



The Effect Of Influencer Credibility On Consumers' Purchase Intention Through Parasocial Relationship (A Study On Mykonos Brand Among University Students)

Fathia Alayda Majalawa^{1*}, Kussudyarsana²

^{1,2}International Management, Universitas Muhammadiyah Surakarta, Indonesia

Correspondence: E-mail: b100214507@student.ums.ac.id

ABSTRACT

This study analyzes how influencer credibility influences students' purchase intention, with parasocial relationship acting as a mediating variable. Data were quantitatively collected through an online survey of university students who use social media, follow influencers, and have been exposed to Mykonos brand promotions. Using purposive sampling, 200 valid responses were analyzed with SEM-PLS via SmartPLS 3.0. Influencer credibility was conceptualized through perceived integrity, competence, and similarity, while parasocial bonds and purchase intention were gauged using validated Likert-scale measures. The analysis shows that integrity and similarity shape buying intention both directly and indirectly, with parasocial relationship acting as a partial mediating conduit. Expertise does not have a direct effect on purchase intention but shows a significant indirect effect through parasocial relationship. Furthermore, all three credibility dimensions significantly enhance parasocial relationship, with homophily demonstrating the strongest influence. Parasocial relationship significantly drives purchase intention, confirming its mediating role in linking influencer credibility and consumer behavior.

ARTICLE INFO

Article History:

Submitted/Received 24 Februari 2026

First Revised 25 Februari 2026

Accepted 26 Februari 2026

First Available online 26 Februari 2026

Publication Date 26 Februari 2026

Keyword:

homophily, influencer credibility, parasocial relationship, purchase intention, trustworthiness.

1. INTRODUCTION

Millennial and Generation Z consumers, particularly university students, are increasingly dependent on social media platforms such as Instagram, TikTok, and YouTube as their primary sources of information and references for purchasing fashion or lifestyle products (Johnstone & Lindh, 2022; Casalo et al., 2020). These platforms serve as interactive spaces where brands and consumers engage not only rationally but also emotionally.

One rapidly growing digital marketing strategy is influencer marketing, in which individuals with social media influence are utilized to shape the opinions and behaviors of their followers (Lou & Yuan, 2019; Casalo et al., 2020). Influencers are often viewed as persuasive information agents because audiences perceive them as authentic and socially proximate figures. The effectiveness of influencer marketing is therefore closely tied to credibility, which comprises trustworthiness, expertise, and homophily (Sokolova & Kefi, 2020; Weismueller et al., 2020). Trustworthiness reflects the perception that an influencer communicates in an honest and reliable manner. Expertise reflects the perception that the influencer possesses knowledge or competence regarding the products they promote (Talaat, 2022). Meanwhile, homophily describes the audience's perception of shared values, experiences, or similarities with the influencer (Barba et al., 2026).

With the evolution of digital interaction, the concept of parasocial relationships has also emerged, referring to the one-sided relationship audiences feel toward influencers as if they personally know them (Chung & Cho, 2022). This relationship strengthens emotional attachment and increases the likelihood of influencing purchase decisions (Clementson & Beatty, 2023).

Recent findings suggest that influencer credibility affects purchase intention indirectly through parasocial relationships. Sharkasi and Rezakhah (2023) show that trust and expertise strengthen parasocial bonds, which then drive buying intention. Likewise, Venciute et al. (2023) find that homophily increases engagement and brand value, leading to stronger purchasing tendencies. Purchase intention itself reflects a person's conscious willingness and plan to buy a product (Ajzen, 1991; Morales et al., 2024), shaped not only by rational evaluation but also by emotional attachment to influencers.

However, studies specifically examining the influence of trustworthiness, expertise, and homophily on purchase intention with parasocial relationships as a mediating variable remain limited, particularly in the context of Indonesian local brands such as Mykonos among university students. University students represent a highly active social media segment whose consumption behavior is strongly influenced by digital figures.

The selection of Mykonos as the research object is based on its characteristics as a local fashion brand that actively utilizes social media influencers in its marketing strategy. Mykonos frequently collaborates with influencers who embody a casual, modern image and are closely aligned with student lifestyles, making them relevant to the millennial and Gen Z market segments. These collaborations aim not only to increase brand exposure but also to build an authentic and relatable brand perception through trusted influencer figures. Therefore, Mykonos provides an appropriate context to examine how influencer credibility and parasocial relationships contribute to shaping young consumers' purchase intentions.

From a theoretical perspective, this study is expected to contribute to the development of digital marketing literature, particularly by integrating source credibility theory and the concept of parasocial relationships in explaining consumer behavior on social media. By positioning parasocial relationships as a mediating variable, this research seeks to clarify the psychological mechanisms that bridge perceptions of influencer credibility and consumer purchase intention. This approach is essential as it highlights not only the cognitive aspects of consumer evaluation but also the affective and relational dimensions that increasingly dominate social media–based marketing interactions.

In practical terms, this research is projected to yield strategic insights that can be operationalized by companies especially domestic brands when formulating influencer-driven promotional frameworks that are more strategically calibrated and outcome-oriented. Understanding the roles of trustworthiness, expertise, and homophily in building parasocial relationships can assist brands in selecting influencers who are not only popular but also aligned in values and highly credible in the eyes of the target market. Consequently, marketing strategies should focus not only on reach but also on the quality of relationships between influencers, audiences, and brands, which ultimately enhances consumer purchase intention.

Literature review

Purchase Intention

Purchase intention can be conceptualized as a mental inclination that precedes and forecasts real purchasing actions, embodying the individual's perceived likelihood of acquiring a particular product or service. Anchored theoretically in the Theory of Planned Behavior, intention denotes the magnitude of commitment and readiness an individual possesses to allocate effort toward the enactment of a specific behavior (Pramesti & Kuswati, 2024). In today's digital marketing landscape, purchase intention emerges as the outcome of consumers' interactions with online stimuli, where emotional engagement and perceived source credibility play central roles. It is commonly measured through indicators related to consumers' plans, desires, and likelihood to seek and purchase the recommended brand, such as Mykonos (Aprianto et al., 2024). Within influencer marketing, purchase intention is shaped not only by rational product attributes but also by psychological and social factors (Saputri et al., 2026), as recent studies show that intention significantly increases when consumers feel emotionally connected to influencers' messages (Chen & Zhang, 2023) and perceive influencers as trustworthy and relevant sources who validate their purchase decisions, particularly among Gen Z and Millennials (Ashraf et al., 2023).

