CHAPTER II
THEORETICAL BACKGROUND

2.1 Influencer

Influencers are ordinary people who gain popularity by generating and sharing contents on their social media. Influencers also known as public figures or celebrities in social media. Social media influencers are also seen to be more approachable, trustworthy, credible, and influential than traditional celebrities. Therefore, companies and brands often collaborate with influencers to promote their product. Since social media influencers are commonly ordinary people whose knowledge on a certain topic are adequate to share and tell to other people to gain followers, then their purpose is to maintain their status by being 'social media celebrities' that will allows them to collaborate with a certain brand (Sánchez-Fernández & Jiménez-Castillo, 2021). Influencer marketing strategies found more successful than traditional advertising or marketing. Influencer marketing is a new advertising tool and being believable because of its natural, genuine, and realistic contents (Coutinho, et al., 2023). Social media influencers will share their self-generated contents related to certain topics and gain a large following on social media. Influencers are social media specialists that have a personality as an expert and share information to their followers and do not advertise openly, but will make buzz about products using word of mouth. The basic difference between traditional celebrities and influencers is that traditional celebrities will influence people through one way communication media such as televisions. Meanwhile, influencers will build their personality through social media or other non-conventional media and gain followers though creating content that is relevant (Nugoho, et al., 2022). Not only that, social media influencers might also acquire an important level of public influence to their set of personal connections since they have the recognition that they need to excel a certain level of marketing (Hosen, et al., 2021).

Influencers that are involved in marketing show the opportunity to interact with real people telling stories, usually those who are young and productive on social media through the social media's platform like feeds or stories (Zhou, et al., 2021). Integrating commercial values to the daily and relatable content that customers often crave for are the advantages of social media influencers compared to regular marketing or ads. These influencers are usually being relied on by customers for their products or brand discoveries as a trustable source of information which then triggers the purchase intentions. By introducing marketing to a contact,

it creates less intrusive ads which connect both the influencers and customers as individuals and it may also reach those hard-to-reach generations more easily (Feng, et al., 2020).

Based on the social currency theory, social media influencers can influence other people because they have certain traits, such as expertise, attractiveness, or trustworthiness that others will find valuable. This influence will lead into behavior and decision making of followers. Through active participation on social media, customers will develop affiliation while engaging in conversation with others through social media (Singh, et al., 2022).

2.2 Influencer Credibility

The concept of credibility has long played a main key in the marketing field. Conceptually, credibility describes the extent to which the information provided can be trusted, including its provider, or can be said as viewing a person as credible means that person or groups can be trusted and relied on. The credibility of an influencer has the dimensions of ability (expertise) and willingness (trust) to remain loyal to credentials that increase performance. Credibility is considered a perceived construct, so the assessment of the credibility of information depends on the recipient's views (AlFarraj, et al., 2021; Ryu & Han, 2021). Credibility in social media marketing with influencers is necessary because followers will follow influencers they trust, especially if the influencer has interests, values or characteristics, and a high level of trust (Coutinho, et al., 2023).

Credibility of an influencer refers to if people can perceive recommendations from influencers as unbiased and factual. Credibility is also an important factor in a message because it can show the persuasiveness of a message. Credibility of an influencer consists of three main factors, such as expertise, trustworthiness, and attractiveness. Therefore, if consumers don't consider a message credible, they will become resistant or hesitant to try a product or service that is advertised (Rathnayake & Lakshika, 2022). Source of credibility is a dominant prior of attitude towards advertisement effectiveness and purchase intention from customers. Consumers will have a higher attitude toward ad, brand, and purchase intention when a highly credible influencer is featured (Lee & Kim, 2020).

In online engagement, credibility symbolizes important factors affecting the process of decision-making, behavior, and purchase intentions. When examining the influence of influencer marketing on social media, influencers' credibility is the main factor that supports or enhances. Credibility of influencers will affect followers' purchase intentions and represents

the main important elements in the effectiveness of an advertisement. The explanation of influencer credibility is based on the influencers' trustworthiness and experience, as well as how the message has been received by their followers (Sesar, et al., 2022). Credibility has a believability or an information with high level of credibility or person who is highly believable. According to Goldsmith, et al. (2000), credibility refers to the degree of the source that is viewed as having expertise related to the communication topic and can be trusted to deliver an objective opinion. Credibility can be seen as a tool that is used by the receiver of the information to rate the source or transmitter of the communication towards the information (Kemeç & Yüksel, 2021).

