

The Factors Affecting the Influence of Instagram Fashion Influencers on Their Followers' Purchase Intention and the Moderating Role of Fashion Involvement

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ARTICLE INFO	ABSTRACT
Keywords: Instagram Influencer Credibility Fashion Involvement Purchase Intention Informative Content Value Fashion Influencer Marketing	Purpose - This study aims to explore the Instagram fashion influencers' credibility (trustworthiness, expertise, attractiveness, and similarity) and the value of their messages (informative and entertaining content) effect on the purchase intention of their followers as well as the moderating role of fashion involvement over this relationships. Design/ methodology/approach - The data was collected using a cross-sectional survey. The study utilized a convenience sampling method. The questionnaire was disseminated online, and data was gathered from 210 active followers of fashion influencers on Instagram. Findings - Key findings indicate that attractiveness and informative value are the most critical dimensions as they significantly predict purchase intention. Trustworthiness and expertise also play important roles, while the effect of similarity and entertainment value disappears as they are overshadowed by other factors. Furthermore, fashion involvement significantly moderates the impact of informative value, indicating that this factor have a higher impact on the participants with high fashion involvement. Discussion - The research findings provide valuable insights for marketers and influencers operating in the fashion industry. They emphasize the need to build trust, demonstrate expertise, and create valuable content to drive consumer behavior effectively, as well as the benefit of dividing the market in terms of fashion involvement in how to treat each segment.
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1. Introduction

Social media platforms have witnessed exponential growth over the years, captivating billions of individuals who engage in diverse activities daily across the globe. The growth of social media has paved the way for individuals called influencers, characterized by large online followings and carefully curated personas, which have transformed the ways brands connect with consumers. As a result, influencer marketing—a strategy where brands collaborate with influencers to promote products or services—has rapidly become a pivotal marketing strategy.

The appeal of influencer marketing lies in its unique ability to leverage the trust and reliability that influencers establish with their audiences. Unlike traditional celebrities, who gain fame through mainstream media, influencers are often content creators who develop specialized knowledge in niche areas and build authentic relationships with their followers. Consumers frequently regard influencer content as more organic, authentic, and meaningful compared to brand-generated marketing content (Kapitan et al., 2021). This authenticity makes them more effective endorsers, as consumers perceive their recommendations as trustworthy and credible (De Veirman, Cauberghe, & Hudders, 2017). Drawing on classical persuasion research, source-related cues such as credibility and attractiveness have long been shown to influence attitudinal and behavioral responses in persuasive contexts (Hovland & Weiss, 1951; Hovland et al., 1953). In digital environments, these persuasion mechanisms are reproduced through influencers, whose perceived trustworthiness, expertise, and appeal play a central role in shaping followers' responses to branded content (Djafarova & Rushworth, 2017; Lou & Yuan, 2019). From a persuasion perspective, influencer-generated content may affect purchase intention through both message-related and source-related cues. Prior research

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grounded in the Elaboration Likelihood Model suggests that consumers' purchase intentions are shaped by the perceived value of the message as well as by characteristics of the message source, depending on the level of audience involvement (Petty & Cacioppo, 1984, 1986). In line with this view, studies in influencer marketing consistently report that perceived credibility and informational value of influencer content are closely associated with consumers' attitudes toward brands and their purchase intentions (Ducoffe, 1995; Lou & Yuan, 2019; Sokolova & Kefi, 2020).

Among social media platforms, Instagram has emerged as a central hub for influencer marketing, particularly in sectors like fashion and beauty. The rise of "Instafamous" individuals—those who achieve fame solely through their activity on Instagram—underscores the platform's influence in shaping consumer preferences (Jin et al., 2019). Instagram's visually driven environment, characterized by aesthetics and curated content, is well-suited for promoting luxury brands, popularizing specific body images, and encouraging aspirational lifestyles (Djafarova & Rushworth, 2017). Thus, in the fashion industry, the majority of promotional activities are conducted on Instagram (Carah & Shaul, 2016). Fashion influencers have capitalized on the platform's ability to reach broad audiences, contributing to the popularity of products and trends through visually appealing posts.

While some research has been conducted in more developed markets, the dynamics of influencer marketing within emerging markets like Albania remain underexplored. The lack of research on influencer marketing in Albania represents a significant gap in the literature, especially considering the country's unique market dynamics. Furthermore, the fashion involvement level of participants -which is theoretically a significant variable- effect on this relation has not been examined so far.

Recognizing this gap, this research aims to investigate the factors influencing the effectiveness of Instagram fashion influencers in Albania and their impact on the purchase intentions of their followers. Specifically, the study examines the relationships between influencer credibility dimensions (trustworthiness, expertise, similarity, and attractiveness), message value dimensions (informative value and entertainment value), and purchase intention. It is proposed that higher perceived credibility and higher message value are associated with stronger purchase intentions. In addition, the study explores the moderating role of fashion involvement, hypothesizing that the strength of the relationships between influencer characteristics, message value, and purchase intention varies across levels of fashion involvement.

2. Literature Review

2.1. Fashion Influencer Marketing

Influencer marketing, particularly in the fashion industry, has evolved significantly in recent years, driven by the exponential growth of social media platforms. Initially, marketing strategies relied heavily on the fame of traditional celebrities to promote brands, but the rise of social media gave birth to a new breed of influencers. These influencers, often considered micro-celebrities or opinion leaders, use platforms like Instagram to share their personal lives, skills, and product recommendations, which resonate more authentically with their followers than traditional celebrity endorsements (Pentina et al., 2018; Bianchi et al., 2017).

This shift has particularly impacted the fashion industry. Fashion influencers who generate and share content related to fashion trends have emerged as key figures in guiding consumer behavior. Influencers have cultivated strong online identities and amassed large follower bases, positioning themselves as powerful mediators between brands and consumers. Their ability to drive fashion trends and influence purchasing decisions has made them central players in fashion marketing strategies (Park & Kim, 2016). This is especially evident on visually-driven platforms like Instagram, where fashion influencers leverage aesthetic appeal and social interaction features to promote luxury brands and popularize new trends (Djafarova & Rushworth, 2017; Jin et al., 2019).

While traditional celebrities remain a significant part of marketing, influencers are more effective in certain contexts, especially among younger consumers who value relatability and authenticity over the glamor associated with traditional celebrity endorsements. Research suggests that influencers often have a stronger impact on brand attitudes and purchase behaviors (Chetioui et al., 2020) due to their perceived credibility and closer identification with their audiences (Djafarova & Rushworth, 2017; Schouten et al., 2021).

2.2. Factors Affecting the Success of Influencer Marketing

Understanding the determinants of an influencer's success is crucial for marketing practitioners, as conventional performance metrics like follower count and engagement rate may not consistently provide accurate or reliable indicators of effectiveness. While many variables can influence an influencer's success, two constructs were found to be particularly critical: influencer credibility and the perceived value of the message.

