

A Study on the Effects of Social Media Influencer on Consumer Purchase Intention Using Multiple Linear Regression

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Abstract: The rise of social media has transformed how consumers discover, evaluate, and decide to purchase products since nowadays it is often influenced by online personalities known as social media influencers. This study investigates the effects of social media influencers on consumer purchase intention among undergraduate students. As influencer marketing becomes increasingly prominent in digital commerce, this research aims to identify the extent to which trust, credibility, and satisfaction with influencer content impact consumers' buying decisions. The study employs a quantitative, cross-sectional design using a structured questionnaire distributed via online platforms. A sample of 147 students was selected using proportionate stratified random sampling. Descriptive statistics, independent t-tests, Pearson correlation analysis, and multiple linear regression were conducted to analyze the data. The findings reveal that there is not a statistically significant difference in purchase intention based on gender. All three factors, trust, credibility, and satisfaction were significantly correlated with purchase intention. Among these, credibility emerged as the most influential predictor, followed by trust and satisfaction. The regression model explained 78.5% of the variance in purchase intention, indicating strong model fitness. These results suggest that marketers and influencers should prioritize building credibility and trust to enhance campaign effectiveness. The study provides practical insights into tailoring influencer strategies to the preferences of Malaysian university students and contributes to the growing literature on localized digital marketing behavior.

Keywords: Social media, social media influencer, purchase intention, multiple linear regression

1 Introduction

Social media has fundamentally reshaped consumer interactions and expectations in the digital age. Platforms like Instagram, TikTok, and YouTube have introduced a new wave of influential content creators known as social media influencers (SMIs), who have become central figures in modern marketing strategies. These SMIs hold a unique position of trust among their followers, allowing them to influence perceptions, opinions, and purchase intentions. Unlike traditional marketing approaches, influencer marketing capitalizes on the personal connections that influencers establish with their audience, making their recommendations appear more genuine and impactful [1]. Studies highlight that trust and emotional attachment fostered during live-stream interactions often have a greater influence on consumer behaviour than traditional marketing techniques, demonstrating the power of authenticity in the digital marketplace [2].

Credibility is another critical factor in influencer marketing. It encompasses perceived expertise, trustworthiness, and professionalism, which collectively impact the audience's receptiveness to the influencer's message. Influencers who exhibit these traits can significantly sway consumer attitudes and purchasing decisions [3][4]. For instance, beauty vloggers who provide honest reviews and tutorials are more likely to establish credibility, making them trusted sources of information for their followers [5]. Additionally, relatable attributes such as shared values or lifestyles enhance the connection between influencers and their audience, amplifying their ability to influence purchase intentions [2]. This concept of homophily, the shared commonalities between influencers and consumers, further solidifies this bond.

In addition to trust and credibility, consumer satisfaction plays a pivotal role in shaping purchase intentions. When influencers consistently deliver content that aligns with audience expectations, they enhance viewer satisfaction and foster positive consumer experiences. Research suggests that these experiences reduce perceived consumption uncertainties, boosting consumers' confidence in their purchasing decisions [1].

Moreover, platforms like TikTok and Instagram, which prioritize interactive and visually appealing formats, amplify these effects, making them ideal tools for targeted influencer marketing campaigns [6].

The relevance of this study lies in exploring these dynamics within a localized context. While global research has extensively examined influencer marketing, limited attention has been given to its influence on Malaysian university students, particularly those in smaller cities like Kota Bharu. By focusing on trust, credibility, and satisfaction, this research seeks to offer actionable insights for marketers aiming to engage with this unique demographic. The findings can also inform culturally tailored strategies to align with the values and preferences of Malaysian youth, enhancing the effectiveness of influencer marketing campaigns in the region.