2.3 Attractiveness

Physical beauty has the ability to attract the various responses or attention from many types of individuals. Some say that those with an attractive physique are able to attract more attention from customers or followers compared to those who are less physically attractive. Apart from that, it was also stated that celebrities or influencers with an attractive physique will be more persuasive than those who don't (Coutinho, et al., 2023). Attractiveness is mainly seen from a physical perspective, as the definition of attractiveness is the degree to which a person's facial features are able to produce attractive stimuli to be seen by other individuals. An influencer is considered attractive when she can present herself on social media and be perceived as beautiful, elegant, or sexy. Erdogan also said that attractiveness is a stereotype of positive associations towards a person and not only entails physical appearance but also other traits, such as personality or athletic skill (Rathnayake & Lakshika, 2022). However, not all attractive values only focus on physical beauty. However, uniqueness, characteristics, similarity, likeability, sexyness and elegance are also included in attractive values. Those who are labeled as attractive are said to be able to attract more attention, especially followers who might become customers too. Those with a high level of attractiveness may also increase someone's desire to buy something (increase purchase intention) because these followers want to follow their idols (Ezenwafor, et al., 2021).

Attractiveness have meaning that a person physical attractiveness and can be described as the extend which a person is can be stimulant or pleasing to see. Attractive also means having stunning traits or qualities that deserve the public attention (Martiningsih & Setyawan, 2022). The physical traits or attributes of an influencer build the main element of beauty.

Attractiveness of influencers could influence customer purchase intent (Sharipudin, et al., 2023). Attractiveness became the key element of influencers, which information they give will develop a positive reaction. Attractiveness may be perceived not only physically, but also physiologically includes intelligence, personality, or lifestyle. Influencers' attractiveness can be an effective way of persuasion, in which consumers are relatively more attracted to attractive influencers (Xu & Kim, 2022)

Attractiveness has a positive relationship on customers' attitudes that are attributed to people, including physical, personality, and psychological characteristics. Therefore, attractiveness depends on other people's perceptions and associations. Positive association between influencers and customers will make customers pay more attention to the message and increase their purchase intention. Customers who provide a certain level of attraction to a particular influencer are more likely to buy and use products from a particular brand because the influencer has recommended or used the same brand. Attractiveness level of social media influencers can be measured through their followers. Influencers who manage to reach a certain level are easily described as attractive by their followers and have a bigger effect on the behavior of those followers (Santiago & Serralha, 2022). Based on Zhao, et al. (2024), attractiveness of influence significantly increases consumers' purchase intention. Messages appear to be more effective if the source or the influencer is attractive. Familiarity and likeability are the most important elements of attractiveness that should be considered (Torres, et al., 2019).

2.4 Trustworthiness

Trustworthiness can be influenced by the honest opinion of any third party. Trustworthiness can be defined as whether someone is believable or not. Trustworthiness will positively influence consumers attitude and intention towards brand (Jaeed & Badghish, 2021). This statement is proven by data taken by the Ipsos Global Trustworthiness Monitor 2021 that was released in 2022 on 21,503 subjects from 29 countries, that trustworthiness is influenced by several factors. From the survey results, it was found that 43% of respondents stated that they said something could be trusted (trustworthy) if they had reliable evidence and were able to fulfill the promises they made, 42% of respondents said that they had a transparent attitude, 30% said that they were expert or master in that field while the rest is if someone has the same values or perceptions and so on (Ipsos, 2022). In influencer, trustworthiness addresses whether

their opinion of a certain brand or product is objective or biased on behalf of rewards. Ohanian stated that influencer trustworthiness is more persuasive, regardless of their expertise. Further, trustworthiness is also defined as the degree of confidence that consumers will have on influencers that they consider valid (Rathnayake & Lakshika, 2022). Trustworthiness also refers to the extent of trust of an information in order to convey a statement. Trustworthiness can come from how consumer's perception. Reliable, unbiased, and honest opinion can create a trustworthiness of an individual (Martiningsih & Setyawan, 2022). Trustworthiness can persuade consumers in many aspects, especially in purchase decisions. Consumers will follow and trust influencers in social media in order to learn and keep up to date with any trend or gain any information regarding a product (Countinho, et al., 2023).

