

## The effect of social media influencers' characteristics on consumer intention and attitude toward Keto products purchase intention

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### CHRONICLE

### ABSTRACT

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Social media influencers have become a more effective modern marketing approach used by businesses to influence consumers' intention and attitude. This study explores this influence by involving several factors of influencer's characteristics on both consumers' attitude and intention. Also, a moderation role of vloggers as a new emerging marketing tool is also examined in this research. To conduct this research and achieve its key objective, the study uses a quantitative research method to collect data from TikTok users which has also become a more worldwide favorable web device for short videos. PLS-SEM method is conducted in the phase of analysis and the results show a significant influence of the hypothesized research model except the influence of source reliability on consumer attitude and the moderating role of vloggers on consumer intention. The research findings provided unsurprisingly implications and supported the existing related literature in this field but contribute to cover the research knowledge gap through the integrated new model including numerous variables that have not been examined previously together in a unique framework.

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## 1. Introduction

The new emerging issues in the area of marketing lead to paying some attention to the role of social media influencers. Influencers marketing mainly emphasize investing in effective influencers to motivate brands marketing to reach out to a target segment (Smart Insights 2017). As a result of the ubiquitous information technology and internet usage, the social media influencers have become an additional endorser with an effective dynamic role over individuals' decision making (Alshurideh et al., 2019; Freberg et al., 2011). Developing largely on plethora of social media channels and platforms like TikTok, a device that the viewers can watch on the webs and discover millions of personalized short videos, the social media influencer is widely used in order to publicize and expand information about services/products as well make marketing promotion campaigns to online buyers or followers (Al Kurdi et al., 2021; Markethub, 2016). Furthermore, the social media influencers interestingly contact regularly with their followers and update them with new latest information. In the marketing field, the endorsement has a significant role in terms of achieving a company's good reputation and goals (Alshurideh, 2022; Alwan & Alshurideh, 2022). Recently, the social media influencers have become a reliable endorser compared to the traditional marketing methods, and they deem to be cost-efficient and -effective marketing approach (Harrison, 2017).

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In addition, the social media influencers can also show compelling outcomes in the field of media coverage as well consumer purchase persuasion. Nevertheless, the research on the social media influencer area is relatively still scant (Godey et al. 2016). According to the tenets of influencers marketing role, the current companies generally invite the effective social media influencers like the bloggers with millions of their followers on their own social media accounts as a brand ambassador (Tapinfluence 2017). The messages could be proclaimed by the social media influencers are usually perceived as reliable to the consumers, and they have been evidenced by the majority of followers which the consumers stated they are more likely to follow the recommendation of their favorite influences (Talaverna 2015). On other hand, the other marketing promotion strategies compared to modern promotion strategy encourage the companies to assess the outcomes of using the social media influencers as they are regarded more knowledgeable and trustworthy source due to the amiability of establishing rapport with the key consumers (Ki & Kim, 2019), particularly for the businesses which target the youth generations.

Social media marketing has claimed around 80% of the online marketers stated that social media influencers are reliable endorsers who support their businesses into higher levels (Dhanesh & Duthler, 2019). The evidence also validates the effectiveness of the social media influencers in motivating consumers' purchase intentions. The marketing reports demonstrated and estimated 50% of the companies hire social media influencers to promote their brands (Forbes 2017). However, the companies also maintain the blogs community and start building official blogs to directly communicate with the consumers. The vloggers (video bloggers) through their behaviors and the effect are primarily placed in the recent research to focus on vloggers' motivation and role in the businesses (Wang & Chuan, 2011).

The outcomes are influenced by the network's characteristics but they are challenging for the companies to identify the optimal influencers to stimulate the distributions of the consumer-generated reviews and stories. It is a complicated process to identify the appropriate influencer because of many different aspects which will influence these outcomes (Borsson & Plotnikova, 2017). Furthermore, Schwartz et al. (2013) highlighted that the messages sent by different users on social media are perceived by individuals in a noticeably distinct way due to the numerous influencers' attributes. Among such attributes can be presented like age, gender, and external characteristics. This study pursues to provide a comprehensive understanding of measuring the social media influencers by using five constructs: source communication, source relatability, source credibility, source respect, and source attractiveness on consumers' intention and attitude through moderating role of vloggers that might potentially provide new valuable insights to the marketers and practitioners to develop effective promotional strategies and shape a positive and impactful consumers' decision-making towards the products/services. Despite the relevance of assessing the important role of social media influencer, the relationship between consumers' intentions and attitudes with the effects of social media influencer are not yet validated, so this study aims to address this literature gap.

## 2. Literature Review & Hypothesis Development

The underpinning theory of Social learning theory conceptualized by Bandura (1963) has been widely discussed and applied in academic research, mainly in the communication and advertising domain (Rumjaun & Narod, 2020). This theory acts as a theoretical framework that provides some ideas of the socialization aspects which predict some of consumption behaviors. Social learning theory states and justifies that the individuals derive motivation and show consequently outstanding positive attitude from a social agent through direct or indirect social communication (Lu et al., 2018). The marketing studies have addressed and applied this theory to grasp the consumer consumption behaviors through numerous socialization parties like celebrities, family members, or friends. Their results also confirmed that the social learning theory explain convincingly the effects of these social agents on the consumption behaviors and suggest a base to understand the role of social media influencers since they represent a novel marketing agent with an independent endorser that can shape individuals' attitudes and decision-making through the social media platforms (Zafar et al., 2021). Therefore, the social learning theory posits that the consumers' intention to purchase a product is mainly influenced by a third-party's attitude and the effectiveness of the social media influencers (i.e., source credibility, source attractiveness) while promoting a brand.