1.1 Consumer Purchase Intention

Consumer purchase intention is a critical concept in understanding how social media influencers affect consumer behaviour. It is widely recognized that consumer purchase intention is shaped by several psychological and social factors, including attitudes, perceptions, and the influence of external sources like social media influencers. Consumers who are exposed to influencer marketing frequently base their opinions about the product on the legitimacy and content of the influencer.

The emotional connection between influencers and their audience plays a central role in shaping these attitudes. When influencers establish a strong emotional bond with consumers, particularly through interactive live-streaming sessions, they are more likely to influence purchase decisions. Consumers' attachment to live-streamers is an essential factor in stimulating purchase intention [1]. Even though positive customer experiences are important for building trust, emotional attachment tends to have a more significant impact on purchasing behaviour.

Moreover, the credibility of influencers is intertwined with consumers' willingness to make purchasing decisions. Consumers find influencers more authentic and convincing than traditional celebrity endorsements [2]. This authenticity is often perceived through the influencer's transparency in their endorsements and their ability to maintain a personal connection with their followers. Customers are more inclined to follow advice from influencers they trust when they believe the recommendations are sincere.

To build trust, transparency is very crucial. Consumers are more likely to trust influencers and purchase products based on their recommendations when they are honest about their relationships with brands and remain objective in their reviews [3]. In addition to emotional connection and transparency, the quality of the influencer's content is another key driver of purchase intentions. The combination of interactive live-streaming features and influencers' engaging personalities enhances brand exposure and consumer interest [6].

1.2 Trust in Social Media Influencers

Trust is a foundational element of influencer marketing, influencing how consumers perceive the content and the recommendations provided by influencers. Trust in influencers not only affects the consumer's perception of the influencer but also plays a key role in the consumer's decision-making process. Trust is a significant determinant of consumer behavior, as it plays a crucial role in business

success and shaping customer relationships [7]. It has been argued that trust in live streamers directly influences consumer purchase intentions, as consumers are more likely to follow through with purchases when they trust the influencer promoting the product [1].

In live-streaming environments, where consumers can engage in real-time with influencers, the ability to establish a trusting relationship becomes even more crucial. Live-streaming platforms allow influencers to demonstrate transparency and authenticity, which further enhances the trust they cultivate with their audience. Furthermore, trust is built not only through direct interactions but also through the perceived expertise and reliability of the influencer. When influencers consistently provide useful, relevant content that aligns with consumer expectations, they gain the trust of their audience [8].

Trust in influencers can also be seen in the growing trend of user-generated content, where influencers ask their followers to share their experiences with the products they recommend. This creates a sense of community and reinforces the trustworthiness of both the influencer and the product. Consumers are more likely to trust influencers who are transparent about their sponsorships and partnerships, which builds credibility over time [3].

The trust dynamic is not limited to the influencer's persona alone but extends to the brands they promote. Consumers are more likely to consider a company as trustworthy when influencers endorse it, believe in it, and provide open, truthful reviews [9]. This trust can lead to a stronger consumer relationship with both the influencer and the brand, ultimately enhancing purchase intentions.

1.3 Credibility of Social Media Influencers

Credibility is a multifaceted concept that plays a vital role in influencer marketing. The credibility of an influencer directly affects how consumers perceive the information they provide and how likely they are to act on that information. Influencer credibility is strongly correlated with consumer engagement and purchase intentions [2]. Influencers' recommendations are more likely to be taken by their audience when they are seen as trustworthy.

The credibility of an influencer is often determined by their expertise, trustworthiness, and the authenticity of their content. For instance, influencers who consistently provide accurate, helpful content and maintain a high level of professionalism are seen as more credible, which increases their ability to influence consumer behaviour [3]. In addition, the perceived credibility of influencers has a direct impact on consumer satisfaction. Consumers are more likely to be satisfied with their purchases when they feel confident that the influencer has provided them with reliable, honest information [9].