Trustworthiness is the honesty, integrity and believability of an influencer or the level of trust that consumers put on influencers' intention. The level of trust between the consumers and influencers has shown a positive effect towards the relationships between followers and influencers, sales, and brand (AlFarraj, et al., 2020; Kyngäs, et al., 2020; Leite & Baptista, 2022). Trustworthiness also refers to the relation of consumers and message providers which is informed by implied values or behaviors and it is behaviors of providers that give expectations and are essentially a characteristic of the provider (Cho, et al., 2022) Sources of trustworthiness are the unbiased, uprightness and acceptability of an influencer. Social media influencers have become a credible source of information and perceived as genuine messages. Social media influencers are seen as a person who transmits messages for their audience. Source trustworthiness is the source's tendency to be trusted and believed by the audience which can influence their intentions as expected. When a source is trusted enough by the audience, the audience's behavior aligns with the influencer's behavior (Ezenwafor, et al., 2021). Trust is seen as a relational quality that is generated over time due to regular interaction and as a result, trust could help to maintain the relationships. Trust in an influencer makes followers believe that they will benefit from their relationship with the influencer and at the end, customers looking to interact with influencers and try to purchase endorsed products (Ao, et al., 2023).

Trustworthiness is a perception of receivers from a source that is honest and truthful. Trustworthiness appears to be one of the credibility elements (Saima & Khan, 2020). Trust depends on how a person behaves to achieve uncertain goals. Trustworthiness of influencers can be defined as how much customers trust influencers in what they say and what they do. Therefore, trust is an important aspect for a successful marketing in media social (Chetioui, et

al., 2020). Social media influencers have to make sure their trustworthiness can endorse products and services effectively. But, previous studies of trustworthiness from advertisement by social media influencers can be affected by lack of transparency (Audrezet, et al., 2020). The lack of disclosure making advertisers; intent to persuade customers seems to be taking advantage of followers' trust. Social media influencers advertising also often seems to be suspicious by the general public and considered to be a form of deception. Transparency and openness is ke main keys for a long-run and trusting relationship in advertising (Balaban, et al., 2022).

2.5 Expertise

Expertise is presented as "authority," "competence," "expertise," or "qualification." In simple terms, expertise is the source knowledge level and it includes knowledge, experience, and problem-solving abilities in a specific area. Expertise can be defined as where one must be qualified and able to provide valid and accurate information in a particular field (Rathnayake & Lakshika, 2022). Ohanian described expertise as knowledge the endorser has in a specific area related to a product or brand. The more knowledge they have, the more it tends to be more persuasive and will give a positive attitude to consumers (Fayez, et al., 2022). Influencers in this context will often generate and upload contents related to a certain topic of expertise on their platform, and other users will follow them if they are interested in such topics. Expertise involves familiarity, insight, and experience that a person gains by continuing to work in the same area. To be called an expert, an influencer must have good knowledge about a certain topic, necessary skills, or a valuable degree (Saima & Khan, 2021). The perceived level of expertise of an influencer can affect purchase intentions because of two main reasons. The first reason is if the influencer is required to have a particular degree of experience with the product or general expertise. The second reason is that the influencer is considered to be a useful source of knowledge in the purchasing decision-making process. The influencers' perceived expertise affects the value of the information they give and how their followers will consider their content as a trustworthy source of information (Coutinho, et al., 2023).

Expertise is the degree to which a person is considered experienced, knowledgeable, or qualified (Martiningsih & Setyawan, 2022). Expertise is a significant aspect since it is the outcome of the communicator's professional knowledge and experience and has been considered in various research on digital influencers. Influencer expertise could persuade

customers even more to consider content uploaded by influencers who are considered experts in their area (Ao, et al., 2023). Influencer expertise is described to be an influencer as a source of valid statements or authority. Furthermore, expertise can be determining how the consumers perceives the communicator. Influencers can be described as experts or non-professional people who try to affect customer decisions. Influencers are more likely to be considered experts if they endorse products or services related to their field of expertise, area of work, or area of interest (Ezenwafor, et al., 2021).

Expertise is known as the competence to make true claims of particular knowledge. Expertise includes familiarity, knowledge, and experience received by a person. This expertise was gained as a result of constantly working in the same area. A communicator has to be well-skilled to do something in order to be perceived as a reputable or an expert. (Saima & Khan, 2020). With expertise, a communicator can give impacts on various things, including purchase intention. Influencers' expertise can give any impact on purchase intention because they are expected to have particular knowledge on a product or general expertise. They also expected to be a valuable source of knowledge about the purchase decision-making process (Weismueller, et al., 2020). Influencers have an impactful role in persuasion, especially on purchase intention. The persuasion seems to be strong because influencers or celebrities have an influential element (Magano, et al., 2022).