The diffusion of communication literature proposes that information about products/services can travel via a wide range of communication sources to different members of the social systems. Further, the extant literature on consumer information search supports to identify the kinds of consumer communication sources which may be associated to make a certain purchase decision (Soares & Sousa, 2022). Although several external communication sources were introduced in the literature of consumer behaviors, the emerging societal sources of communication have been considered by the marketers to provide information about items that may come from less trusted and unreliable sources. The consumers declare their intentions to buy something, for example explore the surrounding closely communication sources and information (Schivinski & Dabrowski, 2016). The preferred communication source may also vary over the consumers, and the individual may have different intentions to rely on a particular communication source. Outlining the consumer attitudes by examining how their persuasions will be determined by the choices of effective communicators and messages is not clearly addressed in the literature. Furthermore, the review of the situations under which the consumers attitudes appropriately changed through using influential communicators reflect the factors that make the consumers to be more or less resistant to persuasive appeals (Walten & Wiedmann, 2022). Hence, the research would formulate the following hypotheses:

**H<sub>1</sub>:** *Source communication has a significant influence on consumer intention toward buying Keto products.*

**H<sub>2</sub>:** *Source communication has a significant influence on consumer attitude toward buying Keto products.*

The influencer contents appeal to the audiences as they are inherently concerned with a particular market and interests. Even so, the influencers portray the individuals' attitude and give a transparent rise to shape the almost implying that the individual can select their preferred brand and translate their intention to actions (Khamis, Ang, & Welling, 2017). The level of relatability would perpetuate a sense of the trustworthiness towards the social media influencers than the traditional influencers which can't produce. So, the reviews of the influencer's products have weight on the consumers' purchasing behaviors (Schouten, Janssen & Verspaget, 2020). Schouten et al. have found in their works that the reviews done by ordinary people like those of relatable influencers are perceived as more credible than other endorsements e.g celebrities (2020). Relatability of the sources increases when the sources have the ability to show a passion and sympathize with the viewers. This often occurs when the influencers look more at ease with the celebrities. Contrary, it can be noted that the consumers may have a doubt of the celebrity endorsement, dislike the brand, adversely rebound the likelihood of their intentions to purchase a certain brand (Reinikainen et al., 2020). However, the source relatability through the social media influencer increases the trust with the brand and decreases skepticism. Therefore, the research would formulate the following hypotheses:

**H<sub>3</sub>:** *Source relatability has a significant influence on consumer intention toward buying Keto products.*

**H<sub>4</sub>:** *Source relatability has a significant influence on consumer attitude toward buying Keto products.*

The previous literature discussed different critical factors related to the sources credibility in the social media and consumers' seeking of information such as celebrity endorsement and credibility (Weismueller et al., 2020). The findings of the various studies revealed that the information from a credible source influences the consumers' attitudes and behaviour (Wang and Scheinbaum, 2018). The concept and model of source credibility proposes a perceived level of the endorsers' attractiveness and trustworthiness which have an effect on the endorsement effectiveness. The models of source credibility according to the results of the studies help further explain the message efficacy (Yoon et al., 1998). Furthermore, the model also suggests numerous influential sources influence the consumers purchase intention, brand attitude and attitudes towards the advertisement (Phua et al., 2018). The attractiveness of the sources indicates a leading factor of the effect of celebrity endorsement on the consumers' buying behaviors as well the how the endorsers are perceived. On other hand, the source trustworthiness indicates to the extent perceived reliability and dependability of the endorsers (Ismagilova et al., 2020). Thus, it is important for the marketers to select credible celebrity endorsers with high ranked attributes. The focus concerns how the consumers perceive the characteristics of the social media influencers and their attractiveness and trustworthiness through their expertise that has been discussed and increasingly examined among the social media fields. The source credibility was shown to affect the social media activities value, for example the advertisements from friends on the social media are viewed with more credibility than the traditional media (Shareef et al., 2019). Hence, the research would formulate the following hypotheses:

**H<sub>5</sub>:** *Source credibility has a significant influence on consumer intention toward buying Keto products.*

**H<sub>6</sub>:** *Source credibility has a significant influence on consumer attitude toward buying Keto products.*

Whether a particular individual is regarded as an ingroup member or as an outgroup member may vary across situational contexts and over time (Oakes, Haslam, & Turner, 1994; see also Guimond, Dif, & Aupy, 2002). Nevertheless, we predict that respect afforded by those who are regarded as fellow ingroup members will tend to be particularly impactful as it not only enhances one's self-image, but also confirms the validity of the salient self-categorization. By contrast, similar respect from (those who are perceived as) outgroup members may either seem irrelevant to one's self-perceptions, or may even be threatening, in the sense that it can be construed as undermining one's existing group identity or calls into question one's loyalty to the ingroup. Thus, our general assumption is that social-evaluative information about the self is more influential to the extent that the source is more self-relevant. Accordingly, we predict that information from an ingroup is generally more self-relevant and therefore has more pronounced effects on people's collective self-esteem than the same information coming from an outgroup source. Because the source of respect implicates the collective self, responses associated with one's collective self (such as collective self-esteem) should be most sensitive to the group-based source of the feedback. In contrast, the source of respect may be less relevant in determining more general affective and emotional responses to the situation, that is, responses that less explicitly refer to the (collective) self. This differential prediction allows us to distinguish more generalized affective reactions to positive and negative feedback from those tied directly to source-relevant social identity.

