



**Research Publishing  
Academy (RPA)**  
London, United Kingdom (UK)

**JIBM**

Journal of International Business and Management (JIBM)  
Journal Homepage: <https://rpajournals.com/jibm>

## **Mediating Roles of Customer Attitude and Parasocial Relationship between Attributes of Instagram Influencers and Purchase Intention**

Sadia Mehboob<sup>1</sup>

Alireza Mohammadi<sup>2\*</sup>

Li Zhang<sup>3</sup>

Amer Hamzah Jantan<sup>4</sup>

City Graduate School, City University, Petaling Jaya, Malaysia<sup>1, 2, 3</sup>

Veritas University College<sup>4</sup>

### **Abstract**

The cosmetic market in Malaysia witnessed a steep decline in 2020 due to the lockdowns and movement control orders implemented during the coronavirus pandemic. Amid this period, a large number of local and international brands gravitated towards Instagram for the promotion of their products and services. In addition, the surge of user traffic on social networking platforms contributed substantially to the popularity of Instagram influencers, particularly in the cosmetic industry. Hence, in order for marketers to revive the industry in the post-pandemic era, it is of utmost importance for them to understand the dynamics of Instagram influencers' attributes and consumers' purchase decisions. Therefore, this study aims to examine the impact of attributes of Instagram influencers on the purchase intention of Instagram users with respect to the cosmetic market in Malaysia. For this purpose, this research focuses on popularity, similarity, knowledge and comprehensibility of Instagram influencers, and identifies their impact on purchase intention via the mediating roles of customer attitude and parasocial relationship. This research employs a quantitative methodology to collect data from 384 respondents residing in Malaysia aged 20 and above, using a closed-ended questionnaire hosted on Google Forms. The data will be analysed and interpreted using descriptive and inferential statistics through SPSS and SmartPLS.

**Keywords:** Instagram influencers, Purchase intention, Customer attitude, Parasocial relationship, Cosmetic brands, Social media marketing

Corresponding Author\*

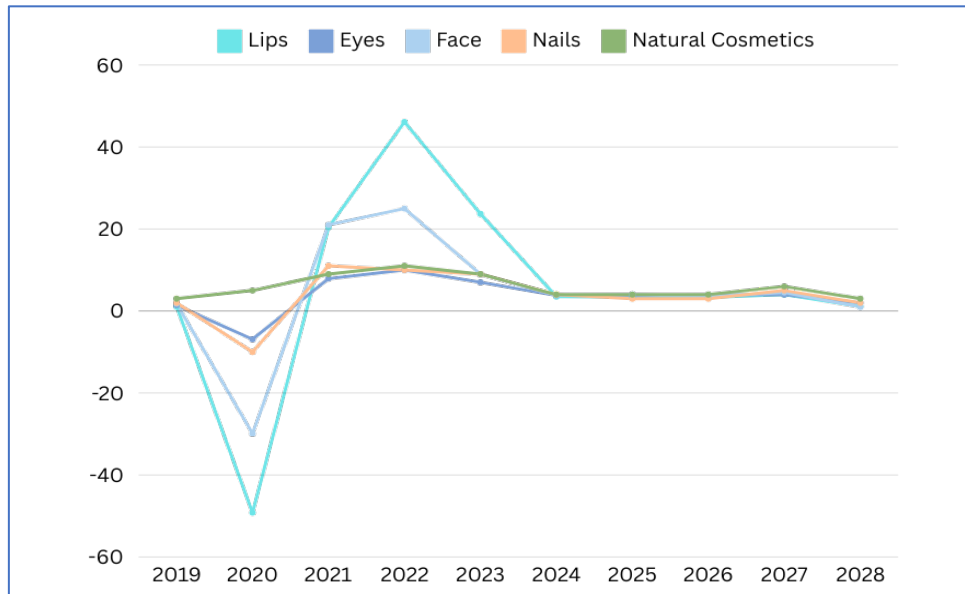
DOI: <https://doi.org/10.37227/JIBM-2025-06-7145>

### **Introduction**

The post-pandemic era has observed a significant shift in marketing strategies, where most businesses are leaning towards social media marketing rather than conventional advertising. As the number of social media users spiked during COVID-19, business organizations also turned to digital marketing, leveraging the opportunity to reach out to a larger audience (Nawi and Faizol, 2021). As the marketing dynamics evolved during this period, influencer

marketing gained significant traction and became an important component in many successful campaigns recently (Jin et al., 2019). According to Campbell and Farrell (2020), one of the primary reasons for the emergence and popularity of influencer marketing is the increasing demand for social media in the lives of the masses. This surge in the use of social networking platforms, such as Instagram, TikTok and YouTube, has given rise to a new generation of macro celebrities, known as influencers (Campbell and Farrell, 2020). The influencers have a large following, and the audience perceives them as more authentic and reliable than traditional celebrities, which aids the brands in building stronger connections with their target audience (Haenlein et al., 2020). Furthermore, Lou and Yuan (2019) assert that the emergence of e-commerce platforms has benefited influencer marketing as consumers can now go from watching the influencer's content to buying the product in just a few clicks. This ease of access has consequently improved conversion rates and transformed influencer marketing into a highly profitable technique for businesses (Lou and Yuan, 2019).

Malaysia's cosmetic market was recognized as a rapidly growing sector pre-pandemic. However, with the implementation of lockdowns, movement control and social distancing measures, the market observed a substantial decline in demand for cosmetic products (Mohammed et al., 2021). This caused a significant drop in foot traffic and in-store purchases, resulting in lower sales of cosmetic products. Moreover, Hidayat et al. (2022) suggest that there was a notable shift in consumer behaviour as individuals prioritized essential health and safety items over non-essential cosmetic goods, which consequently plummeted the demand for products such as lipsticks and eyeliners. In addition to that, the disruption in the global supply chain caused by lockdowns and international trade restrictions further impacted the cosmetic market's operations and sales (Mohammed et al., 2021). Although, e-commerce became a substitute for in-store shopping, it did not fully compensate for the loss to cosmetic companies as the demand was decreased during this period. According to Statista (2023), the percentage revenue change does not show any significant growth in the next five years, which suggests that the market might face economic stagnation if all the variables remain constant.



**Figure 1. Revenue Projection of Malaysian Cosmetic Industry in million USD (Statista, 2023)**

A 2020 survey demonstrates that Instagram is the most widely used platform for influencer marketing worldwide, with 89% marketers opting for it as their first choice (Wertz, 2022). Despite that, there is very limited academic research with regard to influencer marketing specifically focusing on Instagram (Gross and Wangenheim, 2022). Most studies cater to multiple social media platforms simultaneously which can potentially skew the results (Nurhandayani et al., 2019). Similarly, there is a lack of research in terms of the Malaysian cosmetic market and the impact of influencers on purchase intention. These gaps warrant further research in the area; therefore, the current study aims to bridge these gaps by identifying the impact of attributes of Instagram influencers on the purchase intention of cosmetic brands in Malaysia.