This satisfaction is particularly important in industries like beauty and fashion, where consumers often rely on influencer recommendations to make purchasing decisions. Consumer purchasing behavior is significantly influenced by beauty vloggers' recommendations when they are perceived as credible sources of information [8]. This relationship between credibility and satisfaction creates a cycle, where satisfied consumers are more likely to trust the influencer again in the future, leading to greater purchase intentions.

Credibility also influences consumer engagement with influencer content. Credible influencers have a higher chance of having their audience interact with their posts, spread their content, and interact with the brand they are endorsing. This higher level of engagement often translates into increased purchase intentions, as consumers feel more connected to the influencer and the products they endorse [6].

1.4 Satisfaction with Influencers' Content

Consumer satisfaction with the content provided by influencers is another key driver of purchase intentions. The content an influencer creates plays a pivotal role in shaping consumer attitudes toward products and services. Customers are more inclined to believe the influencer's recommendations and make purchases based on them when they are pleased with the influencer's content, especially when it comes to quality, relevancy, and engagement. A research study has emphasized the importance of customer experience in shaping consumer satisfaction, arguing that a positive customer experience with an influencer's content, whether through informative reviews, entertainment, or emotional connection, has a direct impact on purchase intentions [1].

Consumers who find an influencer's content engaging and relevant are more likely to develop a sense of loyalty and trust, which further enhances their satisfaction. In the context of live streaming, the ability to interact with influencers in real-time adds another layer to consumer satisfaction. Live-streaming allows for direct consumer-influencer interactions, fostering a sense of connection that significantly influences purchase decisions [6]. Customers are more likely to feel satisfied and make purchases when influencers offer captivating content that speaks to their audience, including demonstrations of goods or behind-the-scenes glimpses.

Additionally, the high level of interactivity and real-time feedback in live-streaming sessions helps to alleviate concerns about product quality, making consumers more confident in their purchase decisions. Furthermore, satisfaction with influencers' content is linked to the perceived value that consumers derive from the content. Influencers raise consumers' perceptions of the value of the items they endorse when they post relatable, entertaining, and informative content.

Consumers are more likely to purchase products from influencers whose content aligns with their values and interests [3]. This sense of alignment between the influencer's content and the consumer's preferences boosts satisfaction and encourages purchasing behaviour. Therefore, influencer content that is engaging, transparent, and relevant is essential for cultivating consumer satisfaction and driving purchase intentions.

2 Methodology

This study employed cross-sectional design and was conducted at a public institution in Kelantan. All Universiti Teknologi MARA (UiTM) Kota Bharu students, particularly those enrolled in the Faculty of Business Management and the Faculty of Computer Sciences and Mathematics, were the study's target group.

In order to collect the data, the proposal has gone through a research ethics evaluation as required by the university and an ethical approval has been received from the university administration.

In this study, stratified random sampling was used to collect samples for each strata. The population was classified into strata according to gender. Stratified random sample was chosen because it can most accurately reflect the total population and has the least amount of bias.

The population consists of 1120 students, and samples were selected proportionately from each stratum using the produced random number. The anticipated sample size for this study was calculated using the formulae provided by Krejcie and Morgan [10]. The sample size of 147 students from the entire population was established using a 95 percent confidence level and a suggested error range of 5 percent. The number of samples chosen from each stratum is displayed in Table 1 below.

Table 1 : The Number of Samples from Each Strata

Gender	No. of Students	Sample Size
Male	291	38
Female	829	109
Total	1120	147

2.1 Theoretical framework

The theoretical framework of this study is used to describes the logical meaning of the link between the independent variable and the dependent variable in order to examine the relationships. The independent variables that have been suggested are consumer’s trust, influencer’s credibility, and consumer’s satisfaction. All the independent variables were evaluated in relation to the dependent variable, which is consumer purchase intention.