Whether the social media influencers are regarded in group members or out group members may differ over the situational context and time. Nevertheless, the literature while predict that the respect aspect in the marketing can be afforded by those who are regarded influencers in the society and they may tend to have impact not only to improve individual's self-image, but also asserts the validity of self-categorization (Kong et al., 2016). The respect from a source which is perceived as an outgroup factor might either look irrelevant to an individual's self-perceptions or could threaten in a sense which it can be regarded as undermining an individual's existing group identity and calls attitudes in the group (Zainal, Harun, & Lily, 2017). Thus, the source respect is a social evaluation of the information about something which is more influential for consumers to make a purchase decision and thus their attitudes towards a brand. Accordingly, it could predict that respect of a source of information particularly in the context of social media has become generally more self-relevant thus it has a more pronounced influence on an individual's self-esteem rather than the information coming from non-respectful source (Hautz et al., 2014). Few studies addressed this factor in the marketing research, and this didn't enable to further address the results of the studies to broad the

discussion, and this would be a value added to the current research and can include more additional insights to the literature of social media influencers and consumers' intention and attitude. Hence, the research would formulate the following hypotheses:

**H<sub>7</sub>:** *Source respect has a significant influence on consumer intention toward buying Keto products.*

**H<sub>8</sub>:** *Source respect has a significant influence on consumer attitude toward buying Keto products.*

Research on the attractiveness of the information sources, despite not obviously concerned with the attempts to influence others, it also tends to find out that the greater attractiveness might result with a greater social influence. The factor of attractiveness versus unattractiveness, the individuals usually look for more cooperation and assistance from others to make a decision. Even so, the critical issue is the general beliefs with the empirical evidence supported that attractive sources have higher degrees of trust and are more persuasive than those with lower attractiveness (Rahayu & Arifin, 2020). As a great implication of selecting attractive sources to persuade the people effectively and make them adopt the target behavior, idea, products, or services. Using unattractive sources often would support the consumer's intention and attitudes towards an issue, since the effectiveness of adopting a particular behavior relies on how attractive they are (Till & Busler, 2000). However, the efforts, time, and costs for example employing a message source or producing ads while using the attractive sources are controlled. The companies may lose potential consumers through using unattractive or unpersuasive marketing ways, so these companies start to engage with hiring social media influencers to make their promotions more attractive. The levels of source attractiveness include a higher level of persuasiveness in promoting items so the marketers understand the levels of the source attractiveness to focus and use (Onu et al., 2019). Hence, the research would formulate the following hypotheses:

**H<sub>9</sub>:** *Source attractiveness has a significant influence on consumer intention toward buying Keto products.*

**H<sub>10</sub>:** *Source attractiveness has a significant influence on consumer attitude toward buying Keto products.*

In general, an emphasis on the importance of factors like attitude, behavioral intentions, and individual's characteristic to uncover the possible consumer. The recent studies on the consumers purchase intentions toward healthy foods revealed that some psychosocial variables such as attitude, belief, and subjective norm significantly predict the consumer purchase intention for a product (Yamoah & Acquaye, 2019). Although many studies report on the factors and consumer profile, still there is a gap in a clear understanding of the consumer decisions toward the consumption process. Evidence supports that personal health food has become a global concern and increasing (Nielsen, 2015). The way that the consumers search and respond to the publicity of the health information through social media platforms and the key influencers in this setting. The lifestyle choices also tend to reflect the degree of health consciousness and those who pursue a healthy lifestyle increasingly seek out the opportunities to make healthy food choices when they dine out (Vermeir & Verbeke, 2006). In this stream, a trigger of the unprecedented consumer attitude towards healthy products and increasing numbers of restaurants start embracing healthy foods menus e.g Keto food (low carb and high fat food). Hence, the objective of this study is to cover the attitude-behavioral intention relationship for research gap and explore new factors that influence the intention of purchasing and attitude that could explain consumption patterns and contribute to fulfill the attitude-behavioral intention gap. Hence, the research would formulate the following hypothesis:

**H<sub>11</sub>:** *Consumer attitude has a significant influence on consumer intention toward buying Keto products.*

Vloggers as social media or brand influencers require understanding their important role among the marketers who struggle to improve customer marketing relationships by using social media platforms (in this case TikTok). The literature analysed the impact of the vloggers' marketing activity which supported the endorsers' brand/ product on the viewers' awareness and in turn their purchase intention (Rybackowska et al., 2020). The social media ultimately contributes to building customer relationships and enabling communications among the marketplace. The launch of TikTok promotes the sharing of short personal videos content to provide impactful opportunities for video-blogging to large numbers of audiences (Wiseman, 2014). Through the activities of social media influencers/followers can engage and motivate the consumers' attitudes and behaviours. The effective strong social relationships have been created between influencers/followers through social media platforms such as TikTok. The vloggers have become credible, attractive and risk-reduced sources of product information by introducing new ideas to others and hold considerable authority over the consumers' behaviours (Cleveland & Bartikowski, 2018). Companies can directly contact marketing messages to the influential consumers who will disseminate the information through frequent communications with consumers who trust their vloggers about buying (Fazli-Salehi et al., 2022). The vloggers role from the perspectives of the consumer behaviours are new academic research issues and the aim purpose in this work. Addressing the vloggers as social media influencers and the viewers as consumers triggers the current paper to investigate the moderating role of vloggers in the influencing of social media influencers characteristics on consumer intention and attitude. Hence, the research would postulate the following hypothesis:

