sample was 70 respondents. To ensure adequate statistical power and account for potential invalid responses, the target sample

was set at 250 respondents. Based on these criteria, a total of 250 valid responses were obtained and used for further analysis.

The independent variables in this study include influencer credibility attributes; trustworthiness, expertise, and attractiveness and social media content attributes; informativeness, entertainment, and interactivity. Brand image is positioned as a mediating variable, while purchase intention serves as the dependent variable. Measurement indicators for influencer credibility were adapted from Ohanian (1990), social media content attributes were adapted from De Vries et al. (2012), brand image was measured based on Keller (2008), and purchase intention indicators were adapted from Fishbein and Ajzen (2010). All constructs were measured reflectively using multiple indicators. Prior to the main data collection, a pilot study was conducted with 30 respondents to assess the clarity and reliability of the questionnaire. The pilot study results indicated satisfactory internal consistency, with Cronbach's Alpha values ranging from 0.76 to 0.89 across all constructs, confirming the appropriateness of the measurement instruments for the main study.

Data analysis was conducted using Partial Least Squares–Structural Equation Modeling (SEM-PLS) with the assistance of SmartPLS software. SEM-PLS was chosen due to its suitability for complex research models and its ability to handle non-normal data distributions. The analysis procedure consisted of two main stages. First, the measurement model (outer model) was evaluated by assessing convergent validity, discriminant validity, and construct reliability. Second, the structural model (inner model) was evaluated by examining path coefficients, coefficient of determination (R^2), predictive relevance (Q^2), and hypothesis testing using the bootstrapping method.

RESULTS AND DISCUSSION

Response Rate and Sample Characteristics

A total of 278 questionnaires were collected through an online survey. After data screening procedures, including completeness checks and response consistency evaluation, 250 questionnaires were deemed valid and suitable for further analysis. The remaining 28 responses were excluded due to incomplete answers or inconsistent response patterns.

The majority of respondents were female (82%), reflecting the dominant consumer segment in the cosmetics market. Most respondents were aged between 18 and 25 years (61%), followed by those aged 26–35 years (29%), and above 35 years (10%). Instagram was identified as the most frequently used platform for accessing cosmetic-related influencer content (78%), followed by TikTok (17%) and YouTube (5%). Approximately 67% of respondents reported having purchased local cosmetic products at least twice within the last six months.

Convergent Validity

Convergent validity was assessed using outer loading values and Average Variance Extracted (AVE). All measurement indicators demonstrated outer loading values exceeding the recommended threshold of 0.70, ranging from 0.712 to 0.891. Additionally, the AVE values for all constructs exceeded the minimum requirement of 0.50, indicating satisfactory convergent validity.

Table 1. Convergent Validity

Construct	AVE
Trustworthiness	0.62
Expertise	0.65
Attractiveness	0.59
Informativeness	0.66
Entertainment	0.60

Construct	AVE
Interactivity	0.63
Brand Image	0.68
Purchase Intention	0.71

These results indicate that the indicators adequately explain the variance of their respective latent constructs.

Discriminant Validity

Discriminant validity was examined using the Fornell Larcker criterion and cross-loading analysis. The square root of AVE for each construct was greater than its correlations with other constructs, and all indicators loaded more strongly on their associated constructs than on others. Therefore, discriminant validity was confirmed.

Reliability Analysis

Reliability was evaluated using Cronbach's Alpha and Composite Reliability (CR). All constructs exhibited Cronbach's Alpha values above 0.70 and Composite Reliability values above 0.80, indicating strong internal consistency.

Table 2, Reliability Analysis

Construct	Cronbach's Alpha	Composite Reliability
Trustworthiness	0.81	0.87
Expertise	0.83	0.89
Attractiveness	0.78	0.85
Informativeness	0.84	0.90
Entertainment	0.79	0.86
Interactivity	0.82	0.88
Brand Image	0.86	0.91
Purchase Intention	0.88	0.92

Coefficient of Determination (R²)

The coefficient of determination (R²) was used to assess the explanatory power of the structural model.

Table 3. Coefficient of Determination (R²)

Endogenous Variable	R ²
Brand Image	0.64
Purchase Intention	0.71

The R² value of 0.64 indicates that influencer credibility attributes and social media content attributes explain 64% of the variance in brand image. Meanwhile, an R² value of 0.71 suggests that the model explains 71% of the variance in purchase intention, indicating strong explanatory power.