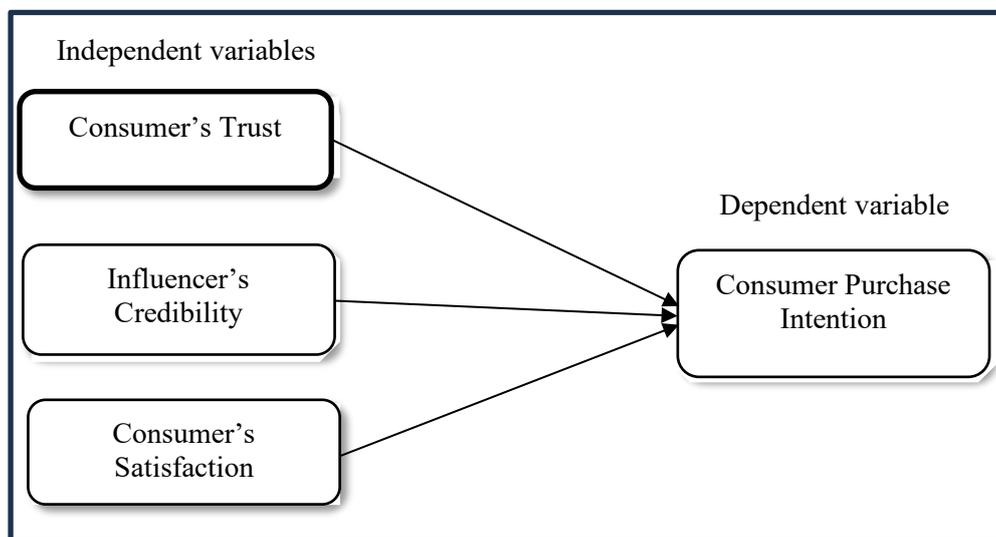


Figure 1 : The Theoretical Framework of the Study

2.2 Measuring Instrument

The research employed self-administered questionnaires as the primary tool for data collection. The questionnaire was divided into five sections. Section A consisted of demographic profile questions such as gender, age, program of study, and semester. These questions were essential for identifying the characteristics of the target population and ensuring a representative sample for generalization purposes.

Sections B to D utilized Likert-scale questions to measure the constructs central to this study. Section B assessed the level of trust students place in social media influencers, including six questions focused on factors such as authenticity and transparency. Section C explored the perceived credibility of social media influencers, while Section D evaluated student satisfaction with influencer content, covering aspects such as relevance, engagement, and alignment with expectations. Finally, Section E examined the students’ purchase intentions influenced by social media endorsements.

The questionnaire items in Sections B to E were adapted from previous studies on social media influencers and consumer behaviour to ensure validity and reliability. This structured approach was designed to systematically evaluate the relationships between trust, credibility, satisfaction, and purchase intentions within the context of UiTM Kota Bharu students.

In this study, the Likert-scale responses for Sections B to E were coded numerically from 1 (Strongly Disagree) to 10 (Strongly Agree) to enable quantitative analysis. For each construct, the responses across all related items were averaged to compute a mean score for that construct per respondent. This transformation of ordinal data into mean composite scores allows for easier comparison between participants and supports the use of parametric statistical analyses such as t-tests, correlation, and regression, provided that normality assumptions are met. By summarizing multiple related items into a single mean score, the analysis captures the overall perception of each variable while reducing random response variability.

Table 2 : The Measuring Instrument

Section	Variable	No. of Items	Scale	Sources
A	Demographic Profile	4 questions (gender, age, program of study, and semester)	Multiple choice questions	-
B	Consumer's Trust	6 questions	Interval Scale Questions (1-Strongly disagree to 10-Strongly agree)	[11]
C	Influencer's Credibility	6 questions		[11]
D	Consumer's Satisfaction	6 questions		[12]
E	Purchase Intentions	6 questions		[11]

In order to assess the questionnaire's reliability and clarity, a pilot study was carried out with 15 samples, or roughly 10% of the overall sample size, prior to the main data collection. The pilot study's Cronbach's alpha values for each construct were considerably above the acceptable level, indicating good internal consistency. Since no serious difficulties were found, the same instrument was used for full-scale data collecting. After collecting 150 respondents' data, reliability analysis was repeated to assess construct internal consistency. Given that each construct's Cronbach's alpha was greater than 0.90, it was determined that the instrument's reliability is excellent.

