ISSN E: 3006-1466
ISSN P: 3006-1458
CONTEMPORARY JOURNAL OF SOCIAL SCIENCE REVIEW
CJSSR
CONTEMPORARY JOURNAL OF SOCIAL SCIENCE REVIEW
Vol.03No.04(2025)

DOES PRODUCT COMPLEXITY MATTER? A STUDY OF MODERATING EFFECT OF PRODUCT COMPLEXITY ON THE RELATIONSHIP BETWEEN INFLUENCER TYPE AND PURCHASE INTENTION IN THE PAKISTANI BEAUTY INDUSTRY

[1]Sheikh Ashar Hafeez Shami,
PhD Scholar, Department of Management Sciences, Institute of Management Sciences (IMS), Lahore, Pakistan.
Email: ashar.shami@gmail.com
[2]Dr. Kaleem Ullah,
Assistant Professor, Department of Management Sciences, Institute of Management Sciences (IMS), Lahore, Pakistan

Abstract
While influencer marketing has turn out to be a crucial digital promotional tactic, there is not much research that has studied the situations in which influencer recommendations are most effective. This research is done on the basis of Elaboration Likelihood Model (ELM) and explores the effect of Product Complexity on the relation between influencers type and purchase intent in the Pakistani beauty industry. A quantitative research design was used and data was collected from 224 users of social media who follow beauty influencers on a regular basis. Independent-samples t-tests, regression analysis and moderation analysis were used to analyze the data.The results show that level of complexity of product has significant bearing on purchase intention and increases the power of influencer marketing. In particular, the effect of influencers on consumers' purchase intent is stronger when the products are complex and involve a lot of information processing for consumers. The outcomes indicate that when consumers stay confronted with products that are more uncertain and complex to make a decision about, they tend to believe the influencers' created information more. The study makes a substantial contribution to the literature of influencer marketing by extending the use of Elaboration Likelihood Model to the background of influencer marketing and in offering the empirical evidence in the context of an emerging market. The results provide insinuations for marketers, beauty brands and digital agencies that want to match up their influencer strategy with the nature of the product and the buying process of the consumer.
Key Words: JEL Model, Elaboration Likelihood Model, Product Complexity, Type of Influencers, Influencer Marketing, Beauty Industry, Purchase Intention, Pakistan

INTRODUCTION AND LITERATURE REVIEW

Social media has revolutionized today's marketing communication by giving consumers easy access to information, comparing options and making buying decisions via digital channels. In this background, social media influencers can be considered as significant mediators between brands and consumers who influence perceptions, attitudes and behavioural intentions through product recommendations, reviews and experiential content (Freberg et al., 2011; De Veirman et al., 2017). Especially in beauty industry, users often look for beauty tips, product reviews, and information about skincare and cosmetics before buying a product (Djafarova & Rushworth, 2017; Lou & Yuan, 2019).

Previous studies have presented that the characteristics of influencers, including credibility, authenticity, trustworthiness and social influence, positively impact consumer attitudes and purchase intentions (Schouten et al., 2020; Sokolova & Kefi, 2020). But little research is dedicated to identifying the situations in which influencer marketing proves to be more effective. All products are not processed in the same way by consumers, some require little information processing, while others have more uncertainty, perceived risk and cognitive effort. The

ISSN E: 3006-1466
ISSN P: 3006-1458
CONTEMPORARY JOURNAL OF SOCIAL SCIENCE REVIEW
CJSSR
CONTEMPORARY JOURNAL OF SOCIAL SCIENCE REVIEW
Vol.03No.04(2025)

complexity of a product, or how consumers perceive the product as being difficult to understand, evaluate, compare, and/or use, may therefore be important in influencing reactions to influencer marketing (Zaichkowsky, 1985).

The present study is based on the Elaboration Likelihood Model (ELM) suggested by Petty and Cacioppo (1986) that proposes that people evaluate persuasive messages along a central or peripheral route, dependent on their motive and ability to comprehend. Central-route processing is a cautious analysis of message subject and arguments while peripheral-route processing is based on the heuristic prompts like popularity, attraction and source characteristics. When products are perceived as simple, consumers might use peripheral cues to evaluate the product in influencer marketing situations, but they might process information more deeply when the product is perceived as complex. In these settings, content created by the influencers could be even more influential as it offers extensive information, product demonstrations, and experiential insights which help mitigate uncertainty and aid in decision-making.