**H<sub>12</sub>:** *Vloggers moderate the effect of social media influencers' characteristics on consumer intention toward buying Keto products.*

**H<sub>13</sub>:** *vloggers moderate the effect of social media influencers' characteristics on consumer attitude toward buying Keto products.*

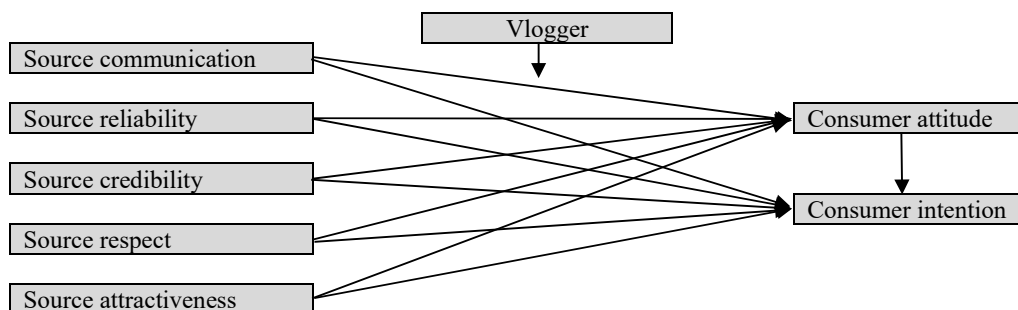
### 3. Method

The study has adopted a quantitative approach research method to meet the research stated main objectives. The current research is interesting to examine a theory and investigate the sample perspectives of the social media influencer characteristics towards consumer intention and attitude with moderating role of vloggers, hence this approach is suitable for this paper. Accordingly, the prior discussions and relevant literature motivate the current study to suggest a conceptual model as presented in Fig. 1, that illustrated sets of the hypothesized effects. The model also presents the independent construct (social media influencers characteristics with five sub-variable) which is assumed to have a significant influence and can predict the dependent variable (consumer intention and attitude). Moreover, vloggers are postulated to significantly moderate the influencer of social media influencers characteristics on consumer intention and attitude. The research sample includes the users of TikTok web devices which have become favorable worldwide. As a result of the large dissemination of social media communication over all businesses and the interests of consumers to explore recommendations and suggestions before identifying an intention to purchase. The study used a convenience sampling approach to collect data which enabled the research to easily reach out the target sample as well the numbers of sample is infinite (Etikan & Bala, 2017).

The research also involves the appropriate participants in this study that clearly represent different categories of sample which help obtain diverse perspectives to enrich the research results. The study has used a survey questionnaire method based on the previous studies and relevant literature e.g. (Yoon, Kim, & Kim, 1998; Wang and Chuan-Chuan Lin, 2011; Weismueller et al., 2020) and distributed it to the target participants after the instrument content was validated and screened of the items from panel of professional and academicians in this area. The research considered the feedback of the reviewers and made some modifications for some items to make them more understandable. The frame time of data collection was extended for a couple of weeks, and a total of 437 responses were involved for further analysis.

The measurements of the social media influencers characteristics were measured using five dimensions namely: source communication, source reliability, source credibility, source respect, and source attractiveness. All variables were measured by adopting and adapting measurements that existed in the related literature. By using a five-point Likert scale which ranked as (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree and 5 = strongly agree) the study scaled the instrument measurements, and the sample was asked to indicate their level of agreement or disagreement with the stated measuring items in the research instrument. On other hand, the research has used the approach of Partial Least Squares Structural Equation Modeling (PLS-SEM) through a software of SmartPLS3 to conduct the key analysis procedures. The justification of using this approach relies on the benefits provided through utilizing this approach and the important outputs given from this program.

This technique also provides sets of benefits which enable the researcher to analyze different major variables at once as well as manage the complicated models within many main and sub-constructs. The empirical studies mostly recommend involving this analysis particularly in the social studies due to the validity types and reliability tests provided by this program. The evidence has supported the trends of social media marketing research avenues while comparing this analysis with the traditional basic analytical procedure which mainly depend on the single-variable research model and less effective ways in the analysis procedures (Hair et al., 2019). Furthermore, the PLS-SEM approach provides unique validity and reliability tests that would help the research to examine the essential aspects of the constructs which indicate the ability of the measurements to gauge the variables. However, the research provided and examined two types of models called measurement model and structural model, the measurement model was used to validate the model and test the reliability through the convergent and discriminant validity, meanwhile the structural model was mainly used to test the hypothesized research framework ( Hair et al., 2017).



**Fig. 1.** Research Conceptual Framework

### 4. Results

The presented study results have been provided through the program of Partial Least Squares (PLS-SEM) which is largely recommended in the recent empirical studies, as it provides many important critical statistical outputs that help the research

to show a clear perspective about the research results. Therefore, the researchers have suggested this analysis because of its ability to offer good views of the data analysis and processing as well as measurements validation (Sarstedt et al., 2016). Further, the research selected this approach to examine also the moderation role of vloggers that can be tested in this analysis to make a decision whether to support or not support the hypothesized statements. Applying the PLS-SEM in this study also would enable great handling of the complicated issues regarding analyzing the conceptual suggested framework with many different variables (Hair et al., 2017). As well, the reason for this application is associated with the capacity to test the research model with various options for instance using the method of bootstrapping to support the studies objectives. Generally, this approach has two kinds of models ultimately utilized in the analysis namely measurement and structural model which are discussed in the next sections.