2.6 Previous Studies

Table 2.1. Previous Studies

No	Title&Author	Variables	Research Methods	Research Result
1	Impact Of Social Media Influencers' Credibility on The Purchase Intention: Reference to The Beauty Industry	Attractiveness, trustworthiness, expertise, purchase intention.	Sampling methods: questionnaire Respondents: of active Instagram users in Sri Lanka that follow one or more Influencers on Instagram or	There's a positive impact of credibility dimensions towards purchase intention and the most impactful credibility factor towards purchase intention is trustworthiness

	R.A.S.D.Rathnayake & V.G.P. Lakshika (2022)		have some kind of knowledge of influencers. Number of respondents: 150 Analytical tool: SPSS	
2	The Impact of Influencers' Credibility Towards Purchase Intention Diah Ayu Martiningsih & Anton Agus Setyawan (2022)	Attractiveness, trustworthiness, expertise, purchase intention.	Sampling methods: questionnaire Respondents: users who made online purchases at least 2 times Number of respondents: 200 Analytical tool: SPSS	Attractiveness and expertise positively affected purchase intention, meanwhile trustworthiness has a negative effect on purchase intention.
3	The Effect of Social Media Influencers Featured in Beauty Care Products Advertisements on Purchase Intention Among UCSI University Students Jia Yi Chin (2019)	Credibility, expertise, trustworthiness, attractiveness, purchase intention.	Sampling methods: questionnaire Respondents: the students from the Faculty of Social Sciences and Liberal Arts (FOSSLA) as the undergraduate students Number of respondents:234 Analytical tool: SPSS	The credibility of social media influencers significantly affects purchase intention.
4	Social Media Influencers and Egyptian Consumers'	Meaning transfer, product match up, source credibility (expertise,	Sampling methods: literature review	Social media influencers influence purchase intention in Egypt.

		trustworthiness, attractiveness), purchase intention.	Respondents: literature review Number of respondents: - Analytical tool: SPSS-AMOS	
	Purchase Intentions: A Conceptual Review Monika Fayez, Ashraf Labib, Mohamed Abdelazim Abo El-Naga (2022)			
5	Credibility of Social Media Influencers: Impact on Purchase Intention Maria Francisca Coutinho, Alvaro L. Dias, Leandro F. Pereira	Attractiveness, trustworthiness, expertise, brand equity, purchase intention.	Sampling methods: questionnaire Respondents: people aged between 18 and 65 who use social networks Number of respondents: 210 Analytical tool: SPSS	All of the elements Attractiveness, trustworthiness and expertise seen as crucial components of social media influencers' credibility and have an influence on consumer's purchase intention.
6	Impact of TikTok Influencer Characteristics on Generation Z's Purchase Intention in Ho Chi Minh City, Vietnam Anh Tho To (2024)	Expertise, trustworthiness, likability, similarity, familiarity, purchase intention.	Sampling methods: questionnaire Respondents: Generation Z users in Ho Chi Minh City, Vietnam Number of respondents: 209 Analytical tool: SPSS	The result showed that influencer trustworthiness, expertise, likability, similarity, and familiarity positively affected purchase intention.
7	Social Media Influencers and Purchase Intention amongst Social	Attractiveness, trustworthiness, expertise, product-influencer match up, purchase	Sampling methods: questionnaire Respondents:	Trustworthiness, attractiveness and influencer product match up has positive and significant effect

	Media Users in developing African economy Ebuka Christian Ezenwafor, Chigbata Moses Olise, Promise Ikechukwu Ebizie (2021)	intention.	active social media users in Anambra state Number of respondents: 216 Analytical tool: PLS-SEM	on purchase intention.
8	The impacts of social media influencer's credibility attributes on gen Z purchase intention with brand image as mediation: Study on consumers of Korea cosmetic product Santi Duwi Putri Nugroho, Mintarti Rahayu, Raditha Dwi Vata Hapsari (2022)	Attractiveness, expertise, trustworthiness, purchase intention, brand image.	Sampling methods: questionnaire Respondents: Gen Z consumers who are consumers of Korean cosmetic products, actively use social media, and follow one or more beauty influencer accounts Number of respondents: 210 Analytical tool: PLS-SEM	attractiveness, expertise, and trustworthiness has a direct and significant impact on purchase intention.
9	Impact of Social Media Influencers on Customer Engagement and Purchase Intention: A Meta-Analysis Lie Ao, Rohit Bansal, Nishita Pruthi, and	Homophily, expertise, trustworthiness, credibility, congruence, entertainment value, informative value, attractiveness, customer engagement, purchase	Sampling methods: literature review Respondents: literature review Number of respondents: - Analytical tool: meta-analysis	Social media influencers attributes have moderate to high relationships with purchase intention.