Product complexity has been a topic of much discussion in consumer behaviour research, but not much in terms of its use in the backdrop of influencer marketing. Research has mainly investigated the direct impression of influencer attributes on consumer responses, and fewer studies have considered factors that can either enhance or diminish the influence of the influencer. This is especially significant in the emerging markets similar to Pakistan, where the usage of social media and influencer marketing has surged in the beauty sector. With growing variety in products and complexity of information available to consumers, knowing how product complexity affects reactions to influencer recommendations can be useful to researchers and practitioners.

Influencer marketing is the way of leveraging social media personalities' content to build product and brand awareness as it appears credible and relatable (Freberg et al., 2011; Abidin, 2016). The role of the influencers is to help the consumers assess options and alleviate uncertainty in the buying decision process by reviewing and recommending products, demonstrating products, and providing tutorials. (Lou & Yuan, 2019). Previous studies have established a positive effect of influencer marketing on consumer trust, engagement, attitudes, and buying intentions (De Veirman et al., 2017; Djafarova & Rushworth, 2017; Schouten et al., 2020). However, previous research has mostly focused on influencer qualities (e.g., credibility, authenticity, parasocial relationship, social influence) and neglected to consider the contextual conditions in which influencer marketing is successful (Ki & Kim, 2019; Sokolova & Kefi, 2020; Farivar et al., 2021).

One of the most important influencer attributes studied in previous research is influencer type. Influencers can be segmented into two types: macro influencers have a large audience and wide reach, while micro influencers have smaller audiences but higher engagement (Kay et al., 2020). Although increased exposure and awareness are likely to be better achieved with larger audiences (De Veirman et al., 2017), recent studies indicate that micro influencers can yield a more robust behavioural responses due to their perceived authenticity, trustworthiness and relatable nature (Audrezet et al., 2020; Schouten et al., 2020). The results have been mixed, however, indicating that other factors can also influence the impact of different types of influencers (Djafarova & Rushworth, 2017; Kay et al., 2020). Accordingly:

H1: Type of influencer significantly affects the purchase intentions of consumers.

Another major factor in consumer decision making is complexity of the product. Consumers are more likely to undertake a more thorough information search and evaluation process when purchasing complex products, as they have greater levels of uncertainty, perceived risk and information needs (Engel et al., 1995; Solomon, 2020). In the marketing communication context, consumers who are considering a complex product focus more on detailed information,

ISSN E: 3006-1466
ISSN P: 3006-1458
CONTEMPORARY JOURNAL OF SOCIAL SCIENCE REVIEW
CJSSR
CONTEMPORARY JOURNAL OF SOCIAL SCIENCE REVIEW
Vol.03No.04(2025)

demonstrations, comparisons, and expert recommendations (Petty & Cacioppo, 1986). These information needs can be met by content created by the influencers, such as providing guidance to reduce uncertainty and help in product evaluation. Lee and Watkins (2016) and Lou and Yuan (2019) found that when consumers are faced with uncertainty or complexity in the product, influencer recommendations are more effective. Therefore:

H2: The complexity of product is positively related with the consumers' purchase intent.

Main hypothesis in this study is that the relation between the type of influencer and the purchase intent is moderated by the complexity of the product. ELM suggests that when decisions are more complex and uncertainty is higher, consumers process more information in their decisions (Petty & Cacioppo, 1986). This view is also bolstered by the theory of information processing which states that when faced with cognitively challenging decisions, people will turn to external information sources (Bettman, 1979). Influencers are often the people who do this by breaking down the jargon and information about products into easy-to-understand and practical content.

If products are relatively simple, consumers can use peripheral cues and only pay attention to recommendations from influencers. In contrast, if products are seen as complex, then their influencer communications might have an even bigger impact due to the informational value and decision support they offer. This means that the more complex the product, the more effective the influencer recommendations will be.

H3: Complexity of products will moderate the relation between influencer type and purchase intention, making the relationship stronger when products are more complex.

Building on the Elaboration Likelihood Model and the literature on consumer information processing, current study suggests that the influencer type has an influence on purchase intent, product complexity has direct effect on purchase intent and the relation between product complexity and purchase intent is moderated by influencer type. The study builds on the influencer marketing literature by adding product complexity as a contextual variable to the study, extending ELM to the influencer marketing context, and using empirical data from an under-researched emerging market.