Influencer Credibility

Influencer credibility is defined as the extent to which audiences perceive an influencer as a trustworthy and valid source of information, encompassing three key dimensions: trustworthiness, expertise, and homophily. The Source Credibility Model posits that credibility directly influences consumer attitudes and message persuasiveness (Akbar Wibisono, 2025). Contemporary research confirms that highly credible influencers are more effective than traditional advertising in capturing attention and fostering a positive brand image due to their perceived authenticity and deeper audience connections (Ashraf et al., 2023). These three dimensions operate synergistically to reduce consumer skepticism and enhance acceptance of brand recommendations (Thanh Nguyen et al., 2026). Specifically,

trustworthiness (honesty and integrity) and expertise (knowledge and experience) have consistently been shown to positively influence purchase intention, with expertise exerting a stronger effect in high-cognition product decisions (Supriatna et al., 2024), while homophily strengthens emotional bonds through perceived similarity and has been found to positively affect customer engagement and purchase intention (Ao et al., 2023).

Trustworthiness

Trustworthiness refers to the extent to which audiences perceive an influencer as honest, sincere, and possessing integrity in promoting the Mykonos brand. This affective dimension is built on the perception that the influencer is not solely motivated by financial incentives but genuinely likes or uses the recommended products. Trust serves as a fundamental pillar of persuasion, as without a sense of security toward the source, persuasive messages are likely to be met with skepticism; conversely, trusting audiences are more inclined to accept product claims and develop positive purchase intentions (Ermeç, 2022). In the context of influencer marketing, trustworthiness has become increasingly crucial due to the rise of fake endorsements, with recent studies emphasizing that influencer honesty and transparency significantly strengthen followers' trust, positively shape brand attitudes, and ultimately enhance purchase intention (Ashraf, Ilyas, & Zahra, 2023). Moreover, trust is a necessary prerequisite for developing stronger parasocial relationships, as individuals are more likely to form emotional closeness with figures they perceive as credible and reliable (Sampet et al., 2023).

Expertise

Expertise refers to the audience's cognitive perception that an influencer possesses valid and in-depth knowledge, skills, or experience regarding the recommended fashion products. Unlike trustworthiness, which emphasizes character, expertise focuses on the influencer's competence in delivering accurate and high-quality information. In the context of Mykonos, expertise is reflected in the influencer's ability to provide styling tips, compare material quality, and anticipate fashion trends, thereby convincing audiences that recommendations are based on credible and informed judgment (Liu et al., 2026). Expertise becomes particularly influential in purchase decisions involving high cognitive processing or perceived risk, and empirical evidence shows that it has a highly significant effect on purchase intention sometimes exceeding other credibility dimensions, especially in beauty and fashion categories (Business Perspectives, 2024). Moreover, perceived expertise can also strengthen parasocial relationships, as influencers regarded as knowledgeable are often seen as mentors or valuable information sources, reinforcing emotional bonds with their audience.

Homophily

Homophily refers to the extent to which audiences perceive similarities with influencers in terms of demographics (e.g., age and background) and psychographics (e.g., values, attitudes, and lifestyle), fostering a sense of social closeness that makes influencers feel like "friends" rather than distant celebrities. This perceived similarity is crucial because it triggers identification, leading audiences to believe that if a product suits an influencer who resembles them, it will likely suit them as well (K. Zhang et al., 2021). In influencer marketing, particularly among university students, homophily often replaces attractiveness as a primary driver of engagement and persuasion, as similarity-based connections reduce perceived risk and enhance message acceptance, especially when influencers share authentic, everyday content (Ao, Al-Jabri, & Li, 2023). Moreover, homophily serves as a critical antecedent of parasocial

relationships, as perceived similarity facilitates the development of strong one-sided emotional bonds between audiences and influencers (Mainolfi & Vergura, 2021).

Parasocial Relationship

Parasocial Relationship (PSR) is a unique psychological phenomenon in social media whereby audiences develop feelings of familiarity, closeness, and emotional attachment to influencers despite the relationship being one-sided and lacking genuine reciprocal interaction. Originally rooted in traditional media studies, this concept has become highly relevant in influencer marketing, as influencers deliberately construct intimate and personal narratives (e.g., through vlogs or Q&A sessions) to sustain the illusion of friendship (Chung & Cho, 2022). As a result, PSR creates persuasive vulnerability, leading audiences to accept recommendations as if they came from a trusted friend (Mae Aquino et al., 2025). In this conceptual model, Parasocial Relationship (PSR) operates not merely as an additional construct but as an intervening mechanism that clarifies the pathway through which Influencer Credibility is converted into Purchase Intention. Empirical findings emerging from the Indonesian context suggest that influencers do not stimulate Purchase Intention in a direct manner; rather, their effect unfolds indirectly via the cultivation of Parasocial Relationships. In other words, dimensions such as Trustworthiness and Expertise are required to first nurture and solidify a robust PSR, which subsequently serves as the essential conduit through which a meaningful increase in consumers' Purchase Intention can occur (Sutiono, 2024). Thus, PSR acts as an emotional catalyst that enhances trust and consumer loyalty toward influencers, increasing their willingness and motivation to follow influencer recommendations, particularly for emotionally engaging products such as fashion (Taylor & Francis Online, 2023).

Hypothesis Development

Does Trustworthiness Influence Purchase Intention?

Trustworthiness represents the affective dimension of credibility, rooted in the audience's perception that an influencer is honest and sincere in providing recommendations. Trust acts as a psychological filter that lowers the audience's resistance to promotional messages. This reduces consumers' perceived risk in making a purchase, which in turn influences their purchase intention.

Substantial empirical evidence reinforces the existence of this direct linkage. In their 2024 investigation, Pham and Tran demonstrated that perceived trustworthiness exerts a statistically significant and favorable influence on consumers' intention to purchase. The results suggest that the authenticity and integrity embodied by an influencer operate as pivotal determinants, enabling the conversion of consumer evaluations and predispositions into concrete buying actions.

H₁: Influencer trustworthiness has a positive effect on consumers' purchase intention toward the Mykonos brand.

Does Expertise Influence Purchase Intention?

Expertise refers to the extent to which an influencer is perceived as possessing relevant knowledge, skills, or experience related to the advertised product category. This dimension is cognitive in nature, focusing on the influencer's technical or informational competence.

Confidence in this competence reduces consumers' uncertainty regarding product quality and suitability. Expertise provides a rational foundation for purchase intention, as consumers feel their decisions are supported by informed and credible judgment.

In their 2024 study, Pham and Tran identified expertise as a central pillar of credibility that exerts a statistically significant and positive effect on consumers' intention to purchase. When recommendations originate from individuals who are regarded as possessing substantial knowledge and competence, audiences demonstrate a stronger propensity to translate those endorsements into actual buying consideration.

H₂: Influencer expertise has a positive effect on consumers' purchase intention toward the Mykonos brand.

Does Homophily Influence Purchase Intention?

