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Attractiveness, Trustworthiness and Expertise of Influencers and Purchase Intention

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Abstract

With a particular focus on the Sri Lankan cosmetics market, this study investigates the impact of social media influencer marketing on customer purchase intentions. Using a quantitative methodology, the study looks at purchase intention as the dependent variable and social media influencer marketing as the independent variable. Social media influencer marketing is measured using three dimensions: influencer trustworthiness, influencer attractiveness, and influencer expertise. A five-point Likert scale is used in a structured questionnaire to collect data, and convenience sampling is used to select a sample of 250 respondents in Sri Lanka. This study employs Univariate analysis (mean, standard deviation) and Bivariate analysis (regression analysis) with SPSS statistics, version 26. The results of the correlation study show that purchase intention and social media marketing have a statistically significant and favorable relationship. The consumer purchase intention variable was found to be 69.9% influenced by the factors in the model that were created: influencer attractiveness, influencer trustworthiness, and influencer expertise. The remaining 30.1% of the variables were influenced by variables that were not included in the study. The current study will contribute to the enhancement of the cosmetics industry's social media influencer marketing initiatives. The study has discovered that social media marketing initiatives significantly increase consumers' inclination to make a purchase. This study also acts as a guideline for all researchers interested in investigating this topic, and cosmetic companies can benefit from implementing the social media macro concept to boost purchase intention within the industry.

Key Words: *Influencer Attractiveness, Influencer Trustworthiness, Influencer Expertise.*

1.1 Introduction

Marketing and advertising have been around for millennia. People have been exposed to a various of actors attempting to promote their products or services by word of mouth, through newspapers, magazines, pictures, and other means. To put it another way, people have persuaded each other to sell their goods using marketing principles long before marketing as a commercial domain was created. Digital marketing arose due to changing technology and the rapid expansion of the internet (Ryan & Jones, 2012). This allowed businesses to build a stable platform for selling items to customers, grow their market, and connect with customers more efficiently. As a result, people can now access amusements, goods, products, and services whenever they want on the internet.

Globally, digital consumption has increased dramatically over the years. The internet and social media have billions of users. Due to increased accessibility to products on many diverse online channels, notably on social media, the online buying has become highly competitive with a growing worldwide digital population (Chaffey, 2019). Furthermore, social media sites are used by 98 percent of digital consumers (Global Web Index, 2018). As a result of the ability to successfully reach customers, marketers must develop a more sophisticated knowledge of digital marketing (Chaffey, 2019). Consequently, businesses must stay current on marketing approaches and strategies that will allow them to reach their target demographic.

Influencers surround themselves with a group of highly engaged people who, in most circumstances, share their interests and are willing to promote the message. The field of influencer marketing research has grown in popularity over the last few years. In summary, (Loy & Yuan , 2019) and (Johansen & Guldvik , 2019) looked at studies on influencer marketing and purchase intentions (2017). (Kim & Kim , 2020) (Martinez Lopez, Anaya-Sanchez, Esteban-Millat, Torrez-Meruvia, D'Alessandro & Miles (2020), and Boerman (2020) investigated how influencer marketing and standardized Instagram disclosure affect consumers by looking at various aspects.

The literature research gap is the area of knowledge that has not yet been investigated or gone into that is absent or incomplete from the literature based on the prior research studies. It might be anything from a population of sample sizes, types, etc., to everything. However, Social Media Influencer Marketing about purchase intention in the cosmetics industry is yet a less discussed topic in the Sri Lankan context. Very less research studies state that skin care and personal care products likewise only the researchers touched the study. Thus, a deep investigation is required to be done in the Sri Lankan context to fill the existing literature gap. Despite the importance of local research, many research studies which have been studying beauty care studies are from foreign contexts (Hong et al., 2016).

Thus, this study will contribute to the current literature by expanding influencer marketing on the purchase intention of social media users in the Sri Lankan context. Because in the Sri Lankan context there are few studies of the influencers in the cosmetics industry. More so, findings will be beneficial to the cosmetic industry, advertising agencies, etc. with practical strategies to effectively utilize influencer marketing concepts specifically tailoring to social media users.