#### 4.1 Measurement model assessment

The evaluation process of the model measurements is firstly required to analyze the major requirements that concern indicators validation of the measurements in order to ensure their ability to measure the respective constructs. The major tests of this evaluation include conducting some important procedures as suggested by (Hair et al., 2017). For example, the indicators factor loadings of the involved variables which indicate the degree of indicators to measure the respective factors. Moreover, the indicators also need to be examined by checking their reliability which is calculated by a common approach widely used in this analysis called Average Variance Extracted AVE and Composite Reliability CR and Cronbach's Alpha. This process also enables the researchers to present the key procedures needed to check how the indicators are reliable (Afthanorhan et al., 2020). Presenting the variables reliability also considers an essential aspect of the analysis the model validity which is also called internal consistency. To conduct this test, the researcher ran this type of analysis to check the reliability issues by PLS-SEM outputs of Average Variance Extracted AVE and Composite Reliability (CR). Table 1 offers these results which mostly meet a satisfactory level and exceed the cut-offs. For example, a type of the convergent validity was calculated by both AVE and CR and showed great results of the measurement model. Mostly, the results got the acceptable ranges of  $>0.50$  and  $>0.60$  according to the convergent validity (Fornell & Larcker, 1981). Thus, the findings of the measurement model of this research have completely supported the suggested assumptions and confirmed the constructs' reliability and validity. The first run of the measurement model showed no poor indicators with lower factor loadings ( $<0.70$ ) which influence the results, hence the study accepts all indicators as they achieved greater factor loadings ( $>0.70$ ).

**Table 1**  
Descriptive Statistics, Validity, & Reliability

Constructs	Items	Mean	SD	FL	VIF	CR	Alpha	AVE
Source communication	Q1	3.98	1.09	0.80	2.31	0.89	0.85	0.69
	Q2	3.86	1.07	0.81	1.82			
	Q3	3.85	1.15	0.82	1.93			
	Q4	3.98	1.11	0.81	2.78			
Source relatability	Q5	3.88	1.20	0.83	1.99	0.89	0.85	0.68
	Q6	4.12	1.01	0.81	1.21			
	Q7	4.01	1.04	0.83	1.36			
	Q8	3.94	1.10	0.83	1.23			
Source credibility	Q9	3.89	1.14	0.85	1.19	0.90	0.86	0.70
	Q10	3.94	1.13	0.85	2.02			
	Q11	3.83	1.16	0.84	2.15			
	Q12	3.80	1.15	0.81	2.09			
Source respect	Q13	3.86	1.09	0.84	2.08	0.91	0.87	0.73
	Q14	3.93	1.06	0.86	2.71			
	Q15	3.91	1.13	0.84	2.35			
	Q16	3.91	1.17	0.86	2.35			
Source attractiveness	Q17	3.85	1.14	0.85	2.48	0.92	0.89	0.76
	Q18	3.93	1.13	0.88	2.14			
	Q19	3.93	1.10	0.87	2.33			
	Q20	3.80	1.18	0.88	2.75			
Consumer attitude	Q21	3.94	1.20	0.89	3.34	0.93	0.91	0.74
	Q22	3.87	1.19	0.80	2.16			
	Q23	3.81	1.16	0.87	3.07			
	Q24	3.85	1.09	0.85	2.57			
	Q25	3.90	1.17	0.87	2.57			
Consumer intention	Q26	3.97	1.13	0.80	3.02	0.92	0.89	0.71
	Q27	3.94	1.20	0.88	1.89			
	Q28	3.87	1.19	0.81	3.04			
	Q29	3.81	1.16	0.84	2.16			
	Q30	3.85	1.09	0.86	2.68			
Vloggers	Q31	3.90	1.17	0.83	2.67	0.89	0.83	0.67
	Q32	3.97	1.13	0.82	1.78			
	Q33	4.12	1.01	0.79	1.81			
	Q34	4.01	1.04	0.82	1.88			

FL: Factor loading; SD: Standard deviation; VIF: Variance inflation factor

The current study has also checked different types of key validity of the discriminant validity that generally assesses the interrelationship between the latent constructs. (Henseler et al., 2015) proposed that a process be used to evaluate this validity by using the cross-loadings. Moreover, this work has presented the outputs of this analysis such as Fornell-Larcker and Heterotrait-Monotrait (HTMT) that they mostly indicate the variables correlation as given in Table 2 and Table 3. The obtained findings were calculated by using the square root the AVE and they mostly represented in the bold off-diagonal cells and they showed more than the variables correlations itself (Fornell & Larcker, 1981). Thus, the measurement model confirmed great results of discriminant validity, also the research has engaged with another required analysis process in order to check the discriminant validity through using the HTMT approach. The results given in Table 3 revealed that the HTMT got a good threshold of ( $\leq 0.90$ ). This meets the analysis of HTMT  $\leq 0.90$  (Kline, 2015), with satisfactory indications of the discriminant validity for all research variables.

