The Role of Social Media Influencers on Purchase Intention: The Moderating Effect of Brand Familiarity

Shaply Abdul Kareem
Pulidindi Venugopal
VIT University, India

The purpose of this study is to examine the effects of social media influencers' traits on advertising attitudes. Also, investigate the influencers' impact on purchase intentions. The researchers adopted theoretical models like a source-credibility model, an elaboration likelihood model, and a meaning transfer model to support the study. The key constructs adapted from the theories and introduced a moderating variable, brand familiarity. The proposed research model uses influencers' attributes, and the model is validated using structural equation modelling (SEM). Data was obtained from the 327 Instagram users from the two private universities through an online survey. The findings show that trustworthiness and knowledge significantly improve ad attitudes and purchase intentions. Furthermore, the attitude toward advertisements considerably improves purchase intent. Additionally, the findings show that brand familiarity moderates the relationship between attitude toward advertising and purchase intention. A result demonstrates the effect of attractiveness, trustworthiness, and expertise on how source reputation influences attitude and purchase intention in the presence of social media influencers. Companies are seeking to profit from influencer marketing in order to reach a larger and more diversified audience. Social media celebrities are effective marketing communicators in a variety of settings (Tourism, Healthcare, Fashion etc.,). Businesses are trying to capitalize on social media influencers' popularity since they have their own fan base.

Keywords: *Elaboration Likelihood Model, Instagram, Purchase Intention, Social Media, Source Credibility, Structural Equation Modelling, Video Advertisement*