METHODOLOGY

Research Design

The study used quantitative method with a cross-sectional research design to examine the impact of the influencer type on the purchase intent and the moderation effect of product complexity in Pakistani beauty industry. The deductive method was used, and hypotheses were drawn from Elaboration Likelihood Model (ELM) and consumer information-processing theory, and were tested empirically with data from a survey.

Population and Sample

The target population included the Pakistani social media users who are regular followers of beauty influencers and regularly consume content related to beauty. A purposive sampling method was used to confirm that the respondents were exposed to beauty content created by an influencer before. Participants were asked to meet three criteria: (1) they should be active users of social media, (2) they have to be seeing beauty content on social media regularly, and (3) they need to know about beauty products promoted via beauty influencers.

The data was gathered using an online questionnaire using social media and professional network. Of the 224 responses received, 224 were valid and analyzed.

Measures

All constructs were measured on 7-point Likert scales from 1 (Strongly Disagree) to 7 (Strongly Agree), and were measured with the scales previously validated.

Influencer Type

ISSN E: 3006-1466
ISSN P: 3006-1458
CONTEMPORARY JOURNAL OF SOCIAL SCIENCE REVIEW
CJSSR
CONTEMPORARY JOURNAL OF SOCIAL SCIENCE REVIEW
Vol.03No.04(2025)

Influencer type was the independent variable, which was operationalized as a binary categorical variable, with micro and macro influencers. As in previous studies, micro influencers were defined as profiles with about 10,000–100,000 followers, and macro influencers as those with more than 100,000 followers (Kay et al., 2020; Schouten et al., 2020). The influencer profiles were presented to the respondents and categorized.

Variable	Category	Code
Influencer Type	Micro Influencer	1
Influencer Type	Macro Influencer	2

Product Complexity

Complexity of the product was used as an independent variable and a moderator. It was described as how difficult a product is for consumers to understand, evaluate, compare and use (Zaichkowsky, 1985). Three items which measured perceived complexity, information needs and decision difficulty were used as measures of the construct.

Purchase Intent

Purchase Intention was kept as the dependent variable which is measured by using the scales established by Fishbein and Ajzen (1975). The construct measured the respondents' readiness and willingness to purchase beauty products as recommended by social media influencers.

Data Collection Procedure

The questionnaire was segregated into demographic questions, the type of influencers, the complexity of the product and the intention of purchase. The instrument has been peer-reviewed by academics and pre-tested for clarity and contextual relevance before full-scale use. Respondents were guaranteed of anonymity and confidentiality and participation was voluntary.

Reliability and Validity

Cronbach alpha coefficient was applied to determine the reliability. As shown in Table 1 all constructs were above the proposed level of 0.70, signifying acceptable internal consistency (Nunnally & Bernstein, 1994).

Validated scales and expert review were used to ensure content validity. Correlation analysis and hypothesis testing results supported the construct validity.

Analysis of Data

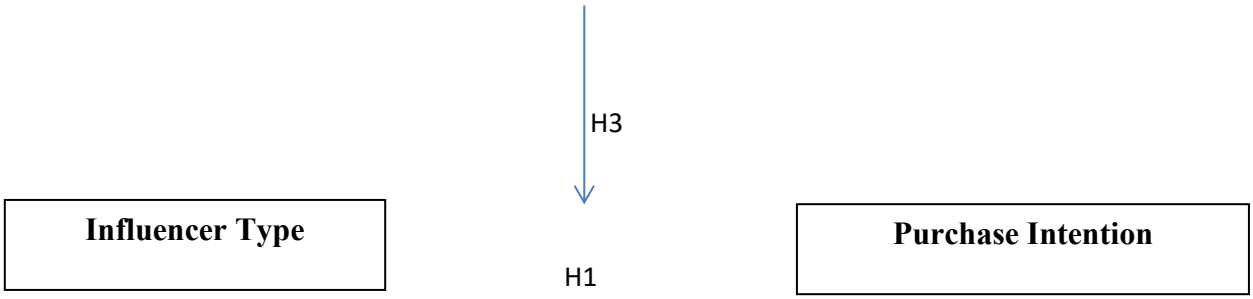
IBM SPSS Statistics was employed for analysis of data. The characteristics of the respondents were summarized using descriptive statistics and the quality of measurement were calculated by and relations between variables analysis. One-way reliability and correlation regression analysis were independent-samples t-test and effects of type of used to investigate the direct products on purchase influencers and complexity of Hayes' PROCESS Macro intention. (Model 1) was employed to conduct a moderation analysis to determine if product complexity moderated the relation between influencer type and purchase intent (Hayes, 2022). Moreover, Harman's single factor test was used to measure common method bias. The first factor described 35.92% of the variance compared to the 50% acclaimed by Podsakoff et al. (2003); thus, common method bias was not a key concern.