Homophily refers to the perceived similarity between the influencer and the audience in terms of attributes such as lifestyle, values, or social background. This perceived similarity enables identification. Consumers assume that if a product suits an influencer who shares similar preferences and characteristics, it will also suit them. Homophily creates a supportive and familiar environment in which recommendations are perceived as advice from virtual peers (Kautish et al., 2021).

A growing body of empirical findings indicates that perceived similarity between influencers and audiences (homophily) enhances the level of consumer engagement, which in turn drives purchase intention. In line with this pattern, Ao et al. (2023) reported that homophily exerts a favorable and statistically significant impact on consumers' intention to buy.

H₃: Influencer homophily has a positive effect on consumers' purchase intention toward the Mykonos brand.

Does Trustworthiness Influence Parasocial Relationships (PSR)?

Trustworthiness serves as the affective foundation for the development of Parasocial Relationships (PSR), which are one-sided emotional bonds resembling friendship. PSR can only develop when audiences feel psychologically safe and comfortable with an influencer. Consistent trust in an influencer's good intentions is a fundamental prerequisite that motivates audiences to invest emotionally. Empirical evidence from Dwiphala & Astuti (2024) explicitly found that trustworthiness has a positive and significant effect on Parasocial Relationships. This relationship indicates that honesty is the key that unlocks virtual intimacy, enabling the development of para-friendship feelings.

H₄: Influencer trustworthiness has a positive effect on consumers' Parasocial Relationships.

Expertise and Parasocial Relationships (PSR)

Although expertise is primarily cognitive in nature, consistent and reliable competence also contributes to the development of Parasocial Relationships (PSR). Influencers who demonstrate strong expertise and provide informative content are perceived as credible and dependable sources of knowledge. Audience reliance on an influencer's expertise strengthens interaction and loyalty, which are core components of PSR. Expertise positions the influencer as a mentor or valuable reference source (Y. Zhang & Lee, 2025). Consumers tend to maintain

bonds with sources that consistently provide cognitive benefits, thereby deepening their Parasocial Relationships.

H₅: Influencer expertise has a positive effect on consumers' Parasocial Relationships.

Does Homophily Influence Parasocial Relationships (PSR)?

Homophily is a strong psychological predictor in the formation of Parasocial Relationships (PSR). When audiences perceive a high level of similarity with an influencer, it directly triggers feelings of familiarity, closeness, and identification. Homophily effectively reduces psychological distance and transforms the influencer into a para-peer or para-friend. Studies by Dwiphala & Astuti (2024) and Pribadi (2023) confirm that similarity/homophily has a positive and significant effect on Parasocial Relationships. Homophily acts as a primary catalyst in fostering deep emotional bonds.

H₆: Influencer homophily has a positive effect on consumers' Parasocial Relationships.

Does Parasocial Relationship (PSR) Influence Purchase Intention?

Once established, Parasocial Relationships (PSR) function as a highly effective persuasive channel. When consumers develop emotional bonds resembling friendship with an influencer, product recommendations are perceived as advice from a trusted friend. This emotional intimacy reduces resistance and motivates audiences to imitate or support the admired figure. Empirical findings by Dwiphala & Astuti (2024) demonstrate that Parasocial Relationships positively and significantly influence Purchase Intention. PSR transforms promotional messages into personal communication, directly increasing consumers' intention to purchase the recommended products.

H₇: Parasocial Relationships have a positive effect on consumers' Purchase Intention toward the Mykonos brand.

Does parasocial relationship mediate (partially or fully) the influence of Trustworthiness, Expertise, and Homophily on consumers' purchase intention toward the Mykonos brand?

In the context of influencer marketing, the effect of influencer characteristics on consumers' purchase intention does not always occur directly, but rather through psychological processes formed within the audience. One such process is the parasocial relationship, defined as a one-sided, pseudo-social relationship perceived by followers toward an influencer. This relationship enables audiences to experience emotional closeness, trust, and higher engagement, making product recommendations delivered by influencers more persuasive (Wiedmann & von Mettenheim, 2020).

Influencer credibility, reflected in trustworthiness, expertise, and homophily, plays a crucial role in the formation of parasocial relationships. Influencers who are perceived as honest and trustworthy (trustworthiness) tend to create a sense of security and confidence among audiences, facilitating the development of emotional closeness. In addition, influencers who possess relevant knowledge and experience (expertise) are viewed as competent sources of information, leading audiences to pay closer attention to and rely more heavily on the content delivered. This reliance can strengthen the psychological bond between the audience and the influencer (Afifah, 2022).

Furthermore, perceived similarity between influencers and audiences (homophily) also reinforces parasocial relationships. Similarities in values, lifestyle, and interests make

influencers feel more relatable and closer to their audiences. The perception of “being similar to me” encourages audiences to identify themselves with the influencer, ultimately strengthening the parasocial bond (Rizal Putri et al., 2023).

A strong parasocial relationship enables influencers to exert greater influence on consumer attitudes and behavior. Audiences who feel emotionally close to an influencer tend to trust product recommendations more and show a higher tendency to try or purchase the promoted products (Sari et al., 2021). Hence, parasocial bonds operate as an intermediary conduit that connects the effects of perceived trustworthiness, domain-specific expertise, and homophilic similarity with consumers’ intentions to purchase products from the Mykonos brand. Drawing upon this rationale, the proposed mediation hypotheses are articulated as follows:

H₈, H₉, H₁₀: Parasocial relationships mediate the influence of trustworthiness, expertise, and homophily on consumers’ purchase intention toward the Mykonos brand, either partially or fully

2. METHOD

This research adopts a quantitative methodological framework, relying on primary data obtained via a digitally administered questionnaire targeting university students. The selected participants consist of active social media users who engage with influencers and have either been exposed to or made purchases of Mykonos products as a consequence of influencer endorsements. Using purposive sampling, a minimum of 200 respondents was targeted to ensure adequate statistical power for Structural Equation Modeling (SEM) analysis. All variables were measured using a five-point Likert scale to capture perceptions of Influencer Credibility (trustworthiness, expertise, and homophily), Parasocial Relationship, and Purchase Intention. Purchase Intention denotes an individual’s deliberate inclination and prospective plan to acquire a product. Influencer Credibility pertains to the perceived trustworthiness, competence, and relatability attributed to an influencer, whereas Parasocial Relationship describes the unilateral emotional attachment audiences form toward media figures. The measurement items were reconstructed from authoritative theoretical foundations and prior empirical works to safeguard construct validity. Data processing was conducted through SEM-PLS using SmartPLS, encompassing assessment of the measurement model (validity and reliability) and the structural model to test direct and mediating relationships (Hair et al., 2019; Christian et al., 2024).

