

The role of social media influencers in transforming consumer perceptions and purchase intentions

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Abstract

The concept of social media marketing in the digital era holds greater value in gaining a deeper understanding of consumer behavior. Additionally, in the era of modern technology, the concept and tool of digital marketing have been of significance importance in social media influencer marketing and change consumer perceptions or the shape of consumers' perception regarding any product, brand, or service with the help of video, images, or any others meaningful updates on the platform of social media. Thus, in the modern digital era, influencer marketing holds greater significance on social media platforms. The current research study examined various elements related to social media influencer marketing and its impact on consumer purchase decisions, with a focus on the mediating effects of consumer attitudes in the Pakistani context. The study employed questionnaire-based methods for data collection and analysis. The current research study used quantitative methods to investigate social media influencer marketing, with a focus on the mediating effect of consumer attitude on consumer purchase intention. The era of digital marketing tools integrated with social media influencer marketing, where social media influencers are individuals, has altered the way consumers perceive products through social media platforms. Through non-probability convenience sampling, aided by a physical questionnaire and a Google Form link shared with respondents who use social media, the current research study employed structural equation modeling. The results suggested that Trustworthiness, Attractiveness, Expertise, and Meaning have a positive association with the consumer attitude, and the consumer attitude has a positive association with consumer purchase intention. However, the results found that consumer attitudes have not supported the Celebrity product match-up. Further mediating effects demonstrate that the celebrity product match-up and consumer purchase intention did not mediate the relationship between consumer attitude and the celebrity product match-up.

Keywords: social media influencer, consumer perception, consumer purchase intentions, consumer attitude, celebrity product match-up.

1. Introduction

The influence of marketing on promotional activities is considered of significant importance. Due to this relationship, influential marketing incorporates influential

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members and integrates them to increase the audience's consumer purchase intention (Nurfadila & Riyanto, 2020). Thus, the objective of marketing is to find better ways to deliver quality products or services that meet and fulfill customer needs and wants and to increase consumer intention (Ferrell, 2021). Therefore, brands derive more benefits from the concept of influencer marketing, as this relationship fosters a connection with potential customers through social media influencers (Wang, 2023). Thus, the idea of brand integrity is developed through the utilization of social media, influencing marketing (Sudha & Sheena, 2017). Prior research studies suggested that digital marketing, with more than 22% of marketers believing influencer marketing has significant importance in attracting new customers (Simon et al., 2022).

The theory of social learning is based on the cognitive approach to education, which involves relating social context through observational methods. According to social learning theory, individuals acquire learning outcomes by observing the behavior of others, and this learning is a result of observing the consequences of that behavior (Westen, 1999). In the social media era, celebrities are considered role models, and multinational companies use them to attract customers and increase consumer purchase intention. These factors create a positive association with the consumer's behavior, and in this way, potential customers gain more attention to the brand (Khatri, 2006). Past research studies suggest that over the last 150 years, advertising methods have undergone significant changes, transitioning from the classical era to the modern era (Bakker, 2018). Thus, in the contemporary era, multinational companies employ the approach of celebrities to enhance their brand and gain customer attention (Guolla et al., 2017).

The study explained that multinational companies try to create attentiveness and stimulate interest in the minds of consumers to increase purchase intention. Thus, with the help of advertising efforts and strategies, conveying information regarding brands to the attention of consumers is a significant way to influence their behavior. This approach has a positive impact on consumer intention, and thus, advertising has substantial effects on consumer behavior (Ohanian, 1991). A prior study suggested that in society, people have different living standards, styles, skills, and physical appearances. These differences are often highlighted, with celebrities, such as those from the sports and film industries, playing a significant role in society. Thus, celebrity endorsement is the most powerful tool in terms of promotional strategy to capture customer attention. The study suggested that the current market environment requires marketers to incorporate their marketing programs, emphasizing the importance of celebrity endorsement in creating brand awareness, enhancing brand image, and maximizing profits (Özer et al., 2022). Because the concept of social media has a positive impact on consumer purchase intention, changes consumer attitudes, and alters consumer communication styles, it also reveals competitive environments, opportunities, and challenges in the field of marketing (Ahmed et al., 2017). Thus, social media serves as a significant and powerful communication tool to convey companies' messages, offering better opportunities for sellers, consumers, and advertising companies. Therefore, with the

help of social media platforms, marketing experts can change consumer attitudes, perceptions, and the impact on consumer purchase intentions (Evans et al., 2017).