2.2.1. Influencer (Source) Credibility

Source credibility is a fundamental element of persuasion (Hovland & Weiss, 1951). It is particularly important in an online context where consumers cannot physically interact with products. Source credibility refers to the communicator's attributes and positive qualities that make their message more persuasive (Ohanian, 1990). In influencer marketing, source credibility plays a crucial role in shaping consumer perceptions and purchase intentions. Research indicates that influencer credibility significantly impacts the effectiveness of marketing campaigns (Amos et al., 2008). Content generated by influencers who are perceived as credible has been shown to enhance followers' trust, thereby positively influencing brand purchase intentions and attitudes against the brand (Lou & Yuan, 2019; Sokolova & Kefi, 2020; Weismueller et al., 2020). Source credibility is especially significant for social media influencers such as Instagram, as it is the essential component of their success. Djafarova and Rushworth (2017) found that non-traditional celebrities, such as bloggers and YouTube personalities, are often more influential than traditional celebrities, as audiences tend to perceive them as more credible and relatable.

Source credibility is typically assessed across several dimensions, although these dimensions differ through various research. Hovland, Janis, and Kelley (1953) identified two key determinants of source credibility: expertise and trustworthiness. McGuire (1985) later introduced a third dimension of source credibility: attractiveness, which pertains to a source's physical appeal or likability. Several studies have proposed additional dimensions of source credibility. For instance, Berlo, Lemert, and Mertz (1969) identified competence, trustworthiness, and dynamism as key dimensions. Similarly, Whitehead (1968) highlighted four dimensions: trustworthiness, competence, dynamism, and objectivity. McCroskey (1966), in his analysis, identified two primary factors: authoritativeness and character. In the influencer marketing setting, some studies conceptualized source credibility as a three-dimensional construct encompassing trustworthiness, expertise, and attractiveness (Ohanian, 1990; Amos, Holmes, & Strutton, 2008). However, drawing on previous literature, more recent studies have adopted a four-dimensional framework of source credibility, which includes trustworthiness, expertise, similarity, and attractiveness (Munnukka, Uusitalo, & Toivonen, 2016; Lou & Yuan, 2019). Likewise, this study employed the four-dimensional framework.

Trustworthiness is defined as the extent to which a source is considered honest, reliable, and dependable (Ohanian, 1990). It reflects the belief that the influencer is genuine and has no hidden motives when recommending products or brands. Trustworthiness has been shown to positively impact consumers' trust in both the influencer and the brand being endorsed (Jin et al., 2019). When consumers perceive an influencer as honest and sincere, they are more likely to trust the authenticity of the content, leading to a stronger belief in the quality and value of the promoted products (Kim & Kim, 2021), making it particularly critical in influencer marketing, where the perceived authenticity of recommendations is essential for influencing purchase intentions (Evans et al., 2017).

Expertise is the possession of specialized knowledge, skills, or experience in a particular field or subject, enabling an individual to make correct assertions (Hovland et al., 1953). It plays a vital role in consumer decision-making, especially when the product or service requires specialized knowledge. Influencers with high perceived expertise are more likely to be seen as opinion leaders, which increases their authority in providing advice or reviews, making them capable of influencing consumer purchase intention and behavior (Fakhreddin & Foroudi, 2022). This perceived authority makes consumers more inclined to follow the influencer's recommendations, resulting in higher levels of engagement and increased purchase intention (Hwang & Zhang, 2018). The effect of expertise is particularly significant in areas like technology, beauty, and health, where consumers seek expert advice before making purchases (Teng, Khong, & Goh, 2014).

Attractiveness encompasses not only physical appeal but also likeability and personality traits that make an influencer appealing to their audience. Attractive influencers are more effective in grabbing attention and

creating favorable attitudes toward the content they share. This effect extends to the brand or product being endorsed, as consumers are more likely to associate positive attributes with brands promoted by influencers that they find appealing (Ohanian, 1990). Moreover, the combination of physical attractiveness and likeability can lead to a halo effect, where positive feelings toward the influencer translate into positive attitudes toward the advertised product, thereby boosting brand image and purchase likelihood (Amos, Holmes, & Stratton, 2008). Attractiveness is particularly important for fashion influencers as it is a major drive for fashion, and it is found that highly attractive fashion influencers hold an advantage in terms of influencing their audience (Von Mettenheim & Wiedmann, 2021)

Similarity refers to the perceived resemblance between the influencer and their audience in terms of demographics, values, lifestyle, or shared interest (Hoffner & Buchanan, 2005). It is considered an essential dimension of influencer characteristics (Ladhari et al., 2020). When consumers perceive an influencer as similar to themselves, they are more likely to trust the recommendations and view the content as relevant to their own experiences, which makes them more receptive to their messages (Munnukka et al., 2016). This sense of connection strengthens the parasocial relationships that followers develop with influencers, deepening engagement and driving purchase intentions (Sokolova & Kefi, 2020; Bu et al., 2022).

Although trustworthiness, expertise, attractiveness, and similarity are all recognized as key dimensions of source credibility, prior research suggests that their relative influence may vary depending on the consumption domain and communication context. Trustworthiness and expertise are often viewed as foundational credibility cues, particularly in persuasion settings where consumers seek reliable and accurate information, and they have been consistently linked to favorable attitudinal and behavioral outcomes across diverse product categories (Hovland et al., 1953; Ohanian, 1990; Lou & Yuan, 2019). Attractiveness, in contrast, tends to exert a stronger influence in visually oriented and symbolic consumption contexts, such as fashion, where aesthetic appeal and aspirational imagery play a central role in shaping consumer evaluations (Amos et al., 2008; Von Mettenheim & Wiedmann, 2021). Similarity, while important for fostering parasocial interaction and perceived relatability, has shown more context-dependent effects and may be particularly influential in peer-like or lifestyle-driven domains, rather than in highly aspirational settings (Munnukka et al., 2016; Ladhari et al., 2020). Collectively, this body of research suggests that while trustworthiness and expertise provide a baseline of credibility, attractiveness and similarity may differentially shape persuasion outcomes depending on the visual intensity, symbolic value, and aspirational nature of the influencer context.

2.2.2. Message (Content) Value

The value of an advertisement is determined by two main factors: informativeness and entertainment (Ducoffe, 1995). In many ways, influencers function similarly to advertising media, and their content is a form of online advertising (Liu & Zheng, 2024). Accordingly, research on influencer marketing uses the same factors to judge the content value of an influencer (Lou & Yuan, 2019; Lou & Kim, 2019).

Informative value refers to the extent to which content provides relevant and valuable information that assists consumers in making informed decisions (Ducoffe, 1996). Content with high informative value offers details about products, services, or industry-related topics, enabling consumers to compare options and choose what best suits their needs. In digital environments, the informative quality of content is crucial, as it positions the source as a credible and reliable authority (Ki et al., 2020; Saima & Khan, 2020). Informative content often includes factual data, product reviews, or expert opinions, which enhance consumer trust and engagement (Lou & Yuan, 2019). Studies have shown that informative content positively impacts consumers' attitudes toward a brand, influencers, and posts, which in turn influences their purchasing decisions and behaviors (Gao & Koufaris, 2006; Hamouda, 2018; Liu & Zheng, 2024; Saima & Khan, 2020).