So, in this context, the problem of this study is identified as; **“The impact of social media influencer marketing on consumer purchase intention in the cosmetics industry in Sri Lanka.”**

Research Questions

1. What is the impact of Influencer Attractiveness in social media influencer marketing on purchase intention in the Sri Lankan cosmetics industry?
2. What is the impact of Influencer Trustworthiness in social media influencer marketing on purchase intention in the Sri Lankan cosmetics industry?
3. What is the impact of Influencer Expertise in social media influencer marketing on purchase intention in the Sri Lankan cosmetics industry?

Research Objectives

1. To find out the impact of Influencer Attractiveness in social media influencer marketing on purchase intention in the Sri Lankan cosmetics industry.
2. To find out the impact of Influencer Trustworthiness in social media influencer marketing on purchase intention in the Sri Lankan cosmetics industry
3. To find out the impact of Influencer Expertise in social media influencer marketing on purchase intention in the Sri Lankan cosmetics industry.

2.0 Literature Review

An influencer is someone who has a keen intellect and engages in activities that have an impact on their networks and surroundings (Keller & Berry, 2003). In other words, influencers don't necessarily need to be well-known; rather, they only need to be able to have an impact on those around them (including friends, coworkers, families, and relatives). Social Media Influencers (SMI) are persons who can influence the audience via the usage of social media platforms and who constitute an impartial third-party endorsement (al., 2011). These people are part of the social network of the consumers and can either directly or indirectly affect their behavior (Brown & hayes, 2008). Social media influencers are seen as more authentic by customers since they promote brands' products via their own lives (Tap influence , 2017), trustworthiness (Buyer, 2016), and reliable (Talaverna, 2015)

2.1 Influencer Attractiveness

According to social science research studies, a spokesperson's physical beauty affects how other people perceive that individual (Petroshius & Crocker, 1989). Marketers should consider the beauty of the spokesperson while seeking endorsers to produce successful messaging (Schlecht, 2003). According to social science research studies, a spokesperson's physical beauty affects how other people perceive that individual (Petroshius & Crocker, 1989). According to Schlecht, marketers should consider the beauty of a spokesperson while looking for endorsers to develop successful messaging (Schlecht, 2003).

Attractiveness is defined as how well a celebrity is liked or physically appealing to the audience (Eren-Erdogmus et al., 2016). Similarly, source attractiveness refers to the "physical appearance, personality, likeability, and likeness" of the spokesperson to the message receiver, and hence to the perceived social value of the spokesperson (Schlecht, 2003). According to the Source Appeal model, an endorser's attractiveness is defined by his or her "familiarity, likability, and likeness" (Gräve, 2017). Attractiveness is defined as how well a celebrity is liked or physically appealing to the audience (Eren-Erdogmus et al., 2016). Similarly, source attractiveness refers to the "physical appearance, personality, likeability, and likeness" of the spokesperson to the message receiver, and hence to the perceived social value of the spokesperson (Schlecht, 2003).

2.2 Influencer Trustworthiness

Trustworthiness is defined as the apparent readiness of the source of the influencer to make lawful assertions from the perspective of the customer or followers and to provide true and honest information about a product (Ohanian, 1990; McCracken, 1989). According to O'Mahony and Meenaghan (1997), trust is the trustworthiness of the source to make the important highlights of the effects of changes in consumer disposition. Different attributes possessed by the endorser cannot be appealing in shifting client viewpoints in the absence of trust (Miller and Basehart, 1969). Parts of trust are important in the concept of credibility, which has turned out to be effective in encouraging customers (Moore, Hausknecht, and Thamodaran 1988) and the motive of disposition (McGinnis and Ward, 1980). This is consistent with Atkin and Block (1983), who argue that recommended sources or endorsers are considered more reputable than normal ones.

2.2 Influencer Expertise

Expertise has been characterized by McCracken (1989) as "the seeming competence of the source to offer valid affirmations." As a result, the endorser is seen as competent in conveying accurate and authentic information or as knowledgeable about a given issue (Hovland et al., 1953). A stronger endorser is shown to have a higher degree of expertise (Bardia et al., 2011; Aaker and Myers, 1987) and would influence a higher purchase intention (Chan et al., 2013; Erdogan, 1999; Ohanian, 1991).