Figure 2. Moderation Model

H2

ISSN E: 3006-1466
ISSN P: 3006-1458
CONTEMPORARY JOURNAL OF SOCIAL SCIENCE REVIEW
CJSSR
CONTEMPORARY JOURNAL OF SOCIAL SCIENCE REVIEW
Vol.03No.04(2025)



This study was of cross-sectional quantitative design which investigated moderating impact of product complexity amid the type of influencers and purchase intent for beauty consumers of Pakistan. The data obtained from the 224 respondents were analysed descriptively, reliability analysis, regression analysis and correlation analysis and the PROCESS based moderation analysis were used to test the proposed conceptual framework.

RESULTS

Respondent Profile

Total 224 valid responses were incorporated in the analysis. The respondents consisted of those social media users who regularly engaged with the content of beauty influencers. The sample represented an appropriate population for examining influencer marketing effectiveness within the Pakistani beauty industry and evaluating the product complexity role in decision-making process of consumers.

Reliability Analysis

In order to conduct the Reliability analysis Cronbach's alpha coefficients were used to evaluate the internal consistency of measurement scales.

Table 2: Reliability Analysis

Construct	Number of Items	Cronbach's α
Product Complexity	3	0.738
Purchase Intention	4	0.879

The results indicate that reliability is satisfactory for both constructs, with the values of Cronbach's alpha surpassing the recommended threshold of 0.70 (Nunnally & Bernstein, 1994). These results approve the scale suitability for subsequent statistical analyses.

The Correlation Analysis

Pearson correlation investigation was performed to test the relationships among influencer type, product complexity, and purchase intention.

Table 3: Correlation Matrix

Variable	1	2	3
1. Influencer Type	1		
2. Product Complexity	0.027	1	
3. Purchase Intention	-0.109	0.458***	1

Note. *** $p < .001$

ISSN E: 3006-1466
ISSN P: 3006-1458
CONTEMPORARY JOURNAL OF SOCIAL SCIENCE REVIEW
CJSSR
CONTEMPORARY JOURNAL OF SOCIAL SCIENCE REVIEW
Vol.03No.04(2025)

The correlation results show a substantial positive relationship amid product complexity and purchase intention (r = .458, p < .001). Consumers who perceived beauty products as more complex reported stronger purchase intentions after exposure to influencer-generated content. In contrast, influencer type demonstrated only a weak relationship with purchase intention.

Direct Impacts of Influencer Type and Product Complexity

In Order to test the direct influences of influencer type and product complexity on purchase intention, multiple regression analysis were conducted.

Table 4: Direct Effects on Purchase Intention

Predictor	B	SE	t	p-value
Influencer Type	-0.294	0.139	-2.110	.036*
Product Complexity	0.503	0.067	7.542	< .001***

Note. * p < .05, *** p < .001.

The outcomes show that product complexity exerts a substantial positive effect on purchase intention (B = 0.503, p < .001). This finding suggests that consumers are more likely to develop purchase intentions when evaluating products perceived as complex and requiring greater information processing.

Influencer type also demonstrated a substantial impact on purchase intention (B = -0.294, p = .036), demonstrating that differences between influencer categories contribute to consumer behavioural responses. The findings therefore provide support for H1 and H2.

The Moderation Analysis

To check the moderating role of product complexity, Hayes' PROCESS Macro Model 1 was employed. The moderation model examined whether product complexity alters the relationship between the type of influencer and purchase intent.

Table 5: Moderation Analysis Results

Predictor	B	SE	t	p-value
Intercept	2.177	0.063	34.560	< .001***
Influencer Type (Centered)	-0.294	0.139	-2.110	.036*
Product Complexity (Centered)	0.503	0.067	7.542	< .001***
Influencer Type × Product Complexity	-0.276	0.139	-1.985	.048*