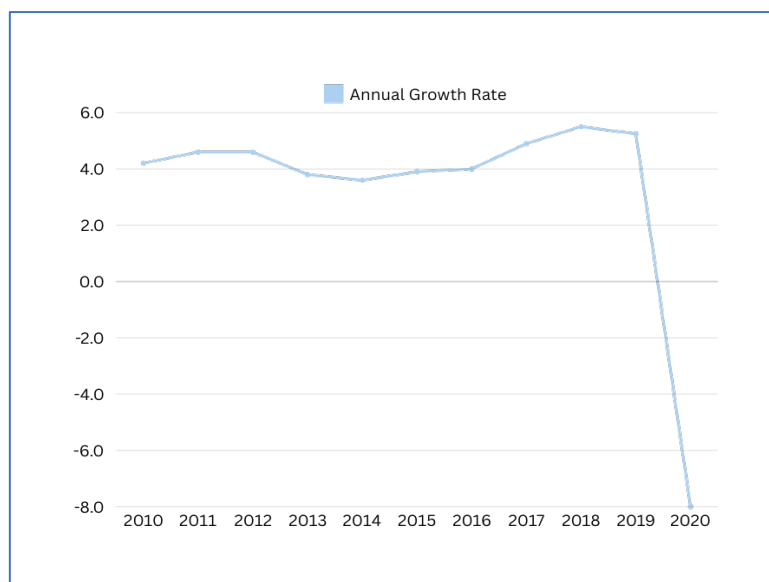
Successful marketing campaigns are crucial for businesses as they contribute to brand visibility, drive consumer engagement and encourage purchase intention. However, there have been instances where leading brands hired celebrities who do not align with their target audience, causing serious damage to the brand. For instance, PepsiCo's hiring of Kendall Jenner and Duchesnay's signing of Kim Kardashian are prime examples of misaligned influencer selection, where the campaigns backfired and resulted in severe public outrage and financial losses to the companies involved. The annual report for PepsiCo in 2017 projects that the company lost a significant amount of capital compared to the previous year as highlighted by negative growth in their earnings per share. These instances demonstrate the importance of choosing the right influencer for disseminating the brand's message to its intended audience. Panel (2023) argues that selecting an influencer who might not be suitable for the target audience is one of the biggest mistakes that marketers make. Therefore, this study aims to identify the influencer attributes that impact purchase intention

so that marketers can leverage the results and make the most appropriate choice when it comes to hiring the right influencer for their campaign.

**Table 1. PepsiCo, Inc. Annual Report (2017)**

| Summary of Operations       | 2017     | 2016     | %Change |
|-----------------------------|----------|----------|---------|
| Net revenue                 | \$63,525 | \$62,799 | 1%      |
| Core total operating profit | \$10,789 | \$10,393 | 4%      |
| Reported earnings per share | \$3.38   | \$4.39   | -23%    |
| Capital spending            | \$2,969  | \$3,040  | -2%     |
| Common share repurchases    | \$2,000  | \$3,000  | -33%    |
| Dividends paid              | \$4,472  | \$4,227  | 6%      |

Moreover, the global cosmetic market observed a sharp decline during the coronavirus pandemic. Statista (2021) reported that the annual growth rate for the global cosmetic market dropped by 8 percent in the year 2020. Consumer behaviour began to shift drastically as a result of lockdowns and movement control restrictions (Khayru, 2021). Tura (2021) suggests that consumers gave preference to essential goods rather than discretionary items such as makeup and skincare. Similarly, supply chain disruption and operational challenges further escalated problems for the industry (Farisha et al., 2022). Hence, this study will assist marketers in choosing suitable influencers based on their attributes to improve purchase intention and consequently revive their businesses in the post-pandemic landscape.



**Figure 2. Annual Growth Rate (%) of Global Cosmetic Industry (Statista, 2021)**

## Research Objectives

The general objective of this research is to identify the impact of influencer attributes (such as popularity, similarity, knowledge, and comprehensibility) on the purchase intention of Instagram users towards cosmetic brands in Malaysia, while also examining the **mediating roles of customer attitude and parasocial relationships**. In order to bridge the gaps identified in practice, industry, and theory, the following research objectives are established:

1. To study the impact of popularity, similarity, knowledge, and comprehensibility of Instagram influencers on the purchase intention of Instagram users towards cosmetic brands in Malaysia.
2. To examine the effect of customer attitude and parasocial relationship on the purchase intention of Instagram users towards cosmetic brands in Malaysia.
3. To identify the role of customer attitude in mediating the relationship between popularity, similarity, knowledge, comprehensibility, and purchase intention of Instagram users towards cosmetic brands in Malaysia.
4. To investigate the role of parasocial relationship in mediating the relationship between popularity, similarity, knowledge, comprehensibility, and purchase intention of Instagram users towards cosmetic brands in Malaysia.

This research aims to bridge the gap in the literature by assessing the impact of attributes of Instagram influencers on the purchase intention of cosmetic brands in Malaysia. By investigating the mediating role of customer attitude and parasocial relationship, this study will contribute significantly to the existing body of knowledge with regard to the Stimulus-Organism-Response (SOR) Model, Social Learning Theory (SLT), and the Elaboration Likelihood Model (ELM). The findings of this study, which depict the impact of influencer attributes on purchase intention, will aid marketing experts in selecting the influencers best suited to improve their audience's purchase intention towards the brand. Hence, by selecting the most appropriate influencers based on the results of this study, companies can improve their brand visibility and consequently drive higher sales. Similarly, the findings on the mediating role of customer attitude and parasocial relationship will assist social media influencers in understanding the significance of building an authentic emotional connection with their audience, and its overall impact on enhancing purchase intention.

The scope of the study is limited to the individuals residing in Malaysia who are aged 20 and above. Aligned with the objectives of the study, this age range is carefully selected to ensure that data is collected from respondents who possess sufficient purchase power and consume content generated by social media influencers. Based on the Krejcie and Morgan (1970) formula, a sample size of 384 respondents is derived for the collection of data from individuals who have an active Instagram account, have an interest in cosmetic products, and follow influencers promoting cosmetic brands. Based on these demographics, the study focuses on capturing self-reported data from the participants rather than directly observing their consumer behaviour.

## **Literature Review**

### **Cosmetic Market in Malaysia**

Naszariah et al. (2021) believe that the distinct choices of the Malaysian consumer market create a high demand for cosmetic goods. This increasing demand offers great opportunities for businesses thriving in the cosmetic market. To meet this increase in demand, a large number of local and international brands have introduced a wide range of makeup, skincare and other cosmetic products. Mohammed et al. (2021) identified that celebrity endorsement and influencer-generated content have a major role to play in Malaysia's distinct beauty sector, wherein influencers tend to build brand loyalty and generate new consumer trends. This is categorically relevant to social media platforms including Instagram, TikTok and YouTube. A substantial contributor to the cosmetic market's expansion is the emergence of e-commerce platforms that allow consumers to buy cosmetic products online. As per Statista (2023), the Malaysian cosmetic industry was worth 2.7 billion dollars in 2020 with skincare items accounting for the largest category in the cosmetic market's share. Malaysia, as a country, has hot and humid weather; hence, Malaysian cosmetic users gravitate towards skincare products (Shima et al., 2018). Hashim et al. (2023) identified that Malaysian consumers are now becoming more informed about the overall health of their hair, therefore, the haircare segment accounts for a high market share as well. They further noted that young Malaysians prefer natural and organic cosmetic products since consumers are now more aware of the ingredients used in the manufacturing of the products they use.

Social media platforms have now become a staple part of consumers' everyday life; hence, it has become paramount for organizations to have an active digital presence, allowing them to connect with their target audience (Hermanda et al., 2019). Kim and Yang (2021) have observed that marketing through social networking websites has experienced a significant surge in Malaysia. Hence, a sizeable number of businesses have initiated digital marketing where they aggressively use social media platforms to promote their cosmetic products. Nawawi and Faizol (2021) state that influencer marketing generates a return on investment that is eleven times higher than traditional marketing and advertising techniques; therefore, companies have resorted to digital marketing as a means to lower their cost and increase sales in the post-pandemic era.

### **Purchase Intention**

Purchase intention is often reckoned to be the first phase of the buying process and is an essential part of the consumer behaviour (Chetioui et al., 2020). It is considered as the most significant component in determining consumer behaviour, and therefore, it has gained substantial attention in recent researches within the realm of marketing. Alalwan (2018) points out the importance of understanding factors that impact purchase intention by noting that they are critical for marketers to devise effective marketing strategies for businesses and improve their sales. In addition, Amri and Prihandono (2019) claim that another important factor that notably affects purchase intention is the quality of the product. The authors identify that there is a significant positive correlation between product quality and purchase intention. Some of the recent studies have provided strong empirical evidence stating that

the brand image is one of the primary factors affecting consumer trust, purchase intention, and brand loyalty (Isyanto et al., 2020). Similarly, Savitri et al. (2021) also observed that consumers are more likely to buy brands they see as trustworthy, credible and aligned with their values and preferences.