Predictive Relevance (Q²)

Predictive relevance was assessed using the Stone–Geisser Q² value obtained through the blindfolding procedure. The Q² value for brand image was 0.41, and for purchase intention was 0.46. Since both values are greater than zero, the model demonstrates good predictive relevance.

Hypothesis Testing

Hypothesis testing was conducted using the bootstrapping procedure with 5,000 resamples. A path coefficient was considered significant when the t-statistic exceeded 1.96 and the p-value was below 0.05.

Direct Effects on Brand Image

Table 4. Direct Effects on Brand Image

Path	Path Coefficient	t-value	p-value	Result
Trustworthiness → Brand Image	0.31	4.82	0.000	Supported
Expertise → Brand Image	0.28	4.35	0.000	Supported
Attractiveness → Brand Image	0.12	1.98	0.048	Supported
Informativeness → Brand Image	0.34	5.21	0.000	Supported
Entertainment → Brand Image	0.09	1.41	0.159	Not Supported
Interactivity → Brand Image	0.27	4.02	0.000	Supported

The results indicate that trustworthiness, expertise, attractiveness, informativeness, and interactivity have significant positive effects on brand image, whereas entertainment does not have a significant effect.

Direct Effects on Purchase Intention

Table 5. Direct Effects on Purchase Intention

Path	Path Coefficient	t-value	p-value	Result
Trustworthiness → Purchase Intention	0.18	2.94	0.003	Supported
Expertise → Purchase Intention	0.15	2.41	0.016	Supported
Attractiveness → Purchase Intention	0.06	1.12	0.262	Not Supported
Informativeness → Purchase Intention	0.21	3.56	0.000	Supported
Entertainment → Purchase Intention	0.04	0.88	0.379	Not Supported
Interactivity → Purchase Intention	0.17	2.89	0.004	Supported

Mediation Analysis

The mediating effect of brand image was examined using the bootstrapping method. The results demonstrate that brand image mediates the relationship between several independent variables and purchase intention.

Table 7. Mediation Analysis

Indirect Path	Indirect Effect	t-value	p-value	Mediation Type
Trustworthiness → Brand Image → Purchase Intention	0.19	4.11	0.000	Partial Mediation
Expertise → Brand Image → Purchase Intention	0.17	3.87	0.000	Partial Mediation
Attractiveness → Brand Image → Purchase Intention	0.07	2.01	0.045	Full Mediation
Informativeness → Brand Image → Purchase Intention	0.21	4.76	0.000	Partial Mediation
Entertainment → Brand Image → Purchase Intention	0.06	1.52	0.128	No Mediation
Interactivity → Brand Image → Purchase Intention	0.17	3.94	0.000	Partial Mediation

Overall, the findings highlight the critical role of brand image as a mediating mechanism that translates influencer credibility attributes and social media content attributes into consumers' purchase intention toward local cosmetic products in Jakarta.

This study aimed to examine the effects of influencer credibility attributes and social media content attributes on purchase intention, with brand image acting as a mediating variable, within the context of local cosmetic products in Jakarta. The discussion below interprets the empirical findings in relation to the proposed hypotheses, existing theories, and prior empirical studies.

Influencer Credibility and Brand Image

The findings demonstrate that influencer trustworthiness, expertise, and attractiveness have significant positive effects on brand image. These results support the credibility model proposed by Ohanian (1990), which posits that trustworthy and expert communicators are more likely to generate favorable brand-related perceptions. Trustworthiness emerged as one of the strongest predictors of brand image, suggesting that consumers place high importance on the honesty and integrity of influencers when evaluating cosmetic brands. This result is consistent with Casaló et al. (2021) and Sokolova and Kefi (2019), who found that trustworthy influencers enhance perceived brand value and credibility.

Expertise also significantly influenced brand image, indicating that influencers who demonstrate knowledge and experience in cosmetic products are perceived as more convincing and reliable sources of information. This finding aligns with prior studies emphasizing the role of expertise in reducing perceived risk in high-involvement product categories such as cosmetics (Djafar et al., 2022). Attractiveness showed a weaker yet significant effect on brand image, suggesting that while visual appeal matters, it plays a secondary role compared to trustworthiness and expertise. This supports the argument that functional credibility outweighs purely aesthetic appeal in shaping brand perceptions.