	Muhammad Bilawal Khaskheli (2023)	intention.		
10	Examining the impact of influencers' credibility dimensions: attractiveness, trustworthiness and expertise on the purchase intention in the aesthetic dermatology industry Omayma AlFarraj, Ali Abdallah Alalwan, Zaid, Mohammad Obeidat, Abdullah Baabdullah, Rand Aldmour, Shafig Al-Haddad (2020)	Attractiveness, trustworthiness, expertise, online engagement, purchase intention.	Sampling methods: questionnaire Respondents: all followers of aesthetic dermatology clinics on their Instagram accounts. Number of respondents: 384 Analytical tool: SPSS	Attractiveness, trustworthiness, and expertise do not have any impact on purchase intention.
11	The influence of social media influencer (SMI) and social influence on purchase intention among young consumers Mohamad-Noor Salehhuddin Sharipudin, Noor Aziah Abdullah, Kai Wan Foo,	Trustworthiness, expertise, attractiveness, respect, similarity, informative influence, normative influence, purchase intention.	Sampling methods: questionnaire Respondents: young consumers in Malaysia Number of respondents: 605 Analytical tool: SPSS	SMIs were found to be a strong predictor of purchase intention among young customers, where all aspects except respect have a significant impact.

Nurzihan Hassim, Zsuzsanna Toth, Tak Jie Chan (2023)			

2.7 Hypothesis Development

Credibility of influencers showed a positive and significant impact on purchase intention. Influencers will make content to persuade consumers to purchase certain products. Influencers' credibility has several dimensions, such as attractiveness, trustworthiness, and expertise (Rathnayake & Lakshika, 2022). Another study also found that sponsored brands by influencers have a positive effect on purchase intention (Kemeç & Yüksel, 2021). Study by Sharipudin, et al. (2023) also has similar results, where influencers' credibility have a significant impact on consumers' purchase intention. Research conducted by Weismuller, et al. (2020) suggested that sources of credibility, such as attractiveness, trustworthiness, and expertise, have a positive impact on purchase intention. Consumers are more likely to intend to buy a product if they trust the influencers to be a reliable source.The reason is that when customers are making decisions, they assess an influencer's overall trustworthiness in order to determine the importance of the product recommendation. This process will determine whether the influencers are reliable enough to provide reliable information or whether they have necessary expertise about the product. A product endorsement will have more value and enhance consumers' intention to buy if the influencers are perceived as reliable. Another study concluded that credibility has an impact on the purchase intention of followers, which means that a follower is effectively influenced in the purchase decision making process (Sokolova & Kevi, 2019).

H1: Denny Sumargo's credibility has a significant impact on the purchase intention of Burger Bangor

Attractiveness is one of a few attributes in influencers' credibility. Attractiveness of influencers by itself can convince consumers to buy a brand or product (Nugroho, et al., 2022). Similar results obtained by Kim & Park (2023), which influencers' attractiveness affects purchase intention because of strong attachment toward the brand. Magano, et al. (2022) also showed that attractiveness has a great impact on purchase intention of consumers.

Attractiveness of influencers can affect consumer initial judgement and following opinion agreement. Physically attractive people are often seen as nice, intriguing, outgoing, strong, humble, and attentive. These positive perceptions can increase the credibility and message acceptance, which has influence on purchase intention (Kim & Kim, 2021).

H2: Denny Sumargo's attractiveness has a significant impact on the purchase intention of Burger Bangor

Ezenwafor, et al. (2021) stated that trustworthiness of influencers have a positive and significant influence on purchase intention. Similar results also showed by Saima & Khan, which stated that consumers' purchase intention is straightforwardly influenced by the trustworthiness of influencers. Trustworthiness is one of the principal aspects of influencers credibility, which is a perception of an honest and truthful source. Trustworthiness is a major aspect of a message acceptance and influences purchase intention of consumers (Saima & Khan, 2020). Trust can be developed through repeated contact. Trust can be used to predict and evaluate the value of a message (Metz, et al., 2022). In the context of influencers, influencer-generated content may seem more trustworthy to customers. Moreover, there is an impact of trustworthiness of influencers on purchase intention (Venciute, et al., 2023).

