

## **Purchase Intention: Are Homophily, Attractiveness and Expertise important to skincare brand influencers?**

<sup>1</sup>Indah Alfiarna, <sup>2</sup>Kurniawati, <sup>3</sup>Yolanda Masnita

<sup>1</sup>*Department of Management, Faculty of Economics, Universitas Trisakti Jakarta*

<sup>2,3</sup>*Doctoral of Management, Faculty of Economics and Business, Universitas Trisakti Jakarta*

### **ABSTRACT**

Currently, companies most often use the influencer marketing strategy to market products. along with the increasingly advanced development of the digital era. This study aims to examine homophily, attractiveness, and expertise on purchase intention with trust as a mediating variable. The population of this study consists of social media users who follow influencers. 230 respondents were interviewed. The data obtained from the questionnaires were analyzed with AMOS. The results of this study indicate that homophily, competence, and attractiveness have a positive effect on purchase intentions. In addition, attachment has no positive effect on purchase intention.

**KEYWORDS-** Influencer, homophily, attractiveness, purchase.

### **1. INTRODUCTION**

Marketing is the spearhead of a company where marketing plays an important role in the company's goals. A product is introduced, and distributed until it reaches the hands of the consumer is part of marketing. Currently, many methods are used to market a product, but as technology develops, management must adjust so that they are not left behind by competitors, namely by utilizing digital marketing technology to complement existing conventional marketing strategies. The use of influencer marketing encourages consumers to buy products right away. 49% of consumers rely on influencer recommendations for purchasing decisions, and Google searches for influencer marketing reached 1500% in the last three years ([www.ekrutmedia.com](http://www.ekrutmedia.com)).

21 March 2020) With the rapid transformation of social media and the fragmentation of the media landscape, "influencer marketing" has emerged as an effective and cost-effective marketing tool to promote brands to target audiences (Jun, 2020; Mukherjee, 2020) Brand- and product-related content created by influencers aims to engage potential customers in a more authentic and personalized way than traditional corporate marketing communications (Jin & Muqaddam, 2019; Martínez-lópez et al., 2020).

### **2. HEADINGS**

#### **Reference Group Theory**

A reference group refers to a person or group of people who significantly influence a person's behavior (Bearden & Etzel, 1982). Information reference group refers to consumers who face uncertainty in the sense that they must seek information from various sources (Park & Lessig, 1977). Those with high credibility, including those with specific skills or relevant knowledge, are more likely to be accepted. SMI specializes in certain areas and has relevant expertise and knowledge (Khamis et al., 2017). This means that consumers are more likely to accept or trust SMI's opinion when searching for information about brands on social media. Therefore, this study assumes that reference group theory can be applied to explain that consumers' attitudes toward SMI influence their own brands.

#### **Perceived Value**

In social networks because the target group cannot communicate directly with SMI, they believe, initially contradictory or skeptical about SMI's behavioral motivations (Lou & Yuan, 2019). Consumers may not trust SMI until leverage is used. Therefore, this study only maintains the competency and attractiveness of the model. Attractiveness means SMI's level of attractiveness. The target group is visual or aesthetic consumers (Till &

Busler, 2000). Originality, homophily and interactivity. Originality refers to the extent to which SMI engages in certain behaviors to convey a sense of novelty and difference to the target (Casaló et al., 2020). Homophily indicates how similar SMI is to consumers in terms of certain characteristics such as age, gender, education, lifestyle, and interest (Ruef et al., 2003) (Brown et al., 2007). Interactivity is the extent to which SMI communicates with consumers and exchanges information. In short, this study defines the characteristics of SMI resources as five main characteristics: Attractiveness, competence, orignality, homophily and interactivity. Taken together, these five characteristics change consumer attitudes.

### 3. INDENTATIONS AND EQUATIONS

#### Homophily

Homophily can be characterized as an individual's tendency to associate with and bond with people who have similar traits. Thus, homophily describes the extent to which two interacting people are similar in terms of certain characteristics, such as beliefs, values, education, and social standing. Homophily, according to De Bruyn and Lilien refers to similarities between people based on their likes, dislikes, values, and experiences. Several studies have examined homophily in various forms and demonstrated that homophily promotes interaction. (Ao et al., 2023) concluded that homophily affects customer engagement and purchase intention.

**H1: Homophily impact the Purchase Intention**

#### Expertise

Expertise is the result of the communicator's expertise and experience and is a very important factor as it is considered in various digital influencer studies. Additionally, in the references, we found influencer expertise to be a key factor in influencing purchase intention. As a result, customers are more likely to consider content shared by influencers who are considered subject matter experts. "Experts are often thought of as knowledgeable and able to make accurate and reliable decisions." Additionally, references confirm that expertise influences purchase intent and customer retention. (Ao et al., 2023)

**H2: Expertise impact to Purchase Intention**

#### Attractiveness

Attractiveness is a secondary metric that has a significant impact on consumer perception and purchase intention. attractiveness shows the characteristics of influencers to be known and accepted by consumers. Physical characteristics or personality can affect consumer attractiveness. Attractive recommendations are more acceptable in the eyes of consumers and are more likely to have a positive effect on those recommendations. influencer appeal can have a direct effect on purchasing effectiveness, depending on how it is presented. (Khan et al., 2023) Influencers who are visually appealing are more likely to lead to higher acceptance of recommended products (Lim, 2019) The influencer's physical attributes and characteristics embodied in wisdom, beauty, kindness, and psychographic and athletic characteristics, are closely related to the perceived attractiveness in the minds of consumers (Onu et al., 2019). as in research (Lou & Yuan, 2019) which found that attractive influencers were more effective in increasing consumer trust. Therefore, research (Weismueller et al., 2020) found that an influencer's perceived attractiveness is directly related to follower's purchase intention.