3. RESULTS AND DISCUSSION

A total of 200 participants were recruited for this investigation, with statistical processing conducted through SmartPLS 3.0 software. The demographic composition was overwhelmingly concentrated in the 18–25 age bracket, comprising 193 individuals (96.5%), whereas only 7 participants (3.5%) were older than 25 years. Based on gender, the sample was dominated by females (137 respondents or 68.5%), compared to males (63 respondents or 31.5%). These findings indicate that the primary audience of Mykonos brand influencers in this study consists of young adult women. Female respondents tend to be more active in

following influencers and more responsive to social media content, particularly related to fashion and lifestyle products such as Mykonos, suggesting that the sample is appropriate and relevant to the research context. The demographic characteristics of the respondents are presented in Table 1.

Table 1. Respondent Description

Age	Frequency	Percentage %
< 18	3	1,5%
18-25	193	96,5%
>25	4	2%
Gender		
Male	63	31,5%
Female	137	68,5%
Number	200	100%

Source: Processed primary data (2026)

Descriptive Analysis of Variables

A descriptive statistical procedure was employed to portray, in a structured and methodical manner, how respondents perceived each variable under investigation. Measurement relied upon a five-level Likert continuum ranging from 1 to 5, which was subsequently partitioned into predetermined class intervals: 1.00–1.80 (Very Low), 1.81–2.60 (Low), 2.61–3.40 (Moderate), 3.41–4.20 (High), and 4.21–5.00 (Very High). The following table 2 presents a summary of the descriptive statistics for the research variables.

Table 2. Summary of Descriptive Statistics for Research Variables

Variable	Code	Mean	Category
Trustworthiness (X1)	T1	4.155	High
	T2	4.170	High
	T3	4.150	High
	Total Mean	4.158	High
Expertise (X2)	E1	4.070	High
	E2	4.230	Very High
	E3	4.260	Very High
	Total Mean	4.187	High
Homophily (X3)	H1	4.165	High
	H2	4.265	Very High
	H3	4.240	Very High
	Total Mean	4.223	Very High
Parasocial Relationship (Z)	PR1	4.265	Very High
	PR2	4.340	Very High
	PR3	4.135	High
	Total Mean	4.247	Very High
Purchase Intention (Y)	PI1	4.135	High
	PI2	4.175	High
	PI3	4.215	Very High
	Total Mean	4.175	High

Source: Processed primary data (2026)

The descriptive analysis indicates that all research variables are perceived positively by respondents, with overall mean scores falling within the High to Very High categories. Parasocial Relationship (4.247) and Homophily (4.223) show the strongest perceptions,

suggesting that respondents feel a strong emotional closeness and personal similarity with the influencer. Trustworthiness (4.158) and Expertise (4.187) are also rated highly, indicating that the influencer is considered credible and knowledgeable. Purchase Intention (4.175) falls within the High category, confirming that positive perceptions of influencer credibility and relational closeness are aligned with a strong intention among respondents to purchase the promoted product.

Outer Model Analysis

The measurement model is illustrated in Figure 1, showing the relationships between latent variables and their indicators.

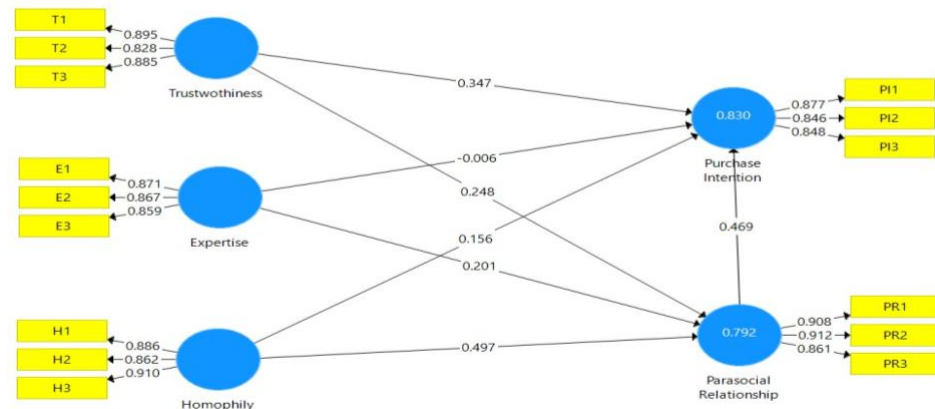


Figure 1. Outer Model

The assessment of the outer model is undertaken to clarify how latent constructs are operationalized through their respective observable indicators. This procedure encompasses examinations of construct validity, measurement consistency, as well as the detection of multicollinearity among indicators.

Convergen Validity

The outer loading values for each construct and its indicators are presented in Table 3.

Table 3. Outer Loading Values

Variable	Indicator	Outer Loading
Trustworthiness (X1)	X1.1	0.895
	X1.2	0.828
	X1.3	0.885
Expertise (X2)	X2.1	0.871
	X2.2	0.867
	X2.3	0.859
Homophily (X3)	X3.1	0.886
	X3.2	0.862
	X3.3	0.910
Parasocial Relationship (Z)	Z5.1	0.908
	Z5.2	0.912
	Z5.3	0.861
Purchase Intention (Y)	Y.1	0.877
	Y.2	0.846
	Y.3	0.848

Source: Processed primary data (2026)

Referring to Table 3, it can be observed that the majority of measurement items exhibit outer loading coefficients exceeding the 0.7 threshold. As articulated by Chin (1998), a loading magnitude within the interval of 0.5 to 0.6 remains acceptable for establishing convergent validity. Given that no indicator demonstrates a loading figure under 0.5, every item satisfies the validity criterion, thereby warranting its retention and continuation to subsequent analytical procedures.

Discriminant Validity

The following table 4 presents the Average Variance Extracted (AVE) values for each variable used in this study.

Table 4. Average Variance Extracted Value

Variables	AVE (Average Variance Extracted)	Information
Trustworthiness (X1)	0,756	Valid
Expertise (X2)	0,750	Valid
Homophily (X3)	0,785	Valid
Parasocial Relationship (Z)	0,799	Valid
Purchase Intention (Y)	0,735	Valid

Source: Processed primary data (2026)

Referring to the results presented in Table 4, each construct examined in this research exhibits an Average Variance Extracted (AVE) exceeding the 0.50 threshold, thereby confirming that the measurement model satisfies the criteria for convergent validity. Specifically, the AVE values are 0.756 for Trustworthiness, 0.750 for Expertise, 0.785 for Homophily, 0.799 for Parasocial Relationship, and 0.735 for Purchase Intention. These results confirm that each construct meets the required threshold and can be considered valid in terms of discriminant validity.

Reliability Test

The reliability and internal consistency of the study variables are presented in Table 5.