### **Instagram Influencers**

Van Driel and Dumitrica (2021) argue that as a social media platform Instagram allows its content creators to connect to a sizeable number of followers resulting in a sharp increase in the total number of influencers operating on the platform. Jansom & Pongsakornrungrungsilp (2021) also have highlighted that Instagram influencers have become a foundational component for many brands' business strategy and digital marketing on the platform, while the said uptick in sponsored content creation has led to a peaking interest among researchers as well. According to AlFarraj et al. (2021), influencer attributes such as expertise in their niche, overall attractiveness, and trustworthiness are valid benchmarks that gauge the effectiveness of an influencer. Similarly, Gayathri et al. (2021) also substantiates that a greater level of trust is placed on influencers when the perception of the product they're promoting exudes a certain level of trust and authenticity. Furthermore, parasocial relationship also can also be termed as a key area of investigation that depicts a one-sided emotional connection between influencers and their followers.

### **Popularity of Influencers**

The definition of popularity comprises the extent to which an entity is admired, supported or liked by a group of people. According to De Veirman et al. (2019), popularity can be defined as the social acceptance, public recognition, or fame among the masses that a given brand, idea, product or person enjoys. Furthermore, Jin et al. (2019) have argued that in terms of social media, the attribute of popularity can be measured by the number of likes, shares and overall engagement a brand or public entity experiences through its digital presence. In addition, many studies, such as Shanmugam and Sulthana (2019) also highlight the fact that influencers who have a sizeable following and generate substantial digital engagement influence their followers more so, since high levels of engagement lead to the development of trust between influencers and their followers. Likewise, an increased level of trust can lead to increased sales and more revenue for the brand the influencers might be promoting. Alternatively, Guo et al. (2022) emphasised popularity held no impact on a consumer's purchase intention however, Thomas et al. (2019) that argues that a consumer's purchase intention is influenced depending on a myriad of factors such as the influencer's niche, the value proposition of the product being promoted, the influencer's own credibility and the quality of the product. Since there are conflicting findings in the existing body of literature when it comes to the impact of popularity on consumer behaviour, the following hypothesis has been put forth:

H1: Popularity of Instagram influencers has a significant impact on Instagram users' purchase intention towards cosmetic brands in Malaysia.



### **Similarity with Influencers**

The commonality between features of two or more entities can be referred to as the similarity between them. Abdullah et al. (2020) stated that similarity, in terms of social media, can be characterized as how many qualities or characteristics an individual has in common with a social media influencer. The authors also highlight that similarity can be in terms of the niche expertise an influencer holds, along with their values, interests, or personality traits. According to Liu et al. (2018), similarity to influencers can affect an individual's purchase intention when it comes to social media marketing. Bu et al. (2022) argue that individuals would be gravitated towards an influencer recommendation more if they share similar characteristics and values with them, because shared values can increase the level of trust and credibility between followers and influencers. If consumers perceive themselves to be similar to the influencers they follow, they are more likely to trust the influencer's recommendation and consequently would have a higher purchase intention for the products being promoted (Ahmad et al., 2019). Similarly, Supriyanto et al. (2023) and Chen et al. (2023) suggest that similarity has a positive impact on purchase intention and consumers tend to prefer influencers who are similar to them and have relevant expertise on the niche they are promoting. Since similarity is observed as an important variable in determining purchase intention, the study posits the following hypothesis:

H2: Similarity with Instagram influencers has a significant effect on Instagram users' purchase intention towards cosmetic brands in Malaysia.

### **Knowledge of Influencers**

In order for individuals to carry out tasks or make informed decisions, they would have to gain facts, figures, skills, concepts, and certain principles. According to Wang et al. (2019), this phenomenon of acquiring skills through experience, learning or research is identified as knowledge. Astarini & Sumardi (2022) highlighted that an influencer's knowledge is depicted by their understanding of a particular topic, industry, or niche. According to Themer and Cooley (2021), purchase intention can be affected by the knowledge of influencers, specifically in the context of influencer marketing. This is because influencers are seen as subject matter experts for their relevant fields, and this is why they have built a sizeable audience based on their expertise in the niche that they are creating content for. Themer and Cooley (2021) have identified that social media influencers keep themselves updated with current industry trends by attending workshops, showing up at industry events, and obtaining new subject matter information so they can share it with their followers periodically. Moreover, Hassan et al. (2021) conclude that influencers gaining insights and knowledge on their subject matter leads to the development of trust between the influencer and followers, thereby creating a level of conviction for the follower towards the influencer. It also increases the likelihood of followers acting upon the recommendations of the influencer they might be following, as according to Hassan et al. (2021), trust in the credibility of an influencer is correlated to the expertise they might have on their subject matter. Contrastingly, AlFarraj et al. (2021) found no evidence of the impact of knowledge on



purchase intention on the followers of influencers. Since we have conflicting literature substantiating a diverging viewpoint, the study proposes the following hypothesis:

H3: Knowledge of Instagram influencers has a significant influence on Instagram users' purchase intention towards cosmetic brands in Malaysia.

### **Comprehensibility of Content**

Comprehensibility can be termed as the ease with which the masses can understand a concept or idea through the given information. Yang et al. (2021) described comprehensibility as the level of ease through which a message can be understood by its intended audience, and similarly, according to Shen et al. (2024), comprehensibility for influencers is predicated on how easily an influencer's post is understood and interpreted by their followers. Shen et al. (2024) also argued that comprehensibility is depicted through the overall clarity of the post, how content is organized, and the vocabulary used in it. Powrani and Kennedy (2018) assert that purchase intention is positively correlated with the comprehensibility of an influencer's content. They highlight that in order for an influencer's content to generate engagement and better results for the brands, it must be easy to understand, and their followers should fully comprehend the message conveyed. Similarly, Nam and Dan (2018) report that there is a positive correlation between comprehensibility and consumers' buying intention. Even though there are a few studies supporting a positive relationship between comprehensibility and consumer behaviour, this aspect has not been explored extensively in the past literature; therefore, the study proposed the following hypothesis:

H4: Comprehensibility of Instagram influencers' content has a significant impact on Instagram users' purchase intention towards cosmetic brands in Malaysia.

### **Customer Attitude Towards Influencers**

Saupi et al. (2019) identify customer attitude as a subjective perception towards influencers which can be positive, negative or neutral. It also refers to how a follower evaluates or feels towards a particular social media influencer. Kartawinata et al. (2020) argue that customer attitude towards an influencer is predicated on whether they consider the products recommended by influencers to be worthwhile. In addition, Guan et al. (2020) believe that customer attitude is primarily dependent on how interesting the influencer content is for their audience. Furthermore, customer attitude is also reflected by consumers' perception of the value they get from the deals and promotions introduced to them by the influencers. In addition to that, Kaperonis (2018) suggest that customer attitude is also depicted via the reliability of information shared by the influencers, which in turn allows followers to make purchasing decisions. Since the customer attitude can have a significant impact on customer behaviour, including purchase intention and brand loyalty. Thus, the following hypotheses are put forward:

H5: Customer attitude has a significant impact on Instagram users' purchase intention towards cosmetic brands in Malaysia.

### **Parasocial Relationship**

Shen et al. (2022) have identified that a parasocial relationship is a one-sided psychological connection between a media figure, celebrity, influencer, or fictional character and the consumers of media, such as a follower of an influencer, a podcast listener, or a television viewer. Similarly, Chen et al. (2021) also perceive that in a parasocial relationship, there is no direct communication or interaction between the entities, and the relationship is predicated on the fact that the consumer perceives the media figure as a role model, confidant, or friend. Alternatively, it has been noted by Pinda (2021) that the parasocial relationship between consumers and media personnel can have both negative and positive effects. The degree to which an effect can vary can range from having a sense of companionship, comfort, or identity formation to disappointment and even psychological distress. According to Lin et al. (2021), the parasocial relationship can be a significant contributing factor to the development of marketing strategies, considering that they can influence the consumer attitude and behaviour towards a product or service. Therefore, the following hypothesis is generated:

H6: Parasocial relationship has a significant effect on Instagram users' purchase intention towards cosmetic brands in Malaysia.