**Table 2**  
Fornell-Larcker Criterion

Variables	1	2	3	4	5	6	7	8	9
1 Consumer attitude	<b>0.862</b>								
2 Consumer intention	0.801	<b>0.843</b>							
3 Social media influencer characteristics	0.821	0.819	<b>0.774</b>						
4 Source attractiveness	0.800	0.807	0.672	<b>0.875</b>					
5 Source communication	0.771	0.782	0.574	0.633	<b>0.831</b>				
6 Source credibility	0.819	0.832	0.583	0.523	0.785	<b>0.842</b>			
7 Source relatability	0.779	0.701	0.343	0.523	0.539	0.809	<b>0.830</b>		
8 Source respect	0.820	0.721	0.435	0.523	0.748	0.648	0.785	<b>0.854</b>	
9 Vloggers	0.828	0.736	0.366	0.523	0.692	0.815	0.743	0.820	<b>0.821</b>

**Table 3**  
Heterotrait-Monotrait (HTMT) Ratio

Variables	1	2	3	4	5	6	7	8	9
1 Consumer attitude	<b>0.852</b>								
2 Consumer intention	0.831	<b>0.843</b>							
3 Social media influencer characteristics	0.771	0.519	<b>0.774</b>						
4 Source attractiveness	0.550	0.707	0.542	<b>0.875</b>					
5 Source communication	0.731	0.582	0.554	0.533	<b>0.831</b>				
6 Source credibility	0.759	0.732	0.533	0.453	0.355	<b>0.842</b>			
7 Source relatability	0.359	0.751	0.573	0.363	0.459	0.759	<b>0.830</b>		
8 Source respect	0.650	0.751	0.457	0.373	0.658	0.668	0.675	<b>0.854</b>	
9 Vloggers	0.548	0.546	0.367	0.753	0.472	0.575	0.543	0.720	<b>0.821</b>

4.2 Structural model assessment

The next phase of the analysis using PLS-SEM is examining the structural model after evaluating the overall measurement model. The process of structural model evaluation is mostly suggested and recommended in the scholarly research to test the research hypotheses. Hair et al. (2017) stated that there are many critical analytical processes utilized to get key results and evaluate the goodness of the research model. The research has also depended on the major gained outputs used in this analysis to provide a clear picture about this analysis that include for example path estimates, corresponding t-value and p-value which they widely represented in the most research works using an approach called bootstrapping as illustrated in Fig. 1.

**Table 4**  
Hypotheses Testing

Hypotheses	Beta	T-value	P-value	Result
H1 Source communication→ consumer intention	0.138	2.372	0.018	Supported
H2 Source communication→ consumer attitude	0.144	2.499	0.013	Supported
H3 Source relatability→ consumer intention	0.146	2.062	0.040	Supported
H4 Source relatability→ consumer attitude	0.130	1.882	0.060	Not supported
H5 Source credibility→ consumer intention	0.278	4.618	0.000	Supported
H6 Source credibility→ consumer attitude	0.265	4.081	0.000	Supported
H7 Source respect→ consumer intention	0.237	3.452	0.001	Supported
H8 Source respect→ consumer attitude	0.226	3.088	0.002	Supported
H9 Source attractiveness→ consumer intention	0.171	3.343	0.001	Supported
H10 Source attractiveness→ consumer attitude	0.190	3.311	0.001	Supported
H11 Consumer attitude→ consumer intention	0.983	80.925	0.000	Supported
H12 Moderating effect of vloggers on consumer intention	0.036	1.877	0.061	Not supported
H13 Moderating effect of vloggers on consumer attitude	0.048	2.208	0.028	Supported
R <sup>2</sup> for consumer intention			0.844	
R <sup>2</sup> for consumer attitude			0.815	
Q <sup>2</sup> for consumer intention			0.59	
Q <sup>2</sup> for consumer attitude			0.59	

The results provided in Table 4 showed that all social media influencer characteristics (source communication, source reliability, source credibility, source respect, and source attractiveness) had a significant influence on consumer intention and attitude except source relatability on consumer attitude H 4 was not supported ( $p > 0.05$ ), hence the given research results supported the most of study hypotheses except H12 ( $p < 0.05$ ). On other hand, the results of the moderation effect of vloggers on the influence of social media influencer characteristics on consumer intention showed a non-significant role of the vloggers as a moderator, so H12 was not supported ( $p > 0.05$ ), meanwhile the other moderation hypothesis of the influence of social media influencer characteristics on consumer attitude showed a significant role of the vloggers as a moderator, so H13 was supported ( $p > 0.05$ ).