Model Statistics: $R^2 = 0.239$

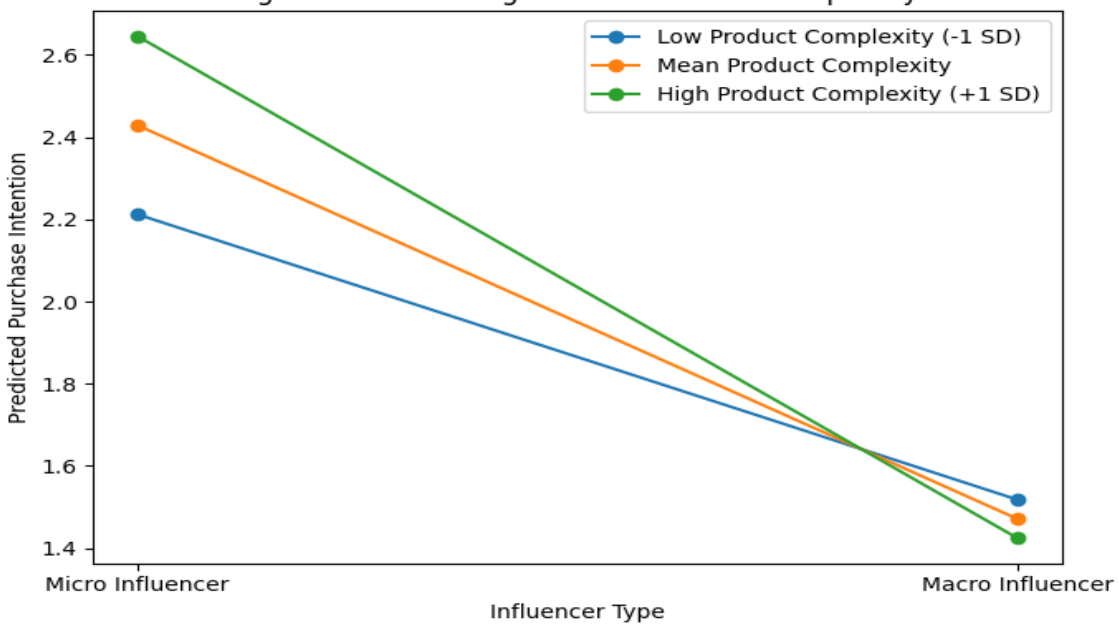
Note. * p < .05, *** p < .001.

The interacting term between the type of influencer and product complexity was statistically significant (B = -0.276, p = .048), indicating that product complexity moderates the relation between type of influencer and purchase intent.

The moderation impact suggests that the impact of influencer recommendations on consumer purchase intent varies according to the level of product complexity perceived by consumers. As product complexity increases, the effectiveness of influencer marketing becomes more pronounced because consumers require greater informational support and engage in more extensive information processing before making purchase decisions.

ISSN E: 3006-1466
ISSN P: 3006-1458
CONTEMPORARY JOURNAL OF SOCIAL SCIENCE REVIEW
CJSSR
CONTEMPORARY JOURNAL OF SOCIAL SCIENCE REVIEW
Vol.03No.04(2025)

Figure 2. Moderating Effect of Product Complexity



The figure illustrates the interaction of type of influencer and product complexity in predicting purchase intent. The results show that the relationship between the type of influencer and purchase intent varies across different levels of perceived product complexity. The differences in predicted purchase intention become more pronounced under conditions of higher product complexity, supporting the moderating role of product complexity and suggesting that consumers trust more heavily on influencer-generated information while evaluating products that require greater cognitive processing. These findings provide support for H3.

Hypothesis Testing Summary

Table 6: Summary of Hypothesis Testing

Hypothesis	Relationship	Result
H1	Influencer Type → Purchase Intention	Supported
H2	Product Complexity → Purchase Intention	Supported
H3	Product Complexity moderates the relationship between Influencer Type and Purchase Intention	Supported

Summary of Results

The findings indicate that both influencer type and product complexity significantly influence consumer purchase intention. More importantly, product complexity significantly moderates the relation between influencer type and purchase intent, confirming the principal proposition of the current study.

The results suggest that consumers trust more profoundly on influencer-produced information when evaluating products looked as complex and requiring greater cognitive effort. This outcome is consistent with the Elaboration Likelihood Model, which proposes that consumers engage in more extensive information processing when confronted with complex decision situations. Consequently, influencer marketing appears to be particularly effective when consumers require additional information to reduce uncertainty and facilitate purchase decisions.

Discussion

This paper aimed to explore the effect of the type of influencers on purchase intent and to explore the moderation effect of product complexity in the beauty industry in Pakistan. Based on

ISSN E: 3006-1466
ISSN P: 3006-1458
CONTEMPORARY JOURNAL OF SOCIAL SCIENCE REVIEW
CJSSR
CONTEMPORARY JOURNAL OF SOCIAL SCIENCE REVIEW
Vol.03No.04(2025)

Elaboration Likelihood Model (ELM), the results show that the type of influencers has a substantial influence on the purchase intent, while the product complexity directly impacts the purchase intention and enhances the effect of influencer marketing.