Tabel 5. Composite Reliability

Variable	Composite Reliability	Cronbachs Alpha
Trustworthiness (X1)	0,903	0,838
Expertise (X2)	0,900	0,833
Homophily (X3)	0,917	0,863
Parasocial Relationship (Z)	0,923	0,874
Purchase Intention (Y)	0,893	0,820

Source: Processed primary data (2026)

Table 5 delineates the measurement reliability outcomes by reporting both Composite Reliability (CR) and Cronbach's Alpha coefficients for each construct examined in this research, all of which signify robust internal coherence and dependable scale performance. Every Composite Reliability coefficient surpasses the conventional acceptability benchmark of 0.70 namely Trustworthiness (0.903), Expertise (0.900), Homophily (0.917), Parasocial Relationship (0.923), and Purchase Intention (0.893) thereby substantiating the adequacy and consistency of the underlying constructs. Similarly, all Cronbach's Alpha values are above 0.70 Trustworthiness (0.838), Expertise (0.833), Homophily (0.863), Parasocial Relationship (0.874), and Purchase Intention (0.820) confirming excellent internal consistency. Overall,

these results indicate that the measurement instruments used in this study are reliable and suitable for further analysis.

Inner Model Analysis

Goodness of Fit Test

The R-Square values for the endogenous variables are presented in Table 6.

Table 6. R-Square Value

	R-Square	R-Square Adjusted
Parasocial Relationship (Z)	0.792	0,789
Purchase Intention (Y)	0.830	0.827

Source: Processed primary data, (2026)

Table 6 presents the coefficient of determination, reflected in both the R-Square and Adjusted R-Square statistics, which collectively portray the magnitude of variance elucidated by the structural model. For the endogenous construct Parasocial Relationship (Z), the R-Square coefficient reaches 0.792, signifying that 79.2 percent of its variability can be attributed to the predictive capacity of the exogenous variables incorporated within the framework. In parallel, the R-Square coefficient associated with Purchase Intention (Y) attains 0.830, implying that the model successfully accounts for 83 percent of the dispersion observed in this dependent variable. The Adjusted R-Square value of 0.827 further confirms that the model remains robust after considering the number of variables included. Overall, these results demonstrate that the model is highly effective in explaining the variability of the dependent variables, particularly Purchase Intention (Y), which shows a very strong explanatory power.

Hypothesis Testing

The results of the hypothesis testing are summarized in Table 7.

Table 7. Hypothesis Testing

	Hipotesis	Original Sample	t-Statistics	P Values	Information
Direct Effect					
Trustworthiness influencer-> Purchase Intention	H1	0,347	3,960	0,000	Positive Significant
Expertise influencer-> Purchase Intention	H2	-0,006	0,083	0,934	Negative Not Significant
Homophily influencer-> Purchase Intention	H3	0,156	1,997	0,046	Positive Significant
Trustworthiness influencer-> Parasocial Relationship	H4	0,248	2,422	0,016	Positive Significant
Expertise influencer-> Parasocial Relationship	H5	0,201	2,248	0,025	Positive Significant
Homophily influencer-> Parasocial Relationship	H6	0,497	5,718	0,000	Positive Significant
Parasocial Relationship-> Purchase Intention	H7	0,469	5,858	0,000	Positive Significant
Indirect Effect					

Trustworthiness influencer-> Parasocial Relationship-> Purchase Intention	H8	0,117	2,147	0,032	Positive Significant
Expertise influencer-> Parasocial Relationship-> Purchase Intention	H9	0,095	2,093	0,037	Positive Significant
Homophily influencer-> Parasocial Relationship-> Purchase Intention	H10	0,233	4,415	0,000	Positive Significant

Source: Processed primary data, (2026)

As presented in Table 7, Trustworthiness significantly and positively drives Purchase Intention ($t = 3.960$; $\beta = 0.347$; $p = 0.000$), confirming H1. Conversely, Expertise shows no significant influence on Purchase Intention ($t = 0.083$; $\beta = -0.006$; $p = 0.934$), leading to the rejection of H2. Homophily positively affects Purchase Intention in a significant manner ($t = 1.997$; $\beta = 0.156$; $p = 0.046$), supporting H3.

In addition, Trustworthiness significantly shapes Parasocial Relationship ($t = 2.422$; $\beta = 0.248$; $p = 0.016$), validating H4. Expertise also exerts a positive and significant effect on Parasocial Relationship ($t = 2.248$; $\beta = 0.201$; $p = 0.025$), supporting H5. Homophily records the strongest significant effect on Parasocial Relationship ($t = 5.718$; $\beta = 0.497$; $p = 0.000$), confirming H6. Finally, Parasocial Relationship significantly enhances Purchase Intention ($t = 5.858$; $\beta = 0.469$; $p = 0.000$), supporting H7.

Indirect Effect

The eighth hypothesis examined whether influencer trustworthiness has a positive and significant effect on purchase intention through Parasocial Relationship as a mediating variable. The results show a t-statistic of 2.147, an effect size of 0.117, and a p-value of 0.032. The ninth hypothesis tested the indirect effect of influencer expertise on purchase intention through Parasocial Relationship, yielding a t-statistic of 2.093, an effect size of 0.095, and a p-value of 0.037. The tenth hypothesis assessed the indirect effect of influencer homophily on purchase intention through Parasocial Relationship, with a t-statistic of 4.415, an effect size of 0.233, and a p-value of 0.000. Since all t-statistics exceed 1.96 and all p-values are below 0.05, the eighth, ninth, and tenth hypotheses are accepted, indicating that Parasocial Relationship partially mediates the effects of trustworthiness, expertise, and homophily on purchase intention.

Discussion

The Influence of Trustworthiness Influencers on Purchase Intention for the Mykonos Brand

This study finds that the higher the level of trustworthiness possessed by an influencer, the greater the consumers' purchase intention toward the promoted product. Influencer trustworthiness reflects consumers' perceptions of the influencer's honesty, integrity, and sincerity in delivering product-related information. When consumers perceive an influencer as trustworthy, promotional messages are more readily accepted and more likely to influence purchasing decisions.

These findings are consistent with Sokolova and Kefi (2022), who state that influencer trustworthiness has a positive effect on purchase intention, as trust reduces consumers' perceived risk toward recommended products. Furthermore, Lou and Yuan (2023) found that

influencers who are perceived as honest and credible tend to generate more favorable attitudes and higher purchase intentions compared to influencers who rely solely on popularity.

More recent research by Pradhan, Duraipandian, and Sethi (2024) further supports these results, demonstrating that trustworthiness is the most dominant dimension of influencer credibility in shaping purchase intention, particularly in social media marketing. Consumers are more likely to trust influencers who provide transparent and consistent reviews, thereby making product recommendations more persuasive. Thus, the findings of this study confirm that influencer trustworthiness plays a crucial role in enhancing consumers' purchase intention. Therefore, companies or brands are advised to select influencers who not only have a large number of followers but also possess a strong reputation and a high level of credibility in the eyes of their audience.