Expert sources have a greater capacity for persuasion than sources with less experience, according to a popular notion in persuasion theory (Lafferty et al., 2005). The level of a spokesperson's expertise is shown by how reliable their assertions are (Hovland, Janis, & Kelley, 1953).

Purchase Intention

Purchase intention refers to the intent to make a certain purchase following a consumer's overall assessment of the product and as a result of an emotional response to the behavior of the attitude object. (Reynolds and Wells, 1977) made a distinction between customers' descriptive and predictive qualities and came to the conclusion that is more accurate to forecast consumers' buying intentions than preferences. The desire to purchase something or a service in the future is known as purchase intention (Sulthana, 2019). Because of its connection to purchasing behavior, customer purchase intention is one of the marketing concepts that has received the most attention. Purchase choice refers to a consumer's potential future behavior to buy a specific item when the necessity arises in the future (Schiffman & Kanuk, 2000). Experts utilize this idea to forecast the potential sales of a product (Morwitz, 2012).

3.0. Methodology

Research Design

The term "research design" refers to the method through which an investigation will be carried out. The data gathering method, as well as which and how tools can be used to aid in data analysis, is usually part of the research design. The study was supposed to show how social media marketing affects brand loyalty. To attain this goal, a quantitative study based on a sample survey was created. This method was the most viable for performing behavioral experiments because the sample consisted of undergrad students (Mao & Zhang, 2017).

Population and sample for the study

A population is a group of people who have a common set of features and process the data that the researcher is looking for (Banerjee & Chaudhury, 2010, 2010). Consumers who use social media as well as the cosmetics business in Sri Lanka were designated as the study population for this study. As a result, obtaining precise data on the number of subscribers actively using in Sri Lanka is extremely challenging. As a result, the study's demographics are unknown. To cover Sri Lanka as a whole, the questionnaire was distributed among consumers repressing each province.

To collect the data needed for the study, a total of 250 respondents were chosen to represent the nine provinces in Sri Lanka. Because the population is unknown, the researcher has chosen a sample size of 250 questionnaires to distribute the questionnaire to the respondents.

Sampling frame means the subset of the population from which cases are drawn to become part of the sample. Here the sampling frame shows the consumers who are using social media and at the same time, they are the users of cosmetics. The sample selection is based on convenience sampling by considering every province in Sri Lanka. researcher employed convenience sampling as it is one of the important sampling methods of the nonprobability sampling technique.

3.2. Data collection procedure

The questionnaire included statements that represent all variables of the study. After analyzing the pilot study, incomplete responses, as well as confusing questions, were identified, and from that change the statements and improve for the final testing of the study.

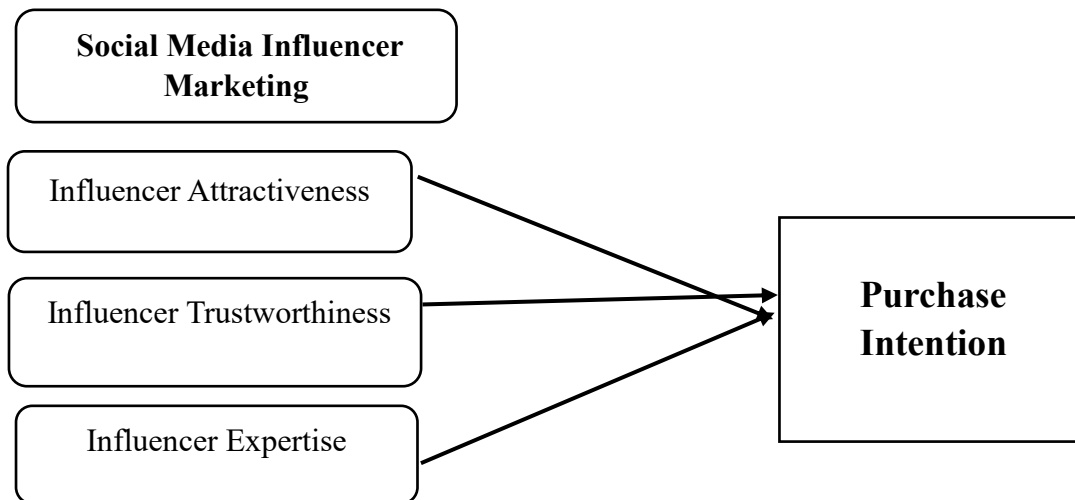
The questionnaire was divided into two sections in this study: personal information or demographic profile and research information. Gender, age group, monthly income, and user information are all examples of personal information. The research material, on the other hand, provides 24 statements about the study variables: information quality, influencer-product relationship, consumer involvement, attractiveness, trustworthiness, expertise, and purchase intention. The respondents' perceptions of the variables were measured using the Five-Point Likert Scale approach. Which is according to Bryman and Bell (2011), the Likert scale is regarded as trustworthy.