The findings corroborate earlier influencer marketing research (De Veirman et al., 2017; Schouten et al., 2020) in that consumers react in a different way to the different influencer categories dependent on their perceptions of authenticity, trustworthiness, expertise and accessibility. The results also indicate that the effectiveness of influencers can't be just be gauged by the number of followers or the characteristics of the influencer. Consumer responses are influenced by product related factors.

Complexity of the product was a key factor in the purchase intention. Consumers who need to process complex products need more information and actively look for information that can help minimize uncertainty and aid in decision making. Review, tutorial, demonstration, experiential recommendation, etc., that can be made by influencers seems especially useful under these circumstances. This is in line with consumer behaviour studies that indicate information search intensity is a function of the complexity of the product (Engel et al., 1995; Solomon, 2020).

The most salient result has to do with the moderation effect of product complexity. The findings show that influencer marketing is more effective when products are considered complex. This result further confirms the Elaboration Likelihood Model (ELM) (Petty & Cacioppo, 1986) that suggests that consumers process more information when they are processing a message in a more elaborative manner, which is likely to occur when they have higher levels of uncertainty and cognitive effort in their purchase decision. In these situations, information created by influencers is more influential as it helps consumers to understand product attributes, assess product alternatives, and alleviate perceived risk.

The results thus indicate that the influence marketing effectiveness is not always the same. Simple products might use peripheral cues as the main source of information for consumers while complex products might give more weight to influencer communication as an information source. This view helps to create a more balanced view of influencers' marketing and explains the role of product features in creating consumers' buying intentions.

Theoretical and Practical implications

This particular study adds to the body of knowledge on influencer marketing, consumer behaviour and digital marketing literature, as it expands the scope of the Elaboration Likelihood Model in the perspective of influencer marketing. The results highlight the product complexity as one of the contextual factors affecting the effectiveness of the communications of influencers, and show that the responses of consumers are influenced by the interaction between the characteristics of the communicator and the characteristics of the product.

The study also builds upon the existing body of literature in influencer marketing by changing the focus from an influencer-based approach. The results presented here have shown that product complexity can have a strong impact on consumer reactions, as opposed to previous studies that concentrated mainly on credibility, authenticity, attractiveness, expertise and para social interaction. Therefore, the effectiveness of influencers must be considered from the perspective of the characteristics of the influencers and the information needs of the product being promoted.

One of the contributions is that it takes product complexity research into the modern digital marketing landscape. The results indicate that product complexity is a product characteristic but also related to the effectiveness of product communication and consumer choice. The study also reframes the notion of influencers as informational intermediaries that help consumers to mitigate uncertainty and assess complex products, and not just as persuasive agents.

ISSN E: 3006-1466
ISSN P: 3006-1458
CONTEMPORARY JOURNAL OF SOCIAL SCIENCE REVIEW
CJSSR
CONTEMPORARY JOURNAL OF SOCIAL SCIENCE REVIEW
Vol.03No.04(2025)

Managers should consider integrating influencer marketing strategies with product complexity, as the findings indicate. Promoting products that consumers need to be educated about, carefully considered, and reduce uncertainty are likely to produce better results through influencer collaborations. When promoting more intricate products, therefore, organizations should concentrate on informative material like tutorials, demonstrations, product comparisons, and expert recommendations.

The results also suggest that, beyond metrics and numbers, the selection of influencers should be based on other factors. If the product is more complex, then it's better to work with influencers who have expertise, credibility, and are good at communicating technical or specialized information. Likewise, digital agencies and ecommerce sites ought to consider the intricacy of the product when deciding which influencers to hire, when planning campaigns, and when deciding what content to use.

The general conclusions from the results indicate that there are three main points, which organizations should take into account to make influencer marketing a more effective marketing tool: matching influencer strategy to product characteristics, promote informative content, and choose influencers that can support the consumer's decision-making process.

Conclusion, Limitations and Future Research

The present study aimed to examine how the type of influencers affects the purchase intent and product complexity acts as a moderation factor in the Pakistani beauty industry. The results show that the type of influencers significantly impacts on purchase intention, and product complexity has a positive bearing on the behavioural intentions of the consumers. Most importantly, product complexity increases the relationship between the type of the influencer and purchase intention, which shows that the more complex the product, the more effective is the influencer marketing.