Influencer marketing plays a significant role in digital marketing environments and processes, offering innovative methods for brands to establish long-lasting customer relationships and build strong brand associations (Reportlinker, 2019). In the modern era, the internet holds significant importance, particularly for companies' strategic marketing programs and competitive advantage in the digital age (Trauntschnig & Hetz, 2020). A past research study explained the concept of characteristics and suggested that digital approach methods have become a good communication way in a competitive environment, having a positive impact on consumer behavior (Pathak, 2024). Digital media has become a valuable method for enhancing consumer understanding, surpassing traditional marketing approaches (Alshurideh et al., 2022). The advancement of Internet technology has enabled the development of more business opportunities, and the evolution of business environments through modern technology has changed consumer behavior. These changes in behavior face challenges and develop new business opportunities (Kumar & Singh, 2020). The element of digital marketing, specifically online convenience, has a significant impact on consumer behavior, offering more shopping options (Thao, 2020).

Social media and online convenience enable consumers to make quick selections and purchase easily, which has a significant impact on their behavior (Duarte, Silva, & Ferreira, 2018). Thus, consumer buying behavior and how retailers retain potential customers through online convenience, easy access, and time savings ultimately create brand awareness, brand loyalty, and brand equity in the minds of customers (Pham et al., 2018). Past research studies have suggested various definitions of brand equity. Thus, brand equity is defined as the value addition to the brand. Therefore, based on the marketing decision-making perspective, the brand knowledge of consumers and their responses are compared to marketing (Datta et al., 2017). As the perceived value of brand images and the evaluation of consumer brand equity develops, more consumer associations emerge (Porto, 2019). Thus, the elements of the brand that are more closely associated with the consumer include brand image, brand awareness, and brand quality, all of which are more closely tied to consumer decisions. Therefore, the consumer's positive attitude has developed into positive brand perceptions (Ščiukauskė, 2021). With the advent of information technology, the number of internet users is increasing. As a result, multinational companies are now more focused on leveraging the approach of social media marketing influencers to develop Trust and recommendations among consumers when purchasing their products or services. Thus, multinational companies are increasingly interested in utilizing social media marketing influencers to develop marketing strategies and influence consumer purchasing intentions (Permadani & Hartono, 2022).

The current research study aims to explore the concept of social media influencer marketing about consumer purchase behavior and consumer attitude (Ahmed et al., 2017), while also examining the mediating role of social media influencer marketing on consumer purchase intention. Influencer marketing is a contemporary concept in

social media marketing. With celebrity endorsements, multiple national and international companies and marketers establish connections with social media influencers to promote services, products, and brands. This, in turn, fosters Trust and reliance on the opinions and feedback of these influencers, which is linked to consumer behavior (Kang et al., 2023). Due to the growing importance of influencer marketing, the maximum prior research study examined traditional media channels and their impact on consumer purchase intentions. However, fewer studies have focused on the topic of the effects of social media influencer marketing on consumer purchase intention, particularly in terms of the mediating effects of consumer attitude on this intention (Saima & Khan, 2019).

The prime objective of this research is to explore the influence of influencer marketing on consumers' preferences for fashion brands. The study has a further aim to examine the impact of influencer marketing on customer intention to purchase the latest fashion brands in Karachi. The research study examines the significance of social media influencer marketing on consumer behavior to gain a better understanding (Lu et al., 2020). The study investigates the mediating effects of consumer attitude on purchase intention in the context of social media influencer marketing. The study suggested ways to increase consumer purchase intention and identified the factors that are important and have significant values regarding consumer attitude and purchase intention. To create brand integrity and to develop social conversions through the approach of influencing marketing (Sudha & Sheena, 2017). Prior research studies suggest that digital marketing, with more than 22% of marketers believing influencer marketing has significant importance in attracting new customers (Simon et al., 2022).