The Influence of Influencer Expertise on Purchase Intention for the Mykonos Brand

The results of this study indicate that influencer expertise does not have a significant effect on consumers' purchase intention. The negative coefficient suggests that the influencer's level of expertise, within the context of this study, is not a primary consideration for consumers in forming purchase intention. In other words, even if an influencer is perceived as having knowledge or experience related to a product, this does not necessarily encourage consumers to make a purchase.

These findings align with Djafarova and Bowes (2022), who argue that in social media marketing, consumers tend to be more influenced by trust and emotional closeness than by the influencer's technical expertise. Their study found that expertise becomes less relevant, particularly for lifestyle or everyday consumption products. Additionally, Martínez-López et al. (2023) showed that influencer expertise does not always have a significant impact on purchase intention, especially among younger audiences. This may be due to consumers' tendency to rely more on personal experiences, peer reviews, and influencer authenticity rather than formal professional backgrounds or technical qualifications.

Recent research by Syaifudin and Nurrahman (2024) also reveals that influencer expertise is only significant for certain product categories, such as technology or health-related products. For non-technical products, consumers tend to prioritize trustworthiness and attractiveness. This may explain why, in this study, influencer expertise does not significantly affect purchase intention.

In conclusion, the findings suggest that influencer expertise is not the primary determinant in increasing consumers' purchase intention. Brands should consider product characteristics and target market segments before emphasizing influencer expertise in their marketing strategies. Focusing on trust, honesty, and value congruence between the influencer and their audience appears to be more effective in driving purchase intention.

The Influence of Influencer Homophily on Purchase Intention toward the Mykonos Brand

The results of this study indicate that influencer homophily—defined as the level of similarity between influencers and their audiences (in terms of lifestyle, values, interests, or social characteristics) has a positive effect on consumers' purchase intention. When consumers perceive similarities with an influencer, they tend to feel psychologically closer, making product recommendations appear more relevant and persuasive.

These findings are consistent with research conducted by Ki, Cuevas, Chong, and Lim (2022), which states that homophily strengthens the parasocial relationship between influencers and followers, ultimately increasing purchase intention. Shared perceptions and experiences make it easier for consumers to trust the recommendations provided by influencers.

Research by Aw and Labrecque (2023) also found that homophily significantly influences consumer attitudes and purchase intention, particularly in social media marketing contexts. Influencers who are perceived as “similar” to their audiences are considered more authentic and relatable, making promotional messages feel more personal. Furthermore, a recent study by Yilmaz, Çalik, and Özdemir (2024) revealed that homophily is a key factor in shaping purchase intention, especially among younger generations who tend to follow influencers with similar backgrounds, lifestyles, and preferences. This similarity creates emotional attachment, encouraging consumers to imitate the influencer’s consumption behavior.

Thus, the findings of this study confirm that influencer homophily plays a role in increasing consumers’ purchase intention, although its effect size is relatively smaller compared to other variables. Therefore, brands are advised to select influencers whose characteristics align with their target market to ensure more effective marketing strategies.

The Influence of Influencer Trustworthiness on Parasocial Relationship toward the Mykonos Brand

This study reveals that the perception of an influencer’s credibility and integrity significantly determines the intensity of parasocial bonds formed with their audience. A parasocial relationship can be understood as an illusory yet emotionally meaningful connection, experienced unilaterally by followers who perceive a sense of intimacy with a media figure. When influencers are regarded as transparent, authentic, and dependable, followers exhibit a heightened propensity to cultivate deeper affective ties and psychological attachment toward them.

These findings align with Sokolova and Perez (2022), who argue that trust in influencers is a primary factor in forming parasocial relationships on social media. Influencers perceived as authentic and transparent are better able to create a sense of closeness and deeper emotional engagement with their followers.

In parallel, the findings of Ki and Kim (2023) demonstrate that the perceived trustworthiness of influencers plays a decisive role in shaping the strength of parasocial relationship quality. When influencers consistently provide reliable content and refrain from manipulative impressions, audiences are more inclined to cultivate enduring relational bonds. Furthermore, a more recent investigation conducted by Chen, Shen, and Ma (2024) reveals that heightened audience trust intensifies parasocial engagement, which subsequently generates favorable evaluations of both the influencer and the endorsed brand. These outcomes imply that trustworthiness extends beyond mere promotional effectiveness, functioning as a foundational element in nurturing durable emotional attachment.

To conclude, the present study substantiates that influencer trustworthiness exerts a positive and statistically significant influence on the development of parasocial relationships. Consequently, influencers as well as affiliated brands are required to uphold integrity and transparency in their communicative practices to foster resilient and long-term connections with their audiences.

The Effect of Influencer Expertise on Parasocial Relationship for the Mykonos Brand

The findings of this investigation demonstrate that the development of parasocial bonds experienced by audiences does not emerge arbitrarily, but is substantially constructed through the perceived competence and specialized knowledge attributed to influencers. Influencers who are perceived as having adequate knowledge, experience, and competence in a particular field tend to be considered more credible, leading audiences to feel more confident and comfortable in following them and engaging emotionally. These findings are consistent with research by Ki and Kim (2022), which states that influencer expertise significantly strengthens parasocial relationships, as audiences view influencers as reliable sources of information. Expertise that is consistently demonstrated through content also enhances perceptions of professionalism.

Research by Schouten, Janssen, and Verspaget (2023) shows that influencers with high levels of expertise are able to create stronger parasocial relationships compared to influencers who rely solely on popularity. Audiences tend to be more engaged and loyal when influencers are perceived as having deep insights into the topics they discuss. Furthermore, a recent study by Zhang and Jung (2024) reveals that influencer expertise significantly contributes to the intensity of parasocial relationships, particularly on social media platforms that focus on educational and informative content. Influencer expertise encourages audiences to continuously follow content, interact, and build long-term emotional attachment.

Accordingly, this investigation substantiates that the perceived competence of influencers constitutes a pivotal antecedent in cultivating parasocial bonds between audiences and the media figures they follow. Therefore, influencers and brands are advised to consistently demonstrate competence and knowledge in order to build strong and sustainable relationships with their audiences.

The Effect of Influencer Homophily on Parasocial Relationship for the Mykonos Brand

This investigation reveals that the perceived similarity between content creators and their audiences serves as a pivotal driver in cultivating parasocial bonds, positioning homophily as a decisive catalyst in strengthening the one-sided relational attachment followers develop toward influencers. Homophily refers to the perceived similarity between audiences and influencers in terms of values, lifestyle, interests, and social background. A high level of perceived similarity encourages audiences to feel emotionally closer and to develop intense parasocial bonds with influencers. These findings are in line with research by Ki, Cuevas, Chong, and Lim (2022), which states that homophily is a key factor in strengthening parasocial interaction and parasocial relationships on social media. Similar characteristics make audiences feel that influencers are “like themselves,” allowing emotional attachment to develop naturally.