H3: Denny Sumargo's trustworthiness has a significant impact on the purchase intention of Burger Bangor

Credibility of influencers can be affected by their expertise. Expertise of influencers itself has a significant relation with purchase intention (Ezenwafor, et al., 2021). Same result showed by study which stated that influencers' expertise have a significant impact on consumer purchase intention. Expertise can also be known as the capability of the communicator to make or state a certain claim that is true about a certain topic in their area of knowledge. In expertise, familiarity and the understanding or experience that are gained by that certain person because of the time and effort that they put in that field of work is included as plays an important part for them to be perceived as an expert (Kim, et al., 2019). This also shows that they, as a communicator, need to have knowledge about a topic or skills of doing something. Expertise is also driven on how the receiver of the message views the messenger. Expertise is linked with perception and purchase intention of consumers which is positively correlated (Saima & Khan, 2020; Bammer, et al., 2020). Expertise is a result of the communicators' knowledge and

experience and becomes an important factor in consumers' purchase intention. Influencers'
experience can make consumers consider the content and impact the purchase intention
(Permadani & Hartono, 2022).

**H4: Denny Sumargo's expertise has a significant impact on the purchase intention of
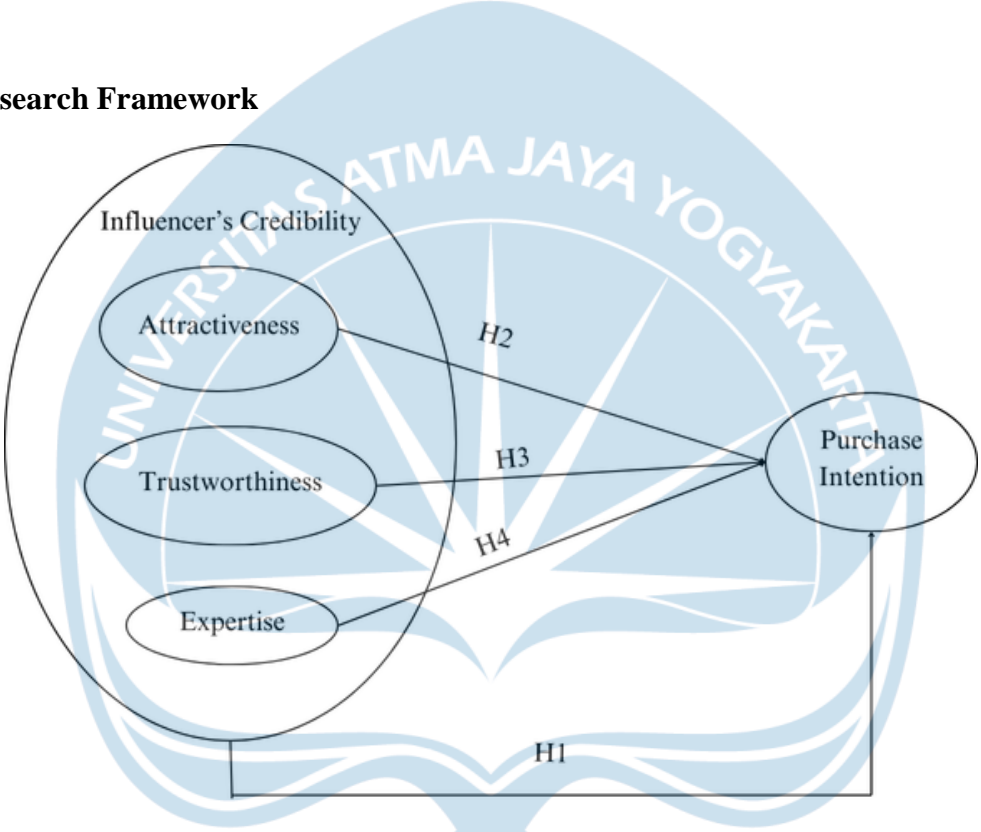Burger Bangor**

2.8 Research Framework

Figure 2.1. Research Framework

Source: Adapted from Rathnayake & Lakshika (2022)