The theory of social learning is based on the cognitive approach to education, which involves relating social context through observational methods. According to social learning theory, individuals acquire learning outcomes by observing the behavior of others, and this learning is a result of observing the consequences of that behavior (Westen, 1999). In the social media era, celebrities are often regarded as role models, and multinational companies utilize them to attract customers and enhance consumer purchase intentions. These factors have a positive impact on consumer behavior, and as a result, potential customers are more likely to pay attention to brands (Khatri, 2006). Prior research studies suggested that over the last 150 years, advertising methods have evolved, transitioning from the classical era to the modern era. Thus, in the contemporary era, multinational companies apply the approach of celebrities for their brand to gain customer attention (Guolla et al., 2017).

2. Literature review

The theoretical research framework, which provides a more comprehensive description of the research study topic, encompasses various factors of social media influencer marketing, including trustworthiness, expertise, Trust, transfer meaning, and the mediating effects of consumer attitude, as well as the moderating effects of brand engagement on consumer purchase decisions.

2.1 Consumer purchase intention

Prior research has explained that consumer buying behavior refers to the process by which people find products or services to satisfy their needs and make informed decisions. Through the model of the decision-making buying process, the marketers examine each step of the buying process (Lu et al., 2020). Thus, each customer follows all stages of the decision-making process when purchasing or selecting products, and research suggests that all markets first understand the consumer's decision, which incorporates both digital and traditional marketing. Thus, in the great world, there is no business exists without customers, and customers have significant importance in competitive business environments and successful companies (Xiao & Mi, 2019).

The factors that influence consumer purchase decisions may vary from person to person, across different age groups, and from one environment to another, as people in society possess diverse cultural values, norms, perceptions, lifestyles, and psychological factors (Yang et al., 2023). The study explained that multinational companies try to create attentiveness and stimulate interest in the minds of consumers to increase purchase intention. Thus, with the help of advertising efforts and strategies, conveying information about brands to the attention of consumers is a significant way to positively impact consumer intention, and this approach has a substantial effect on consumer behavior (Permadani & Hartono, 2022).

2.2 Cultural, social, and psychological influence

Prior research studies suggest that cultural factors have influenced the shape of consumer purchase decisions, driven by varying societal values and norms, as well as the expertise of marketers. These societal changes must be considered. These factors positively impact consumers' purchase intentions and firms' performance, image, market shares, and profits (Meng, 2023). Thus, celebrity endorsement is the most powerful tool in terms of promotional strategy to capture customer attention. The study suggested that the current market environment requires marketers to incorporate their marketing programs, emphasizing the importance of celebrity endorsement in creating brand awareness, enhancing brand image, and maximizing profits (Özer et al., 2022).

Social factors, including reference groups, family associations, and social class, influence the mold of consumers' buying behavior. While family influences are associated with the family life cycle and the family decision-making process, these factors have the most significant impact on the consumer's behavior during the buying process (Chhabra & Farooque, 2018). Thus, social media serves as a substantial and powerful communication tool to convey companies' messages, offering better opportunities for sellers, consumers, and advertising companies. Therefore, with the help of social media platforms, marketing experts can change consumer attitudes, perceptions, and the impact on consumer purchase intentions (Evans et al., 2017). Thus, influencer marketing plays a significant role in digital marketing environments and processes, offering innovative methods for brands to

establish long-lasting customer relationships and build strong brand associations (Reportlinker, 2019).

Psychological factors influence consumer perceptions, learning, memory, and motivations, and through these factors, consumers form an image in their minds of the product. Thus, the consumers' perceptions affect factors such as beliefs, society, personality, and communications (Mishra & Samu, 2021).