The study depends on primary data, which will be collected through a structured close-ended questionnaire from 250 respondents and Users of social media who use cosmetics in Sri Lanka. A Five-Point Likert Scale was applied for the variables of the theoretical model, from the range of "Strongly Disagree" to "Strongly Agree". The questionnaire will be prepared to distribute online.

3.3. Conceptual Framework and Hypothesis Development

A conceptual framework is a collection of general concepts and principles drawn from various fields of study that are used to outline a future presentation (Sekaran & Bougie, 2016). In this conceptual model, the independent variable (Social Media Influencer Marketing) consists of three dimensions, Such as influencer attractiveness, trustworthiness & expertise.

The following concepts and variables identified in the research problems are conceptualized to identify the operational definitions of the concepts. Figure 3.1 shows the conceptual framework adopted by the researcher for this study.

Figure 3. 1 Theoretical Framework**Independent variables****Dependent variable**

Source: Adopted and modified from Theijsshi, 2018 & Diah Ayu Martiningish: Anton Agus Setyawn 2020)

According to the literature review can be developed three hypotheses for this study,

H₁: Influencer Attractiveness significantly positive impact on purchase intention in the Sri Lankan Cosmetics Industry.

H₂: Influencer Trustworthiness significantly positive impact on purchase intention in the Sri Lankan Cosmetics Industry.

H₃: Influencer Expertise significantly positive impact on purchase intention in the Sri Lankan Cosmetics Industry.

These hypotheses provide a clear framework for your research, outlining the relationships you intend to investigate and test. Your study will aim to determine whether these relationships hold true in the context of the Sri Lankan cosmetics industry.

4.0. Data Analysis and Presentation

In this research, a diverse array of statistical techniques, including cross-tabulations, regression analysis, correlation analysis, and other analytical tools, were employed to evaluate the associations between independent and dependent variables. The analytical procedures undertaken for the study sample encompassed tests of reliability and validity, descriptive analysis, frequency analysis, and multiple linear regression analysis to assess the variable impacts on the study sample.

4.1. Demographic Characteristics of Survey Respondents

The gender distribution within the sample was categorized as female and male, as illustrated in Figure 4.1. Notably, the majority of respondents were female, accounting for 86% of the total, while male respondents constituted 14% of the sample. Thus, it is evident that the female demographic dominates the cosmetic user population in Sri Lanka, as depicted in Table 4.1.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.914
Bartlett's Test of Sphericity	Approx. Chi-Square	1069.827
	df	21
	Sig.	0.000

Age groups were stratified as follows: below 20 years, 20-25 years, 25-29 years, 30-34 years, 35-39 years, and above 40 years. Table 4.2 showcases that the preponderance of the sample falls within the 20-25 years age bracket, representing 41.2% of the total. Those below 20 years accounted for a mere 1.6%, while the age group of 25-29 years constituted 32.0% of the respondents. Age categories from 30-34 years, 35-39 years, and above 40 years comprised 16.8%, 5.2%, and 3.2% of the respondents, respectively.

Figure 4.3 illustrates the employment status of the respondents, with a notable 139 individuals (52.4%) identified as private employees. Government employees accounted for 33% of the respondents, while students and self-employed individuals made up 14.8% and 12% of the sample, respectively.