2.3 Pearson's Correlation

Pearson's product-moment correlation coefficient was used to identify whether there is the existence of a significant relationship between consumer purchase intention and the independent variables. Because the questionnaire is in Likert scale form, Intervals or ratios will be used to quantify the degree of linear connection between the variables and presented in a Pearson correlation matrix. Table 3 provides a general guideline for understanding the Guilford's law correlation size [13].

Table 3 : Rule of Thumb for Interpreting the Size of Correlation (Guilford's Law)

Size of Positive Correlation	Size of Negative Correlation	Interpretation
$0.90 \geq r > 1.00$	$-0.90 \geq r > -1.00$	Very high positive (negative) correlation
$0.70 \geq r > 0.90$	$-0.70 \geq r > -0.90$	High positive (negative) correlation
$0.50 \geq r > 0.70$	$-0.50 \geq r > -0.70$	Moderate positive (negative) correlation
$0.30 \geq r > 0.50$	$-0.30 \geq r > -0.50$	Low positive (negative) correlation
$0.00 \geq r > 0.30$	$0.00 \geq r > -0.30$	Little, if any, correlation

2.4 Multiple Linear Regression

Multiple regression analysis is used to evaluate the relationship between one dependent variable and multiple independent variables. In this study, this method identifies which factors, trust, credibility, and satisfaction, most significantly influence consumer purchase intentions. The general model for multiple regression is expressed in Eq. (1).

$$Y_i = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon_i \quad \text{Eq. (1)}$$

Where;

Y_i is the consumer's purchase intention

$\beta_0, \beta_1, \beta_2, \beta_3$ are the regression coefficients

X_1, X_2, X_3 are the independent variables (X_1 is Consumer's Trust, X_2 is Influencer's Credibility and X_3 is Consumer's Satisfaction) in the i th trial.

ε_i is the error term

3 Result and Discussion

3.1 Pearson's Product Moment Correlation Analysis

Table 5 show the result of the correlation analysis. The result show that the dependent variables are highly correlated with the independent variable and the correlation is significant at the 0.01 level (2-tailed) supporting the conceptual interdependence within the theoretical framework.

Consumer's Trust is highly and positively correlated with consumer purchase intention ($r = 0.822$, $p < 0.01$), indicating that higher trust in social media influencers is associated with higher purchase intentions.

Influencer's Credibility shows the highest correlation with consumer purchase intention ($r = 0.865$, $p < 0.01$), suggesting that perceived expertise, authenticity, and professionalism of influencers significantly influence consumer buying behaviour.

Consumer's Satisfaction also has a high positive correlation with purchase intention ($r = 0.780$, $p < 0.01$), implying that participants who are satisfied with influencer content are more likely to consider purchasing the endorsed products.

Table 5 : Result of Pearson's Product-Moment Correlation

Variables	Correlation coefficient	p -value
Consumer's Purchase Intention with Consumer's Trust Towards Influencer	0.822	<0.01
Consumer's Purchase Intention with Influencer Credibility	0.865	<0.01
Consumer's Purchase Intention with Consumer's Satisfaction Towards Influencer	0.780	<0.01

3.2 Multiple Linear Regression

3.2.1 Checking the Assumptions

To assess the normality of residuals, a normal probability plot (Q-Q plot) was reviewed. Figure 2 show that the normal Q-Q plot of the points are scattered along the straight line on the Consumer's Purchase Intention. Therefore, the normality assumption was satisfied.