### **Mediating Role of Customer Attitude**

As stated by Kartawinata et al. (2020), customer attitude significantly influences the behaviour of the consumer and has a positive impact on production adoption, purchase intention and brand loyalty. In addition, a positive customer attitude towards the influencer can yield a higher level of trust among the followers, thereby, the audience tends to be more receptive to the products and services being promoted. Furthermore, this positive effect on customer behaviour can also add to the overall credibility and trustworthiness of the brand being promoted by the influencer. Similarly, Li and Nuangjamnon (2022) also reiterate the notion that when the influencers' reputation is credible, the audience would be more open to accepting marketing messages. On the contrary, a negative customer attitude towards the influencer would hinder the success of influencer marketing campaigns. Moreover, Lim et al. (2017) highlight that customer attitude significantly mediates the relationship between meaning transfer, source attractiveness, product matchup and purchase intention. Immanuel and Bianda (2021) also found customer attitude to be a significant mediator between attractiveness, credibility, trust and purchase intention. In contrast, Ilieva et al. (2024) showcased that there is no significant mediating effect of customer attitude between influencers and purchase intention. Given that there are contradicting findings on the mediation effect of customer attitude, the study proposes the following hypotheses:

H7a: Customer attitude towards Instagram influencers mediates the relationship between popularity and purchase intention of Instagram users towards cosmetic brands in Malaysia.

H7b: Customer attitude towards Instagram influencers mediates the relationship between similarity and purchase intention of Instagram users towards cosmetic brands in Malaysia.

H7c: Customer attitude towards Instagram influencers mediates the relationship between knowledge and purchase intention of Instagram users towards cosmetic brands in Malaysia.

H7d: Customer attitude towards Instagram influencers mediates the relationship between comprehensibility and purchase intention of Instagram users towards cosmetic brands in Malaysia.

### **Mediating Role of Parasocial Relationship**

According to Taher et al. (2022), the role of parasocial relationships is significant as it establishes a connection between perception, attitude, and consumer behaviour towards influencers and the products they promote. Another key facet, as per Burnasheva and Suh (2022), is that when a consumer develops a parasocial relationship with an influencer, they see this individual as a close confidant, friend or even a role model. This characteristic generates trust between the influencer and the consumer, leading to a willingness of the consumer to engage with the products and services being promoted. Furthermore, Bui et al. (2021) highlight that brand loyalty for a product is significantly correlated to the parasocial connection between a consumer and the influencer. This is because the consumer adopts the influencer's values and attitudes and incorporates them into their own lives. Although there has been strong evidence suggesting that parasocial relationship plays a pivotal role in mediating influencers' attributes and consumer behaviour, Agnihotri et al. (2023) argue that parasocial interaction between influencers and consumers does not mediate the relationship between influencer expertise and purchase behaviour. Conversely, Manaf (2020) and Kim (2022) argue that parasocial interaction mediates the relationship between Instagram use and purchase intention. Considering that there has been limited research in terms of the mediation effect of parasocial relationship concerning purchase intention, and the findings are substantially contradicting, the following hypotheses have been put forth:

H8a: Parasocial relationship mediates the relationship between popularity and purchase intention of Instagram users towards cosmetic brands in Malaysia.

H8b: Parasocial relationship mediates the relationship between similarity and purchase intention of Instagram users towards cosmetic brands in Malaysia.

H8c: Parasocial relationship mediates the relationship between knowledge and purchase intention of Instagram users towards cosmetic brands in Malaysia.

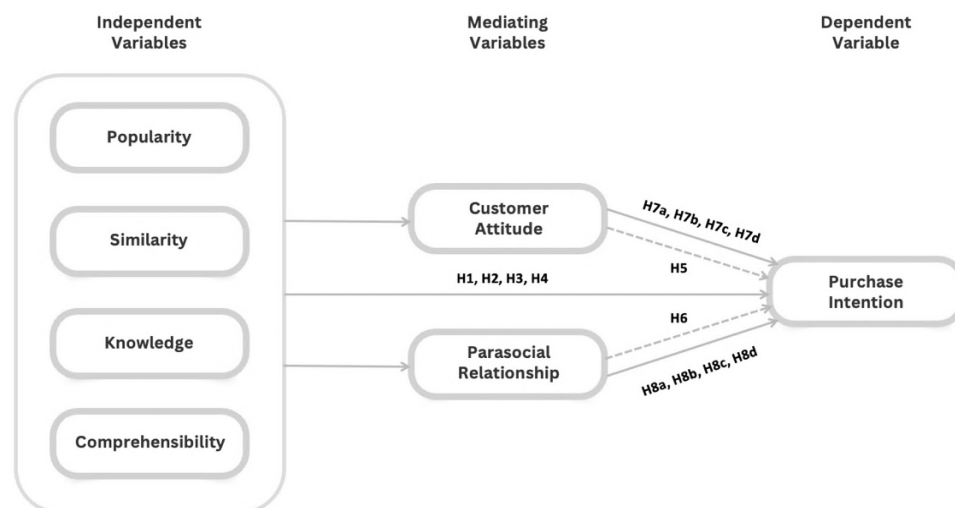
H8d: Parasocial relationship mediates the relationship between comprehensibility and purchase intention of Instagram users towards cosmetic brands in Malaysia.

### **Theoretical Background and Framework**

The study's theoretical framework draws from Stimulus-Organism-Response (SOR) Model as the core theory, and Social Learning Theory (SLT) and the Elaboration Likelihood Model (ELM) as supporting theories. The SOR model is used to understand the mediating roles of customer attitude and parasocial relationships. Aligned with the model, the influencer attributes act as external stimuli, customer attitude and parasocial relationship operate as the internal cognitive and emotional mechanisms, whereas purchase intention functions as the

response (Jie et al., 2023). This model helps explain how external influencer characteristics stimulate internal psychological reactions that shape consumer behaviour. Furthermore, SLT is used to elaborate how individuals observe and imitate the attitudes and behaviours of influencers, especially the ones they deem as popular and similar to themselves. The influencers act as social agents whose behaviour is more likely to be emulated by the followers, especially if they receive positive reinforcement in the form of likes, shares, and comments. Therefore, the utilization of SLT aids in understanding how consumer behaviour and purchase intention are shaped by influencers.

In addition to SOR and SLT, ELM explains the cognitive processes that are involved in persuasion. According to this model, every message goes through two routes of persuasion including the central and the peripheral route. The central route involves a thorough and thoughtful assessment of the content being shared. For instance, when influencers demonstrate their knowledge of the product being promoted, their followers assess the message based on thorough assessment and are then persuaded. Similarly, the peripheral routes involve more superficial cues of persuasion such as tone, style, communication skills and ease of understanding. In this context, knowledge aligns with the central route, and comprehensibility with the peripheral route, allowing the study to analyse how different influencer traits appeal to varying levels of consumer engagement.



**Figure 3. Research Framework**

## Methodology

### Research Paradigm

The philosophical foundation of a research project is referred to as its research paradigm (Yong, Husin and Kamarudin, 2021). In alignment with the research objectives, the study incorporates a quantitative research methodology. Thus, consistent with Li et al. (2024), the ontology of the study is based on positivism. As stated by Pawlikowski, Rico and Van Sell (2018), positivism is a scientific approach that asserts reality is objective and free of personal biases, and it can be measured using quantifiable constructs. Moreover, this research is grounded in an objective epistemology that assumes knowledge can be gained through

empirical observations and relies on factual data rather than personal interpretation (Levy and Alfano, 2020).

### **Research Design**

The systemic plan of action devised to achieve the research objectives or test hypotheses is called the research design (Leavy, 2022). This study employs a quantitative, cross-sectional research design to identify the relationship between attributes of Instagram influencers, customer attitude, parasocial relationship, and purchase intention. Aligned with Mohammadi et al. (2017), this research employs primary data collection through a structured survey to obtain firsthand insights from respondents. The data will be collected through a closed-ended questionnaire designed using a 5-point Likert scale and hosted on Google Forms. The cross-sectional approach allows data collection at a single point in time, effectively measuring the consumer behavior of participants who use social media.