2.3 Consumer attitude

Reference groups influence consumer attitudes. Thus, social media platforms influence consumer attitudes, personal attitudes, and behavior change, facilitated by both group-level factors and individual factors. Therefore, the consumer's attitude has a significant and positive influence on purchase intention. Thus, marketing experts, always keenly interested in the factor of consumer attitude, give importance to promotional marketing activities (Kumar, 2018). Prior research studies have shown that attitude is a long-term, fixed way of thinking. Thus, a greater positive consumer attitude towards consumer behavior will create positive consumer behavior (Raja et al., 2023)

In the above literature, the relationship between consumer attitude and purchase behavior regarding social media elements is explained. Thus, the theory of reasoned action (TRA) provides a conceptual research framework that describes the critical factors influencing behavior and the person's attitude associated with consumer behavior, and the significance of this will be considered in consumer purchase attitudes (Kumar et al., 2022). Past research studies have defined brand engagement as the motivational connection between consumers and brands, encompassing emotional, consumer behavioral, learning, and experiential characteristics. The brand engagement is the indirect association of the consumer's buying behavior with the brands (Lim et al., 2021)

2.4 Social media marketing

Earlier research has suggested that multinational companies utilize the powerful tool of social media marketing to promote their products and services through social media platforms (Ibrahim & Ganeshbabu, 2018). Thus, through this approach, companies expand their products, increase their brand image, gain a larger market share, and foster increased customer loyalty. Therefore, the marketing expert utilized a social media marketing tool to enhance consumer connections in a cost-effective and easy-to-develop manner, thereby creating both direct and indirect attractions for brands with consumers, which in turn increased consumer purchase intentions (Venciute, 2018). Social media marketing is closely tied to social media networking services, as it involves interacting with customers and offers numerous benefits for businesses. Through the social media platform, social media marketing increases consumer traffic and enhances brand equity and brand awareness in the way of advertising (Fernanda & Dwita, 2024)

2.5 Influencer marketing and trust

The new discipline in the field of marketing is influencer marketing, which aims to promote products and is a form of brand communication and advertising that develops connections with consumers through direct and indirect means to target specific audiences (Qadeer et al., 2014). Companies use this approach to promote their brands and develop close relationships with customers (Marzouk et al., 2021).

Trust is closely linked to the consumer's behavioral intention (Tan et al., 2019). In comparison to traditional marketing, social media influencer marketing has a greater reputation through social media platforms (Khamis et al., 2017). Thus, a good relationship developed through a social media influencer will create strong Trust and influence consumer purchase intention (Lim et al., 2017)

2.6 Attractiveness celebrity match-up model

The model of source attractiveness explains that the message of attractiveness is based on the physical properties or chrematistics of the source. Thus, physical attractiveness is perceived to influence specific audiences for specific brands because attractiveness advertising is associated with the influencer's similarity, likeability, and familiarity with consumer behavior (Stefan, 2009; Parmar & Ahmed, 2013). Past research studies have suggested that the relationship between endorsers and brands has a strong association with achieving desired results. Thus, if the endorser does not influence the target audience in the market. The theory of balance explains the relationship between the endorser and the audience (Sagita & Sarsono, 2021)

2.7 Hypothesis development

Based on the literature review, the following hypotheses are proposed:

- H1: Trustworthiness has a positive relationship with the consumer's attitude.
- H2: Attractiveness has a positive relationship with the consumer's attitude.
- H3: Expertise has a positive relationship with consumer attitude.
- H4: The celebrity product match-up has a positive relationship with the consumer attitude.
- H5: The transfer of meaning has a positive relationship with consumer attitude.
- H6: The consumer attitude significantly mediates the relationship between trustworthiness and consumer purchase intention.
- H7: The consumer attitude significantly mediates between attractiveness and the consumer purchase intention.
- H8: The consumer attitude significantly mediates the relationship between expertise and consumer purchase intention.
- H9: The consumer attitude significantly mediates the relationship between celebrity product match-up and consumer purchase intention.
- H10: The consumer attitude significantly mediates between the meaning of transfer and the consumer purchase intention.