This study builds on the original Elaboration Likelihood Model by adding the product complexity as an important contextual factor that impacts the efficiency of influencer marketing. The results show that recommendations from influencers are more convincing when they are perceived as cognitively demanding and products are complex. The study combines influencer marketing and ELM, which allows a more holistic view of the process and time of the influencing impact of influencer marketing on the consumer's purchase intention.

However, there are some caveats which should be noted. The study was confined to the beauty industry of Pakistan and was of cross sectional nature, based on self reported purchase intention. Therefore, the results obtained might not be applicable to other industries, cultures or behavioural settings. Future research should examine the proposed structure in other sectors and countries, use longitudinal and behavioural data, and explore other factors that could explain the results like authenticity, parasocial interaction, brand trust, and influencer-brand congruence, as well as electronic word-of-mouth.

New influencers such as “nano influencers”, “celebrity influencers”, “virtual influencers” and “AI-generated influencers” will also be studied in the future. Other moderating factors like product knowledge, digital literacy, trust propensity, consumer involvement, and intensity of the usage of social media can complement the knowledge of the conditions that make influencer marketing effective.

To conclude, the level of complexity of the product is a key factor that affects the efficacy of influencer marketing. The results indicate that the communicator's characteristics and product's characteristics are both significant in assessing digital marketing strategies and useful to researchers and practitioners interested in understanding consumer decision making in the increasingly complex digital environment.

REFERENCES

ISSN E: 3006-1466
ISSN P: 3006-1458
CONTEMPORARY JOURNAL OF SOCIAL SCIENCE REVIEW
CJSSR
CONTEMPORARY JOURNAL OF SOCIAL SCIENCE REVIEW
Vol.03No.04(2025)

Abidin, C. (2016). Visibility labour: Engaging with influencers' fashion brands and #OOTD advertorial campaigns on Instagram. *Media International Australia, 161*(1), 86–100.

Audrezet, A., de Kerviler, G., & Moulard, J. G. (2020). Authenticity under threat: When social media influencers need to go beyond self-presentation. *Journal of Business Research, 117*, 557–569.

Bandura, A. (1986). *Social foundations of thought and action: A social cognitive theory*. Prentice-Hall.

Belanche, D., Casaló, L. V., Flavián, M., & Ibáñez-Sánchez, S. (2021). Building influencers' credibility on Instagram. *Journal of Retailing and Consumer Services, 58*, 102346.

Bettman, J. R. (1979). *An information processing theory of consumer choice*. Addison-Wesley.

Boerman, S. C., Willemsen, L. M., & Van Der Aa, E. P. (2017). This post is sponsored: Effects of sponsorship disclosure on persuasion knowledge and electronic word of mouth in the context of Facebook. *Journal of Interactive Marketing, 38*, 82–92.

Boyd, D. M., & Ellison, N. B. (2007). Social network sites: Definition, history, and scholarship. *Journal of Computer-Mediated Communication, 13*(1), 210–230.

Cacioppo, J. T., & Petty, R. E. (1984). The elaboration likelihood model of persuasion. *Advances in Consumer Research, 11*, 673–675.

Campbell, C., & Farrell, J. R. (2020). More than meets the eye: The functional components underlying influencer marketing. *Business Horizons, 63*(4), 469–479.

Casaló, L. V., Flavián, C., & Ibáñez-Sánchez, S. (2018). Influencers on Instagram: Antecedents and consequences of opinion leadership. *Journal of Business Research, 117*, 510–519.

Cheung, C. M. K., & Thadani, D. R. (2012). The impact of electronic word-of-mouth communication: A literature analysis and integrative model. *Decision Support Systems, 54*(1), 461–470.

Creswell, J. W., & Creswell, J. D. (2018). *Research design: Qualitative, quantitative, and mixed methods approaches* (5th ed.). Sage.

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

Djafarova, E., & Rushworth, C. (2017). Exploring the credibility of online celebrities' Instagram profiles in influencing the purchase decisions of young female users. *Computers in Human Behavior, 68*, 1–7.

Engel, J. F., Blackwell, R. D., & Miniard, P. W. (1995). *Consumer behavior* (8th ed.). Dryden Press.

Farivar, S., Wang, F., & Yuan, Y. (2021). Opinion leadership vs. para-social relationship: Key factors in influencer marketing. *Journal of Retailing and Consumer Services, 59*, 102371.