Social Media Content Attributes and Brand Image

Regarding social media content attributes, informativeness and interactivity were found to have significant positive effects on brand image. Informative content helps consumers understand product benefits, usage, and differentiation, thereby strengthening cognitive brand associations. This finding supports De Vries et al. (2012) and Ali et al. (2025), who highlighted that informative content enhances brand-related evaluations and engagement.

Interactivity also positively influenced brand image, indicating that two-way communication, such as responding to comments or encouraging user participation, fosters stronger consumer–brand relationships. This result aligns with the Stimulus–Organism–Response (S–O–R) framework, where interactive stimuli trigger positive internal evaluations that lead to favorable responses.

In contrast, entertainment did not have a significant effect on brand image. This finding suggests that entertaining content alone may not be sufficient to shape brand perceptions in the cosmetic industry, where consumers tend to prioritize functional information and credibility over hedonic elements. This result is consistent with several recent studies that argue entertainment plays a supporting rather than a dominant role in high-involvement purchase contexts.

Effects on Purchase Intention

The results confirm that brand image has a strong positive effect on purchase intention, reinforcing Keller's (2008) brand equity theory. A positive brand image reduces uncertainty and increases consumers' confidence in making purchase decisions. This finding is consistent with Tamara et al. (2021) and Yuwono et al. (2024), who emphasized brand image as a key determinant of consumer behavioral intentions.

In terms of direct effects, trustworthiness, expertise, informativeness, and interactivity significantly influenced purchase intention, while attractiveness and entertainment did not.

These findings indicate that consumers are more likely to be persuaded by credible influencers and meaningful content rather than by visual appeal or entertainment alone. This pattern supports the Theory of Planned Behavior (TPB), as credible information and interactive communication strengthen attitudes and perceived behavioral control, ultimately enhancing purchase intention.

Mediating Role of Brand Image

The mediation analysis reveals that brand image plays a critical mediating role in the relationship between influencer credibility attributes, content attributes, and purchase intention. Brand image partially mediates the effects of trustworthiness, expertise, informativeness, and interactivity on purchase intention, indicating that these factors influence purchase intention both directly and indirectly through brand image.

Notably, brand image fully mediates the relationship between influencer attractiveness and purchase intention. This suggests that attractiveness alone does not directly encourage purchase intention unless it first enhances consumers' perception of the brand. Conversely, entertainment does not exhibit a significant mediating effect, reinforcing the notion that entertainment-oriented content has limited strategic value when not accompanied by informative or credible cues.

Theoretical Implications

This study contributes to the existing literature by integrating influencer credibility and social media content attributes within a unified S–O–R and TPB framework. The findings extend prior research by demonstrating the dominant role of trustworthiness, expertise, and informativeness in shaping brand image and purchase intention in the local cosmetic industry. Moreover, the results clarify the boundary conditions of entertainment and attractiveness, showing that their influence is context-dependent and mediated by brand image.

Managerial Implications

From a managerial perspective, the findings suggest that cosmetic brands should prioritize collaborations with influencers who demonstrate credibility and expertise rather than focusing solely on popularity or visual appeal. Brands are also encouraged to develop social media content that emphasizes informativeness and interactivity to strengthen brand image and stimulate purchase intention. Entertainment elements may be used as complementary tools but should not replace informative and credibility-based strategies.

CONCLUSION

This study investigates how influencer credibility attributes (trustworthiness, expertise, attractiveness) and social media content attributes (informativeness, interactivity, entertainment) influence purchase intention among Jakarta consumers of local cosmetic products, with brand image as a mediator, analyzed via SEM-PLS. Findings show that trustworthiness and expertise directly boost brand image and purchase intention, while attractiveness impacts purchase intention indirectly through brand image; informative and interactive content positively affects both, but entertainment does not. Brand image emerges as a crucial mediator, aligning with S–O–R and TPB frameworks, offering theoretical integration of these factors and practical guidance for brands to prioritize credible influencers and substantive content over entertainment to enhance marketing effectiveness. For future research, longitudinal studies could explore these dynamics across diverse demographics (e.g., beyond urban Jakarta) or incorporate emerging factors like AI-generated content and cultural nuances in halal cosmetics to address generalizability in Indonesia's market.

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