H11: The consumer Attitude positively associates with the consumer's purchase intention.

3. Methods

The research employed a quantitative research method for analysis, which involves collecting data through sampling techniques and interpreting the results (Bell et al., 2022). Thus, the quantitative research is based on facts, figures, and statistics numbers to be used in the research study. Qualitative research data is based on opinion, is subjective, does not use numerical data, and is presented in the form of words (Qadeer et al., 2014).

The research framework is associated with both the inductive and deductive research approaches. The research approach of inductive reasoning is based on specific generalization, whereas the deductive approach is based on generalization from the particular to the general. This approach includes existing theories and data to be tested, which are used to formulate the research objectives and questions (Qadeer et al., 2014). Thus, the descriptive research design involves correlating variables, employing observational methods, and administering questionnaire survey forms to collect the data. There are two primary methods: qualitative research and quantitative research. Thus, quantitative research methods are based on predicting the research phenomenon through measurable variables and based on numerical facts. Whereas qualitative research is based on opinion or subjective prepetition, which is based on experience (Sanders, 2018)

The research framework is closely tied to the research design, which helps identify the research problem statement, objectives, and data collection methods. The current research study employed both descriptive and inferential statistical approaches. The current research incorporates fashion brands to gain a deeper understanding of customer perception regarding the impact of fashion brands on social media marketing and advertising. The research design examines the influence of social media influencer marketing on consumer behavior, considering the mediating role of consumer attitude and the moderating effect of brand engagement.

The current study employed a convenience sampling technique, a type of non-probability sampling method. The data consists of finance experts and professionals from the financial markets, as well as individuals with experience in any organization or knowledge of human resource management. The sample size of 350 will be determined using the questionnaire, which will be utilized to collect data based on the principle of achieving sufficient statistical power for the analysis. The respondents, the intended audience, possess specified practical knowledge and requirements with accessibility (Bell et al., 2022). The current research study involves respondents, individuals from the Pakistani market who have experience in human resource management, and their attitudes toward understanding the behaviors of human resource management in organizations. Sekaran (2003) states that the population is the frame that contains every component of the population and is the location from which the sample is drawn.

The research was conducted through a survey, and primary data were collected from respondents via questionnaires administered in both physical and online formats, including Google Forms. The time horizon of the current study was cross-sectional, a design commonly used in academic research due to the limited time available to complete the survey and the limited financial resources. Thus, the technique of convenience sampling is used for data collection from respondents, as it is a straightforward and cost-effective method. Therefore, the research study employed a non-probability sampling method, specifically convenience sampling. The PLS-SEM modeling was employed to analyze the data, a structural equation modeling approach based on variance.

4. Results

4.1 Measurement model

The measurement model examines the internal consistency of the items, as well as their discriminant and convergent validities. Prior research suggested that convergent validity refers to the same conceptual construct when applying different measures. The table's findings indicate that the factor loadings of the constructs are higher than 0.7, and the composite reliability is also greater than 0.7. The results of Figure 1 suggest that the value of the average variance extracted is greater than 0.5 (Hair et al., 2017).

The internal consistency of the constructs, as indicated by Cronbach's alpha values, exceeds the recommended threshold of 0.6 (Fornell & Larcker, 1981). Thus, based on this recommendation and the results, the constructs of convergent validity were established. Therefore, the findings in Table 1 indicate that the AVE readings exceed 0.5. Thus, the latent variables and the items of the constructs demonstrate valid associations, and the validity test confirms the questionnaire's validity. Hence, the measurement model is presented based on two criteria: the factor loading, which must be more than 0.5, and the average variance extracted, which should be close to 0.5 for all indicators (Ahmed et al., 2024).