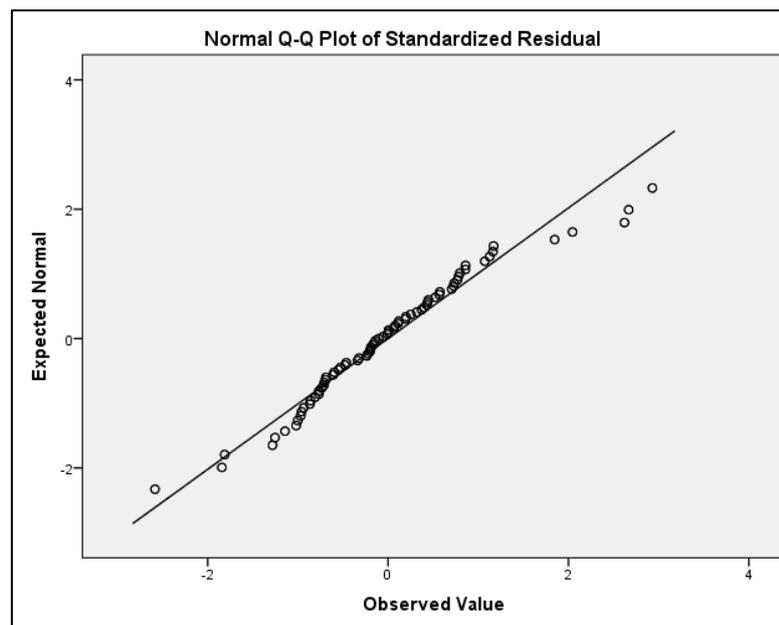


Figure 2 : The Normality Distribution Test Using Q-Q Plot

The assumption of homoscedasticity was examined using a scatter plot of standardized residuals against standardized predicted values. Figure 3 show that the scatter plot of the points appeared to be scattered around randomly around the zero line without forming any clear pattern. Therefore, assumptions of linearity and equal variance (homoscedasticity) were not violated.

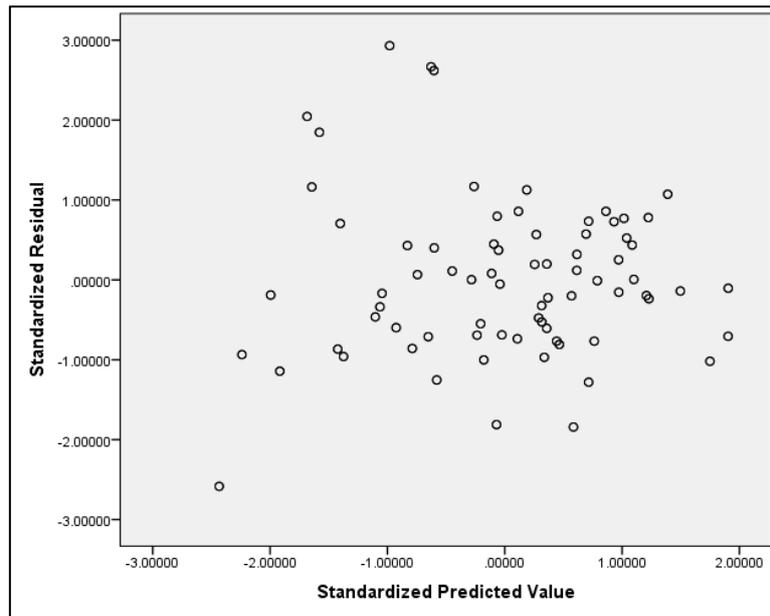


Figure 3 : Scatter Plot of Cosumer’s Purchase Intention

The independence of residuals was examined using a plot of standardized residuals against the order of observations. As shown in Figure 4, the residuals appear to be randomly scattered around the horizontal axis without any visible systematic patterns, trends, or clustering. This randomness indicates that the assumption of independence of error terms is satisfied, suggesting no evidence of autocorrelation in the residuals.