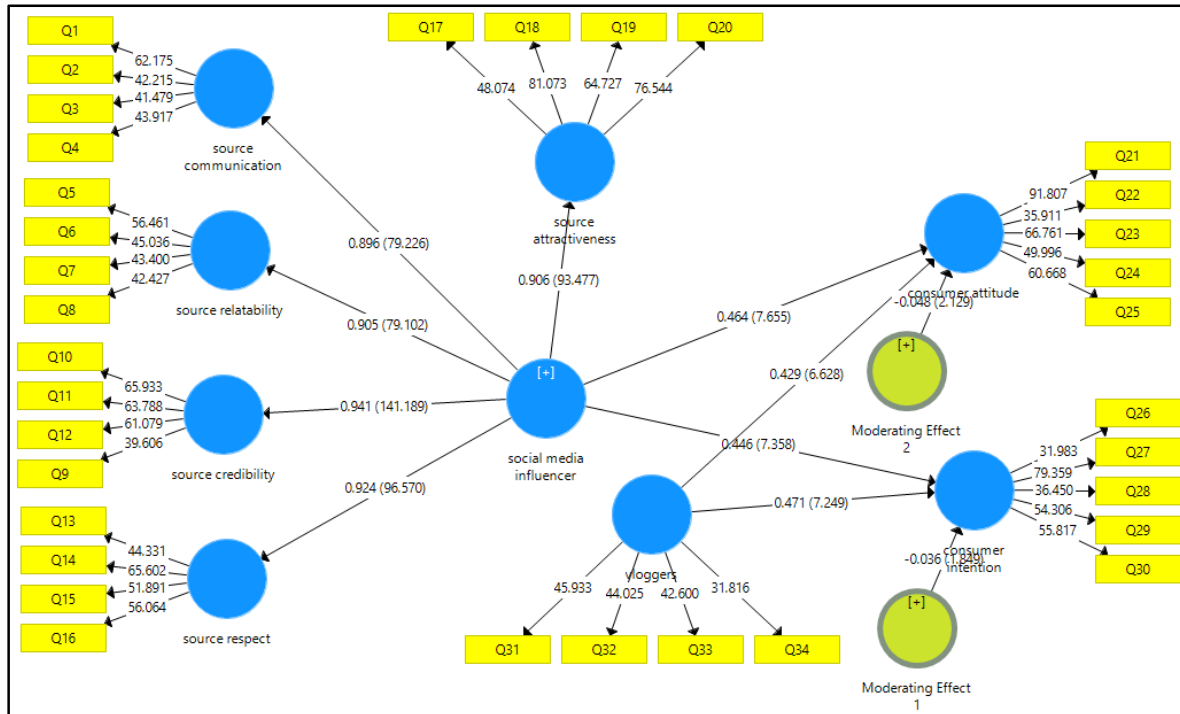


Fig. 1. Structural Research Model

Hair et al. (2017) indicated that an important test should be presented in the study associated with the variance explained at the endogenous called coefficient of determination and symbol ( $R^2$ ) also the cross-validated redundancy ( $Q^2$ ) importantly to be evaluated and stated to assess the quality of model of prediction. The findings of the structural model explained 84.4% and 81.5% of the variance in consumer intention and attitude respectively. Because the results had ranged from 0 to 1, the structural model data confirmed a good explanatory power (Shmueli et al., 2019). Additionally, to assert that the model goodness for predictability, the study examined predictive value of  $Q^2$  for the dependent (endogenous) variable which should be more than zero to confirm this analysis, the result confirmed this test as represented in Table 4, so the value of  $Q^2$  of the current study supported this assumption with a level with more than zero.

## 5. Discussion

With a focus on the characteristics of the social media influencers, this research tested a research model based on a theory of persuasion the influencer perceived characteristics influence both of the behavioral intentions and attitudes of the consumers after reviewing TikTok web videos. The findings showed that the consumers' intention induced by the social media influencers by video advertising are affected by trustworthiness and perceived communication and respect. Particularly, the significant influence exerted by source attractiveness and source relatability also confirmed the significance role of the social media influencers characteristics on the intention meanwhile the latter source was not significantly influenced by the consumer attitude. In addition, the vloggers were moderated to influence the social media influencers characteristics on only consumer attitude with no moderating role on the intention. A comparison based on the previous similar studies findings, the current study findings were in line with these findings and confirmed the positive effect of this issue and increased the concerns of the marketers to engage with new modern marketing tools and approach. However, the provided results also support the results of the literature and consistent with the general discussion about the growing effect of the social media on consumer behavior and attitude (e.g. Zafar et al., 2021; Rahayu, & Arifin, 2020). A critical important finding is the vloggers non-significantly influences consumer purchase intentions via their posted videos on TikTok and this indicates a hidden and not clearly discussed influencing factors on this aspect. Hence, the study through its results asserted the general examination of the social



media bloggers and revealed that influencers' characteristics supported the discussion about the behaviors which accompanied the social relationships of these influencers. These results indicate that the attributes of the social media influencers might play an essential important role in shaping their followers' behavioral intentions like purchase intentions and attitude for a variety range of influencers marketing targets than the previous findings. In terms of another important finding, the components of the social media influencer characteristics have been examined with a unique model that has not examined all these factors in a single research framework.

This is a novel study particularly in the area of digital marketing and emerging methods and ways to replace the traditional marketing ways. The information value was significantly influenced, and the antecedents which have the strongest influence on consumer intention and attitude. By contrast, the study found that attitude was not significantly moderated by the vloggers in the effect of social media influencer characteristics on TikTok which encourages further exploration. Other factors would have outstanding impact and mainly shape the people's behavior rather than this moderator. These results proposed that the identified aspects of influencers' attributes and characteristics contribute with greater levels of the consideration issue in the digital marketing domain and the emerging changed perception towards the tools and methods should be recognized for better understanding the new emerged phenomena and being addressed to provide further implication in the theory and practice applications would expand the current limitations in this setting.