Table 1
Measurement model

Constructs	Items	Loadings	Cronbach's alpha	Composite reliability (rho_a)	Average variance extracted (AVE)
Attractiveness	ATTR1	0.913	0.810	0.878	0.648
	ATTR2	0.736			
	ATTR3	0.635			
	ATTR4	0.902			
Consumer attitude	CA1	0.594	0.818	0.873	0.580
	CA2	0.786			
	CA3	0.688			
	CA4	0.468			
	CA5	0.589			
Celebrity product match-up	CBPM1	0.860	0.814	0.881	0.655
	CBPM2	0.664			
	CBPM3	0.600			
	CBPM4	0.860			
Purchase intention	CPI1	0.664	0.734	0.847	0.650
	CPI2	0.529			
	CPI3	0.662			
Expertise	EXPT1	0.688	0.728	0.846	0.647
	EXPT2	0.468			
	EXPT3	0.589			
Meaning transfer	MT1	0.579	0.778	0.872	0.697
	MT2	0.704			
	MT3	0.781			
Trustworthiness	TRUT1	0.635	0.730	0.825	0.611
	TRUT2	0.428			
	TRUT3	0.590			

Source: designed by the authors.

4.2 Fornell-Larcker Criterion

In Table 2, we proceed with the discriminant validity analysis. Here, the Fornell-Larcker Criterion is used. The values represent the diagonal elements of the average variance extracted; the square root of the constructs' variances must be greater than the correlation between the constructs (Fornell & Larcker, 1981). Thus, the diagonal values are higher than the correlations of other variables; therefore, discriminant validity has been established.

Table 2
Fornell–Larcker criterion for discriminant validity

Constructs	Attractiveness	Celebrity Product Match-Up	Consumer Attitude	Expertise	Meaning Transfer	Purchase Intention	Trustworthiness
Attractiveness	0.805						
Celebrity Product Match-Up	0.733	0.809					
Consumer Attitude	0.712	0.740	0.762				
Expertise	0.722	0.665	0.651	0.805			
Meaning Transfer	0.729	0.765	0.704	0.705	0.835		
Purchase Intention	0.757	0.707	0.671	0.769	0.735	0.806	
Trustworthiness	0.706	0.646	0.639	0.777	0.690	0.747	0.782

Source: designed by the authors.

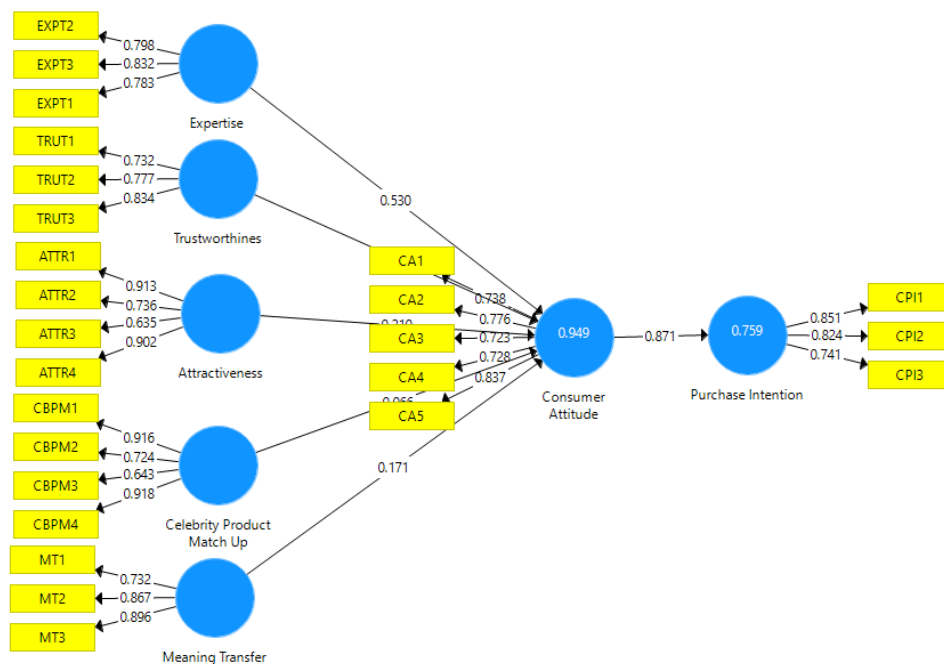


Fig. 1. Measurement model
Source: designed by the authors.