### **Population and Sampling Technique**

The population of this research is limited to the individuals residing in Malaysia, who are aged 20 and above, have an active Instagram account, have an interest in cosmetic products and engage with influencers promoting cosmetic brands. Consistent with established methodologies and the existing literature in this area, this study employs a purposive sampling technique for data collection. This non-probability technique ensures the participation of relevant respondents based on pre-defined eligibility criteria, so that the selection of respondents is well-aligned with the research objectives (Campbell et al., 2020). According to World Bank data, Malaysia's population in 2022 was 33.94 million, and Statista reported approximately 15.8 million Instagram users in the country that same year. Hence, an estimated 10.37 million of these users are aged 20 years or older. Given the large population, the sample size for this study is derived using the Krejcie and Morgan (1970) formula, which ensures a 95% confidence interval. By incorporating all the values in the formula, a minimum sample size of 384 respondents is obtained. This estimation allows the generalizability of results to a large population and ensures that the results are statistically reliable within the diverse population.

### **Scale measurement of variables**

The measurement of variables is one of the most pivotal aspects of research as it allows a seamless collection of data and accurate quantification of constructs. This study investigates the impact of influencer attributes (including popularity, similarity, knowledge, and comprehensibility) on the purchase intention of cosmetic products in Malaysia by incorporating a closed-ended questionnaire using a 5-point Likert scale. This allows respondents to self-report their level of agreement on a scale of 1 to 5 where 1 represents 'Strongly Disagree' and 5 means 'Strongly Agree'. Furthermore, the study adapts established scales from existing literature in order to ensure reliability and validity of the instrument. Therefore, Purchase intention is assessed using items from Belanche et al. (2021), Lou and Kim (2019), Abzari et al. (2014), and Alalwan (2018), focusing on

consumers' likelihood of considering or purchasing influencer-promoted products. Popularity, based on Ladhari et al. (2020), captures perceptions of influencers' fame and visibility. Similarity, drawn from Lee and Kim (2022) and Shoenberger and Kim (2023), measures perceived alignment in traits and lifestyle. Knowledge, from Hassan et al. (2021) and Venciute et al. (2023), reflects influencers' perceived expertise. Comprehensibility, based on Enschoot and Hoeken (2015), Hardway et al. (2018), and Hartwig et al. (2024), assesses clarity of communication. Customer attitude, from Chetoui et al. (2020) and Magano et al. (2022), gauges overall evaluations of influencers. Parasocial relationship, adapted from Sokolova and Perez (2021) and Lou and Kim (2019), examines emotional bonds with influencers.

### **Data Analysis**

In this research, the collected data will be analysed using both IBM SPSS and SmartPLS. The initial data cleaning and screening will be carried out using SPSS, along with the assessment of descriptive statistics such as frequency distribution and mean analysis. For testing relationship between variables, especially those involving the mediating roles of customer attitude and parasocial relationship, Partial Least Squares Structural Equation Modelling (PLS-SEM) will be applied using SmartPLS. The selection of PLS-SEM is primarily based on its efficacy in terms of prediction and variance explanation, flexibility in handling complex models, and ability to work with data that is not fairly normal. The predictive abilities and higher statistical power of this technique make it the most appropriate method compared to CB-SEM (Hair et al., 2022; Sarstedt and Danks, 2021).

Following the guidelines of Hair et al. (2022), the study will incorporate measurement model assessment to evaluate the reliability and validity of the constructs through indicator reliability, internal consistency reliability, and convergent validity. In addition, the distinctiveness of constructs will be ensured using discriminant validity tested via Fornell-Larcker criterion, Heterotrait-Monotrait Ratio (HTMT), and cross-loadings. Furthermore, structural model analysis will be conducted to identify relationships between variables, for which first the collinearity will be assessed using the Variance Inflation Factor (VIF), where values below 3 depict no issues of multicollinearity. Moreover, bootstrapping will be done to test the path coefficients, in which p-values <0.05 indicate significant relationships. Similarly,  $R^2$  will be used to identify the model's explanatory power, which highlights the variance explained by exogenous variables on the endogenous variables including customer attitude, parasocial relationship and purchase intention. The effect size ( $f^2$ ) will be calculated to measure the impact of each independent variable on the dependent variables, with medium to large effects indicating substantial influence. The model's predictive relevance ( $Q^2$ ) will be assessed using Stone-Geisser's  $Q^2$ , where values greater than zero suggest strong predictive accuracy. The incorporation of both measurement model analysis and structural model assessment ensure a thorough examination of results and assist in deriving reliable and valid results aligned with established methodologies (Hair et al., 2022; Mohammadi, 2019).



## Conclusion and Recommendations

In the post-pandemic era, it is pivotal for businesses to benefit from the newest trends in terms of digital marketing, including the transformative role of influencers in shaping consumer behaviour. For this purpose, understanding the role of influencers' attributes (such as popularity, similarity, knowledge and comprehensibility) in impacting the purchase intention is imperative to drive sales and achieve better returns on investment. Despite the increasing prominence of influencer-generated content on social networking platforms, there is very limited research catering to the role of attributes of Instagram influencers on purchase intention, especially regarding the cosmetic market in Malaysia. Therefore, this study bridges the gap by identifying the impact of Instagram influencers' attributes on the purchases intention of cosmetic brands in Malaysia, while focusing on the mediating roles of customer attitude and parasocial relationship. Future studies can expand the geographical scope of the research by including other regions or by conducting cross-cultural research. Researchers can also explore other social networking platforms such as TikTok and YouTube, to identify their role in shaping consumer behaviour. Similarly, other industries such as fashion, technology, health and wellness can also be studied to investigate the role of influencers on the purchase intention of their audiences. In addition to that, the generalizability of the findings can also be improved by incorporating a probability sampling technique best suited to collect data from social media users. Lastly, future work could incorporate additional mediating and moderating variables such as brand image, credibility, brand awareness, and fear of missing out (FOMO). Including these variables would contribute to the development of a more comprehensive and dynamic model of influencer marketing behaviour.

## References

- Abdullah, T., et al. (2020). Impact of Social Media Influencer on Instagram User Purchase Intention towards the Fashion Products: The Perspectives of UMK Pengkalan Chepa Campus Students. *European Journal of Molecular & Clinical Medicine*. <http://myscholar.umk.edu.my/handle/123456789/1413>
- Abzari, M., Ghassemi, R. A., & Vosta, L. N. (2014). Analysing the effect of social media on brand attitude and purchase intention: The case of Iran Khodro Company. *Procedia-Social and Behavioral Sciences*, 143, 822-826.
- Agnihotri, D., Chaturvedi, P., Kulshreshtha, K., & Tripathi, V. (2023). Investigating the impact of authenticity of social media influencers on followers' purchase behavior: mediating analysis of parasocial interaction on Instagram. *Asia Pacific Journal of Marketing and Logistics*, 35(10), 2377-2394.
- Ahmad, A. H., Idris, I., Mason, C., & Chow, S. K. (2019). The impact of young celebrity endorsements in social media advertisements and brand image towards the purchase intention of young consumers. *International Journal of Financial Research*, 10(5), 54-65.
- Akram, U., Junaid, M., Zafar, A. U., Li, Z., & Fan, M. (2021). Online purchase intention in Chinese social commerce platforms: Being emotional or rational? *Journal of*