Fishbein, M., & Ajzen, I. (1975). *Belief, attitude, intention and behavior: An introduction to theory and research*. Addison-Wesley.

Freberg, K., Graham, K., McGaughey, K., & Freberg, L. A. (2011). Who are the social media influencers? A study of public perceptions of personality. *Public Relations Review, 37*(1), 90–92.

Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2020). *Multivariate data analysis* (8th ed.). Cengage.

Hayes, A. F. (2022). *Introduction to mediation, moderation, and conditional process analysis: A regression-based approach* (3rd ed.). Guilford Press.

Jin, S. V., Muqaddam, A., & Ryu, E. (2019). Instafamous and social media influencer marketing. *Marketing Intelligence & Planning, 37*(5), 567–579.

Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons, 53*(1), 59–68.

Kay, S., Mulcahy, R., & Parkinson, J. (2020). Influencer marketing in the digital age: A conceptual framework. *Psychology & Marketing, 37*(10), 1387–1403.

Ki, C.-W. C., & Kim, Y.-K. (2019). The mechanism by which social media influencers persuade consumers. *Journal of Business Research, 117*, 585–593.

Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson.

Lee, J. E., & Watkins, B. (2016). YouTube vloggers' influence on consumer luxury brand perceptions and intentions. *Computers in Human Behavior, 55*, 575–582.

Lim, X. J., Radzol, A. R. M., Cheah, J. H., & Wong, M. W. (2017). The impact of social media influencers on purchase intention. *International Journal of Business and Management, 12*(11), 19–36.

Lou, C., & Yuan, S. (2019). Influencer marketing: How message value and credibility affect consumer trust and purchase intention. *Journal of Interactive Advertising, 19*(1), 58–73.

Mangold, W. G., & Faulds, D. J. (2009). Social media: The new hybrid element of the promotion mix. *Business Horizons, 52*(4), 357–365.

Nafees, L., Cook, C. M., Stoddard, J. E., & Wu, Y. (2021). Social media influencers and persuasive communication. *Journal of Retailing and Consumer Services, 59*, 102350.

Nunnally, J. C., & Bernstein, I. H. (1994). *Psychometric theory* (3rd ed.). McGraw-Hill.

Petty, R. E., & Cacioppo, J. T. (1986). *Communication and persuasion: Central and peripheral routes to attitude change*. Springer.

Podsakoff, P. M., MacKenzie, S. B., Lee, J. Y., & Podsakoff, N. P. (2003). Common method biases in behavioral research: A critical review of the literature and recommended remedies. *Journal of Applied Psychology, 88*(5), 879–903.

Schouten, A. P., Janssen, L., & Verspaget, M. (2020). Celebrity versus influencer endorsements in advertising: The role of identification, credibility, and product-endorser fit. *International Journal of Advertising, 39*(2), 258–281.

Sekaran, U., & Bougie, R. (2016). *Research methods for business: A skill-building approach* (7th ed.). Wiley.

Sokolova, K., & Kefi, H. (2020). Instagram and YouTube bloggers promote it, why should I buy? How credibility and parasocial interaction influence purchase intentions. *Journal of Retailing and Consumer Services, 53*, 101742.

Solomon, M. R. (2020). *Consumer behavior: Buying, having, and being* (13th ed.). Pearson.

Trivedi, J., & Sama, R. (2020). The effect of influencer marketing on consumers' brand admiration and online purchase intentions. *Journal of Internet Commerce, 19*(4), 405–424.

Uzunoğlu, E., & Kip, S. M. (2014). Brand communication through digital influencers. *International Journal of Information Management, 34*(5), 592–602.

Wiedmann, K. P., & von Mettenheim, W. (2021). Attractiveness, trustworthiness, and expertise: The role of influencer credibility in marketing communication. *Journal of Marketing Communications, 27*(5), 473–494.

Xu, X., Pratt, S., Wang, Y., & Wang, S. (2021). Social media influencers and purchase intention. *Tourism Review, 76*(5), 1090–1107.

Yadav, M. S., & Rahman, Z. (2017). Measuring consumer perception of social media marketing activities. *Telematics and Informatics, 34*(7), 1294–1307.

Ye, G., Hudders, L., De Jans, S., & De Veirman, M. (2021). The value of influencer marketing for business. *Journal of Business Research, 130*, 254–268.

Zaichkowsky, J. L. (1985). Measuring the involvement construct. *Journal of Consumer Research, 12*(3), 341–352.