Table 4.4 showcases the distribution of income levels within the study sample. It becomes evident that the majority of respondents reported incomes between Rs.25,000 and Rs.50,000, constituting 37.2% of the total. In contrast, incomes below Rs.25,000 accounted for 26.8% of respondents, and incomes within the range of Rs.50,000 to Rs.75,000 were reported by 18% of respondents. A total of 32 respondents (12.8%) indicated incomes between Rs.75,000 and Rs.100,000, while 13 respondents (5.2%) reported incomes above Rs.100,000.

Table 4.5 provides a regional breakdown, highlighting the proportions of respondents from different provinces in Sri Lanka. The Western province boasted the largest representation, with 62 respondents (24.8%). The Central province followed with 16% representation, while the Northwestern province, Southern province, Sabaragamuwa province, and North Central province accounted for 14%, 13.2%, 10.8%, and 7.6% of respondents, respectively. The Uva province, Eastern province, and Northern province represented 6.4%, 4.8%, and 2.4% of the respondents, respectively.

In Table 4.6, we delve into the social media platforms preferred by the respondents. The analysis indicates that Facebook is the most popular choice, with 56.4% of respondents using this platform. Additionally, 14% and 14.4% of cosmetic users prefer WhatsApp and YouTube, respectively. Instagram, Twitter, and TikTok garnered 8.5%, 2.8%, and 3.6% of users, respectively, with Twitter being the least favored among respondents.

Table 4.7 highlights the frequency of social media usage, with a substantial 96.8% of respondents reporting daily usage. Weekly usage was indicated by 2.8% of respondents, while monthly usage accounted for a minimal 0.4%.

Lastly, Table 4.8 offers insights into the selection of cosmetics brands among the respondents. Predominantly, Oriflame holds the largest share, capturing 17.2% of users. Viana follows with a representation of 14.4%. Evon, Sephora, British Cosmetics, Dreamron, Forever, Jovees, Spa Ceylon, Mac, Janet, and Nude brands each registered respective percentages of 8.4%, 8.8%, 4%, 8.0%, 7.2%, 8.4%, 6.4%, 6%, 7.6%, and 3.6%. Notably, the Nude brand garnered the lowest percentage among respondents in the study sample.

4.2. Validation Test and Factor Analysis

The Kaiser-Meyer-Olkin (KMO) statistic, as presented in Table 4.9, stands at an impressive value of 0.914. This high KMO value, exceeding 0.90, signifies an exceptional suitability of the research data for factor

analysis. It underscores the adequacy of the sample size, indicating a robust foundation for the analytical process. At a significance level of 0.000, the Approximate Chi-Square value of 1069.827 with 21 degrees of freedom validates the precision of the factor analysis, further emphasizing the accuracy of our study.

Reliability evaluation was conducted using Cronbach's Alpha analysis, a method assessing the internal consistency of the instrument through average inter-item correlation. As per Sekaran & Bougie's criteria (2013), an Alpha Cronbach value surpassing 0.90 denotes an outstanding level of association. Values ranging between 0.80 and less than 0.90 reflect a very strong level of association, while the 0.70 to less than 0.80 range indicates good internal consistency. Meanwhile, a range between 0.60 and 0.70 signifies a moderate level of reliability. As advocated by Sekaran & Bougie (2016), any Cronbach's Alpha value exceeding 0.7 is indicative of an acceptable internal consistency of the scale. In our study, the calculated Cronbach's Alpha value stands at 0.933, affirming the instrument's robust internal reliability.

Table 4.11, presented below, illustrates the Cronbach's Alpha Coefficient for the independent variables, demonstrating the internal consistency of each dimension of the instrument:

Instruments	Number of Items	Cronbach's Alpha Coefficient
Influencer attractiveness	4	0.853
Influencer trustworthiness	3	0.734
Influencer expertise	3	0.816

Table 4.11: Cronbach's Alpha Coefficient for Independent Variables

These findings underscore the reliability and robustness of the measurement instrument, ensuring the integrity of our research outcomes.