4.3 Direct relationship

The findings in Table 3 indicate that trustworthiness has a positive and statistically significant association with consumer attitude ($T = 3.665$, $p = 0.000$). Hence, it is concluded that the hypothesis H1 is substantiated. Thus, consumers have a positive influence when a social media influencer is perceived as trustworthy. Table 3 further demonstrates that Attractiveness has a positive relationship with the consumer attitude. Prior research studies suggest that the physical message of attractiveness, based on the characteristics of the source, is perceived to influence consumers, as the endorser's physical attractiveness is considered a key factor in this perception. Therefore, advertising of the attractiveness of the product incorporates the likeability, similarity, and familiarity related to the consumers.

Thus, based on a p-value of 0.000, which is less than 0.05, the attractiveness is significantly associated with the consumer attitude; therefore, hypothesis H2 is accepted. Table 3 also exhibited that influencer expertise is significantly and positively associated with consumer attitude. The prior research study explained that expertise is measured by consumer perceptions or the consumers' perception of the source that provides truthful information. The findings in Table 3 demonstrate a significant association between social media influencer expertise and consumer purchase intention ($T = 9.280$, $P = 0.000$). Hence, it is concluded that the hypothesis H3 has been substantiated.

It is further concluded that the Celebrity product match-up does not have a positive relationship with the consumer attitude. Thus, it is concluded that the association between product and endorser has fostered a positive connection, resulting in favorable outcomes. If an influencer fails to establish a strong relationship with their target audience, they will waste time and money. Through the theory of balance, it is explained that there is a relationship between the endorser and the audience. These results indicate that good relationships are created, and effectiveness is developed.

The findings in Table 3 further demonstrate that the celebrity product match-up does not have a significant influence on consumer purchase intention ($T = 1.441$, $P = 0.150$). Thus, it is concluded that the hypothesis H4 does not substantiate. Finally, Table 3 demonstrates that Meaning transfer and consumer attitude have a positive relationship with each other. The results show that the corresponding T-value is 59.127, and the P-value is 0.000; hence, it is concluded that Meaning transfer has a significant association with consumer purchase intention. Prior research suggests that the meaning transfer model effectively explains the celebrity endorser process, which conveys product meaning to consumer attitudes.

Table 3
Path coefficient analysis

Hypotheses	Path-Relationship	T statistics	P values	Decision
H1: Trustworthiness has a positive relationship with the consumer's attitude	TRUT -> CA	3.665	0.000	Supported
H2: Attractiveness has a positive relationship with the consumer	ATTR -> CA	4.321	0.000	Supported
H3: Expertise has a positive relationship with the consumer	EXPT -> CA	9.280	0.000	Supported
H4: The celebrity product match-up has a positive relationship with the consumer	CBPM -> CA	1.441	0.150	Not Supported
H5: Meaning transfer has a positive relationship with the consumer attitude	MT -> CA	5.210	0.000	Supported
H11: Consumer Attitude positively associates with the consumer purchase	CA -> CPI	59.127	0.000	Supported

Source: designed by the authors.

4.4 Analysis of the mediating effects

The findings of Table 4 indicate that consumer attitude has a significant relationship with trustworthiness and customer purchase intention ($T = 3.629$, $P = 0.000$). Hence, it is concluded that hypothesis H6 has been supported. The results further demonstrate that consumer attitude significantly mediates the relationship between attractiveness and consumer purchase intention ($T = 4.247$, $P = 0.000$). Hence, it is concluded that hypothesis H7 has also been sustained. Similarly, hypothesis H8 was also supported ($T = 9.557$, $P < 0.000$). Therefore, it is concluded that consumer attitude significantly mediates the relationship between expertise and consumer purchase intention.