Entertainment value, on the other hand, refers to the ability of content to captivate and amuse audiences (Ducoffe, 1996). Entertaining content typically engages viewers by providing enjoyment, relaxation, or an escape from daily routines. In the context of social media and influencer marketing, entertainment value is often derived from creative storytelling, humor, and visually appealing presentations. Entertainment-focused content plays a significant role in catching and maintaining audience attention, which is one of the biggest challenges in highly competitive influencer marketing. Prior research suggests that when content is entertaining, it enhances user satisfaction and increases the likelihood of repeated interactions with the brand or content creator (Hamouda, 2018). Moreover, entertainment value has been found to positively influence

attitudes toward advertisements and branded content, making it a key factor in driving consumer engagement and influencing purchase intentions (Zha et al., 2015; Lou & Kim, 2019). However, it is important to acknowledge that some studies have not identified a consistent positive relationship between entertainment value and consumer behavior (Liu & Zheng, 2024; Lou & Yuan, 2019), suggesting that its impact may be context-dependent.

Although both informative and entertainment value are central components of message effectiveness, prior research suggests that their relative influence on consumer responses may vary depending on the decision context and the level of consumer involvement. Informative value is generally more influential in situations where consumers seek diagnostic information to reduce uncertainty and evaluate product attributes, particularly for purchases that involve higher perceived risk or symbolic meaning (Ducoffe, 1995; Gao & Koufaris, 2006; Lou & Yuan, 2019). In contrast, entertainment value tends to be more effective in capturing attention and generating affective engagement, especially in low-involvement or hedonic consumption contexts where emotional appeal plays a dominant role (Zha et al., 2015; Lou & Kim, 2019). However, several studies indicate that entertainment value alone may be insufficient to shape purchase-related outcomes unless it is accompanied by substantive informational content (Liu & Zheng, 2024; Lou & Yuan, 2019). Taken together, the literature suggests that while entertainment value supports engagement and visibility, informative value is more closely associated with evaluative judgments and behavioral intentions, particularly in contexts—such as fashion influencer marketing—where consumers actively assess both aesthetic appeal and functional product attributes.

2.3. Fashion Involvement

Involvement is a psychological state reflecting the level of personal relevance, interest, and engagement an individual perceives in relation to a particular object, activity, or decision, typically influenced by the alignment of that object with the individual's needs, values, and goals (Zaichkowsky, 1985). In that sense, fashion involvement pertains to the extent to which consumers engage with fashion-related products, reflecting their interests, values, and self-identity in relation to clothing and style choices.

Research indicates that high involvement often leads to more analytical and thoughtful processing of information, aligning with the central route of persuasion as proposed by the Elaboration Likelihood Model (ELM) (Petty & Cacioppo, 1986). Suggesting that the factors that rely upon elaborate and careful processing of information, such as the value of the message and content, may be moderated by fashion involvement. However, the emotional appeal in persuasive messages can also be influenced by the level of involvement. Hibbert et al. discuss how emotion-arousing advertisements can be more effective when the target audience is highly involved, as individuals are more likely to engage with and respond to emotional content when they perceive it as personally relevant (Hibbert et al., 2007). Moreover, consumers with high affective involvement were found to respond more strongly to emotional and aesthetic cues (Moore et al., 1995). Some studies focused on the effect of fashion involvement on consumers is mediated by emotional engagement (Andani & Wahyono, 2018; Sari & Yasa, 2021). Emotional engagement can enhance the effectiveness of peripheral cues, particularly in advertising contexts (Jiang & Tao, 2012). In this context, fashion involvement may enhance the effectiveness of factors commonly regarded as peripheral cues, such as influencer credibility and its dimensions. Drawing on studies that highlight the multifaceted impact of involvement, the following hypotheses are proposed:

H1a: Fashion involvement moderates the relationship between informative value of message and purchase intention.

H1b: Fashion involvement moderates the relationship between entertainment value of message and purchase intention.

H2a: Fashion involvement moderates the relationship between influencer trustworthiness and purchase intention.

H2b: Fashion involvement moderates the relationship between influencer expertise and purchase intention.

H2c: Fashion involvement moderates the relationship between influencer similarity and purchase intention.

H2d: Fashion involvement moderates the relationship between influencer attractiveness and purchase intention.

3. Methodology

3.1. Research Design

This research investigates the factors influencing the effectiveness of Instagram fashion influencers in Albania and their impact on the purchase intentions of their followers for the products promoted by the influencer. Specifically, the study aims to analyze the roles of influencer credibility and message value in shaping influencer effectiveness. Additionally, it seeks to explore how the fashion involvement level of participants moderates the relationships between these factors and purchase intentions. For this purpose, the study employed a cross-sectional survey methodology. The figure below shows all the variables measured by the survey research and potential relationships that have been tested through analyses.

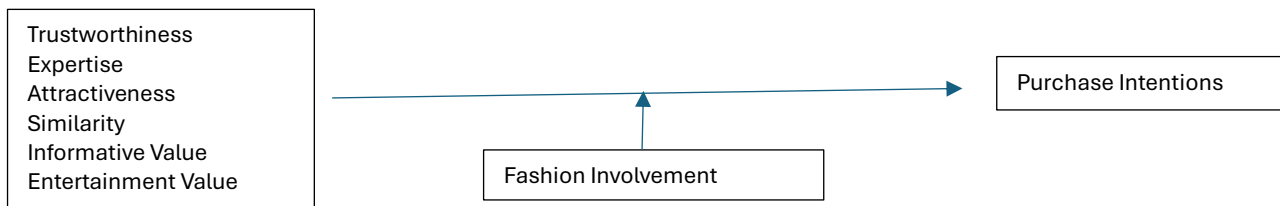


Figure 1: Research Model

3.2. Population and Sample

The target population for this study includes social media users who actively follow fashion influencers on Instagram in Albania, which may limit the representativeness of the sample and the external validity of the findings. Participation was voluntary and based on self-selection, which may introduce selection bias. The questionnaire was disseminated through personal networks and shared via WhatsApp groups and social media pages. A total of 210 respondents from Albania completed the survey. The sample includes a relatively high proportion of female respondents. This pattern is consistent with prior research indicating that women tend to exhibit higher engagement with fashion-related content and fashion influencers on social media platforms.

3.3. Data Collection

A structured questionnaire was designed and distributed online to collect data. The survey included demographic and behavioral questions and scales to measure various constructs such as influencer credibility, message value, fashion involvement, and purchase intention. Prior to participation, all respondents were presented with an online informed consent statement outlining the purpose of the study, the voluntary nature of participation, and assurances of anonymity and confidentiality as well as requirement of being 18 years and older. Ethical approval for the study was obtained from the University of New York Tirana (UNYT) Council of Ethics prior to data collection.