Bloggers' proliferation provides the managers greater marketing opportunities to select experienced with trusted products alternatives compared to the traditional marketing campaigns through the usage of the paid advertisements as a method of interacting with the current as well as the potential consumers. The findings broaden the significance of the emerging developed communication means and channels, and the cost of the marketing communication using the bloggers will continue to expand (Miller et al., 2009). Furthermore, the discovering, involving and utilizing the products by the influential bloggers could give the organizations a better capacity to target their audience as well provide them with a unique opportunity in order to increase sales volume and reduce cost-related advertisements. The challenges then become linked to identify the more influential and credible bloggers (Li et al., 2011). Another critical consideration should be recognized, a lower cost paid blog advertisement of the marketing campaigns while assessing the marketing influential alternative and the value of blogging marketing managers.

It can infer also the value of network-based contents of the bloggers focus on the capabilities of the bloggers to target the audience with a perceived credibility of bloggers communication (Duffy et al., 2017). This method will sufficiently identify a trustworthy blogger with marketing-related values which can enable the marketers and advertisers to promote products/services with the least efforts and cost. Moreover, this study provided some key influential factors of consumers' intention to purchase and attitude. The blogs advertisements and the contents for example should be entertaining and interesting with a pleasure for the viewers. Also with attractive blogs design, information flow and clarity are important factors for favorable outcomes. The attractiveness of the sources and credibility with blogs honest are still paramount to attract the consumers' involvement with the websites, bloggers and social media communication. The study results showed that the consumers' willingness to respect and accept a message from a marketing source (TikTok blogger) mainly relies on the extent of this source's credibility. Thus, the companies may engage within numerous criteria to address the vloggers' credibility of a blog before placing the advertisements on their blogs.

It would state some of these criteria which may include the blogger's information and knowledge about the brand, their presence with quick and clear contact information, the professional blog's website and appearance lead to a reliable source of information (Dulcinea, 2017). The research model proposed that the characteristics of the social media influencer act as power that likely to influence the consumers' attitudes toward a brand/product when the influencers at the social media channels are perceived honest and credible source of information. Additionally, the model proposed that the key characteristics of the social media influencer through the source credibility depend on the competency and experience of the social media influencers to provide adequate branding trustworthiness. Since the model also proposed vloggers moderate the relationship between characteristics of the social media influencer and consumer attitudes, the power of vloggers' characteristics to impact the behavioral-related attitudes of the viewers will increase the opportunities to change their (viewers) purchasing attitudes.

## 6. Implications

Theoretical perspective, the research has conceptualized many different factors of social media influencers characteristics within an integrated new research model in a unique context to address the social learning theory and application in the setting of social media marketing. The discussed this theory and provides further discussion of this theory in terms of marketing changes and approach with incorporating the advanced technological tools. The modern marketers through the current study findings would gain new perception and concern with the importance of diversifying influencer characteristics as a marketing tool to target larger numbers of consumers. However, the study supported the theory discussion linked to this topic which highlighted the influencing factors on consumer attitude and intention. This paper also has further supported a significant influence of the digital marketing tools on consumer buying intention in TikTok users as well supported the role of vloggers in this issue. At the practical level, the research findings provided a buying intention and attitude support model for the social media influencers in the area of digital marketing, the significant consumers intention would support some critical issues that

require to be handled since the modern marketing ways. The study thought the classification model assists the practitioners as well marketers to grasp the attitude and intention of the individuals and the requirements to utilize different novel marketing tools. For instance, the products with high customization in general require comprehensive perception and apply for the advanced marketing tools to target the key consumers. An effective tracking method also needs to adapt with the emerging changes in the consumers' preferences to sufficiently maintain greater outcomes of social media marketing. The companies should perceive the significant role of influencers' characteristics and engage within this way for greater marketing outcomes.

## 7. Conclusion

The research has generally achieved the stated aims and identified the role of social media influencer characteristics on both consumer buying intention and attitude with moderating effect of vloggers. The main results showed all aspects of social media influencer characteristics had a significant influence with consumer buying intention and attitude. A subsequent moderating analysis also revealed that vloggers moderated only the influence of influencers' characteristics on consumer intention. However, the relevance of vloggers had also a non-significant value of the beta coefficient on consumers' attitude. Based on research results, it is essential for the marketing managers and marketers to consider and give more attention to their consumer attitude and the factors through social media communication can influence this aspect. The companies can also hire the vloggers to largely influence their consumers' intention since they (vloggers) have super capacity to shape the people's orientation and their attitude. The expanding understanding of this topic would support the current organizational marketing policies and plans to involve nontraditional business approach and ways lead to greater business outcomes. Moreover, during the conducting of this work, the study pursues to stand with the previous findings and boost their results through similarity discussion and assumptions.

The study implications for marketing practice for this research suggest perceiving the buyers' profiles on the social media channels and the ways that the consumers shape their attitudes and behavior. Today's social media influencers have different attributes, and their influencing capabilities increasingly change the others' behaviors. Through the posted short videos of the vloggers, the followers and reviewers can change their attitudes after watching these videos and establish a particular attitude resulting from the extent of the social media influencer can impact their followers at social media webs. The recommendation for marketers and managers is associated mainly with the variety of the methods that would influence the consumer behaviors by using the new device webs like TikTok. The future research recommendations assume the potential researchers may conduct and take into consideration newly emerged marketing ways and factors in the field of digital marketing. Also, they might contrast this analysis results with their unexpected findings and identify possible variations. A future analysis would be conducted with diverse scopes and customers. The study limitations also restrict the aspect of research generalizability of the results to different context and sample, and this limit the suggested variables being analyzed in this study and the tested the interrelationships between them over the examined scope.

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