4.3. Reliability Analysis for Inter-Item Consistency

In our investigation, the reliability analysis for the total independent variables in the context of social media influencer marketing reveals a remarkable level of inter-item consistency. Specifically, the Alpha Coefficient values exceed the 0.90 threshold, indicating an outstanding strength of association. The individual dimensions of social media influencer marketing, namely influencer attractiveness, and influencer expertise, display a very commendable level of inter-item consistency. The Cronbach's Alpha Coefficient values within this range fall between 0.80 and just below 0.90. Furthermore, we find that the dimension pertaining to the relationship between influencers and products, as well as influencer trustworthiness, demonstrate good inter-item consistency, with Cronbach's Alpha Coefficient values falling within the range of 0.70 to just under 0.80.

4.4 Coefficient Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.339	0.169		2.009	0.046
IA	0.240	0.052	0.260	4.592	0.000
IT	0.187	0.056	0.196	3.324	0.001
IE	0.144	0.055	0.164	2.647	0.009

a. Dependent Variable: PI

(Source: Survey Data, 2022)

4.5. Hypothesis Testing

Influencer Attractiveness in the social media influencer marketing on purchase intention indicates the ($\beta = 0.240$, $p < 0.05$). Based on the study shows the direct impact on the purchase intention. It is less than the P

value of 0.05, and it shows Influencer Attractiveness in Social Media Influencer Marketing significant positive impact on purchase intention. So, accepted hypothesis 1.

Based on the current study, indicates the impact of influencer trustworthiness on purchase intention ($\beta = 0.187$, $p < 0.05$). It shows the significant impact on the purchase intention. It is less than the P value (0.05), and it can be concluded that influencer trustworthiness in Social Media Influencer Marketing significantly positively impacts purchase intention. So, accepted hypothesis 2.

Influencer expertise represents the ($\beta = 0.144$, $p < 0.05$) considerable effect on the purchase intention. It supports hypothesis 6. It shows the significant impact on the purchase intention. It is less than the P value (0.05), and it can be concluded that influencer expertise in Social Media Influencer Marketing significantly positive impact on purchase intention. Accepted hypothesis 3.

Dimension Direct Effect	Unstandardized Regression Weights	Significant Level	Rule of Thumb	Conclusion
H1: A ----->B	0.240	0.000	<0.05	Accepted
H2:	0.187	0.001	<0.05	Accepted
H3:	0.144	0.009	<0.05	Accepted

4. Conclusions

This study pursued three primary objectives: to assess the influence of influencer attractiveness in social media influencer marketing and to investigate the impact of three dimensions of social media influencer marketing on purchase intention within the Sri Lankan cosmetics industry. These dimensions include influencer attractiveness, influencer expertise and influencer trustworthiness.

In the process of gathering primary data, SPSS version 26 was employed for analysis. The data was subjected to rigorous testing, including reliability and validity assessments, and the study was conducted utilizing a descriptive and quantitative research design. Descriptive statistics and multiple regression analysis were utilized to extract meaningful insights from the data.

The research design involved the distribution of structured questionnaires among the consumers. The study population encompassed both social media users and cosmetics consumers from all nine provinces in Sri Lanka. A sample size of 250 participants, representing each province proportionally, was selected for the study. The convenience sampling technique was employed, with structured questionnaires designed to align with the research objectives.

The primary objective and foremost contribution of this research were to discern the impact of influencer attractiveness of social media influencer marketing on the purchase intention in the cosmetics industry in Sri Lanka. So, here based on the study Influencer Attractiveness in social media influencer marketing on purchase intention indicates the ($\beta = 0.240$, $p < 0.05$). Based on the study shows the direct impact on the purchase intention. It is less than the P value of 0.05. Prior researchers also stated as the attractiveness variable 0.000 is lower than 0.05; thus, it can be said that the attractiveness variable has a significant and positive effect on the purchase intention variable. This result is in line with research conducted by (Cui and Bai, 2020) and Weismueller et al., (2020).it shows Influencer Attractiveness in Social Media Influencer Marketing has a significant positive impact on purchase intention. Through the attractiveness of the influencer, it can gain the attention towards the purchase intention or increase the purchase.