3.4. Measures

All constructs were measured using established scales from the literature, ensuring the validity and reliability of the measurements. The scales were adapted to fit the context of Instagram fashion influencers and were presented in a Likert scale format, ranging from 1 (strongly disagree) to 7 (strongly agree).

Fashion involvement was measured by a five-item scale adopted from Choo, H.J. et al. (2014). Confirmatory factor analysis on the items confirmed a single factor with a 0,71 average variance extracted.

Influencer credibility was measured by a fifteen-item scale adopted from Munnukka, Uusitalo, and Toivonen (2016). Influencer credibility was constructed from four dimensions: trustworthiness, expertise, similarity, and attractiveness. Confirmatory factor analysis results confirmed the dimensions, with all factors having an

average variance extracted over 0,70. As a result, by averaging the responses on each dimension, four composite variables were created to be used in further analysis.

Message value was measured using a ten-item scale adopted from Voss, Spangenberg, and Grohman (2003). Message value was constructed from two dimensions: informative value and entertainment value. Confirmatory factor analysis results confirmed the dimensions, with all factors having an average variance extracted over 0,57. As a result, by averaging the responses on each dimension, two composite variables were created to be used in further analysis.

Purchase intention was measured by a two-item scale adopted by Yuan and Yang (2008). Principal factor analysis on the items confirmed a single factor explaining 83% of the total variance.

3.5. Data Analysis

The data were analyzed using the JASP statistical software. To examine the combined impact of influencer credibility and message value on purchase intention, a multiple regression analysis was conducted. Furthermore, moderation analyses were performed to investigate whether fashion involvement moderates the relationships between influencer credibility components and message value dimensions with purchase intention.

3.6. Common Method Variance

As the data were collected using a single self-reported questionnaire at one point in time, the potential risk of common method variance (CMV) was assessed. Procedural remedies were implemented during questionnaire design, including ensuring respondent anonymity, emphasizing that there were no right or wrong answers, and mixing the order of measurement items. In addition, Harman's single-factor test was conducted using exploratory factor analysis in JASP. The results showed that the first unrotated factor accounted for 38% of the total variance, which is below the recommended threshold of 50%, indicating that CMV is unlikely to be a serious concern in this study. To further assess potential common method variance (CMV), a confirmatory factor analysis (CFA) was conducted comparing the proposed eight-factor measurement model with a single-factor model in which all items were constrained to load on one latent construct. The eight-factor model demonstrated acceptable fit ($\chi^2(436) = 808.334$, CFI = .935, TLI = .926, RMSEA = .064, SRMR = .053). In contrast, the single-factor model showed extremely poor fit ($\chi^2(464) = 3218.076$, CFI = .517, TLI = .484, RMSEA = .168, SRMR = .141). The substantial deterioration in model fit (Δ CFI = .418) indicates that the covariance structure of the data cannot be explained by a single underlying factor. These results suggest that common method variance is unlikely to fully account for the observed relationships among constructs.

4. Analysis and Results

4.1. Descriptive Statistics

The table below summarizes demographic and behavioral responses from participants, which provide foundational insights into the sample's background, which is primarily female, well-educated, and composed of young adults.

Table 1. Descriptive Statistics

Gender	Frequency	Percent
Female	175	83.3
Male	35	16.7
Education		
High School	28	13.3
Undergraduate	57	27.1
Master	125	59.5
Average Follower Count of Influencer Being Followed		
1-10k	38	18.1
10k-100k	77	36.7
100k – 1m	72	34.3
1m and over	23	11.0

Previous Purchase			
Yes		163	77.6
No		47	22.4
Age			
N	Range	Mean	S.d.
210	18-45	24.98	5.44

Gender: The majority of participants (83.3%) are female. This predominance may be attributed to the tendency of women to exhibit greater interest in fashion-related content, which aligns with the thematic focus of the study.

Age: The mean age of participants is 24.98, ranging from 18 to 45 years, with the majority falling between 20 and 30 years. This concentration may be attributed to Albania's relatively recent digitalization, as younger generations are more inclined to adopt and integrate digital trends and platforms into their daily routines, resulting in higher engagement within this demographic segment.

Education: A significant proportion of participants (59.5%) hold a master's degree. In Albania, the master's degree is a prevalent continuation of higher education, as bachelor's programs typically span only three years. This educational structure has made master level qualifications increasingly common among the younger population, which likely accounts for the predominance of master's graduates within the sample.

Average Follower Count of Influencers Followed: The majority of participants follow influencers with follower counts between 10,000 and 100,000 (36.7%) and 100,000 to 1 million (34.3%), while those with over 1 million followers represent the smallest percentage (11%). Given Albania's relatively small population, local influencers are less likely to reach follower counts exceeding 1 million, which may explain the predominance of mid-level influencers among those followed by participants.

Previous Purchase: A majority (77.6%) of participants made a purchase based on an influencer's suggestion, indicating the effectiveness of influencer marketing in fashion in Albania.

4.2. Confirmatory Factor Analysis

A confirmatory factor analysis (CFA) using maximum likelihood estimation was conducted to assess the measurement properties of the study constructs, namely fashion involvement, influencer credibility (trustworthiness, expertise, similarity, and attractiveness), message value (informative value and entertainment value), and purchase intention. All constructs were included simultaneously in a single measurement model in order to evaluate convergent and discriminant validity prior to hypothesis testing. The results of the CFA are summarized in Table 2.

Table 2. Confirmatory Factor Analysis

Construct (Factor)	Loadings	CR (ω)	α	AVE	p
Fashion Involvement 1	0.807				
Fashion Involvement 2	0.842				
Fashion Involvement 3	0.882	0.928	0.926	0.717	< .001
Fashion Involvement 4	0.862				
Fashion Involvement 5	0.792				
Trustworthiness 1	0.804				
Trustworthiness 2	0.887	0.941	0.931	0.787	< .001
Trustworthiness 3	0.914				
Trustworthiness 4	0.741				
Expertise 1	0.790				
Expertise 2	0.845	0.905	0.895	0.703	< .001
Expertise 3	0.642				
Expertise 4	0.821				
Similarity 1	0.897				
Similarity 2	0.832	0.912	0.908	0.770	< .001
Similarity 3	0.839				

Attractiveness 1	0.792				
Attractiveness 2	0.887	0.927	0.926	0.766	< .001
Attractiveness 3	0.852				
Attractiveness 4	0.732				
Informative Value 1	0.764				
Informative Value 2	0.825				
Informative Value 3	0.828	0.881	0.876	0.604	< .001
Informative Value 4	0.736				
Informative Value 5	0.784				
Entertainment Value 1	0.758				
Entertainment Value 2	0.824				
Entertainment Value 3	0.868	0.906	0.906	0.561	< .001
Entertainment Value 4	0.684				
Entertainment Value 5	0.801				
Purchase Intention 1	0.790	0.957	0.950	0.829	< .001
Purchase Intention 2	0.863				
KMO: 0.915 / BTS: $\chi^2 = 5831$, $df = 496$, $p < .001$ / χ^2 / df : 1.86 / CFI: 0.935 / TLI: 0.926 / SRMR: 0.053 / RMSEA: 0.064 / GFI: 0.810					

