

Influencer Endorsement: Consumer Purchase Intention in Social Media Marketing

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Abstract : Social media marketing, including influencer marketing, is an ongoing phenomenon, and most companies as well as industries, are finding it crucial to implement social media marketing in their marketing strategies. However, social media influencer marketing still needs to be explored, and further research on this area needs to be carried out to fully understand the importance of social media influencer marketing in impacting consumer purchase decisions. Influencer endorsement has become a trend to grab users' attention these days. Thus, the aim of this research paper is to explore the attributes of social media influencers/influencer as the endorser that impact consumer purchase intentions. The attributes that will be investigated include attitude homophily, physical attractiveness, and social attractiveness. Following this, the elaboration likelihood model from the theory of persuasion is implemented in this research to further examine the influence of social media influencer attributes on consumer purchase intentions. This study will be able to help marketers, businesses, and researchers understand the attributes of social media influencers as endorsers that will impact consumer purchase intentions and allow businesses to enhance their strategies to better cater to their target market.

Keywords : influencer, endorsement, consumer purchase, social media

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