- Retailing and Consumer Services*, 63, 102669.  
<https://doi.org/10.1016/J.JRETCONSER.2021.102669>
- Alalwan, A. A. (2018). Investigating the impact of social media advertising features on customer purchase intention. *International Journal of Information Management*, 42, 65–77. <https://doi.org/10.1016/J.IJINFOMGT.2018.06.001>
- Alalwan, A. A. (2018). Investigating the impact of social media advertising features on customer purchase intention. *International journal of information management*, 42, 65-77.
- AlFarraj, O., Alalwan, A. A., Obeidat, Z. M., Baabdullah, A., Aldmour, R., & Al-Haddad, S. (2021). Examining the impact of influencers' credibility dimensions: attractiveness, trustworthiness and expertise on the purchase intention in the aesthetic dermatology industry. *Review of International Business and Strategy*, 31(3), 355–374. <https://doi.org/10.1108/RIBS-07-2020-0089/FULL/XML>
- Amri, S., & Prihandono, D. (2019). Influence Lifestyle, Consumer Ethnocentrism, Product Quality on Purchase Decision through Purchase Intention. *Management Analysis Journal*, 8(1), 25–38. <https://doi.org/10.15294/MAJ.V8I1.26057>
- Apuke, O. D. (2017). Quantitative Research Methods : A Synopsis Approach. *Kuwait Chapter of Arabian Journal of Business and Management Review*, 6(11), 40–47. <https://doi.org/10.12816/0040336>
- Astarini, D., & Sumardi, A. (2022). *Drivers and Outcomes of Credibility and Parasocial Interaction to Purchase Intentions*. <https://doi.org/10.4108/eai.3-8-2021.2315150>
- Belanche, D., Casaló, L. V., Flavián, M., & Ibáñez-Sánchez, S. (2021). Building influencers' credibility on Instagram: Effects on followers' attitudes and behavioral responses toward.
- Bhardwaj, P. (2019). Types of sampling in research. *Journal of the Practice of Cardiovascular Sciences*, 5(3), 157.
- Bu, Y., Parkinson, J., & Thaichon, P. (2022). Influencer marketing: Homophily, customer value co-creation behaviour and purchase intention. *Journal of Retailing and Consumer Services*, 66, 102904. <https://doi.org/10.1016/J.JRETCONSER.2021.102904>
- Bui, M.T., Tran, T.T.H., Phi, H.M., Nguyen, N.D., Nguyen, T.T.M., & Pham, T.L. (2021). *Impact of digital celebrities on their followers' purchase intention: Roles of wishful identification, parasocial relationship, and behavioral loyalty ê*. <http://ceur-ws.org>
- Burnasheva, R., & Suh, Y. G. (2020). *The moderating role of parasocial relationships in the associations between celebrity endorser's credibility and emotion-based responses*. <https://doi.org/10.1080/13527266.2020.1862894>
- 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>
- Campbell, S., Greenwood, M., Prior, S., Shearer, T., Walkem, K., Young, S., ... & Walker, K. (2020). Purposive sampling: complex or simple? Research case examples. *Journal of research in Nursing*, 25(8), 652-661.

- Chen, A., Lu, Y., & Wang, B. (2017). Customers' purchase decision-making process in social commerce: A social learning perspective. *International Journal of Information Management*, 37(6), 627–638. <https://doi.org/10.1016/J.IJINFOMGT.2017.05.001>
- Chen, C. Der, Zhao, Q., & Wang, J. L. (2020). How livestreaming increases product sales: role of trust transfer and elaboration likelihood model. *Https://Doi.Org/10.1080/0144929X.2020.1827457*, 41(3), 558–573. <https://doi.org/10.1080/0144929X.2020.1827457>
- 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.
- Chen, W. K., Wen, H. Y., & Silalahi, A. D. K. (2021). Parasocial interaction with youtubers: Does sensory appeal in the youtubers' video influences purchase intention? 2021 *IEEE International Conference on Social Sciences and Intelligent Management, SSIM 2021*. <https://doi.org/10.1109/SSIM49526.2021.9555195>
- Chetioui, Y., Benlafqih, H., & Lebdaoui, H. (2020). How fashion influencers contribute to consumers' purchase intention. *Journal of Fashion Marketing and Management*, 24(3), 361–380. <https://doi.org/10.1108/JFMM-08-2019-0157/FULL/XML>
- De Veirman, M., Hudders, L., & Nelson, M. R. (2019). What Is Influencer Marketing and How Does It Target Children? A Review and Direction for Future Research. *Frontiers in Psychology*, 10, 498106. <https://doi.org/10.3389/FPSYG.2019.02685/BIBTEX>
- Enschoot, R., & Hoeken, H. (2015). The occurrence and effects of verbal and visual anchoring of tropes on the perceived comprehensibility and liking of TV commercials. *Journal of Advertising*, 44(1), 25-36.
- Farisha, M., Hartoyo, H., & Safari, A. (2022). Does covid-19 pandemic change the consumer purchase behavior towards cosmetic products?. *Journal of Consumer Sciences*, 7(1), 1-19.
- Gayathri, A., & Anwar, H. (2021). Consumers' perception of the credibility of social media influencers and its impact on purchase intention. *Adalya*, 8, 1-8.
- Gross, J., & Wangenheim, F. (2022). Influencer marketing on Instagram: empirical research on social media engagement with sponsored posts. *Journal of Interactive Advertising*, 22(3), 289-310.
- Guan, L. P., Yusuf, D. H. M., & Ghani, M. R. A. (2020). Factors influencing customer purchase intention towards insurance products. *International Journal of Business and Management*, 4(5), 70-79.
- Guo, Y., Zhang, K., & Wang, C. (2022). Way to success: understanding top streamer's popularity and influence from the perspective of source characteristics. *Journal of Retailing and Consumer Services*, 64, 102786.
- 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/ASSET/IMAGES/LARGE/10.1177\\_0008125620958166-FIG2.JPEG](https://doi.org/10.1177/0008125620958166/ASSET/IMAGES/LARGE/10.1177_0008125620958166-FIG2.JPEG)

- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). *A primer on partial least squares structural equation modeling (PLS-SEM)* (3rd ed.). SAGE Publications. Retrieved from <https://uk.sagepub.com/en-gb/eur/a-primer-on-partial-least-squares-structural-equation-modeling-pls-sem/book270548>
- Hardway, C., Seitchik, A. E., Kurdziel, L. B., Stroud, M. J., LaTorre, J. T., & LeBert, C. (2018). Online and classroom simulations: Does video use inspire interest, comprehensibility, or achieve learning outcomes?. *Journal of Educational Computing Research*, 56(7), 1056-1075.
- Hartwig, K., Schmid, S., Biselli, T., Pleil, H., & Reuter, C. (2024). Misleading information in crises: exploring content-specific indicators on Twitter from a user perspective. *Behaviour & Information Technology*, 1-34.
- Hashim, H. F., Rahman, H. A., & Zain, I. N. M. (2023). Knowledge and practice on green purchasing of personal care products among undergraduate students in Universiti Putra Malaysia. *Geografia-Malaysian Journal of Society and Space*, 19(1), 165-178.
- Hassan, S. H., Teo, S. Z., Ramayah, T., & Al-Kumaim, N. H. (2021). The credibility of social media beauty gurus in young millennials'.
- Hermada, A., Sumarwan, U., & Tinaprilla, D. N. (2019). The Effect of Social Media Influencer on Brand Image, Self-Concept, and Purchase Intention. *Journal of Consumer Sciences*, 4(2), 76–89. <https://doi.org/10.29244/JCS.4.2.76-89>
- Hidayat, S. E., Rafiki, A., & Nasution, M. D. T. P. (2022). Halal industry's response to a current and post-COVID-19 landscape and lessons from the past. *Journal of Islamic Marketing*, 13(9), 1843–1857. <https://doi.org/10.1108/JIMA-06-2020-0180/FULL/XML>
- Ilieva, G., Yankova, T., Ruseva, M., Dzhabarova, Y., Klisarova-Belcheva, S., & Bratkov, M. (2024). Social Media Influencers: Customer Attitudes and Impact on Purchase Behaviour. *Information*, 15(6), 359.
- Immanuel, D. M., & Bianda, A. (2021). The impact of using influencer on consumer purchase intention with attitude towards influencer and brand attitude as mediator. *Jurnal Aplikasi Manajemen*, 19(4), 766-781.
- Isyanto, P., Sapitri, R. G., & Sinaga, O. (2020). Micro influencers marketing and brand image to purchase intention of cosmetic products focallure. *Systematic Reviews in Pharmacy*, 11(1), 601-605.
- Jansom, A., & Pongsakornrungsilp, S. (2021). How Instagram Influencers Affect the Value Perception of Thai Millennial Followers and Purchasing Intention of Luxury Fashion for Sustainable Marketing. *Sustainability 2021, Vol. 13, Page 8572*, 13(15), 8572. <https://doi.org/10.3390/SU13158572>
- Jie, J., Mohammadi, A., Jantan, A. H., Goyal, S. B., & He, S. (2023). The Moderating Influence of Big Data Analytics Capabilities on the Relationship Between Organizational Culture and Management Effectiveness at Higher Education