**H3: Attractiveness has a significant positive influence on purchase intention.**

#### Attachment

Attachment is an emotional relationship between consumers and a particular brand, reflecting their feelings towards the brand. The definition used in this study is based on Park et al. present a concept where their prominence refers to "the importance of the cognitive and affective connections that brands associate with themselves" thus, Park et al suggest that brand loyalty is formed as a result of brand awareness as part of the image and instrumental value that a brand can offer.

**H4: Attachment has a significant positive influence on Trust.**

#### Trust

Trust various aspects of consumer trust include consistency, competence, honesty, fairness, and responsibility Continuation Intention means the customer's intention to continue using the item in the future and the possibility to continue shopping. Trust has been identified as an important factor in maintaining the continuity of relationships, especially in services such as municipal and mobile services (Bapat & Khandelwal, 2023). reveal three types of trust factors: E-vendor reliability (i.e. honesty, competence, and friendliness), online shopping platforms (i.e. reliability, technological competence and intermediate understanding) and contextual factors (i.e. effectiveness of security infrastructure and third-party certification) (Leong et al., 2020)

**H5: Trust has a significant positive influence on purchase intention.**

### 4. FIGURES AND TABLES

**Table 1***Description of Respondent Data*

<i>Questions</i>	<i>N</i>	<i>%</i>
<i>Screening Question</i>		
<b>Are you a social media user?</b>		
Yes	230	100%
No	0	0%
Average	230	100.0%
<b>How long have you been using Social media?</b>		
6 Month	223	97%
>6 Month	7	3%
Average	230	100.0%
<b>Do you follow influencer?</b>		
Yes	230	100%
No	0	0%
Average	230	100.0%
<b>Which influencer do you follow?</b>		
Nanda Arsynta	43	18,7 %
Tasya Farasya	89	38,7 %
Abel Cantika	26	11,3 %
Etc	72	31,3 %
<b>Where do you follow influencer?</b>		
Instagram	203	88,3%
Twitter	1	4%
Tiktok	26	11,3%

**Instrumen Test**

According to said (Jr et al., 2019) the number of samples studied will affect the factor loading value which will be used as the limit for decision-making in the validity test

**Table 2***Instrumen Test*

<i>Factor</i>	<i>Numb</i>
0.30	350
0.35	250
0.40	200
0.45	150
0.50	120
<i>Factor</i>	<i>Numb</i>
0.55	100
0.70	60
0.75	50

In this study, the number of samples used was 230 respondents, so the limiting factor loading value was 0.40. The basis for deciding on the validity test is as follows:

- a. If Factor Loading  $\geq$  (0.40) then the statement item is valid.
- b. If Factor Loading  $<$  (0.40) then the statement item is invalid.

According to (Space, n.d.) argues that an instrument can be said to be reliable if the Cronbach alpha value is greater than 0.6. The basis for deciding on the reliability test is as follows:

- a. If Cronbach alpha  $\geq$  (0.60) then the statement items are reliable.
- b. If Cronbach alpha  $<$  (0.60) then the statement items are unreliable. Descriptive statistic

Descriptive statistics aim to describe a variable. The mean value in descriptive statistics is commonly used for data that has an interval scale. The mean value shows the average value of the respondents' assessment of each variable statement studied (Space, n.d.)

**Tabel 3**

Variabel	Items	Mean	Std. Deviation
<i>Homophily</i>	3	2.93	0.82
<i>Attractiveness</i>	4	4.03	0.80
<i>Expertise</i>	5	4.32	0.73
<i>Trust</i>	4	3.91	0.84
<i>Attachment</i>	3	2.74	1.02
<i>Purchase Intention</i>	4	4.03	1.01

Discussion of the direct hypothesis

Hypothesis	P-Value	Estimate	Result
<i>H1: HM → TR</i>	0.000	0.273	Supported
<i>H2: AT → TR</i>	0.023	0.384	Supported
<i>H3: EX → TR</i>	0.001	0.377	Supported
<i>H4: TR → AM</i>	0.000	0.615	Supported
<i>H5: AM → PI</i>	0.070	0.070	Supported
<i>H6: TR → PI</i>	0.000	0.863	Supported

Discussion of the indirect hypothesis

Hypothesis	P-Value	Estimate	Result
<i>TR → PI</i>	0.000	0.899	
<i>H7: TR → AM → PI</i>	0.000	0.962	Supported

**Tabel 4**  
Mediation Test Result

Hypothesis 7	Estimat	p	Decision
<b>Design 1 (Rangka Direct)</b>			
There is an influence of trust on Purchase Intention	0,899	0,000	( t a k e n f r o m model direct)
<b>Design 2 (Rangka Full)</b>			
There is an influence between Trust on Attachment	0,607	0,000	Condition (a) is fulfilled (Sig.)
There is an influence between Attachments to Purchase Intention	0,095	0,040	Condition (b) is fulfilled (Sig.)
There is an influence of trust on Purchase Intention	0,962	0,000	Condition (c) is fulfilled (Sig.)

## 5. CONCLUSION

The development of Reference Group Theory shows that influencer marketing can assist in marketing a product, provide information to someone who does not know about a product, and have an impact on the purchase intention on the brand. positive on purchase intention. This shows that the value possessed by the influencer makes other people interested in listening to what he is talking about, the influencer's attachment to his followers also increases the desire of followers to buy the brand, the influencer's expertise in recommending a product also ultimately builds the trust of followers on social media. will see recommendations from influencers to buy a product. So, it can be concluded that marketing using influencers can be used by all business owners because it has a positive effect on purchase intention.

## 6. ACKNOWLEDGEMENTS

An acknowledgement section may be presented after the conclusion, if desired.

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