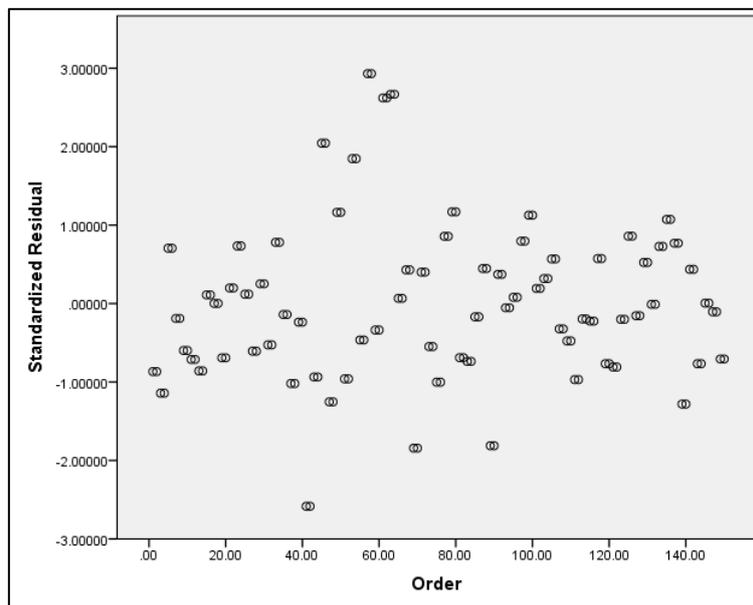


Figure 4 : Scatter Plot of Standardized Residuals Against Observation Order

3.2.2 Multicollinearity

Multicollinearity was assessed using Tolerance and Variance Inflation Factor (VIF) values. Based on the results in Table 6, all Tolerance values were above 0.1 and all VIF values were below 10, indicating

that the independent variables of the study has no relationship among each other and not dependent on each other , allowing the interpretation of the multiple regression results to proceed with confidence.

Table 6 : Multicollinearity Diagnostics

Variable	Tolerance	VIF
Trust	0.261	3.829
Credibility	0.153	6.528
Satisfaction	0.296	3.377

3.2.3 Goodness of Fit

Table 7 shows the measure of coefficient of determination. The value of R square is 0.785 this indicates that 78.5% of the variation in consumer's purchase intention can be explained by the combined effects of Consumer's Trust, Influencer's Credibility, and Consumer's Satisfaction, while 21.5% can be explained by other factors.

Table 7 : Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.886	0.785	0.780	0.82723

3.2.4 General Fitness Model

Table 8 presents the general fitness model for this study. The F statistic is 177.381 and the significant value is <0.001 . As the p -value is less than the significance level (0.05), this demonstrated that the data utilized was consistent with the model. As a result, it can be concluded that the overall model is significant and testing on regression coefficient can be done where at least one of the independent variables is significance.

Table 8 : ANOVA Results for Regression Model

Variables	F -test	p -value
Consumer's Purchase Intention	177.381	<0.001

3.2.5 Test of Regression Coefficient

Table 9 shows summary result of the regression analysis. From the result, all three independent variables were found to be significant predictors of consumer purchase intention.

Table 9 : Coefficients of Regression Model

Variable	Coefficient Value	p -value	Finding
Constant	0.477	0.000	
Trust	0.323	0.000	Significant

Credibility	0.445	0.000	Significant
Satisfaction	0.235	0.004	Significant

3.3.6 The Final Model

The regression equation for the final model is as follows:

Let:

Y = Consumer's Purchase Intention

X₁ = Consumer Trust Towards Influencer

X₂ = Influencer Credibility

X₃ = Consumer Satisfaction Towards Influencer

General model, Eq.(3):

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 \tag{Eq. (2)}$$

$$Y = 0.477 + 0.323 X_1 + 0.445 X_2 + 0.235 X_3$$

The interpretation for each beta coefficient is presented in table 10.