The analysis indicated that the eight-factor measurement model provided an acceptable to good fit to the data ($\chi^2 = 808.334$, $df = 436$, $p < .001$; CFI = .935; TLI = .926; SRMR = .053; RMSEA = .064). All factor loadings were statistically significant ($p < .001$) and exceeded recommended thresholds, supporting indicator reliability. As shown in Table 2, composite reliability (CR) values ranged from .88 to .94, exceeding the recommended cutoff of .70, while average variance extracted (AVE) values ranged from .56 to .83, providing evidence of convergent validity for all constructs.

In addition, the Kaiser–Meyer–Olkin (KMO) measure of sampling adequacy was high (.915), and Bartlett’s test of sphericity was significant ($\chi^2 = 5831$, $df = 496$, $p < .001$), indicating that the data were suitable for factor analysis. Overall, the CFA results presented in Table 2 confirm that the measurement model demonstrates satisfactory reliability and validity, supporting its use in subsequent structural analyses.

Furthermore, since the purchase intention was measured using two items reliability was additionally assessed using the Spearman–Brown coefficient, which yielded a value of 0.906, indicating excellent internal consistency.

4.3. Correlation Matrix

To examine the bivariate relationships among the study variables and to assess potential multicollinearity among the dimensions of influencer credibility and message value, a correlation analysis was conducted. Pearson correlation coefficients were computed for all key constructs included in the study. The results are demonstrated in the table below.

Table 3. Correlation Matrix

Predictor	1	2	3	4	5	6	7	8
1. Trustworthiness	—							
2. Expertise	.620	—						
3. Similarity	.480	.450	—					
4. Attractiveness	.540	.510	.570	—				
5. Informative Value	.460	.490	.380	.440	—			
6. Entertainment Value	.410	.390	.360	.470	.580	—		
7. Fashion Involvement	.290	.310	.270	.340	.330	.300	—	
8. Purchase Intention	.510	.530	.420	.550	.490	.450	.370	—

As shown in Table 3, all dimensions of influencer credibility (trustworthiness, expertise, similarity, and attractiveness) are positively and significantly correlated with one another, indicating that they capture related aspects of influencer evaluation. Importantly, none of the correlations exceed the commonly accepted

threshold of 0.800, suggesting that multicollinearity is unlikely to pose a serious concern in the regression analyses.

Discriminant validity was assessed using both the Fornell–Larcker criterion and the HTMT ratio. For all constructs, the square root of AVE exceeded the corresponding inter-construct correlations, satisfying the Fornell–Larcker criterion. Additionally, all HTMT values were below the .90 threshold (highest HTMT = .883), indicating adequate discriminant validity among the constructs.

In addition, both message value dimensions—informative value and entertainment value—are positively correlated with purchase intention, providing preliminary support for their potential influence on consumer responses. Fashion involvement also shows positive associations with credibility dimensions, message value, and purchase intention, indicating that more fashion-involved consumers tend to evaluate influencers more favourably and report higher purchase intentions. Overall, the correlation results support the theoretical expectations of the study and justify the inclusion of multiple credibility and message-related dimensions in the subsequent moderated regression analysis.

4.4. Effect of the Influencer Credibility and Message Value on the Purchase Intention of Followers and Moderating Effect of Fashion Involvement

To test the proposed model, a moderated multiple regression analysis was conducted with purchase intention as the dependent variable. The dimensions of influencer credibility (trustworthiness, expertise, similarity, and attractiveness) and message value (informative value and entertainment value) were entered as independent variables, while fashion involvement was specified as a moderator. Gender, age, education, and prior purchase experience were included as control variables. All continuous predictors were mean-centered prior to analysis, and interaction terms were created by multiplying each centered independent variable with centered fashion involvement. The regression results, including main effects, interaction effects, multicollinearity diagnostics, standardized coefficients, confidence intervals, and effect size measures, are reported in Table 4.

Table 4. Moderated Regression Analysis

Construct (Factor)	b	β	SE	t	p	95% CI	VIF
Block 1 Control Variables							
Gender (1 = female)	0.34	.10	0.19	1.75	.082	[-0.04, 0.72]	4.92
Age (c)	-0.03	-.13	0.01	-2.07	.040	[-0.05, -0.00]	1.13
Prior Purchase (1 = yes)	0.45	.18	0.18	2.57	.011	[0.11, 0.80]	4.46
Education: Bachelor (vs. High School)	0.18	.07	0.21	0.86	.392	[-0.23, 0.59]	1.41
Education: Master+ (vs. High School)	0.41	.13	0.24	1.71	.089	[-0.06, 0.88]	1.55
Block 2: Main Effects							
Trustworthiness (c)	0.25	.24	0.09	2.68	.008	[0.07, 0.43]	3.71
Expertise (c)	0.29	.26	0.10	2.91	.004	[0.09, 0.48]	4.14
Similarity (c)	0.08	.07	0.07	1.17	.243	[-0.05, 0.21]	1.80
Attractiveness (c)	0.27	.28	0.07	3.85	<.001	[0.13, 0.41]	2.58
Informative Value (c)	0.27	.23	0.10	2.80	.006	[0.08, 0.46]	2.44
Entertainment Value (c)	-0.16	-.14	0.08	-1.93	.055	[-0.32, 0.00]	1.62
Fashion Involvement (c)	0.04	.04	0.06	0.73	.466	[-0.07, 0.15]	2.26
Block 3: Interaction Effects							
Trust × Fashion Involvement	0.01	.01	0.05	0.22	.826	[-0.09, 0.11]	7.27
Expertise × Fashion Involvement	-0.03	-.03	0.05	-0.58	.564	[-0.13, 0.07]	7.57
Similarity × Fashion Involvement	0.04	.04	0.04	0.93	.354	[-0.04, 0.12]	2.68
Attractiveness × Fashion Involvement	-0.02	-.02	0.04	-0.51	.611	[-0.10, 0.06]	3.92
Informative Value × Fashion Involvement	0.13	.15	0.05	2.56	.011	[0.03, 0.23]	2.83
Entertainment Value × Fashion Involvement	-0.04	-.05	0.04	-0.98	.328	[-0.12, 0.04]	2.12

$R^2 = .64$, Adjusted $R^2 = .61$, $\Delta R^2 = .01$, $p < .05$, Cohen's $f^2 = .03$

The overall model was significant, $F(18, 191) = 19.150$, $p < .001$, indicating that the predictor variables collectively accounted for a substantial portion of the variance in purchase intention ($R^2 = .64$, Adjusted $R^2 = .61$). Although the model explains a relatively large proportion of variance ($R^2 = .64$), the adjusted R^2 value (.61)

indicates that the explanatory power remains substantial even after accounting for the number of predictors included in the model. This level of explanatory power is consistent with prior influencer marketing research examining closely related persuasion constructs (Lou & Yuan, 2019; Sokolova & Kefi, 2020). Furthermore, additional model comparisons were conducted. A model including only influencer credibility dimensions explained a substantial proportion of variance in purchase intention ($R^2 = .60$), whereas a model including only message value dimensions explained a more moderate share ($R^2 = .29$).