Research by Aw and Labrecque (2023) also found that homophily significantly affects the psychological closeness between audiences and influencers. Content creators who are viewed as sharing comparable traits, values, or life experiences with their audiences tend to cultivate more intense parasocial bonds than those who project an image of distance or exclusivity. Furthermore, empirical evidence reported by Yilmaz, Çalik, and Özdemir (2024) demonstrates that, among the various dimensions of credibility, homophily emerges as the most powerful determinant in shaping parasocial connections. These findings are consonant with the

outcomes of the current investigation, in which homophily exhibits the highest magnitude of effect relative to the other examined variables, thereby substantiating its preeminent function in fostering affective attachment between influencers and their followers.

In conclusion, this study confirms that influencer homophily has a positive and significant effect on parasocial relationships. Therefore, brands and influencers are encouraged to align their character, communication style, and displayed values with their target audience to foster stronger and more sustainable parasocial relationships.

The Effect of Parasocial Relationship on Purchase Intention for the Mykonos Brand

The findings of this research underscore the pivotal function of Parasocial Relationship in strengthening consumers' intention to purchase. As individuals cultivate a perceived emotional bond with influencers within a parasocial dynamic, their level of confidence in endorsed products increases, which subsequently heightens their inclination to proceed with a transaction. Such results align with the perspective introduced by Horton & Wohl (as referenced in Ki et al., 2022), asserting that parasocial connections possess the capacity to shape consumer conduct, given that followers experience a sense of intimacy with media figures they engage with, resembling a quasi-interpersonal interaction. This emotional closeness enhances the effectiveness of promotional messages delivered by influencers.

Research by Sokolova and Perez (2022) also found that the intensity of parasocial relationships significantly affects purchase intention, particularly on social media platforms. Consumers who have strong emotional bonds with influencers tend to imitate their behavior, product choices, and recommendations. Furthermore, a recent study by Chen, Shen, and Ma (2024) shows that parasocial relationship acts as an important mediator between influencer credibility (trustworthiness and expertise) and consumers' purchase intention. This means that the stronger the parasocial relationship formed, the greater the influencer's impact on purchasing decisions.

Accordingly, the results of this investigation substantiate the pivotal role of Parasocial Relationship as a determining mechanism in the formation of Purchase Intention. It is therefore imperative that influencer-driven marketing initiatives extend beyond mere product exposure, placing greater strategic emphasis on cultivating genuine affective bonds between content creators and their followers to amplify campaign performance and foster enduring consumer allegiance.

The Effect of Trustworthiness on Purchase Intention for the Mykonos Brand Mediated by Parasocial Relationship

The results of this study show that influencer trustworthiness not only has a direct effect on purchase intention, but also increases purchase intention through the formation of parasocial relationships. In other words, audiences who perceive influencers as honest, sincere, and trustworthy are more likely to develop emotional closeness (parasocial relationship), which subsequently encourages them to make a purchase.

These findings are in line with Chen, Shen, and Ma (2024), who found that influencer credibility, including trustworthiness, can affect purchase intention both directly and indirectly through parasocial relationships. This mediation explains the psychological mechanism by which trust in an influencer is translated into purchasing decisions.

In addition, Ki and Kim (2023) emphasize that trustworthiness enhances the intensity of parasocial relationships, which in turn strengthens consumer decision-making. The stronger the parasocial relationship formed, the greater the influencer's impact on audience attitudes and purchasing behavior. Therefore, influencer marketing strategies should not only emphasize content quality and honesty, but also focus on fostering emotional connections with audiences to maximize promotional effectiveness.

The Effect of Expertise on Purchase Intention for the Mykonos Brand Mediated by Parasocial Relationship

The empirical results demonstrate that purchase intention does not emerge directly from an influencer's expertise; rather, it is cultivated indirectly through the establishment of parasocial bonds. In other words, while expertise alone fails to exert a statistically significant direct influence on consumers' buying interest, it plays a pivotal role in nurturing credibility and affective attachment within the audience. These psychologically perceived connections, once formed, function as the primary mechanism that propels individuals toward actual purchasing decisions.

This result aligns with the argument advanced by Ki and Kim (2022), suggesting that when influencers demonstrate substantial domain-specific competence, it cultivates stronger parasocial bonds, since audiences are more inclined to regard them as trustworthy and dependable purveyors of information. The influence of expertise on purchase intention becomes more effective when audiences have established an emotional attachment to the influencer through a parasocial relationship.

Furthermore, Schouten, Janssen, and Verspaget (2023) found that the impact of expertise on consumer behavior tends to be indirect; trust and emotional closeness formed through parasocial relationships serve as important mediating pathways. This aligns with the results of the present study, in which Parasocial Relationship functions as a partial mediator.

From a marketing strategy perspective, these findings suggest that merely showcasing an influencer's expertise is not sufficient to stimulate purchase intention. Brands need to ensure that influencers are also capable of building emotional closeness and attachment with their audiences so that the impact of expertise on purchase intention can be effectively realized.

The Effect of Homophily on Purchase Intention for the Mykonos Brand Mediated by Parasocial Relationship

The results of this study show that influencer homophily increases purchase intention both directly and indirectly through Parasocial Relationship. In other words, when audiences perceive shared values, lifestyles, or interests with an influencer, they are more likely to develop emotional closeness (parasocial relationship), which ultimately drives purchasing decisions.

This finding is in line with Ki, Cuevas, Chong, and Lim (2022), who argue that homophily is a key factor in strengthening parasocial relationships. The greater the perceived similarity between influencers and audiences, the more connected audiences feel, and the more they trust product recommendations delivered by the influencer.

Research by Aw and Labrecque (2023) also found that homophily significantly influences the psychological closeness between audiences and influencers, and this closeness enhances purchase intention. In other words, the indirect pathway through parasocial relationships

serves as an important mechanism linking homophily to purchase intention. Additionally, a recent study by Yilmaz, Çalik, and Özdemir (2024) demonstrates that homophily plays a dominant role in shaping emotional bonds between influencers and audiences, making the partial mediation of Parasocial Relationship highly relevant in influencer-based marketing strategies.

Therefore, the findings confirm that Parasocial Relationship partially mediates the effect of influencer homophily on Purchase Intention. An effective marketing strategy should emphasize selecting influencers who share similarities with the target audience while simultaneously fostering emotional closeness through authentic interactions and relatable content.