Table 10 : Interpretation of Beta Coefficient

$\beta_0 = 0.477$	This indicates that there is no change in the independent variables the mean of Consumer's Purchase Intention will remain 0.477 unit.
$\beta_1 = 0.323$	When Consumer's Trust Towards Influencer increase by 1 unit, the mean of Consumer's Purchase Intention also will increase by 0.323 unit, while the other variable is remained constant.
$\beta_2 = 0.445$	When Influencer Credibility increase by 1 unit, the mean of Consumer's Purchase Intention also will increase by 0.445 unit, while the other variable is remained constant.
$\beta_3 = 0.235$	When Consumer's Satisfaction Towards Influencer increase by 1 unit, the mean of Consumer's Purchase Intention also will increase by 0.235 unit, while the other variable is remained constant.

4 Conclusion

Based on the correlation analysis, it is demonstrated that all three independent variables, consumer's trust towards influencer, influencer's credibility, and consumer's satisfaction toward influencer, are highly and positively associated with consumer purchase intention. Among these, influencer's credibility emerged as the most dominant predictor. The findings suggest that when influencers are perceived as credible as in exhibiting expertise, honesty, and authenticity, they are more likely to drive purchase intentions. Consumer's trust followed closely, indicating that consumers are more inclined to buy when they feel confident in the influencer's sincerity and dependability. Consumer's satisfaction with influencer content, although slightly less impactful, was still found to be a significant contributor, emphasizing the importance of content quality, relatability, and consistency. These results align with Shamim et al. [5], who found that influencer credibility plays a critical role in fostering trust and subsequently influencing consumers' purchase-related behaviors.

The multiple regression analysis supported these conclusions, showing that 78.5% of the variance in consumer purchase intention could be explained by the combined effects of the three variables. This high explanatory power underscores the pivotal role that influencers can play in shaping the purchasing behaviour of university students when the right psychological and relational levers are activated. This strong model fit is also in line with prior influencer marketing research that combined relational and content-based factors to achieve high predictive accuracy in consumer intention models.

Thus, the study contributes valuable empirical evidence to the growing literature on influencer marketing, particularly in the Malaysian context where localized studies remain limited. By highlighting the mechanisms through which consumer's trust, influencer's credibility, and consumer's satisfaction affect consumer behaviour, this research provides a nuanced understanding of how digital influencers impact decision-making processes among youth in a regional academic setting. The consistency of these findings with previous studies further reinforces the universality of these variables across cultural and demographic contexts, offering both theoretical support and practical guidance for marketers.

When examining the consumer's purchase intention for future researchers, the study should opens avenues for expanding the scope of influencer marketing research in Malaysia where subsequent studies could explore diverse populations across different geographic locations and cultural settings to assess generalizability. Additionally, future research should consider integrating other variables such as product price sensitivity, peer influence, social media usage patterns, or brand familiarity to develop a more comprehensive model of consumer purchase intention. Longitudinal studies may also offer deeper insights into how influencer–consumer relationships evolve over time and how these dynamics impact purchasing behaviour in the long run.

4.1 Limitation

This study focuses mainly on undergraduate students at UiTM Kota Bharu. This presents an in-depth look of influencer marketing within a localized setting. While this approach gives useful insights, it limits the generalizability of the findings. The results' wider application may be impacted by cultural and economic elements that influence consumer behavior in Kota Bharu that are very different from those in urban areas or other parts of Malaysia.

The use of self-reported data, which is prone to response bias, is another drawback. There may be differences between claimed intentions and actual behaviors if participants misjudge or misrepresent the impact of SMIs on their purchasing decisions. Furthermore, the study assesses purchase intentions rather than actual purchases, which might not adequately reflect the complexity of customer behavior.

Despite these limitations, this research provides a foundational understanding of the mechanisms driving influencer marketing among Malaysian university students. It lays the groundwork for future studies to expand on these findings and explore their broader implications.

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