Although VIF values for interaction terms are relatively higher due to the inclusion of interaction terms, all values remain below the commonly accepted threshold of 10, indicating no severe multicollinearity. Additional multicollinearity diagnostics were conducted using condition index analysis. The maximum condition index was 6.90, which is well below the commonly suggested threshold of 30, indicating that multicollinearity does not pose a serious threat to the stability of the regression estimates. To assess the contribution of the moderation terms, the full model was compared with a reduced model excluding all interaction effects. The inclusion of the interaction block resulted in a statistically significant increase in explained variance ($\Delta R^2 = 0.010$, $p = 0.031$). Although the incremental variance explained by the interaction terms is modest, the corresponding effect size (Cohen's $f^2 = 0.030$) indicates a small but meaningful moderation effect.

As a robustness check, the model was estimated separately for respondents who had previously purchased products based on influencer recommendations and those who had not. The results were largely consistent across both subsamples. The model explained a substantial proportion of variance in purchase intention for both groups ($R^2 = .63$ for prior purchasers and $R^2 = .59$ for non-purchasers). Moreover, the effects of the predictors were broadly consistent across both subsamples.

As reported in Table 4, several dimensions of influencer credibility exhibit significant associations with purchase intention. Informative value and attractiveness show the strongest positive associations with purchase intention (both $b = 0.27$), indicating that higher levels of value-relevant, informative influencer content and greater perceived visual appeal are linked to stronger purchase intentions. This pattern underscores the importance of both informational utility and aesthetic presentation in fashion-related contexts, where consumers appear to rely on a combination of practical product information and visual cues when forming purchase intentions. Trustworthiness ($b = 0.25$) and expertise ($b = 0.29$) are also positively and significantly associated with purchase intention, suggesting that perceptions of honesty and knowledgeability are closely related to more favorable purchasing intentions.

In contrast, similarity ($p = .243$) and entertainment value ($p = .055$) do not exhibit statistically significant unique associations with purchase intention in the multivariate model, despite showing positive relationships at the bivariate level. This change in statistical significance suggests that the associations of similarity and entertainment value with purchase intention are attenuated once more salient predictors—such as trustworthiness, expertise, attractiveness, and informative value—are simultaneously considered. These findings imply that similarity and entertainment value may be more peripheral or context-dependent, with their influence potentially overlapping with or being subsumed by stronger credibility- and information-based factors. This pattern highlights the value of multivariate analyses for understanding the relative contribution of different influencer-related characteristics.

The moderation analysis identifies one notable conditional relationship. Fashion involvement is significantly associated with variation in the strength of the relationship between informative value and purchase intention ($\beta = .15$, $p = .011$). The Johnson–Neyman plot below illustrates the conditional effect of informative value on purchase intention across levels of fashion involvement, indicating that the association becomes statistically significant at higher involvement levels. Simple slope analysis indicated that the effect of informative value on purchase intention increased as fashion involvement increased ($b = 0.14$ at -1 SD, $b = 0.27$ at the mean, and $b = 0.40$ at $+1$ SD). In contrast, fashion involvement does not exhibit significant moderating associations with the relationships involving influencer credibility dimensions (trustworthiness, expertise, similarity, attractiveness) or entertainment value. The absence of significant interaction terms for these variables suggests that their associations with purchase intention are relatively stable across different levels of fashion involvement.

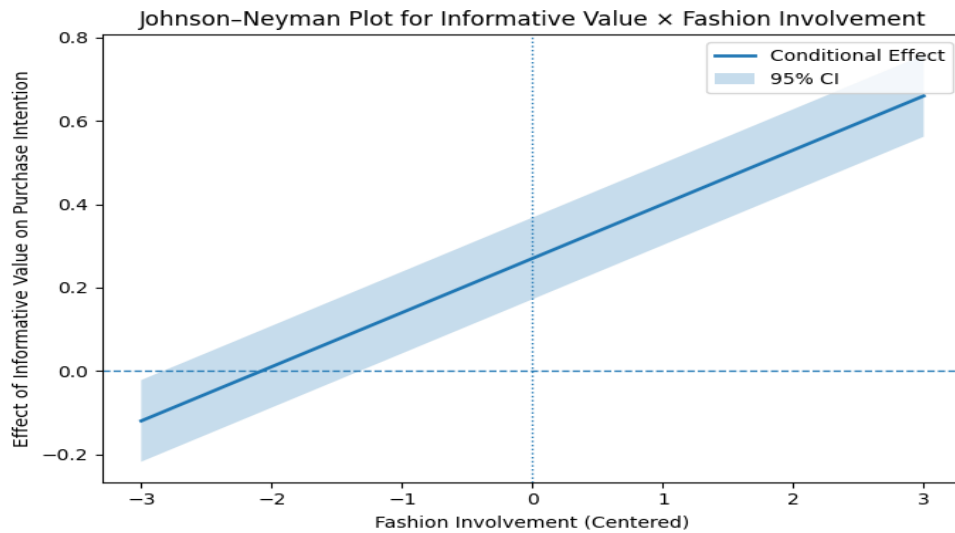


Figure 1. J-N Plot for Informative Value X Fashion Involvement.

With respect to the control variables, prior purchase experience shows a significant positive association with purchase intention, indicating that individuals who have previously purchased influencer-endorsed products tend to report higher future purchase intentions. Age displays a small but statistically significant negative association, suggesting that younger consumers are more strongly associated with higher purchase intentions in response to fashion influencers. Gender and education level, however, do not show significant unique associations in the full model. This indicates that, once influencer-related characteristics, message attributes, and fashion involvement are taken into account, these demographic variables do not contribute additional explanatory power. Overall, the inclusion of control variables provides contextual support for the robustness of the observed associations.

5. Discussion and Conclusion

This study explored the factors influencing the effectiveness of fashion influencers on Instagram and their impact on consumer purchase intentions in Albania. These results are mostly consistent with and add depth to existing literature on influencer marketing, offering specific contextual insights relevant to the Albanian market. Each finding and its implications are discussed below.

The results indicate that trustworthiness, expertise, and attractiveness are positively associated with purchase intention, whereas similarity does not show a statistically significant unique association in the multivariate model.