- Institutions in Sichuan, China. *Lecture Notes in Networks and Systems*, 726 LNNS, 1–11. [https://doi.org/10.1007/978-981-99-3716-5\\_1](https://doi.org/10.1007/978-981-99-3716-5_1)
- 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/FULL/XML>
- Ju, K. H., & Kim, J. Y. (2024). Exploring the effect of comprehensibility in K-content titles on behavioral intention: A need for cognition perspective. *Journal of Product Research*, 42(1), 65–72.
- Kaperonis, S. D. (2018). The impact of social media on user's travel purchase intention. *DATA ANALYTICS* 2018, 60.
- Kartawinata, B. R., Maharani, D., Maulana, S., Banten, Y., Pradana, M., & Amani, H. M. (2020). *The Role of Customer Attitude in Mediating the Effect of Green Marketing Mix on Green Product Purchase Intention in Love Beauty and Planet Products in Indonesia*.
- Khayru, R. K. (2021). Opinions about Consumer Behavior during the Covid-19 Pandemic. *Journal of Social Science Studies (JOS3)*, 1(1), 31–36. <https://doi.org/10.56348/JOS3.V1I1.6>
- 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.
- Kim, M. M., & Yang, L. R. (2021). The Future Prospect of Digital Marketing in the Malaysian Context. *International Business Research*, 15(1), 72. <https://doi.org/10.5539/IBR.V15N1P72>
- Krejcie, R. V., & Morgan, D. W. (1970). Determining sample size for research activities. *Educational and psychological measurement*, 30(3), 607-610.
- Ladhari, R., Massa, E., & Skandrani, H. (2020). YouTube vloggers' popularity and influence: The roles of homophily, emotional attachment, and expertise. *Journal of Retailing and Consumer Services*, 54, 102027.
- Leavy, P. (2022). *Research design: Quantitative, qualitative, mixed methods, arts-based, and community-based participatory research approaches*. Guilford Publications.
- Lee, J. H., & Kim, H. K. (2022). The Effect of Consumers' Perception of Similarity Toward Virtual Influencer on Purchase Intention Through Emotional Bond. *The Journal of Information Systems*, 31(2), 89-110.
- Levy, N., & Alfano, M. (2020). Knowledge from vice: Deeply social epistemology. *Mind*, 129(515), 887-915.
- Li, Y., & Nuangjamnong, C. (2022). Exploring the Impact of Social Media Marketing, Customer Attitude, and Engagement within the Quality of Review and Review Valence on Customer Purchase Intention in Green Cosmetic Product in Chengdu, China.
- Li, Y., Mohammadi, A., Sun, H., & Jantan, A. H. (2024). Factors influencing green food purchase intentions: The intervening role of customer satisfaction and advertising. *J. Int. Bus. Manag*, 6(7), 1.

- Liang, H. L., & Lin, P. I. (2018). Influence of multiple endorser-product patterns on purchase intention: An interpretation of elaboration likelihood model. *International Journal of Sports Marketing and Sponsorship*, 19(4), 415–432. <https://doi.org/10.1108/IJSMS-03-2017-0022/FULL/XML>
- Lim, X. J., Cheah, J. H., Morrison, A. M., Ng, S. I., & Wang, S. (2022). Travel app shopping on smartphones: understanding the success factors influencing in-app travel purchase intentions. *Tourism Review*, 77(4), 1166–1185. <https://doi.org/10.1108/TR-11-2021-0497/FULL/XML>
- Lim, X. J., Radzol, A. M., Cheah, J., & Wong, M. W. (2017). The impact of social media influencers on purchase intention and the mediation effect of customer attitude. *Asian journal of business research*, 7(2), 19-36.
- Lin, C. A., Crowe, J., Pierre, L., & Lee, Y. (2021). Effects of parasocial interaction with an instafamous influencer on brand attitudes and purchase intentions. *The Journal of Social Media in Society*, 10(1), 55-78.
- Liu, Y., Luo, X., & Cao, Y. (2018). Investigating the influence of online interpersonal interaction on purchase intention based on stimulus-organism-reaction model. *Human-Centric Computing and Information Sciences*, 8(1), 1–15. <https://doi.org/10.1186/S13673-018-0159-0/TABLES/8>
- Lou, C., & Kim, H. K. (2019). Fancying the new rich and famous? Explicating the roles of influencer content, credibility, and parental mediation in adolescents' parasocial relationship, materialism, and purchase intentions. *Frontiers in psychology*, 10, 2567.
- Lou, C., & Yuan, S. (2019). Influencer Marketing: How Message Value and Credibility Affect Consumer Trust of Branded Content on Social Media. *Https://Doi.Org/10.1080/15252019.2018.1533501*, 19(1), 58–73. <https://doi.org/10.1080/15252019.2018.1533501>
- Magano, J., Au-Yong-Oliveira, M., Walter, C. E., & Leite, Â. (2022). Attitudes toward fashion influencers as a mediator of purchase intention. *Information*, 13(6), 297.
- Manaf, A. M. A. (2020). Malaysian female users' purchase intentions of celebrity-endorsed products on Insta-gram: A parasocial interaction perspective. *J. Media Communication Research*, 12, 93-109.
- Mohammadi, A. (2019). Intervening role of loyalty reward programs and e-word-of-mouth on smartphone brand loyalty in Malaysia.
- Mohammadi, A., Saeedikondori, A., & Ali, N. A. (2017). Factors influencing cloud computing adoption in Malaysian information technology companies. In *Global Conference on Business and Economics Research (GCBER)* (pp. 14-15).
- Mohammed, A. H., Blebil, A., Dujaili, J., & Hassan, B. A. R. (2021). Perception and attitude of adults toward cosmetic products amid COVID-19 pandemic in Malaysia. *Journal of Cosmetic Dermatology*, 20(7), 1992–2000. <https://doi.org/10.1111/JOCD.14147>
- Nam, L. G., & Dan, H. T. (2018). Impact of social media Influencer marketing on consumer at Ho Chi Minh City. *The International Journal of Social Sciences and Humanities Invention*, 5(5), 4710-4714.