4. CONCLUSION

Based on the testing of ten hypotheses, this study concludes that influencer trustworthiness and homophily significantly increase purchase intention both directly and indirectly through parasocial relationships as a partial mediating variable, while expertise does not directly affect purchase intention but has a positive indirect effect through parasocial relationships. All three dimensions of influencer credibility trustworthiness, expertise, and homophily significantly and positively influence the formation of parasocial relationships, with homophily exerting the strongest effect. Parasocial relationships themselves significantly drive purchase intention, serving as a key mechanism linking influencer credibility to consumer behavior. These findings highlight that effective influencer marketing depends not only on popularity or expertise but also on trust, shared values, and emotional closeness between influencers and audiences. Therefore, brands should prioritize trustworthy and relatable influencers, influencers should maintain authenticity and relevant expertise to strengthen emotional bonds with followers, and future research is encouraged to explore additional factors such as influencer attractiveness, content interactivity, personal values, different product categories, or other social media platforms to enhance the generalizability of the findings.

5. REFERENCES

- Afifah, I. F. (2022). Expertise, Trustworthiness, Similarity, Familiarity, Likeability, Product-Match Up of Celebrity Endorsement to Purchase Intention. *Journal of Communication & Public Relations*, 1(2), 21. <https://doi.org/10.37535/105001220223>
- Akbar Wibisono, A. (2025). *Analysis Of Consumer Preferences Towards The Decision To Purchase Thrifting Products In Surakarta City*.
- Aprianto, R., Famalika, A., Idayati, I., Derli, & Hikam, I. N. (2024). Examining Influencers Role in TikTok Shop's Promotional Strategies and Consumer Purchases. *APTISI Transactions on Technopreneurship*, 6(1), 13–28. <https://doi.org/10.34306/att.v6i1.376>
- Barba, Ma. K. B., Ortiz, C. G., Gutierrez, F. P., Casibu, J. K., Villoria, J. V., & Sy, R. A. (2026). Parasocial Relationships and Their Influence on Consumer Purchase Intention Among Gen Z. *Journal of Interdisciplinary Perspectives*, 4(1), 203–215. <https://doi.org/10.69569/jip.2025.554>
- Ermeç, A. (2022). How Effective Are Social Media Influencers Recommendations The Effect of Message Source on Purchasing Intention and e-Word of Mouth (WOM) from a Para-

Social Interaction Perspective. *Journal of Business Research - Turk.*
<https://doi.org/10.20491/isarder.2022.1428>

Kautish, P., Guru, S., & Sinha, A. (2021). Values, satisfaction and intentions: online innovation perspective for fashion apparels. *International Journal of Innovation Science*, 14(3–4), 608–629. <https://doi.org/10.1108/IJIS-10-2020-0178>

Liu, Z., Zaidin, N., Mahadi, B., & Kou, R. (2026). From Expertise to Trust: How Parasocial Relationships and Influencer Popularity Shape New Energy Vehicle Purchase Intention in China. *International Journal of Academic Research in Business and Social Sciences*, 16(1). <https://doi.org/10.6007/IJARBSS/v16-i1/27380>

Mae Aquino, S. D., Paolo Lacap, J. G., Lei Halili, P. R., Guevan, P. E., & Christopher Pagobo, M. T. (2025). *PREO Journal of Business and Management Influence of Attitude Homophily on Purchase Intention: The Mediating Roles of Social Media Influencers' Trustworthiness, Attractiveness, and Expertise*. 6(1).

Mainolfi, G., & Vergura, D. T. (2021). The influence of fashion blogger credibility, engagement and homophily on intentions to buy and e-WOM. Results of a binational study. *Journal of Fashion Marketing and Management*, 26(3), 473–494. <https://doi.org/10.1108/JFMM-03-2020-0050>

Pramesti, E. A., & Kuswati, R. (2024). *Journal of Business and Management Studies Innovative Approaches and Entrepreneurial Intentions: Analyzing Indonesia's Youth through the Theory of Planned Behavior*. <https://doi.org/10.32996/jbms>

Pribadi, A. D. (2023). The Effect of Homophily and Expertise on Purchase Intention Luxury Cars on Youtube Platform Users. *RSF Conference Series: Business, Management and Social Sciences*, 3(1), 27–35. <https://doi.org/10.31098/bmss.v3i1.641>

Rizal Putri, V., Rahim, H., Abdul Rasool, M. S., Zakaria, N. B., & Muhd Irpan, H. (2023). TRUSTWORTHINESS, EXPERTISE AND LIKEABILITY TOWARDS HALAL PURCHASING BEHAVIOUR: DOES ATTITUDE MATTER? *Journal of Nusantara Studies (JONUS)*, 8(3), 26–42. <https://doi.org/10.24200/jonus.vol8iss3pp26-42>

Saputri, H., Ardi, I. A., & Latriyani, I. (2026). PENGARUH VIRAL MARKETING DAN BRAND IMAGE TERHADAP KEPUTUSAN PEMBELIAN WARDAH DI TIKTOKSHOP (STUDI KASUS DI KOTA SUKABUMI). *Indonesian Journal of Social Science and Education (IJOSE)*, 2(1), 238–251. <https://doi.org/10.62567/ijosse.v2i1.1987>

Sari, Y. M., Hayu, R. S., & Salim, M. (2021). *The Effect of Trustworthiness, Attractiveness, Expertise, and Popularity of Celebrity Endorsement Suhay Salim on Purchase Decision of Korean Skincare Brand Some By Mi*.

Supriatna, P., Hurriyati, R., & Hendrayati, H. (2024). *How Customer Experience Influenced on Purchase Intention of the Music Stream Application: Study of Spotify Users in Indonesia* (pp. 473–480). https://doi.org/10.2991/978-94-6463-234-7_47

Talaat, R. M. (2022). Fashion consciousness, materialism and fashion clothing purchase involvement of young fashion consumers in Egypt: the mediation role of materialism. *Journal of Humanities and Applied Social Sciences*, 4(2), 132–154. <https://doi.org/10.1108/jhass-02-2020-0027>

Thanh Nguyen, C., Tran Phuoc Mai Le, H., & Van Dao, H. (2026). *Unlocking the Power of Social*

Media Influencers: How Credibility's Characteristics Shape Parasocial Relationships and Intention to Buy Across Cultural Dimensions.

- Wiedmann, K.-P., & von Mettenheim, W. (2020). Attractiveness, trustworthiness and expertise – social influencers' winning formula? *Journal of Product & Brand Management*, 30(5), 707–725. <https://doi.org/10.1108/JPBM-06-2019-2442>
- Zhang, K., Zhang, M., & Li, C. (2021). Effects of Celebrity Characteristics, Perceived Homophily, and Reverence on Consumer-Celebrity Para-Social Interaction and Brand Attitude. *Frontiers in Psychology*, 12. <https://doi.org/10.3389/fpsyg.2021.711454>
- Zhang, Y., & Lee, G. (2025). Interactions Among Attractiveness, Expertise, Trustworthiness, and Product Involvement in Consumption Behavior on Livestreams. *SAGE Open*, 15(3). <https://doi.org/10.1177/2158244025136541>.