Trustworthiness emerges as an important factor, suggesting that consumers who perceive influencers as honest and reliable tend to report stronger purchase intentions. This finding aligns with prior research emphasizing trust as a central component of influencer-follower relationships and digital persuasion more broadly (Djafarova & Rushworth, 2017; Lou & Yuan, 2019). Expertise is also positively associated with purchase intention, indicating that influencers perceived as knowledgeable are more closely linked to favorable purchasing intentions. This observation is consistent with classic and contemporary credibility research highlighting the role of perceived competence in shaping evaluative responses (Hovland et al., 1953; Sokolova & Kefi, 2020). Among the credibility dimensions, attractiveness shows the strongest association with purchase intention. This finding underscores the importance of visual appeal in fashion-related influencer contexts, where aesthetic presentation and visual cues are central to consumer evaluations. Rather than implying a direct causal mechanism, the results suggest that higher perceived attractiveness tends to co-occur with stronger purchase intentions, consistent with prior work emphasizing the salience of attractiveness in fashion and appearance-related domains (Ohanian, 1990; Von Mettenheim & Wiedmann, 2021). This is aligned with the idea of attractiveness being particularly important for fashion influencers as it is a major driver for fashion, and highly attractive fashion influencers holding an advantage over the other in terms of influencing their audience (Von Mettenheim & Wiedmann, 2021). In contrast, similarity does not exhibit a significant association once other credibility dimensions are considered simultaneously, suggesting that relatability may be less central than aspirational appeal in fashion influencer contexts.

With respect to message-related factors, informative value is positively associated with purchase intention, whereas entertainment value does not display a statistically significant unique association in the full model. Lou and Yuan (2019) had similar results where the informative value of the influencer-generated content had a positive effect on follower trust in the influencer, and subsequently, brand awareness and purchase intention entertainment value did not. The result suggests followers of fashion influencers may prioritize content that provides clear, useful information about products, including details on quality, style, usage, and compatibility with personal preferences. This finding aligns with the idea that consumers often seek influencers for their perceived expertise and trustworthiness, valuing them as reliable sources of advice rather than mere entertainers (Saima & Khan, 2020; Lou & Yuan, 2019). While entertainment value can draw initial attention, its role seems secondary in the context of fashion influencers. There are studies that have not identified a positive relationship between entertainment value and consumer behavior (Liu & Zheng, 2024; Lou & Yuan, 2019). Followers may initially be attracted by an influencer's aesthetic appeal or storytelling, but informative value may play a crucial role in their shopping decisions, as many products in the fashion industry carry a social risk if not carefully chosen. Consequently, fashion influencers aiming to build trust and foster long-term consumer loyalty may benefit from prioritizing or at least ensuring high-quality, informative content over purely entertaining posts.

A key contribution of this study lies in its examination of fashion involvement as a moderating variable. The results reveal that fashion involvement significantly moderates only the relationship between informative value and purchase intention, while no significant moderation effects are observed for influencer credibility dimensions or entertainment value. Specifically, the positive interaction between informative value and fashion involvement indicates that the effect of informative influencer content on purchase intention becomes stronger as consumers' level of fashion involvement increases. Highly fashion-involved consumers appear to place greater emphasis on detailed, informative, and value-rich content, suggesting that such consumers engage more deeply with influencer messages when the content is perceived as personally relevant.

H1a proposed that fashion involvement would moderate the relationship between informative value and purchase intention, whereas H1b proposed a similar moderating effect for entertainment value. The results provide support for H1a but not for H1b. Specifically, fashion involvement significantly moderates the relationship between informative value and purchase intention, indicating that the positive effect of informative content becomes stronger as consumers' fashion involvement increases. In contrast, no significant interaction effect was observed between entertainment value and fashion involvement.

The significant moderation effect for informative value suggests that highly fashion-involved consumers are particularly responsive to content that provides useful, detailed, and diagnostic information. This finding aligns with the Elaboration Likelihood Model (ELM), which posits that individuals with higher involvement are more likely to engage in central-route processing and carefully evaluate message quality and informational content (Petty & Cacioppo, 1984). In the context of fashion influencer marketing, highly involved consumers are likely to perceive influencer content as personally relevant and therefore process product-related information more systematically. Informative influencer content—such as product details, styling advice, quality cues, and usage recommendations—thus becomes a stronger driver of persuasion and purchase intention among these consumers. This interpretation is consistent with prior research indicating that informative content enhances persuasion outcomes among highly involved audiences (Ducoffe, 1995; Lou & Yuan, 2019).

In contrast, the absence of a moderation effect for entertainment value suggests that entertaining content does not become more influential as involvement increases. While entertainment-oriented content may capture attention and generate affective responses, it does not appear to gain additional persuasive strength through increased cognitive engagement. This pattern implies that entertainment functions primarily as a peripheral cue whose influence does not intensify with higher involvement. For highly involved fashion consumers, entertainment alone may therefore be insufficient to drive purchase intention unless it is accompanied by substantive informational content.

H2a–H2d proposed that fashion involvement would moderate the relationships between influencer credibility dimensions—trustworthiness, expertise, similarity, and attractiveness—and purchase intention. Although prior research suggests that involvement and emotional engagement can enhance responsiveness to peripheral

cues (Jiang & Tao, 2012), none of the interaction terms between fashion involvement and the credibility dimensions were statistically significant. These findings indicate that credibility-related cues exert relatively stable effects across consumers regardless of their level of fashion involvement. In other words, credibility appears to function as a baseline requirement rather than a contingent factor whose influence varies depending on involvement.

From an ELM perspective, this pattern suggests that influencer credibility may not operate solely as a peripheral heuristic in social media environments. Instead, credibility may function as a domain-relevant evaluative signal that remains influential across both low- and high-involvement conditions. In influencer marketing contexts, followers often perceive influencers as opinion leaders and trusted sources of product-related information, which may elevate credibility from a simple heuristic cue to a more integral component of message evaluation. This aligns with research showing that trustworthiness, expertise, and attractiveness often exert stable associations with consumer responses regardless of individual differences in involvement (Lou & Yuan, 2019; Sokolova & Kefi, 2020). As a result, credibility cues may function less as peripheral shortcuts and more as foundational signals that support consumers' interpretation of influencer-generated content. This interpretation is also consistent with research suggesting that in contexts where source expertise is expected or normatively embedded in the communication environment, credibility cues can influence both heuristic and systematic processing simultaneously (Chaiken, 1980; Petty et al., 1983; Pornpitakpan, 2004). Consequently, the absence of moderation effects in the present study does not necessarily contradict ELM predictions; rather, it suggests that in influencer marketing contexts credibility may operate as a relatively stable evaluative condition that supports persuasion across different levels of consumer involvement.

Overall, the findings suggest that, within the present research context, fashion involvement primarily strengthens message-based processing rather than amplifying peripheral cue effectiveness. Informative value becomes more influential as involvement increases, whereas credibility cues remain consistently important across involvement levels. This suggests the contextual nature of involvement effects and highlights that the relative salience of central versus peripheral cues may depend on domain characteristics, platform norms, and consumers' expectations regarding influencer professionalism and content quality.