The second objective of the study is to identify the impact of influencer trustworthiness of social media influencer marketing on the purchase intention in the cosmetics industry in Sri Lanka. Based on the current study, indicates the impact of influencer trustworthiness on purchase intention ($\beta = 0.187$, $p < 0.05$). It shows the significant impact on the purchase intention. It is less than the P value (0.05), and it can be concluded that influencer trustworthiness in Social Media Influencer Marketing significantly positively impacts purchase intention. So according to the study the trust, honesty, and heartfelt characteristics of the

social media influencer can gain attraction towards the purchase intention. Then more and more users may attract to the influencer and they purchase more.

The final objective of the study is to identify the impact of social media influencer marketing on purchase intention in the cosmetics industry in Sri Lanka. From the study, Influencer expertise represents the ($\beta = 0.144$, $p < 0.05$) considerable effect on the purchase intention. It supports hypothesis 6. It shows the significant impact on the purchase intention. Prior researchers also stated as the expertise variable 0.002 is lower than 0.05; thus, it can be said that the expertise variable has a significant and positive effect on purchase intention. This result aligns with research conducted by (Nabity-Grover, Cheung, and Thatcher, 2020) and Russian, Suroso, and Suwandari 2020). So, the influencer expertise has significance in the relevant tec. Based on the knowledge, an expert influencer which means experienced, qualified and has a good understanding of cosmetics then they become an expert. So that can attract the buyers towards the purchase intention.

In conclusion, this research provides valuable insights into the critical dimensions of social media influencer marketing that impact purchase intention within the context of the Sri Lankan cosmetics industry, highlighting the pivotal role of influencer attractiveness, influencer expertise and influencer trustworthiness in shaping consumer behavior and purchase decisions.

Limitations and Directions for Future Research

This study has provided significant insights, but it's essential to acknowledge its limitations and suggest directions for future research:

Scope Limited to Cosmetics Users: One limitation of this study is its focus on cosmetics users. Future researchers might consider expanding the scope to encompass a broader range of consumer goods and not restrict the study solely to cosmetics. This broader approach could provide a more comprehensive understanding of consumer behavior.

Model Adaptation: The model used in this study was adapted from previous research and tailored for the current study. The R-squared value (R^2) in this study is 0.669, explaining 66.9% of the variance. Future researchers could explore additional variables not covered in this study to account for the remaining 33.1% of the variance and potentially enhance the model's explanatory power.

Single Emerging Market: This study was conducted exclusively in Sri Lanka, an emerging market. Future research could benefit from exploring multiple emerging markets to compare and contrast findings and identify regional variations in the impact of social media influencer marketing on purchase intention.

Age and Demographic Diversity: The study focused on social media users within a specific age group in Sri Lanka, primarily those with purchasing power. Future research should consider diversifying the sample to include people of all ages and demographics. This expanded scope would offer a more comprehensive understanding of how social media influencer marketing affects different consumer segments.

Sample Size: The study was conducted with a relatively small sample of 250 respondents. To obtain more robust and generalizable insights, future research could employ larger sample sizes, increasing the study's statistical power and representativeness.

6. Industry Variability: This study concentrated solely on the cosmetics industry. Future research should extend the investigation to explore the impact of social media influencer marketing on purchase intention in various sectors, including the fashion wear, automobile, educational, tourism, and telecommunication industries, among others. This broader exploration will help elucidate industry-specific dynamics.

7. Cross-Cultural and Cross-Industry Replication: While this study was conducted in Sri Lanka, future research should aim to apply the model in diverse cultural contexts, countries, and sectors. Replicating the study design across different settings will help validate and extend the findings, considering potential variations in consumer behavior and market dynamics.

In summary, this study has illuminated several critical dimensions of social media influencer marketing and its influence on purchase intention within the cosmetics industry. Nevertheless, addressing the outlined limitations and pursuing these directions for future research can enhance our understanding of the broader consumer landscape and the evolving role of social media influencers in shaping purchasing decisions across various markets and demographics.

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