- Naszariah, R., Naseri, N., Mohd Esa, M., Abas, N., Zamratul, N., Ahmad, A., Azis, R. A., & Norazmi Bin Nordin, M. (2021). An Overview Of Online Purchase Intention Of Halal Cosmetic Product: A Perspective From Malaysia. *Turkish Journal of Computer and Mathematics Education (TURCOMAT)*, 12(10), 7674–7681. <https://doi.org/10.17762/TURCOMAT.V12I10.5679>
- Nawi, N. F., & Faizol, N. A. (2021). Examining Influencer Marketing Practices and Disclosure in Malaysia. *Environment-Behaviour Proceedings Journal*, 6(SI5), 87–93. <https://doi.org/10.21834/EBPJ.V6ISI5.2941>
- Nurhandayani, A., Syarief, R., Syarief, R., & Najib, M. (2019). The impact of social media influencer and brand images to purchase intention. *Jurnal Aplikasi Manajemen*, 17(4), 650–661. <https://doi.org/10.21776/UB.JAM.2019.017.04.09>
- Panel, E. (2023). 10 Big Mistakes Brands Make In Their Influencer Marketing Strategy. Forbes.
- Park, Y. W., Hong, P., & Shin, G. C. (2022). Rising and thriving in the post COVID-19 era: a case study of COSMAX, a leader of the Korean cosmetic industry. <https://doi.org/10.1080/13602381.2022.2059955>
- Pawlikowski, P., Rico, N., & Sell, S. (2018). Positivism: A Concept Analysis. *International Journal of Nursing & Clinical Practices*, 5(1). <https://doi.org/10.15344/2394-4978/2018/284>
- Pinda, L., Handoko, K., Halim, S., & Gunadi, W. (2021). The Determinant Factors of Purchase Intention in the Culinary Business in Indonesia That Mediated by Parasocial Interaction and Food Vlogger Credibility. *Turkish Journal of Computer and Mathematics Education (TURCOMAT)*, 12(3), 4852–4865. <https://doi.org/10.17762/TURCOMAT.V12I3.1991>
- Powrani, K., & Kennedy, F. (2018). The effects of Guerrilla marketing on generation y consumer's purchase intention. *Asian Journal of Economics, Business and Accounting*, 7(1), 1-12.
- Purnamaningsih, P., & Rizkalla, N. (2020). The Role of Parasocial Interaction on Consumers' Intention to Purchase Beauty Products (El Papel De La Interacción Parasocial En La Intención De Los Consumidores De Comprar Productos De Belleza). *Revista CEA*, 6(12).
- Safari, A. (2022). Does Covid-19 Pandemic Change the Consumer Purchase Behavior Towards Cosmetic Products?. *Journal of Consumer Sciences*, 7(1), 1-19.
- Sarstedt, M. & Danks, N. P. (2021). Prediction in HRM research—A gap between rhetoric and reality. *Human Resource Management Journal*, forthcoming. <https://doi.org/10.1111/1748-8583.12400>
- Sarstedt, M., & Danks, N. (2021). Prediction in HRM research - A gap between rhetoric and reality. *Human Resource Management Journal*, forthcoming.
- Saupi, N., Binti Saupi, N., Harun, A., Othman, B., Aso Ali, R., & Anwer Ismael, D. (2019). Does Generation Y Really Care about Celebrity in Their Purchase? The role of Customer Attitude as A Mediator. *International Journal of Psychosocial Rehabilitation*, 23. <https://www.researchgate.net/publication/339827880>



- 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/I.IJDNS.2021.9.009>
- Shanmugam, V., & Sulthana, A. (2019). Influence Of Electronic Word Of Mouth eWOM On Purchase Intention. *International Journal of Scientific & Technology Research*, 8(10).
- Shen, H., Zhao, C., Fan, D. X. F., & Buhalis, D. (2022). The effect of hotel livestreaming on viewers' purchase intention: Exploring the role of parasocial interaction and emotional engagement. *International Journal of Hospitality Management*, 107, 103348. <https://doi.org/10.1016/J.IJHM.2022.103348>
- Shen, Y. C., Lee, C. T., & Lin, W. Y. (2024). Meme marketing on social media: the role of informational cues of brand memes in shaping consumers' brand relationship. *Journal of Research in Interactive Marketing*, 18(4), 588-610.
- Shima, N., Rani, A., & Krishnan, K. S. (2018). Factors that influence Malay students in purchasing skincare products in Malaysia An Evaluation of Land Public Transportation System in Gaining Competitive Advantage: A Case of Klang Valley, Malaysia View project Project Management in Oil and Gas industry in Malaysia View project. *Article in Journal of Business & Retail Management Research*. <https://doi.org/10.24052/JBRMR/V13IS01/ART-02>
- 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.
- Siedlecki, S. L. (2020). Understanding Descriptive Research Designs and Methods. *Clinical Nurse Specialist*, 34(1), 8–12. <https://doi.org/10.1097/NUR.0000000000000493>
- Sokolova, K., & Perez, C. (2021). You follow fitness influencers on YouTube. But do you actually exercise? How parasocial relationships, and watching fitness influencers, relate to intentions to exercise. *Journal of retailing and consumer services*, 58, 102276.
- Statista. (2021). *Malaysia: Revenue in the beauty and personal care market by segment*. Retrieved from <https://www.statista.com/forecasts/1219919/malaysia-revenue-beauty-and-personal-care-market-by-segment>
- Statista. (2023). Malaysia: revenue of beauty & personal care 2017-2027, by segment.
- Sulthana, A. N., & Vasantha, S. (2019). Influence of electronic word of mouth eWOM on purchase intention. *International Journal of Scientific & Technology Research*, 8(10),
- Supriyanto, A., Jayanti, T., Hikmawan, M. A., Zulfa, F. N., & Fanzelina, A. S. (2023). The Influence of Perceived Credibility, Trustworthiness, Perceived Expertise, Likeability, Similarity, Familiarity, and Attractiveness on Purchase Intention: A Study on Halal Bakery Products in Kudus Regency. *NIZAM: International Journal of Islamic Studies*, 1(1), 29-45.

- Taher, S. S., Chan, T. J., Zolkepli, I. A., & Sharipudin, M. N. S. (2022). Mediating Role of Parasocial Relationships on Social Media Influencers' Reputation Signals and Purchase Intention of Beauty Products. *Romanian Journal of Communication and Public Relations*, 24(3), 45-66.
- Themer, A., & Cooley, S. (2021). *How does Generation Z react to different advertising tactics used by social media influencers?* <https://shareok.org/handle/11244/332579>
- Thomas, M.-J., Wirtz, B. W., & Weyerer, J. C. (2019). DETERMINANTS OF ONLINE REVIEW CREDIBILITY AND ITS IMPACT ON CONSUMERS' PURCHASE INTENTION. *Journal of Electronic Commerce Research*, 20.
- Tura, N. (2021). *The impact of the new coronavirus on make-up habits and the lipstick effect in the post Covid-19 era* (Master's thesis, Universidade NOVA de Lisboa (Portugal)).
- van Driel, L., & Dumitrica, D. (2021). Selling brands while staying “Authentic”: The professionalization of Instagram influencers. *Convergence*, 27(1), 66–84. [https://doi.org/10.1177/1354856520902136/ASSET/IMAGES/LARGE/10.1177\\_1354856520902136-FIG4.JPEG](https://doi.org/10.1177/1354856520902136/ASSET/IMAGES/LARGE/10.1177_1354856520902136-FIG4.JPEG)
- 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.
- Verma, S., Sahu, S. P., & Sahu, T. P. (2022). Stock Market Analysis of Beauty Industry During COVID-19. *Lecture Notes on Data Engineering and Communications Technologies*, 106, 157–168. [https://doi.org/10.1007/978-981-16-8403-6\\_14/COVER](https://doi.org/10.1007/978-981-16-8403-6_14/COVER)
- Wang, X., Pacho, F., Liu, J., & Kajungiro, R. (2019). Factors Influencing Organic Food Purchase Intention in Developing Countries and the Moderating Role of Knowledge. *Sustainability* 2019, Vol. 11, Page 209, 11(1), 209. <https://doi.org/10.3390/SU11010209>
- Wertz, J. (2022). The Impact Of Influencer And Word-Of-Mouth Marketing. Forbes.
- Wertz, J. (2022). The Impact Of Influencer And Word-Of-Mouth Marketing. Forbes. Retrieved from <https://www.forbes.com/sites/jiawertz/2022/05/30/the-impact-of-influencer-and-word-of-mouth-marketing/?sh=4bfedff1482a>
- Wuisan, D., Kananda, I. L., Saputra, M. A., & Dinata, M. R. (2020). The Effect of Celebrity Endorsement on Purchase Intention of Adidas Products Mediated by Customer's Attitude Toward Brand. *Conference Series*, 3(1), 525–533. <https://doi.org/10.34306/conferenceseries.v3i1.386>
- Yang, X., Weber, A., & Grimm, A. K. (2021). The effects of green consumer empowerment in advertising on corporate evaluations and purchase intention: the case of organic food. *Review of Managerial Science* 2021 16:6, 16(6), 1877–1909. <https://doi.org/10.1007/S11846-021-00495-4>
- Yong, W. K., Husin, M. M., & Kamarudin, S. (2021). Understanding research paradigms: A scientific guide. *Journal of Contemporary Issues in Business and Government* Vol, 27(2).

This work is licensed under a Creative Commons | Attribution-NonCommercial 3.0 Unported License.