The findings in Table 4 further demonstrate that the consumer attitude does not have a significant association with the celebrity product match-up ($T = 1.437$, $P = 0.151$). Thus, it is concluded that the hypothesis H9 does not substantiate. Table 4 further demonstrates that consumer attitude mediates the relationship between the

meaning of transfer and consumer purchase intention ($T = 5.165$, $P = 0.000$). Hence, it is concluded that the hypothesis H10 is also substantiated.

Table 4
Assessment of the mediation effect

Hypotheses	Relationships	T statistics	P values	Decision
H6: The consumer attitude significantly mediates the relationship between trustworthiness and consumer purchase intention.	Trustworthiness -> Consumer Attitude -> Purchase Intention	3.629	0.000	Supported
H7: The consumer attitude significantly mediates between attractiveness and the consumer purchase intention.	Attractiveness -> Consumer Attitude -> Purchase Intention	4.247	0.000	Supported
H8: The consumer attitude significantly mediates the relationship between expertise and consumer purchase intention.	Expertise -> Consumer Attitude -> Purchase Intention	9.557	0.000	Supported
H9: The consumer attitude significantly mediates the relationship between celebrity product match-up and consumer purchase intention.	Celebrity Product Match Up -> Consumer Attitude -> Purchase Intention	1.437	0.151	Not Supported
H10: The consumer attitude significantly mediates between the meaning of transfer and the consumer purchase intention.	Meaning Transfer -> Consumer Attitude -> Purchase Intention	5.165	0.000	Supported

Source: designed by the authors.

5. Conclusions

The study results indicate that factors related to social media influencer marketing, such as trustworthiness, have a positive association with consumer attitudes. Attractiveness is also positively associated with consumer attitude. The study's results demonstrated that social media influencer marketing has a significant influence on consumer attitudes; however, the findings suggest that the celebrity product match-up is not supported. This is a natural fact that a consumer's attitude is not necessary to support a meaning of celebrity product match-up, a study exhibited that the meaning of transfer does not have any association with the consumer's attitude. Further results suggested that a positive consumer attitude does not have a positive influence on customer purchase intention. Thus, the current research study has significant importance for consumer attitudes and buying behavior (Parmar & Ahmed, 2013). The mediating effects suggest that there is a substantial mediating relationship between consumer attitude and consumer purchase intention, mediated by trustworthiness.

The findings of this paper further revealed that consumer attitude significantly mediates between attractiveness and customer purchase intention. Thus, the Consumer Attitude mediates the relationship between attractiveness and consumer purchase intention, as supported by Ahmed et al. (2017). This finding is also supported by the fact that consumer attitude significantly mediates the relationship between expertise and customer purchase intention ($T = 9.557$, $P = 0.003$). The findings of this research further indicated that consumer attitude does not mediate the relationship between celebrity product match-up and consumer purchase intention ($T = 1.437$, $P = 0.151$). Hence, it is concluded that consumer attitude has a significant mediating effect on the relationship between expertise and consumer purchase intention. However, it is also concluded that consumer attitude has no mediating influence between celebrity product match-up and consumer purchase intention. The results suggested that the consumer attitude mediates the meaning of transfer and the consumer's purchase intention.

The study has significant theoretical and practical implications. For example, the theory of social learning has been incorporated into the field of marketing, providing a yardstick for future studies. Hence, the current research study results indicate that consumer attitude affects consumer behavior and social media influencer marketing. The proposed model might be helpful for future studies. A similar model could be replicated in other sectors. The study has specific practical implications; industry practitioners can draw guidelines from the survey outcomes to formulate effective marketing strategies. The study highlighted the significance of social media marketing in achieving effective marketing and advertising.

This research has certain limitations. For instance, multiple variables of mediating and moderating variables could be added in future studies. The cause-and-effect relationships of the variables could not be assessed; therefore, they could be incorporated into future research studies. Further research would incorporate mediating and moderating variables into the conceptual research model to gain a deeper understanding of consumer attitudes and purchasing intentions. The

geographic scope of this study is limited; therefore, future studies could be conducted by examining regional and global sectors.

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