Among the control variables, prior purchase experience has a positive and significant effect on purchase intention, indicating that consumers who have previously purchased products promoted by influencers are more inclined to do so again. Age shows a small but significant negative effect, suggesting that younger consumers may be more responsive to influencer marketing. Gender and education do not exhibit statistically significant effects, indicating that the observed relationships are not driven by demographic differences.

Interpreting the findings within the Albanian context provides additional insight into the observed relationships. Albania represents an emerging digital market in which influencer ecosystems are relatively small, highly visible, and strongly aspirational. In such settings, fashion influencers often function not only as content creators but also as informal style authorities, compensating for the limited presence of traditional fashion media and professional fashion advisory channels. This context helps explain the strong associations observed for attractiveness, expertise, and informative value. Visual appeal aligns closely with aspirational consumption patterns prevalent among Albanian social media users, while expertise and informative content may reduce perceived risk in fashion purchases, particularly in an online environment where consumer trust in e-commerce is still developing. Conversely, the lack of a significant association for similarity suggests that Albanian consumers may be less motivated by perceived likeness to influencers and more by upward social comparison and aspirational identification. The moderation results further indicate that highly fashion-involved Albanian consumers are especially attentive to informative content, reflecting a more deliberate and cognitively engaged evaluation process consistent with the Elaboration Likelihood Model. Taken together, these findings suggest that in emerging markets such as Albania, influencer effectiveness is shaped by a combination of aspirational cues and information-based reassurance, rather than by relatability or entertainment alone.

The findings of this study offer several important insights for brands and marketers working with influencers in the fashion industry. First, the results highlight the critical role of visual appeal in fashion-related influencer marketing. Practitioners should therefore prioritize collaborations with influencers who possess strong aesthetic appeal and aspirational visual presentation. Alongside attractiveness, the study also revealed the

significant positive influence of informative content on purchase intention, particularly for highly fashion-involved audiences. Consumers who are deeply engaged with fashion seek more than just visual inspiration; they value content that offers educational, practical, and detailed information about products. Therefore, brands should ensure that influencer campaigns are rich in informative value, equipping influencers with strong product knowledge and encouraging the creation of content that is both engaging and educational. While attractiveness and informative value dominated the findings, trustworthiness and expertise also played significant roles in driving purchase intention. Trust remains a fundamental pillar of effective influencer marketing. Followers are more likely to act on recommendations from influencers they perceive as honest, reliable, and knowledgeable. Consequently, brands must carefully vet influencers to ensure that they demonstrate genuine belief in the products they promote and can credibly represent the brand's values. Interestingly, the similarity between influencers and followers did not significantly influence purchase intention. This suggests that in the fashion context, followers are less concerned with seeing themselves reflected in influencers and more interested in aspiring toward the influencer's aesthetic. Therefore, marketers should focus less on relatability and more on the aspirational aspects of influencer selection and messaging.

From a theoretical perspective, this study contributes to the influencer marketing literature by extending the application of the Elaboration Likelihood Model (ELM) to social media influencer contexts. The results show that informative value operates consistently with the central-route mechanism, becoming more influential as fashion involvement increases. In contrast, credibility dimensions exert stable effects regardless of involvement level, suggesting that credibility in influencer environments may function not only as a peripheral cue but also as a domain-relevant evaluative signal that remains influential across involvement conditions.

Furthermore, the findings underline the need to segment audiences based on their level of fashion involvement. For highly involved consumers, campaigns should emphasize content richness, appealing to their cognitive evaluation. For less involved audiences, simpler, more emotionally charged content might be sufficient. Recognizing and adapting to different involvement levels can enhance campaign effectiveness.

While the findings of this study provide valuable insights into the relationships between influencer characteristics, message value, fashion involvement, and purchase intention, several limitations should be acknowledged. First, the cross-sectional and non-experimental nature of the study restricts conclusions to associative relationships rather than causal inferences. Future research could employ experimental or longitudinal designs to more directly examine how changes in influencer credibility and message characteristics relate to consumer responses over time. Second, the research relied on convenience sampling, and the sample is not fully representative of the broader population. The majority of participants were female and highly educated, which may limit the generalizability of the findings. In addition, a large proportion of respondents reported having previously purchased products based on influencer recommendations. This may indicate that the sample includes individuals who are already more receptive to influencer marketing. As a result, the observed relationships may reflect a population that is relatively engaged with influencer content. Future studies could also examine these relationships across different demographic groups and social media platforms to further assess the generalizability of the results. Third, fashion involvement was treated as a general individual difference variable; future research could explore more nuanced forms of involvement, such as situational or product-category-specific involvement, to further clarify when and for whom informative influencer content is most strongly associated with purchase intention. Finally, future studies may examine additional moderating or mediating mechanisms—such as perceived authenticity, parasocial interaction, or persuasion knowledge—to deepen understanding of the processes underlying influencer effectiveness.

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APPENDIX 1: QUESTIONNAIRE

GENERAL QUESTIONS

Gender

- Male
- Female

Age

Education

- High School
- Undergraduate
- Master
- Other

What is the average follower count of fashion influencers you are following on Instagram?

- 1-10k
- 10k-100k
- 100k – 1m
- 1m and over

Did you ever buy a product advertised by the influencer you are following?

- Yes
- No

INFLUENCER CREDIBILITY

Fashion Involvement

- I am quite aware of fashion apparel related latest design, accessories available online
- I am very attentive to my inner feelings for fashion apparel
- I reflect on the fashion apparel available online which suits my style
- I usually notice how some people are more fashionable than others
- I feel involved with fashion apparel purchase online and conscious of fashion trends

Trustworthiness

- I feel the influencers are honest
- I consider the influencers trustworthy
- I feel the influencers are truthful
- I consider the influencers earnest

Expertise

- I feel the influencers know a lot about the product
- I feel the influencers are competent to make assertions about the product
- I consider the influencers an expert on the product
- I consider the influencers sufficiently experienced to make assertions about the product

Similarity

- The influencers and I have a lot in common
- The influencers and I are a lot alike.
- I can easily identify with the influencers

Attractiveness

- I consider the influencers very attractive
- I consider the influencers very stylish
- I think the influencers are good looking
- I think the influencers are sexy

MESSAGE VALUE

Informative value

- Ineffective/Effective
- Unhelpful/Helpful
- Not functional/ Functional
- Unnecessary /Necessary
- Impractical/ Practical

Entertainment value

- Not fun /Fun
- Dull /Exciting
- Not delightful/ Delightful
- Not thrilling /Thrilling
- Unenjoyable /Enjoyable

PURCHASE INTENTION

- I most frequently have intentions to purchase products advertised by the fashion influencers I follow.
- I generally recommend products and/or services advertised by the fashion influencers I follow.